



End-to-End Digital Transformation

Company Overview





TRAX GROUP AT A GLANCE

A helicopter view at the business

Trax Group in Numbers



14

Years in business



+130

Corporate Customers



+80

Team Members



4

Global Branches



5

Business Units



3

Strategic Partners

Our Offices, KSA & Egypt

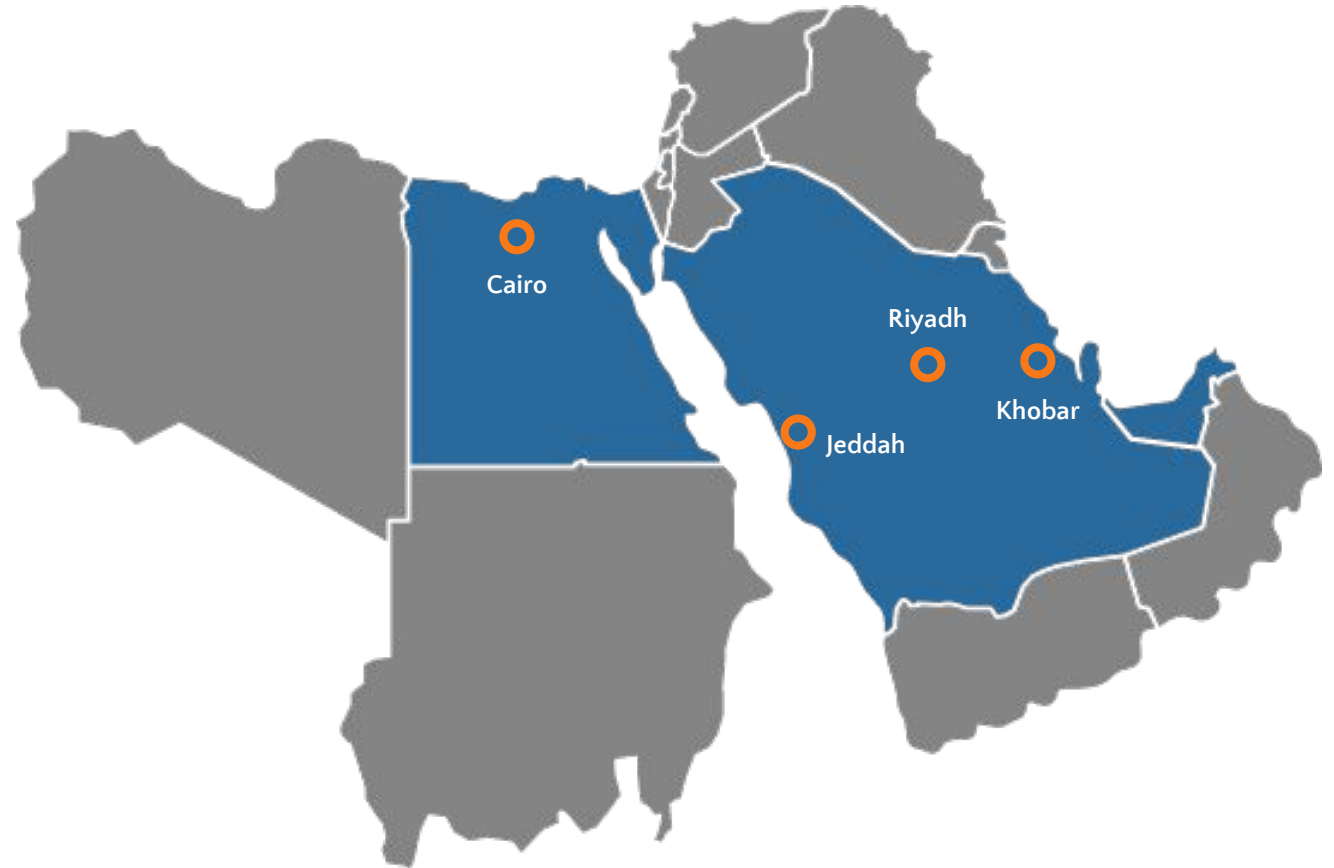
We have 4 branches as follow:

Saudi Arabia

- **Riyadh** (HQ)
- **Jeddah** (Sales Office)
- **Khobar** (Sales Office)

Egypt

- **Cairo** (Operations, R&D)



Trax Group Comprises 5 Business Units

TRAX
TECHNOLOGY



Digital Business Transformation for **Enterprises and Mid-Sized** Companies

TRAX
CONSULTING



A suite of Business Excellence and Transformational **consulting** services

TRAX
ACADEMY



Prof. development and capacity building through business **training** & certification

TRAX
INTELLIGENCE



Smart **AI** solutions powering business transformation decisions.

TRAX
SCALE



Scalable digital transformation solutions for **Small & Medium** organizations

Our **Strategic** International Alliances



Microsoft Partnership

Partner with MS since **2013**

The **1st** partner in KSA to attain the designation for MS Cloude Program



Microsoft Solution Partner - **Business Applications**

Microsoft Solution Partner - **Data & AI**

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Tel 425 882 8080
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www.microsoft.com



Dear Trax Consulting,

Congratulations! Your organization has attained a Solutions Partner designation in the Microsoft Cloud Partner Program. Your organization is one of the first Microsoft partners to attain this designation and I'm excited to celebrate this achievement with you.

I believe in empowering people and driving growth. What that means for you is that we want to empower your organization with the capabilities, resources, and industry depth to best serve customers. And we will invest in your profitability and growth. This is what partnership means to me. So, thank you for your commitment and for the investment you're making in our partnership and in delivering customer success.

The Solutions Partner designation demonstrates your organization's technical capabilities, experience, and ability to deliver successful customer outcomes aligned to the Microsoft Cloud and helps you differentiate your organization with customers.

Your organization Trax Consulting has attained:

- Solutions Partner for Business Applications

Best Regards,

A handwritten signature in dark ink, appearing to read "Nicole G. Dezen".

Nicole Dezen
Chief Partner Officer and Corporate Vice President, Global Partner Solutions

Microsoft Corporation

This information is current as of December 20, 2022.

Sample of our Customer Base





OUR BUSINESS UNITS

And what services they deliver ?



Digitally-Enabled Business Transformation

For large and medium-sized businesses

Trax Technology is a subsidiary of **Trax Group** that provides digitally-enabled business transformation services. It is a **designated** Microsoft partner for business applications with a focus on the enterprise and medium level customer segments.

The service offer of Trax Technology includes implementing, supporting, and developing on the following products:



Microsoft Dynamics 365 F&O

Enterprise Resource Planning (**ERP**) system that enables businesses to automate and manage their operations



Microsoft Dynamics 365 CE

Customer Relationship Management (**CRM**) system that helps businesses improve their marketing capabilities



Microsoft Power Platform

A complete set of **low-code tools** for building apps, workflows, AI bots, and data analytics.



Trax Mobile Business Apps

Powerful **mobile apps**, developed by Trax, empower teams anytime, anywhere with speed and accuracy.





Business Excellence and Transformational Services

Enables the business transformation

Trax Consulting offers a wide range of services aimed at assisting businesses in achieving their strategic goals, supporting their end-to-end business transformation and optimizing their operations & supply chains. Our team of experienced consultants works closely with clients to identify business gaps, areas of improvement, develop tailored solutions, and implement effective strategies.

Here are some of our flagship offerings



Business Rader

Assesses a company's performance across five critical business areas, analyses and provides recommendations



Business Optimizer

A comprehensive business consulting program offered to optimize the business overall performance



Business Controller

A specialized business consulting program that focuses on helping organizations establish effective governing **policies and procedures**.



Professional development and capacity building

Enables people to drive transformation

Provides comprehensive accredited professional and tailored training and certification programs across various business areas to enhance our clients' employee's performance. Our academy offers a wide range of courses that cover diverse business functions. These training programs are designed to equip employees with the necessary skills and knowledge to support the transformation.

Here are some of our training programs



APICS Certification Programs

APICS is the global leader in supply chain certifications, that is given by the Association for Supply Chain Management (**ASCM**)



Customized Learning Programs

customized learning programs that empower teams with the skills needed to drive transformation and organizational growth



Let's Chain It

An annual learning event, that is being organized by Trax Group and aims to increase the awareness about supply chain management and improve the integration across the value chain elements. It uses the latest gamification and business simulation technologies, that gives the participants an incredible learning experience.



AI solutions powering business transformation

Driving innovation and business growth

Trax Intelligence empowers organizations to navigate the Fourth Industrial Revolution by delivering cutting-edge AI solutions that transform raw data into strategic insights. We accelerate digital transformation through intelligent automation, predictive analytics, and cognitive technologies that optimize operations, enhance decision-making, and drive sustainable competitive advantage.

Trax Intelligence scope includes developing the following:



Supply Chain Digitizer

SC Digitizer is a cloud solution and digital platform, owned by developed and owned by Trax Group. used for digitizing supply networks and integrate supply chains. Leveraging digital technologies, it enhances supply chain operations, and helps business leaders visualize and develop digital processes that transform linear supply chains into dynamic, interconnected networks.



Sc Digitizer™
Digitizing Your Supply Chain



Scalable Business Applications

For **small** and **Medium** businesses

Provides scalable digital transformation solutions for Small & Medium organizations. It helps our customers to digitizing all the business processes from finance to purchasing, warehouse management to general & advanced reporting. To enable any small/medium organization to rapidly start and scale up as its needs change.

The service offer of Trax Scale includes implementing, supporting, and developing on the following products:



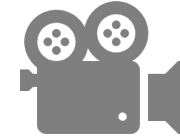
Microsoft Dynamics 365 Business Central

A comprehensive business management solution for small and medium-sized businesses
It connect sales, service, finance, and operations to work smarter.



TRAX OWNED PRODUCTS

Our Intellectual Property Solutions

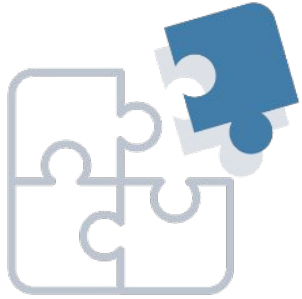


Watch the explanatory Video

Click on the video below to play



Includes 4 Foundational Modules



Integrated Planning (IP)

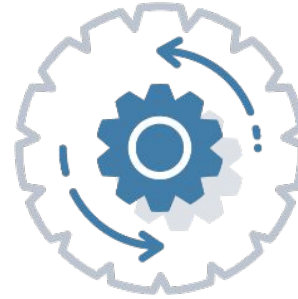
Collaborative tactical business planning, aims to bring your business entities all together to have an integrated plan

Released & Live ✓



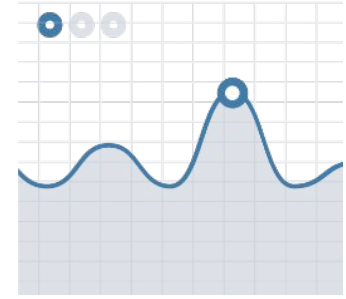
Digital Cockpit (DC)

Customizable, role-based, supply chain metrics that have been built with international standards



Smart Operations (SO)

Augmenting the human intelligence with machine intelligence to drive sustainable improvements



Optimal Decision (OD)

Advanced optimization algorithms to improve the supply network efficiency leading to

Under Development

SalesMAX - Boost your Sales on the go

Sales Max is a flexible mobile solution that streamlines sales, inventory, and order management while delivering insights to boost efficiency, reduce overhead, and drive smarter decisions across industries.

Key Benefits

Salesforce
Management

Account
Management

Catalog &
Pricing

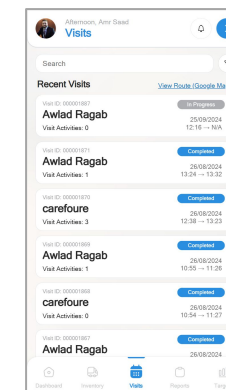
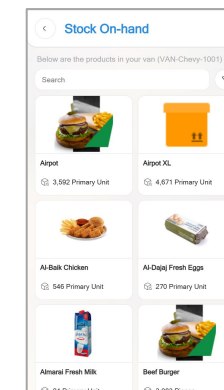
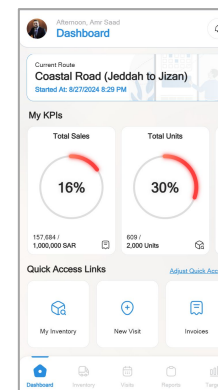
Promotions
& Discounts

Visit
Scheduling

Route
Optimization

Geofencing &
Tracking

Customer
Collections



WareLogix - Streamlined Warehouse Operations

WareLogix is a mobile WMS solution that streamlines inventory, order fulfilment, and warehouse tasks, boosting efficiency, reducing errors, and adapting seamlessly to various industries for scalable operations

Key Benefits

Counting/
Stocking

Receiving

Classified
placement

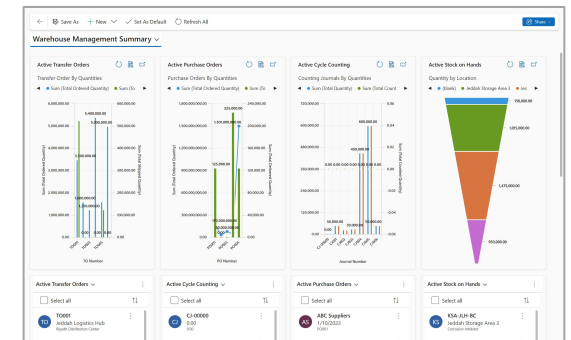
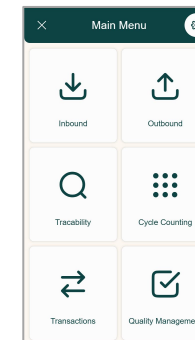
Replenishment

picking/
preparing

Dispatching

Barcode
Scanning

Quality
Tests



AssetMate - Take control of your assets

AssetMate is a mobile solution for real-time asset tracking, offering barcode scanning, location monitoring, and maintenance tools to boost efficiency, reduce downtime, and enhance asset management across industries.

Key Benefits

Real-Time
Tracking

Asset
Transfers

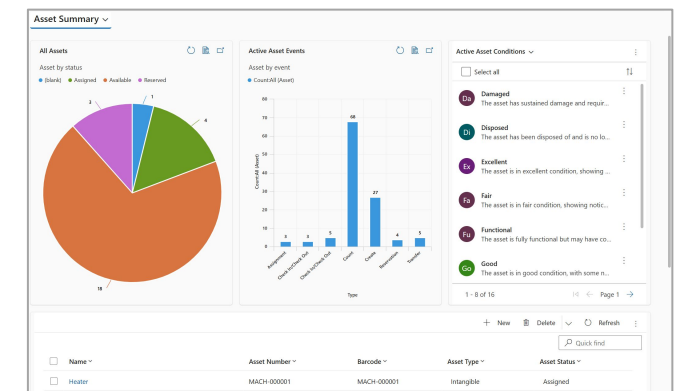
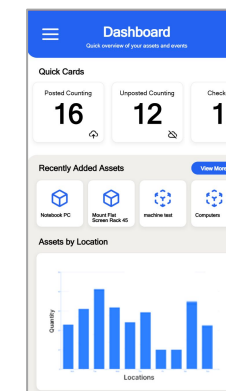
Check-In/
Check-Out

Barcode
Scanning

Counting

Audits &
Events

Alerts &
Notifications





OUR PEOPLE & CULTURE

Driven. Collaborative. Expert. Innovative.

People First

The **Heart** of Our Success

Our people are our greatest asset.

As a professional services organization, we believe that the **expertise**, **passion**, and **dedication** of our team are the driving forces behind every success.





Great Place to Work Certified



Ranked **#4**
among the Best Workplaces in
Technology in **GCC**



Ranked among the Best
Workplaces list in **KSA** for the
last 3 years in a row
SMB Category

2025



2024



2023



THANK YOU