

JAWA Software

Company Profile

Historical Perspective

JAWA Software is a well established and rapidly expanding company with a much focused strategy and a highly professional approach. The company was originally founded in 1974, but was relaunched in 1994 as a premium-quality Software Development and System Integration Company. We have now established a reputation for developing and implementing Strategic Business Software Applications in a variety of very demanding situations.

Size and Structure

JAWA Software is wholly owned by a limited number of shareholders, and has no external investors or any long-term borrowing. There is no parent organization, although it is planned that the company will establish various subsidiaries around the world in the near future.

JAWA Software has enjoyed an average annual growth in staff numbers of over 60% since 1994 and substantial further people growth is planned for the next several years.

The Company's Marketing Strategy is to distribute products via third-party Channel Partners, the vast majority of employees are technically based product-development, implementation and support staff. Increasing numbers of Staff at Partner Organizations dedicated to the Money & Markets product suite also means in-depth local support across the region.

Financial Position

JAWA Software has been profitable in every year of its operation and this is forecasted to continue into the future, particularly with the continuing success of our leading-edge "Open Systems" based products and our growing reputation in the market.

In addition, JAWA Software's growth has been self-funded since its inception and this is expected to be maintained for the foreseeable future.

At an operational level, ongoing maintenance contracts with Customers and Partners cover a growing percentage of our fixed overhead costs, a process which will provide the foundation for increased profitability from additional sales in the future.

At all levels, therefore, JAWA Software is a financially stable and successful company which can underwrite its operations for a considerable period into the future.

The existing organizational structure and financial stability allows the company to determine and implement its chosen strategy of leadership in the supply of "Best In-Class" systems to selected marketplaces.

Market Positioning

JAWA Software has become the region's fastest growing and most respected "Software House" and we are continuing to build upon our early successes in Kuwait and overseas by establishing market leadership in several industry-specific sectors.

JAWA Software's Money & Markets applications represent one of the broadest product portfolios in the region, with specific extensions for different industry types with full support for local and international standards at both a technical and business level.

JAWA Software operates in some of the most demanding market environments where product resilience and integrity is essential. In our pursuit of best practice, our published policy is to supply application software products which are delivered on-time, to budget and always perform to specifications.

Our Customer's base already boasts prestigious names in both the Government and Private Sector in Several places around the world, a process which is being rapidly repeated over and over again.

JAWA Software is clearly one of the most dynamic companies in the region's IT Market.

JAWA Software is among few companies to receive IBM StoreProven Award and the recent Ready for IBM Store Innovation emblem.

Business Partnerships

JAWA Software's chosen strategy is to market its products indirectly through Channel Partners across the region. This includes "Industry" Partners (e.g. hardware manufacturers), Consultant organizations, tools and database vendors, as well as some of the largest local solution-sales based companies, or those catering to the needs of specific industry sectors (e.g. Retail, Distribution, etc.)

The following summarizes our channel marketing approach across the region:

Representation:

JAWA Software has a number of Strategic Partners in Kuwait, Oman, Bahrain, UAE and Saudi Arabia (KSA), Syria, Jordan, Qatar, Lebanon and several countries of Africa.

In addition, negotiations with other potential Reseller in North Africa, India, and United States of America are in process.

Manufacturers:

We are establishing a growing working relationship with a number of globally based I.T companies that have operations throughout the world, and for the Retail Market we have certified the Money & Markets POS applications on virtually all the recognized hardware POS alternatives.

These international organizations have elaborate partner assessment programmes which have been applied to JAWA Software and we have met the high expectations and requirements of these companies for Partner relationships.

Consultants:

An active Consultants Awareness Programme is available to secure further endorsements for Money & Markets.

Regional Offices

JAWA Software's business expansion policy is to open a direct office in each country in which we operate, assuming market size and business revenues justify such a local presence.

These subsidiary operations are in addition to local Partners, and are designed to provide immediate support to our Partners and Customers in each territory, as well as Middle East and Africa based support to Corporate or Gulf-wide direct clients

JAWA Software therefore plans to open offices in Saudi Arabia (Jeddah) the UAE (Dubai) in the near future. Each office is expected to have 3-5 staff within 3 months of operation.

Market Coverage

The ongoing success of our Channel Partner Strategy in only a short period means that we can confidently predict that via direct offices and/or third party representation, local support for Money & Markets will be available in virtually all the region countries in the near future.

Expansion

At this stage, JAWA Software is projecting revenue growth in excess of 50% and expecting staff numbers to increase by 40% although much of this people (staff) growth will be for new overseas subsidiaries in the region.

New releases of several of Money & Markets and Enterprise Retail Proposal (ERP) modules are now available.

An Indian and American subsidiary is operative since 2001 (JAWA Systems Private Limited and JAWA Software, USA) .

Long Term Plans

Our primary goals are to:

- **Offer** application software that is locally developed, locally supported and provides total support for local requirements.
- **Provide** industry-standards based application offerings, fully incorporating the latest proven technologies at all levels.
- **Offer** "Best in Class" functionality within 5 years of individual product launch.
- **Establish** a leadership position in the provision of vertical market or industry specific package applications.

- **Become** a major regional supplier to the Retail and Distribution Sectors.
- **Establish** direct subsidiaries, joint ventures and/or have product representation for all countries in the Middle East and other parts of the world in which we operate.
- **Support** the highest standards of quality and excellence at a customer, product and people level including attaining ISO 9000 accreditation.
- **Recruit** and retain the best staff available and provide a challenging environment providing many opportunities for people growth and development.
- **Retain** all profits for 5 years from company inception to fund further expansion of the company. Thereafter increase revenues, profitability and market share on a continuous basis, providing a high return for shareholders.

Summary

A comprehensive, "Best In Class" product range with a highly flexible, platform independent architecture, together with continuous product development, excellence in customer support, and a commitment to building long-term relationships with our customers and industry Partners makes Money & Markets a very attractive product proposition, and positions JAWA Software as the company of choice to help our Partners and their clients secure their future success.