



**OPEN SCOPE**

Software Solutions with Impact

COMPANY PROFILE

# OUR COMPANY

ONE STOP SHOP

## COMPANY OVERVIEW

- OPENSCOPE is a young and dynamic multi-disciplinary Integrated Advertising, Marketing, architecture and ICT Company. Our core business is to enable private and public organizations to achieve effective, consistent and constantly growing brand equity through systematic branding platforms.
- We have the ability to create anything the mind can imagine with this powerful medium and can transform a static, mundane into an rich, engaging multimedia experience. We believe that the more capabilities we have, the more value we offer. Because we are a one-stop shop, we are able to develop the most effective solution based on an individual client's unique business needs.

## OUR VISION

Yes we want to be the best and yes we want to be amongst the top in the field but not by being financially strong but by....

1. Fulfill our desire to be different.
2. Make creative, new product not follow the trend.
3. Add to the field not just take from it.
4. Apply a fresh business approach and business methodology.
5. Follow our own footsteps.
6. Growth, not through financial strength but through build equity (client base).

## OUR MISSION

- We are committed to deliver a creative product and services to our client.
- No compromise on quality, time of delivery and value for money.
- We will make sure that what we do will add something to the clients and the community and make a difference in their business and lives
- As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders, and the communities in which we live and work to prosper.

## OUR VALUES

- Passion
- Creativity
- Trust
- Continuous Learning
- Commitment to quality
- Communication
- Customer satisfaction

# MAJOR LINES OF BUSINESS

A horizontal bar chart with a blue bar at the bottom. The bar is solid blue and extends across the width of the chart area. Above the bar, the text "MAJOR LINES OF BUSINESS" is centered in a dark blue, serif font.

ICT SOLUTIONS

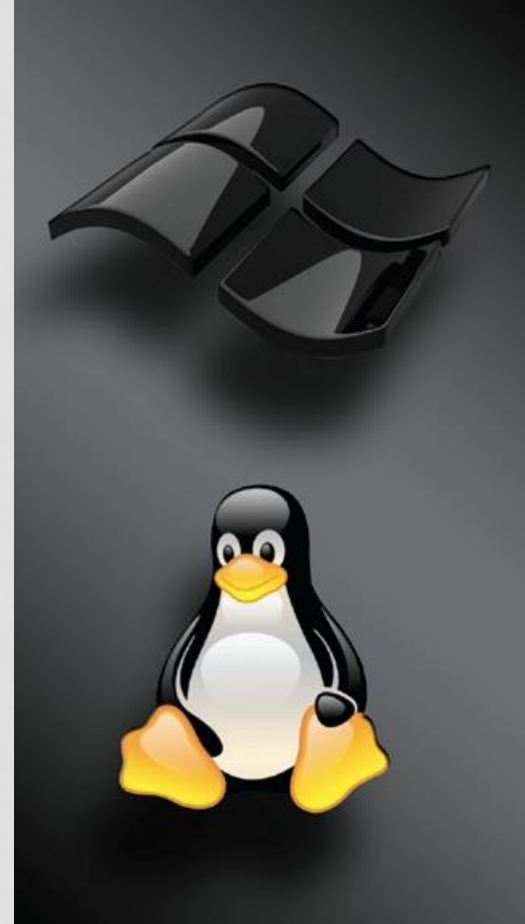


# ICT SOLUTIONS

- DOMAIN REGISTRATION & HOSTING
- WEB DESIGN & DEVELOPMENT.
- SOFTWARE DEVELOPMENT.
- MOBILE WEBSITES.
- MOBILE APP DEVELOPMENT.
- E-COMMERCE & ONLINE MARKETING.
- SMART SMS SERVICE.

# DOMAIN REGISTRATION/HOSTING

- OPENSCOPE also offers fully fledged web hosting services for Linux and windows platforms, hosting different technologies, and types of databases.
- Our offers include unlimited bandwidth usage, as well as a traffic statistics center. For special needs such as dedicated hosting, OPENSCOPE team will search through the available schemes and recommend the ones it deems most fit the project for the client to choose from.
- We also handle all uploading, ftp, and database management issues so that our client do not have to worry about downtime or compatibility issues.



# WEB DESIGN & DEVELOPMENT

- OPENSCOPE also offers full design capabilities for web development. Our team of designers is capable of meeting a large variety of design needs, from Flash demonstrations, to website design, keeping in mind the client's requirements, restrictions, as well as end users' bandwidth standards.
- OPENSCOPE offers webdevelopment in all its forms, from the small static website to the large portal. We treat all of our customers' web needs with the utmost care, regardless of the size of the project.



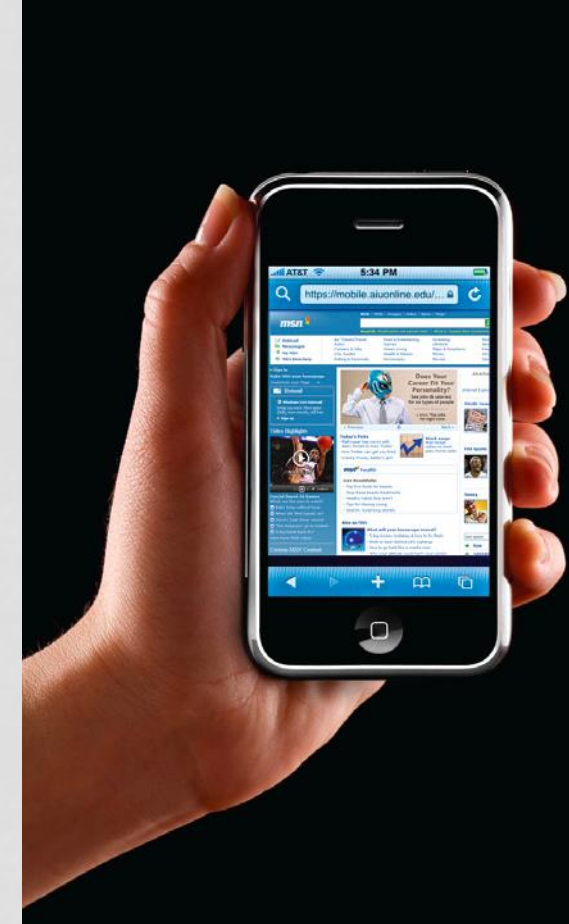
# SOFTWARE DEVELOPMENT

- OPENSCOPE offers desktop software developed to your customers, this may be standalone windows software based on a locally created database, or web enabled windows software that uses web services to communicate with a central site or database.



# MOBILE WEBSITES

- If your customers are likely to use your website from their cellular phones , and this worries you because you want to keep your site attractive to PC users . With dynamic graphics and a lot of a content, then there's nothing to worry about as OPENSCOPE will deliver both capabilities to cater for your different users.
- Your mobile users can be redirected to a special part of the website with the content you choose, but simpler graphics and better mobile interface quality without restricting your website from a home user's perspective.





# MOBILE APP DEVELOPMENT

- We Delivering end-to-end mobile application development, testing, and deployment services for different business. We develop our apps using Native Mobile Code. Native mobile apps are developed in a programming language native to the device and operating system, and require one specific app to be created for one target platform.
- **iPhone/iPad/ Android App Development**
- Backed by a team of best technology architects, design experts, and program management specialists, we provide best-in-domain iPhone/iPad app development services as per the specific demands of our customers. We provide custom app development, maintenance, upgradation, migration and enterprise app development services.



# E-COMMERCE & ONLINE MARKETING

- OPENSCOPE has strong experience with providing e-commerce services, and running businesses online, including building online shopping cards . Direct deposit, membership cards & gift vouchers. Coupons, B pay, others. This helps business reach their full potential by exposing there products to the largest audience possible.
- Internet marketing ties together creative and technical aspects of the Internet, including: graphic design, web development, marketing, advertising, and sales. Internet marketing heavily depends on search engine marketing (SEM), search engine optimization (SEO), advertisements on specific websites, e-mail marketing, and Web 2.0 strategies.



# SMART SMS SERVICE “SSS”

- Our Smart SMS Service is one of the the leading and innovative Bulk SMS gateways in Egypt. Deliver your message to your people wherever they are. Triple S is a powerful and effective communication and Marketing media. Use the SMS to market for your business and communicating with your people.
- Through Triple S you can reach thousands of people wherever and whenever they are easily and quickly. Our Smart SMS Service Is designed to t all business fields.





ADVERTISING

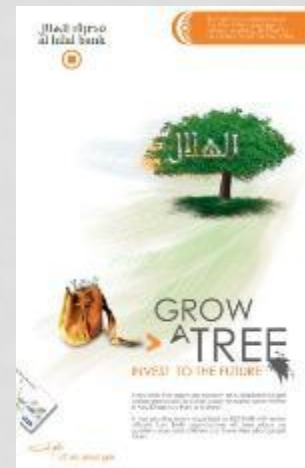
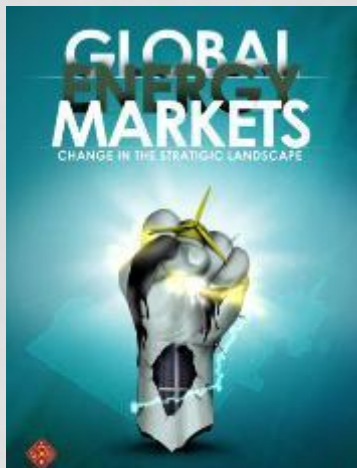
# ADVERTISING

- GRAPHIC DESIGN.
- CORPORATE IDENTITY.
- PRINTING.
- PHOTOGRAPHY.



# GRAPHIC DESIGN [SAMPLE PROJECTS]

## Ads / Flyer



## [SAMPLE PROJECTS]

### Ads / Flyer

CREATIVE TWINKLES www.creativetwinkles.com

**SIEMENS**  
WOULD LIKE TO  
*congratulate*  
مستشفى السلام الدولي  
أ.د. صلاح خاطر  
As-Salam International Hospital

THE 1<sup>ST</sup> PRIVATE HOSPITAL  
IN EGYPT TO LAUNCH  
SOMATION FLASH DUAL SOURCE  
**MULTI  
SLICE CT  
128 X 2**  
FLASH SPEED ... LOWEST DOSE

**HAVING EXCLUSIVELY 24/7 SERVICE WITH**

- Industry's fastest flash speed spiral scanning (full body scan in 10 seconds)
- The lowest & safest dose with the highest quality
- Optimum & precise contrast in every image
- Heaviest patient table weight load (up to 220 Kg)
- scanning children & infants without sedation
- 3D vision for the angiography of arteries that allow diagnosis of Coronary heart disease.
- Pulmonary embolism.
- Brain stroke (perfusion technique)
- Early detection of kidney stone (chemical assessment)

Dr. Asmaa el  
Hawany

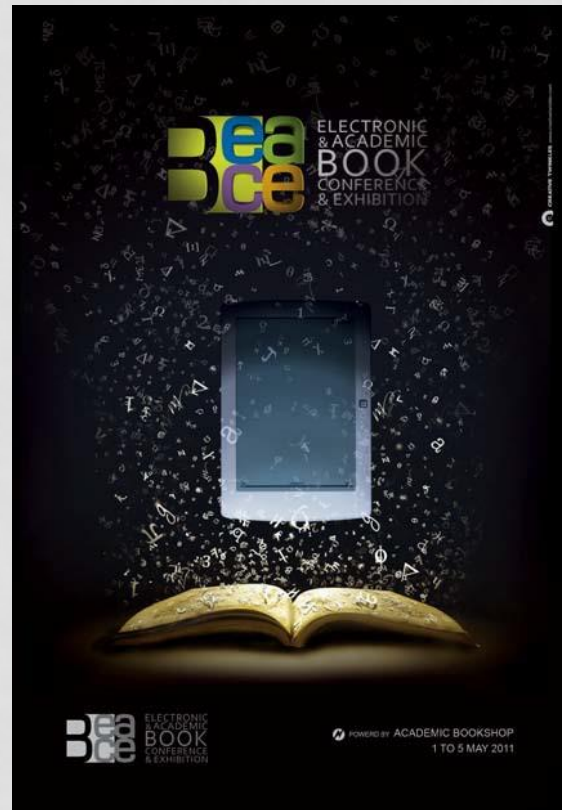
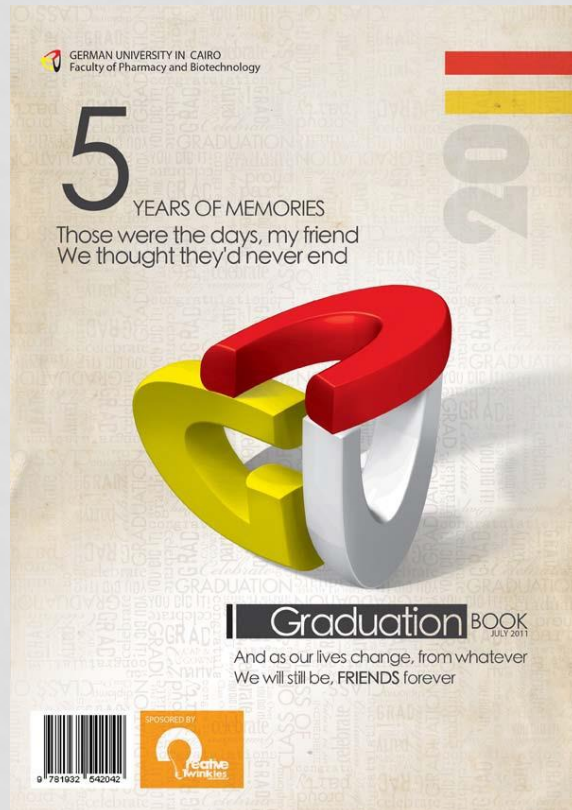
**QAMD**  
TURNING QUALITY INTO REALITY

**BUILD & RUN  
QUALITY SYSTEM  
IN YOUR HOSPITAL**



# [SAMPLE PROJECTS]

## Book Cover



## [SAMPLE PROJECTS]

### Book Cover



### Catalogue / portfolio



## [SAMPLE PROJECTS]

### Bus Wraps



### Cards / Invitations





## [SAMPLE PROJECTS]

### Art Work



### Outdoor Banner





## [SAMPLE PROJECTS]

### Logo



### Giveaways



# PRINTING [SAMPLE PROJECTS]

If you're looking for quality large format printing and displays with a huge selection of production and materials , you come to the right place . We offer high quality printing for indoor and outdoor displays such as banners , trade show graphics, custom wallpaper murals, floor decals, widows graphics and vehicle wraps and a wide rang of display production such as sign holders , trade show displays , and outdoor display hardware.



# PHOTOGRAPHY [SAMPLE PROJECTS]

- When it comes to photography, for us, it is all about the photographer, we've got some of the best talents in Egypt.
- With vast number of different global and local business, we have diversified skills and experiences in fields relates to, architecture& interior {commercial, residential, industrial}, Food {commercial, packaging, editorial}, hospitality& travel{restaurants, hotels & resorts, travel programs},photojournalism& documentaries, People, lifestyle& fashion, Events {weddings, conferences, concerts, reception}.





## [SAMPLE PROJECTS]



## OPEN SCOPE HISTORY & EXPERIENCE



# 12+

## Years

- Since June 2004
- 3 different business units
- More than 15 products
- Fully owned by open scope employees

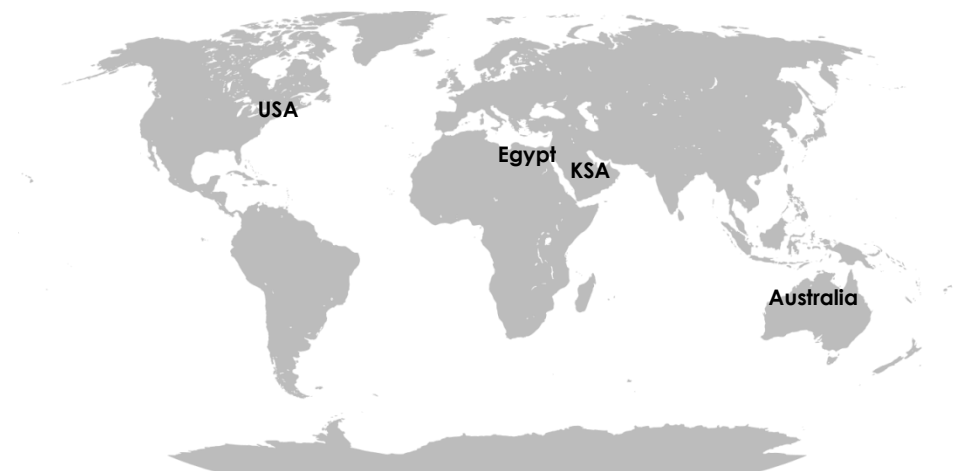
## OPEN SCOPE HISTORY & EXPERIENCE



# 4

## Corporate Offices

*Two open scope owned offices & Two partnerships*



OPEN SCOPE HISTORY  
& EXPERIENCE



OVER  
300  
Clients

EGYPT



ST. FATIMA IGCSE &  
AMERICAN SCHOOL



EMMANUEL SCHOOL



AINSHAMS  
UNIVERSITY



MISR EL-KHEIR NGO



NATIONAL BANK  
OF GREECE



ALCAZAR



SIA



AQUATOP



CITADEL CAPITAL



SEDA



MIDDLE EAST NEWS  
AGENCY



ECC PYRAMIDS  
MERCEDES



EGYPT



SAMIA ALLOUBA



EL HALAWANI  
REAL ESTATE



GREENLAND



SMART CAR



EMEND



MARKETING FOR  
BUSINESS



NOUR EL REFAI  
PHOTOGRAPHY



BOROUGE



PASCUCCI CAFE



ROYAL MANTA  
TRAVEL



EDGE



ARABISC

# SAUDI ARABIA



FACES GENERAL  
CONTRACTING



KNOWLEDGE  
DEVELOPMENT



AWRAF



AMLAK ALASEMA



SWAIQA



RASEED COM



FUTURE EXPERTO



INTA



YANBU DREAM



AL HENNA GROUP



SUNRISE



INK LINK

AUSTRALIA



MARKETING FOR  
BUSINESS



GO EXPLORE  
AUSTRALIA



DESIGN PINE



INNOVATIVE  
TIMBER IDEAS



EZITRIM



CONTIVIO



ORGANIX

## ZAMBIA



FLAME

## OTHER CONTRIES



SWS TAKTICAL  
MEDIA & EVENTS



BOOK SELECT  
LIBRARY



MAAN PROJECT  
MANAGEMENT



LYBIA FOR ALL



ZAURAK



USA



USA



## OPEN SCOPE HISTORY & EXPERIENCE



# 10

## Operating countries

### AFRICA

- Egypt
- Zambia
- Libya

### ASIA

- Saudi Arabia
- United Arab Emirates

### EUROPE

- UK
- Cyprus

### AUSTRALIA

- Australia

### AMERICA

- USA
- Canada

## OPEN SCOPE HISTORY & EXPERIENCE



# 25 Industries

(private, public, NGO's and individual)

- Automotive
- Banks
- Capital Markets
- Chemicals
- Communications
- Customer Service
- Education
- Engineering
- Financial Services
- FMCG Industries
- Insurance
- NGO
- Interior Design
- Media & Entertainment
- Ministries
- Paints and Household
- Equipment
- Petroleum
- Pharmaceuticals
- Public Sector
- Publishing
- Real Estate
- Sport and Recreation
- Telecommunication
- Press

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