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# Agenda

The background of the slide features a close-up, slightly blurred image of several socks with various colorful patterns, including stripes and geometric designs in shades of red, white, blue, yellow, and green.

About Us

Our Services

Business Case

Feature List

Project Life Cycle

Technologies Used

Finanacial Investment

Appendix





## about us

Alalmiya Alhura for digital solutions is one of the largest digital entities in the Middle East.

We envision a future where technology serves as a powerful catalyst for the enrichment and betterment of human lives. We pledge to relentlessly harness our expertise in software development to empower our partners, fostering innovation and growth that transcends borders and limitations.

## Our Mission

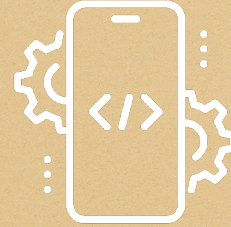
“To enable individuals, businesses and communities to achieve their dreams through the power of innovative digital solutions, fostering growth and sustainable progress throughout the region.”

## Our Vision

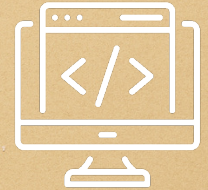
“Through our relentless pursuit of excellence in crafting state-of-the-art digital solutions, we aim to become the region's foremost digital solutions provider, synonymous with innovation, reliability, and unparalleled customer satisfaction.”



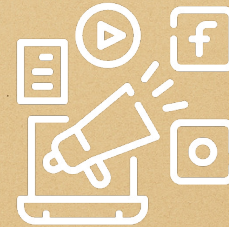
# Our Services



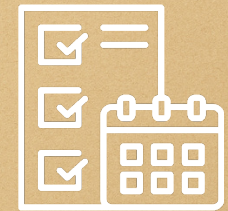
Mobile App Development



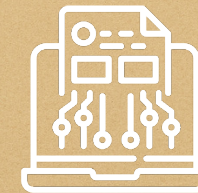
Web Development



Digital Marketing



Project Management



Data Entry

In case of requesting any of these services, please contact with the following E-Mail:  
[sales@alalmiyalhura.com](mailto:sales@alalmiyalhura.com)



## We Work With the Best Partners

At our company, we are honored and delighted to have partnered with several clients across the Middle East, including KSA, Egypt, and UAE, to help them build their digital solutions. Our expertise in digital solutions has enabled us to work with clients in various industries, ranging from e-commerce to fintech and beyond. We understand that each client has unique needs, which is why we tailor our approach to fit their individual requirements. Through our collaborative efforts with our clients, we have been able to deliver innovative solutions that have helped them achieve their business objectives and enhance their user experience.



TIK TALENT





[careers](#)

[model](#)

[about](#)

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# BUSINESS CASE

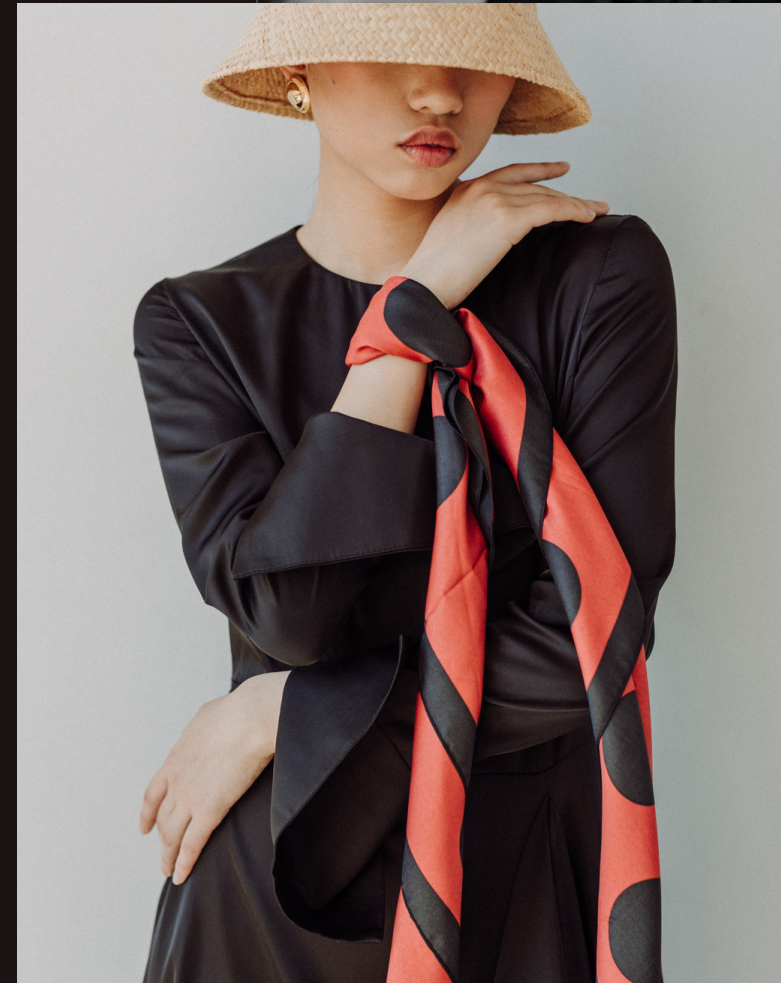




# BUSINESS CASE

Eng. Ahmed Salem, the owner of 'Salem' Company, has discussed his plan for the company's digital transformation. Eng. Salem outlined his vision and explained that the plan will be implemented in several phases:

- Phase One:  
1- Informative Website:  
2- Database Website (Digital Catalogue):
- Phase Two:  
E-Commerce Website and App
- Phase Three:  
System Integrations (ERP, CRM)
- Phase Four:  
Augmented Reality





# FEATURE LIST

APP FEATURES







Designing an interface for the application that is modern and in line with modern systems.



Creating a complete and comprehensive explanation file for the project by the business analysis team



**System Management** : Dashboard Website (Control Panel)



**Employee:** Website



**Client:** Website

# the Stakeholders







# Website →

# *Features*

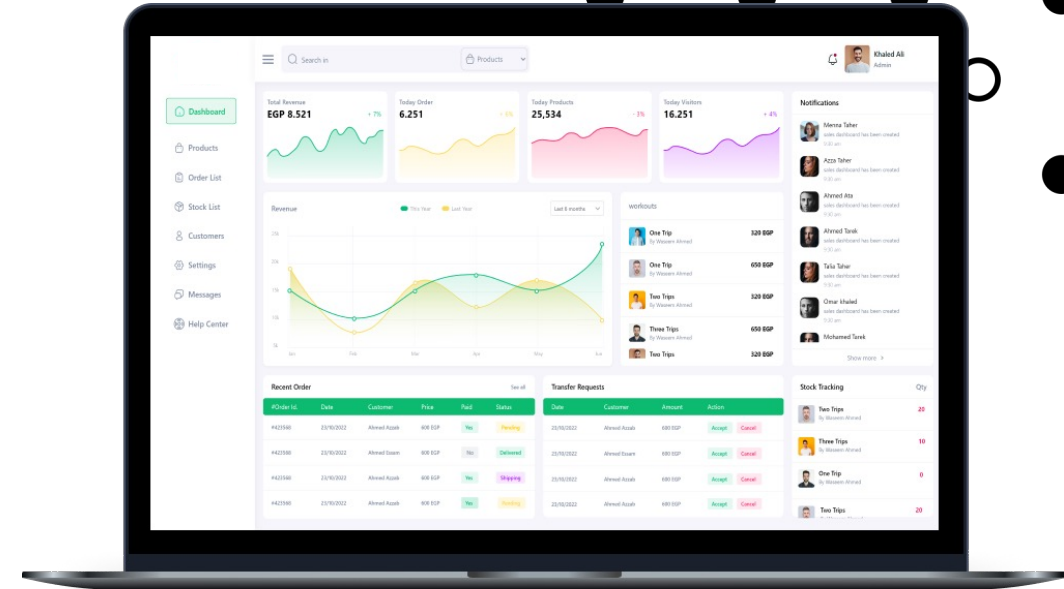
Contact US





# Feature List Admin

- Control the sliders section or main picture on the homepage by adding, editing, deleting, or viewing all items.
- Control the news section on the homepage by adding, editing, deleting, or viewing all items.
- Control the pictures section "Gallery" on the homepage by adding, editing, deleting, or viewing all items.
- Control the services section on the homepage by adding, editing, deleting, or viewing all items.
- Control the "Why Us" section on the homepage by adding, editing, deleting, or viewing all items.
- Control the "About Us" section on the homepage by adding, editing, deleting, or viewing all items.
- Manage data on the Services page by adding, editing, deleting, or viewing all items.
- Manage data on the About page by adding, editing, deleting, or viewing all items.

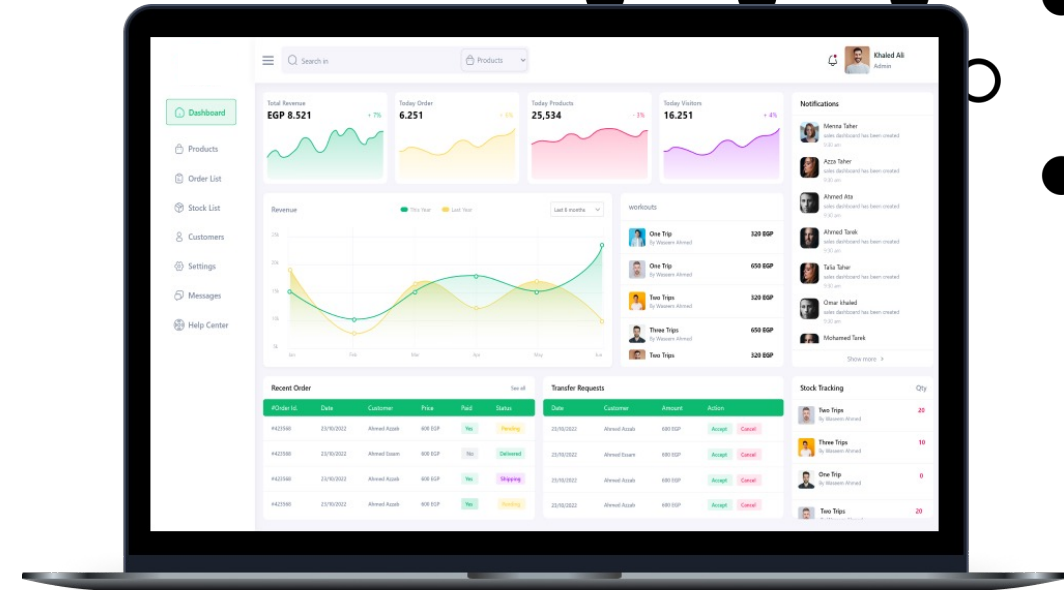




# Feature List

Admin

- Manage data on the Vision and Mission page by adding, editing, deleting, or viewing all items.
- View all contacts from users.
- Manage social media links





# Feature List

Client



- View the sliders section or main picture on the homepage.
- View the news section on the homepage.
- View the pictures "Gallery" section on the homepage.
- View the "About Us" section on the homepage.
- View the services section on the homepage.
- View the "Why Us" section on the homepage.
- View the contact us section on the homepage.
- View the news page data.



# Feature List

Client

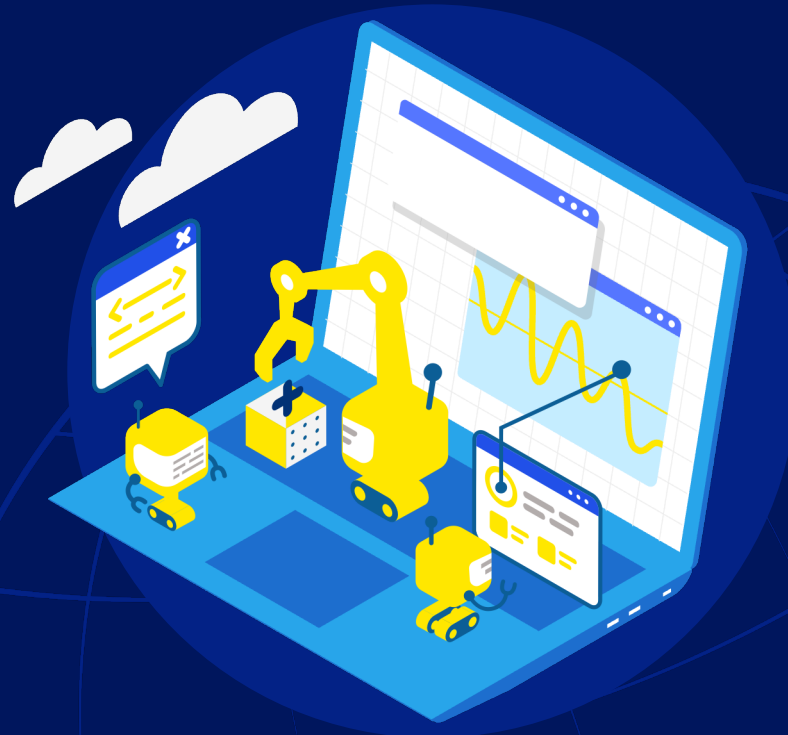


- View the pictures "Gallery" page data.
- View the services page data.
- View the contact us page data.
- View the about page data.
- View the vision and mission section data.
- View the social media links.
- The website is available in English and Arabic.





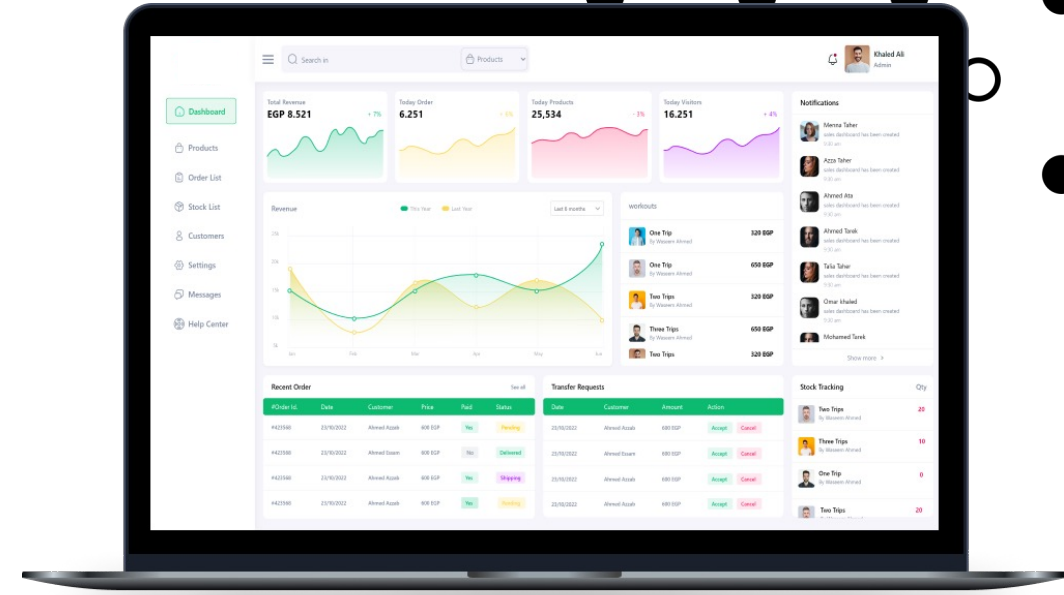
# DATABASE WEBSITE



# Feature List

Admin

- The administrator will be able to:
- Control moderators by (adding, editing, deleting, or viewing).
- Control the permissions of the control panel administrators (view, add, delete, modify).
- Manage and control employees (view, add, delete, edit, view reports).
- Manage and control categories (view, add, delete, edit, view reports).
- Manage and control sub-categories (view, add, delete, edit, view reports).
- Manage privileges of each category and sub-category for employees.
- Manage date for privileges.
- Manage and control products (items) with all details (view, add, delete, edit).
- View all products and search and filter by tags.
- View all reports and statistics such as the number of moderators, employees, and products.



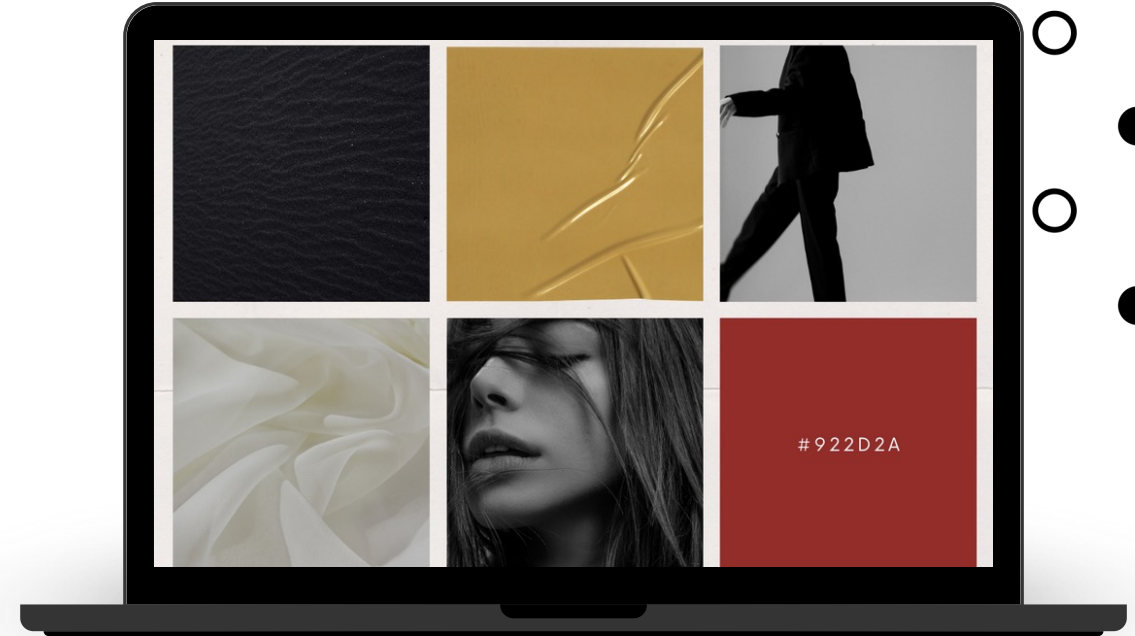


# Feature List

Employee



- Log in to the system "Control Panel".
- View the categories allowed for them.
- View the sub-categories allowed for them.
- View products (items) in allowed sub-categories with all details.
- Product details :(Code – name – details – tags – image – Category – Sub-Category).
- Search and filter products by tags.



# Product LIFE CYCLE





# Product LIFE CYCLE

10%



Planning

20%



Analysis

40%



UI/UX Design

80%



Programming

90%

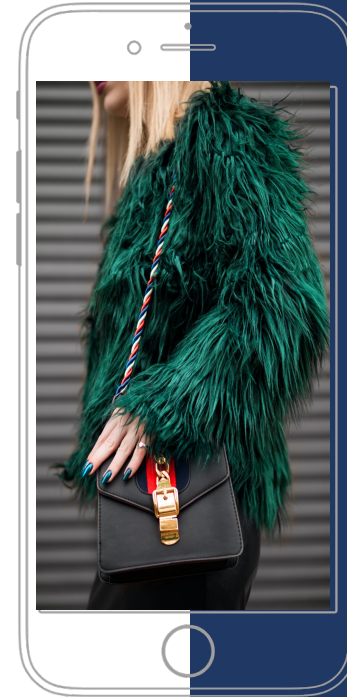


Testing

100%



Maintenance



\* More details about our services provided for the implementation of the project will be found in Appendix One

# Used Technologies\*

Element	Description		Technologies used	
Backend	Project management through it in full from deleting, adding and reviewing reports		Laravel PHP - NODE-JS - SOCKET.IO – REDIS	
Database	We use database in your system to store data then we can reach to data and we can manage or updating data any time		MySQL	
Frontend	Design and programming of the website to be suitable for All screen sizes		Vue.js	
Server	Intel core i7-8700 Hexa-Core			
	RAM	128GB DDR4	Backup space	100 GB
	connection	1 G-Bit/s port	Guarantied bandwidth	1 G-Bit/s
	Hard Drive		2x1 TB NVME SSD (Software RAID 1)	

\* More details about the advantages of the Technologies used in the system is added in the Appendix Two





# Financial Investment

## Informative Website



### Payment Details

Payment	Cost	%	Duration
First Payment	USD 800	40%	1 week after contract signing
Second Payment	USD 600	30%	After agreeing on UI/UX
Third Payment	USD 600	30%	1 week after delivering the solution
Total	USD 2,000	100%	



The project will be built in 20 business days after approving UI/UX\*\*

- \* The payment includes 14% tax and the financial offer is valid for one month
- \*\* Duration will be available from 27th of July
- \*\* The project duration is valid for 2 weeks.



# Financial Investment

## Database Website



### Payment Details

Payment	Cost	%	Duration
First Payment	USD 3,300	40%	1 week after contract signing
Second Payment	USD 2,475	30%	After agreeing on UI/UX
Third Payment	USD 2,475	30%	1 week after delivering the solution
Total	USD 8,250	100%	
Monthly Fees	USD 100	cPanel license USD 50 monthly management USD 50 monthly	



The project will be built in 60 business days after approving UI/UX\*\*

- \* The payemtns includes 14% tax and the financial offer is valid for one month
- \*\* Duration will is avaialbel from 27th of July
- \*\* The project duration is valid for 2 weeks.





# Financial Investment

## Database Website



### Payment Details

Payment	Cost	%	Duration
First Payment	USD 3,300	40%	1 week after contract signing
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- \*\* Duration will is avaialbel from 27th of July
- \*\* The project duration is valid for 2 weeks.



# *Appendix*





## Appendix 1: Our services provided for the implementation of the project

- i. **Analysis Commercial System service:** In this service, a complete analysis of the project will be done, and a complete file (BRD or SRS) will be written, and it will be reviewed and approved by you. This is based on meetings that take place between the analysis team and you, in which the system is fully explained. We also provide you with how to manage the project administratively and commercially.
- ii. **(UI/UX) service:** in this service, A design will be made for the project, which is a simulated design for it.
- iii. **Programming service (Development):** In this service, the project is implemented programmatically (Backend Development - Web Development) after completing the first and second services.
- iv. **Testing service:** In this service, a full test will be done for the project after implementing it programmatically and ensuring that the implementation is correct based on the technical analysis and design that have been approved, and that the application is free from any errors.
- v. **Maintenance Service:** In this service, maintenance will be done on the project over the agreed period in the event of any problems or inquiries on the project.



**vi. Protection Service:** We provide an integrated system to protect the system from any notifications or harmful files and install a "Firewall" to address any suspicious attempts, such as attempts to enter false data on the site's control panels.

**vii. Technical Support Service:** Alalamiyalhura Company provides you with a technical support service to work in a professional manner and based on internationally recognized standards

- Solve any problem that occurs during the operation of the project.
- It doesn't provide the addition of new modifications or additions.
- In case of a request for development (the project), the duration and cost shall be specified.



## Appendix 2: Technologies Used Advantages

### Backend:

- i. **PHP – Laravel:** is an open-source PHP framework, which is robust and easy to understand. It follows a model-view-controller design pattern. Laravel reuses the existing components of different frameworks which helps in creating a web application. The web application thus designed is more structured and pragmatic. Building web applications in Laravel framework will enhance the performance and provides user-friendly access.

#### Advantages:

- scalability,
- rapid page loading,
- Authorization
- Mail Services
- Speed
- Security
- Error/Exception Handling
- Automation testing
- URL Routing Configuration
- MVC Framework
- Message Queue System
- Scheduling Tasks





**ii. Node.JS:** is an open source, cross-platform runtime environment for executing JavaScript code. Node.JS is used extensively for server-side programming.

**Advantages:**

- High-performance for Real-time Applications
- Easy Scalability for Modern Applications
- Cost-effective with Full stack JS
- Community Support to Simplify Development
- Easy to Learn and Quick to Adapt
- Helps in building Cross-functional Teams
- Improves App Response Time and Boosts Performance
- Reduces Time-to-Market of your applications
- Extensibility to Meet Customized Requirements
- Reduces Loading Time by Quick Caching
- Helps in Building Cross-Platform Applications
- It's used as a Single Programming Language.
- Handles the Requests Simultaneously.
- Node.js is Highly Extensible.
- The Support of Large and Active Community.
- Offers the Freedom to Develop Apps.



**iii. Socket.IO:** is a library that enables low-latency, bidirectional and event-based communication between a client and a server.

**Advantages:**

- It's used for Realtime Application.
- It helps in broadcasting to multiple sockets at a time and handles the connection transparently.
- It works on all platform, server or device, ensuring equality, reliability, and speed.
- It automatically upgrades the requirement to WebSocket if needed.
- It is a custom real-time transport protocol implementation on top of other protocols.
- It requires both libraries to be used Client side as well as a server-side library.
- IO works on work-based events. There are some reserved events that can be accessed using the Socket on the server side like Connect, message, Disconnect, Ping and Reconnect.
- There are some Client based reserved events like Connect, connect- error, connect-timeout and reconnect etc.
- Socket.IO offers HTTP long-polling as a fallback option, which is useful in environments that don't support Web Sockets.
- Socket.IO provides a configurable Ping/Pong heartbeat mechanism, allowing you to detect if a connection is alive or not. Additionally, if and when a client gets disconnected, it automatically reconnects.



**iv. REDIS:** Redis which stands for Remote Dictionary Server, is a fast, open source, in-memory, key-value data store. The project started when Salvatore Sanfilippo, the original developer of Redis, wanted to improve the scalability of his Italian startup. From there, he developed Redis, which is now used as a database, cache, message broker, and queue.

**Advantages:**

- Performance. All Redis data resides in memory, which enables low latency and high throughput data access.
- Redis delivers sub-millisecond response times, enabling millions of requests per second for real-time applications in industries like gaming, ad-tech, financial services, healthcare
- Flexible data structures.
- Simplicity and ease-of-use.
- Replication and persistence.
- High availability and scalability.
- Open Source.





## Database:

- i. **MySQL DB:** MySQL is a free-to-use, open-source database that facilitates effective management of databases by connecting them to the software. It is a stable, reliable and powerful solution with advanced features.

### Advantages:

- **Data Security:** MySQL is globally renowned for being the most secure and reliable database management system used in popular web applications including (**WordPress, Drupal, Joomla, Facebook and Twitter**).
- **High Performance:** MySQL features a distinct storage-engine framework that facilitates system administrators to configure the MySQL database server for a flawless performance. Whether it is an eCommerce website that receives a million queries every single day or a high-speed transactional processing system, MySQL is designed to meet even the most demanding applications while ensuring optimum speed.
- **Complete Workflow Control:** MySQL means usability from day one. Whether your platform is Linux, Microsoft, Macintosh or UNIX, MySQL is a comprehensive solution with self-management features that automate everything from space expansion and configuration to data design and database administration.
- **The Flexibility of open Source:** By End all worries and it makes maintenance, debugging and upgrad.es fast and easy while enhancing the end-user experience.



## Frontend:

- i. **Vue.JS:** It's a single page Application that's mean when do any something like add or delete, the website not refresh to show new data but it's deleted without click on refresh.

### Advantages:

- User-friendly UI.
- Keeping it simple
- Lightweight.
- No steep learning curves
- A useful range of tools
- Incrementally adoptable
- Integrates with other frameworks
- Virtual DOM modelling and rendering
- Speed and performance
- Support: The platform support is impressive.



## Security System:

- Installing programs to **continuously check server files** and ensure that they are free of any harmful content while isolating infected or harmful files without scanning them with the possibility of cleaning and restoring them again instead of scanning them directly.
- **“Scan” daily to scan any harmful files on the server** to ensure maximum protection
- **Installing a "firewall" to counter any suspicious attempts**, such as attempts to enter wrong data on site control panels.
- **Installing “Mod Security”** on the server with continuous updating of its rolls to ensure maximum protection for all sites and scripts used in them.
- Protection from **DoS and DDoS attacks through software or hardware**, which provides the best possible protection.
- **Fully secure the temp folder** to ensure that the server is hacked through.
- **Protection from common Simlink** vulnerabilities and their complete solution.
- We undertake the task of transferring sites from other servers to your server in accordance with the capabilities of running and programming the cPanel or Parallels Panel.
- **We secure the internal backup process.**
- Adjust the backup settings as desired by the client and make sure that they work as required, and do not cause a large load on the server.





- **Adjust the setting, protection and security of “PHP”**, which reduces the rate of penetration by a large percentage, and the protection steps must be applied with complete care in order to work safely and without affecting the proper functioning of applications and websites.
- Protect and secure phpMyAdmin, **follow up on daily updates and loopholes, and solve them on an ongoing basis**, which leads to a remarkable speed in the execution of queries, as well as the proper implementation of maintenance procedures for databases.
- **Adjust the settings and protection of the “Exim” mail server**, which helps to improve the sending mode in the server, reduce the percentage of servers being blocked, and ensure the speed of email arrival.

**Making permanent periodic updates to operating systems to improve performance** or solve technical problems, the update process is done professionally, and some tests are necessary to ensure that the updates are compatible with the operating environment.



## Database Server

- Installing programs to **continuously check server files** and ensure that they are free of any harmful content while isolating Dedicated server recommended.
- AMD Ryzen 5 3600 Hexa-Core "Matisse" (Zen2)
- 64 GB DDR4 RAM
- 2 x 512 GB NVMe SSD (Software-RA5 1)
- 1 Gbit/s bandwidth
- Bandwidth guaranteed: 1 G-Bit/s
- Traffic: Unlimited





THANK YOU

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