



# COMPANY PROFILE



- **Who we are?**

- o Who we are?
- o Vision, Mission & Core Values.

- **Formation & History**

- **ICE Services**

- o Enterprise resource planning (ERP).
- o Data Analytics & Performance Management.
- o Business Intelligence (BI) & Reporting.
- o Artificial Intelligence Applications.
- o Software Services.
- o Websites & Web Development.
- o Mobile Applications Development.

- **Strategic Sectors**

- **Our Clients**

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## ■ WHO WE ARE

ICE TECH is a subsidiary of ICE MENA group of companies. We are the technical arm of the group and also working stand alone to serve the market.

ICE TECH services are diversified to cover many areas of technologies. Starting from formulating a simple website and mobile applications, ERP systems, Data analytics, Business Intelligence (Bi), Artificial intelligence (Ai) and even more of our consultation tech services.

We are now operating projects in many countries all over the middle east (Saudi Arabia, Egypt, Oman, UAE, and more.....), and we are expanding in Africa and Europe soon.

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## ■ OUR VISION

Do be part of the fast-moving tech world and be a solution for corporates and enterprises to make a huge boost in their business.

## ■ OUR MISSION

To deliver high quality services to the market with international standards and to fit for our region business needs.

## ■ OUR CORE VALUES

Dedication, Professionalism, Team Work, Transparency and Human before Business.



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## ■ FORMATION & HISTORY

As a subsidiary of ICE MENA which was established 2009 serving huge enterprises and many success stories with the giants of the region like SABIC, ARAMCO, ADNOC, P&G, AAST and more.

ICE TECH is moving on the same steps and is now serving many enterprises and being their tech companion in their digital transformation journey.

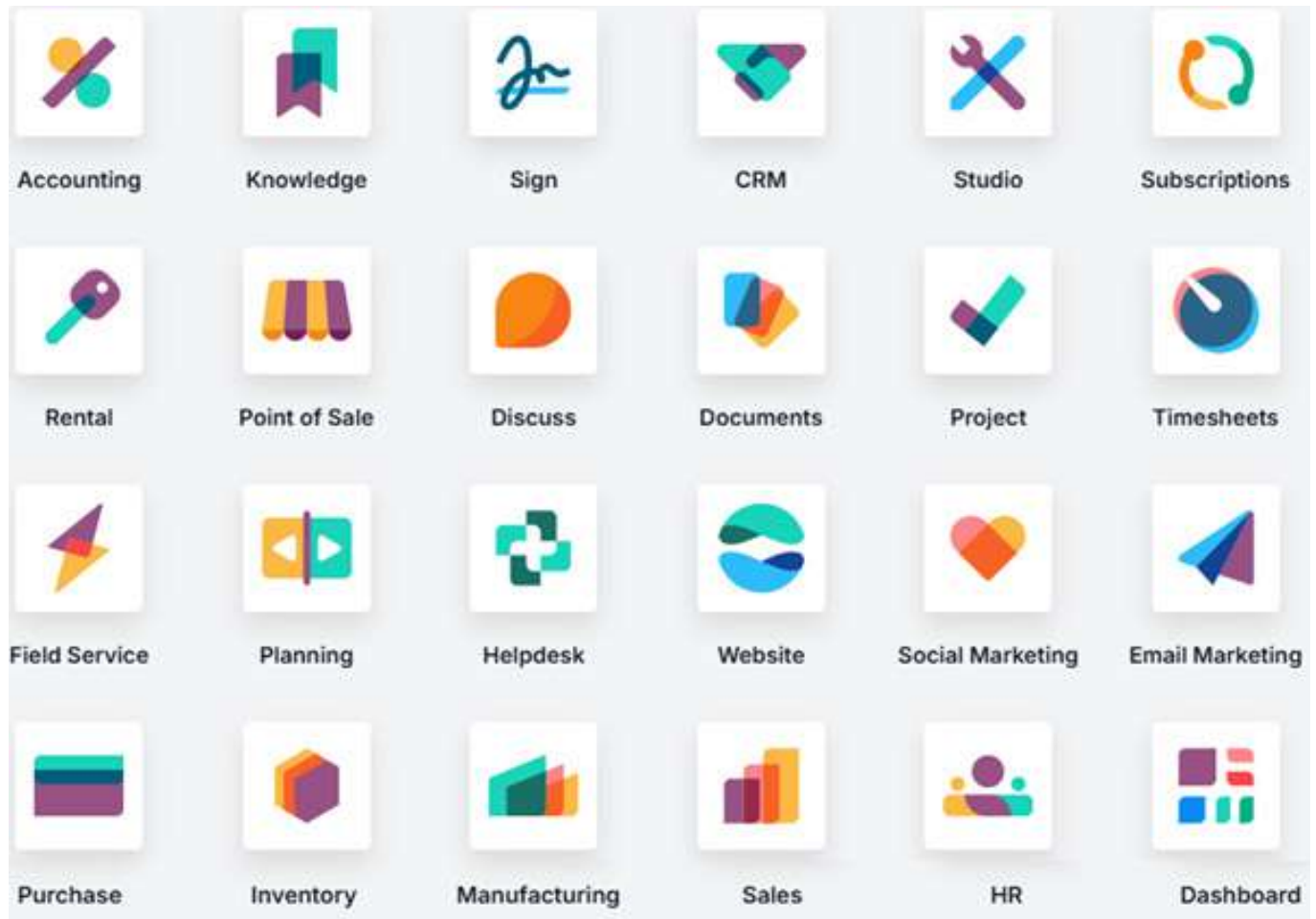


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# ■ ICE SERVICES



# ■ ENTERPRISE RESOURCE PLANNING (ERP)



An ERP is an enterprise resource planning system, basically, the way to manage all areas of a company in an integrated way.

ICE Tech is Odoo Partner, our history including many successful Odoo projects in many in many industries such as real estate, Hotel Management, Retail, Education, Human Resources and Health Care.

Generally, this integrated management is usually automated, updated in real time and digital. In these cases, ERP systems are business management softwares, hosted both in the cloud and on premise.

The ERP system is born from the need to manage all the resources that make up a company in a more monitored and automated way. By having it digitalized, tracking is easier, traceability is not lost and, being in the cloud, allows you to access it from any location.

From this need several management systems were born, among them Odoo. We consider Odoo as ERP because it has modules to manage all branches of a business: accounting, CRM, sales, purchasing, inventory, manufacturing, projects, marketing, human resources and many more.

## ■ WHAT ARE THE BENEFITS OF USING AN ERP SYSTEM?

Being able to manage all resources from a single application instead of having the management of the company scattered in different applications has numerous advantages.

On the one hand, the cost reduction is clearly significant. Being able to centralize all the management in a single application will save you from having several licenses in different systems, since you will have an all-in-one solution.

And not only the direct cost of the licenses of each system, our time also has a price. By not having to switch from one system to another and transferring information, we will have greater efficiency in terms of internal processes.

From Odoo we are aligned with the time savings of processes that are not part of the work, that is why one of the objectives of this ERP is the reduction of the number of clicks in our daily operations.

In addition, having all the information centralized will allow us to have greater control over all the data, the position of the company and to be able to get specific reports and statements to help us in the strategy.



## ■ WHAT ARE THE CHARACTERISTICS OF AN ERP?

- Integrated management.
- Digital.
- Cloud or On-premise.
- Process automation.
- Intuitive.
- Reporting and statements.
- Centralization.



## ■ HOW DOES ODOO MANAGE IT?

Odoo is an ERP system available both in the cloud and on-premise, made up of different modules to manage all areas of your business. Divided by areas, Odoo modules are fully integrated with each other to facilitate day-to-day business and reduce management time.

Odoo is designed to fully digitalize your company, allowing the import of all your files both in Excel and CSV. It also has the OCR system for the digitalization of invoices, saving manual work of the accounting team.

Automations in Odoo have been developed to optimize daily procedures, but you also have the freedom to create your own automation rules thanks to the customization tool (Studio) and the marketing automation module.

In addition, within the ERP systems we find the open-source typology, as is the case of Odoo. With this type of system, you will have access to the code of the system to be able to take advantage of all the benefits of a professional software, developed for companies, while you can make the necessary customizations and integrations to manage any process.

## ■ ODOO INDUSTRIES

<https://www.odoo.com/trial?industry>

- Service.
- Retail.
- Building & Properties.
- Health and Fitness.
- Hospitality.
- Supply Chain.

# ■ DATA ANALYTICS & PERFORMANCE MANAGEMENT

Data analytics has become a cornerstone for modern companies, enabling them to transform raw data into actionable insights. By employing various techniques and tools, businesses can analyze historical trends, identify patterns, predict future outcomes, and ultimately make data-driven decisions. This empowers them to optimize operations, understand customer behavior, personalize marketing efforts, mitigate risks, and gain a significant competitive advantage in today's dynamic marketplace.

## ■ ANALYTICS CATEGORIES:

- Finance Analytics.
- HR Analytics.
- Sales Analytics.
- Operations Analytics.
- Procurement Analytics.
- Supply Chain Analytics.

The choice of analytics tools often depends on factors such as the size and type of data, the specific analytical tasks, the technical expertise of the users, the budget, and the need for integration with other systems. Many organizations use a combination of these tools to address their diverse analytics requirements.

- Microsoft Power BI
- Azure
- Incorta



# ■ BUSINESS INTELLIGENCE (BI) & REPORTING

## REAL-TIME ANALYSIS

Stop waiting days for crucial updates. Get instant insights that keep you ahead:

How we help you:

- Live dashboards that show what's happening right now
- Immediate alerts for business-critical changes
- Quick response to market shifts and opportunities
- Automated reporting that saves hours of manual work

## DATA WAREHOUSE MANAGEMENT

Organize Your Data for Success

How we help you:

- A managed data warehouse to make sense of your information by storing and managing your business data efficiently in one secure location.
- Efficient access to find the data you need, when you need it.
- Maintain your business data quality and consistency.
- Reduce storage costs while improving accessibility.



# AD-HOC ANALYSIS

Help your team explore company data on their own without needing IT to create endless reports for every need.

How we help you:

- Answer any business question, anytime.
- Create custom reports on demand
- Drill down into data without IT support
- Explore trends and patterns independently
- Get answers in minutes, not days

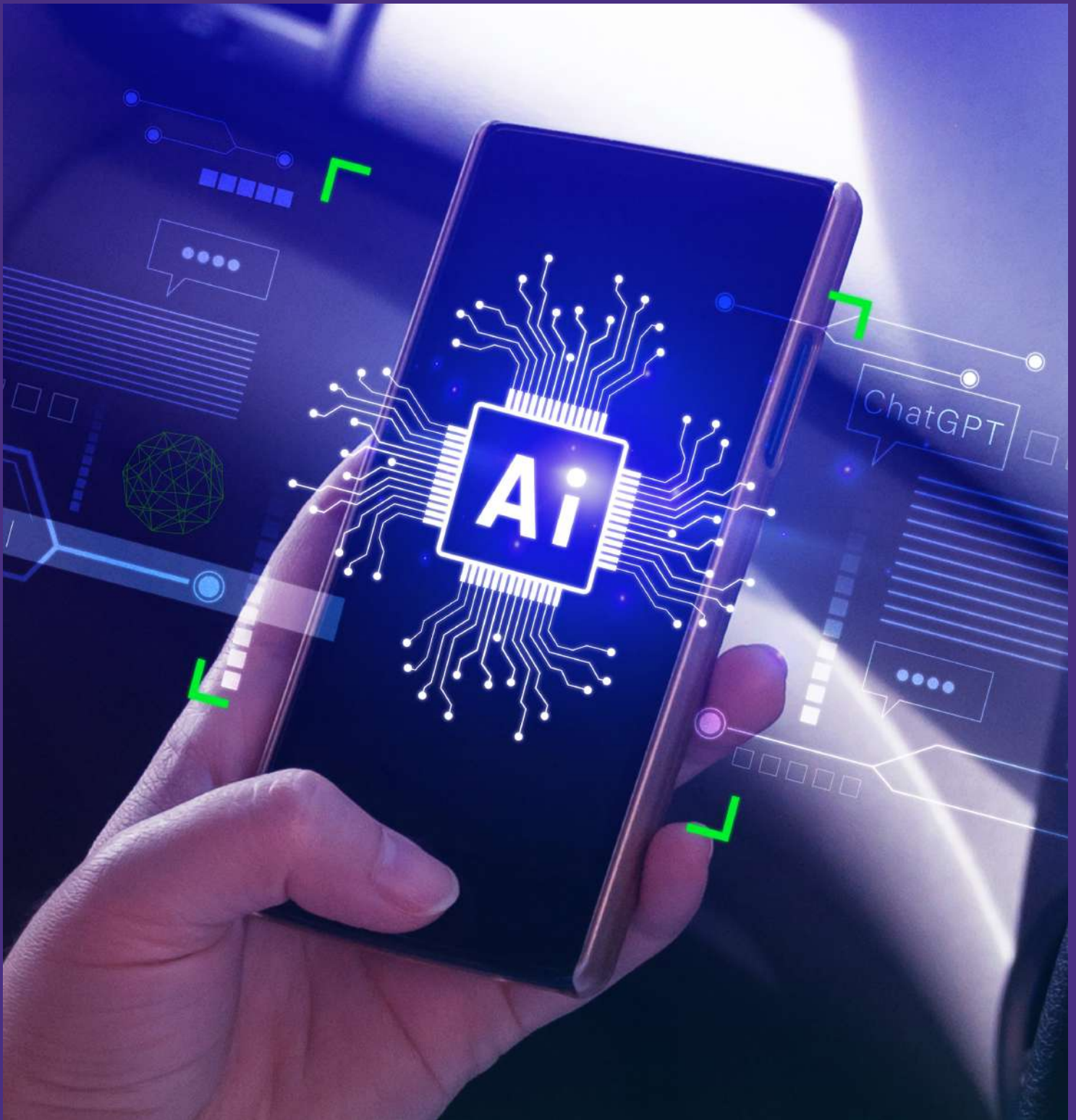
# DATA VISUALIZATION

Imagine if your CEO might say, “What happens if we exclude younger people from this data? You go through your spreadsheet or static presentation, but nothing happens. That’s bad, right?

How we help you:

- Adjust and explore dynamic charts and dashboards during presentations to answer critical questions instantly.
- Spot trends, anomalies, and KPIs at a glance, creating visuals that inspire decisions.
- Share dashboards with other departments, enabling them to make data-backed choices seamlessly.
- Build and tweak real-time dashboards to provide storytelling visuals for business insights.





## ■ DATA SCIENCE & ARTIFICIAL INTELLIGENCE APPLICATIONS

To analyze data and identify patterns, trends, and relationships. Data visualization: AI can help create visualizations that make it easier to understand data. Decision-making: Insights and recommendations generated by AI models can help drive data-driven decision-making for businesses.

Data science and artificial intelligence (AI) are closely related fields with numerous overlapping applications that are transforming various industries. Data science provides the methodologies, tools, and techniques to extract knowledge and insights from data, while AI leverages these insights to build intelligent systems capable of performing tasks that typically require human intelligence. Here are some key applications of both fields:

## ■ HEALTHCARE:

**Disease Diagnosis and Prediction:** AI algorithms analyze medical images (X-rays, MRIs), patient history, and genomic data to detect diseases like cancer, diabetic retinopathy, and Alzheimer's at early stages, often with higher accuracy than human experts. For example, AI can analyze patterns in genetic data to predict a patient's risk of developing certain diseases.

**Drug Discovery and Development:** Data science and AI accelerate the process of identifying potential drug candidates by analyzing vast datasets of molecular structures, biological interactions, and clinical trial results. Machine learning models can predict the efficacy and toxicity of new drugs, significantly reducing the time and cost involved in bringing new treatments to market.

**Personalized Medicine:** By analyzing individual patient data, including genetics, lifestyle, and medical history, AI can help tailor treatment plans to maximize effectiveness and minimize side effects. This includes recommending the most suitable medications, dosages, and therapies for each patient.

**Robotic Surgery:** AI-powered robots assist surgeons with complex procedures, offering enhanced precision, minimally invasive techniques, and reduced recovery times. These robots can provide surgeons with real-time data and visualizations, improving surgical outcomes.

**Virtual Health Assistants:** AI-powered chatbots and virtual assistants provide patients with 7/24 support, answering health-related queries, scheduling appointments, monitoring vital signs, and offering wellness advice.



## ■ FINANCE:

### **Fraud Detection:**

AI algorithms analyze financial transactions in real-time to identify anomalies and patterns indicative of fraudulent activity, protecting financial institutions and customers from significant losses.

### **Algorithmic Trading:**

AI and machine learning models are used to automate trading decisions based on vast amounts of market data, identifying profitable opportunities and executing trades at high speeds.

### **Risk Management:**

Data science techniques are employed to assess and predict financial risks, such as credit risk, market risk, and operational risk, enabling financial institutions to make more informed decisions.

### **Personalized Financial Advice:**

AI-powered robo-advisors analyze a client's financial goals, risk tolerance, and investment portfolio to provide personalized investment recommendations and financial planning.



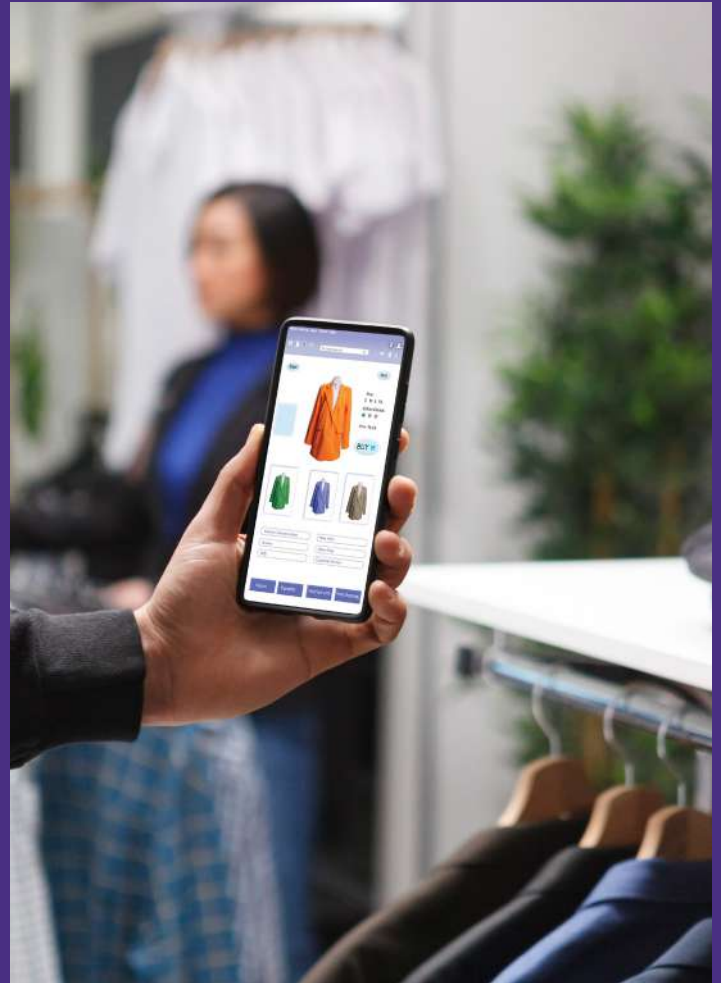
## ■ RETAIL AND E-COMMERCE:

**Recommendation Systems:** AI algorithms analyze customer behavior, purchase history, and browsing patterns to provide personalized product recommendations, enhancing the shopping experience and increasing sales. Platforms like Amazon and Netflix heavily rely on these systems.

**Personalized Pricing and Offers:** Data science helps retailers optimize pricing strategies by analyzing demand, competitor pricing, and customer behavior. AI can also generate personalized offers and discounts for individual customers.

**Inventory Management:** AI can forecast demand and optimize inventory levels, reducing stockouts and overstocking, leading to significant cost savings.

**Chatbots and Customer Service:** AI-powered chatbots provide instant responses to customer queries, handle basic customer service tasks, and improve overall customer satisfaction.



## ■ TRANSPORTATION:

**Autonomous Vehicles:** AI is the core technology behind self-driving cars, enabling them to perceive their environment, navigate roads, and make driving decisions without human intervention.

**Traffic Optimization:** AI algorithms analyze real-time traffic data, weather conditions, and historical patterns to optimize traffic light timings, reduce congestion, and improve overall traffic flow.

**Route Optimization and Logistics:** Data science and AI are used to optimize delivery routes, manage logistics, and improve the efficiency of supply chains for companies like UPS and FedEx.



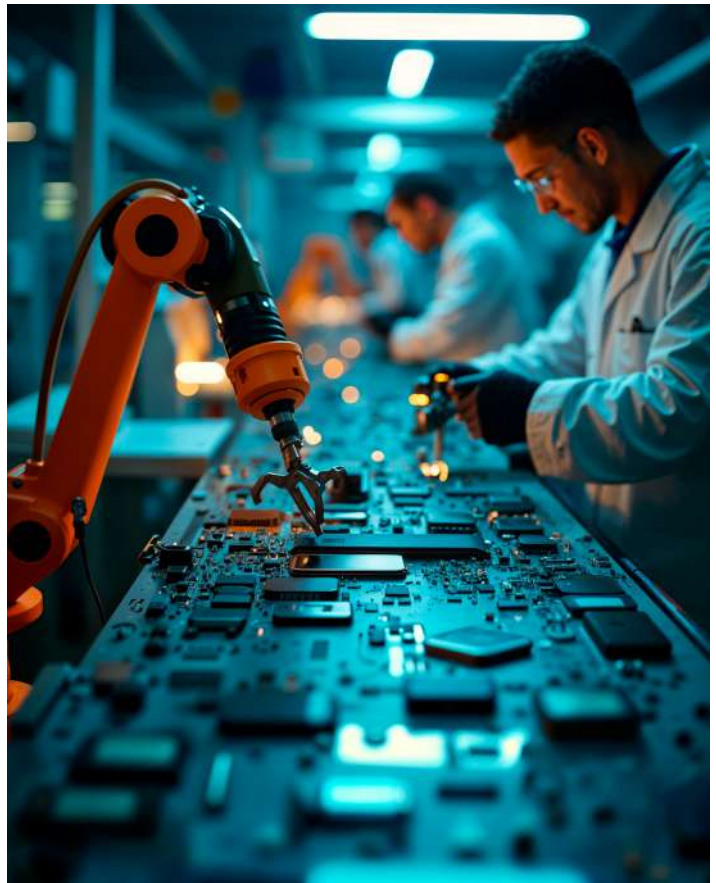
## ■ MANUFACTURING:

**Predictive Maintenance:** AI algorithms analyze sensor data from machinery to predict potential failures, allowing for proactive maintenance and reducing downtime.

**Quality Control:** Computer vision powered by AI can inspect products for defects on assembly lines with greater speed and accuracy than human inspectors.

**Process Optimization:** Data science techniques help manufacturers analyze production data to identify bottlenecks and optimize processes for increased efficiency and reduced waste.

**Robotics and Automation:** AI-powered robots perform complex tasks in manufacturing environments, improving productivity and safety.



## ■ AGRICULTURE:

### **Precision Agriculture:**

Data science and AI analyze data from sensors, drones, and satellites to optimize irrigation, fertilization, and pest control, leading to increased yields and reduced environmental impact.

### **Crop Monitoring and Disease Detection:**

AI-powered image analysis can monitor crop health, detect diseases and pests early on, and provide farmers with timely recommendations.



## ■ OTHER APPLICATIONS:

### **Education:**

AI powers adaptive learning platforms that personalize lesson plans based on individual student needs and performance. AI can also assist with grading and administrative tasks.

### **Entertainment:**

Recommendation systems on streaming platforms, AI-generated content (music, art), and AI in gaming (intelligent NPCs) enhance user experiences.

### **Cybersecurity:**

AI algorithms detect and respond to cyber threats, identify malware, and predict potential security breaches.

### **Natural Language Processing (NLP):**

Enables machines to understand and process human language, leading to applications like machine translation, sentiment analysis, and voice assistants (Siri, Alexa).

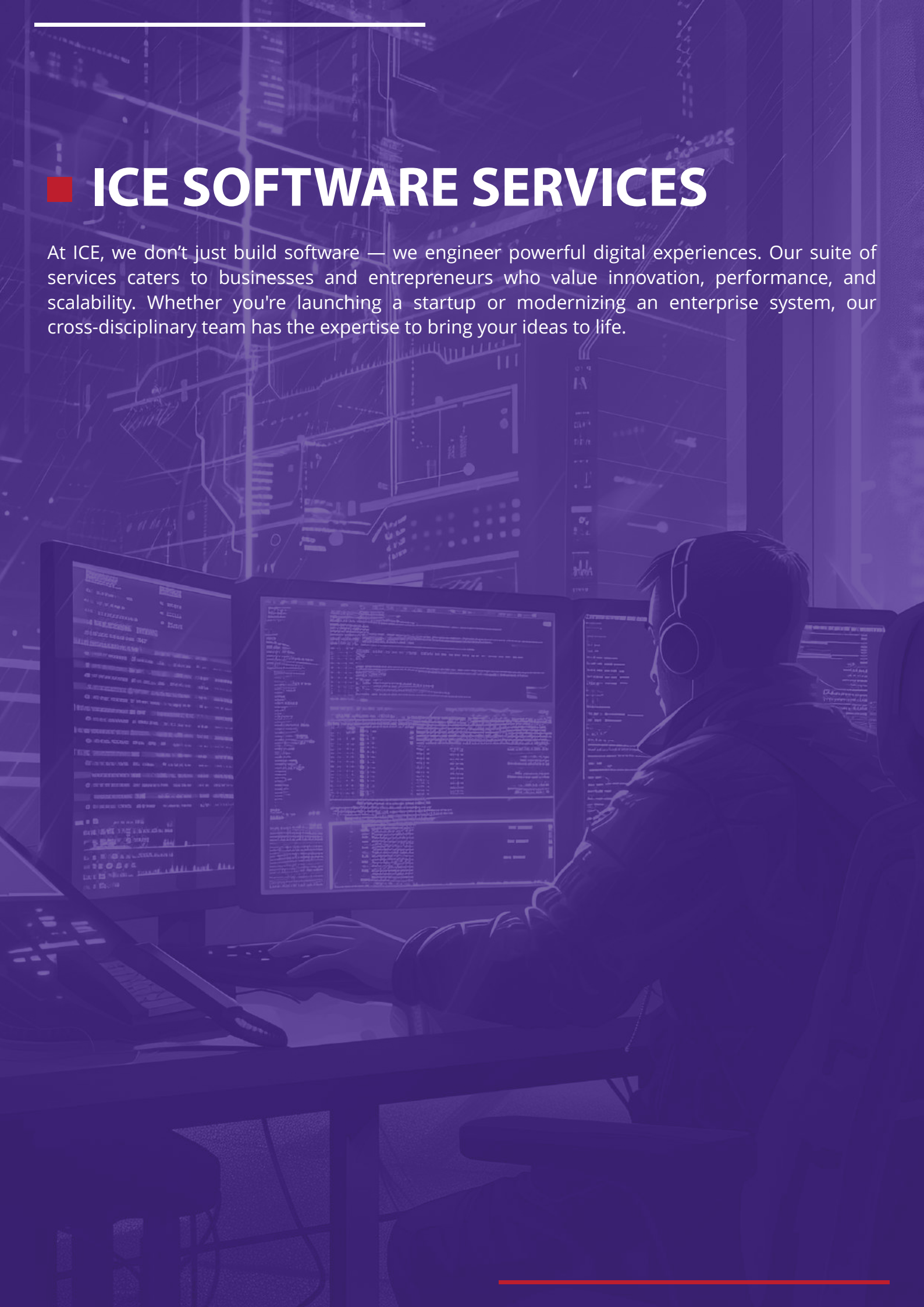
### **Computer Vision:**

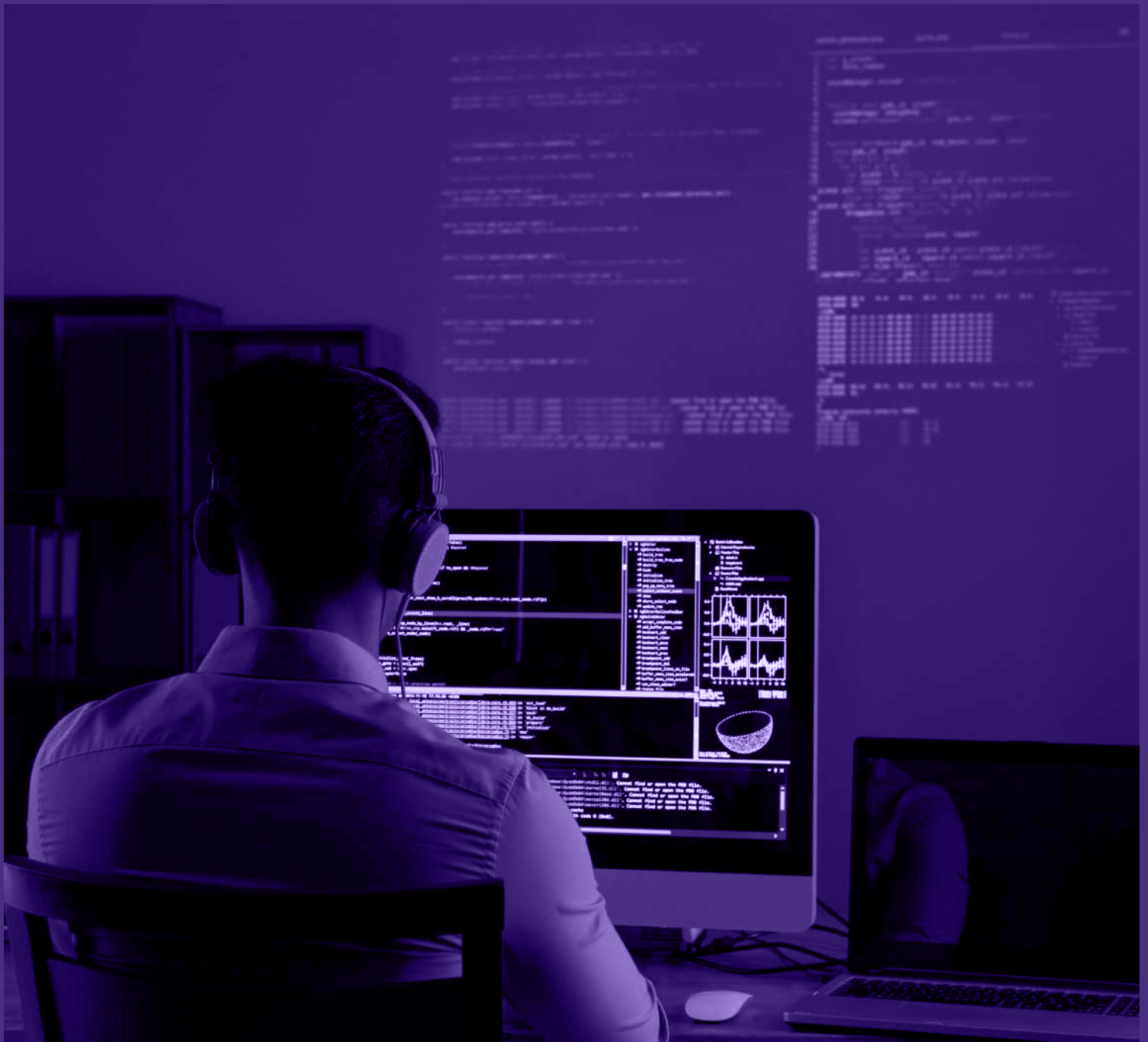
Allows computers to "see" and interpret images and videos, used in facial recognition, object detection, and autonomous systems.



# ■ ICE SOFTWARE SERVICES

At ICE, we don't just build software — we engineer powerful digital experiences. Our suite of services caters to businesses and entrepreneurs who value innovation, performance, and scalability. Whether you're launching a startup or modernizing an enterprise system, our cross-disciplinary team has the expertise to bring your ideas to life.





## ■ OUR CORE SOFTWARE SERVICES

### **BACKEND DEVELOPMENT**

We develop scalable, secure, and high-performance backend systems using industry-standard technologies such as Node.js, Python, Java, and .NET. Whether it's a RESTful API, real-time data stream, or enterprise-grade business logic, we architect systems that power applications of all sizes.

### **FRONTEND DEVELOPMENT**

Our team designs and implements responsive, intuitive, and visually stunning frontends. Using modern JavaScript frameworks like React, Vue.js, and Angular, we create engaging user interfaces that are fast, accessible, and pixel-perfect across all devices.

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## **CROSS-PLATFORM APP DEVELOPMENT**

With tools like Flutter and React Native, we build apps that offer native performance across iOS and Android platforms. This ensures quicker deployment, unified user experiences, and reduced costs without compromising on quality.

## **NATIVE MOBILE APP DEVELOPMENT**

Need high-performance mobile apps with deep integration? Our team develops native iOS and Android applications using Swift, Objective-C, Kotlin, and Java to deliver smooth, secure, and feature-rich mobile experiences.

## **API DEVELOPMENT & INTEGRATION**

We specialize in creating powerful and efficient APIs to connect mobile, web, and third-party systems. Whether it's REST or GraphQL, we ensure secure, scalable, and well-documented APIs tailored to your business needs.

## **UI/UX DESIGN**

Beautiful design isn't enough — it must be functional. Our designers collaborate closely with developers to create user-centric interfaces that are intuitive, aesthetically pleasing, and conversion-oriented.





## **DEVOPS & CLOUD DEPLOYMENT**

We offer CI/CD implementation, container orchestration, cloud setup (AWS, Azure, Google Cloud), and infrastructure automation. Our DevOps practices ensure reliability, performance, and seamless updates.

## **SOFTWARE CONSULTING & PROTOTYPING**

Got an idea but not sure how to start? We provide full-cycle consulting, rapid prototyping, and architecture planning to help you make informed decisions and validate ideas before committing to full development.

## **QUALITY ASSURANCE (QA) SERVICES**

Our dedicated QA team ensures that your software meets the highest standards of performance, reliability, and user satisfaction. We offer a full suite of testing services including manual testing, automated testing, performance testing, and security assessments. Using industry-leading tools and best practices, we identify issues early and help you deliver a flawless product.

# ■ WEBSITES & WEB DEVELOPMENT

## BUILD HIGH QUALITY SCALABLE WEB APPLICATION

Web development plays a vital role in your business website & web application success, web development is the core (back-end) coding of your application or your business website.

As a web development company, ICE TECH provides web development services, to deliver complete professional business web applications that you can rely on. We used many web development languages like HTML, CSS, JavaScript, Java, Python, PHP, NET, C#

And we are professional in many Websites Builders like Shoify, WooCommerce, WordPress, Wix and Joomla.

We built more than 10 years of experience in web applications and business websites in several sectors such as healthcare, education, travel and much more using the different technologies either Microsoft technologies or open source technologies.

ICE TECH successfully delivered many web applications on different scales; please visit Case Studies page for more information about our delivered projects and apps.

### **Project execution by experienced product builders. Performance**

We are using the latest technologies either in web design or in web development to provide the best performance for our delivered web applications.





## Business Applications Experience

ICE TECH has developed a large number of web-based web applications that serve different scales of an organization starting from small companies to enterprises.

## Quality

Our web applications are passing through different types of testing: functional testing, integration testing, security testing and load testing.

## E-Commerce Experience

ICE TECH successfully delivered many e-commerce websites on different platforms.

## Scalable Applications

We care about software architecture and different types of optimizations to deliver scalable applications in terms of functionality and number of concurrent users.

## On-going Support and Maintenance

Our job doesn't end by delivering the application but it continues after delivery to support the web application with a very high response and professional support team.

# ■ MOBILE APPLICATIONS DEVELOPMENT

## Build High Quality Scalable Mobile Application

When it comes to Mobile development services, ICE TECH is one of the top mobile app development companies, has far more in mind than simply providing you with a running mobile app in the store. To us, a mobile app can be a key to success and we would like to make that possible.

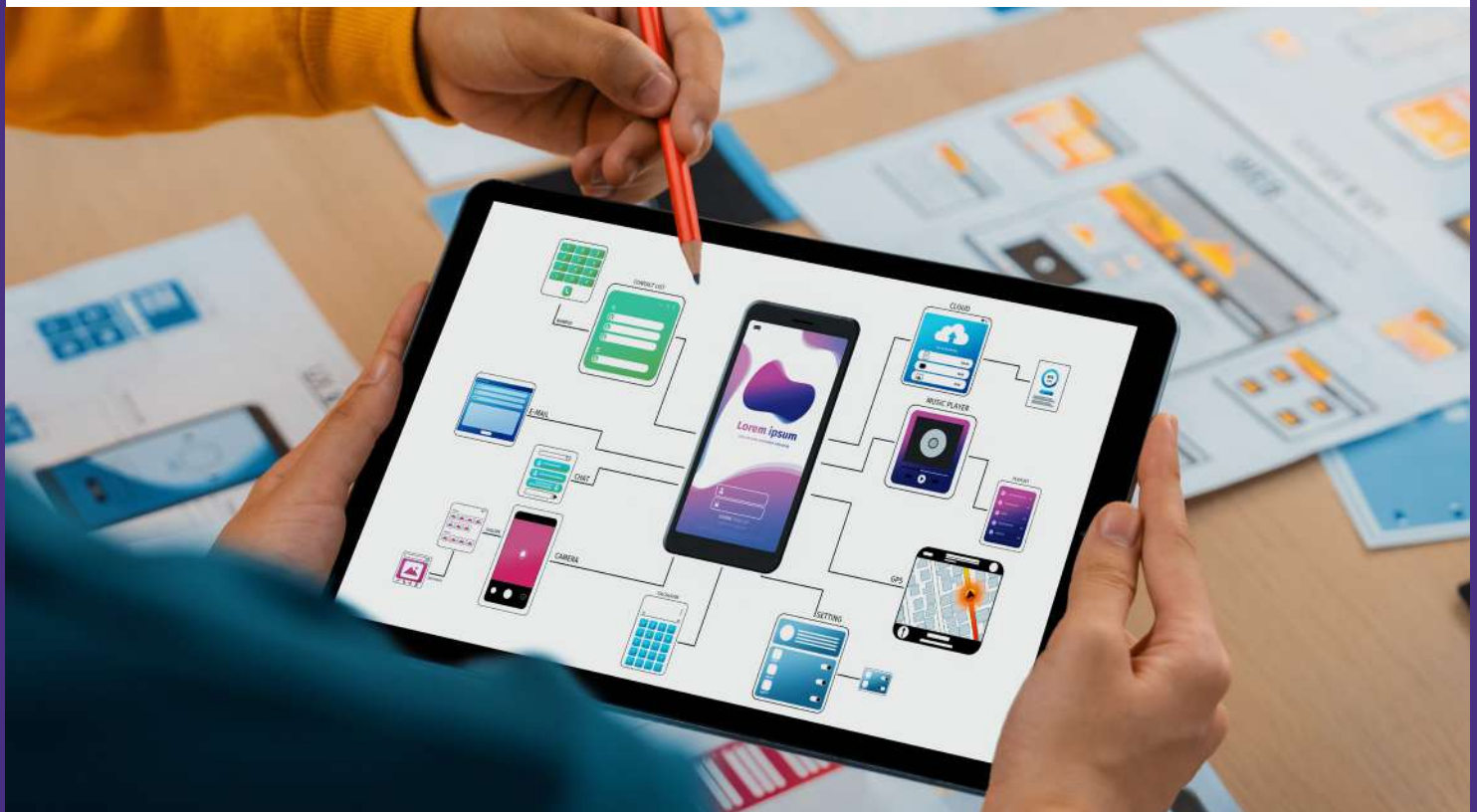
ICE TECH's team consists of experienced mobile app developers working on different platforms (iOS, Android, and Windows Phone) to build Native platform-specific mobile apps for high performance, high availability and better user experience.

We provide complete mobile app development solutions starting from application usability design, back-end development, integration, app development on different platforms, app submission and after sales support.

ICE TECH successfully delivered many mobile apps on different platforms; Please visit Case Studies Case Studies page for more information about our published applications.

## Strategic Sectors

- Government
- Retail
- Oil & Gas
- Manufacturing
- FMCGs
- Logistics
- Events Management
- FinTech
- Fast Food
- Education



# ■ OUR CLIENTS

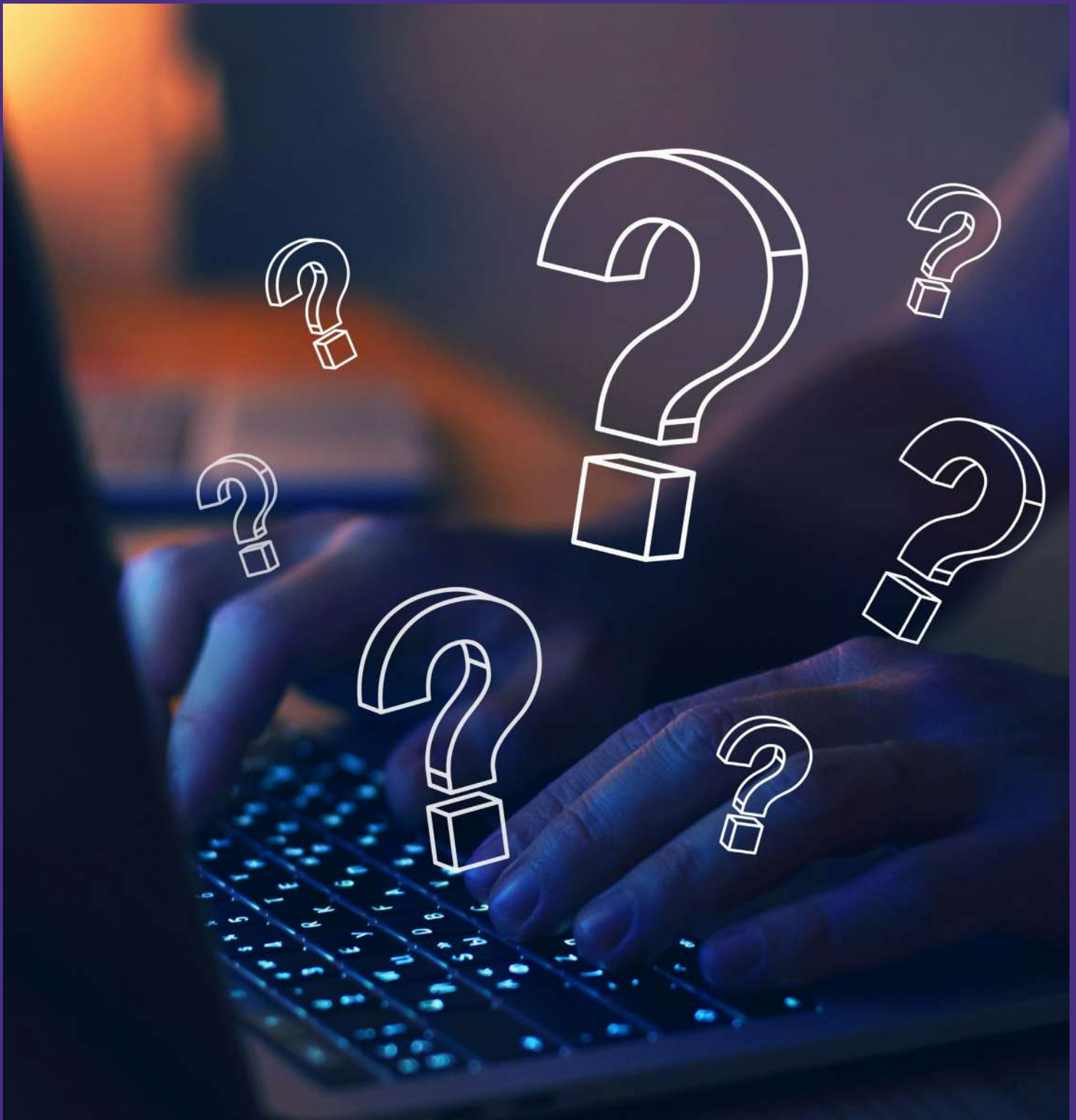


Redcon & Concrete Plus  
 Agriculture Bank of Egypt  
 Egyptian Hotel Association  
 Pro Secure Company  
 FOCUS For Engineering  
 White Shark Travel  
 Sogo for Restaurants Management  
 Lilac Hotels International  
 Hello Home Egypt  
 Mynt Hospitality  
 Gezira Sporting Club  
 Master Trade Company  
 White Group (Carrier & Midea)  
 Tech Shop Company  
 Voyage Tours  
 H/s Sindbad Cruise  
 H/s Moon Dance Cruise  
 H/s Kontiki Cruise

Diamond Company  
 Taghamis Restaurant  
 Healthy Pharma Company  
 Pura Care Company  
 Al-Mostafa Clinics  
 Safelco Company  
 Alsinidy Company  
 Al-Ezdehar & Al-Rofah Trading Company  
 Rowad Afdal for Constructions  
 YFZ Co. Ltd  
 Alkar Autos  
 Assess Advanced Company  
 Al-Resala for Hagg & Omrah  
 Lamar Company  
 Mariana Company  
 Leema Hotels

## ■ OUR PARTNERS





## ■ WHY ice tech

Your Tech Companion

In the dynamic landscape of technological solutions, ICE TECH stands out as a premier partner committed to delivering cutting-edge innovation and unparalleled client success. By choosing ICE TECH, clients gain access to a team of seasoned experts dedicated to understanding their unique challenges and crafting bespoke solutions that drive tangible results. Our proven track record of delivering robust, scalable, and future-proof technologies, coupled with our unwavering focus on client collaboration and support, ensures that partnering with ICE TECH is not just an investment in technology, but a strategic move towards sustained growth and a competitive edge in the market.

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# ■ CONTACT US



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