

[www.practiq.net](http://www.practiq.net)

**practiq**  
CONSULTING

# PRACTIQ CONSULTING

COMPANY PROFILE PRESENTATION



MOTIVATE, INTEGRATE, ACCELERATE

WELCOME

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PractiQ has a unique value proposition as independent, experienced management advisor in business and technology matters

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## INTRODUCTION

# WELCOME TO OUR PROFILE.

PractiQ Consulting is an IT & management consultancy firm specialized in managing transformations through technology-friendly enablement. PractiQ operates across different functional streams including decision support, operations efficiency and capacity building using transformational approaches that best-fit organizational maturity.

THE INNOVATIVE PARTNER FOR YOUR TRANSFORMATION PROJECTS.



**Ahmed Amaal**

Chair of the Board (COB)



# HELLO.



## ABOUT US

# PRACTIQ CONSULTING IN BRIEF.

PractiQ Consulting is an IT & management consultancy firm specialized in managing transformations through technology-friendly enablement. PractiQ operates across different functional streams including decision support, operations efficiency and capacity building using **transformational approaches** that best-fit organizational maturity.

## WHAT WE CAN DO FOR YOU.

By deep-diving into their organizations, PractiQ provides expert, comprehensive and value-driven business solutions and services, focusing on Key business processes, ranging from the set-up of organizations to post-employment management.

As part of our solutions, we also design and conducts assessment, learning and development programs that address the needs of corporate leaders and future leaders of those clients, so that they reach their organizational goals and optimum efficiency.

→ **FOUNDED 2015**

→ **40+ PROBLEM SOLVER**

→ **DEDICATED PROJECT MANAGEMENT**





A VALUABLE PARTNER.

# OUR VISION & MISSION.



## VISION

Our services **Quality** and **Viability** will be Known and Admired Across the World.



## MISSION

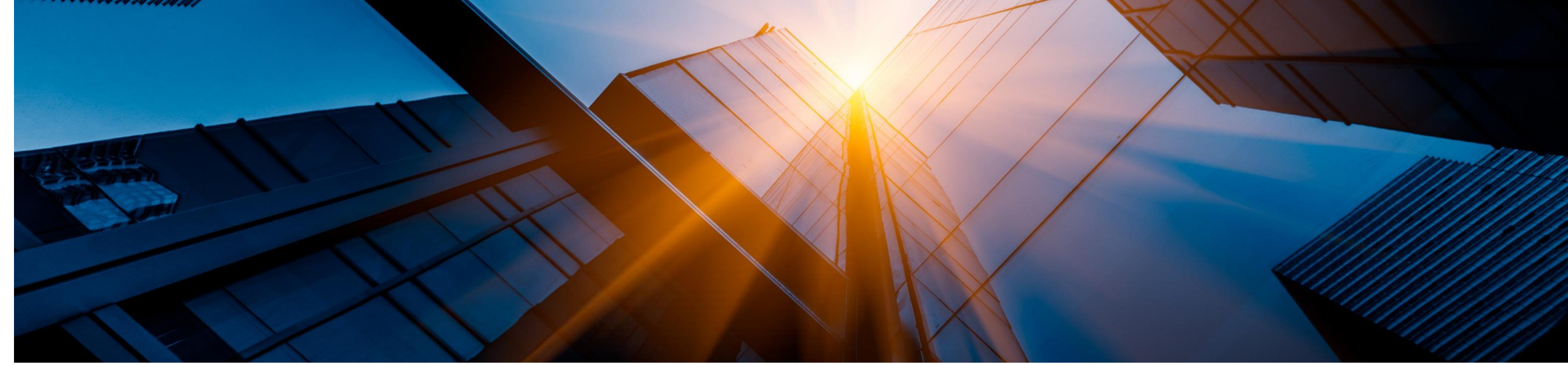
**knowing** the external and internal business environment; **architecting** consultative and leading-edge Business interventions and outcome-driven consulting services; **fostering** and championing best practices, capability and pride; and relentlessly **pursuing** excellence in a collaborating environment.



A BRIGHTER FUTURE



# OUR SOUND **VALUES.**



## 01. **SERVICE QUALITY**

PractiQ has a rigorous approach when it comes to review and quality assurance. Part of our philosophy is the brainstorming of thoughts, ideas and solutions to ensure that they are aligned with best practice, industry standards and in due course that they add value to our clients.

## 02. **SERVICE VALUE**

Our cost structure is fair and just to ensure that our clients receive the thorough going value without compromising on the quality of the resources, skills and expertise it needs to achieve the project objectives and deliverables.

## 03. **SERVICE EXCELLENCE & EXPERTISE**

This is our core differentiator as we are able to leverage our in-depth experience to ensure that our solutions comply with leading best practice, in addition to being practical and tailored to client specific needs.

## 04. **WORK ETHIC AND CULTURE**

which is the cornerstone of our foundation and way of living.

## 05. **CONSULTING TO COMPLETION**

We don't just develop concepts, we also put our proposals into action in the real world and take responsibility for them. We place great emphasis on sustainable results and long-term partnerships.

## 06. **PARTNERING WITH CLIENTS' STAFF**

Our clients' employees are limelight – With open communication, fair dealings and reliability we will partner with your people to achieve even the most difficult of goals.



THE ROAD TO SUCCESS

# OUR UNIQUE APPROACH.

Our Unique, Holistic And Integrated Business-driven Approach addresses a common problem we have experienced with most clients.



We partner with your business and work alongside your team to review, report and help implement planned changes gradually.



It enriches the way we carry out the most regular missions by leading proactive actions to enlighten our clients on the challenges associated with their transformation projects and to offer concrete and measurable actions, sources of sustainable performance.

We help you create a healthier organization by providing individualized solutions to your specific situation—no matter your industry, the size of your organization, or where you are in the world.

- The Need For Cost Reduction
- Scalability
- Operability
- Modularity
- Usability
- Integration
- Inter-operability internally & externally



SERVING THE FUTURE

# OUR VALUE PROPOSITION.

PractiQ has a unique value proposition as independent, experienced management advisor in business and technology matters

Synergetic  
Partnerships

Link between  
Business and  
Technology

Unique mix of  
expertise covering  
multi disciplines

Unique mix of  
expertise covering  
multi disciplines

Extensive experience  
in applying change  
management  
techniques

capacity and  
resources sized to suit  
the project in  
question.

skilled project,  
process and change  
management  
techniques to secure  
lasting success.

services are designed  
to identify major risks  
in your business

Benefit from our  
industry experience  
and our network of  
specialists and  
information.

We support the  
development and  
skills training of the  
personnel involved.

We know the  
perspectives and  
issues from the point  
of view of producers  
and retailers.

We offer a neutral  
external perspective.

**PRACTIQ FOUNDERS  
COME FROM DIVERSE  
BACKGROUND, YET A  
COMMON BELIEF  
ABOUT  
INCREMENTAL  
SUSTAINABLE  
CHANGE USING  
APPLIED  
EXPERIENCES AND  
BLENDED  
FRAMEWORKS  
CAPITALIZING ON  
TECHNOLOGY AS A  
KEY CHANGE  
ENABLER**



Go and start your Engines – How we will go on...



# OUR SERVICE OFFERING

- 01** Change management
- 02** Decision Support
- 03** Digital Transformation Services
- 04** Human Capital Services
- 05** Business Readiness
- 06** Investment Readiness







# CHANGE MANAGEMENT SERVICES

Change Leaders Capacity Building  
Experience Design  
Operations Digitization  
Performance Management

# 01



OUR SERVICES

# CHANGE MANAGEMENT.

Business Architecture offers a vision of the future state of an organization, aligning mission and goals with tactics and strategies. We help your rationalize its priorities into a clear roadmap in relation to business capabilities, resources and competencies while recognizing internal and external factors that determine the marketplace.

- 
- **CHANGE LEADERS CAPACITY BUILDING**
  - **EXPERIENCE DESIGN**
  - **OPERATIONS DIGITIZATION**
  - **PERFORMANCE MANAGEMENT**



OUR SERVICES

# DECISION SUPPORT SERVICES.

Frequently, businesses require not only a point-intervention consulting engagement or technology, but also ongoing access to analytical and decision support skills which are hard to recruit or access on short notice. Our decision support capabilities offer the ability to keep PractiQ's capability on demand on a continual or project based support basis. Our clients can have utilize our specialized business analytical team, with support supported by Partners Hubs and information gates.





OUR SERVICES

# DECISION SUPPORT SERVICES

PractiQ Decision support services takes organizational data, analyzing it, and presenting it for use in company decision making. This DSS approach enables powerful augmented analytics or modeling to make analysis recommendations and game play the outcomes of different scenarios. By varying considerations, outcomes can be more accurately predicted and business decisions made based on the best available information.

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BUSINESS INTELLIGENCE



BOARD REPORTING ENABLEMENT



EXECUTIVE DASHBOARDS



DATA MONETIZATION MODELS



BETTER SOLUTIONS



# DIGITAL TRANSFORMATION SERVICES

Technology and Digital Assessments  
Technology and Digital Strategy and Roadmap  
Technology and Digital Transformation  
Software Selection and Strategy  
Functional and system specification  
Tender evaluation  
Software/System design and development  
Implementation and System maintenance

03

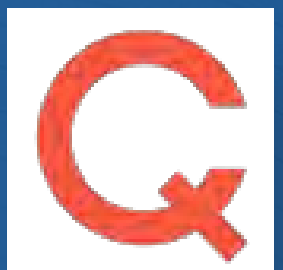


**Bobby Darnell,**

Time For Dervin - Living Large In Geiggityville

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Learning new systems  
and processes is not  
mandatory... but neither is  
staying in business.





# DIGITAL TRANSFORMATION SERVICES.

- Technology and Digital Assessments
- Technology and Digital Strategy and Roadmap
- Technology and Digital Transformation
- Software Selection and Strategy
- Functional and system specification
- Tender evaluation
- Software/System design and development
- Implementation and System maintenance

# ACCELERATE YOUR FUTURE WITH INNOVATIVE TECHNOLOGY AND DIGITAL SOLUTIONS



## OUR SERVICES

# CUSTOMER EXPERIENCE SERVICES.

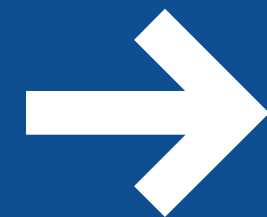
## Elevating your end-to-end customer experience

Customer experience is rooted in the creation of a captivating and engaging end-to-end journey for your customer. This journey is made possible through an ecosystem of strategy, digital platforms and services designed from data-driven customer insights. Companies that prioritize customer experience (CX) can differentiate themselves as innovators in the market, as customer experience is paramount to long-term success, competitive advantage and relevancy.



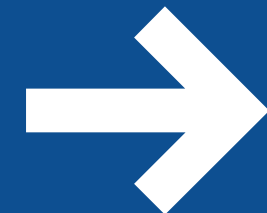
PractiQ's fact-based approach to CX, which accelerates customer-centric strategy planning and execution, transforms your organization by creating innovative and personalized products, services and experiences. We help organizations discover their potential by defining and designing their customer experience strategy as well as building and refining the optimal customer experience.

## OUR CUSTOMER EXPERIENCE SOLUTIONS



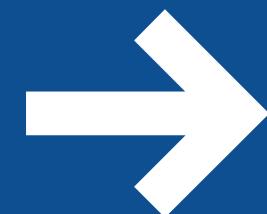
### CUSTOMER EXPERIENCE STRATEGY

Our services span the divide among high-level strategy, interactive digital experience and enabling sustainable organizational adoption.



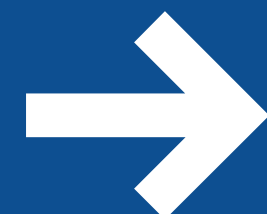
### ROADMAP DEVELOPMENT

Building and refining a roadmap to drive innovation within your customer experience transformation is critical to revenue growth.



### E-COMMERCE SOLUTIONS.

Our e-commerce experts help organizations build growth-focused retail experiences to enhance revenues and optimize the customer shopping experience.



### DIGITAL MARKETING:

Our digital marketing experts will help you develop the optimal digital marketing mix to grow your revenue.



# HUMAN CAPITAL SERVICES

Human Capital Rapid Assessments

Human Capital Strategy and Transformation

Organizational Design

HRIS Project Management Services

Outsourcing Services

HR Center Of Expertise Services



OUR SERVICES

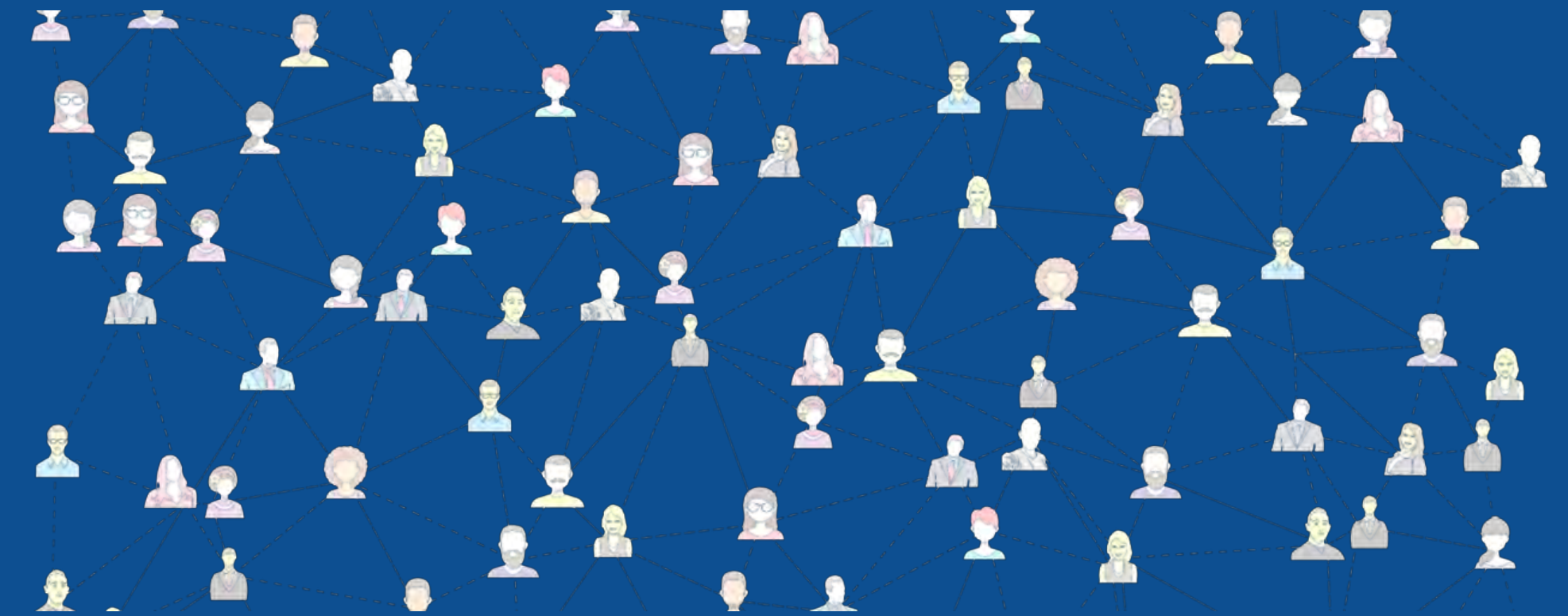
# HUMAN CAPITAL SERVICES



PractiQ's human capital services are designed to help organizations build and optimize their people and organizational structure. We take an integrated approach to optimizing your human resources (HR) and talent functions. We combine our experience in key functional areas with an understanding of your overall operations and business needs in order to help solve your complex business issues.

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Accelerate  
your  
future  
with  
comprehensive  
human  
capital  
solutions →



- HUMAN CAPITAL RAPID ASSESSMENTS
- HUMAN CAPITAL STRATEGY AND TRANSFORMATION
- ORGANIZATIONAL DESIGN
- HRIS PROJECT MANAGEMENT SERVICES
- OUTSOURCING SERVICES
- HR CENTER OF EXPERTISE SERVICES



HUMAN CAPITAL SERVICES

# HRIS PROJECT MANAGEMENT SERVICES.

- Client Project team training and analysis
- Client project team training
- Conduction of analysis workshops
- GAP analysis of Client requirements
- Key business process analysis
- Define required resources for solution support and development
- Define roll-out plan for all employee population

- Define scope and acceptance criteria of Pilot project
- Unification of HR processes for all store formats
- Assure that application can support all Client requirements to HR, Time and Absence and Payroll processes, etc.
- To get unified rules of payroll calculation
- Data migration strategy and scope definition





HUMAN CAPITAL SERVICES

# HR CENTER OF EXPERTISE SERVICES.



**WE OFFER A VARIETY OF HR ADVISORY SERVICES FOR EFFICIENTLY MANAGING DAY-TO-DAY HR CHALLENGES. SOME OF THESE INCLUDE:**

## **BUSINESS**

Starting New Businesses  
Organizational Restructuring  
Setting-up HR department  
Post-Merger/Acquisition Integration

## **PROCESS**

Legal and HR Compliance Advisory  
Setting-up HR department  
HR Audit and Operational Review  
HR Policies and programs & Practices

## **PEOPLE**

Comp & Benefits Design & Consulting  
Employee Rewards and Incentive Programs  
Performance Management Systems  
Downsizing, Layoff & Outplacement  
Employee Training and Development

## **TECHNOLOGY**

HRIS Analysis & Selection  
Client-Side Project Management for HRIS  
Implementation  
HRIS System: Optimization and Support



DO WHAT YOU DO BEST, AND OUTSOURCE THE REST

# OUTSOURCING SERVICES

We offer a range of regular services to cater to you every day HR needs as well as some that require special expertise. We offer these with a flexible model – either on an ongoing basis or as-per-need; in house, or through outsourcing. Some areas covered include:

## TALENT ACQUISITION SOLUTIONS

Getting the best talent when you need someone new

## ONBOARDING AND RETENTION

Get HR expertise and support to deliver a positive onboarding experience

## PAYROLL PROCESSING & ADMINISTRATION

Timely and accurate calculations with optimal tax implications

## COMPLIANCE & SOCIAL INSURANCE

Ensuring that you're doing it right on time.

## TRAINING & DEVELOPMENT

Sharpening individual skills, Honing an organisation's capabilities

## PERFORMANCE MANAGEMENT

Performance management systems and KPIs to Accelerate employees on the path to optimum performance

## COMP & BENEFITS

Employee compensation & benefits packages that can help make you an employer of choice

## HR ON DEMAND

Providing you all the turnkey solution to properly administer a comprehensive HR Program



# HOW OUR OUTSOURCING SERVICES WORK



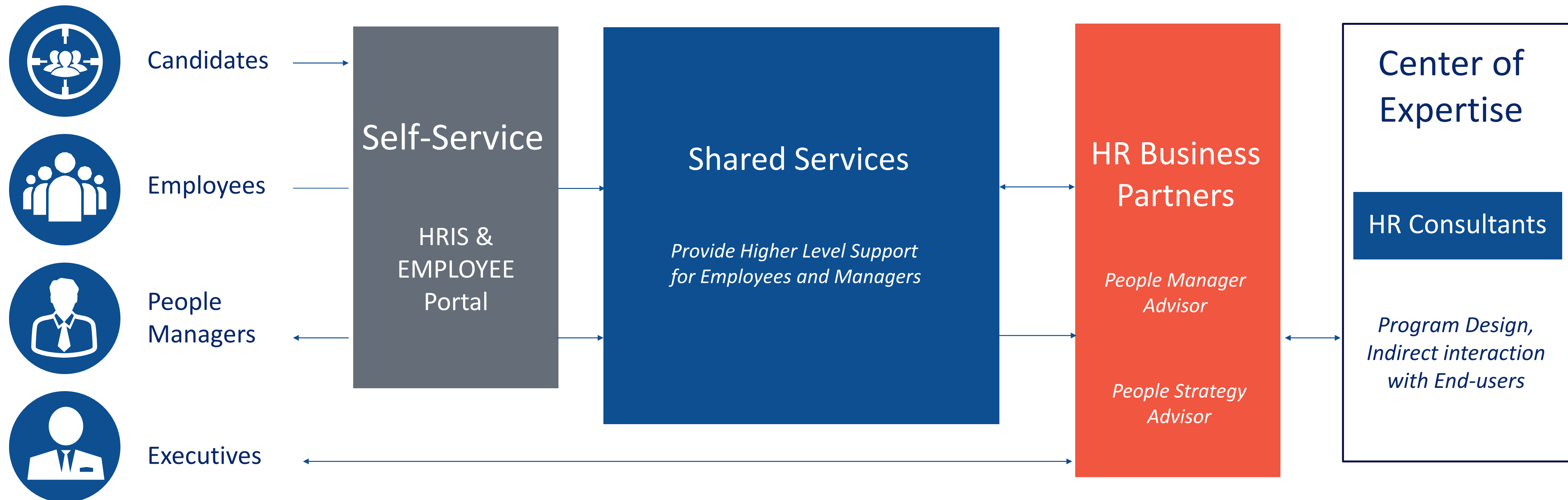
Our outsourced HR solutions will become like an extension of your business so that you can focus on what you do best and where your customers need you most. Go beyond templates and call centers and get real service and advice. Our dedicated HR professionals acts as an extension of your team, understands legislative and regulatory laws and guidelines that may impact your business, and helps to guide you through your HR challenges at every step:

## OUTSOURCING

- Assesses your actual HR needs
- Develops a unique and tailored service action plan with steps for implementation and documentation
- Responds to your questions in a timely manner
- Monitors new and changing employment laws and regulations that may impact your business
- Leverages our leading HR technology to help you turn insights into actions
- Provides guidance on pressing and timely HR issues (implementing remote work arrangements, developing leave of absence policies, performance management, etc.)



# OUR DELIVERY MODEL – A TIERED APPROACH







Powered By PractiQ



# HR CIRCLES

Service With Answers

## HR CIRCLES

HR Circles is a resourceful online platform, where thousands of HR professionals around the world connect, share updates, articles, job openings, best practices, professional tips, ask questions and help each other.

The screenshot displays the HR CIRCLES website interface. At the top, there is a navigation bar with links: Home, Questions, Circles, Shop, Jobs, and Blog. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main content area is divided into three columns. The left column contains a sidebar with links: Home, Create Circle, Circles, Feed, Communities, Questions (with sub-links: New Questions, Trending Questions, Must read Questions, Hot Questions), Polls, Job Dashboard, and Shop. The middle column displays a poll by Hany Awad, a Professional, asking "Does your organization consider the HR department like a 'postman'?". The poll results show 100% Yes (2 voters) and 0% No. The right column features a "Welcome Ahmed Aldweek" message, an "Ask A Question" button, and a statistics table showing 27 Questions, 2 Answers, 0 Best Answers, and 13 Users. Below the statistics, there are two featured questions: "Can employers really fire people over online meeting?" and "Do you think 'fire and rehire' practices should be outlawed?".

Questions	Answers
27	2

Best Answers	Users
0	13

Popular Answers

Can employers really fire people over online meeting?  
1 Answer

Do you think 'fire and rehire' practices should be outlawed?  
1 Answer





SERVICE WITH ANSWERS

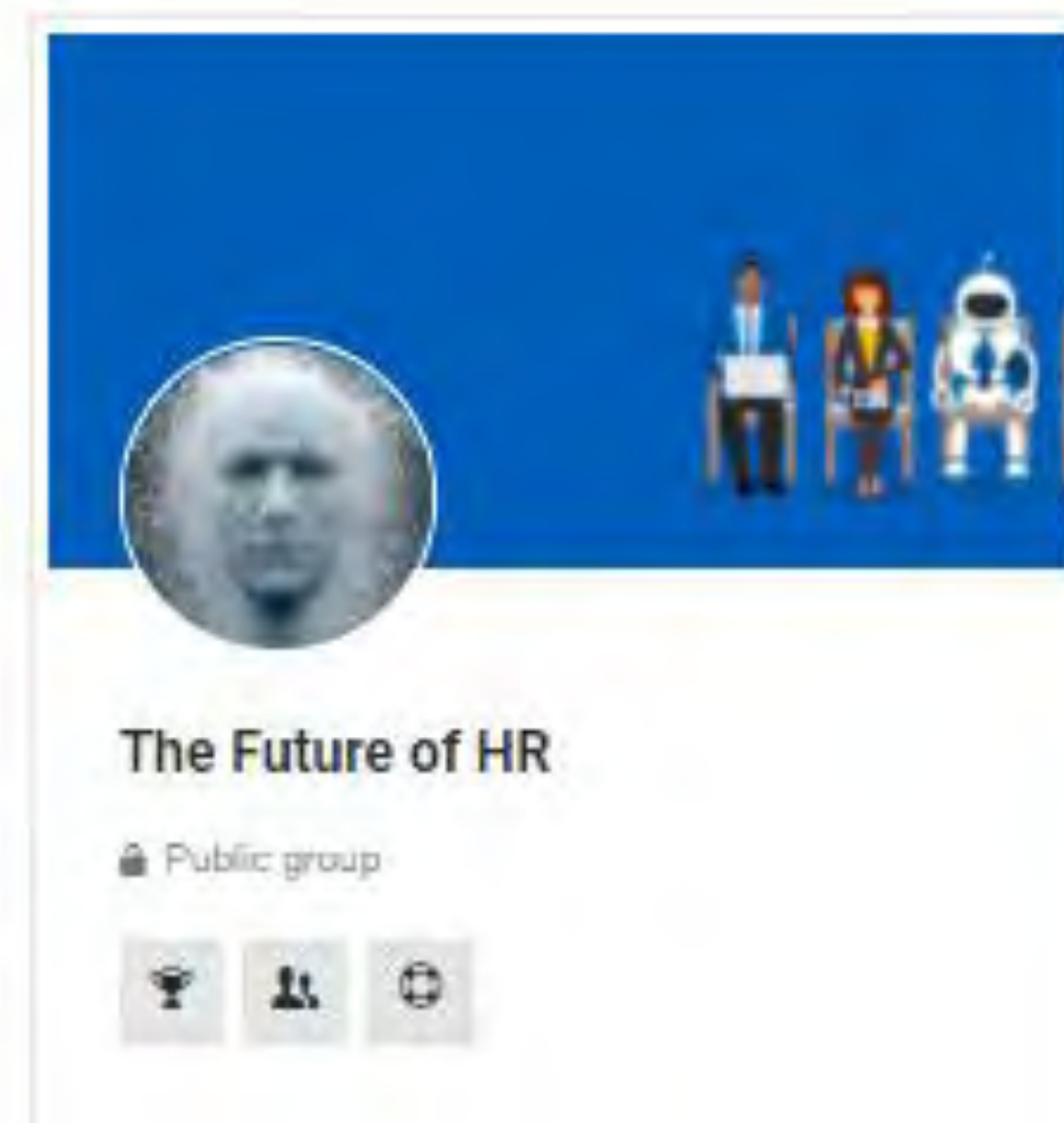
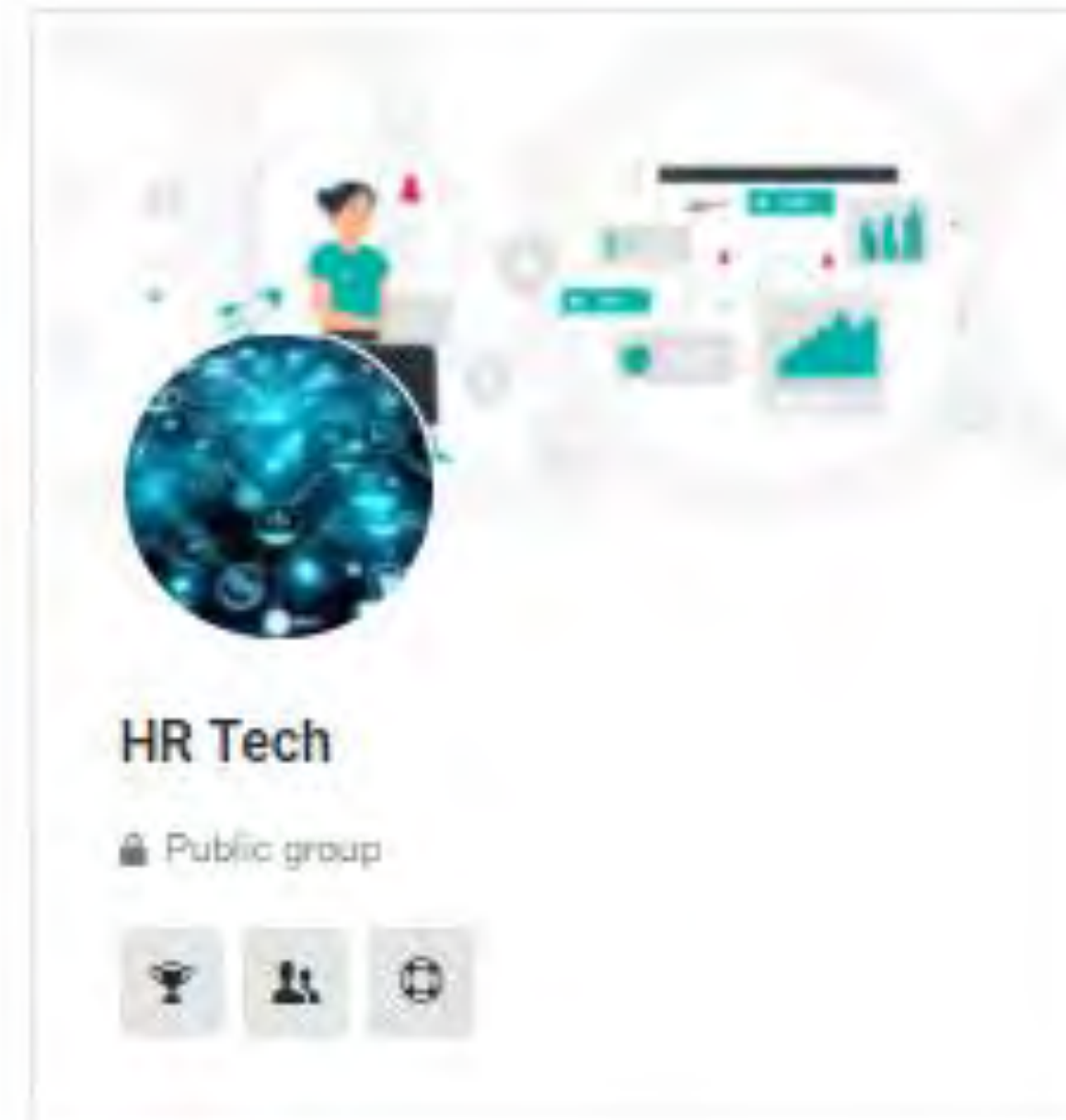
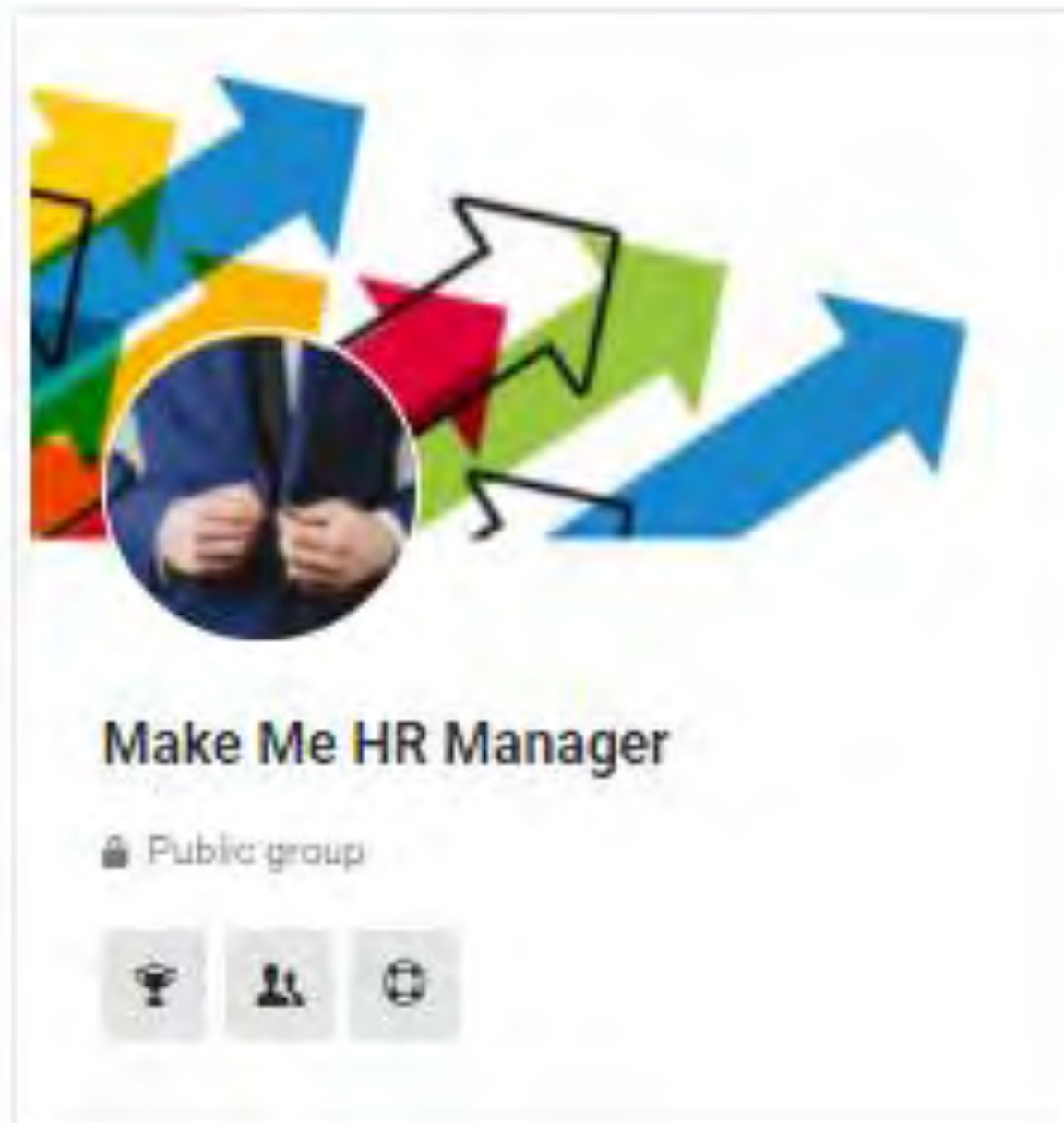
# HR CIRCLES .

HR Circles is for HRs looking to improve your skills and gain exposure to the various HR functions. The Circle is open to HRs in practice, students, startup founders, managers, job-seekers, and fresh graduates. This community is a safe space for anyone seeking to gain HR knowledge on any ground.

HR managers and directors across industries on talent, staffing, management, culture, leadership development, recruiting, training, compliance, performance, payroll and conflict resolution visit regularly to support members in projects, productivity, training, skills development, statistical software, organizational development, and more.

Human Resources careers aren't going away. In fact, they're projected to grow by 9% through 2024. With all that competition, staying ahead and advancing your HR career is vital. There are many ways to do it, but nothing has more of an impact on your career than networking. The ability to network quickly, easily and on your schedule is one of those important opportunities.

Being a part of HR Circles community also means you are shared free and paid tools and templates posted on these Circles. These resources, tips, and tools help keep activities and tasks organized.





# BUSINESS READINESS SERVICES

Business Model Assessment and Diagnostics

Business Workflow Process Design

Mentorship Program

Shared Services Implementation

Monitoring and Evaluation

05



OUR SERVICES

# BUSINESS READINESS.

## •Shared Services Implementation

It's all about ensuring your people, processes and systems are prepared to effectively adopt a new technology or business initiative.

Whether you're starting a new business, implementing a new Customer Information System, digital transformation strategy or integrating a new acquisition, PractiQ's business readiness services help you succeed in today's challenging utilities market. We approach each engagement holistically, addressing the people, processes and technology that will enable effective change and position organizations for future success.



BUSINESS MODEL ASSESSMENT AND  
DIAGNOSTICS



BUSINESS WORKFLOW PROCESS DESIGN



MENTORSHIP PROGRAM



SHARED SERVICES IMPLEMENTATION



MONITORING AND EVALUATION





# INVESTEMENT READINESS SERVICES

Due diligence  
Investment Readiness  
Investor Matchmaking  
Reporting and Documentation

06



OUR SERVICES

# INVESTMENT READINESS SERVICES.

Our Services is designed to coach entrepreneurs and business owners through making the proper preparations to receive funding from investors, angels, or VCs. Our dedicated staff brings a wealth of knowledge and expertise, ensuring your highest chance at success the next time you seek outside funding.

- 
- **01. DUE DILIGENCE**
  - **01. INVESTMENT READINESS**
  - **02. INVESTOR MATCHMAKING**
  - **03. REPORTING AND DOCUMENTATION**



None of us is as smart as all of us.



# OUR PARTNERS

D Code

Business Circles

Creative Management

Bryan Research

Academy Company for Information, Communication

Technology Talent Hub “ASSESS”

The European Bank for Reconstruction and Development (EBRD)

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

The Japan International Cooperation Agency (JICA)

IMC





# OUR PARTNERS.



A growing economic and financial consulting firm currently operating in Egypt.



innovative and integrated information technology company, offering end-to-end solutions and consultancy in Software development, Digital Transformation,, Innovation as a service, AlaaS, Business and IT Services.



An international management consulting firm based in Portugal with extensive experience in industries such as telecommunications, media, energy and public sector.



HITS is the One-Stop-Shop for People Management Software Products and Internet of Things solutions over the Cloud. Furthermore over the course of 20 years, HITS certainly become the most prominent and customizable people management software solutions..



Sawaaid is a respected, privately-owned and managed private equity fund based in Cairo, Egypt. It focuses on investments that drive sustainable development and has a demonstrable track record of growth and investment returns.



ASSESS is a pioneer psychometric test publisher, assessment technology provider, and a talent acquisition and development software and business solutions company.



BYAN offers full range research services designed to address all strategic and marketing needs.



Academy Company for Information, Communication Technology (ACICT) represents the Arab Academy for Science and Technology and Maritime Transport with 40 years of experience, as a commercial arm for delivering knowledge in the field of Business, Consultation, ICT, and Training and Educational services.

ALLIANCES AND  
PARTNERSHIPS  
PRODUCE  
STABILITY  
WHEN THEY  
REFLECT  
REALITIES AND  
INTERESTS.



# OUR PARTNERS.



The Japan International Cooperation Agency (JICA) is advancing its activities around the pillars of a field-oriented approach, human security, and enhanced effectiveness, efficiency, and speed. In 1977, JICA Egypt Office was established and since then, JICA continued to provide cooperation in Egypt in different sectors.



The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH provides tailor-made, cost-efficient and effective services for sustainable development. GIZ works in Egypt on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).



The European Bank for Reconstruction and Development (EBRD) is owned by 71 countries, as well as the European Union and the European Investment Bank. The European Bank for Reconstruction and Development (EBRD) invests in changing lives. Through our projects, business services and involvement in high-level policy reform, we're doing more than ever before across three continents.



IMC - Industrial Modernization Centre, a leading institution in the field of development, works to provide a suitable environment by providing technical assistance and advice to industrial bodies and beneficiaries, with the aim of achieving a competitive and sustainable industry in Egypt.

ALONE WE  
CAN DO SO  
LITTLE;  
TOGETHER  
WE CAN DO  
SO MUCH.



Do not follow where the path may lead. Go instead where there is no path and leave a trail.



## OUR LEADERS

If everyone is moving  
forward together, then  
success takes care of itself.  
- Henry Ford





## OUR LEADERS

# MEET OUR MANAGEMENT TEAM.

We operate as a dynamic team that guides our organization towards sustainable and further regional expansion.  
Both experienced and skilled, our management team is excited to conquer the challenges ahead.



**AHMED AMAAL**

**CHAIR OF THE BOARD (COB)**

a visionary and results-oriented business development leader with over 20+ years of diverse experience in senior management positions.



**FADWA WEHEBA**

**BOARD MEMBER**

an organization development leader with over 15+ years of diverse experience in the field of Business Management and Technology capitalizing on her Master Studies as well as engineering background, in addition to her experience as an entrepreneur.



**AHMED ADWEEK**

**GENERAL MANAGER**

an innovative, dynamic and strategic thinking business & HR Professional with +20 years of experience translating complex and varied business needs into business and technical solutions while possessing full knowledge of management & Business.



PRACTIQ TEAM

# MEET OUR CONSULTANTS.



Ashraf Tawakkol

Design Thinking Expert

Ashraf Tawakkol is an entrepreneur, a designer, and a techno-functional and a business leader. He has spent more than 25 years working with many talented designers, engineers, artists and software developers across different startups, local and regional companies like Integrated Group, ARPU+, GN4ME and Taya IT.



Mohamed Iskandarany

HSE Expert

Leading a team of safety engineers, advisers and officers at mega construction projects such as Cairo International Airport - Terminal 3 Project "Achieving a number of 27 million safe working man-hours within four years"



Omar Elshayal

HSE Expert

Entrepreneur who supports the success of new ventures and high growth businesses through trust building, listening, learning, persistence and integrity.



Sherif Koraiem

Investment Expert

Sherif is a seasoned professional with more than 25 years of experience in investment banking, corporate finance, and strategic advisory. Throughout his career, he held senior positions in international firms such as KPMG and PWC, as well as other renowned regional investment banking and advisory firms.



Sherif Motawe

Operations Expert

More than 30 years working with doners and international financial institutions.



The mind once enlightened cannot again become dark.



## SELECTED CREDENTIALS



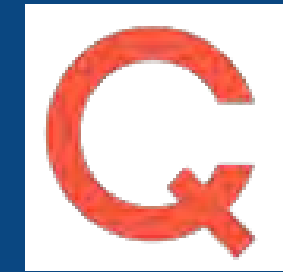
*Description what has  
been, and are a promise  
of what is to come.*





## Testimonial

Fayssal Dawood– TEPCO Industries



Hat's off to PractiQ! Their consulting intervention with TEPCO was thoughtfully tailored to our needs and delivered with supreme enthusiasm... and relevance.





## Entity



Ministry of Trade & Industry  
وزارة التجارة والصناعة

## Brief Scope\*

- Enhance cross affiliate alignment to ensure the implementation of the Strategy.
- Develop mechanisms to enhance .....

## Entity



جمهورية مصر العربية  
وزارة التخطيط والمتابعة والإصلاح الإداري

## Brief Scope\*

- RFP Document
- Evaluation and Comparison of Providers Report
- Monthly Progress Reports
- Issues Report
- Performance Evaluation Reports



- Reporting framework
- Organization restructure in commercial sectors
- Individual Performance Management
- Initiatives management and on-job coaching



- Program management of enterprise capacity building program (GrowIT)
- Delivery of consulting services in 31 companies operating in the ICT sector



- Developing information center outputs through developing reporting tools
- Capacity building and training on new analytical tools
- Revamping reporting outputs of governorate projects



i-Post

- Business Models
- Market analysis
- Business Plan
- Cash flow projection
- Pitch Presentation



- Draft law presentation for automotive strategy
- Market Study



- Governance Model
- IOT National Report
- Assessment reports & Training courses
- Business Upgrade plans
- operational reports and program management insight



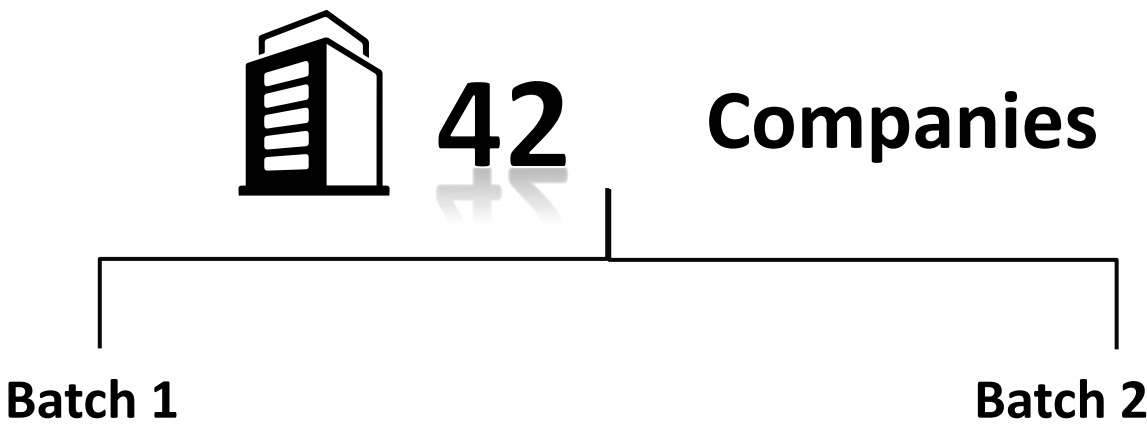
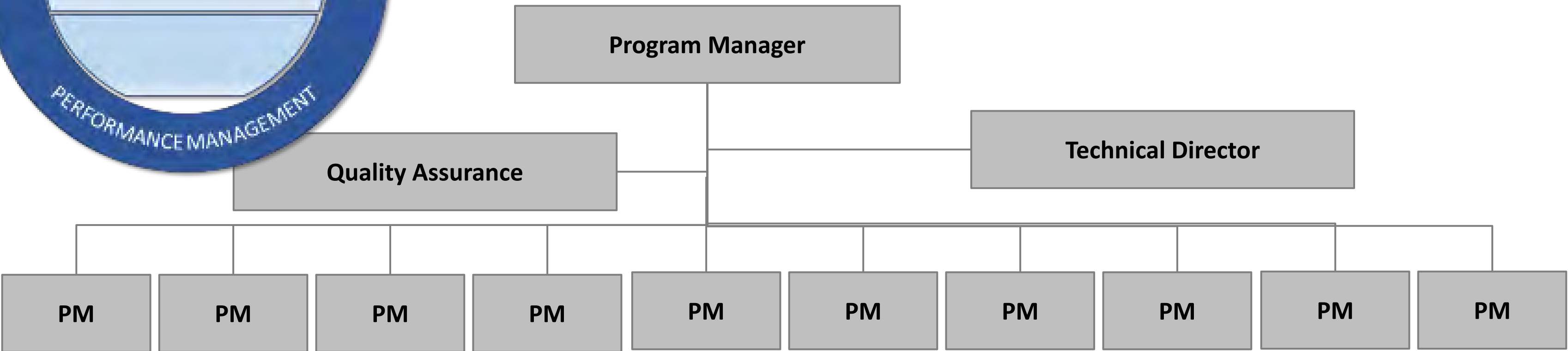
# GrowIT Program – Round III

Our Program Management Office closely monitored engagement progress throughout 14 months



Ensuring quality of delivered services and timely delivery across engagements.

## PROGRAM MANAGEMENT



3-4 companies assigned to each project manager to guarantee a high level of customer satisfaction by closely monitoring assessment and delivery activities and controlling man-days as well as project duration

10  
Project Managers

## EXECUTION



36  
Specialized Consultants



# GrowIT Program – Round III

## Egyptian government: ITIDA

ITIDA is a Government organization in charge of developing the ICT sector in Egypt



[14 months assignment]

We led the strategy definition and transformation for 42 major ICT companies in Egypt

### Project and challenges

Improve ICT sector through the modernization and transformation of key IT and telecom service companies and act, as a catalyst or societal change and a locomotive for economic development.

Increase sector competitiveness and help each company to implement best practices, from business strategy, internationalization approach, process improvement, risk management, quality management to sales improvement.

### Approach

Using an interactive capacity building approach, which focuses on embedding the right thinking process within GrowIT companies

GrowIT III program aimed for providing hands-on experience and on-the-job learning techniques to best leverage these learning dynamics.

Our consulting team with diverse backgrounds, technical and professional expertise shared their past experiences with their clients to foster a knowledge sharing culture.

Aiding technology innovators with assistive scalable Plug-&-Play tools that are designed specifically to match the requirements of ICT companies.

### Results and benefits

**Benefits:**  
Contributed for the modernization and transformation of major ICT companies in Egypt  
Accelerated key companies internationalization  
Improved processes and organization responsiveness

**Deliverables:**

- Strategy workshops
- Positioning analysis
- Organization redesign
- Process redesign
- Reporting frameworks
- Cost management frameworks
- Project management frameworks



## ICT Sector Selected Credentials

We delivered 31 consulting and capacity building engagements within GrowIT Program





# Organizational Restructuring for the marketing and sales departments of 5 Military Production companies and the National Authority for Military production

## Ministry of Military Production: National Authority For Military Production

### The National Authority For Military

**Production** is the department managing the Military production companies which manufacture both military and civil products.



[8 month assignment]

**Changing the organizational structure of the marketing and sales departments of the authority and 5 of its companies**

### Project and challenges

After evaluating the current organizational structures, a common confusion between the marketing and sales concepts and the inconvenience of the subordination of some departments were found. Accordingly, a restructuring exercise was conducted.

#### Objectives:

- Separating the sales and marketing departments
- Improving and facilitating the sales and marketing processes
- Setting departmental goals
- Achieving homogeneity between the organizational structure of the authority and the companies' marketing departments.

### Approach

Evaluating the current structures through data collection to understand the main divisions, subdivisions, chains of commands and communications and roles.

Analyzing the effectiveness of the current structure according to new set standards and moving some sub-departments outside of the marketing department.

Adding new marketing functions and job roles such as marketing communications and creating some new job descriptions

Setting Departmental KPIs & ensuring activating all marketing functions

Matching marketing & sales roles in the companies and the authority and identifying key contact points

### Results and benefits

#### Benefits:

**Individual Performance:** Clear responsibilities for achieving sales and marketing targets. Balancing promotion opportunities and the company's managerial levels

**Work Systems:** Designing an organizational structure that achieves the main departmental and divisional goals. Avoiding confusion between the different departmental roles.

**Company performance:** Developed job structure model on the authority Deliverables:

#### Deliverables:

- New Job descriptions
- KPI dictionary
- New organizational structures for both the company and the



# Market Study and Draft law Presentation for the Development of the Egyptian Automotive Industry

## Federation of Egyptian Industries: Chamber of Car Manufacturing

**The Automotive Industry Development Program** entails 3 main dimensions aiming for continuous development over an 8 year course

- Amendment of tax structure
- Allocate an incentive to manufacturing adopters.
- Establishment of the automotive industry development fund



اتحاد الصناعات المصرية  
FEDERATION OF EGYPTIAN INDUSTRIES

[1 month assignment]

**Market Study and Draft law  
Presentation for the  
Development of the Automotive  
Industry and its Feeding  
Industries in Egypt**

### Project and challenges

This project aims to present the draft law to the decision makers in a professional manner highlighting its impact, the market analysis behind it and similar laws in other countries with comparable economic conditions.

#### Objectives:

- Highlight the importance of the automotive industry and its feeding industries
- Show the importance of the automotive industry related legislations.
- Clearly Explain the draft law and demonstrate the development dimensions
- Highlight the expected impact of the program

### Approach

Conducting extensive research to get detailed information on the automotive industry in Egypt other countries with comparable economic conditions.

Analyzing similar global programs to highlight its key success factors

Clearly demonstrating the program development goals and its suitability with the Egyptian industry elements and value chains

Explaining the development program terms and its different dimensions & subsequent benefits

Analyzing the program's impact on the different stakeholders.

### Results and benefits

- Benefits:
- Comprehensive understanding of the industry and the program dynamics nationally and globally
- Detailed illustration of the program's costs and gains on vehicle manufacturers, feeding industries, consumers, the government and the market economies.
- Winning presentation that positions the program as being built on a solid opportunity
- Deliverables
  - Market Study
  - Draft law presentation



# Market Study and Draft law Presentation for the Development of the Egyptian Automotive Industry

## Federation of Egyptian Industries: Chamber of Car Manufacturing

The Automotive Industry Development Program entails 3 main dimensions aiming for continuous development over an 8 year course

- Amendment of tax structure
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- Establishment of the automotive industry development fund



[1 month assignment]

Market Study and Draft law Presentation for the Development of the Automotive Industry and its Feeding Industries in Egypt

A communication message was required to address the parliament and clarify facts to the public ... PractiQ did the job!



# Governance of Borg El Arab Innovation Cluster Initiative

## ITIDA: Borg El Arab Innovation Cluster Initiative (IoT & Smart Cities)

**Borg El Arab Innovation Cluster** is part of the national initiative that unites 18 organizations engaged in supporting innovation for ICT development. It is part of the Ministry of Communications and Information Technology's (MCIT) decision to establish a series of innovation clusters within the Science and Technology Parks across new and 2nd tier cities.



[3 month assignment]

### Designing Governance framework for ITIDA's Borg El Arab Innovation Cluster Initiative

#### Project and challenges

Design the Governance system to ensure that appropriate responsibilities are imposed on all the organizations involved in implementing the Projects/Work Packages (WPs) towards achieving the Cluster vision

##### Objectives:

- Develop a detailed governance framework
- Develop governance processes, controls and oversight mechanisms.
- Setting the roles & responsibilities of the governing bodies, their governance policies, procedures, their structure and remuneration

#### Approach

Setting roles and procedures for:

- a. The Steering Committee
- b. The Executive Committee
- c. The administration team, job descriptions & KPI's

Defining the relationships between, Cluster members, Cluster lead and, on the other hand, ITIDA. Defining nomination & appointment policies

Defining the financial and investment policies and practices; audit procedures; communication channels and protocols for reporting mismanagement and/or exceptional circumstances or risks

Matching between accountability and / or responsibility as compared with authority and control systems.

#### Results and benefits

##### Benefits:

Setting the appropriate governance structures and controls in place efficiently and effectively

##### Deliverables:

- A clear and concise report covering governance structures, processes or controls;
- Policies and guidelines for board composition and appointment guidelines, control mechanisms, and minimum standards for investment and other policies.
- Financial model for the Cluster transactions
- Recommended governance platform



# Detailed Business Plan for the national employment initiatives by Bena Company

## Bena

**Bena** is a company that aims to bridge the gap between the skills and the job market supply and demand through institutional training, vocational training for technical employees and building a national youth competencies database.



[1 month assignment]

**Building a business plan and go to market strategy for Bena's employment initiatives**

## Project and challenges

This project aims to set the business plans for the different Bena's national initiatives

### Objectives:

- Analyze the main project dimensions and its objectives
- Building the business model for each initiative.
- Setting an execution plan for each initiative

## Approach

Conducting Business model workshops to create the business model for the new idea.

Explaining the initiatives and their different dimensions & subsequent benefits.

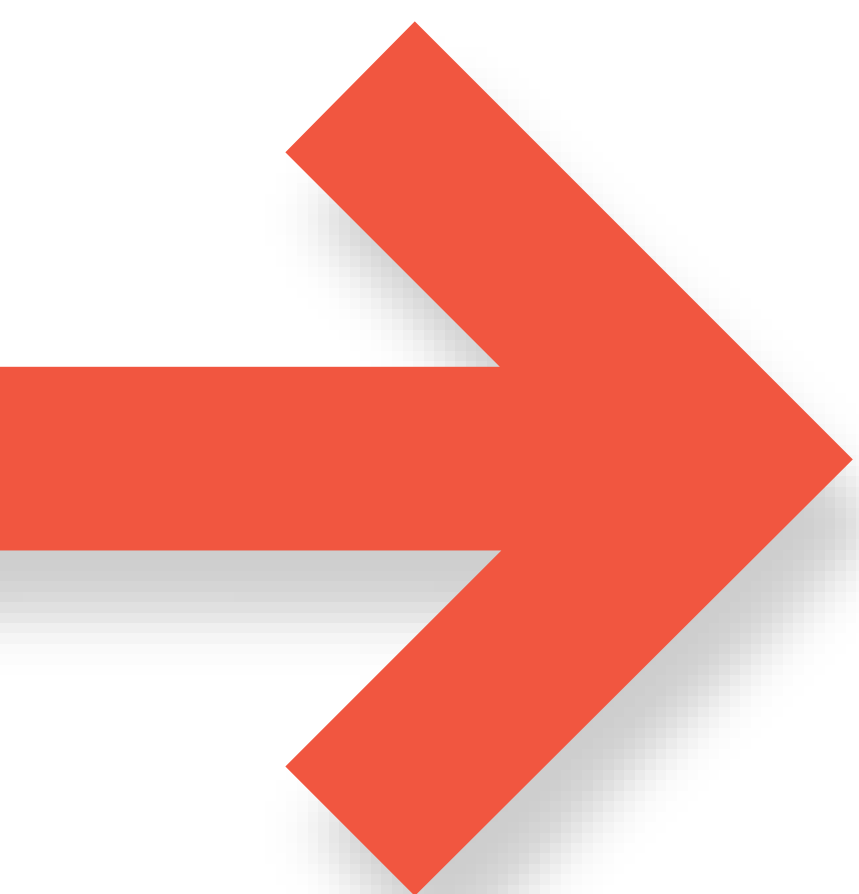
Designing a Go to Market Strategy for launching the initiatives

## Results and benefits

### Deliverables:

- Business Plan
- GO to Market Strategy





# FREE CONSULTATION

## Talk to an Expert

When you work with us, you are able to take full advantage of our size, strength, and relationships with leading benefits providers. We provide remarkable value by offering integrated, cost-effective solutions for your business.

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## Schedule a call

If you would like to talk business, drop an email to [info@practiq.net](mailto:info@practiq.net) or call 01004200873 to set up an informal sit-down over a coffee or for a more formal meeting to discuss a specific brief.

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THANK YOU FOR YOUR TIME.

# THANK YOU VERY MUCH!

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**WE WOULD BE HAPPY TO  
WORK WITH YOU.**

**JAN 01, 2022**