



ROOTS SOLUTIONS
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COMPANY PROFILE

ROOTS solutions is one of premier IT services, consultancy and support providers, operating in Saudi Arabia and Lebanon. We improve organizations' operations, large and small, through our selected services, delivering security, mobility and productivity.

ROOTS solutions provides a varied range of solutions for all sizes of company, from the five-user office to the large global enterprise, across all sectors. Our extensive and varied experience allows us to offer our clients a wide range of systems and services which maximizes efficiency, increases productivity and delivers security, while also being cost-effective and adding real business value.

Our vision

Our mission is to keep our customers for life. We do this by providing a solution that is packaged, upgradeable and supported by world-class customer service. Moreover, ROOTS Solutions work closely with all customers to satisfy their business needs by designing solutions that combine the expertise of our engineers, the reliability and performance of our infrastructure.

Success Stories

Kindly contact us for complete lists of partners and customers or for all detailed success stories. Privacy statements are applied. E-mail: customers@roots-solutions.com



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HOW WE WORK

Establishing Contact

a. Legal and Financial Considerations

ROOTS solutions make every effort to ensure that your project remains secure and confidential. All payments are made only after you approve of the milestone and its deliverables.

- + Non Disclosure Agreement To ensure confidentiality, we sign a Non Disclosure Agreement (NDA). Additionally, project details are available only to the team members who are involved in the specific project.
- + Services Contract - Before the commencement of the project, we sign a Services Contract that details the responsibilities of each party, the deliverables, pricing and delivery schedule of the projects.
- + All payments are milestone based and made after you approve of the milestone and its deliverables.

b. ROOTS solutions Communication Methodology

Our experience over the years has helped us understand the decisive role played by clear communication to ensure the success of a project. Very often, misunderstandings due to poor communication between the customer and the provider have caused the failure of many projects. At ROOTS, we are also aware of communication errors due to cultural differences. This is where we use our vast experience with customers to avoid cultural gaps in communication.

We also use various tools to facilitate clear, unhindered one-on-one interaction with our customers. Some of the utilities we use to ensure effective communication and information flow through the project lifecycle include:

- + Online reports - An online project management tool which allows you to remain up-to-date on the developments in the progress of your project. This increases the amount of control you can exercise on the progress of your custom software development project.
- + Messenger - For all one-on-one communication, we use instant messenger, to make it easier for you to speed up any concerns or clarifications in real time.
- + Documentation - We document the minutes of all meetings and share them with all stakeholders involved.



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We also ensure that during the course of the project, you have:

- + A Single point of Contact - The project manager assigned to your software development project will serve as your single point of contact for all communication.
- + Escalation Procedure - We also ensure that we provide you with a clear procedure, should any need arise to escalate issues.

Requirement Gathering

a. Understanding and Capturing Your Requirements

- 1.** There are three levels of requirements.
 - + Business Requirements - High level objectives of the project which are recorded in the Vision and Scope Document
 - + User Requirements - Task and facilities available to the end user recorded in the Use Cases.
 - + Functional Requirements - Detailed listing out of each behavior that the software must exhibit. This along with the quality attributes and other non-functional requirements is documented in the Software Requirements Specification (SRS).
- 2.** Involve the end-user or customers as much as possible during the requirements capture stage. Identify various user groups and one representative individual from each group for inputs regarding their specific requirements. They could also review prototypes and the SRS to ensure completeness and effectiveness.
- 3.** Ensure that the requirements are quantifiable and measurable. Areas that are unclear may require more detailed analysis or even the development of a prototype. Developing Test cases early also help reveal any gaps in the requirements capture. Verify the completeness of the requirements by formally inspecting the documents generated.
- 4.** Prioritize Requirements by their relative importance. This will help weed out high cost-low value functionality. It will also help in making informed and critical decisions when faced with time/ resource and functionality tradeoffs. Identify and remove any functionality which will not be used or which does not help meet any of the business objectives.
- 5.** Ensure that the project scope is clearly defined in the Vision and Scope document. Expect some amount of requirements growth and buffer for it, since rarely is the project deadline changed, additional resources provided or any existing functionality deleted to compensate for it.



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6. Establish and enforce a clear and realistic process for change management. Prioritize the proposed requirement changes against the requirements yet to be implemented. Ensure that each change and its impact are sufficiently analyzed to avoid unforeseen complexities and slipping project schedule and deadlines.

7. Finally, while it is important to have a complete set of requirements to start design and development, it is also important not to get bogged down at this stage. After a set of requirements has been fully identified, development can begin on this while unclear requirements continue to get analyzed and clearly defined.



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Design and Development

a. Presentation of Our Development Process

At ROOTS we follow a process oriented development methodology designed to minimize project risks and development time. We focus on business solutions that fulfill business goals, instead of merely providing technical solutions. All our applications are built on the basis of this philosophy.

The approach that we adopt is the spiral iterative methodology, where the project goes through one or more iterations of all project stages. This presentation gives a brief overview of the process.

We have defined processes for requirements capture, analysis, design, development, testing and deployment. We generate UML diagrams representing the Use Case Model, Analysis Model, Design Model, Implementation Model and Test Model.

b. Requirement Definition

In this stage, client requirements are gathered. This is done on the basis of information provided by the client in the form of documents, existing systems & process specs, on-site analysis interviews with end-users, market research and competitor analysis. This stage has the following steps:

- + Requirements Analysis with Business Application Goal and High Level Requirement gathering.
- + Creation of Visual Scope Document and Feature List.
- + Providing technical recommendations and High Level Requirement Specification.

c. Analysis

In this stage, a detailed analysis is carried out from the information in the vision & scope document and feature list. This stage has the following steps:

- + Analysis and creation of Software Requirement Specification.
- + Creation of Use Case Specification & Diagram and generating the Use Case Model.
- + Design business rules and flow diagrams.
- + Establishment of Requirement Traceability Matrix.
- + Validation of the Scope and estimates against the contract and revisions made if necessary.



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d. Design

In this stage, the application design is developed on the basis of the software requirement specification, use case specification, business rules & diagrams and the scope agreed upon in the Requirement Definition stage. This stage has the following steps:

- + Designing Architectural Diagrams.
- + Creation of High Level Design and Low Level Design class diagrams.
- + Establishment of Entity Relationship Diagram, Data Flow Diagram and Deployment Diagram.
- + User Interface - The prototype is developed and validated against the requirements and presented to the client for approval.
- + The use cases elaborated in the analysis model are represented using collaboration diagrams.
- + Design model elaborations are made from the analysis model. Validation of the scope, estimates against the contract and revisions are made if necessary.
- + The Implementation Model is generated from design.
- + The Test Model is generated from use cases

e. Development

In this stage, the actual code based on the design is created and tested against design requirements and test cases. This stage has the following steps:

- + The development of code base proceeds as per implementation and design models
- + The application source code is tested according to the test cases and test plan
- + Documentation of processes
- + Creation of Use Case Test results

f. Integration and Testing

In this stage, the developed application is tested through test cases, test plans and user acceptance criteria in the deployed environment.

- + Integration and quality testing is carried out resulting in test reports.
- + Client acceptance tests carried out.
- + Client feedback and debugging.
- + Client acceptance

g. Deployment and Acceptance

In this stage, the developed application is deployed on the live server.



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- + Integrated Application and Deployment plan
- + Implementation on client Premises or Hosting Server.

- + Implementation Signoff by Client.
- + Creation of Archived Software
- + Transition of application to the maintenance team.

The steps above are iterated through until the final deliverable is completed.

ROOTS Solutions will submit a detailed project schedule in accordance with the above deliverables. The project schedule will clearly indicate the responsibility of the client and the developer and indicate the dates by which each person will submit their deliverables.



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Technical Support

Managing complexity, mitigating risks, and controlling costs of today's solutions has become increasingly important when considering your IT strategy. The optimization of your operations and solution landscape is a key to becoming a best-run business. ROOTS Solutions support delivers the skills and resources you need to optimize the performance of your solution and manage your business processes more effectively.

ROOTS Solutions support can assist you in deploying a full, end-to-end solution operations strategy that allows you to adapt existing solutions to changing market and business requirements – and take advantage of the new innovations that will make your business more successful. We can help you reduce the total cost of operations of your IT infrastructure and enable you to accelerate and maximize your efficiency on investment in ROOTS solutions services.

ROOTS Solutions support provide a complete portfolio of maintenance offerings a comprehensive range of services that enable you to continually improve core business processes while leveraging your existing solutions.

ROOTS offers two type of plans:

a. Roots standard support

Free of charge support which provides during office hours a guaranteed service to optimize the way you operate and support your ROOTS software solutions. Including continuous quality checks, support advisory, and advanced support for implementing enhancement packages and update packages.

b. Roots MAX support

Paid support to guarantee a 24/7/365 maintenance services to optimize the way you operate and support your ROOTS software solutions. Including continuous quality checks, support advisory, and advanced support for implementing enhancement packages and update packages.



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CONSULTANCY

ROOTS solutions offer consultancy at many levels ranging from simple advice to the design and implementation of a complete system. Combined with our other services, we can create a package tailored to your needs.

Many companies tend to provide excellent solutions at correct prices without taking into consideration the needs of the customer. ROOTS, as its name indicates, digs deep in order to understand what customers with no profound IT knowledge needs are, and match the exact goal without exposing their clients to excessive costs.

ROOTS technical experts excel at making the most out of the options provided by Microsoft systems, LAN and network protocols and Programming software capabilities. We also give large attention at securing configured networks from inside and outside threats.

By preparing any Technical Study Plan we aim at providing the ultimate IT solution.

We like our customer to think of ROOTS as their Technical department.



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SERVICES

All ROOTS services are modular.

Roots Solutions work with you to select the services that best match your needs. We also tailor our services to exactly match your unique requirements.



IT solutions

Design and services.



Networking

Local Area, wide Area and wireless.



System monitoring

Monitor the responsiveness of your IT systems.



Database management

Disaster recovery, optimization and backup.



Software development

In house custom coding and programming.



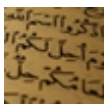
Application interface

Object-oriented programming to all your projects.



Web development

Secure online applications development.



Arabic softwares

Arabic as primary language.



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Text Channels

With our innovative development, you will have the freedom to create your own custom broadcast solution. Supporting the following features:

- + Interactive channels
- + Content delivery
- + Human screening interface
- + Remote management
- + Automation



Televisions Equipments

ROOTS Solutions provides from the world best manufacturers all type of televisions hardware equipments to all its related services. So that our customers will enjoy from the benefits of our fully installed, configured and tested turn-key systems. Supporting the following:

- + Broadcasting equipments
- + Play-out solutions
- + Graphical systems
- + Remote management
- + Automation



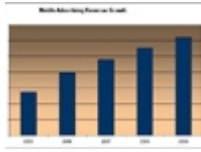
GSM Gateways

Complete SMS and MMS application platform solutions, SMSC & MMSC gateway software's for value added services companies and content providers. Supporting the following:

- + All type of messaging connectivity systems
- + Support of all types of Content:
Music, videos, wallpapers, ringtones, Java games and applications
- + Support for all carriers devices
- + Remote management
- + Automation



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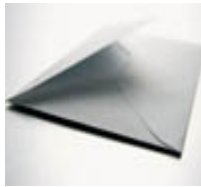


Mobile Advertisement

Due to the availability of context, immediacy, and personalization, Mobile messages, as an advertising medium, has clear and significant advantages.

Supporting the following:

- + Advance scheduling
- + Vast Phone number database
- + Graphical systems
- + Remote management



Premium SMS messages

Through the use of shared or dedicated Short Code attach to a fixed tariff; you can start generating revenue from text messaging. This gives you the opportunity to monetize your content, applications and services.

Supporting the following:

- + High revenue sharing
- + Real-time online statistics
- + Direct network connections
- + Services development
- + Comprehensive professional support



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CONTACT US

Our engineers are ready 24/7 to receive all your questions, feedback and suggestions relating to any area of Roots services and products. To be sure that the correct person receives your enquiry, please select the most appropriate department listed below.

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