DXReadyHub

COMPANY PROFILE

DX Ready Hub

Digital Transformation Advisory and Business Applications

Ready for transformation.
Built for execution.

Cairo, Egypt / Global remote services

00 / NAVIGATE THE PROFILE

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Each app has three pages: purpose and visual, capabilities, then its operating cycle and users.

01 / COMPANY OVERVIEW

Connecting strategy and operations

DX Ready Hub combines transformation advisory, readiness diagnostics and business applications. Based in Cairo, we support organizations through global remote services.

01 Transformation advisory

Assess readiness, agree priorities, establish governance and support adoption.

02 Business applications

Connect responsibilities and operational records through workflows tailored to agreed requirements.

03 Evidence for improvement

Use operational reporting and feedback to review progress and identify the next priority.

Who we support

Executive sponsors, transformation teams, boards, HSE teams, transport operators, environmental services, facilities and accommodation administrators.

02 / OUR APPROACH

How we work

A clear purpose, accountable owners and a tangible output at every stage.

OUR METHOD	WHAT WE DO	WHAT YOU RECEIVE
1 **Assess**	Readiness, culture, process and data	**Baseline and priority risks**
2 **Align**	Leadership priorities and roadmap	**Objectives and milestones**
3 **Implement**	Configuration and workflow validation	**Validated workflows and owners**
4 **Adopt**	Role-based training and communication	**Equipped users and adoption priorities**
5 **Improve**	Operational reporting and reviews	**Prioritized improvement backlog**

Feedback and operational evidence guide the next cycle.

Discuss your priorities ›

03 / ADVISORY SERVICES

Preparing organizations for change

01 Readiness and diagnostics

Assess change capacity, cultural friction, stakeholder alignment and data maturity.

OUTPUT A baseline, priority risks and readiness actions.

02 Strategy and roadmap

Connect objectives with process priorities, technology choices and sequenced milestones.

OUTPUT An agreed roadmap and executive oversight priorities.

03 Leadership and governance

Establish sponsorship, decision rights, accountability and progress reviews.

OUTPUT Steering structures, ownership and escalation arrangements.

04 Capability and change

Support communication, role transitions, focused learning and user adoption.

OUTPUT An enablement approach tailored to affected teams.

Diagnostic applications support readiness, value leakage and master data maturity discussions.

Explore advisory and diagnostic services ›

04 / BUSINESS APPLICATIONS

ELSIJIL

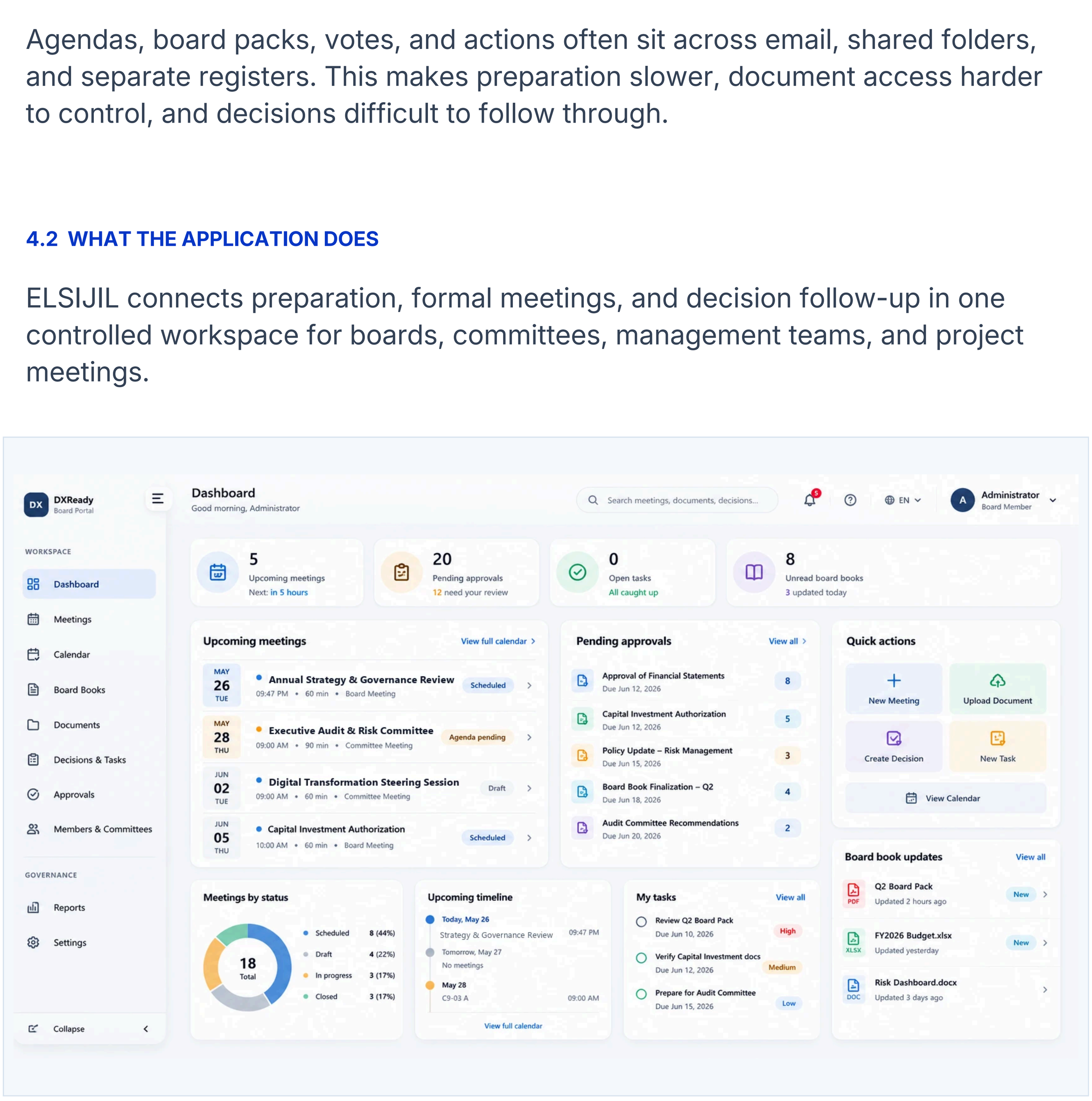
Board and Governance

4.1 THE BUSINESS PROBLEM

Agendas, board packs, votes, and actions often sit across email, shared folders, and separate registers. This makes preparation slower, document access harder to control, and decisions difficult to follow through.

4.2 WHAT THE APPLICATION DOES

ELSIJIL connects preparation, formal meetings, and decision follow-up in one controlled workspace for boards, committees, management teams, and project meetings.



ELSIJIL application interface

04 / APPLICATION CAPABILITIES

ELSIJIL capabilities

01 Governance and membership

• Board and committee separation; roles and memberships; conflict-of-interest tracking.

02 Meeting preparation and conduct

• Meeting builder; agendas and timing; invitations, attendance, roll call and quorum.

03 Documents and reading room

• Central document library; controlled meeting packs; reading room and offline-capable access.

04 Review and collaboration

• PDF annotations; private and shared notes; document discussion and collaborative review.

05 Voting and accountability

• Voting and proxy workflows; resolutions; action owners, due dates and follow-up status.

06 Access and audit

• Granular permissions; record isolation; MFA; protected records and audit history.

The demonstration can focus on the required meeting types, confidentiality rules, and approval process.

Explore ELSIJIL / Request a demonstration ›

04 / OPERATING CYCLE AND USERS

ELSIJIL in practice

4.3 THE INFORMATION FLOW

INPUTS Members, agenda items, meeting documents and proposed decisions

1	2	3	4	5
Prepare	**Review**	**Meet**	**Decide**	**Follow up**
Secretary builds agenda	Members read and annotate	Chair leads discussion	Members vote and resolve	Owners complete actions

OUTPUTS Minutes, resolutions, assigned actions, status and governance records

↻ **Action status and review findings inform the next agenda**

4.4 HOW EACH ROLE USES THE APP

Secretary	Prepare agendas and packs, record minutes, and maintain archives.
Chair	Confirm quorum, guide decisions, and review open actions.
Members	Read and annotate materials, vote, and review decisions.
Action owners and reviewers	Update actions and review decision records and audit history.

05 / BUSINESS APPLICATIONS

MASAR

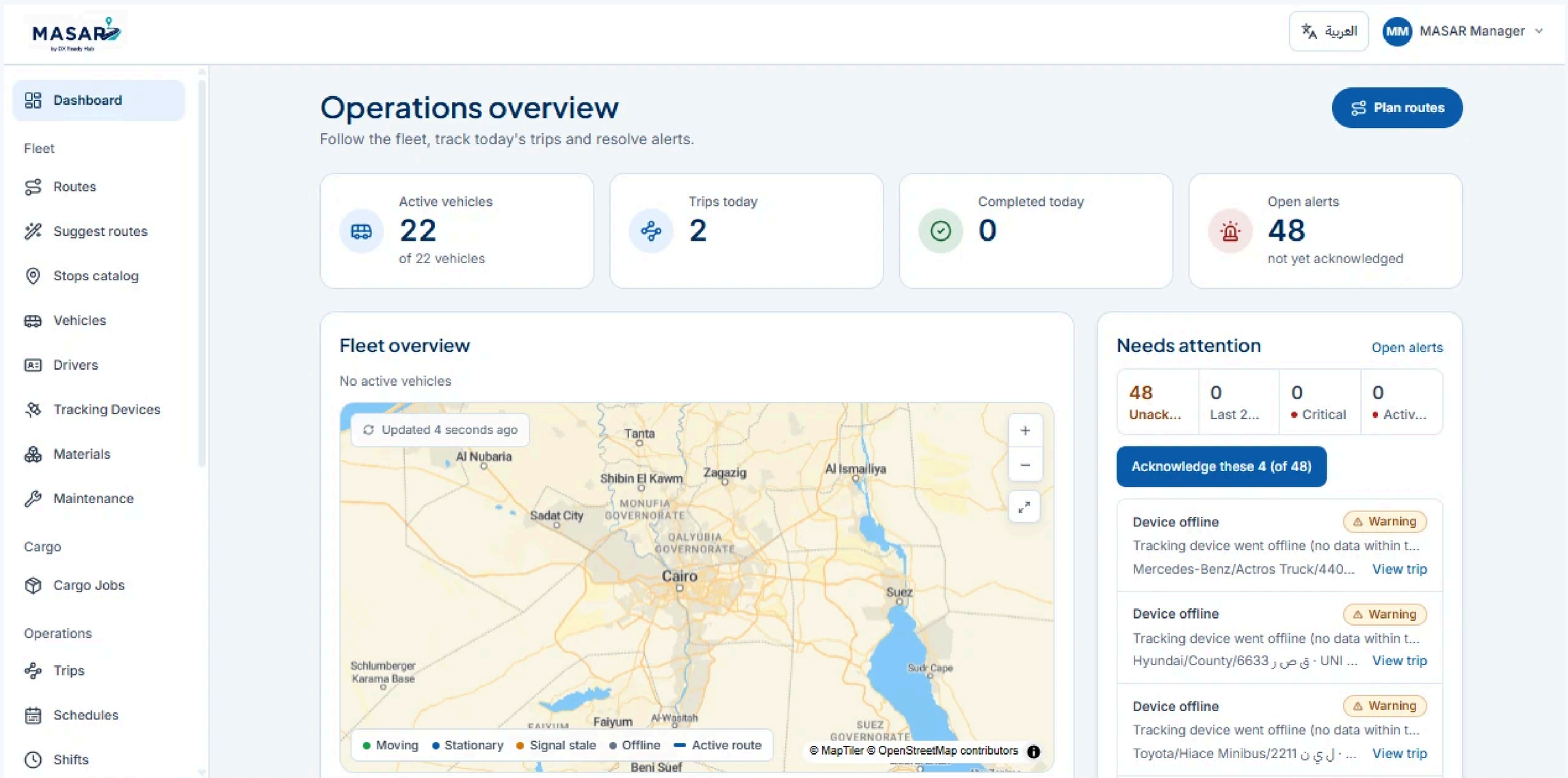
Transportation Management

5.1 THE BUSINESS PROBLEM

Disconnected fleet records, driver rosters, route plans, and delivery logs leave dispatchers without a clear view of daily work. Missed changes, incomplete records, and delayed updates make transport coordination harder.

5.2 WHAT THE APPLICATION DOES

MASAR coordinates people transport, cargo delivery, and heavy haul records in one workspace, linking planning and dispatch with trip progress and operational reporting.



MASAR application interface

05 / APPLICATION CAPABILITIES

MASAR capabilities

01 Fleet and driver records

• Vehicle records, capacity and status; driver licenses, documents and tracking-device links.

02 Routes and scheduling

• Routes, stops, recurring schedules, shift rosters and vehicle assignment.

03 Dispatch and live visibility

• Trip dispatch; operational maps; trip status, GPS updates, device health and exception alerts.

04 People transport

• Passenger records, attendance, route and stop assignment, subscriptions and service coordination.

05 Cargo and heavy haul

• Material catalog, cargo orders, declared weights, permits and weighbridge tickets.

06 Control and reporting

• Incidents, notifications, trip history, dashboards and performance reports.

Live tracking depends on connected devices and configured services. Heavy haul records support documentation; they do not replace engineering or permit approval.

Explore MASAR / Request a demonstration ›

05 / OPERATING CYCLE AND USERS

MASAR in practice

5.3 THE INFORMATION FLOW

INPUTS Fleet and driver records, routes, passenger needs and cargo orders

1	2	3	4	5
Plan	**Assign**	**Dispatch**	**Track**	**Analyze**
Routes, stops and jobs	Vehicles and drivers	Trips and shifts	Location and progress	Service and exceptions

OUTPUTS Trip records, delivery progress, alerts, incidents and fleet reports

↻ **Trip performance and exceptions improve the next plan**

5.4 HOW EACH ROLE USES THE APP

Transport manager	Review fleet activity, resources, exceptions, and performance.
Dispatcher	Plan routes, assign crews and vehicles, and release trips.
Driver and attendant	Follow assignments, record progress and attendance, and report incidents.
Cargo and technical teams	Track deliveries, load records, and device health.

06 / BUSINESS APPLICATIONS

ISTIDAMAH

Waste and Environmental Management

6.1 THE BUSINESS PROBLEM

Missed pickups, fragmented collection records, and unclear material quantities make environmental operations difficult to coordinate. Teams need traceable records for service delivery, reporting, and sustainability oversight.

6.2 WHAT THE APPLICATION DOES

ISTIDAMAH organizes collection planning, field activity, quantity records, and reporting across waste and environmental service operations.



ISTIDAMAH product overview

06 / APPLICATION CAPABILITIES

ISTIDAMAH capabilities

01 Collection planning

• Collection schedules; routes and stops; vehicle allocation and capacity planning.

02 Dispatch and visibility

• Vehicle tracking; driver shifts and status; monitoring of route progress and service exceptions.

03 Material and weight records

• Waste categories; quantities and materials; manual weight entry and driver confirmation workflows.

04 Operational exceptions

• Collection incidents, overflow records, missed pickups, and follow-up activity.

05 Reporting and sustainability

• Waste manifests; collection frequency and volume analytics; sustainability dashboards and downloadable reports.

06 Financial coordination

• Service billing and cost allocation options within agreed scope.

Automated IoT weighing and AI routing are planned enhancements. Regulatory reporting must be configured for the required jurisdiction and waste categories.

Explore ISTIDAMAH / Request a demonstration ›

06 / OPERATING CYCLE AND USERS

ISTIDAMAH in practice

6.3 THE INFORMATION FLOW

INPUTS Service requirements, waste categories, routes, vehicles and crews

1	2	3	4	5
Schedule	**Dispatch**	**Collect**	**Record**	**Report**
Services and routes	Vehicles and crews	Confirm work and issues	Weights and materials	Service and sustainability

OUTPUTS Collection logs, quantity records, manifests and operational reports

↻ **Missed service and quantity trends inform collection plans**

6.4 HOW EACH ROLE USES THE APP

Operations manager	Monitor collections, crews, route completion, and exceptions.
Collection crew	Confirm collections, record quantities, and report issues.
Compliance team	Review waste records, manifests, and sustainability indicators.
Finance team	Use service and quantity records for billing and cost review.

07 / BUSINESS APPLICATIONS

MARAFEQ

Facility Management

7.1 THE BUSINESS PROBLEM

Reactive maintenance, scattered service requests, and incomplete asset histories make it difficult to prioritize repairs and monitor service commitments across buildings and sites.

7.2 WHAT THE APPLICATION DOES

MARAFEQ connects spaces, assets, service requests, work orders, and maintenance history so teams can coordinate work and review facility performance.



MARAFEQ design preview

07 / APPLICATION CAPABILITIES

MARAFEQ capabilities

01 Spaces and infrastructure

• Site, building, floor, zone and room hierarchy; location-based facility and asset records.

02 Service intake

• Occupant requests through supported channels, including portal, mobile and QR workflows.

03 Work orders and service levels

• Technician dispatch, skill matching, priorities, approval workflows and service-level escalation.

04 Preventive maintenance

• Calendar- and meter-based schedules; asset history, QR auditing and maintenance records.

05 Parts and resource coordination

• Spare parts and consumables records; procurement and vendor coordination within agreed scope.

06 Performance reporting

• Response times, first-time fix indicators, operating cost and utility dashboards, and maintenance reports.

IoT-triggered maintenance and BIM or 3D digital twin viewing are planned enhancements. The visual shown is a design preview.

Explore MARAFEQ / Request a demonstration ›

07 / OPERATING CYCLE AND USERS

MARAFEQ in practice

7.3 THE INFORMATION FLOW

INPUTS Site hierarchy, asset records, service requests and maintenance plans

1	2	3	4	5
Register	**Request**	**Assign**	**Resolve**	**Review**
Spaces and assets	Issue or planned task	Priority and technician	Work and parts used	History and service KPIs

OUTPUTS Work orders, service status, parts records and maintenance history

↻ **Failure patterns and service performance refine maintenance**

7.4 HOW EACH ROLE USES THE APP

Facility director	Review priorities, site condition, performance, and expenditure.
Maintenance team	Receive assignments and record repairs, parts, and evidence.
Occupant and site admin	Submit requests, track status, and provide feedback.
Procurement and finance	Review parts, vendors, and maintenance cost records.

08 / BUSINESS APPLICATIONS

SafeOps

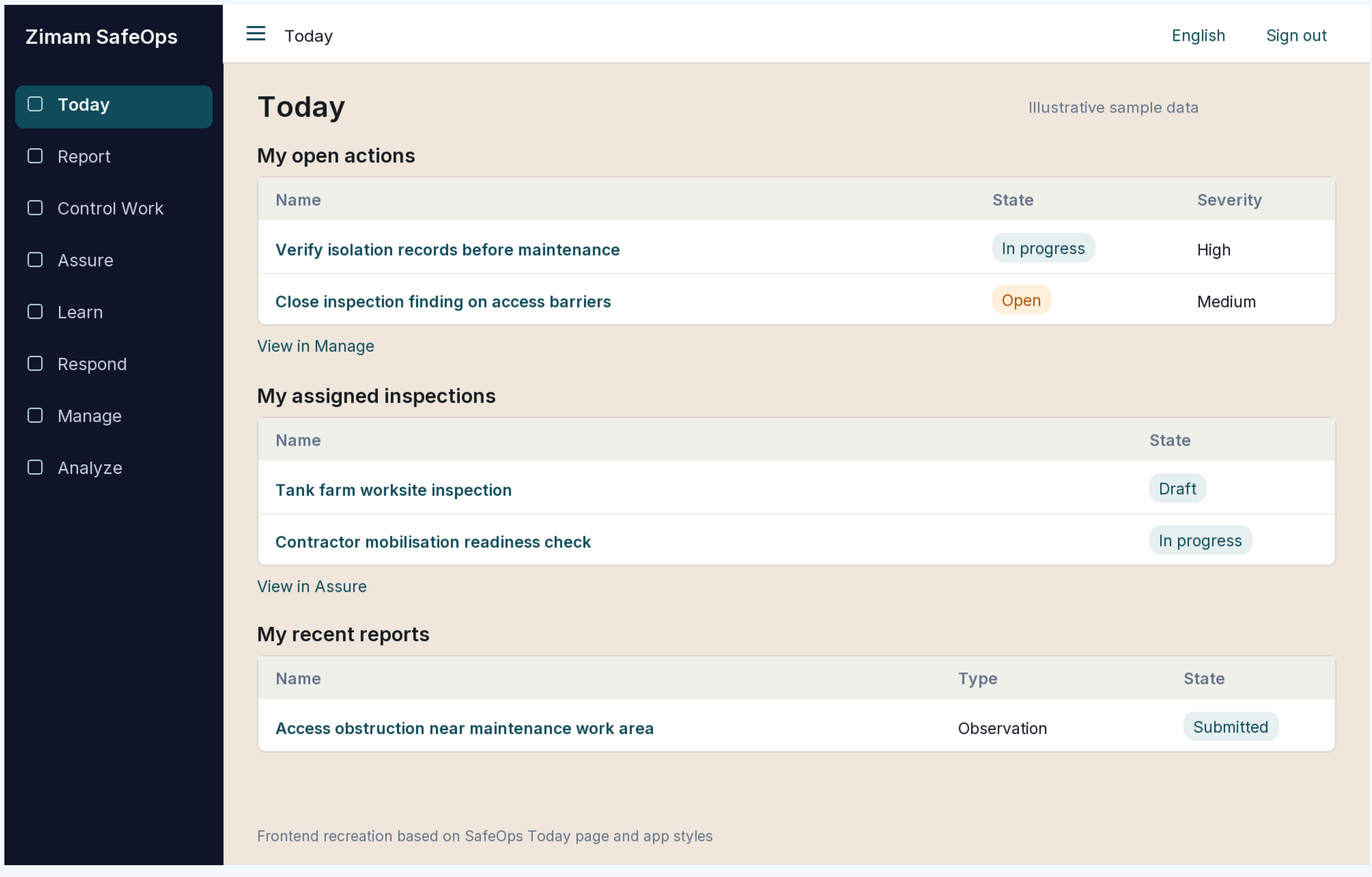
Safety and Operational Assurance

8.1 THE BUSINESS PROBLEM

Oil and gas teams need to connect permits, worksite hazards, contractor readiness, and safety actions. Separate registers make it harder to see what is ready for authorization and what still needs attention.

8.2 WHAT THE APPLICATION DOES

Zimam SafeOps brings safety assurance and control of work into a shared Arabic and English workspace, with defined authorities, evidence, and traceable decisions.



Today workspace recreation • illustrative sample data

08 / APPLICATION CAPABILITIES

SafeOps capabilities

01 Permits and work controls

• Permit lifecycle; isolation certificates; gas tests; shift handovers; authorization prerequisites.

02 Simultaneous operations

• Checks for conflicting permits and adjacent areas; recorded authority decisions and override rationale.

03 Crew and contractor readiness

• Qualifications, inductions, authorizations, contractor prequalification, mobilisation and certificates.

04 Safe work preparation

• Job safety analysis, toolbox talks, start-work checks and stop-work records.

05 Assurance and learning

• Inspections, findings, incidents, investigations and corrective actions with verification.

06 Risk and accountability

• Hazard and risk registers; role-based access; evidence, audit history and notifications.

Demonstration and rollout scope are agreed for the site. Management of change and pre-startup review workflows require separate release validation.

Explore SafeOps / Request a demonstration ›

08 / OPERATING CYCLE AND USERS

SafeOps in practice

8.3 THE INFORMATION FLOW

INPUTS Work scope, site hazards, crew competence and permit evidence

1	2	3	4	5
Prepare	**Verify**	**Authorize**	**Execute**	**Close**
Job and hazard review	Crew and controls	Permit and conflicts	Checks and handover	Evidence and actions

OUTPUTS Permit status, safety findings, decisions and verified action records

↻ **Findings and incidents guide future work preparation**

8.4 HOW EACH ROLE USES THE APP

HSE and assurance lead	Review inspections, incidents, risks and verified corrective actions.
Issuing and area authorities	Review prerequisites, conflicts, permit authorization and handovers.
Supervisor and work crew	Prepare job checks, confirm readiness and record worksite concerns.
Contractor coordinator	Track prequalification, mobilisation, inductions and certificate readiness.

Demo focus: hot work, confined-space entry, isolation, gas testing and concurrent jobs.

09 / BUSINESS APPLICATIONS

SAKAN

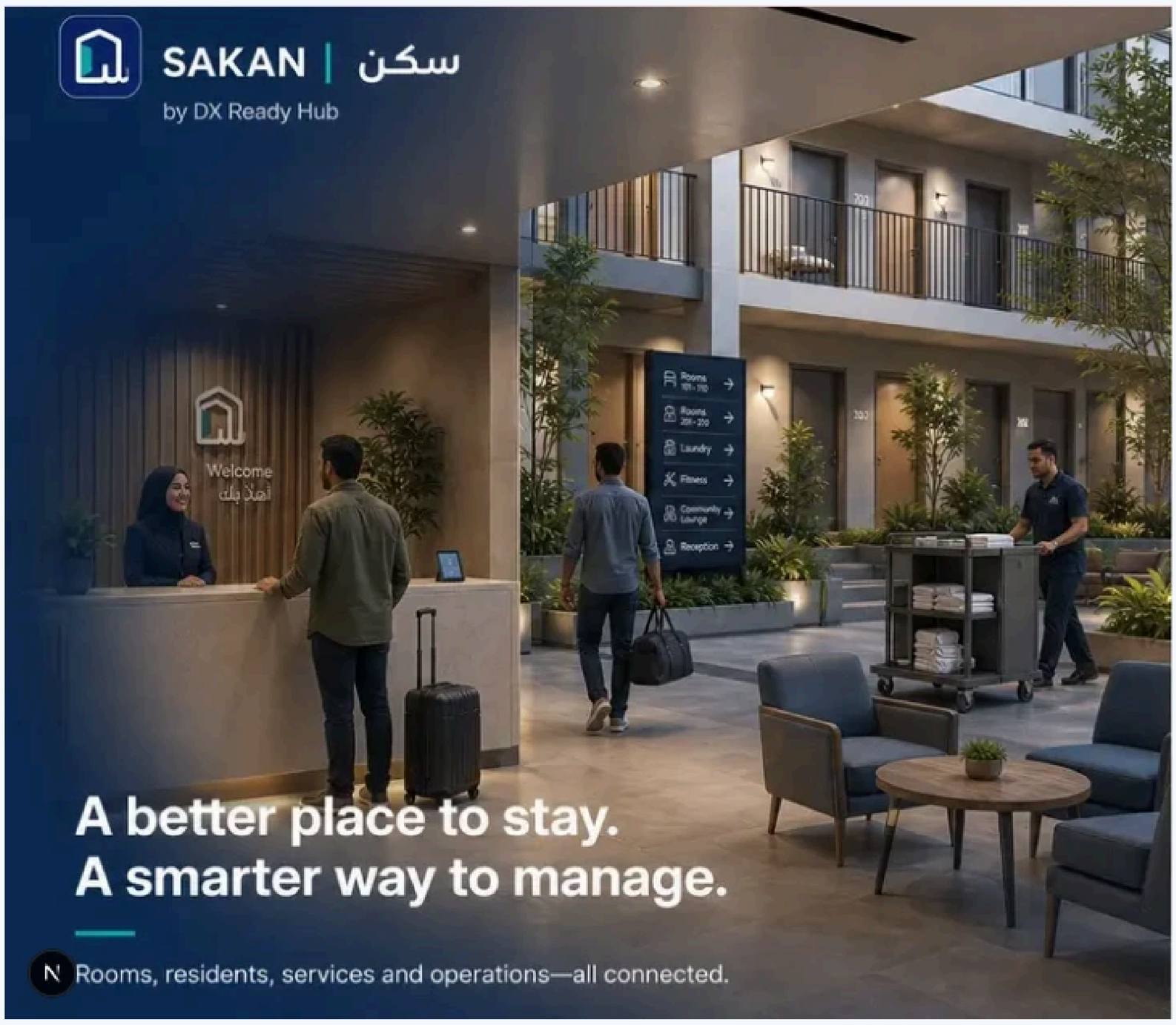
Dormitory and Accommodation Management

9.1 THE BUSINESS PROBLEM

Separate application lists, room registers, resident records, and service logs make housing allocation and day-to-day accommodation administration difficult to manage consistently.

9.2 WHAT THE APPLICATION DOES

SAKAN brings applications, room and bed allocation, resident services, and occupancy reporting into a structured accommodation workflow.



SAKAN product overview

09 / APPLICATION CAPABILITIES

SAKAN capabilities

01 Capacity and room records

• Building, villa, room and bed hierarchy; availability, occupancy and allocation rules.

02 Applications and allocations

• Online applications, waitlists, assignment workflows, and guided checkouts and transfers.

03 Resident administration

• Resident records, visitor logs, leave requests, and incident tracking.

04 Safety and service workflows

• Emergency muster roll call; accommodation service requests and maintenance coordination.

05 Communications and reporting

• Notifications through configured messaging gateways; occupancy dashboards and downloadable reports.

06 Billing and connected services

• Allocation-related billing and links to facility or resident systems within agreed scope.

Smart locks and AI roommate matching are planned enhancements. Suitability for workforce housing is assessed against the required workflows.

Explore SAKAN / Request a demonstration ›

09 / OPERATING CYCLE AND USERS

SAKAN in practice

9.3 THE INFORMATION FLOW

INPUTS Applicants, capacity, allocation rules and accommodation records

1	2	3	4	5
Apply	**Allocate**	**Check in**	**Support**	**Transfer or exit**
Resident requests	Room and bed rules	Confirm occupancy	Services and incidents	Update capacity

OUTPUTS Occupancy records, resident activity, service requests and reports

↻ **Vacancies and resident feedback guide the next allocation**

9.4 HOW EACH ROLE USES THE APP

Housing manager	Manage allocations, transfers, incidents, and roll calls.
Resident and applicant	Apply, review housing, request leave, and report service needs.
Finance administrator	Review allocation records for billing and reconciliation.
Resident services	Coordinate room requests, maintenance, and service updates.

10 / DELIVERY

Delivery and technical assurance

01 Requirements and validation

Define workflows, roles, reporting and integrations. Demonstrate the product and validate the agreed configuration.

02 Access and governance

Align permissions and visibility with responsibilities. Review the chosen product’s authentication, audit and document controls.

03 Deployment and integration

Agree supported cloud or on-premise arrangements, interface scope, responsibilities and data ownership.

04 Arabic and English

Review bilingual screens, right-to-left needs and reporting requirements within the chosen application.

05 Enablement and improvement

Prepare users and process owners. Review adoption and prioritize feedback as requirements evolve.

Product scope matters

Standalone DX apps and Odoo modules are distinct offerings. Odoo compatibility applies to the relevant module. Workflow, release and deployment scope are agreed before rollout.

11 / SELECTED TRANSFORMATION EXPERIENCE

Beyti

FMCG / Manufacturing and distribution

Founder’s leadership experience, 2014–2020

01 Business challenge

Manufacturing and distribution depend on connected sites, consistent processes and dependable enterprise systems. Infrastructure limitations and fragmented workflows make operational coordination harder.

02 Founder’s contribution

Infrastructure assessment and modernization planning, followed by SAP process mapping, gap analysis and target-process design. ERP delivery covered finance and control, materials and supply chain workflows.

03 Delivery experience

Documented experience spans infrastructure management, SAP solution management and information systems leadership. SAP project work included blueprinting, realization, go-live and operational governance.

04 Relevance to DX Ready Hub

DX Ready Hub applies this experience to readiness assessment, workflow redesign, accountable delivery and operational adoption. Master data management and cleansing are scoped around the records each workflow depends on.

MASTER DATA MANAGEMENT & DATA CLEANSING

Materials and suppliers for procurement; customers for distribution; assets for maintenance. Today’s approach defines ownership, standards, cleansing rules and validation before migration.

Projects delivered by the founder in previous roles. Data scopes above describe today’s approach.

11 / SELECTED TRANSFORMATION EXPERIENCE

UCP

United Company of Pharmacists / Distribution

SAP S/4HANA programme, October 2020–March 2022

01 Business challenge

A nationwide pharmaceutical distributor needs consistent information across finance, supply chain and operations. Disconnected systems constrain inventory visibility, coordination and management decisions.

02 Founder’s contribution

As Project Director, led the transformation lifecycle from business case and initiation through planning, execution and closure, coordinating resources, financials and stakeholders.

03 Delivery experience

The programme integrated core processes through SAP S/4HANA and established a shared enterprise information platform, with reporting visibility and post-implementation support under SLA governance.

04 Relevance to DX Ready Hub

DX Ready Hub draws on this delivery experience to align business priorities, coordinate process owners and validate operational fit. Consistent master data is a key consideration in preparing connected workflows.

MASTER DATA MANAGEMENT & DATA CLEANSING

Customer, supplier and product records need common definitions. Today’s scope can include profiling, duplicate review, standardization, migration validation and reconciliation with business owners.

Projects delivered by the founder in previous roles. Data scopes above describe today’s approach.

11 / SELECTED TRANSFORMATION EXPERIENCE

Evergrow

Specialty fertilizers / Industrial manufacturing

Digital transformation programme, April 2022

01 Business challenge

Industrial manufacturing requires a consistent view across business functions. Fragmented information limits management visibility and complicates the alignment of processes, governance and reporting.

02 Founder’s contribution

The founder’s transformation experience included a RISE with SAP programme aimed at integrating business functions and establishing reliable information for management decisions.

03 Delivery experience

The documented programme focused on a unified data environment, end-to-end integration, operational governance and executive decision support.

04 Relevance to DX Ready Hub

DX Ready Hub uses this perspective to connect transformation roadmaps with operational requirements and reporting needs. Data ownership and quality controls help make the resulting information dependable.

MASTER DATA MANAGEMENT & DATA CLEANSING

Materials, suppliers and assets are relevant data domains for industrial workflows. Today’s approach can address classification, naming consistency, completeness and validation before migration.

Projects delivered by the founder in previous roles. Data scopes above describe today’s approach.

11 / SELECTED TRANSFORMATION EXPERIENCE

AhramSG

Ahram Security Group / Manufacturing

Business process management consulting / 18 months

01 Business challenge

Efficient business cycles require aligned processes, suitable technology and reliable data. Disconnected workflows and inconsistent master records make supply chain coordination and operational decisions harder.

02 Founder’s contribution

Provided business process management consulting over 1.5 years: assessed the technology landscape, streamlined business processes and addressed master data management as a foundation for efficient operations.

03 Delivery experience

Adapted Supply Chain Operations Reference (SCOR) principles and best practices to guide supply chain process improvement, linking operational workflows with technology and master data requirements.

04 Relevance to DX Ready Hub

This engagement informs DX Ready Hub’s advisory approach: assess the current landscape, simplify business cycles and align process, technology and data foundations with operational priorities.

MASTER DATA MANAGEMENT & DATA CLEANSING

Master data management was part of the consulting scope. DX Ready Hub builds on this foundation with data profiling, cleansing, standardization and ownership controls tailored to each business cycle.

Consulting engagement delivered by the founder. Scope and duration confirmed by the founder.

12 / CONTACT

Start with your priorities

Discuss your transformation

Share your business objectives, readiness concerns and implementation challenges. We can explore the advisory and diagnostic support relevant to your next decision.

Explore an application

Bring your workflows and user roles to a demonstration of SafeOps, ELSIJIL, MASAR, ISTIDAMAH, MARAFEQ or SAKAN.

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