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Introduction

Palestine Engineering Company is an IT firm with futuristic vision and 8 Years of experience. PALCO provides world-class solutions and professional services in Jordan and all over the Middle East. PALCO is a privately held company, registered in Amman-Jordan. From the outset, PALCO has focused around the highest quality professional services, business management solutions, e-services, and security.

Today, PALCO is recognized as one of leading IT companies in Jordan. The number of staff has increased to reach 50 employees. PALCO is headquartered in Jordan and possesses one branch office in Oman registered under its sister company name RealSoft Advanced Applications.

In addition to the quality of our services, being Oracle Certified Solution Provider and Oracle Certified Education Partner enabled us to conduct business both in the Arab World and internationally

All of our technical team are outstanding Jordanians graduating from prestigious university both in Jordan and outside. 80% of them are Oracle Certified Professionals (OCP) and given certification from Oracle Corp to this effect. The ratio is among the highest in the Middle East.

Our efforts are not only business related, but we also participated in several regional and International conferences and presented papers in different arenas. For example, Papers were presented in the following conferences

Oracle International User Group, San-Francisco –1994
Europe Oracle User Group, Amsterdam – 1996
Europe Oracle User Group, Vienna – 1997
Middle East Oracle User Group, Dubai 1997 and 1998

PALCO supports a full range of products and services, as well as a number of third party solutions. Other business areas include development of application software; security ; Systems integration services, training and consulting services.

We maintain a consistent approach to the way we conduct our work. We achieve this by a single set of principles at the highest level, adhered to by all PALCO operations. This provides customers with a consistent service and access to worldwide resources.

PALCO operates an integrated management system, combining quality, commercial and technical disciplines into a coherent approach. We recognize that everyone in our organization contributes to customer satisfaction.

PALCO is committed to satisfying our customers by:

- Understanding our customer's needs.
- Meeting/exceeding expectations through fulfilling our commitments.

This is achieved by:

- Use of our first class project and program management experience use of a practical mix of new and proven techniques and technologies.
- Constant development of our staff and management expertise.
- Our commitment to the continual improvement of our processes.

Our Commitment

- **To Partners**

We aim to establish strong and lasting relationships with our business partners by working with them to achieve our common objectives.

Our considerable experience enables us to integrate leading edge technologies and techniques with existing approaches. This combination delivers the benefits of new advances to our customers while minimizing the associated risks.

We continually improve our processes and develop our staff to take advantage of advances in technology and techniques. This ensures that we can continue to add value to our customers' businesses and meet their needs in the future.

- **To customers**

The relationships that we establish with our customers are supported by regular personal contact. Through our account management activities we maintain an understanding of our customers' businesses and provide continuity between individual tasks. This allows us to contribute positively to our customers' strategic objectives by making available, at appropriate times, our skills in managing and supporting their business programs. PALCO total Organization is firmly committed to service excellence and high customer satisfaction.

Our broad customer base covers a wide range of market sectors including Oil & Gas, finance, telecommunications, government, defense, utilities, and transport. The scale of the tasks we carry out for our customers ranges from one day assignment by a single consultant to large consulting teams over several months.

Common principles

The following principles apply to all work undertaken by PALCO/RealSoft.

Management

We appoint a task or project manager for every item of work that we undertake. Each manager works to agreed objectives for the specific item of work. The manager is required to conduct the work for the mutual benefit of all those involved using established processes and company procedures.

Requirements.

We identify the requirements for each piece of work we undertake through an open exchange of expectations with our customers. Through continuous communication with our customers, we aim to maintain our common understanding of their needs.

Planning

We plan the means by which we intend to satisfy the identified requirements, taking into account the constraints. We identify and manage risks to reduce them to an acceptable level.

Methods and tools

We select a practical mix of proven, new and customer specified methods and supporting tools, appropriate to the size and type of project, to achieve the customer requirements cost-effectively. Where the lack of a procedure for carrying out an activity would adversely affect the work, we define one. Methods are used in a way, which provides a clear record of their application and traceability to all quality controls.

Quality control

Each item of work includes suitable quality controls. Someone technically competent and sufficiently independent confirms completion of the work to the relevant specifications and standards. This includes confirmation of the satisfactory application of the intermediate quality controls defined during the planning stage. These include reviews, tests, inspections and walk-through. Records of these confirmations are retained as a key element of the evidence of quality control.

Problem resolution

Identified problems are recorded and followed up to ensure that they are resolved. We use these records to help us improve our processes and to prevent reoccurrence.

Reporting

Regular reporting is essential to good communications with our customers and is also an important part of our management process. Reporting provides a source of information which assists us to ensure that planned activities are effectively staffed and executed and that problems are identified, evaluated and resolved.

Monitoring

The commercial, technical and quality health of the work we undertake is routinely monitored by PALCO/Realsoft Managers. We define a program of monitoring activities for each piece of work. These range from management

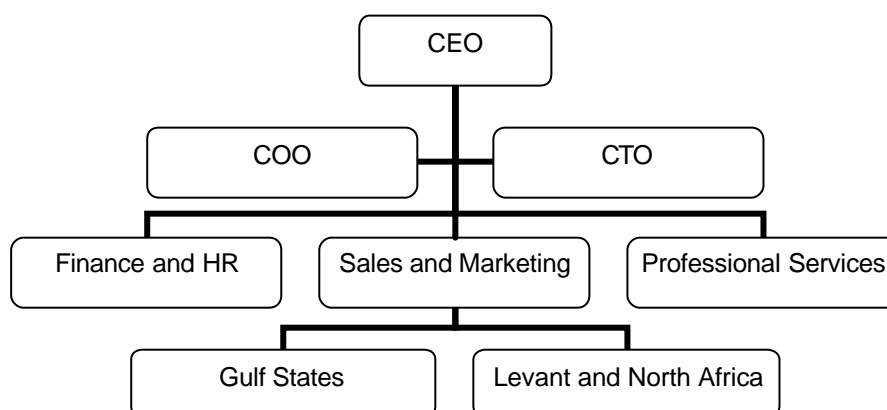
review of regular reports through to audits undertaken by independent experts from other areas of the company.

Maintaining our effectiveness

We record measures and qualitative judgments of the effectiveness of our processes and their outcomes. We use these to ensure that our processes remain effective and to provide the basis for their continued improvement.

Company Structure

To support the growth in the business and to maintain the necessary business controls, PALCO/Realsoft consists of three main departments, Finance and Administration, Sales and Marketing, and Professional Services.



Main activities

Sales & Marketing

Satisfying our customers begins with our sales and marketing activity. We work with prospective customers and business partners to understand their business and determine how Palco/Realsoft will be able to help them realize their aims.

We believe it is important to be honest with our future customers about our capabilities. At the same time we work with our customers to understand the critical success factors of their business that will lead to satisfaction with the proposed work.

In developing proposals to meet specific needs we:

- Establish working relationships with customers and suppliers
- Consolidate our common understanding of requirements.

- Ensure that they remain focused on the customer's business objectives.

At this time, we also start to design the process that we will use to satisfy the requirements. This includes the identification of methods, tools and skills, any shortfall in our capability is addressed well before work commences. Work associated with winning business is identified and controlled separately from ongoing project work. We appoint a manager with overall responsibility for coordinating and delivering our proposal. The manager ensures that responsibilities are clearly defined for:

- Implementing our common principles by following our defined processes
- Identifying the expectations of the prospective customer
- Arranging for the proposal to be reviewed before submission to the customer
- Negotiating the contract.

Project Management

We appoint a project manager to take control of each project. At the start of the work we define the project manager's responsibilities in agreed terms of reference. These responsibilities include:

- Providing an effective focal point for the customer
- Identifying and managing the critical success factors, constraints and risks associated with the work
- Selecting, managing and delegating work to appropriately experienced staff
- Planning, monitoring and reporting on the work.

The project manager is the focal point for continuous communication between PALCO/Realsoft and our customer. Keeping the customer informed of the current status of the project and providing the means for a continued understanding of each other's expectations are essential functions of this role.

The project manager plans the work program in sufficient detail to provide manageable "work packages". These work packages provide the basic units for quality control. The number of work packages reflects the size of the project.

Professional services and Solutions

As part of PALCO/Realsoft, professional services department provides a wide range of expertise covering different information technology solutions areas.

PALCO/Realsoft consultants working as part of a customer's project or management team will usually be required to follow their working practices. However, the principles outlined in this manual condition our professional

behavior. We select staff with appropriate skills and experience to meet our customers' needs.

PALCO/Realsoft Professional Services and Solutions are but not limited to:

- ✓ BI and Data Warehousing
- ✓ Oracle Technology Consulting
- ✓ Business Management Applications : ERP(Financials, HRMS, SCM, Manufacturing and CRM)
- ✓ Bespoke Applications
- ✓ e-business solutions
- ✓ Interfacing projects.
- ✓ Conversion and Migration projects.
- ✓ Oracle Certified training
- ✓ Oracle based technical support
- ✓ Wireless and PALM Computing Solutions
- ✓ Industry-Specific Applications for statistics.
- ✓ Solution architecture and design
- ✓ GSM Mobile Applications using Java and C++ for PALM OS and others

Support functions

PALCO/Realsoft support function provides the essential foundation for us to achieve successful delivery to our customers. They support all the activities in each subsidiary and are managed under the same principles as work carried out directly for our customers.

Each of these functions has the responsibility of a designated manager who will select processes and procedures to manager the function. These processes are selected to safeguard the quality of all deliverables.

Support functions work to qualitative as well as quantitative targets. The manager of the support function makes provision for the quality controls necessary to attain these target and regularly reviews and reports on them.

Product Supply

Products are designed with market needs, rather than a specific customer, in mind. Products may be provided as a complete solution or as key components for incorporation into larger systems. They may be specially supplied by PLACO/Relasoft, derived from our project work or based on third party offerings.

Each product is under the control of a product manager. The product manager is responsible for:

- Identifying the objectives and requirements that the product must fulfill
- Coordinating product activities including planning, design, development, marketing, maintenance and support.

- Ensuring that the product is reliable, flexible and supported.

Relationship Management

Procurement

Our customers rely on us to select and supply products and services from third parties. These may be supplied directly to customers, either stand-alone or integrated into our supply, or used in support of customer projects. Wherever our products and services are in some way dependent on such purchases, we manage the procurement process in a way which ensures that we maintain customer satisfaction. We maintain strict neutrality between contending suppliers and our purchasing decisions are based solely on previously agreed criteria.

We produce a clear specification of the product or service, incorporating any customer requirements. We use this as a basis to confirm the supplier's ability to meet both PALC's and our customer's requirements. We select only reputable suppliers of whom, wherever possible, we have working experience and knowledge. We undertake careful evaluation of our suppliers, especially when we have not worked with them before. Where possible, we have working experience and knowledge. We undertake careful evaluation of our suppliers, especially when we have not worked with them before. Where necessary, we perform a specific appraisal.

Staff Selection and Training

The success of PALCO/Realsoft business is directly tied to the personal success of our people. We operate a wide career development scheme, which, coupled with our commitment to training, and development, enables us continually to develop our staff.

We ensure that our employees know exactly what is expected of them through agreeing and reviewing objectives on an ongoing basis. This enables us to bring the goals and objectives of the company and our customers together with those of our employees.

As an integral part of career development, we identify and plan for the training needs of each individual member of staff as well as specialized training required by staff to carry out specific tasks. Our staff selection process matches the skills, training and experience of our staff to the corresponding profile for the task to be performed.

Quality Assurance Management

Customer satisfaction is the outward sign of quality and is fundamental to everything we do. Achievement of quality is an integral feature of our business processes.

We use measurements to provide objective data to help manage all stages of development. These measures are selected not only to determine progress against plans but also to enable us to judge the effectiveness of our processes and the quality of their outputs. PALCO's approach to quality management has three dimensions.

Prevention- preventing problems from occurring is the most effective way to achieve quality. Prevention starts at the earliest stages of proposal and continues into the project through the project initiation process. This includes a project start-up review, which may involve the customer. The preventive steps continue with planning, risk assessment and the selection of appropriate methods, tools and staff.

Control – we apply specific quality controls, such as inspections, reviews and test, to all our business processes. These ensure that our work is completed to the defined standards and provide confirmation that the processes are effective. Quality control includes the planned monitoring activities.

Assurance – this independent function provides essential confirmation that our processes continue to be effective. Each subsidiary is supported by a quality assurance (QA) function, which is independent of those responsible for design and production. The head of the QA function has a clear reporting line to the subsidiary's managing director and has the authority to resolve quality matters.

Responsibility for all matters relating to quality is clearly defined:

- Quality control is the responsibility of line managers and those managing specific items of work.
- Quality assurance is the responsibility of an independent function
- Prevention is a key feature of the control and assurance responsibilities

Professional behavior

PALCO/Realsoft believes in the highest level of ethical behavior in its relations with customers, shareholders, staff and the communities in which we operate. We endeavor to comply with all relevant laws and statutory regulations. These include the safety of delivered systems, environmental controls and fiscal regulations.

When in the course of our business we are privy to sensitive or confidential customer information, we take all possible steps to protect it.

We set levels of confidentiality and confidential material to make it clear who may have access to what information. We produce rules for the safekeeping and transmittal of confidential information and monitor that the required confidentiality is maintained.

Strategic Alliances

One of PALCO's important strengths in this line of business is its strategic alliance with leading multinational software partners such as Oracle.

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Muscat-Oman

Demonstrated Experience

Name of Client: **Social Security Corporation (SSC)**, Jordan
e-government project

Total Contract Value: US\$250,000

Period of Performance: 04/2002 -9/2002

Client reference name: Fawzeyeh Jad

Phone number: +962-6-4648240

Size of Project Team: 3 Consultants

Description of system users: Jordanian Citizens, Corporations, and SSC staff

Brief description of work performed

This project is one of the fast track e-Government projects in Jordan. The purpose of this project is to allow governmental and non-governmental organizations to do queries, registration over the Internet, and pay the social Security fees on-line through an appropriate electronic payment method. The system is a real Internet application, where the proper security infrastructure is required and Internet programming is needed (Java Server Pages, PL/SQL Server Pages). The system allows employees to inquire about their social security benefits online and allows their companies to update their records from the comfort of their offices. The system also integrates with 2 leading banks to facilitate payments. We used Oracle Internet application server as middleware and development platform for the required Internet applications. For security we will install Verisign GSID for SSL 128-bit encryption enabling, Cisco PIX firewalls, and Cisco IDS for Intranet/Internet security.

Social and Economic Indicators (SED) Data Warehousing & BI Project

Name of Client: **Ministry of National Economy, Oman**

Total Contract Value: US\$ 175,000

Period of Performance: 11/1999 – 1/2001

Client reference name : Sulieman Zadjali, Director IT department

Phone Number: 968-698900

Size of Project Team: 4 Consultants

Description of system users: Decision makers, researchers

Brief description of work performed

The application is Social and Economic Indicators Database (SED). It is a Data Warehousing application designed to store and analyze large amount of historical and current data that is more than 20 years old. The system allows the ministry to produce the Oman Statistical Year book, Oman monthly Bulletin and Oman Facts and figures. It allows more than 60 users in the ministry to produce Ad-Hoc online reports that produce more than 400 Social and Economic indicators. This data warehouse provides researchers and decision maker with the information to analyze more than 18 social and economic sectors. Such large number of sectors dictated that a fairly complex access control system to be in place. A changeling contract that we accepted after other companies failed to deliver.

Oracle Database Server 8i is the main database running on IBM AIX machines

Oracle Developer is the front-end tool for data entry users

Oracle Discoverer is used an OLAP (On-Line Analysis Processing)

We also used other tools for data extraction, cleansing, loading

Oman e-population census

Name of Client: **Government of Oman**, Oman
The first such implementation world wide

Total Contract Value: US\$ 800,000

Period of Performance: March, 2003 – December, 2003

Client reference name: Mr. Ali Bin Mahboob Al Ra'esi ,
Director of Population Census

Phone Number: +698 698900

Size of Project Team: 6 consultants

Description of system users: Decision makers, enumerators and government

Brief description of work performed

This system involved designing questionnaires for the Oman population census electronically. Most of the development is on both a personal digital assistant (PDA) as a front end, where 900 government enumerators are expected to fill population questionnaires on the PDS. The information is then to be transferred electronically (Wireless or Wired) to the back end Database Server for reporting and analysis. PALCO / REALSOFT won this prestigious tender among international bidder based on the quality of service and track record with the ministry of National economy in Oman. UN consultant was involved in the evaluation process and our solution was rated as the number one technical solution among other competitors. We were the only company to complete the pilot project successfully on time

Oracle Database Server 9i is the main database running on IBM AIX machines

100% Generated application using Designer and HeadStart

Oracle Discoverer is used an OLAP (On-Line Analysis Processing)

C++ , and J2ME for Mobile (PDA) front end development

Name of Client: **National Information and Documentation Corporation (NIDC)**, Tripoli-Libya

Total Contract Value: Euro 1,000,000

Period of Performance: 05/2003 -10/2004

Client reference name: Mr. Jalal Tmumen

Size of Project Team: 10 Consultants

Project Name: Development of Total Integrated Solution, Data Warehousing, Intranet Portal, and Search Engine.

Brief description of work performed

This project for developing some industry specific applications for statistics, conversion and integration for some legacy applications, build data warehouse at the corporate level for management reporting and analysis, build intranet portal and search engine at the corporate level.

Name of Client: **Housing and Urban Development**, Jordan
Web Centric Preliminary BI Solution.

Total Contract Value: US\$ 108,000

Period of Performance: 02/2001 – 7/2001

Client reference name: Mr. Suliman Al Hassanat

Phone number: +962 6 5675987

Size of Project Team: 3 Consultants

Description of system users: Decision Makers, other governmental departments.

Brief description of work performed

Building WEB Centralized Data Store for all housing related issues in Jordan then Publishing on the WEB all statistical reports and Indicators that are related to the housing issues from different locations in Jordan.

Name of Client: **Bank of Jordan**, Jordan
Business Intelligence Pilot Project.

Period of Performance: 05/2002 – 6/2002

Client reference name: Mr. Fayad Mojahed

size of Project Team: 2 Consultants

Description of system users: Top Management.

Brief description of work performed

Building Reports repository for loans tracking risk management.

Name of Client: **Abu-Dhabi Municipality** – Subcontracted by Emirates Computers

Total Contract Value: US\$ 210,000

Period of Performance 06/1999 – 03/2000

Size of the Team: 6 consultants

Description of System Users: The users are Abu-Dhabi municipality staff responsible for registering the economic activities for Abu-Dhabi emirate at the United Arab Emirates (UAE). Around 50 users use the system.

Brief Description of the work performed

- o Registration procedures of New Legal Entities (Companies)
- o Fees – Registration, Licensing, Advertisement etc.
- o Inspection on New and existing legal entities
- o Registration, Regulation and Inspection of SALE and discounts offered by retail outlets
- o Follow up on company liquidation and court of law.
- o Web based tracking system for citizens (to follow up their applications)

The project was completely analyzed, designed, developed and implemented by PALCO team on time. The choice of Database and development tools was dictated by the customer, which went in line with our expertise in Oracle products. We used the Oracle CASE tools (Designer and Headstart) together with Oracle CDM methodology to make sure that we deliver the right quality on the right time.

The municipality server is a cluster NT solution with Oracle 8i RDMBS and Oracle Internet Server as an Application Server

Other Projects and References

Name	Type	Client	Year
Labour Database	Data Warehouse	National Center for Human resource Development- Jordan	2001
ERP	Manufacturing and financial application	Dara Al-Dawa Pharmaceutical Jordan	2001-2003
Consumer Price Index (CPI)	Mobile Application. GSM based data collection (PDA)and back end processing	Ministry of National Economy –OMAN	2001-2002
Oracle-based development consulting Services (Outsourcing)	Army Logistics management system	Saudi Arabia National Guard(SANG)	2001-2003

Local

- Jordan Ministry of Interior - Silver Support, Licenses
- Jordan Armed Forces - Consultation, support, Licenses
- Ministry of Agriculture – Silver Support, Licenses
- Royal Scientific Society (RSS) - Training
- Jordan Export Development and commercial Centers
- Ministry of Transportation – Technical services
- Deutsche Gesellschaft Fur Technische Zusammenarbeit (GTZ) - Several activities
- USAID -DAI– Oracle training program for Ministry of Water and Irrigation
- USAID – Database Tuning for the Ministry of Water and Irrigation
- USAID – Housing Information System, Housing and Urban Development Corp
- UNDP – Rain Water Information System for the Ministry of Water and Irrigation
- Booz-Allen and Hamilton - Consultation
- Customs Department – Special DBA Training
- Customs Department - ASYCODA Project, Consultation, Support, Licenses
- Department of Statistics - Local consultation
- Ministry of Water and Irrigation – Silver support and training
- Jordan Valley Authority – Silver support and training, application development
- Arab Potash company - Training
- Al-Amal Cancer Center – Consultation, support and licensing
- Ibn-Alhaithm Hospital – Consultation and support
- Amman specialized Hospital - Consultation and support
- Royal Geographic center - Licensing
- Ministry Of Health - Silver Support

- Department of Public Works – Software Licenses and Silver support
- Jordan Telecomm Co.- Training
- Greater Amman Municipality- Silver support, consultation, training and Development
- Royal Court - Training
- Islamic Bank – licensing, Training and Silver Support
- Arab Bank – Software licenses, Training and Silver Support
- Union Bank for Investment - training
- Bank of Jordan – Application and network access tuning
- Royal Scientific Society – Training Financed By JICA
- Al-Hussien Medical Center – Licenses and training
- National Information Center – Software License and Training
- Al-Bashir Hospital – Software licenses, Training and Silver support
- Sales Tax Department – Training
- Audit Bureau – Training and support
- Social Security Department - Data Conversion and training
- Jordan Electric Power Co. – Training
- Al- Yarmouk University – Training
- Civil consumers corp – Support
- Industrial Development Bank – Consultation
- GTZ – Project , 4 Month Consultation for the Dept of Statistcs
- GTZ- Project , Ministry of Agriculture live stock Census
- Government Computer Capacity Improvement Project (PADECO) – Jordan Government Comprehensive Oracle Training
- City and villages development Bank (GTZ Project) Application Development
- Jordan Drug Store – Support and Application Development
- Trust Transportation – Licenses and Software Development for a reservation system
- National Shipping Services – Licenses and Application Development
- FirstNet - Licenses and Application Development for Internet Service provider
- 15 other Companies using our Accounting, Inventory and Shipping software
- FASTLINK - 24x7 Support and Service agreement
- MOBILECOM – Oracle Licenses
- Trolley Express, TeleSales supermarket and point of Sale

Regional

- Oman Housing Bank, Muscat - Consultation
- Abu-Dhabi Municipality, UAE – Software development and training
- ORACLE CORP, UAE – Dubai –Training
- ORACLE CORP, UAE – Abu Dhabi - Training
- ORACLE CORP, Yemen - Training
- ORACLE CORP, Syria - Training
- ORACLE COPR, Bahrain - Training
- ORACLE CORP, Oman - Training
- Central Bank of Yemen – Software licenses and training

- Altadamoun Islamic Bank, Yemen – Software licenses
- National Electricity Authority – Sudan - Training
- Sudanese Civil Aviation, Sudan - Training
- Ministry Of Development, Oman – Software application and training
- Ministry of Exterior , Sultanate of OMAN (Through OHI) - Training
- Bier Ziet University, Palestine - Training
- State Information Service, Gaza, Palestine - Training
- Ministry of National Economy, Oman – Software application
- UAE Armed Forces – Head Quarters - Training
- NCR- France - Consultation
- Oman Ports Corp – Training
- Ministry of National Economy – Oman Social and Economic Indicators Data Warehouse
- Ministry of National Economy – PDA based data collection and processing for the Consumer Price Index (CPI)
- Gulf Aluminum Rolling (Garmco) Bahrain – Consultation
- OMAN Training TRACK – Subcontracted to us by Oracle - Training government personnel in Oman
- Qatar Training TRACK – Subcontracted to us by Oracle –Training government personnel in Qatar

We delivered hundreds of training hours as subcontractors for ORACLE CORP. in several regions in the Middle East