

SOFTWARE DESIGN CONSULTING GROUP

Customers Business Cases

Advertising Agency

TMI/ J Walter Thompson

Activity	Communication Agency
Locations	Saudi Arabia Kuwait, UAE, Lebanon, Egypt, Morocco, Syria, Jordan, Tunis, Bahrain

JWT is an international leading communication agency covering the full fledges advertising business operations (creative, media, public relation, events). JWT operates under the full control of the British known group WPP.

Selected among European competitors, Software Design implemented Visual Dolphin Solutions in JWT's 9 branches since 1999, in the following order: Jeddah, Kuwait, Dubai, Lebanon, Cairo, Syria, Jordan and Morocco. All technical support is done remotely from Dubai and Lebanon with the assistance of an internally hired IT administrator who handles the 1st level of support, the installation of the latest upgrades and the centralization of the user's new demands.

Visual Dolphin manages the Costing, Billing, job status and Work in progress of the jobs defined in the creative departments as well as the media planning, scheduling, booking and invoicing. Sophisticated reports permit the analysis of the company's figures by client profitability, job, media, media house, account handler, campaign, media type and by period, all crossed together. The implemented solution integrates completely with Visual Dolphin financial systems to allow detailed analysis of the sales and the cost of sales on a monthly basis, taking into consideration important volume of inter-company / inter-branch transactions.

In 2001, JWT sister company, Mindshare, specialized in the purchasing of media, implemented Visual Dolphin in all its branches including additional branches in Tunis and Bahrain.

Distribution and Retail

AL Jothen - Madi International

Activity Cosmetics: Import Export, Distribution and Retail operations

Locations Kuwait, UAE, Lebanon

Madi International is a 12 years old & well established cosmetics company. The company implemented the full series of Dolphin applications first in Kuwait, in 1998, then in Lebanon in 2000, in Dubai in 2001 and lately in Qatar. The operation deals with all kind of cosmetics and accessories related to hair dressers and beauty salons. Their systems contain around 25000 items of major brands; they issue around 250 invoices daily.

Madi International operations cover the import, distribution, wholesale, retail (from showrooms) and van sales. Besides the following Visual Dolphin modules, (General Ledger, Accounts Payable, Accounts Receivable, Purchase orders and purchasing, Inventory, Sales orders and invoicing) the company implemented a sophisticated schema for the salesmen commissions based on stimulating the sales people to improve their collections from the clients, the business intelligence "VD-clarity" for a graphical analysis of their data (Business intelligence for decision support operations) and "VD Sales collector" for managing their sales orders using hand-held data collectors electronically linked to the head offices (download and upload)...

ALBINA

Activity Marketing and distribution of hydro-thermal, sanitary, electro-mechanical, electrical, heating and fixing system products

Locations 12 locations in Lebanon

Albina Sal is specialized in the marketing & distribution of various Hydro-Thermal, Sanitary, Electro-Mechanical, Electrical, Heating and Fixing system products. Albina offers a wide range of specialized products to the various Consulting Firms, Engineers and Contractors involved in the construction industries. Initially, Albina has expanded its sales & warehousing facilities to 7000m2 of surface area displaying over 7000 different items in abundant stock.

Geographical market coverage is served through 7 point of sales and 2 warehouses all computerized using the Visual Dolphin software. The main office located in Beirut handles the financial operations of the group. The branches have their own accounting departments and are all linked to the main office thru the database replication.

Arabian Oud

Activity Retailer of Oriental perfumes

Locations UAE, Bahrain, Oman, Saudi Arabia

Arabian Oud is the biggest retailer of Oriental perfumes in the Middle East and the Gulf countries. It manages more than 40 outlets in the UAE and 260 In the Gulf. The group of companies runs also several activities and operations in fashion and garment with famous brands such as "Accessori", "L'artisan", "Misako", "Trendi squares", "Terranova" and others... Visual Dolphin full line of business solution where successfully implemented in June 2003, in the head office in Dubai as well as in the various outlets including Bahrain, Qatar and Oman, all under the control of Dubai Head office.

Distribution and Retail

Bitar International

Activity Food processing and distribution

Locations Lebanon, Rumania, Bulgaria, Ukraine

Bitar International is a very active group located in different countries specialized in food processing and distribution. The company started by an implementation of the solution in Lebanon then moved to the other countries where it is located. Users from all the countries are operating Visual Dolphin online by accessing one unique database located in Lebanon.

The deployment approach adopted is centralized; in other words, there is no need for any program installation on the workstations in the branches. Therefore, maintaining all the remote locations and users is made easy and is limited to the administration of the main database.

Broadway

Activity Distributor of Zara, Max Mara, Massimo Dutti, Mango, Virgin

Locations UAE, Lebanon, Kuwait, Jordan, Bahrain

Broadway is considered among the most famous retailers and most active, innovative operations in the Middle-East. Broadway implemented Visual Dolphin Financial Solutions in all its companies and their related branches in the region, in 2001.

All entities are using the Payables, Receivables, General ledger modules interfaced with their in-house developed inventory system; they rely fully on the aging module for managing payments and collections and on the reporting system for financial analysis and data consolidation.

Compume

Activity Information Technology Mega-Store: Retail sales, corporate sales, training, service repair

Locations UAE, Saudi Arabia, Egypt, Bahrain

Compume is a chain of Mega-stores with several branches located in the Gulf and North Africa. It deals with all kind of IT items: Hardware, software, Supplies, Accessories, Magazines, and handles several operations such as retail sales, corporate sales, training center, service repair workshop, and networking solutions.

Compume implemented Dolphin products upon the opening of its 1st outlet in Dubai (in 1998), followed by Riyadh, then Cairo, Jeddah, Dammam and, lately Bahrain. In 2001, with the fast growing size of its operations, it moved its systems from Dolphin to Visual Dolphin, in all its branches.

Visual Dolphin supported successfully the operations, due to the features available for the management of Consigned items, Serial numbers, warranty systems and price protection. All transactions of all branches are fully replicated online with the head office in Dubai allowing a direct control (online) over the operations of the group.

Distribution and Retail

FONO

Activity	Mobile Phone Retailer
Locations	UAE, Kuwait, Bahrain, Oman, Qatar

Fono is one of the largest retailers of Mobile phones in the UAE, with subsidiary outlets in the Gulf. Dolphin was implemented in the head office and the 17 retail outlets. Data communication with the head office was done through data Export/Import using telephone lines for the sites within UAE and E-mail for the remote sites. The management of serial number's feature available was essential to control the warranty on mobiles and accessories sold by the company.

Librairie du Liban

Activity	Books publishing, production, distribution & retail
Locations	Lebanon UAE Jordan

Librairie Du Liban is a large publishing house with more than 15 bookstores distributing their own publications and other publications. The inventory is composed of more than 100 000 titles categorized in different categories like dictionaries, medical, general, literature, linguistic, books for schools, best sellers...

The Visual Dolphin solution was first adopted in Lebanon. The success of this implementation and the ambition to become connected throughout all the offices has led to the adoption of the Visual Dolphin in all branches. Subsidiary branches in neighboring countries have deployed Visual Dolphin financials, Inventory control, wholesales invoicing and Point of Sales modules. All points of sales are completely operating on the Visual dolphin Retail module.

The powerful feature of multi-currencies available in Visual Dolphin permits to issue export invoices in any currency, based on a variable currency price list, using exchange rates that may give advantageous exchange protection.

Finance

Olayan Investment company

Activity Investment Company

Locations Greece

Merrill Lynch

Activity Stock & Commodities Trading

Locations Lebanon

Ark Financials

Activity Portfolio Management

Locations Lebanon

Lebanon Invest

Activity Portfolio Management

Locations Lebanon

Middle East Capital Group

Activity Portfolio Management

Locations Lebanon

These financial institutions have been computerized by Software Design, between 1993 and 1996, and are still operating their systems except for Lebanon Invest who interrupted its operations in 2002.

Companies implemented Dolphin series of financial products, using the General Ledger, Payables, Receivables, cost centers, aging, report generators to issue financial statements and fixed assets module. Dolphin gave them the flexibility to operate through out several years (working quite often on two years simultaneously without interruption), provided them with facilities to drill down trial balances to statement of accounts and to the initial transactions while securing data by setting (in a simple way) a full set of privileges by user or by group of users.

General Trade

Beidoun Trading

Activity Importers, wholesalers and retailers of cosmetic products

Locations Kuwait: Head office and several branches

Beidoun Trading is one of the leading firms in Kuwait dealing with all kind of cosmetics, perfumes and gift items products. The company imports and distributes items to resellers and other dealers, and holds an important retail operation including several outlets spread all over the country.

Implemented since 1996, Dolphin manages the financials, payables, receivables, inventory control, procurement, sales and wholesale, as well as retails operations in its 12 branches. Several enhancements were done on the system regarding the automation of request of goods between the various outlets of the company and the head office. Successful results were obtained, despite the traditional communication infrastructure available at that time (import export of data through telephone landlines).

Easa Hussein Al Yousifi

Activity Contracting, Manufacturing, Importers, wholesalers and Retail

Locations Kuwait: Head office and several branches

Easa Hussein Al Yousifi is one of the largest enterprises in Kuwait, dealing with several types of activities and businesses. With more than 1200 employees, 5 main offices, and 25 retail outlets, it covers the trading, Import/Export, Contracting, Manufacturing, Retail and Wholesale operations. Easa Hussein Al Yousifi represents some major brands such as Panasonic (full line: Audio, Video, AC, Health Care, Home appliances...), National, Technics, Sega, York, Citizen, IBM, Lexmark...

Visual Dolphin was gradually implemented during 2003 in all their sites, branches and showrooms. Al Yousifi acquired the full line of applications including the PDC, the promissory notes, the manufacturing, the contracting and the Business intelligence modules.

All sites are fully on line, using database replication feature; the head office has an instantaneous exposure over the consolidated operations of 5 head offices and 25 retail outlets at the same time. This integration wouldn't have been possible without the advantages Visual Dolphin provides for a full integration of Multi-companies, multi databases and multi-branches at the same time. This feature enables any branch or company belonging to the group to see the detailed account of a customer from all the branches in one single operation and to collect receivables on behalf of all the branches... Visual Dolphin retail system was adapted to issue client's quotations and to handle client receipts of loans or promissory notes.

General Trade

Zantout Group

Activity Distribution, Transport, Media Advertising

Locations Lebanon, Syria, Free Zone

Zantout Group is a large group of companies. With branches in Lebanon and Syria, they distribute Bridgestone and Firestones tires. This operation is entirely managed using the Visual Dolphin features. The main particularity of their business is the existence of warehouses in the Free zone, where goods are stored with no customs charges, in addition to the warehouses spread all over the 2 countries. The solution covers special management for the calculation of the cost of shipment.

The same holding also owns also the Lebanese Commuting Company (LCC) transport that manages a network of public transportation vehicles serving all Beirut and all the remote cities in Lebanon. The accounting and invoicing systems are both covered by the Visual Dolphin suite modules.

"Ads in motion" is another company, which belongs to Zantout group. Its main business activity is the promotion and advertising of products through moving buses. All Visual Dolphin modules are implemented and operational in the group of companies.

Manufacturing

Chateau Kefraya

Activity Manufacturing of Wine

Locations Lebanon: Beirut, Bekaa Valley

Chateau Kefraya is the worldwide known Lebanese wine. The whole process of the wine production has been developed and implemented by Software Design Consulting Group since 1993.

Over the years, the system has been enhanced to respond to their needs for getting accurate, fast and online results on a daily basis, including the cost of production. The system starts with the purchase of the grapes and ends with a fine bottle of wine. The manufacturing cycle is fully computerized, and links every stage of production to its related cost center. The accounts payable module is triggered at the level of the purchase transactions where the user can follow and maintain his suppliers' payments schedules. The sales order and invoicing modules take care of the customer's transactions that are translated in the Accounts Receivable module. The Aging of Payables, Receivables and the cash flow are extracted online from the system.

Chateau Kefraya main office (located in Beirut), and their plant in the Bekaa Valley are linked online, using the import-export facility that transfers data between the different locations. The head office manages the finance, and the sales & marketing of Kefraya products, while the Bekaa sites (plant and warehouses) manage the inventory of raw material & finished products as well as the manufacturing transactions.

Dutch Boy

Activity Paint Manufacturing

Locations Lebanon

Visual Dolphin was implemented in Dutch Boy factory in 1994 in Choueifate industrial Area, Lebanon. The full line of systems was installed including the costing, manufacturing and cost center management modules. The company distributes its products through various channels, imports raw material and exports to some neighborhood countries.

Heliozid

Activity Office supplies, Engineering printing machine

Locations Lebanon, Saudi Arabia, UAE

Heliozid were among the first customers of Software Design who implemented Dolphin in 1985, and are still using it today. During the same year of implementation, the systems were deployed in Lebanon, Cyprus, Jeddah, Riyadh, Dammam and Ajman (UAE). Heliozid deals with the sales and distribution of OCE printing machines and on the manufacturing of specialized paper used for engineering drawing.

Since the company evolved in the trading and servicing of plotters and high-end photocopiers, Dolphin was customized to print a large set of consolidated monthly financial statement reports over the group of companies, by deducting inter-companies transactions and accounting for the shareholder's participation in each of the branches.

Manufacturing

Indevco Group - Phoenix

Activity Manufacturing of machinery items

Locations Lebanon

Indevco group implemented first the Dolphin financial systems (GL, AP, AR) in its head offices in Ajaltoun, Lebanon in 1998, then deployed the full line of applications in its manufacturing plant, "Phoenix", which specializes in the assembly of all types of industrial machineries.

Several customizations were on the Visual Dolphin to suit the company's needs in term of the management of the bill of material and bill of quantities, all directly linked to the procurement system. The procurement of the raw material (components for building the machine) is an automated process that starts first by the Material Requisition form, followed by the generation of a Request for Quotation form, then by the selection of the best offer received based on the prices and or the delivery delays (all prices received are saved and archived for future referral), then the automatic generation of Purchase Orders, followed by the "Goods Receiving Note" including the cost calculation of the shipment expenses.

Lifco

Activity Foodstuff, Furniture, Kitchenware, manufacturing and project management of Supermarket's equipment

Locations UAE: Sharjah, Dubai, Abu Dhabi

Lifco is a group of companies distinguished as one of the largest distributors of foodstuff in the UAE, in addition to other distribution and manufacturing operations in the field of furniture, kitchenware, aluminum... With 4 main distribution branches (in Sharjah, Dubai, Abu Dhabi and Al Ain), 2 main supermarkets and other sites for the different lines of business, Lifco issues daily an average of 500 to 700 invoices.

Computerized since 1998, all the branches are fully linked together and accounts receivables are automatically consolidated at the head office, hence, giving the opportunity to the users to manage the accounts of the customers dealing with the various companies, from one site only.

The flexibility that Dolphin offers to manage the various units of measurements, the client's billing and delivery notes, the multiple delivery addresses, the expiry dates and the salesmen commissions were essential to the success of the computerization of the operation.

Projects & Supplies

Activity Manufacturing of lighting appliances, projects contracting, wholesale and distribution

Locations Lebanon, UAE, Qatar

Projects & Supplies has developed to become today a successful business in Lebanon and the Middle East. The company has a recognized leading technological position in the manufacturing and trading of electrical, mechanical and lighting industries. Their services include Engineering design, supply of materials and installation works.

The Visual Dolphin is used in all their departments to follow up their projects from the estimation quotation to the final delivery and installation at the customer site.

Manufacturing

Usine Libanaise de Carton

Activity	Manufacturing of cardboard
Locations	Lebanon

The Usine Libanaise de Carton is one of the largest manufacturing plants in Lebanon for the recycling of all kind of cardboard. The factory implemented Dolphin in 1987 and is still relying on its features to manage its operations. The full line of modules was deployed, including Manufacturing, Fixed assets and Payroll.

Saudi Light

Activity	Manufacturing of Mattresses
Locations	Saudi Arabia: Riyadh, Jeddah, Madina

Saudi Light is one of the leading companies for sponge and mattresses production in the Middle East. With more than 550 employees, it manages three plants in three of the largest cities of the Kingdom of Saudi Arabia; sites are linked online to the head office.

Visual Dolphin series of applications are fully implemented at Saudi Light. It goes from raw material procurement to production and sales. From the financial side, complex costing operates per production phase and includes the labor spent on any production line. Data is replicated to the main office in Jeddah from all the warehouses and the factory.

Visual Dolphin was adapted to cope with the business specification of mattresses where the quantities are managed in pieces, but the selling prices are in Cubic Meters. Automatic conversion was done all the way through the system to generate inventory and sales statistics by any of the 2 units of measurement.

Uniceramic

Activity	Ceramic tiles manufacturing
Locations	Lebanon

Uniceramic is known as the one of the largest manufacturing plant in the Middle East dealing with the production of all kind of ceramic tiles. With up to 800 employees, it was ranked in 2003 as the largest exporting company in Lebanon.

Dolphin and Visual Dolphin were implemented in 1988, and have been enhanced since to fit the particular needs of the enterprise. The systems manage the financial operations, the inventory control, the manufacturing process and the invoicing. Visual Dolphin was customized to comply with the main specificity of the business where quantities are managed by sqr meters as well as by cases and the invoice entry of quantities consists of number of cartons converted to sqr meters with a conversion of the unit price that adapts to both circumstances.

Market Research

Stat-Ipsos

Activity Market Research

Locations Bahrain, Jordan, Saudi Arabia, Kuwait, Syria, UAE, Lebanon

Ipsos-Stat is one of the leading research companies in the Middle East region, covering seven major Arab countries: Lebanon, Syria, Jordan, Kuwait, United Arab Emirates, Saudi Arabia and Bahrain.

Ipsos-Stat is using Visual Dolphin in all the locations. Data is replicated daily from the branches to the main office in Lebanon. The Business Intelligence tool Proclarity is heavily used by the branch managers to analyze their figures and get the statistical reports they require. The OLAP cubes were build by Software Design to allow the user to produce any statistical or financial report or chart.



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