



SMART INFORMATION TECHNOLOGY APPLICATIONS

## SITA EGYPT



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# SITA EGYPT

Best Technology Partner in Egypt helps your business grow.

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SITA Egypt is a technology partner to help your business grow and give you support with a wide range of services and solutions tailored to your company activity.

We provide you with different types of solutions that help your company in Digital Transformation like ERP systems. Web and mobile development , e-Invoicing in addition to Hospitality solutions such as Hotel Channel Management, Hotel Rate Shopping, Payment Solutions,

## Services

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- Consulting Services
- Technical services
- Training Services
- Web and mobile development
- Payment and FinTech Solutions

## Solutions

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- Egyptian E-invoice and E-receipt ( **SITA E-invoice** and **E-receipt**)
- ERP implementation ( **Odoo** ERP Ready Partner )
- Hotel Channel Manager ( **RezGain** exclusive partner in Egypt )
- Hotel Booking Engine ( **Pelican** exclusive partner in Middle East)
- Hotel Revenue Management ( **OPTIMA** exclusive partner in Egypt )
- Travel Loyalty System ( **Loyal Guest** exclusive partner in Egypt)
- Payment Solutions ( In partnership with National Bank of Egypt)

## About us

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Founded in Cairo 2014, the goal was to develop and create innovative solutions using state of the art technologies to serve different industries and business owners in Egypt and the MEA region.

We know how to tackle the challenges of today and tomorrow with holistic digital offerings. our experts with proven consulting & technology expertise across multiple industries.

We believe that the primary role of technology is to create a digitally productive world.

Our Professional team is committed to a high level of commitment to help you achieve all your business targets.

We start with you from point zero; from ideation and conceptualization to implementation of harmonious digital solutions that induce young, new experiences for you and your stakeholders.

## SITA EGYPT Official Partner for



# Our Business Partners

## Aviation

- Lufthansa Airlines
- Swiss Airlines
- Austrian Airlines
- Emirates Airlines
- Qatar Airlines

## Restaurants

- Cook Door
- Bon Appetit

## Hospitality

- Marriott Hotels
- Pickalbatros Hotels and Resorts
- Baron Hotels
- Safir Hotels Group
- Steigenberger Hotels
- Stella Hotels
- Cleopatra Hotels
- Three Corners Hotels
- Sinai Hotels Group
- Jolie Ville Luxor Hotel
- Loloa Maadi Hotel

## Retail

- All World (Ezaby Group)
- Indomie
- Cleopatra Trading (Hurghada)
- Egyptian International Beverages
- International Beverages Trading
- Tanatesh

## Medical

- H2A
- TEMCO

## Travel

- Masters Travel Services
- Manar Travel
- Booking CW
- Trip In Click

## Call Centers (Outsourcing)

- Majorel
- IMI

## Manufacturing

- Seweedy for Industries
- Arabia manufacturing
- Sanipure
- Segeny -Mahalla Kubra
- Sotex Mahalla Kubra
- AJE Group
- Giza Cables
- Wadi el Nile
- Flaminco for Snacks
- Salim Wazaran ( Indomie)

## Construction & Services

- Samcrete
- Egyptian Engineers
- Streamline
- Holztec
- CEVA logistics
- Quality Kitchens
- TSAO
- Integrated for children education

## Public sector ( Government)

- Menoufia water Company
- Beni-Suef Water Company
- Matrouh Water Company

# Thanks to our respected Partners



# SITA E-invoice / E-receipt

Integrate with Egyptian Tax Authority

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SITA E-invoice provides an end-to-end integrated solution between your company's accounting programs and Egyptian Tax Authority e-invoice platform with Digital Signature enablement.

Our Easy to use system helps you to submit your invoices to the Tax Authority with simple steps .

## Why to use SITA E-invoice solution

### **SITA E-invoice dynamically integrated with Egyptian Tax Authority**

Within record time, our solution was used by more than 70 companies in various sectors since the beginning of the system

### **Our team is with you step by step**

Any difficulties your company faces at any stage can you rely on technical support from engineers and specialists

### **SITA E-invoice can be integrated with your company's accounting / ERP system**

It does not matter what types of software and equipment your company has, SITA E-invoice is ready to deal with any accounting / ERP system

# Odoo ERP Partner

Enterprise resource planning ( ERP ) implementation

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For more than five years, we have been implementing Odoo System for various companies operating in various fields in more than one country in the Middle East. We have successfully implemented more than 45 Odoo systems by an integrated team of consultants who have extensive experience in the fields of administration, accounting and programming. Contact us to learn how we can help you to successfully implement Odoo for your organization.

## We Provide all ODOO Services

### **Business Process Optimization**

Organizing, improving and configuring the organization processes and workflows to match the activation of Odoo ERP in line with the industry standards.

### **Odoo ERP Implementation**

Installing, configuring and customizing Odoo according to the field of business to reach the best system that can manage the organization processes.

### **Training & Support**

Training employees of different departments on the effective use of Odoo and supporting the system and the users to maintain that effectiveness.



# RezGain

Hotel Channel Manager from RateGain

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RezGain is RateGain's smart distribution channel manager which not only helps distribute rates and inventory with speed and efficiency but also unlocks new revenue generation opportunities. It is a one-stop channel management solution for online distribution, providing the largest connectivity covering big & long-tail channels across the world with end-to-end two-way integration with PMS / CRS/ RMS/ Tour Operators/ GDS/ Bed-Banks/ Wholesalers & OTA's.

## World's Best Channel Manager

### **Two-Way Channel Connections**

End-to-End two-way integration with seamless flow between PMS / CRS/ RMS and demand channels with success rate of more than 99.9% for both ARI and Reservation Delivery

### **Common Pool Inventory**

Share inventory across channels, Real-time updates as inventory is sold

### **Automated Yielding Rules**

Helps you configure appropriate rules basis occupancy, closeouts, etc. to maximize revenue

### **Automated Currency Conversion**

Faster response to exchange rate fluctuations, Improved rate accuracy

### **Productivity Reporting**

Measure your success in real-time with powerful, easy to use dashboard

### **Enterprise Analytics & Dashboards**

Understand your channel productivity, Length of stay from each channel, booking window / pace for each channel with just a click of a button

### **Stop Sell**

Quick "Stop Sell" option helps you avoid overbooking

# Pelican CRS Solutions

Hotel Booking Engine

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Advanced hotel booking engine with many features to optimize hotel revenue and encourage visitors to make reservations.

## Turn Website Visitors into Hotel Bookers

### **User Friendly Customizable Booking Page**

Our reservation screen pages are designed to meet user expectations for easy navigation and communicate well to deliver special promotion messages that the hotel wishes to announce.

### **Individual / Travel Agents / Corporate Bookings**

In addition to individual bookings, Pelican system allows travel agents and corporate clients to book rooms online with B2B negotiated rates and pooled room-allotment allocation.

### **Package And Promotion Bookings**

Custom setup of your package and creating promotion are simple and flexible

### **Optimize Your Revenue**

Pelican allows numerous setup tools to optimize revenue, such as: Customizable reservation rules, room inventory share management, multiple rates plans and currencies, stay restrictions, multiple payment term options and many other features.

### **Upsell Bookings**

Guests have the option to reserve pre-set packages or to customize their reservation package through selecting add-on items such as airport transfer, breakfast, full board, tours, spa treatments and other products.

### **Flexible Pooled Room Allotment System**

Maximize hotel revenue and room allotment utilization by dynamically sharing room allotment on the total room allocation among rate categories/tiers (group of clients)

### **Built-In CRM ( Customer Relationship Management )**

Embedded feature that enables hotels to interact with guests before and after their stay by automatically sending out pre-arrival and post-departure emails, special promotions and packages, and greeting cards that provide hotels with opportunities to sell and up-sell.

### **Mobile Friendly**

Serve your mobile end consumers better by providing a Mobile Booking Engine compatible with Android and iPhone.

### **Interface Integration**

Pelican provides a suite of connectivity solutions to different systems to meet your business needs.

# OPTIMA

Hotel Revenue Management

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A smart pricing strategy helps a hotelier boost revenue. In order to design an informed pricing strategy, revenue managers need to have a real-time, 360-degree view of their competitive landscape and market.

Our real-time Rate Intelligence Platform OPTIMA empowers revenue managers to stay on top of competition and market trends. OPTIMA is an easy-to-use, multilingual platform that provides accurate rate intelligence. It enables its users with the largest variety of channels to shop from, along with market and rank insights.

OPTIMA's new feature MarketDRONE is the world's only real-time, cognitive rate intelligence solution. It pushes competitive and market rate intelligence notifications to revenue managers in real time, on a device of their choice. It enables them to stay on top of the intra-day rate changes and unlock new revenue by using the insights to inform their pricing strategy.

## Real-time Rate Intelligence Platform for Hotel Revenue Managers

### **OPTIMA MarketDRONE**

Track intraday rate and rate plan changes by hotels in real-time on a device of your choice

### **dataSURE**

Machine Learning (ML) driven data quality framework

### **Lightning Refresh**

Get 100% real-time data

### **Multilingual User Interface**

OPTIMA UI is available in English, French, Japanese, German, Portuguese and Spanish, with local language support

### **Market Compression Indicator**

It highlights dates that can yield better

### **Geo-Rate Shopping**

Shop rates exactly how they are set in your source markets

### **Pricing Playground**

A single view to tally your market position v/s competition across all the properties

### **Iterative LOS**

Identify minimum LOS Restrictions from competition across all channels

### **Advanced Rate Tagging Engine**

Track competition promotions and inclusions with a rule based engine

### **Mobile & Member Rates Tracking**

Track mobile only promotional rates defined by your competitors

### **Airbnb Insights**

Tap the information on Airbnb supply across your markets for effective rate decision making

# Loyal Guest

Travel Loyalty System

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LoyalGuest.com is a membership program designed to help you get the most from your travel experiences. We are affiliated with hundreds of hotels and merchants around the world who grant special privileges to LoyalGuest.com members.

## Travel With Exclusive Privileges

### **Price Privilege**

From the moment you join, LoyalGuest will give you the best rates. LoyalGuest automatic monitoring of rates and packages will ensure you always get the best deal.

### **Stay Free**

Every room night at a LoyalGuest participating hotel will earn you reward points. These can be redeemed at any time at any other participated hotel for free room nights. Automatic, online record keeping of member points ensures rapid and easy redemption.

### **Enjoy Special Offers and Privileges from Partners**

We are affiliated with hundreds of hotels and merchants such as stores, restaurants, and tourist attractions worldwide. All hotels and merchants are ready to welcome you and offer special privileges.

### **Priority notification of Any Promotions**

As a member you will be the first to be informed when participating hotels and merchants launch special rates and promotions. You are also on the pre-sale list.

### **TRAVEL TIPS**

Use our mobile apps and start planning a memorable holiday with exciting activities. Our user-friendly apps will provide e-coupons and information on local attractions and places of interest.

### **Enhance Your Holiday Fun**

LoyalGuest members receive exclusive e-coupons for use at each destination. These coupons and discounts lead members to the best of local attractions, restaurants, and retail outlets, enriching your travel experience



# Website / Mobile APPS Development

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Our talented team will help you design and develop a full solution according to your business needs, You'll be working with our in-house developers throughout the project. The team follows an Agile/Scrum methodology with all projects. User requirements are captured within user stories and recorded. We'll then prioritize stories by business benefit and what can be delivered within each sprint. This will be discussed as part of a sprint planning process.

Our developers team is supported by designers, technicians and a test team. This means that we're able to provide you with everything you require to maximize the quality of the product delivery.

# LET'S TALK.

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