

OUTREACH

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"Strategic OUTSOURCING."

Motion (Motor Insurance Organizational Network), a vertical solution provider that covers the needs of the Motor Insurance Industry has outsourced its IT infrastructure and Application Management to TRINEC.

Outsourcing will enable Motion to benefit from both the Infrastructure and facility of TRINEC's state of the art Data Center. Through a Service Level Agreement (SLA) Motion will benefit from a safe environment that centralizes application management, security administration and back up management on a daily basis to name a few.

Apart from the physical aspects of the Data Center, TRINEC will be providing its expertise and consultancy to continuously enhance Motion IT growth as well as all on going maintenance, link monitoring, day-to-day IT administration and support. This will enable the company to focus on its core business, and not as much on the IT hurdles. General Manager Mr. Marek Sinno agrees, "that the Application Service Provider (ASP) and a Vertical Solution Provider (VSP) unquestionably compliment each other".

What's priority! Motion reduces its total cost of ownership, capital expenditure and operating cost, reduces business costly technology planning and liberates the company from the hassles of technology management.

Announcements

Citrix Solutions Network (CSN) Resellers Growing steadily in the region.

TRINEC - Sole Distributor of Citrix in the Levant region - has accredited that there has been an increase in CSN Resellers' contracts over the past year. TRINEC has recently added three new (CSN) Channel Network Resellers in the region - approved early this year were two Jordanian companies - **Ideal Systems Company** (Gold CSN partner) and **General Computers and Electronics Company** (Silver CSN partner), bringing the total count to three CSN's in the Jordanian Kingdom.

Quantech S.A.L (Lebanon) has also joined the CSN Channel Resellers Network as a Gold CSN Partner and has been very active in marketing and promoting Citrix's line of application server software products to the Lebanese business community. TRINEC projects further growth of Citrix Solutions Network Resellers not only in Lebanon but in the Levant region as well and are presently working robustly to introduce Citrix Products and establish CSN contracts in the Malta region this year.

Jordan Telecom and TRINEC

Jordan Telecom and TRINEC Jordan, the pioneer in Application Service Provisioning has signed a strategic co-location agreement this month whereby TRINEC's high-end servers will be collocated at JTC's Data Center.

The Data Center services will allow customers to host and collocate on live servers on a shared or dedicated platform located in a highly secured controlled space environment. JTC guarantees TRINEC, excellence in service through a **Service Level Agreement (SLA)** a 24x7 customer support, high security, full switching infrastructure and power supply redundancy to name a few.

Mr. Pierre Mattier, CEO of Jordan Telecom, said: "We, at Jordan Telecom, are pleased with the achievements we made in terms of Internet Development and provisioning of the most advanced technologies in Jordan and we are even more pleased with the agreement signed with TRINEC, which is one of the first companies to obtain a host location in this center and is considered one of the leading companies in this field at the regional level."



TRINEC and Jordan Telecom - March 13, 2002

THE CLIENT'S PERSPECTIVE

Hôtel-Dieu De France

Citrix Centralized Management cut cost by 60%.



With a strong head for Information Technology, Hôtel Dieu de France IT Director, Mr. Nasri Esseily stated, "Investing into Citrix Server Based Technology was definitely the way to go".

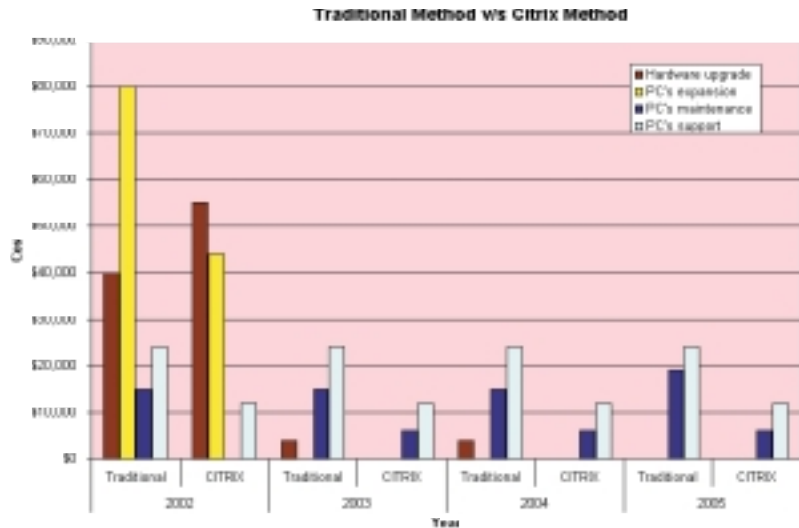
After attending TRINEC's Citrix Regional Launch at the Phoenicia Inter-Continental Hotel in April last year, Mr. Esseily became attentive of the many advantages that Citrix - Server Based Technology can make available.

The objectives at the Hospital were to minimize the cost of expansion and at the same time find a solution that would centralize the support and maintenance of present and future PCs, standardize the several platforms and applications, centralize all software deployment, back up, virus protection and security issues and at the same time minimize the cost of future hardware and software upgrades.

Subsequent to research and in the midst of a full IT restructuring, the big question was - Whether Mr. Esseily was convinced with Citrix? Based on positive testimonials from organizations in various sectors, particularly Saint Joseph University (US) that has been working effectively using Citrix Technology since last year, Mr. Esseily concluded that the total cost of computing can spiral out of control with the traditional method.

In view of the fact that **Centralized Management** was the key intent apart from lowering the total cost of computing investments, Hôtel Dieu de France Management agreed that Citrix server-based computing technology was the solution that would not only **save the Hospital approximately 60%**, but at the same time satisfy all the Hospitals IT criteria in a faster and more managed environment.

Now that Citrix installation and deployment is at its final stages; Hôtel Dieu De France IT professionals will have the benefit of more managed network whereby they can easily and effectively manage, administer, deploy, upgrade and monitor the network wide security of the hospital's business critical applications while increasing overall productivity.



Libano Suisse

"TRINEC's not only an Application Service Provider, they're a Total Solution Provider".



When TRINEC approached Libano-Suisse last year the company's major goals were to **lower the total cost of IT and set up a new internal communication network**. With a recently allocated budget and a challenging IT restructuring plan, Libano-Suisse was looking at a significant financial investment.

The company was at the brink of investing heavily into:

- A new communication system that would link both the Head Office and their Dora branch
- An additional link that would link Libano-Suisse to Mednet (insurance application provider)
- A more secure Internet system with the latest firewall technology and a reliable anti-virus system
- Upgrading existing hardware and software applications

And what was more interesting is the fact that they were in a hurry! By means of a Total Cost of Ownership Analysis (document showing ASP advantages in comparison to traditional practices), Libano-Suisse proved to have a total cost of saving of up to 37% in three years. As Mr. Milad Faysal (Libano Suisse IT Manager) stated, "with no initial upfront investment plus a trial period of 3 months free of charge we couldn't have gone wrong". To Mr. Faysal surprise not only did TRINEC deliver what they promised they offered their know-how in the design phases of the new communication infrastructure and proved their expertise in the field of IT consultancy.

Previous to outsourcing, communication between both Kantari (Head Office) and Dora was slow and bottleneck was a major issue. Connecting and processing Medical Claims were also done manually and as a result made the process very time consuming. Connectivity costs were high and administering of the company's day-to-day users was costly and intense.

Today, what's more important is that Libano Suisse IT professionals are more liberated to focus on the development of new applications and the company's core business. Through Outsourcing, not only have the company been able to save financially but the majority of their day-to-day operations such as PC administration, link monitoring and user problems are now taken care of by TRINEC.

Who's joined the TRINEC family?



THE CLIENT'S PERSPECTIVE

“Synchronization, Security, and Cost made the ASP model the best way to go”.



With a limited budget for IT restructuring and with several other alternatives to choose from, the big question here was, **what attracted PAC and Beirut Duty Free to TRINEC?** Well as Mr. Samir Rached Beirut Duty Free and PAC's MIS Manager stated, **“Synchronization, Security, and Cost** for the most part made the ASP the way to go”.

When PAC and BDF approached TRINEC they knew exactly what their goals were:

- Centralized Management of Applications
- A new communication system that would link the Airport, Rawche and Starco Offices with High Availability Bandwidth (for business critical applications)
- Invest into a high security environment with the latest firewall technology
- Minimizing the upgrade of existing software and hardware
- Movement towards a paper free environment

Given the extent of the company's core business, which involves the transfer of timely, highly confidential information throughout several locations. The risk of unauthorized access and loss of information to hackers makes network security imperative.

Outsourcing to TRINEC, has addressed all Data and Network Security issues, linked all three locations to a highly secure high availability communication network, cut the cost of hardware and software upgrading and centralized the management and administering of their business critical applications.

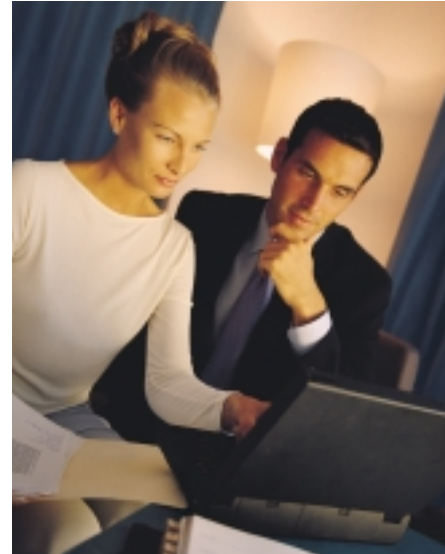
“Other than resolving most of PAC and BDF Back Office and technical IT issues, TRINEC provided us with the most **cost effective** solution to address our specific needs stated”, Mr. Michael Kelly Financial Controller at PAC and BDF. As a result, PAC and BDF can now concentrate resources on the companies' core business and operations. Today, electronic communication has greatly improved and employees at all locations are working with the latest applications in an on-line, updated environment.

TRINEC CONTRIBUTION TO IT EDUCATION IN THE FIELD OF CITRIX TRAINING

TRINEC the first Application Service Provider and Sole Distributor of Citrix in the Levant region has signed an agreement mid last year to extend to its line of business, Citrix Professional Education. TRINEC – the first Citrix Authorized Learning Center (CALC) in the Middle East has been conducting training sessions as of Mid September 2001.

Classes are usually conducted in small groups so as to permit professionals to receive in-depth training that includes - Interactive presentation and practical applications through hands - on labs and group activities.

TRINEC's training projections for the year ahead would be to conduct at least 4 quarterly sessions per year and will be targeting Independent Consultants, professionals in the Banking, Insurance, Education and Citrix Channel Resellers (CSN's) sector both in Lebanon and the Middle East.



Citrix training

Complaints A critical form of Communication

A complaint as TRINEC sees it presents the opportunity to correct an immediate problem. In addition, complaints provide the company with constructive ideas for improving and upgrading its services.

TRINEC with its move to provide customers with excellence in service and as a management philosophy that embraces customer satisfaction as a prime goal has recently implemented its Customer Care Unit. The unit operates in two main stages:

- The Customer Care Onsite Survey Unit
- The Technical Support and Quality Assurance Unit

Together both Units work hand in hand to collect, evaluate, and eliminate **User** complaints. All collected information from this Unit is implemented into the company's Pivotal e-Relationship Customer Relationship Management (CRM) application – one of the world's best-rated CRM package.

The Unit works by using the following method:

1. Customer Care Supervisor and Technical Support Engineer visit the client site on a monthly basis collecting user incident complaints.
2. Depending on the nature of the Incident it may be solved immediately at the client's location during the visit.
3. In the event the incident is of **Critical** nature - information is then referred back to the Head's Office Support Unit where Technical Engineers and Quality Assurance conduct a full investigation (in some instances we may consult with our technology partners for additional research and development).
4. Once the solutions are known, Technical Engineers implement and test the system.
5. At that time, the information is then referred back to the Customer Care Supervisor, which in turn revisits the customer's site for additional feedback

The Customer Management Unit from its dawn till today has already shown its efficiency in solving and reducing users complaints and incidents in more than several customer sites and will continue to work with the dynamism and drive to overhaul, any new arising issues that may occur in the year ahead.

NEW SOLUTION

Full CRM Implementation at TRINEC



Awarded by **Microsoft**® "Best Integrated CRM"

In all customer driven organizations today, the question of how to improve customer loyalty and maximize revenues at minimal risk and cost are major concerns. Achieving success in developing intimate and lasting relationships with customers begins with an explicit understanding of the organization objectives and customer behavior.

Given that customers needs and preferences change constantly,

developing a CRM strategy is a continuous process and not just a one-time exercise. A successful CRM approach is the key factor to acquiring a competitive advantage in the market place.



Pivotal

TRINEC has fully implemented Pivotal's e-Relationship CRM management suite in three major divisions of the company's operations - **Sales, Marketing and Technical Support**. The final implementation and training phases were finalized early in January this year. Pivotal e-Relationship not only extends the customer base by being competitive, the application provides the advanced functionalities needed to gather and organize strategic information about customers and at the same time integrates the sales, marketing and service activities while optimizing and cutting cost.

Pivotal e-Relationship www.pivotal.com suite offers extensive customization options to its customers making it one of the best-rated Customer Relations Management (CRM) Applications available on the International market. Pivotal offers a compelling value proposition for companies based on three elements – delivers a Comprehensive Demand Chain Management Suite that automates all sales, marketing and service interactions between customers and partners - delivers a fast business impact - delivers total cost of ownership and accelerated ROI.

For a fixed monthly fee, TRINEC delivers a solid and robust CRM solution along with expertise in consultancy, sales, implementation, administration and customization to clients' business practices and procedures in the Levant region.



Expanding your Limits

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