



IFS ARABIA: MARCH AHEAD WITH INTEGRATED SOLUTIONS

HER Royal Highness Crown Princess Victoria of Sweden has honored us with a visit to the Kingdom of Saudi Arabia. I had the pleasure of being part of the commercial delegation representing Swedish companies accompanying her. Her visit to the Kingdom particularly in the present climate reflects a strong commitment of the Swedish Government and the close ties between the two Kingdoms.

In recent years, Sweden has been rated as the number one IT nation in the world, and IFS AB is a manifestation of the technology advances in Sweden.

IFS Arabia is part of the international IFS Group. It was established in 1997, at a time when the Saudi market was crowded with ERP applications from a variety of vendors offering a wide range of functions. At the time, IFS Arabia had no market share and was unknown in the Mideast region, generally, and the Saudi market, particularly. Today, IFS Arabia plays a major role as a Tier One ERP vendor. This is due to the superiority of the application combined with its flexibility and ease of use as well as the professionalism and dedication of IFS Arabia implementation team.

As for the Saudi market, major changes have taken place across the region in terms of companies realizing and harnessing the benefits brought about by the implementation of integrated computer-based solutions over the past few years. Despite these changes, IFS Arabia's commitment and primary objective remained unchanged, that is "to help Saudi as well as companies across the region to move toward integrated solutions in order for them to improve their planning and overall performance."

Decision-makers make decisions based on tangible benefits as well as calculated returns and risks. However, when deciding to invest in the implementation of an integrated ERP solutions, the return on investment plays a major part in the decision-making process.

Intangible benefits combined with the risk of failure in the implementation often hinders company



**Engineer Khalid Al-Sulaiman
Managing Director, IFS**

owners and decision-makers from taking decisions for moving forward with an integrated solution.

In the case of IFS the tangible benefits of successful implementation history, combined with the benefits, which are acknowledged by the existing customer-base represents a clear and undisputed case for moving forward with ERP Applications.

Industrial and Financial Systems AB (IFS AB) is an international software company group specialized in the design and development, marketing, implementation and support of advanced ERP II (Enterprise Resource Planning) standard software, based on solid leading technologies. Apart from being a key player in the ERP II market place, the business idea is to provide solutions enabling organizations to increase productivity and profitability in all major business processes.

IFS AB Product Family, IFS Applications, and implementations are based on a long and deep knowledge in all major areas of business as well as in-depth expertise in the software technology. This knowledge, together with development of applications with modern tools and methods, has secured to IFS a steady growth since its establishment in the early 1980s.

Since the creation of the family of IFS Applications, which are based on modern tools and completely integrated, over 3500 com-

panies worldwide have chosen IFS as their supplier of business management systems as of today and the number is increasing everyday with many more companies selecting IFS as their system of choice.

IFS AB provides IFS Applications to customers within a wide range of business areas including distribution, finance, human resources, manufacturing (both discrete and process manufacturing), maintenance, engineering, projects and document management. In addition, IFS has a specific strength and is a market leader in the areas of business portals (executive information and decision support systems) as well as mobile technology and the e-business arena.

IFS applications

IFS applications are based on requirements of various businesses types, which are component-based, consisting of over 60 components, fully integrated to provide a complete solution.

IFS applications satisfy various business environments, from finance and distribution to warehousing management to discrete and process manufacturing, to engineering, to external service and internal maintenance. Additionally, Customer Relationship Management, E-Commerce and Human Resource Management feature are also incorporated in IFS Applications. The business benefits, which are directly attributed to implementing IFS Applications, are substantial; accurate information is available on line and in time, actual and true costs are calculated automatically, elimination of tasks repetition and the entry of data is done once, and with the appropriate security controls, the system can be accessed from anywhere through the internet. Besides, company executives can receive critical information through their Mobile Phones or PDAs. IFS can be implemented in a multi-company, multi-currency as well as multi-language environment; currently,

IFS is available in 25 languages including the Arabic language - Engineer Khalid Al-Sulaiman, Managing Director, IFS.