

ACT CONTEXT

ISSUE-AMEND:1-3

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1. DOCUMENT OBJECTIVE

The purpose of this document is to present **ACT** Corporate in brief, identify and document Internal and External Issues affecting **ACT**.

2. ACT CORPORATE IN BRIEF

Advanced Computer Technology ACT is an Incorporated company managed by **Mr. Hassanein Tawfiq** "Managing Director".

In 1988, Advanced Computer Technology (ACT) was launched as Integrator IT Solution Provider Company. ACT was established among the early ICT companies in Egypt. Since then, ACT has had a leading role in providing the Egyptian market with state-of-the-art solutions and products. We have more than 400 qualified and trained employees, 50% of them working in Service department with ITIL (Infrastructure Library) standards. ACT serves and offers technology and consultancy for more than 1,500 customers in Government, Real Estate, Oil & Gas, Aviation, Health Care, Hotels & Restaurants, Finance & Banking, Telecommunication Companies, Transportation and Educational Institutions, Corporate, Multinational Companies fields. ACT is a Platinum partner HPE, HP Inc., Golden partner Cisco, Microsoft Gold Certified Partner, Licensing Solution Partner (LSP) and Authorized Education Partner, preferred partner to Dell, Infor, Blackboard and the best partner in Egypt for Oracle.

ACT was recommended to be an ISO 9001 certified company since 1998. By one of the largest and most recommended American auditing companies, American Systems Registrar (ASR).

The Core Business of ACT is HW & SW Provision, Total IT solutions, HW services, Training services and HW & SW consulting.

ACT Authorized Capital is 100.000.000 L. E and Paid capital **is** 35.000.000 LE

ACT Head Quarter Egypt

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ACT has four offices in Egypt; United Arab of Emirates; France and Australia.

3. VISION STATEMENT

The Corporates' choice for end-to-end technology solutions.

4. MISSION STATEMENT

To provide the markets we play in with quality / real added value solutions and services, through qualified organization members in order to help our customers achieve their business goals efficiently.

5. VALUES OF ACT

FAMILY

“We value our people.”

We recognize that the skills, dedication and enthusiasm of our team is critical to our success

PEOPLE:

“We believe that we relate.”

We relate to the company’s vision, we relate to our goals, and most of all, we relate to each other in the most indescribable family spirit.

TEAM WORK:

“There’s no “I” in “TEAM”.”

We believe together we can do more. Productivity and success rise from our differences not only the common.

INNOVATION

We provide innovative solutions that constantly improve the quality and performance of our customer’s operations that enhance competitive advantage.

INTEGRITY

“Do the right thing”

ACT believes that integrity is in the everyday actions ACTawies take. And it trusts that ACTawies will strive for excellence, even when no one else is looking.

QUALITY:

“Being a solution provider, we stand for quality”

Quality of people, procedures and the service we provide

CUSTOMER:

“Our customers are our most valuable partner.”

Without their expectations, feedback, and support; we couldn’t have succeeded in the market

6. STRATEGIC DIRECTION

For ACT to be able to successfully achieve its vision and mission and to be able to maintain its position as one of the top IT System Integrators in the region, the company has set a clear strategy to be able to develop, organize and optimize its operations. With an objective to be a company of 'local roots with multinational standards,' the strategy is built on three main pillars: People, Operations and Market. To identify the sub-strategies involved with these pillars, ACT's management analyzed the company's Strengths, Weaknesses, Opportunities and Threats. Accordingly, highlighted below are the identified sub-strategies that embody the three pillars:

1. Capacity Building
 - Run a complete revamp on the company's Human Capital function, through the collaboration with a specialized HR consultancy firm ... The revamp aims to:
 - Identify the proper company competencies required for all employees;
 - Enhance the organization restructure;
 - Refresh employee's grading system and payscale up to market standards to be able to retain the top employees and acquire the best calibers in the market;
 - Sponsor a robust peoples' learning and development program that enhances the employees' soft and technical skills; and
 - Develop specialized talent forum that aims to identify future successors.
2. Cultural Development
 - Deliver an adequate employee experience to bring the best out of every member by:
 - Promoting and living by the company's core values, namely Family, People, Teamwork, Innovation, Quality, Integrity and Customer and clarify the expected work ethic that would reflect these values;
 - Modernizing the company's culture in terms of attendance and dress-code policies to encourage mobility and speed in action;
 - Developing an appealing employee benefits programs;
 - Automating all workflow processes and procedures, in addition to deploying and integrating specific ERP modules;
 - And finally providing a professional and high-standard work environment.
3. Integrated KPIs
 - Adopt a sophisticated Scorecard System that integrates cross-departments KPIs together to ensure that all stakeholders have unified objectives.
4. Quality & Audit
 - Upgrade compliance certification from ISO 9001:2008 to ISO 9001:2015, to ensure that the company is committed to provide high quality products, services and integrated solutions that are safe, effective and applicable with statutory and regulatory requirements related to IT business.
5. Risk Management
 - Identify the company's major risks to be able to set contingency plans to avoid or minimize their impact.
 - Deploy Business Continuity Management System to deal with any disruptions that could impact the company.
6. Market Segmentation
 - Segment the customers in the sectors in which the company operates into Named Accounts that require specific engagement model, and Openspace Accounts.
 - Promote industry-specific solutions to be able to position the company as a core technology partner that provides relevant solutions.
 - Build a marketing research function to have the latest visibility on local and global market changes.
7. Customer Relations
 - Deliver an unmatched customer experience to achieve genuine customer satisfaction that would differentiate ACT from its competitors through:
 - A unified customer database that would further enhance our visibility to our customers and enable us to streamline our services.

- A customer experience program that identifies and tackles all touchpoints where customers engage with ACT, to have a better understanding of our strengths and weaknesses from customer's perspective.
8. Strategic Vendors
- Establish a robust business model engaging the relevant functions to reflect the company's strategic alliances:
 - Product Mix methodology to be applied on Scorecard System to align business efforts with strategic vendors business plans;
 - Structure Presales and Aftersales teams to specialize resources based on Strategic Vendors (ex. HPE Presales Team, Cisco Aftersales Team, etc.).

ACT's sub-strategies explained above, aim to set the optimal model of operations that would enable the powerful blend of management expertise with profound technology technical and business knowledge, to deliver maximum results to end-users. The management has set the roadmap for the Transformation Plan including specified criteria for readiness that indicate the achievement of each milestone emphasized in the roadmap.

7. Organization Chart

Refer to Organization charts folder.

[Click Here](#)

8. QUALITY POLICY

ACT Corporate is committed to provide high quality products, services and integrated solutions that are safe, effective and applicable with statutory and regulatory requirements related to IT business; at reasonable prices in order to satisfy the customer's requirements and expectations.

THIS WILL BE ACHIEVABLE THROUGH:

- *Implementation of quality management system to satisfy the requirements of ISO 9001:2015.*
- *Commitment to continual improvement in quality and performance.*
- *Hiring qualified personnel and providing professional staff training.*
- *Developing performance, skills, and awareness of the employees through active training programs.*

THE STRATEGIC GOALS OF ACT INCLUDE:

- *Meeting and exceeding the market needs and expectations of IT services.*
- *Enhancing and maintaining proper marketing activities.*
- *Expanding the domain of clients and introducing new range of modified products and activities.*

Hassanein Tawfiq
Chairman & Managing Director

9. PRODUCTS AND SERVICES

The Core Business of **ACT** is HW & SW Provision, Total IT System Integration solutions, HW services, Training services and IT consultation.

ACT is implementing high-end technologies for automation, networking, data storage and communication.

ACT specialists in the **designing** and **developing** of **integrated systems** that meet our clients' expectation.

ACT aims to offer customers superior solutions that are well supported with excellent up to date and after sale services.

ACT outsources its technical engineers to all over the world for implementation and installation of our unique solutions affirming that success relies not only on years of experience but also on long-term relationships with vendors and well-trained staff, who is capable of offering the best technical expertise and meeting the needs and expectations for our customers.

ACT SOLUTIONS PORTFOLIO:



Structure Cabling



Converged Network & Security Solutions



IP Integrated Solutions



Physical Security Solutions



Data Center Preparation



Converged IT Solutions



Computing & Printing Solutions



Cloud Solutions



Business Applications



E-Learning Solutions



Managed Services

PARTNERS:

- ❖ CISCO
- ❖ DELL
- ❖ HP INC.
- ❖ HP ENTERPRISE
- ❖ INFOR
- ❖ MICROSOFT
- ❖ ORACLE

ALLIANCES:



10. ORGANIZATIONAL STRUCTURE

- Top Management
- Consultants office
- Corporate Finance
- Corporate Gov. Affairs
- Corporate Legal Affairs
- Corporate Governance
- People Operations
- Corporate Strategy
- Corporate Marketing
- Corporate Operations
- Enterprise Commercial
- Hospitality Commercial
- Hospitality Operations

11. ACT STRATEGIC CUSTOMERS

Hospitality Sector Customers

Four Seasons, IHG, The Ritz Carlton, Mercure, Travco Group, Sofitel, Sheraton, Hilton, Hyatt, Accor, Radisson, Fridays, Americana.

Enterprise Sector Customers

Governmental Business Unit Customers

Ministry of Communication & Information Technology

Ministry of Defense

Ministry of Higher Education

Ministry of Interior

Ministry of Transportation

Egypt Air

Telecom Business Unit Customers.

Vodafone Egypt

Etisalat Misr

Orange Egypt

Petroleum Business Unit Customers

Petrojet

Enppi

EGPC

General Business Unit Customers

Ezz-steel, EMAAR, SODIC, Capital Market Authority, e-finance

12. SCOPE AND APPLICABILITY

Scope:

Design, development, Sales, Marketing, Installation and maintenance of business application software.

The provision of system consulting and user training including sales, installation and maintenance of hardware.

The provision of system integration and information technology total solution.

Applicability

All ISO 9001:2015 Standard clauses requirements apply to the above scope, exclude clause # 8.3 (Design and Development of Products and Services)

13. INTENDED RESULTS OF QMS

ACT is expecting the following benefits from applying QMS:

- ❖ Acceptable organizational performance.
- ❖ Smoothing of internal business workflow.
- ❖ Reduced Risk of business failure
- ❖ Increase of business growth
- ❖ Increase customer confidence and satisfaction
- ❖ Quality of service improvement.

14. INTERNAL ISSUES

Following is the list of the internal issues sources that creates uncertainty that might give rise to a risk:

- ❖ Accomplishment of Company Target & Objectives
- ❖ Availability of Financial Resources
- ❖ Organization Structure and Department hierarchies
- ❖ Culture within the organization
- ❖ Organization Rules and Polices
- ❖ Availability of reliable and qualified workforce
- ❖ Staff training
- ❖ Staff Motivation
- ❖ Staff retention
- ❖ Staff competences
- ❖ Products supply
- ❖ Equipment and Information System
- ❖ Assets Management
- ❖ Infrastructure
- ❖ Understanding of QMS and ISO 9001 Standard
- ❖ Root cause analysis and corrective action abilities

These general uncertainties issues will be considered in more details as part of the risk assessment process.

15. EXTERNAL ISSUES

Following is the list of the external issues sources that creates uncertainty that might give rise to a risk:

- ❖ Government Legal and Regulations
- ❖ Overall Economic Climate inside or outside Egypt
- ❖ Standardization and Certification within the company
- ❖ External audits
- ❖ Technology
- ❖ Competitors
- ❖ Manpower Hunting
- ❖ Market trends

- ❖ Customer Requirements
- ❖ Perceptions of External interested parties
- ❖ Availability of products/ service Providers
- ❖ Currency Issues

These general uncertainties issues will be considered in more details as part of the risk assessment process.

16. MONITORING AND REVIEWING OF CONTEXT

Adequacy and suitability of this document will be assessed yearly by means of Q&A Department after the revision and approval of management through the Management Review Meeting.

-Context Document changes and modifications are prepared by the Quality & Audit Dept. along the lines of Procedure No. (QP-30).

17. HOW TO CONSIDER THE IMPACT OF INTERNAL AND EXTERNAL ISSUES

Internal and External issues have been identified, documented, monitored and updated through **ACT** process management, Business plan ,internal audits and customer complain.

18. INTERESTED PARTIES AND EXPECTATIONS

SHAREHOLDERS

Expectations:

Shareholders expect the business to be highly profitable, sustainable, offer good returns and the corporate achieves the strategic goals and objectives, avoidance of penalties and with commitment of legal and regulatory requirements.

CUSTOMERS

Expectations:

The customers expect understanding and anticipating their needs and requirements, get best qualified product and services in a reasonable price with commitment of the terms conditions during the execution period, and after sale service which ensures customer satisfaction.

EXTERNAL PRODUCT/SERVICES PROVIDERS

Expectations:

The External Provider expect a strong and trusting relationships to keep on win to win situation, Identified and clear requirements plan, another expectation is the partnership will be obligated with the applicable law and Get defined scope of work to execute with high quality and efficiency.

EMPLOYEES

Expectations:

Employee expectations include the timely and accurate payment of wages, adequate training and development system, safe and suitable working environment, full explanation of all company policies and especially of job roles and responsibilities as well as fair and constructive feedback from supervisor.

INSURANCE COMPANY

Expectations:

Insurance Company expectations include prompt payment, apply active fire protection and armed robbery protection requirements.

19. QUALITY MANAGEMENT SYSTEM AND ITS PROCESSES

RESPONSIBILITIES AND AUTHORITIES:

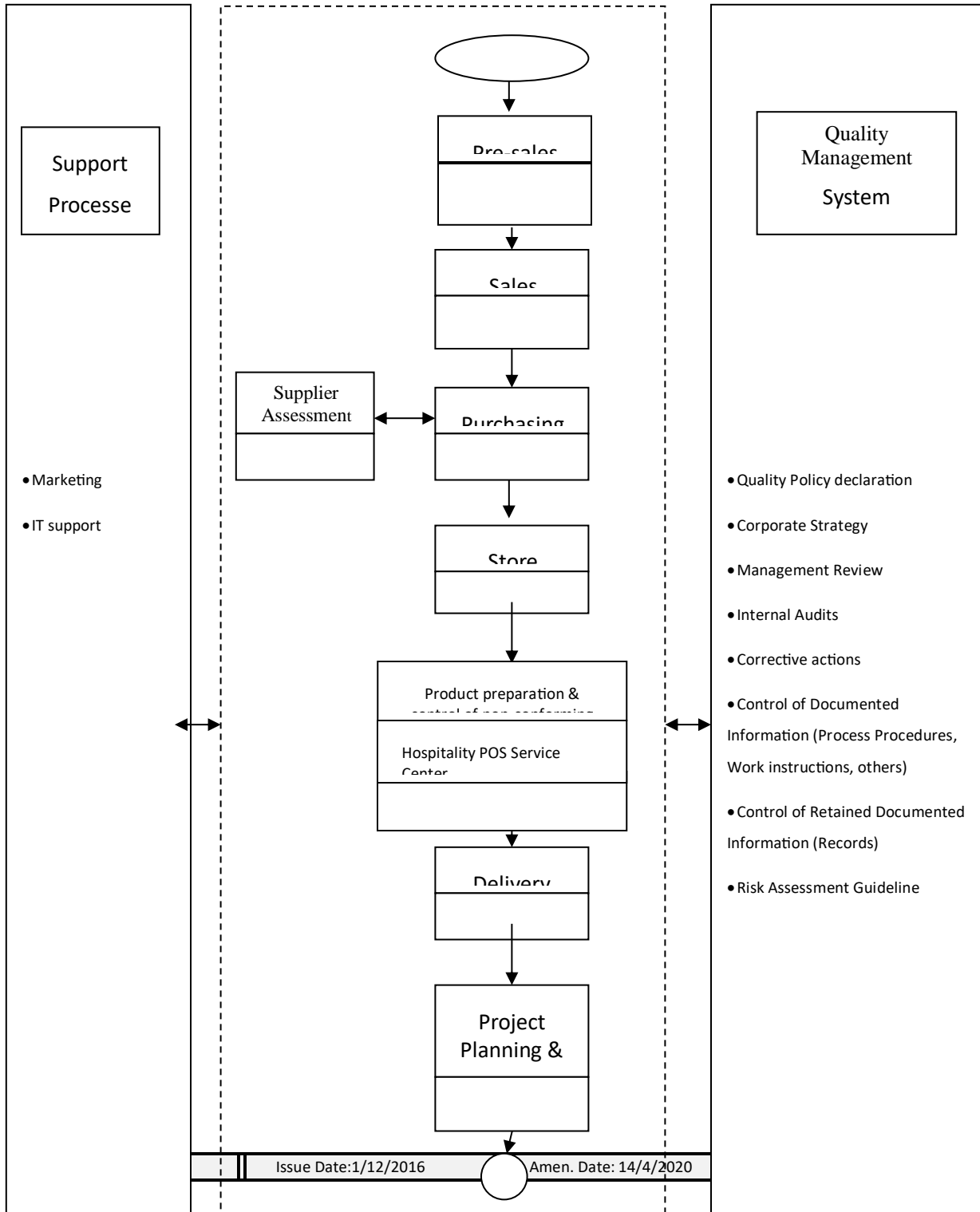
- Job descriptions are issued for all personnel, showing everyone's functional and quality related responsibilities, with master copies filed in the Human Resources Dep.
- Job description can be modified as required, to cope with changes in responsibilities, authorities, qualifications or capabilities of jobholder.
- ACT's organizational chart shows vertical and horizontal communication lines as shown Job Description Folder in the Online QMS System.
- Risk identification and control process is done through the management under the guidance of Risk Management Procedure Guideline (QP-40).

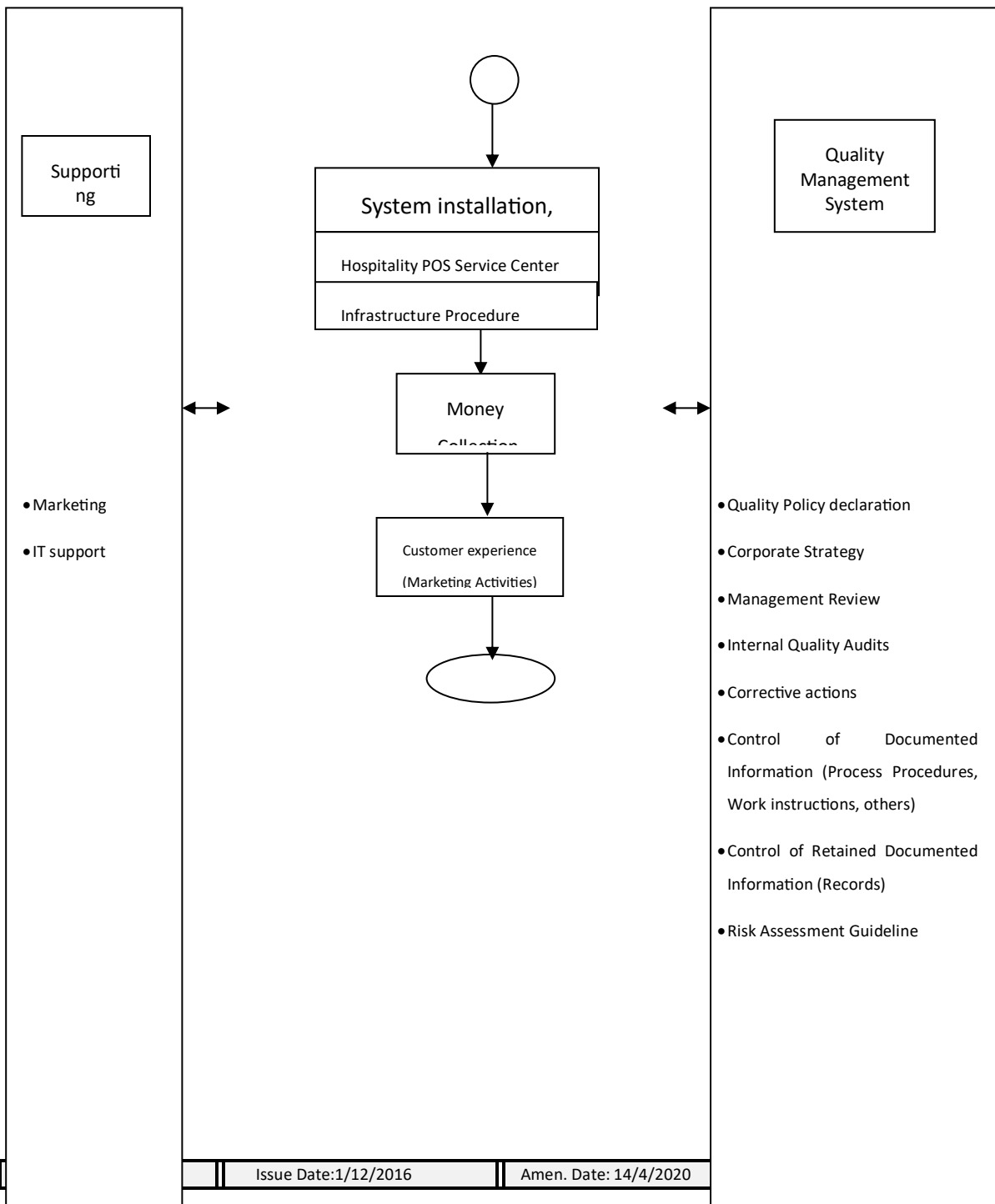
MAIN PROCESSES

1. Pre-sales, Sales and Project management.
2. After sales & services.
3. Customer Training.

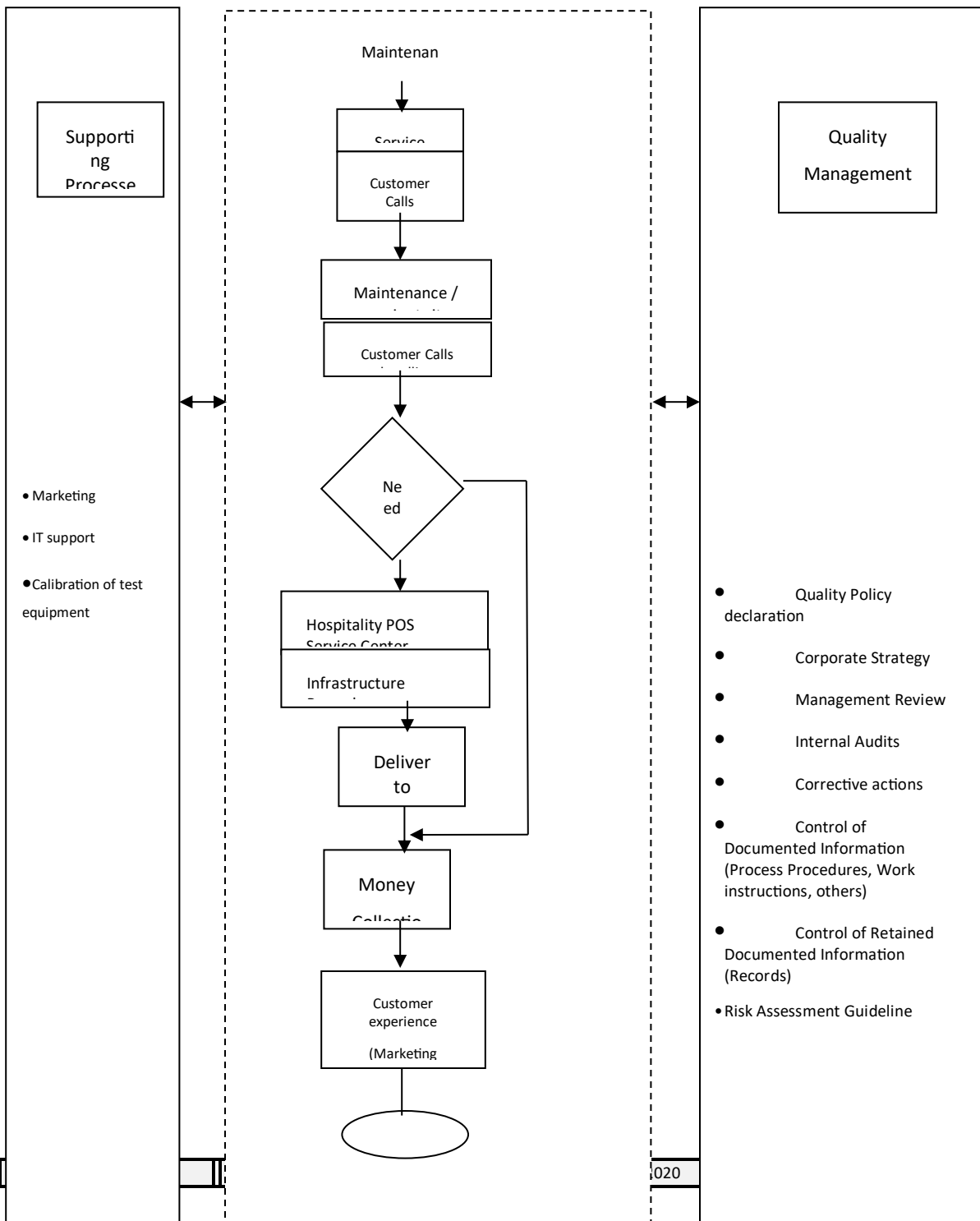
[For more details please refer to the Quality Context & ACT Portal](#)

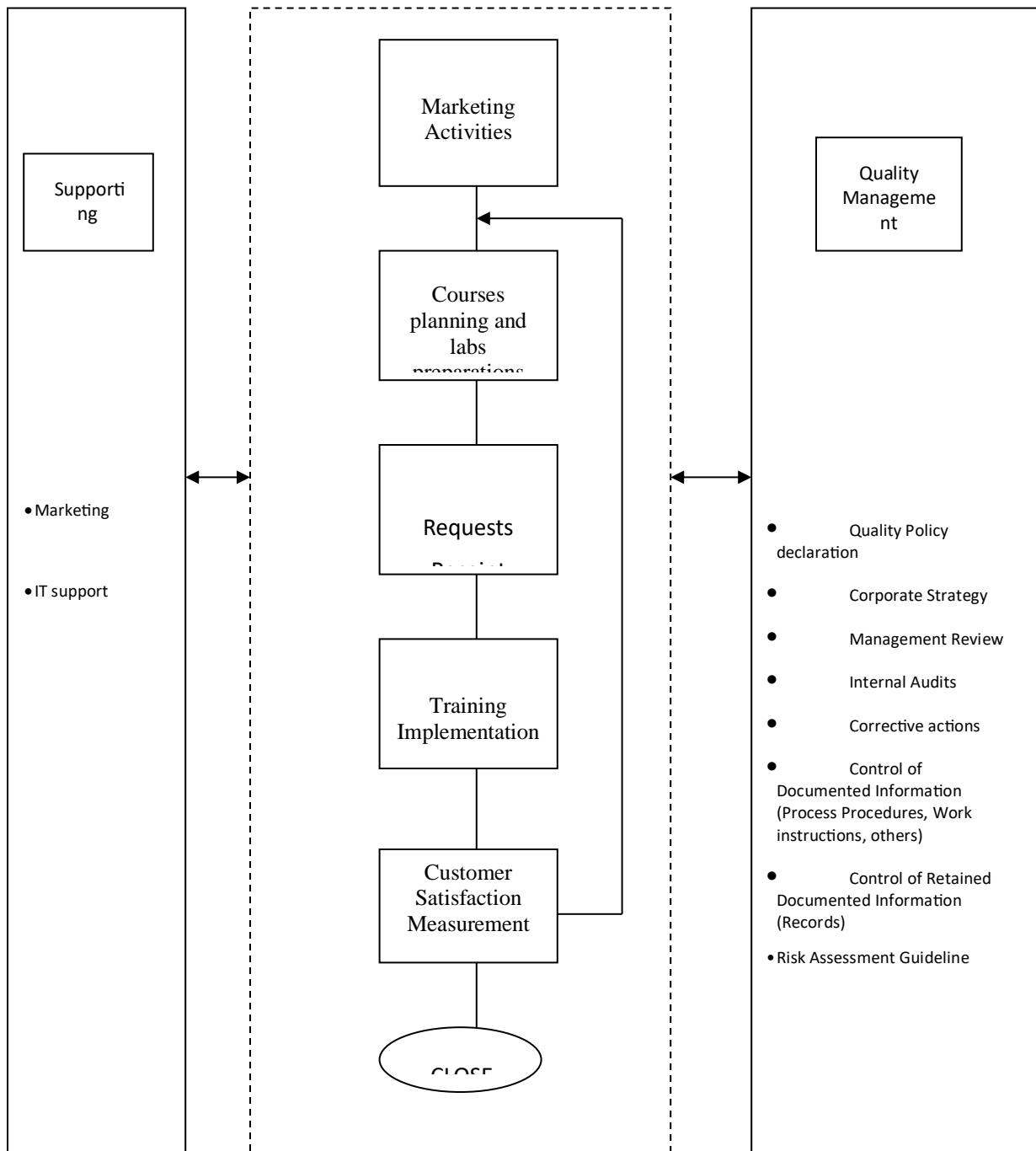
PRE-SALES, SALES AND PROJECT MANAGEMENT



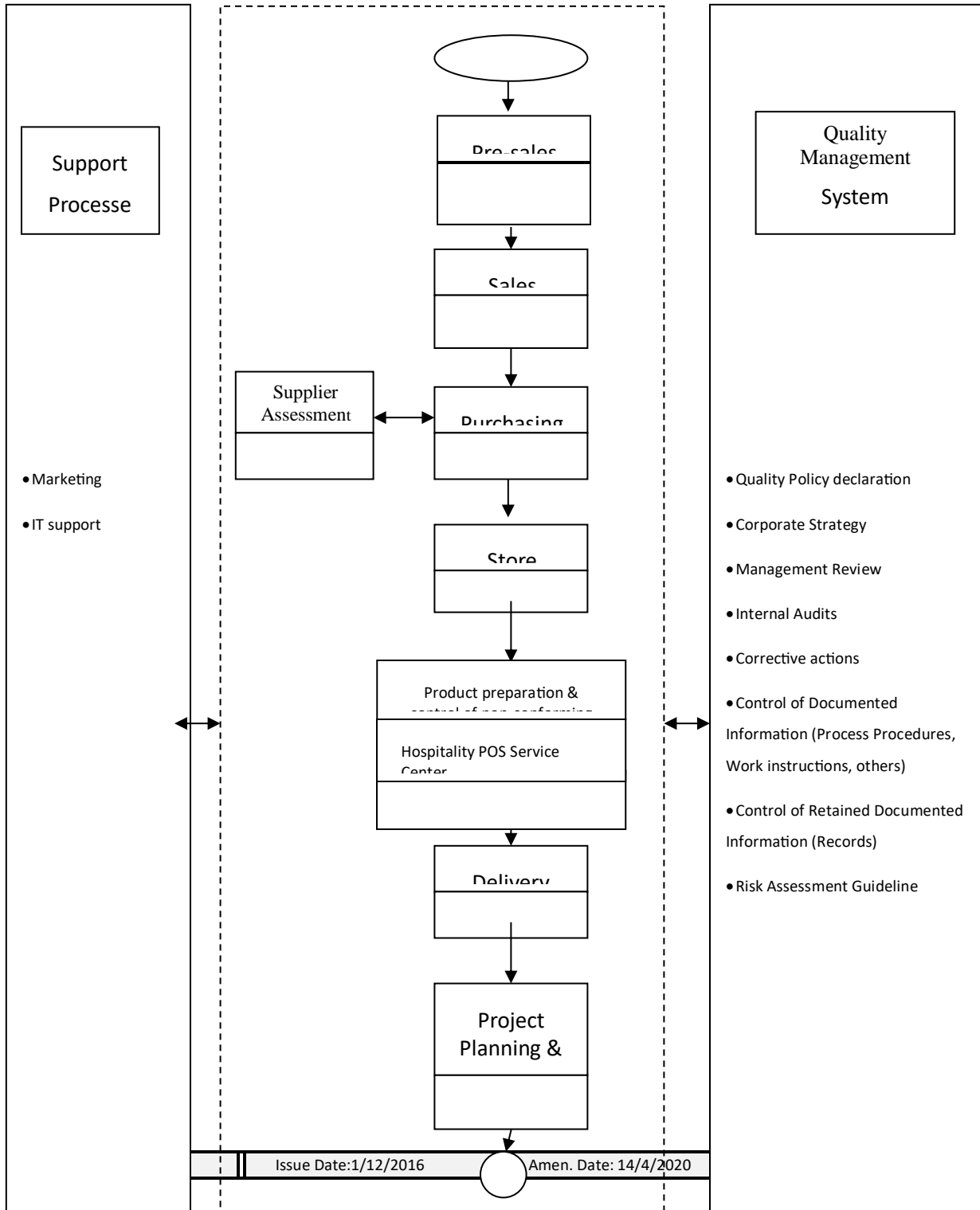


AFTER SALES AND SERVICES

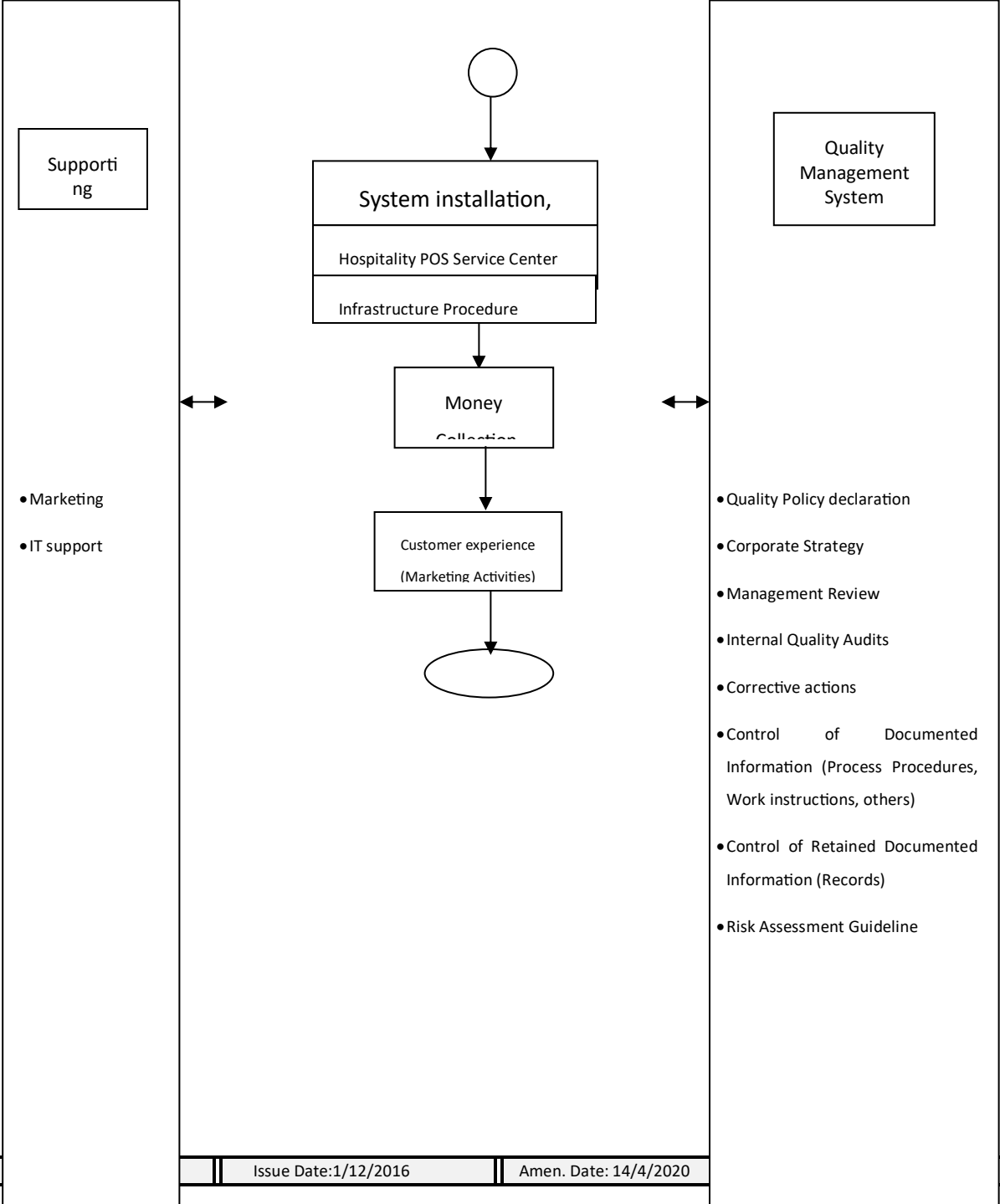




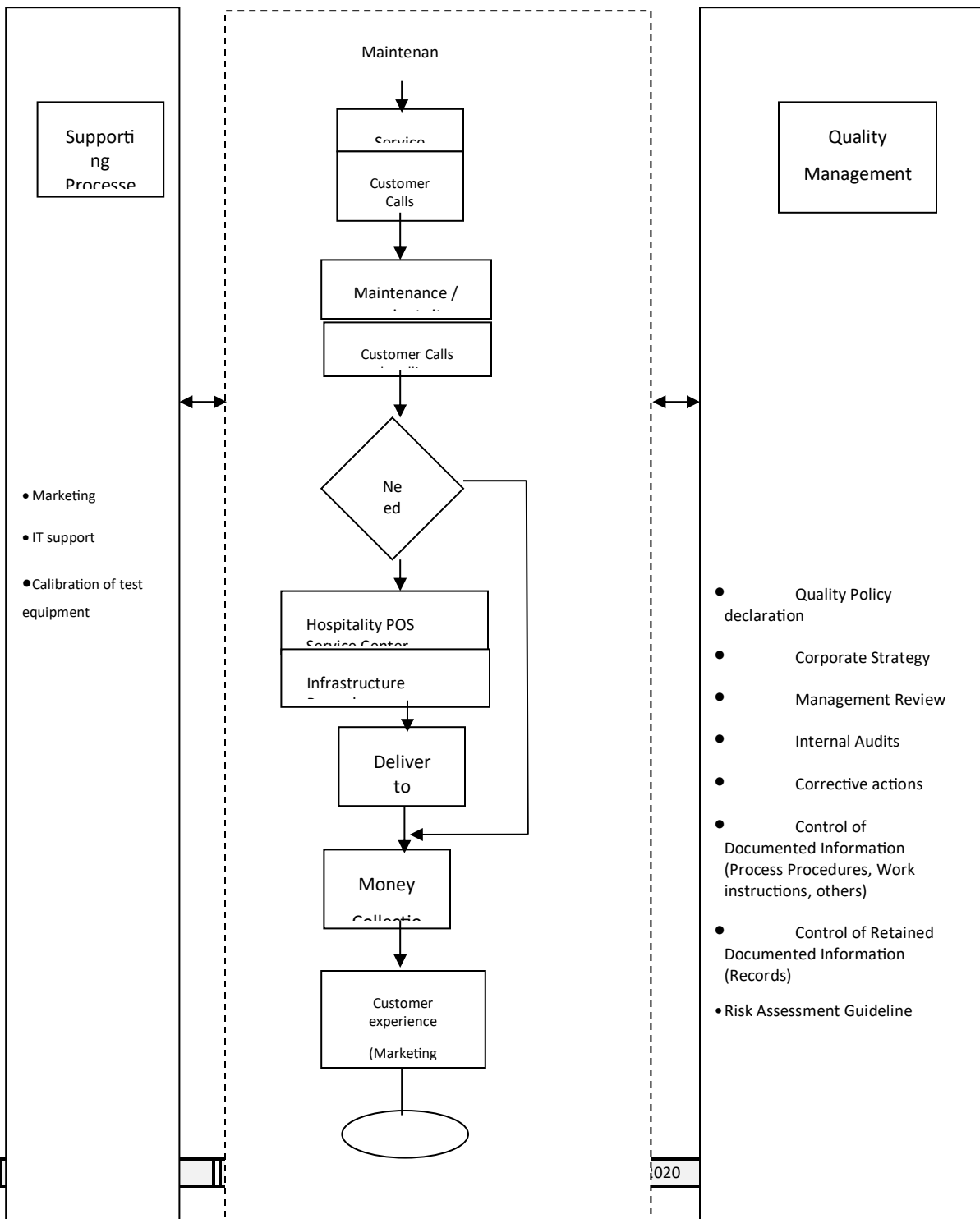
PRE-SALES, SALES AND PROJECT MANAGEMENT



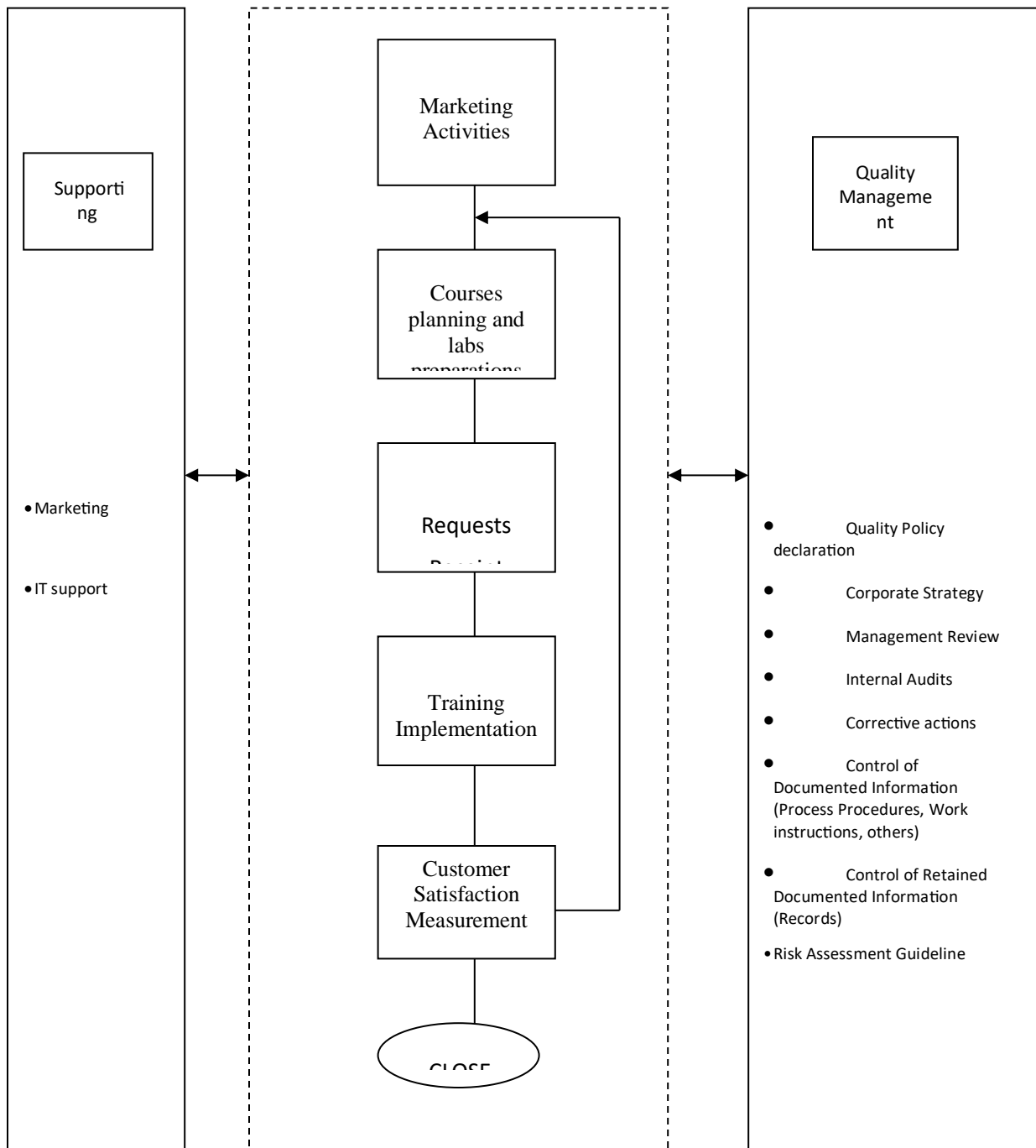
PRE-SALES, SALES AND PROJECT MANAGEMENT (CONT.)



AFTER SALES AND SERVICES



CUSTOMER TRAINING



AMENDMENT HISTORY

Amen. No.	Amendment Date	Page No.	Changes Description
1	27/12/2017	All Pages	<ul style="list-style-type: none">- Review and amend the context to comply the company status.- Amend the internal & external issues as agreed in MRM.
2	25/12/2018	All Pages	<ul style="list-style-type: none">- Review and amend the context to comply the company status.
3	14/4/2020	All pages	<ul style="list-style-type: none">- Update the context content to comply with the latest updates in the company