



Where All Your Needs Come Together

TV Work Travel Tech
Entertainment Security
Global Music Companies
Songs Graphics Vacancy
Job Data Games People

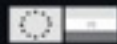


data central



```
module & "deep_walker" {
  parameter & "deep_walker_type" &
  parameter & "filter_on" &
  parameter & "filter_name" &
  parameter & "filter_size" &
  parameter & "filter_color" &
  parameter & "filter_shape" &
  parameter & "filter_material" &
  parameter & "filter_texture" &
  parameter & "filter_sound" &
  parameter & "filter_light" &
}
```

```
module & "TTC_walker" &
  parameter & "TTC_walker_type" &
  parameter & "TTC_walker_size" &
  parameter & "TTC_walker_color" &
  parameter & "TTC_walker_shape" &
  parameter & "TTC_walker_material" &
  parameter & "TTC_walker_texture" &
  parameter & "TTC_walker_sound" &
  parameter & "TTC_walker_light" &
}
```



Welcome...



In Softex, we aim at responding to a rapidly changing business environment by introducing the most efficient business solutions. Our expertise and large catalogue of solutions and services are dedicated to realizing profitable growth and leveraging the benefits of your business while aggressively reducing cost.

We appreciate the time you will invest in taking a look at our portfolio, and we hope that you will find all your needs within.

We are looking forward to being your success partner.

ABOUT SOFTEX PROFILE & BENEFITS

Who are we?

Softex is a fast growing software development house founded in January 2004.

2005, Softex released "Market Control" and launched web based solutions & services division.

2006, Softex has achieved remarkable recognition by introducing highly efficient and professional online windows solutions.

2007, Softex has acquired a larger market share by implementing business solutions for different sectors.

2008, Softex introduced two heroes : " Travel Control" & a CRM solution "Sales Control".

2009, Softex became a certified member of the Intel Software Partner Program & established a powerful existence in the market with an impressive expansion plan.

2010, Softex invested in a highly innovative team eagerly committed to leading our clients into the next generation of online Business Solutions.

Softex is now advancing ahead in the fields of online business applications and web oriented solutions while expanding enormously.

Why use Softex solutions and online based servers?

- Save your money with no more costly server and client software purchases.
- Increase performance & save effort with no special hardware /software requirements.
- Delivering success to your business with an efficient reporting engine.
- Ultimate usability at low running cost.
- Maximum online security.
- Increased productivity with up to 100 branches connected to a centralized data storage at only 1MB standard DSL connection.
- Stand out with a unique design for your website, crystallizing your business identity.
- Receive free upgrades and new versions of Softex software.



Softex Online Servers

Secure Power in Your Hands

Softex owns and manages powerful dedicated high quality servers to host your website, emails, databases, web applications and portals with maximum stability & security for your data and web assets.

We maintain world-class servers in both North America and Europe providing secure, fast and cost efficient web services to millions of users worldwide.



What makes Softex online servers the best?

Stay connected, Increase performance & Ensure ultimate security at no upfront fees with:

- Over 95% up time based on our SLA.
- 24/7 Automated servers facilitating in depth monitoring of your running services & offering automated detection and handling of server issues.
- Automated daily backups with off-site retention. Best of breed routers, firewalls & servers with full network redundancy.
- 24/7 network operations center & on-site operations center staff.
- DWDM Ethernet backbone operating at speed up to 20 GBPS.
- Originally licensed software platforms with daily patch management on all servers.
- Hardened operating system builds .

A true value for money service.

Get the best, save more cost and make no compromises at security, efficiency or even performance. Start investing in Softex online based servers today.



Sales Control

The Key to Lasting Customer Relationships



- Create and maintain lasting & profitable customer relationships.
- An online CRM "Customer Relationship Management" software that facilitates managing your customer relations with maximum efficiency & professionalism.
- A complete front office support to sales, marketing & customer care.
- Sales control opens communication lines for you to take your business beyond success.
- Share data and knowledge between your several branches and locations around the globe in an easy and efficient manner.



Sales Control Online based servers, what's in it for you?

Start managing your customer relationships now with efficiency and professionalism.

At No Extra Cost of:

- Server hardware or UPS systems.
- Real IP purchases for any of your locations or branches.
- Hardware upgrades or firewall purchases.

With No Worry About:

- Server/Data storage security.
- Antivirus renewal to protect your sensitive data.

And Receive For Free:

- system upgrades and new versions for as long as you are using Sales Control.

While providing your customers with ultimate convenience as there is NO NEED for them.

- Purchase any server hardware, software licenses or UPS systems.
- Purchase any server hardware or UPS systems.
- Purchase server or client software licenses.



Sales Control

The Key to Lasting Customer Relationships



Why choose Sales Control?

- A unified large database with sufficient accessibility options.
- Full view and analysis of your customer needs for a better matching of your offerings and product maps to it.
- Drive your customers towards satisfaction by reminding them of services requirements, recording their complains (if any) and following up on complain processing.
- Maintain your customers' full details and history covering all products/services they have previously purchased, crystallizing your opportunities for new deals.
- Empower your account managers to generate new business channels.



Market Control

Financial Knowledge Unlocked



Softex Market Control is your key to making efficient decisions TODAY.

Start collecting investment treasures by linking & utilizing your enterprise resources through the most efficient and robust financial solution.

See your business strategy delivering success with a comprehensive package that satisfies all your needs covering inventory, purchases, suppliers, sales, clients, personnel & payroll, cash, credit & bank accounts and much more.



Who should use it?

Softex Market Control is the best online financial solution for Medium/Large trading & industrial organizations. Its flexibility makes it the best candidate for any organization with multiple offices, branches or factories.

If you need a robust & powerful solution to monitor your day to day organizational activities & connect its branches with a secured, easy to use and cost-efficient accounting system, Softex Market Control is definitely your success partner.

Why choose Market Control?

- Reduce your cost, trace your payments and collect your money.
- Manage your day to day transaction and sensitive data with ultimate security and consistency.
- Ensure robustness and efficiency with no more worries about data loss, accidental power failures, or even data theft.
- Maximum productivity through a very friendly user interface.
- Deliver success to your business with a full solution based on academic knowledge and real experience.
- Explore opportunities! Decision making has never been easier with an intelligent reporting engine producing over 1800 managerial level reports.
- Tailored to match and suit various industry needs.
- Highly experienced support team delivering guaranteed efficient and timely support.
- Full control at your finger tips with no more than a normal computer and a DSL connection.
- Shortest on-site Implementation time.

Market Control

Financial Knowledge Unlocked



Market Control online based servers, what's in it for you?

Start monitoring your business today with the extensive features and capabilities of Market Control.

At No Extra Cost of:

- Hardware failures or downtimes with an SLA offering more than 95% up-time.
- Server hardware or UPS systems.
- Real IP purchases for any of your locations or branches.
- Software or Hardware upgrades.
- Hardware firewall purchases.

With No Worries About:

- Server/Data storage security.
- Antivirus renewal to protect your sensitive data.

And Receive For FREE:

- System upgrades and new versions for as long as you are using Market Control.



Travel Control

Reservations Never Made Easier



Travel Control is the most reliable Online back office and back bone for Tour Operators, Travel Agents and Online Reservations Business Entities. It is by far the most advanced true online and cost effective solution for medium to large sized organizations. Travel Control is the most effective multi-tasking system in the Middle East.

Travel Control is a true value for money product that comes with wide range of subsystems facilitating automated operations for travel agencies, tourism activities, online bookings, integration with 3rd parties Online Reservation systems, Online B2B Integration systems, and much more

Why choose Travel Control?

- Receive the highest ROI (Return of Investment) in the Tourism industry.
- Ultimate guaranteed security for your data against theft, sabotage and disasters scenarios.
- Lower operation costs of partners by integrating their systems into Travel Control easily.
- Provides more tools for your partners to sell more and more of your products, simply because it is easy and more profitable for them.
- E-customer service that is matchless to any manual system.
- Full control of your business at your finger tips with hundreds of reports.
- Provide your partners with instant front office.
- Very Easy and user friendly interface.
- Work from anywhere (office, home, or even in the car with mobile internet).
- Stay connected and minimize effort needed for communication with all other parties with automatic daily forms (Emails, Faxes, and Print Works).
- Increase operators' performance, efficiency and productivity.
- Minimize Human mistakes and operation problems in general.
- Maintain Professionalism and consistency of users output.
- Increase your business adaptability, minimize effort and reach seamless perfect operation.
- Provides your organization with the best prestigious and professional appearance for your partners and guests helping you to secure more business with larger scales.



Travel Control

Reservations Never Made Easier



Saving your money with Travel Control :

- No need to upgrade any of your internet connections to link hundreds or even thousands of different locations.
- Zero investment in Servers, networks, hardware systems or software licenses to implement the system.
- Free technical support and after sales service.
- No Backup devices or fees, Your data is backed up on daily bases within the hosting plan.
- Free system upgrades.



WEB DESIGN, DEVELOPMENT & HOSTING SERVICES

Email:
Password:
[Login](#)

- Excellency and Uniqueness are the motivators for our highly skilled and experienced design team.
- Our team has unprecedented level of innovation along with a complete toolset to design your business website.
- Stand out among your competitors today with a distinguished design in both local and international websites.
- Softex guarantees your business messages delivery through a website tailored just for you.

Creativity and Innovation, this is what you will see in a website developed by us.

Why have it done by Softex?

- No readymade designs, each website is a matchless new design.
- We listen, study and analyze your needs and present your business identity just the way you want it.
- Softex expertise covers the latest web development technologies.
- Softex has over 200 successful projects in different business areas.
- Design, Develop and Host all in one service.
- Because you deserve a design that delivers Increased web visibility, Increased ROI & Enhanced Client Satisfaction.

Designed by Softex

Sample Websites Successfully Delivered by **SOFTEX**



Avast Antivirus Solutions

Facts About Avast :

- Avast now has over 130 million registered users, who have chosen Avast for their personal or business protection.
- In 2010, Summit Partners invested \$100 million for a share in Avast Software Company.
- Chosen by Google in 2010 as the standard protection for Google branded browser "Chrome".
- AVAST Software offers an award-winning security software available in more than 30 languages.
- With more than 130 million registered users, Avast alone provides rock solid protection for over 20% of internet users worldwide.
- Based on 2010 statistics, Avast is now blocking over 100 Billion malware files per month.
- Avast Antivirus engine is certified by independent authorities, such as the ICSA Labs
- Avast has won the prestigious VB 100% award multiple times.



Why choose Avast?

- A fully efficient light weighted antivirus providing maximum security level.
- Avast compelling features that include boot-time scan operation, virtualization Sandbox and much more.
- Avast antivirus was designed to provide a high-performance, extremely scalable engine, with outstanding 100% detection rates.
- Avast operates on a fully multi threaded model, offering rock-solid stability and low system footprint.
- Suitable for use even in the most demanding, mission-critical systems.
- Multiple file archive formats (ZIP, ARJ, RAR, TAR, GZIP etc.) and is even able to scan these archives recursively.

Technical Functions & Capabilities :

- Antivirus and anti-spyware.
- Avast Sandbox - lets you safely browse suspicious websites or applications.
- Real-time shields IM / P2P, Script, Mail, Network, File System & Behavior shields.
- Real time Anti Root-kit protection.
- File System / Mail Shield - Integrated Email Virus Scanner.
- Extended compatibility with Windows XP, Vista and Seven and complete 32 bit and 64 bit support.
- Antispam - keeps your mailbox free from spam and scam messages.
- Command-line scanner.
- Multi-threaded scanning optimization - allows the splitting of large individual files between cores, accelerating the scanning process.

Softex SMS CAMPAIGNS

EXTEND YOUR REACHABILITY



Facts:

- Many mobile Web users are mobile-only, i.e. they do not, or very rarely use a desktop, laptop or tablet to access the Web. Mobile-only users' percentage in Egypt is 70%.
- According to industry studies, over 80% of cell phone users are willing to receive opt-in text messages.
- Studies show that 97% of SMS messages are read.
- SMS Marketing campaign can produce response rates of up to 20%.
- Text messaging has been estimated to be 10 times more effective than newspaper advertising.

What's in it for you?

- Drive traffic to your business during slow periods.
- Increase sales of existing products as well as introduce new ones.
- Retain current customers and attract new ones to increase your market share.
- Ensures your marketing messages delivery by utilizing the reliable media of SMS.
- Open a personalized communication channel with new and existing customers.
- Extend your reach-ability to customers on the go.
- Reap the benefits of targeted, context-driven marketing.
- SMS forwarding allows for viral marketing.
- Simple and quick large volume delivery.

Specifications:

- Dedicated Application facilitating full control of sending and logging processes.
- Full coverage to Egypt Operators with English / Arabic content (English SMS : 160 Characters, Arabic SMS: 70 Characters).
- Reliable coverage for Middle East and Gulf area.
- Alphanumeric Sender for all three networks in Egypt Vodafone, Mobinil & Etisalat.
- Full Sending Log and Accounts Balance Calculation of credit and Usage.
- Flat Rate for all networks Based on your Volume Fixed for minimum of 3 months.
- No Credit Expiry.
- Cost effectiveness with a diversity of packages offering one of the lowest rates in the Market.



It's how E-Recruitment is done

- Softex Career Control is an ultimately reliable online back office and backbone for recruitment agencies, HR Departments, Training Centers, and educational organizations that provide students with training programs and employment services.
- Softex Career Control solution is one of the most advanced online systems in processing candidates' data. The solution offers a large CV bank suitable for medium & large organizations.
- Softex Career Control provides Cost Efficiency for managing candidates' and clients' data in large robust online Human Resources fields and hence is suitable for sharing CVs across several branches and locations organization.

Why choose Career Control?

- Search and upload enormous number of CVs saving effort and time with Career Control CV bank.
- Detailed CV structure, ensuring you have a sufficient level of details to make informed employee selections.
- With Career Control search engine designed specifically to cover each detail providing you with exact matches through large numbers of candidate CV.
- Career Control simplicity of use allows both novice and professional data entry personnel to perform their jobs easily & effectively.



Your Clinics, Our Responsibility

- Clinics Manager is an ultimately efficient management tool for clinics and medical facilities provide full control over patients, doctors and services data.
- Clinics Manager Solution provides you with the needed tools to manage your clinic successfully with various reports covering several areas of your medical activities.

Clinics Manager comes with:

1. Complete patients' files database module
2. Doctors' accounts and operations management modules
3. Clinics and services management modules
4. Reservation and scheduling modules
5. Invoicing and patient accounts modules
6. Inventory and purchasing modules
7. Financial accounting modules

Why choose Clinics Manager?

- Because it is the most efficient solution to provide full control of your clinic at your finger tips.
- From reservations and scheduling to patients tracking, Clinics Manager facilitates your daily operations.
- It's simply the key towards smooth operation of a successful clinic.



Softex Success Partners

We understand that our growth and eminence are based directly on the success of our clients, we sincerely cherish being their chosen partner and that is why we aim at providing critical added value to our clients.



Thank You



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