



Masar Tech for Information Technology

Founded in 2020

اعتماد المركز الوطني للتعليم الإلكتروني كجهة معتمدة لإنشاء المنصات التعلم الإلكتروني

في 2022 فاز مسار تك لتقنية المعلومات في المرحلة الثانية من برنامج تمكين رائدات الأعمال السعوديات الذي اطلقته جامعة تكساس بالتعاون مع جامعة الملك عبدالله للعلوم والتكنولوجيا وذلك باختياره من افضل 10 مشاريع مبتكرة مقدمة من 45 رائدة أعمال برحلة الى جامعة تكساس في ولاية اوستن بالولايات المتحدة الأمريكية للتعريف بمنتجات مسار تك

فاز بالمرحلة الاولى بتمويل الابتكار



جامعة الملك عبدالله
للعلوم والتقنية
King Abdullah University of
Science and Technology

منشآت
monsha'at



مسجل في هيئة
الصادرات السعودية



تم اختياره في معرض
التقنيات الرقمية

هيئة المحتوى المحلي
والمشتريات الحكومية
Local Content & Government
Procurement Authority



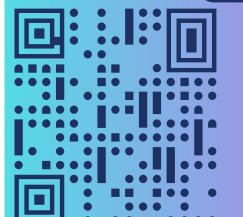
مسجل في هيئة المحتوى
المحلي و المشتريات الحكومية

تم ترشيح من منشآت و كاوست للمشاركة في برنامج
ابتكر للمشاركة في كاس العالم لريادة الأعمال

منشآت
monsha'at



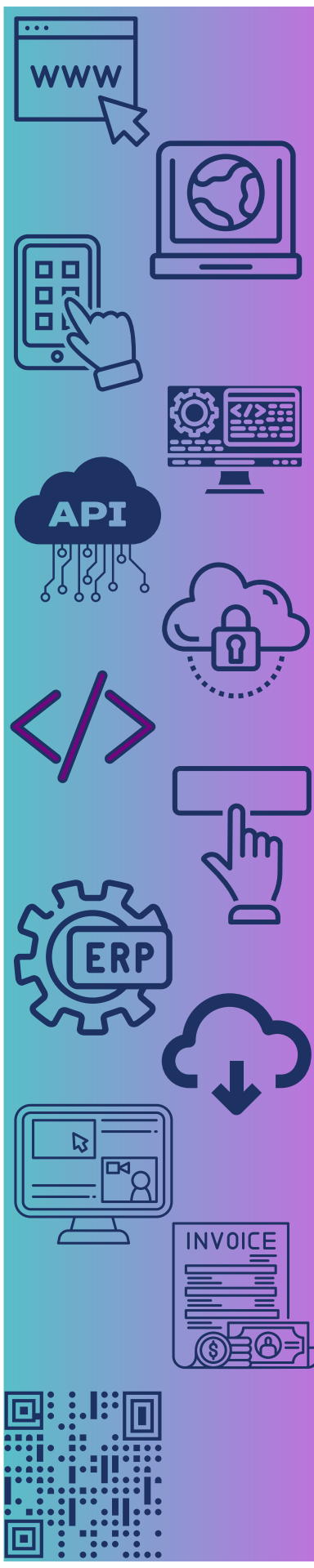
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King Abdullah University of
Science and Technology





- **Masar Tech is a provider of softwares , websites and related services**

A team of experts who are passionate about helping companies flourish in the digital age.

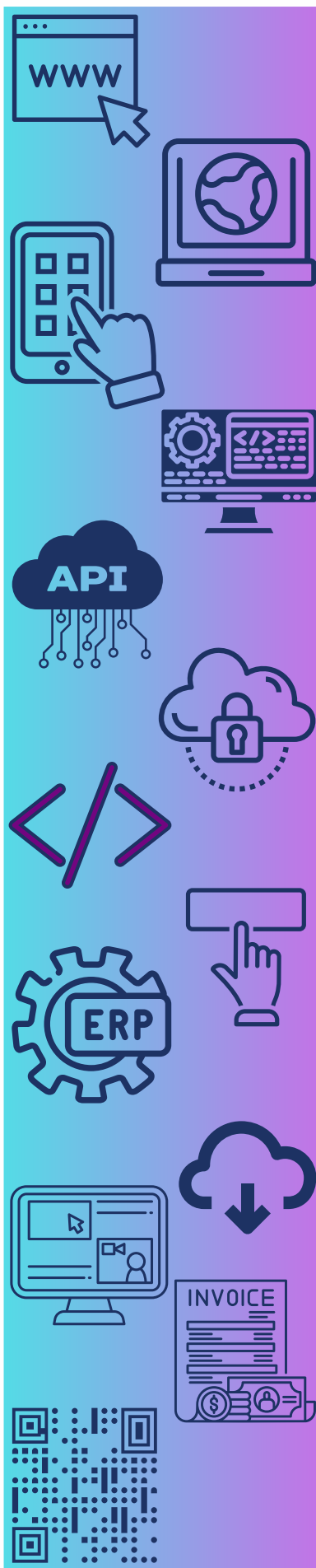




- **Why Masar is preferred ?**

A Saudi organization licensed by the Communications and Information Technology Commission (CITC)

- 1.It has necessary resources, skills, infrastructure and experience.
- 2.It has methodologies that can be usefully developed.
- 3.It adheres to our values in dealing with its customers.
- 4.It acquires the tools to build an impenetrable cyber defense
- 5.It has Expert cybersecurity services for IT operations to keep going smoothly without any threats.
- 6.It provides assistance and support during the implementation of projects.





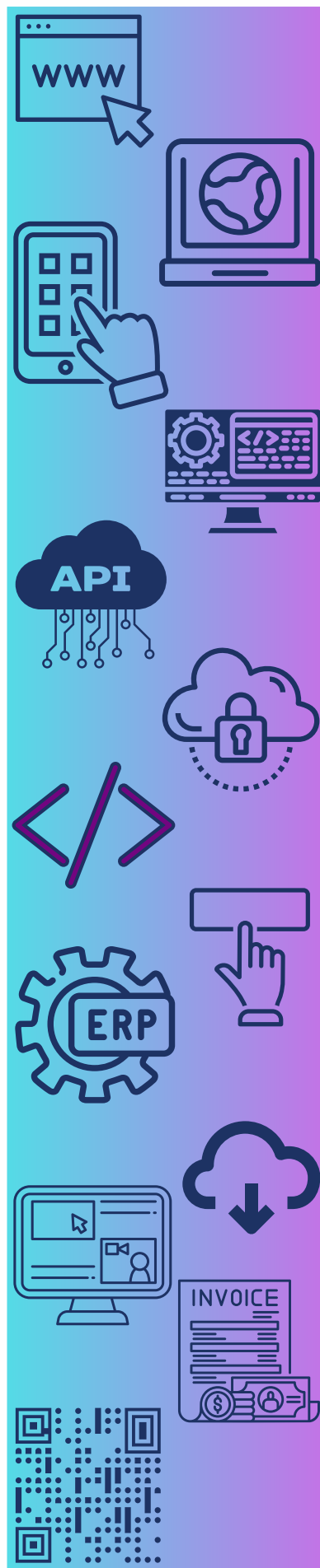
- **Leadership**

20 years' experience in Education

10 years' experience in Training

3 years' experience in digital product Management

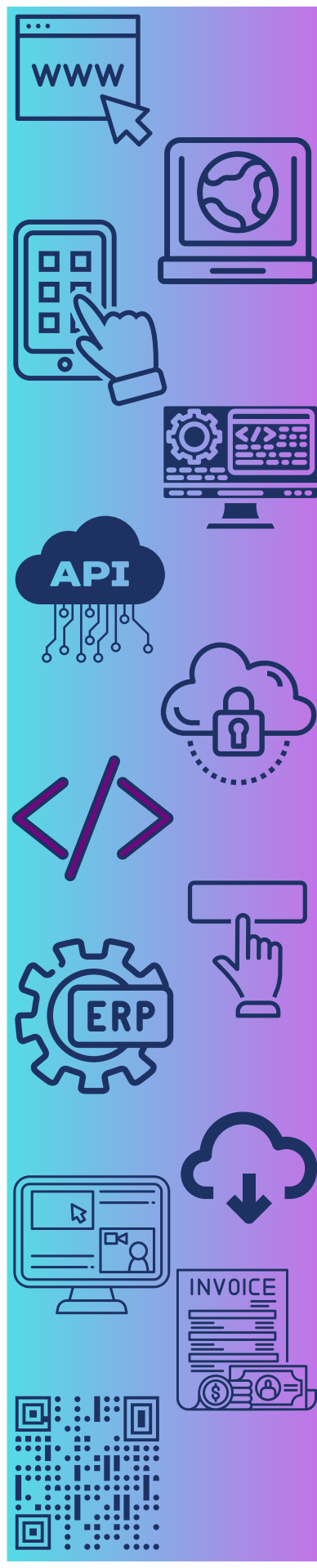
Ebtihaj Allaf is the founder of Masar Tech. Masar Tech is licensed by the Communications and Information Technology Commission (CITC). It also got the vendor Technical Classification Certificate by the digital Government Authority . It has the resources, skills, infrastructure and experience. It focuses on helping clients develop their technology and obtain recognizable , sustainable brands.





- **Story of Masar**

Ebtihaj Allaf began the business in 2020, when she realized that it is the time for digital transformation in training and education. Education is an essential part in human development and needs to be digitalized. She thought that implantation of LMS will be more effective and it will certainly cut cost and increase productivity. She started developing LMS that would help the owner of educational and training institutes to transform digitally. Then she could sell her first digital product. As a return on the investment, these institutes were accredited as online training providers. Now that the business has achieved local success, Ebtihaj is looking to expand. Masar Board envisions a future where training center and institute can go global. The company hopes to grow its customer base throughout the Gulf States by the end of 2023. To achieve the target, the company has registered as a vender in local content and Government Procurement Authority.





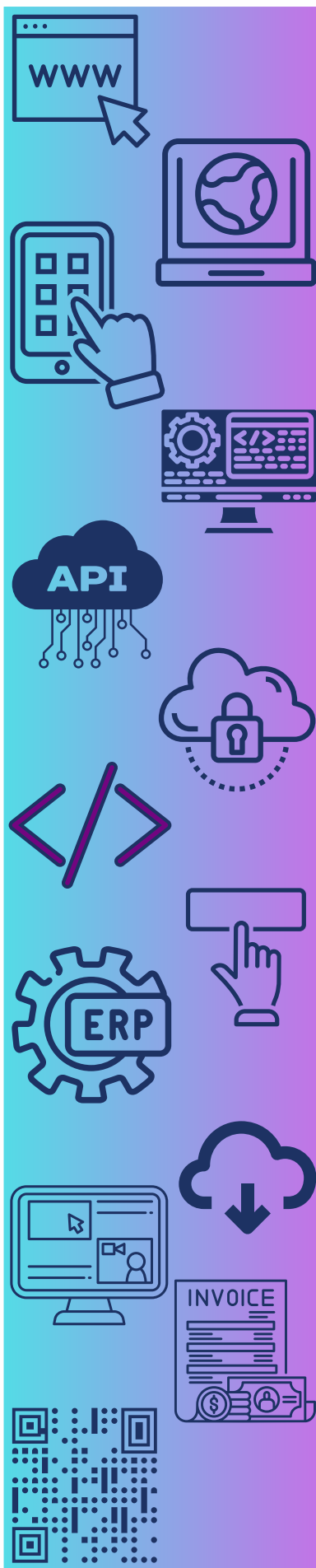
شهادة تسجيل معلومات
Information Registration Certificate

Registration No.

2021104154

رقم التسجيل

بيانات التسجيل		Registration Information	
اسم الجهة المسجلة	مؤسسة مسار الخبرة لتقنية المعلومات	Organization's Name	Expertise Path
رقم التسجيل	2021104154	Registration Number	2021104154
تاريخ الإصدار	2021-10-07	Issuance Date	2021-10-07
تاريخ الانتهاء	2023-10-07	Expiry Date	2023-10-07
بيانات الجهة		Organization Information	
رقم السجل التجاري	4031242463	C.R.No.	4031242463
تاريخ انتهاء السجل التجاري	2023-10-08	Expiry Date	2023-10-08
بيانات تصنيف الأعمال		Business Classification	
البرمجيات تطبيقات المستخدم النهائي برامج الأعمال			
مراكز البيانات والحوسبة السحابية البرامج كخدمة (SaaS)			
الصناعات الناشئة والقطاعات الخدمية القطاعات الخدمية			
خدمات تقنية المعلومات تكامل الأنظمة والتطوير الخدمات الاستشارية إدارة خدمات تقنية المعلومات خدمات الأمن السيبراني الدعم والصيانة			
<p>بناء على الصلاحيات الممنوحة لهيئة الاتصالات وتقنية المعلومات بموجب نظام الاتصالات الصادر بقرار مجلس الوزراء ذي الرقم (74) والتاريخ 5/3/1422هـ ولانحته التنفيذية المحدثة، وبموجب تنظيم هيئة الاتصالات وتقنية المعلومات المعتمد بقرار مجلس الوزراء ذي الرقم (133) والتاريخ 21/5/1424هـ، وبناء على المادة السابعة من قرار مجلس الوزراء ذي الرقم (292) والتاريخ 27/4/1441هـ أصدرت هذه الشهادة للشركة/المؤسسة المذكورة أعلاه وفق الشروط والأحكام العامة والخاصة لتقديم هذه الخدمة</p>			
<ul style="list-style-type: none"> • للإطلاع على الشروط والأحكام العامة والخاصة لتقديم الخدمة يمكن الرجوع إلى موقع الهيئة الإلكتروني (cite.gov.sa) • للتحقق من صحة التسجيل يرجى مسح الرمز في أعلى الشهادة • الشهادة تعتبر ملغاه في حال انتهاء السجل التجاري للشركة 			





Vendor Technical Classification Certificate

مؤسسة مسار تك لتقنية المعلومات | CR: 4031242463

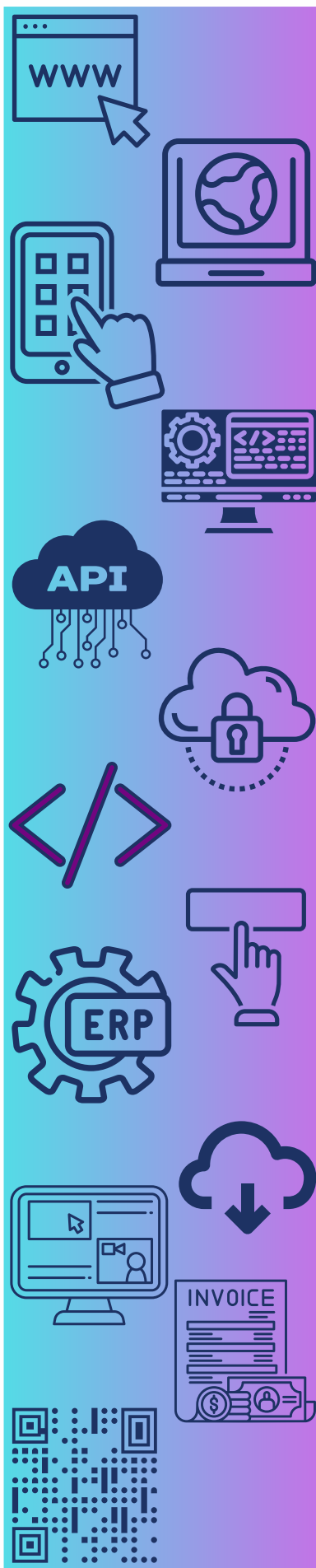


CATEGORY	ACTIVITY	VALUE CHAIN
Software	Programming & Development Software	Implementation and Integration Services
		Support Services
		Sales and Distribution
Business function specific software	Business function specific software	Implementation and Integration Services
		Support Services
		Sales and Distribution
Application Development	Application Development	Implementation and Integration Services
		Support Services



Issued on 29/05/2023

This classification is valid for 1 year from the date of issue

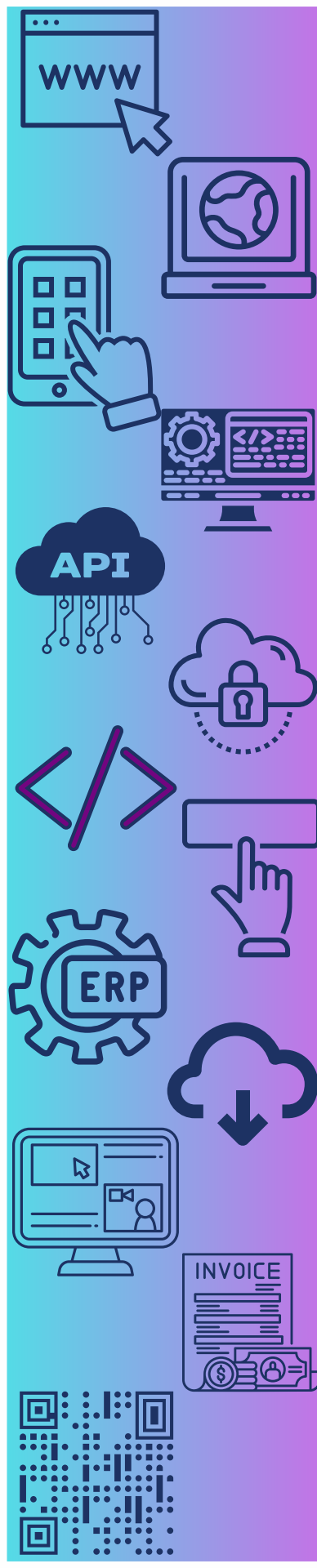




- **Products or Services**

We offer various digital solutions such as building websites and web applications. We could successfully create other application such as LMS , E-FATOORAH and TDALLAL.

Our goals are to build sustainable relationships with clients, to improve the product, and to be a well-known company in creating websites and web and mobile applications that meet our customers' needs and enable them to achieve globalization





• MASAR BOARD

Although our first product was LMS, which we have sold to more than 20 customers in the training sector.

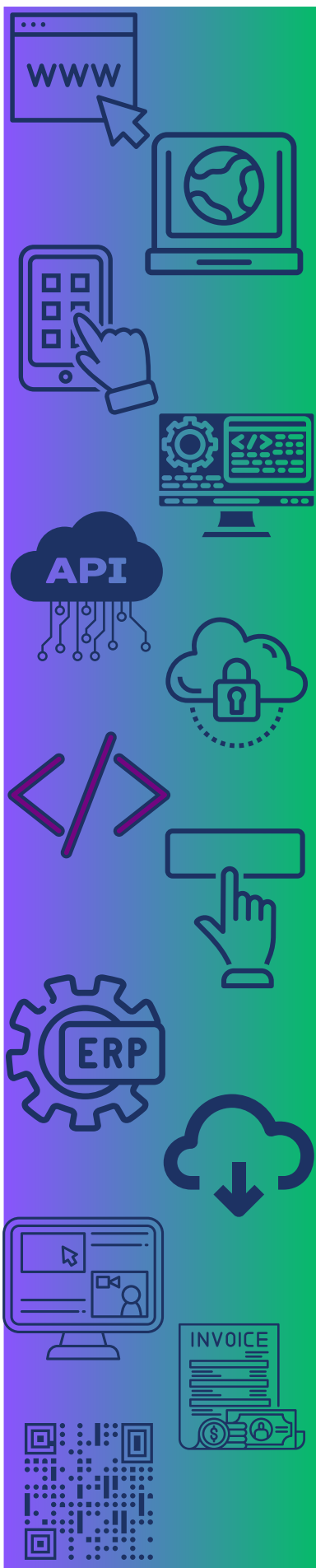
A complete Digital Learning Management System for your educational and training centres , instructors , and learners to Build, scale, and measure training with a complete LMS+Content Solution.

- It can be used for trainees or learners anywhere.
- Never rent a place or buy facilities.

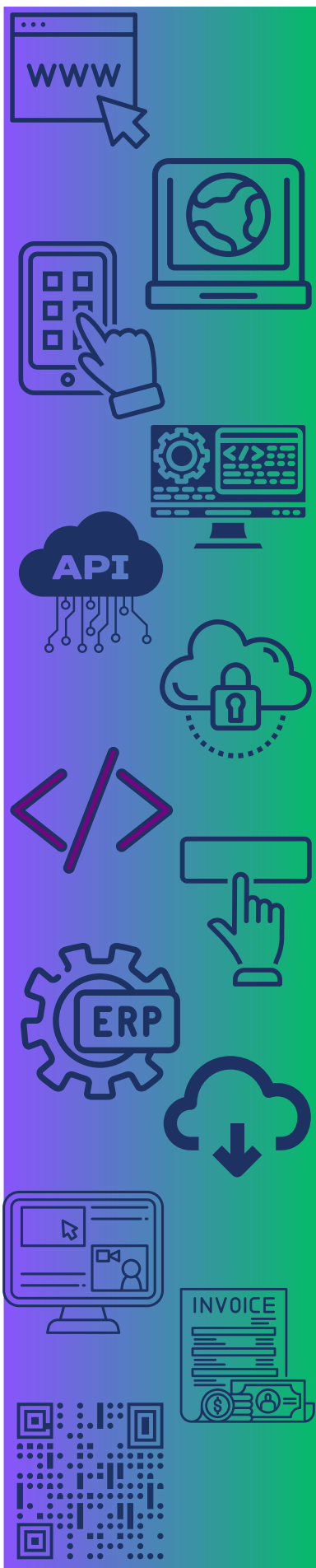
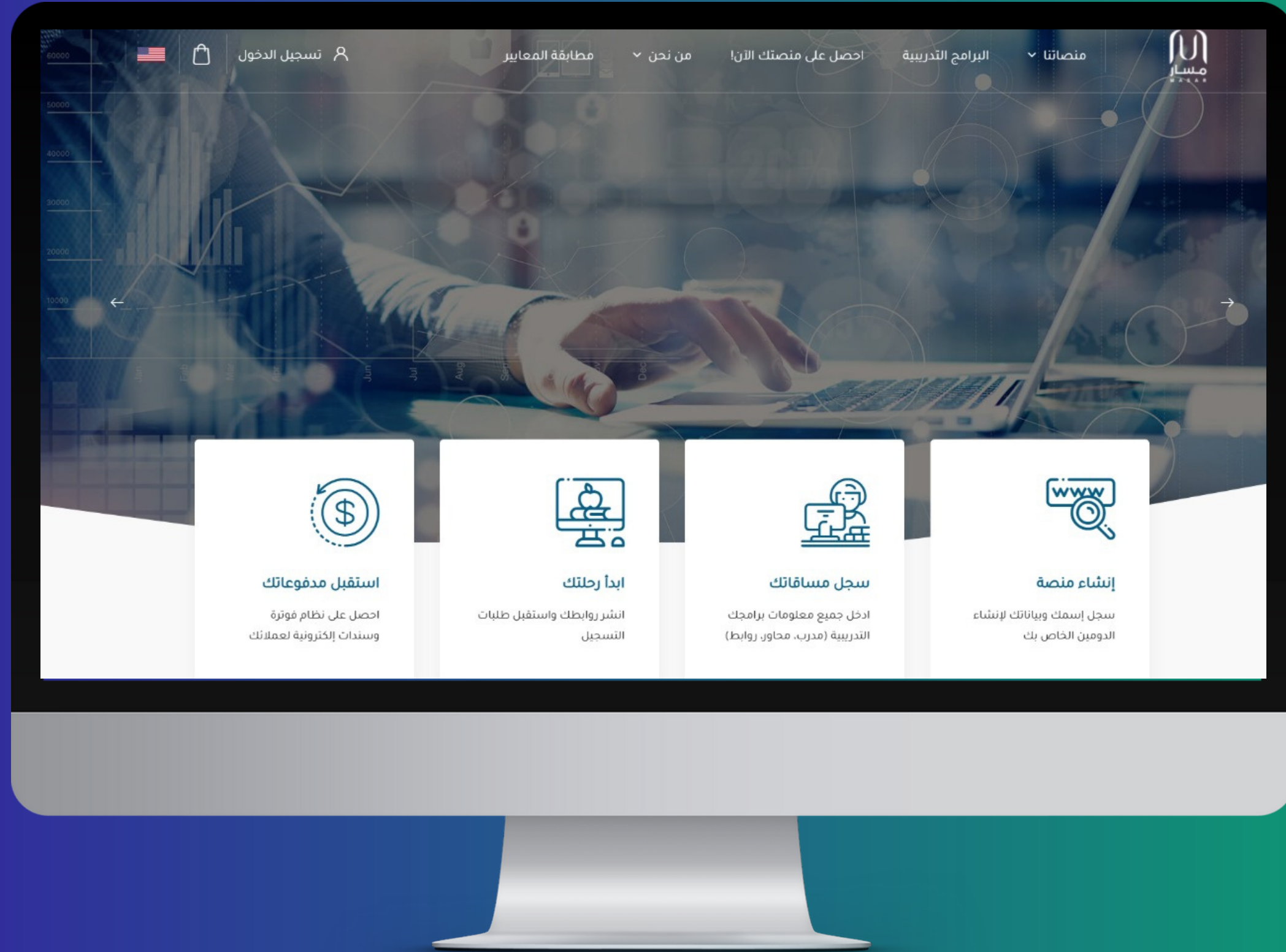
Visit the website,



MASAR BOARD
Go Globale





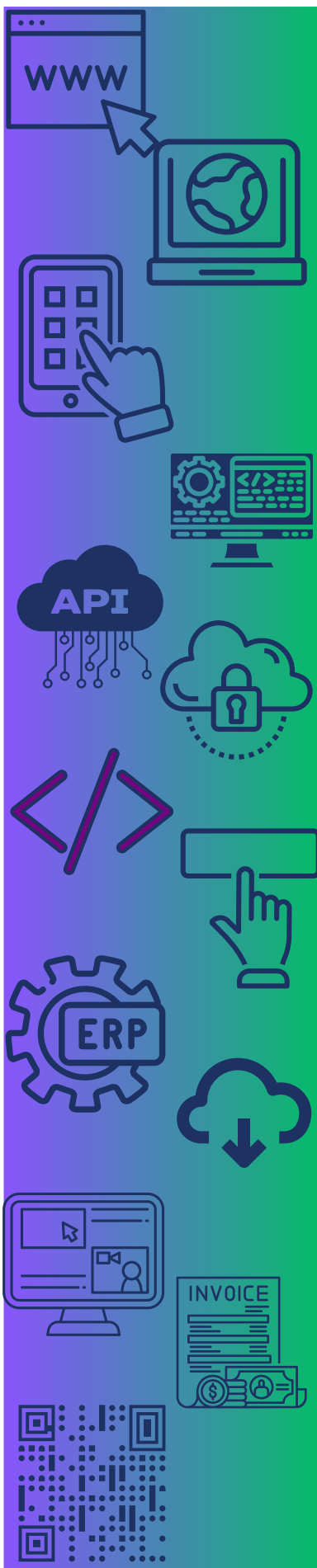




- **MASAR AUTHOR**

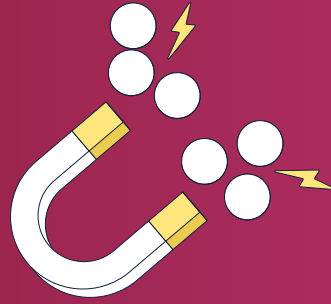
Digital Programs Accreditation

we have successfully licensed more than 60 online programs by using electronic tools, systems, devices and resources that generate data.



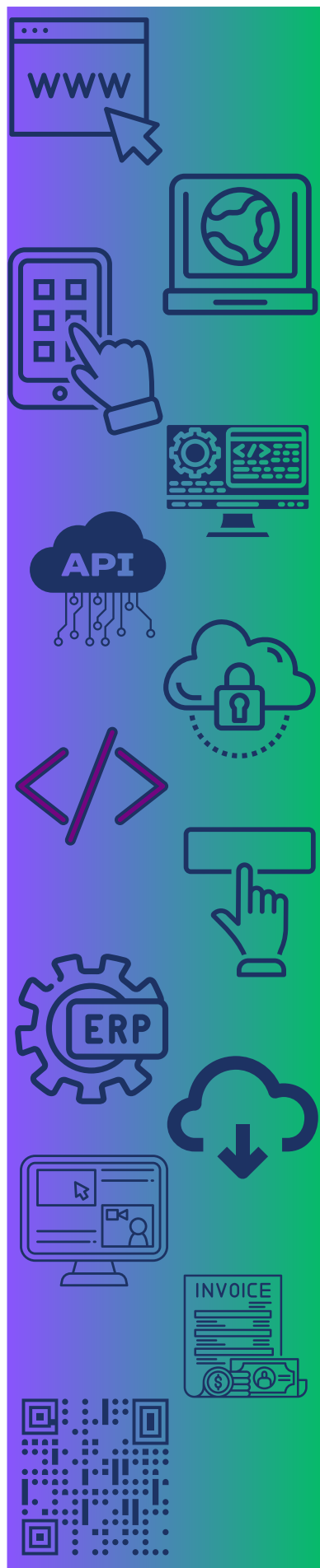
- **API- INTEGRATION**

- **MAGNET TECH**



It is an innovative solution that had been successfully developed to support various LMS in being appropriately connected with SNeLC.

As a result of being a certified LMS provider , we could effectively perform the api- integration with the Saudi National e- Learning Centre which is one of essential the requirements in SNeLC.





هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority



E-Fatoorah System
Save your invoices in one area

• E-FATOORAH



Our invoicing system E-FATOORAH was accredited by
of Zatca.

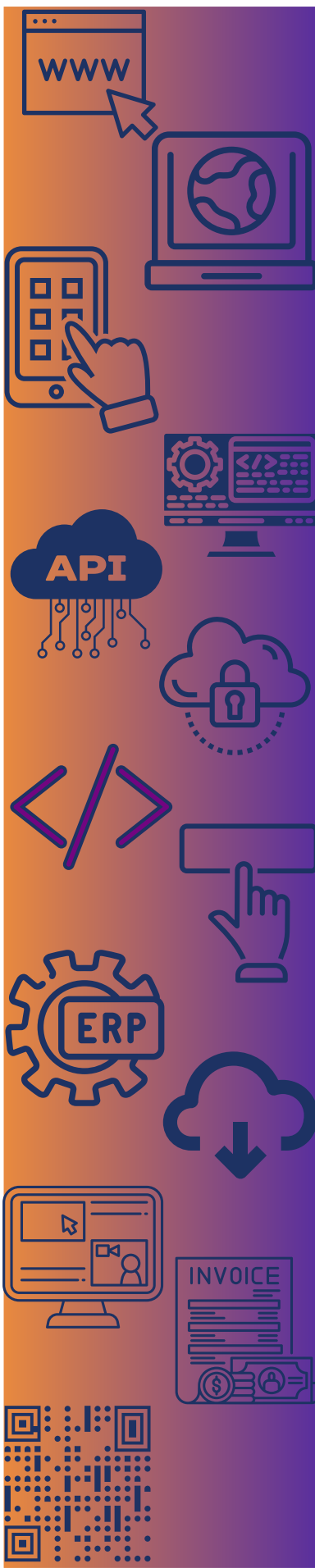
Same experience as paper invoices.

- Activated in 1 minute.
- It can create thousands of invoices every day.
- No paper, no waste. Never lose an invoice again.

To know more , visit the website



Scan me!



Login remotely
on mobile or
desktop



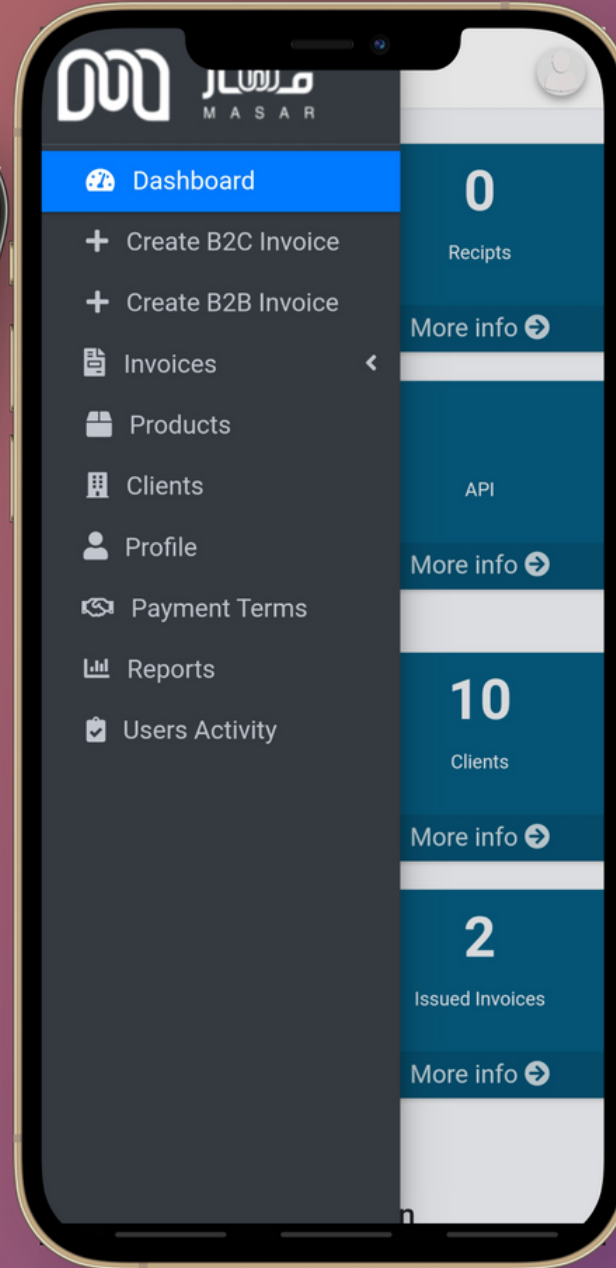
هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority



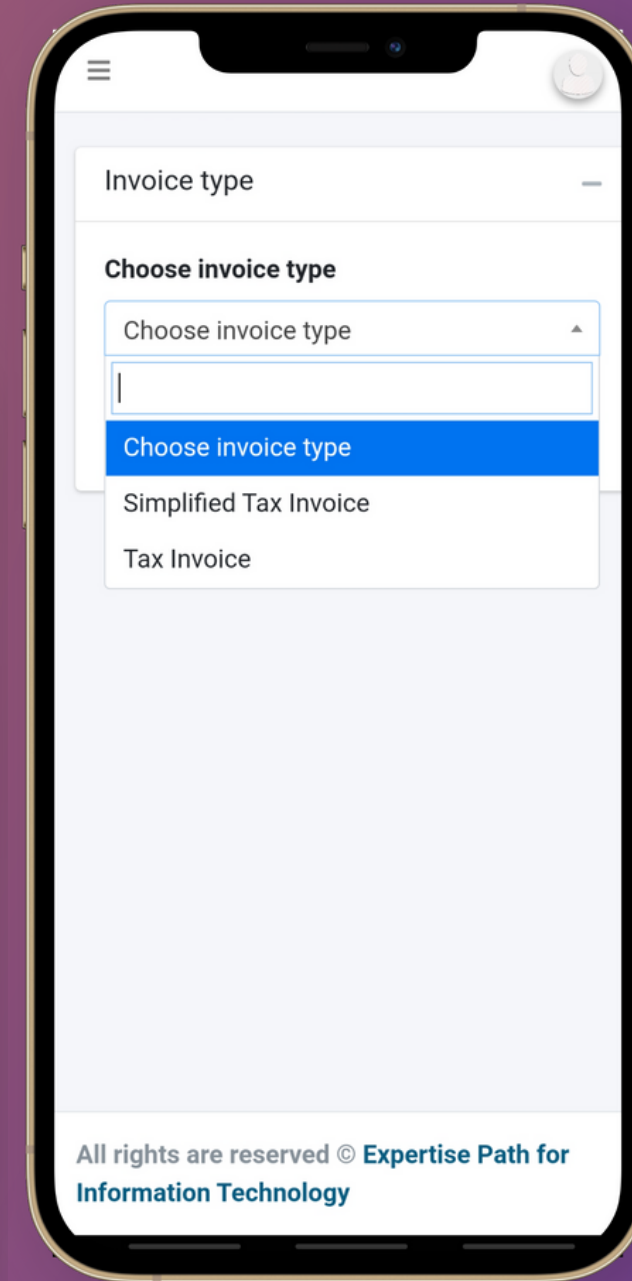
Access the tools



Track your staff
behavior

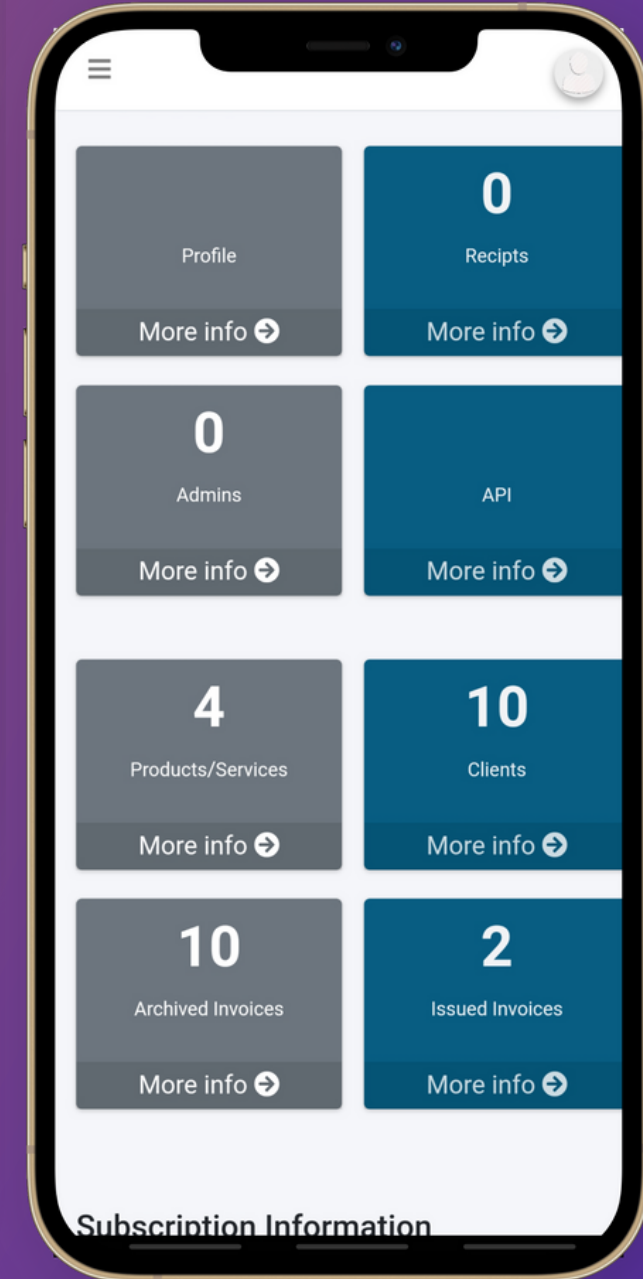


Create your invoices



Download and email
to your clients

Measure your
business revenue.





هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority



• FINANCIAL MANAGEMENT SYSTEM

To help our clients achieve their goals , we havd successfully developed our Financial Management System .



• TDALLAL PORTAL

More customers, continuously.

Log in remotely on mobile or desktop to access tools that enable you to communicate with customer, and drive frequent footfall.

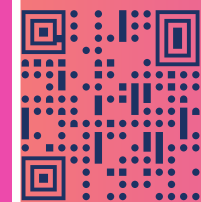
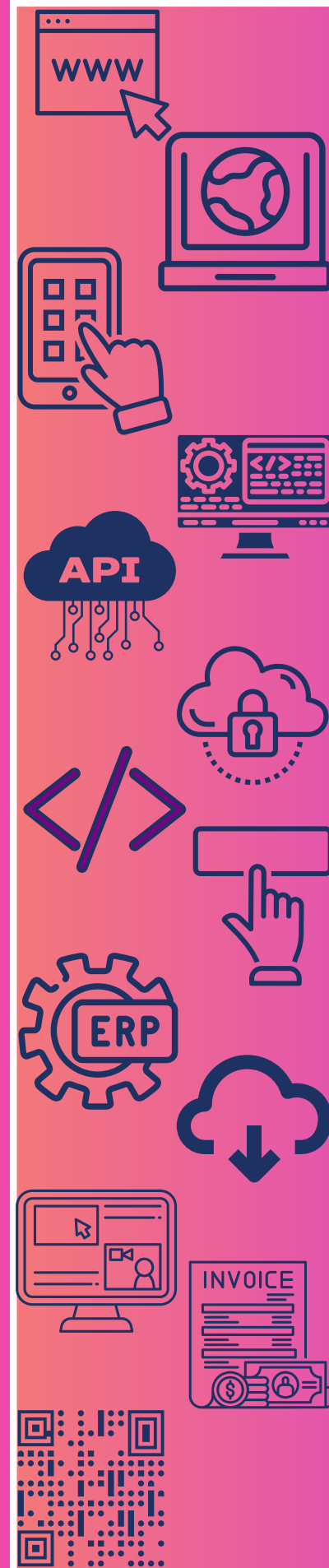
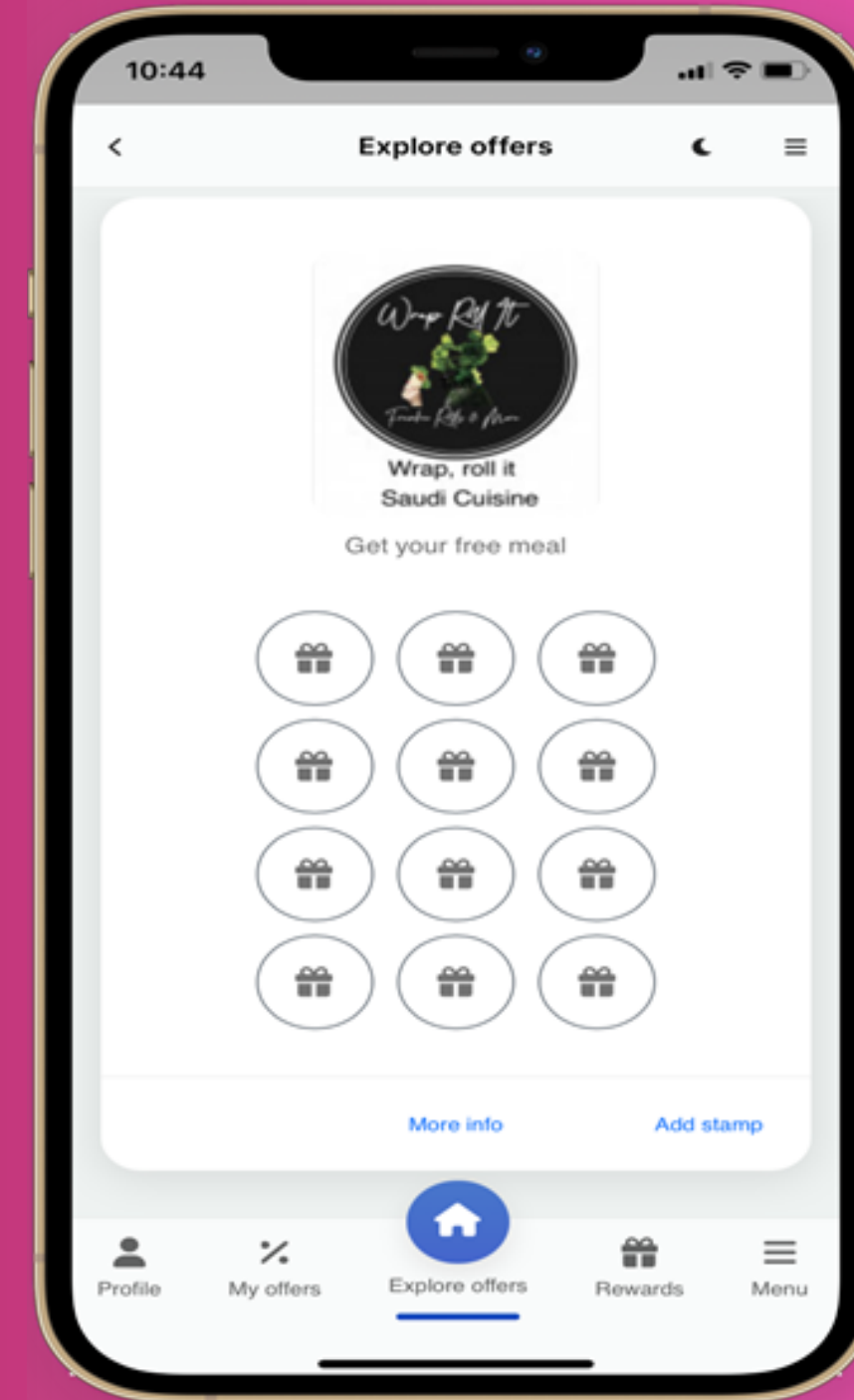
- As simple as paper cards.
- Download in 1 minute.
- It can be used for thousands of customers every day.
- As paper cards. No paper, no waste. Never lose a card again.

Visit the website,

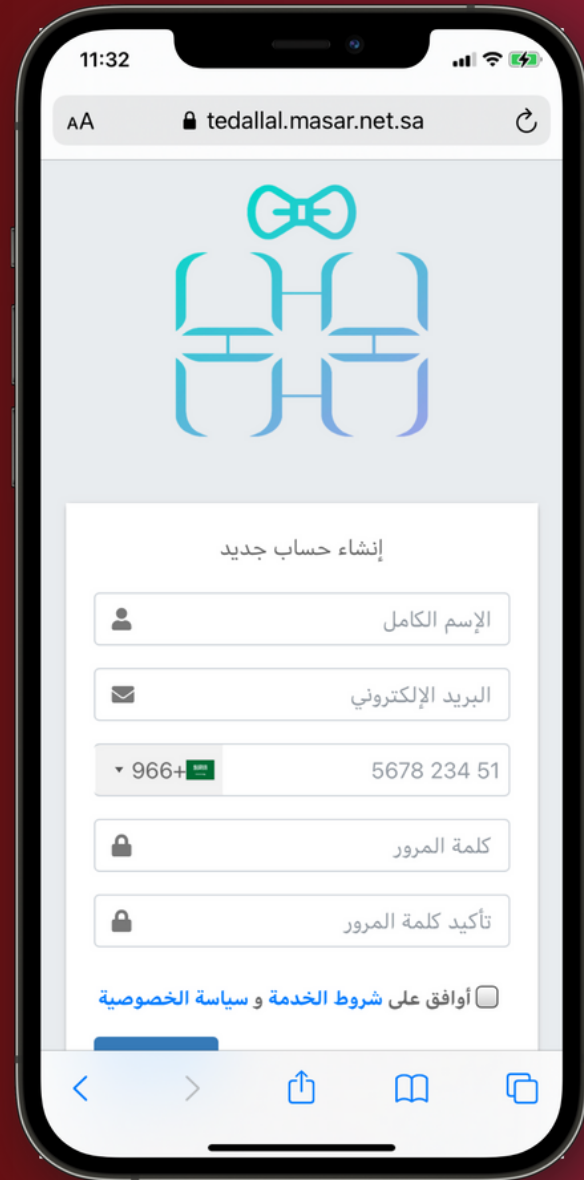


TDALLAL System

keep in touch with your clients

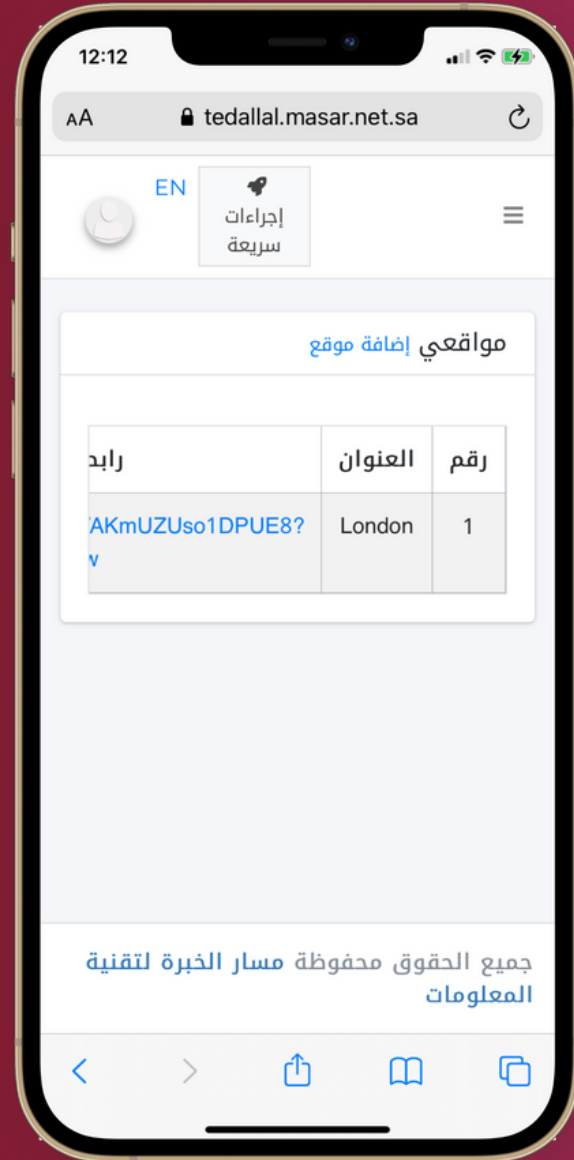


1. Open an account in Tdallal

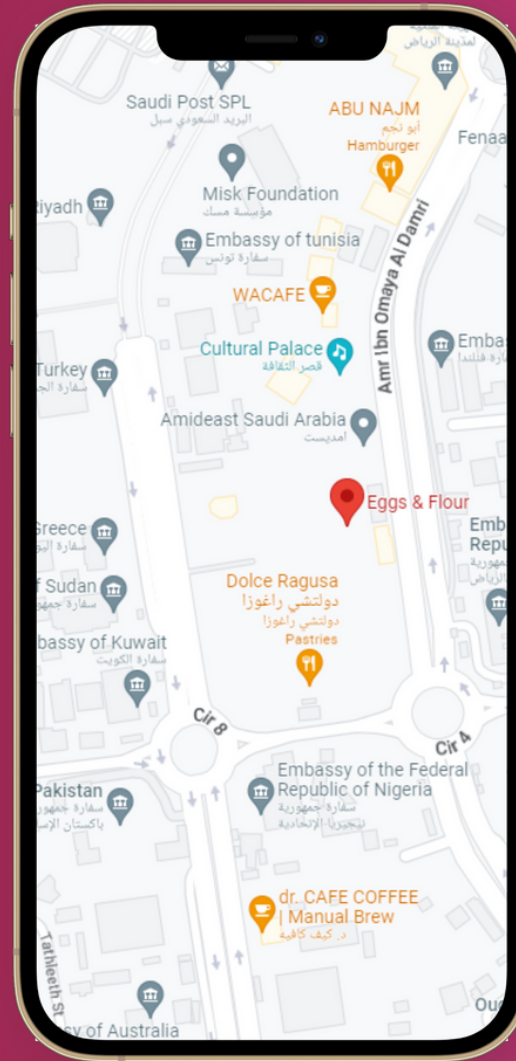


2. Prepare your profile

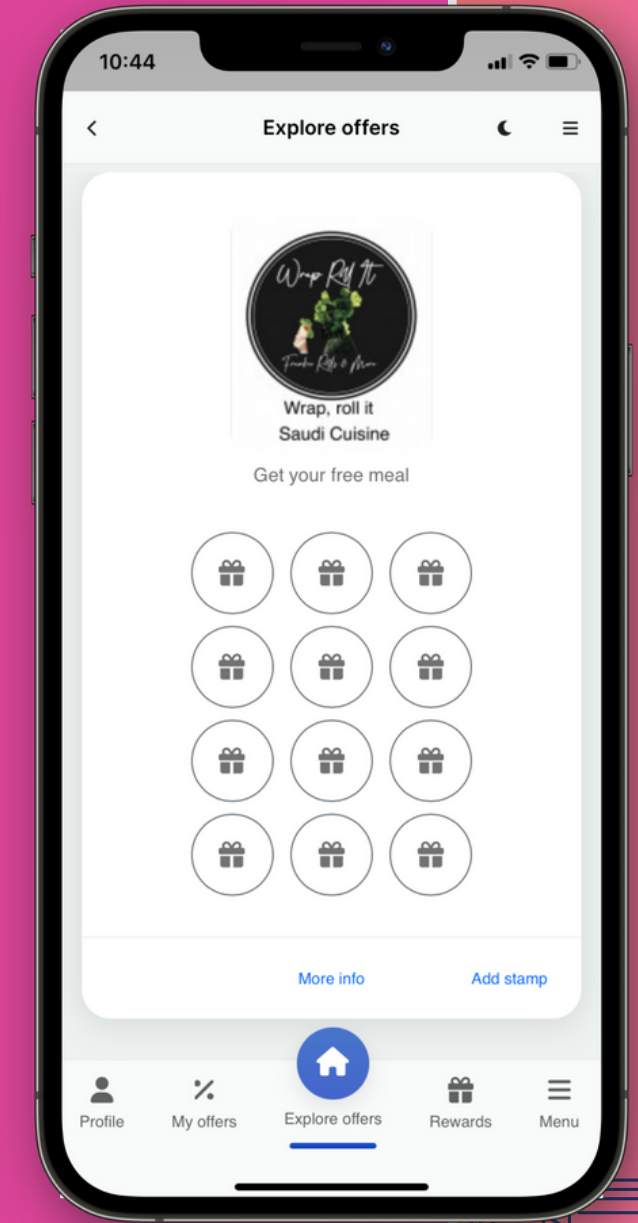
3. Save your offers.



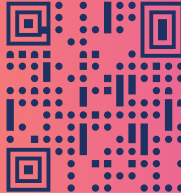
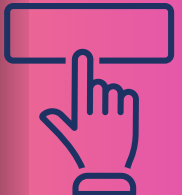
3. locate your busine



3. Add your customer mobile No.



Sign up with Tdallal

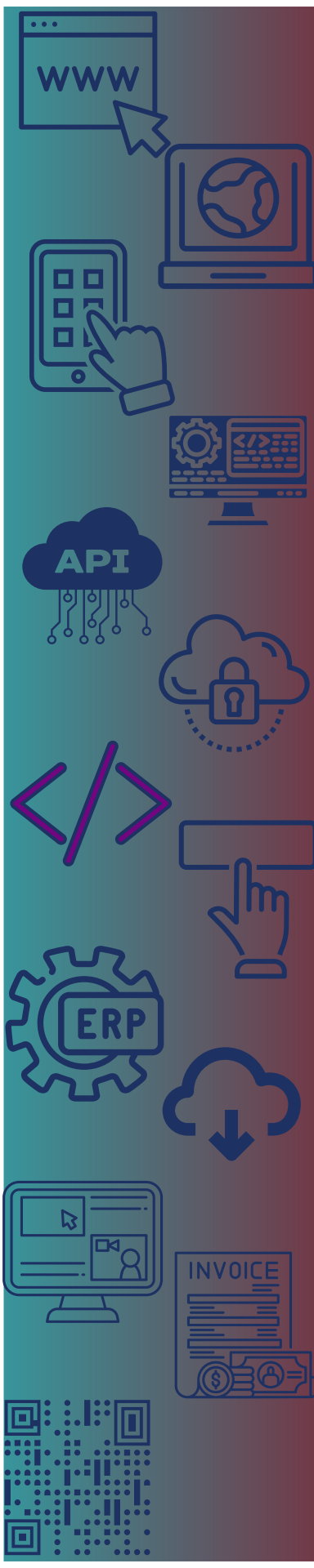




• SERVICES

Providing Odoo ERP Solutions

Grow Your Business
All Your Business Needs in One APP



Management



Accounting



Consolidation



Expenses



Dashboard



HR

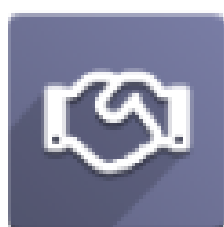


Sign

Sales



PoS



CRM



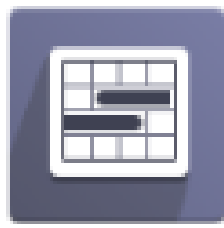
E-Commerce



Subscriptions

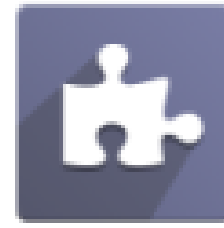


Sales



Rental

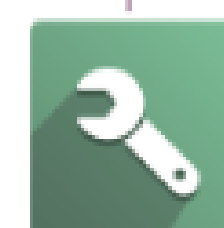
Operational



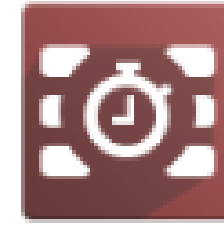
Projects



Inventory



Manufacturing



Timesheets



Purchasing



Quality



Helpdesk



Barcode



Maintenance



Field Service



PLM

Support



Marketing



Website



Documents



Events



Knowledge



Fleet



Social
Marketing



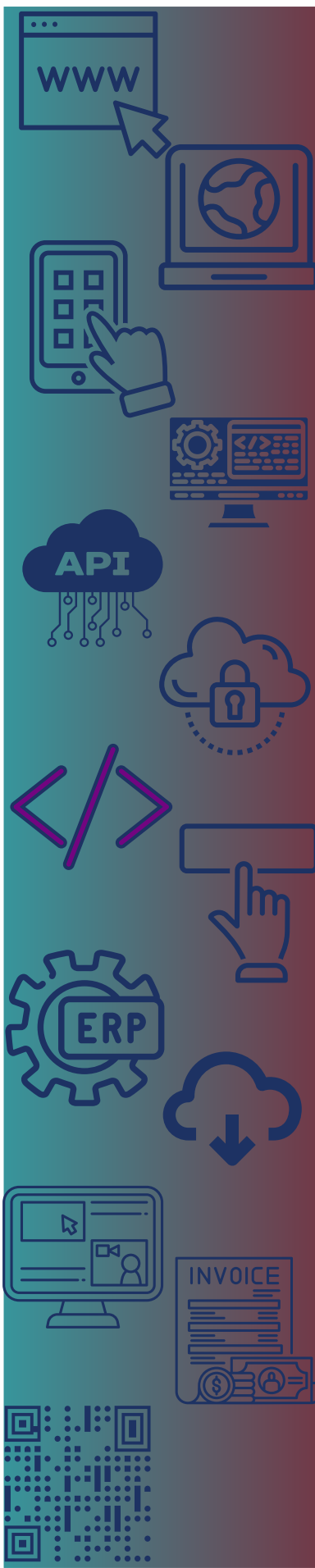
Marketing
Automation



odoo Accounting

- Odoo Accounting is the most flexible application to manage your business.
- Invoice & Customer management
- Bills & Vendor management
- Bank Synchronization
- Deferred revenue and expense management
- Fixed asset management and depreciation module
- Advanced level reporting and customization
- User level access control management
- Mobile Apps
- If you would like to discuss with us, feel free to call +966 570 500 123 - 00966 504 534 753 and get in touch with Masar Tech for Information Technology today.

Grow Your Business
All Your Business Needs in One APP





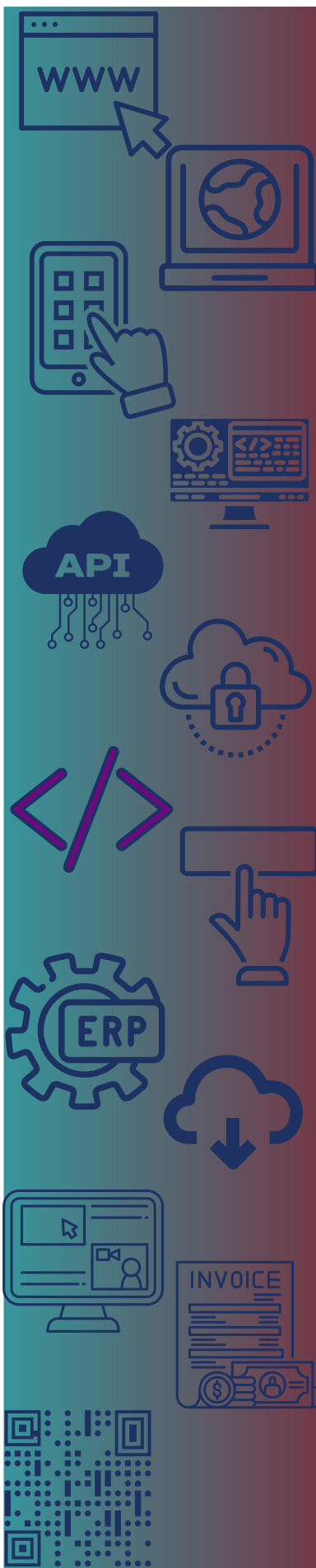
Accounting Dashboard

The screenshot shows the Odoo Accounting Dashboard for user Tarik Carlson. The dashboard is organized into several key sections:

- Customer Invoices:** Features a 'NEW INVOICE' button and summary statistics: 8 Unpaid Invoices (81,773.37 €) and 3 Late Invoices (42,351.37 €). A bar chart shows invoice status across periods: Due, 28 Aug-3 Sep, This Week, 11-17 Sep, 18-24 Sep, and Not Due.
- Vendor Bills:** Includes an 'UPLOAD' button and summary: 2 Bills to Validate, 8 Bills to Pay, and 2 Late Bills. A similar bar chart shows bill status across the same periods.
- Miscellaneous Operations:** Contains a 'NEW ENTRY' button and a task: 'Tax return for September' due on 10/07/2022.
- Bank:** Features a 'RECONCILE 11 ITEMS' button. Summary: Balance in GL (12,800.00 €) and Outstanding Payments (-371,095.10 €). It includes a 'Bank synchronization' widget with a 'Synchronize now' button and a 'Next sync' time of 11/18/2022 15:53:28.
- Cash:** Includes a 'RECONCILE 3 ITEMS' button and summary: Balance in GL (300.00 €).
- Expense:** Features an 'UPLOAD' button and summary: 2 Expenses to Process (301.42 €).

Navigation tabs at the top include Accounting, Dashboard, Customers, Vendors, Accounting, and Reporting. A search bar and filter options are also present.

Grow Your Business
All Your Business Needs in One APP

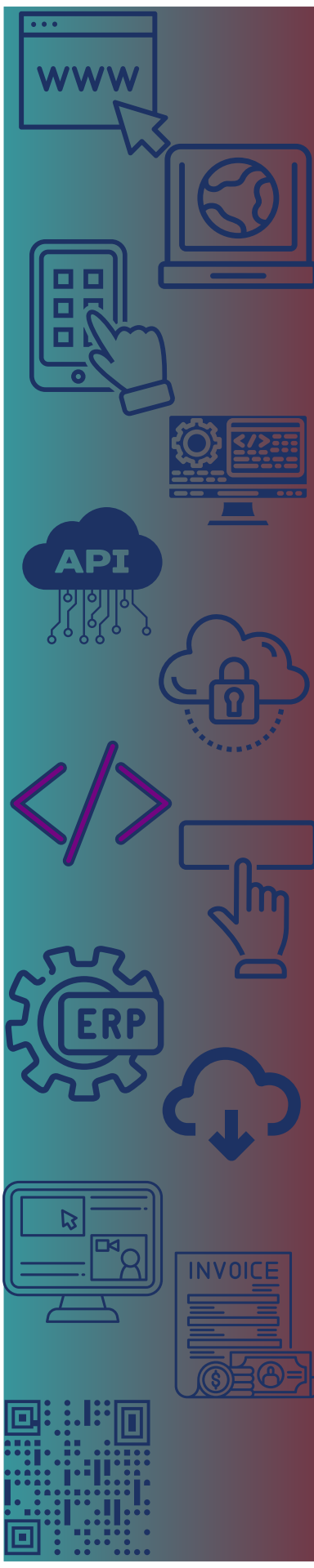




odoo CRM

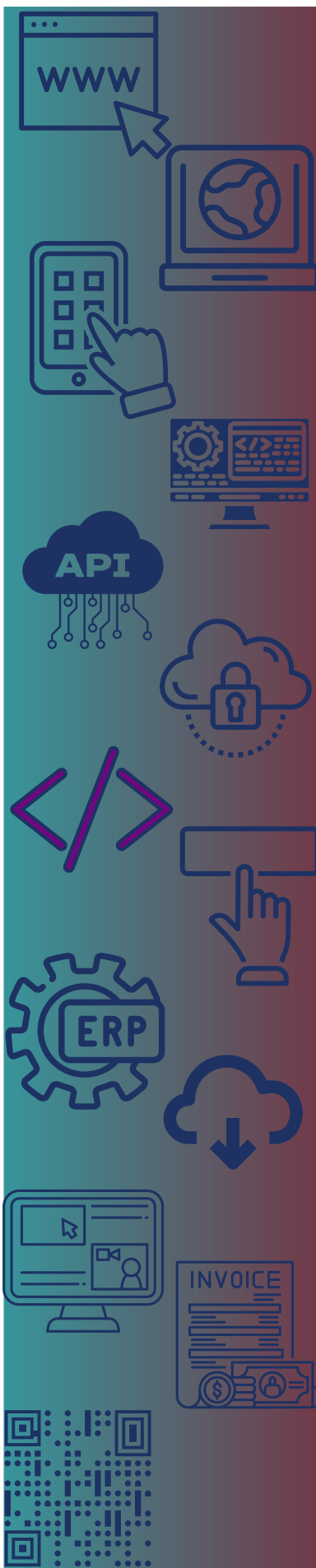
- CRM (custom relationship management), professional services automation, and E-commerce solutions. It is unique in its design and technical architecture making it quick to deploy, simple to use. The software is unique in its design and technical architecture making it quick to deploy, simple to use, and cost-effective to maintain.

Grow Your Business
All Your Business Needs in One APP



- **Why Odoo is the best ERP for any business?**
- Odoo is a leading open-source business software development. It offers a cloud-based suite of enterprise asset management .
- **Cost-Effective ERP Software**
- It is a cloud-based ERP software, which facilitates companies to increase their business. It is easy to implement as well as simple to integrate.

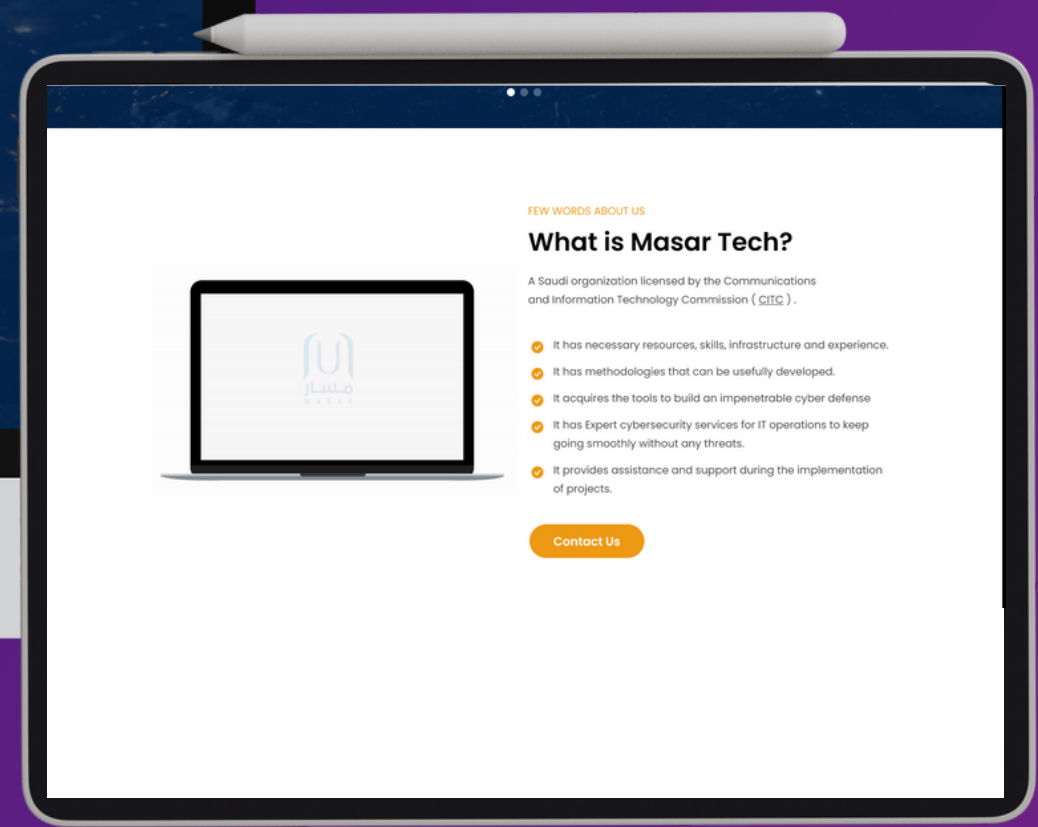
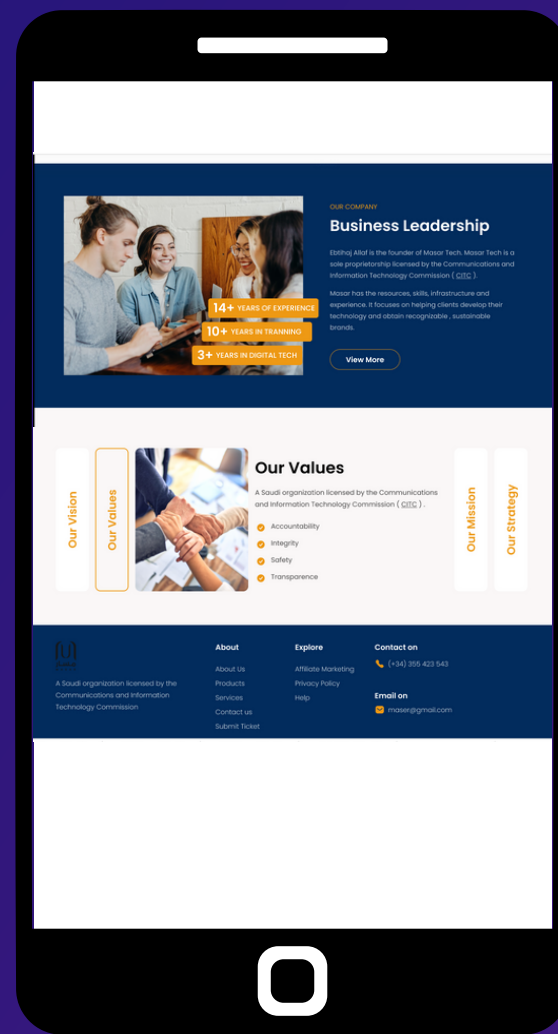
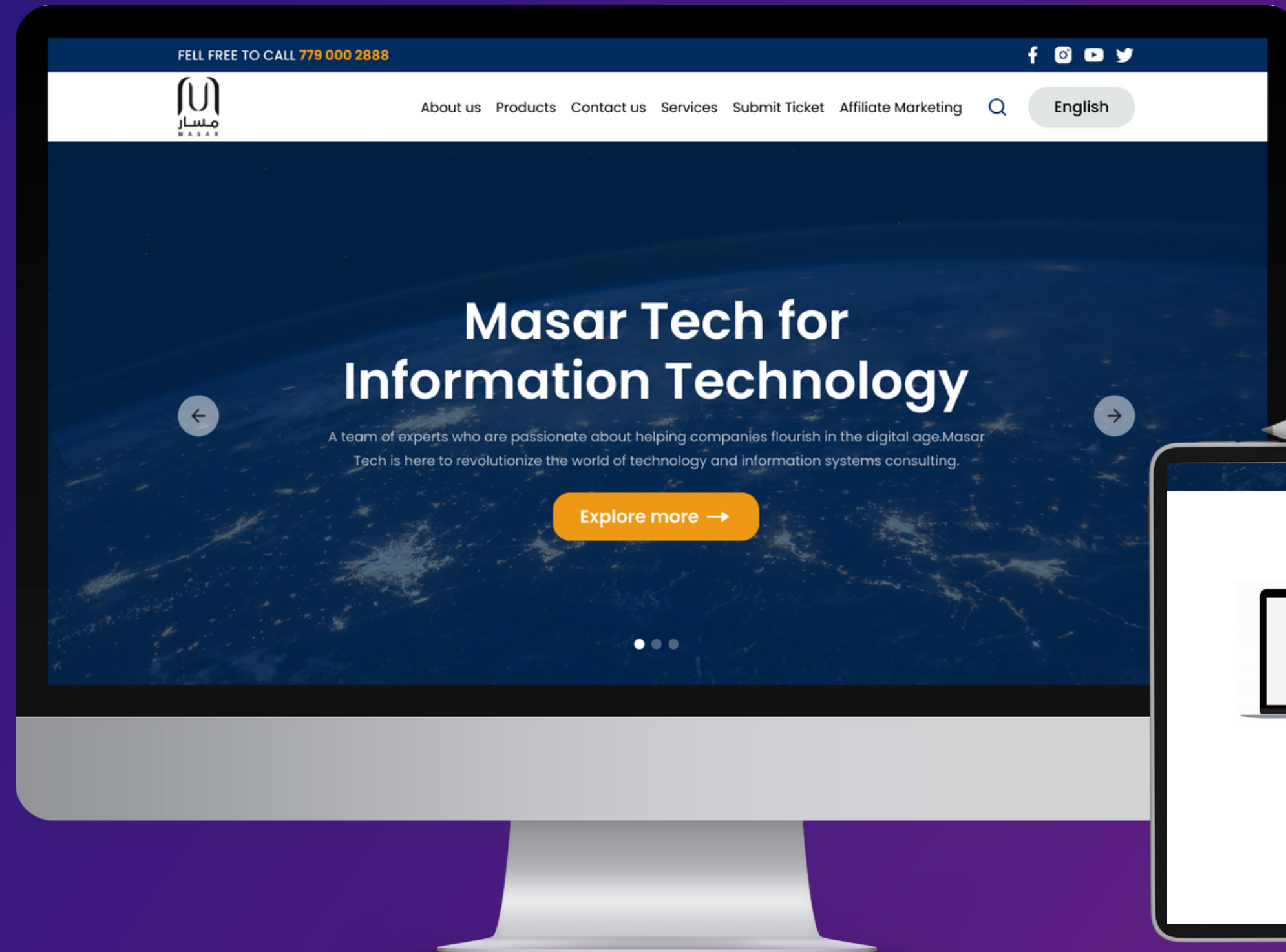
Grow Your Business
All Your Business Needs in One APP





SERVICES

- BUILDING AND DEVELOPING WEBSITES

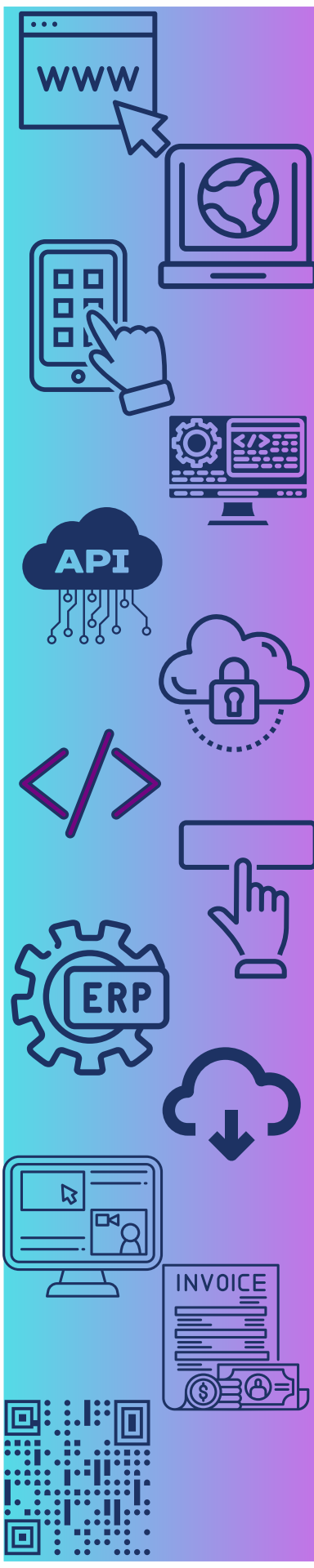




SERVICES

- Providing international Security Softwares Licenses

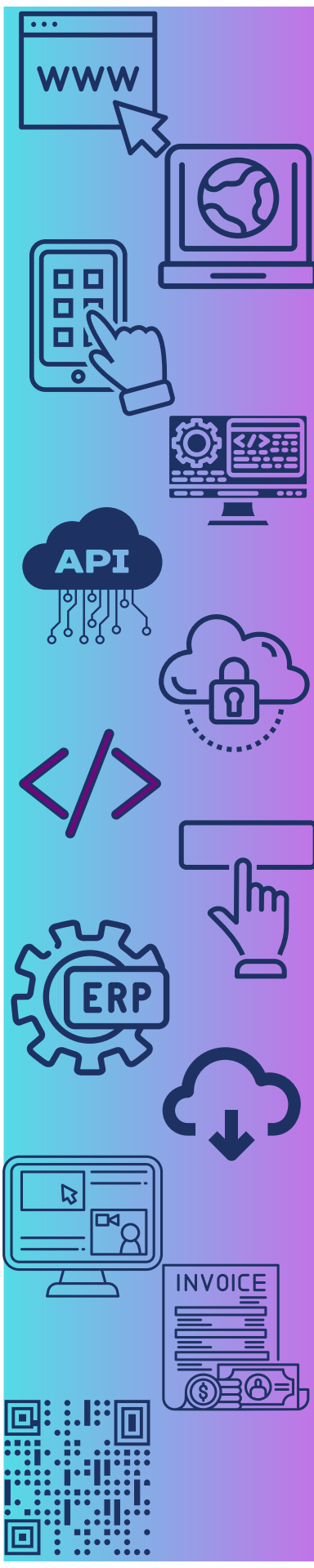
We offer modern protection methods that comply with the requirements of the Communications and Information Technology Commission in the Kingdom of Saudi Arabia.



SERVICES

- Operating LMS

1. Installation and configuration: to install it on a cloud-based platform. Then , configuring it
2. Course creation and management: MasarTech can add course materials, quizzes, assignments, and other relevant content to the system.
3. User management by Creating accounts, assigning roles and permissions.
4. Reporting and analytics: reporting and analytics features
5. Maintenance and updates: MasarTech monitors the system for bugs, glitches, and security vulnerabilities and apply updates as needed.



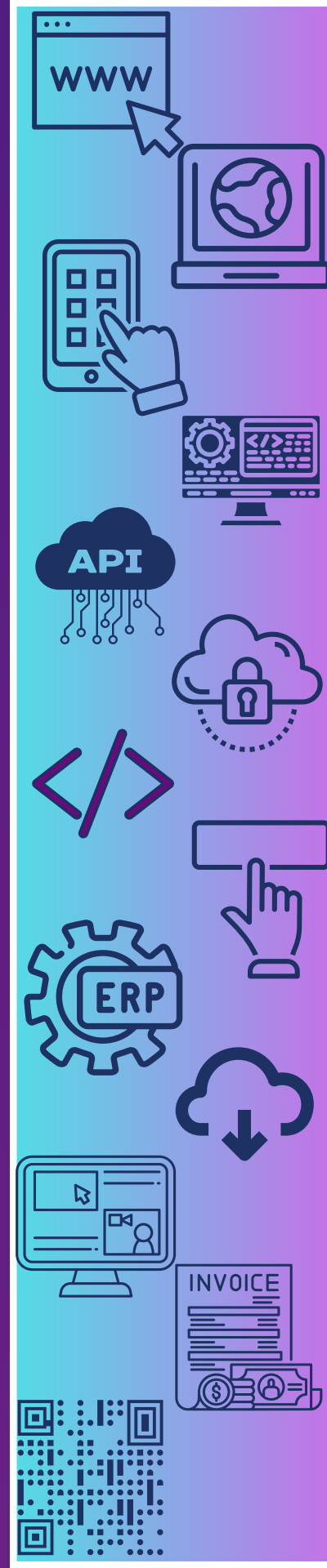
SERVICES



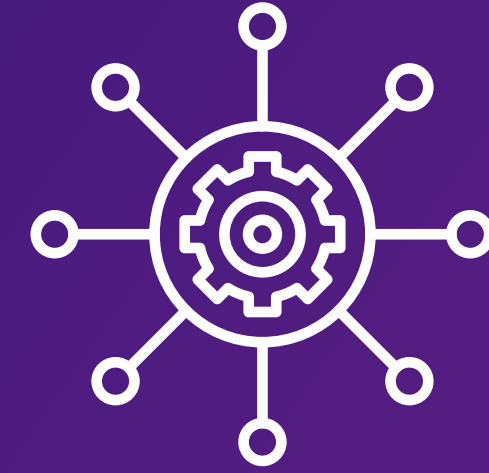
- Operating and maintenance for IT services

Both web and mobile applications require ongoing maintenance and updates to ensure they are functioning properly and meeting user needs. This includes tasks such as bug fixes, security updates, and feature enhancements.

MasarTech offers Effective maintenance practices for ensuring the reliability and availability of these applications, as well as maximizing their value to the business.



SERVICES

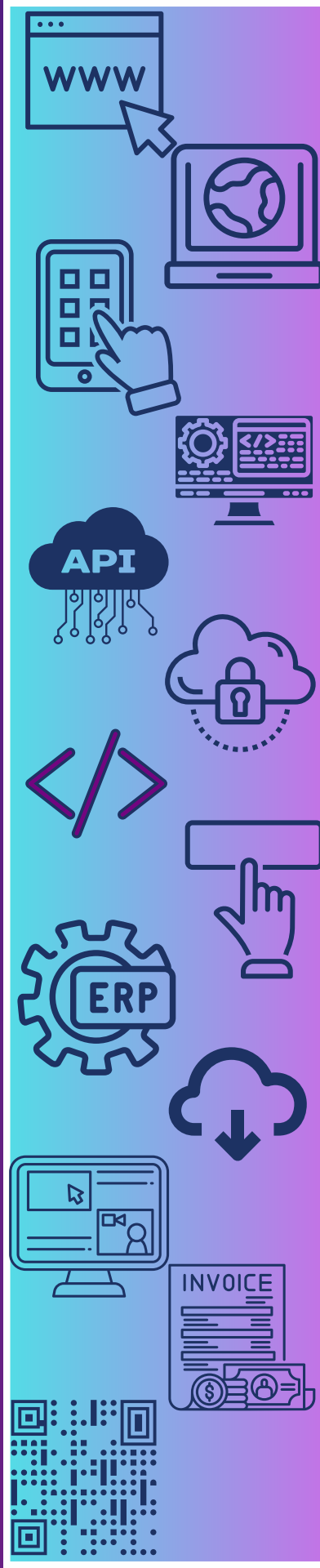


- Platforms Integrations

API integration is the process of connecting two or more applications or services using APIs. It allows them to share data, functionality, and other resources, allowing developers to create more powerful and integrated software solutions.

API integration offers several benefits, including increased efficiency, improved data accuracy, and reduced development costs.

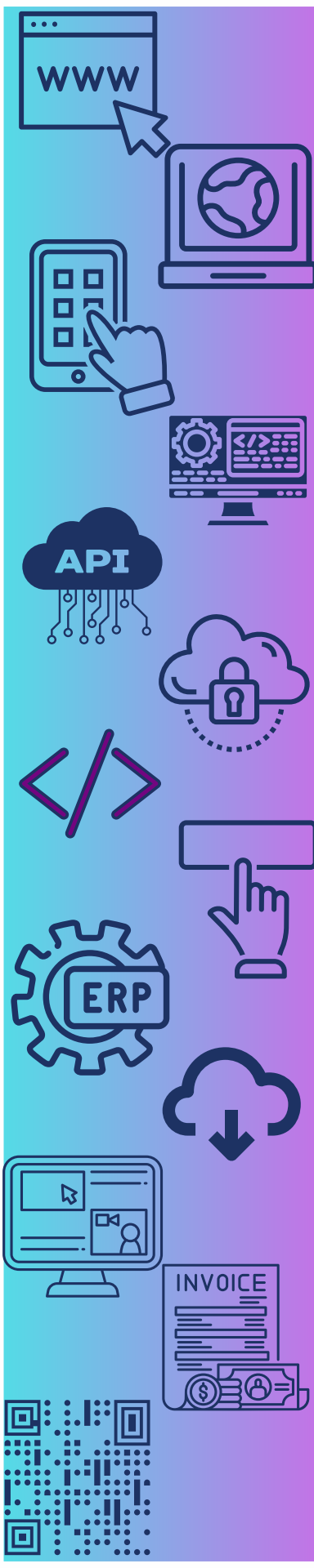
MasarTech can also create more innovative solutions by combining the functionality of multiple services.



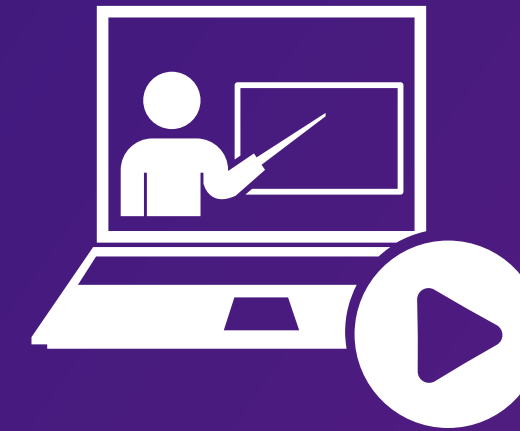
SERVICES

- Building Web and Mobile Applications

MasarTech can also create more innovative web and mobile applications .



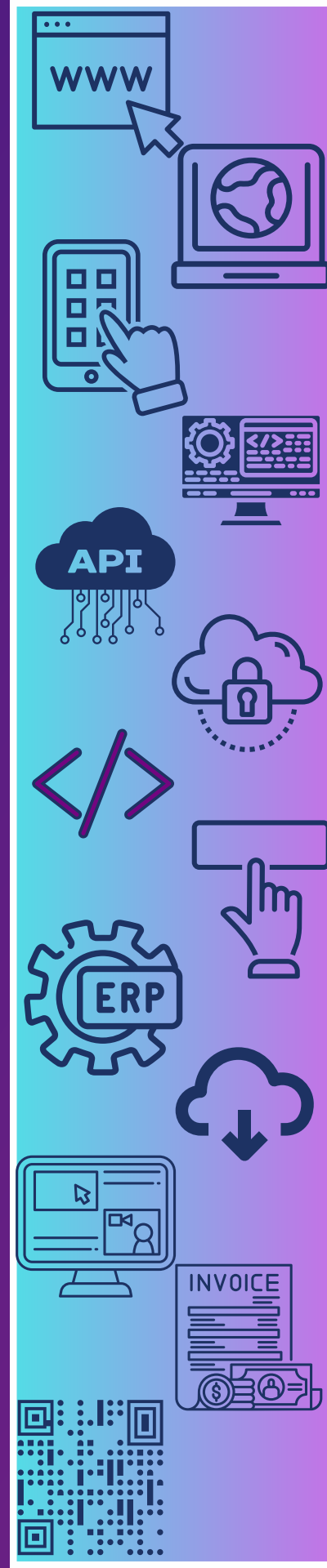
SERVICES



- **Preparing training content**

Preparing training content for digital transformation camps, including:

- programming
- artificial intelligence
- robots
- Web applications and mobile applications, with the possibility of implementing training by a team of qualified experts





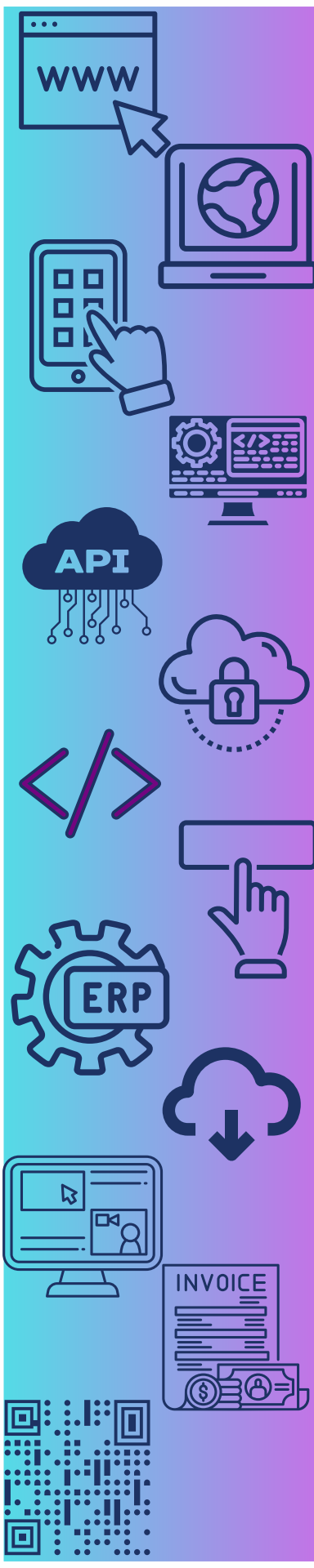
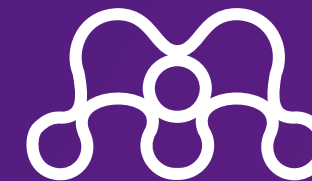
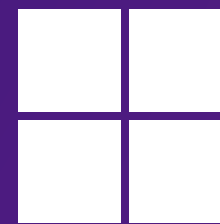
SERVICES

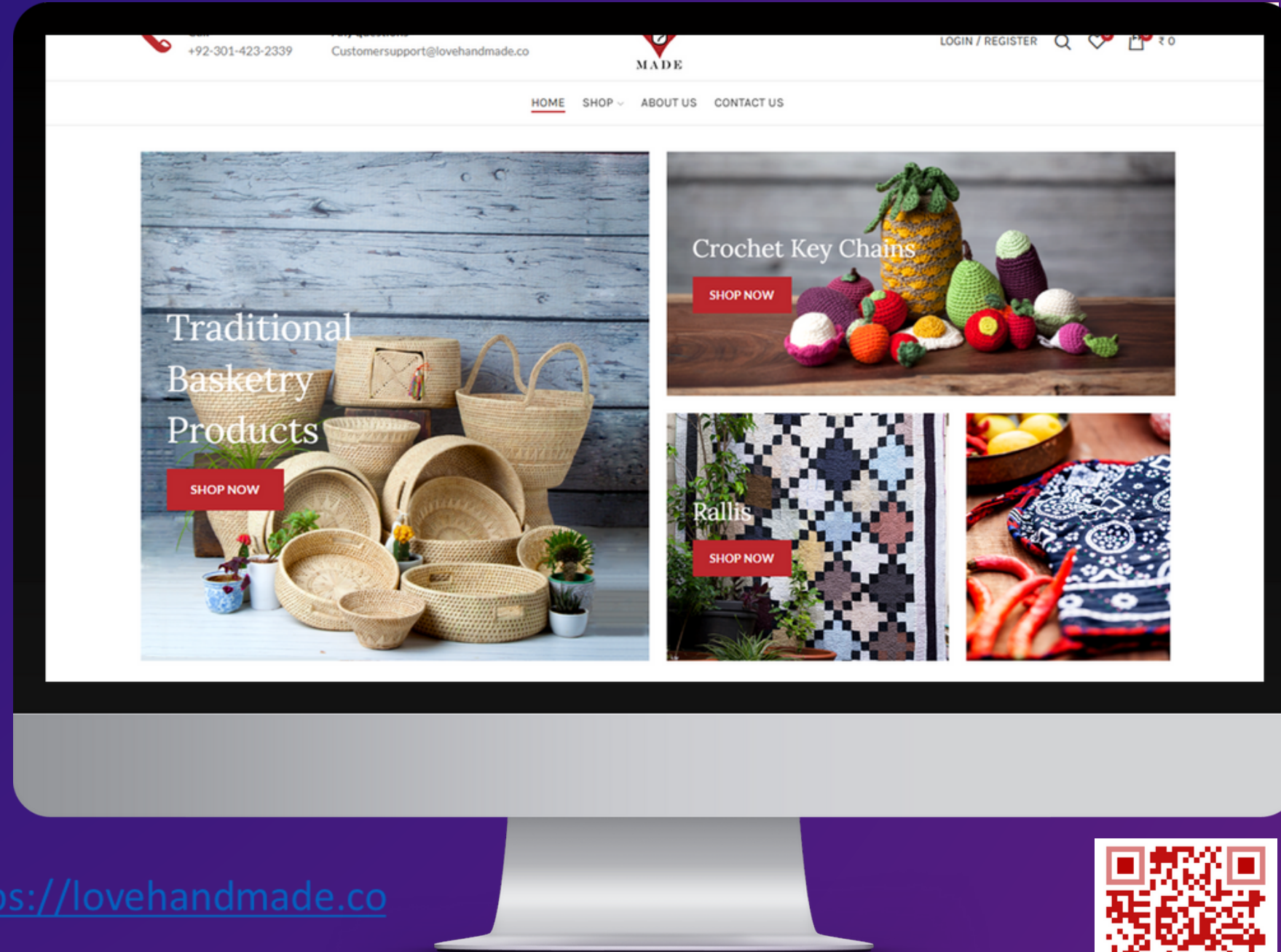
• SUBSCRIPTIONS

Providing international Software Subscriptions

Providing international Security Software's Licenses

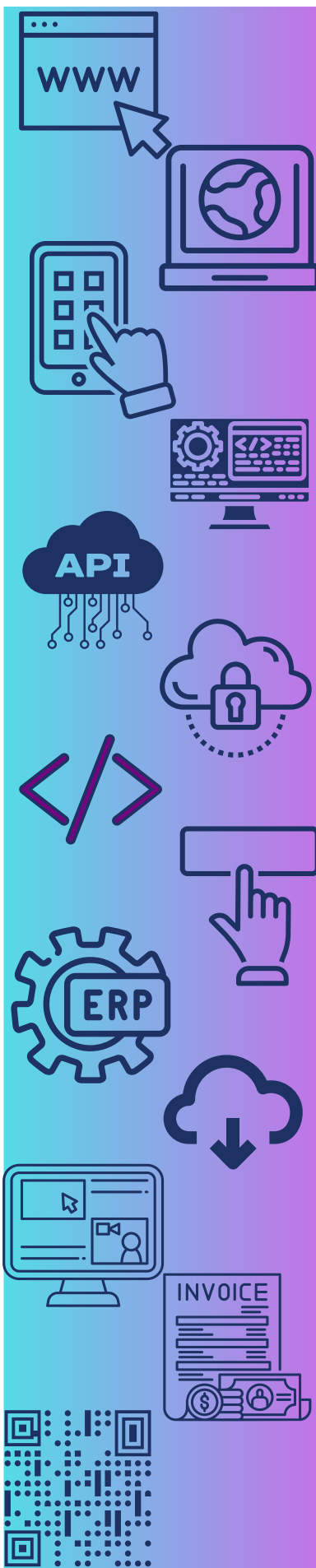
Canva





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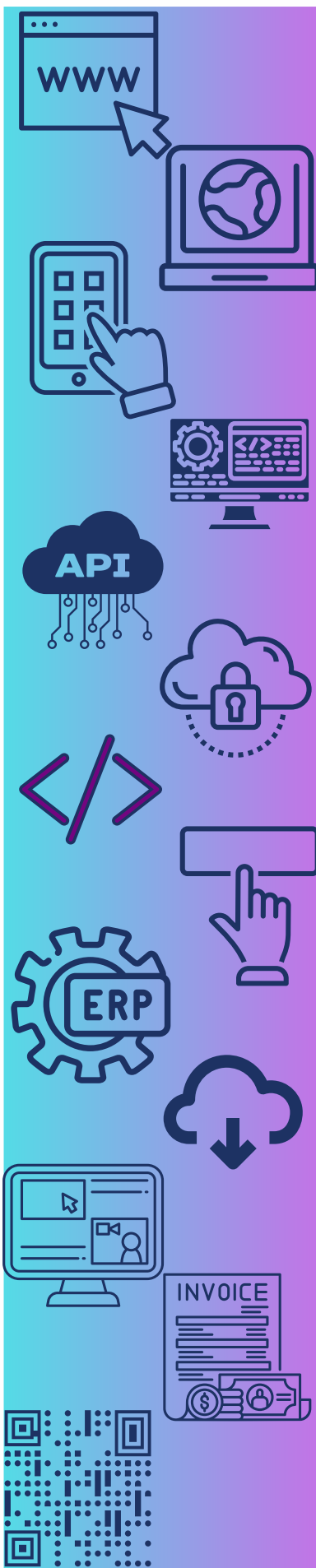




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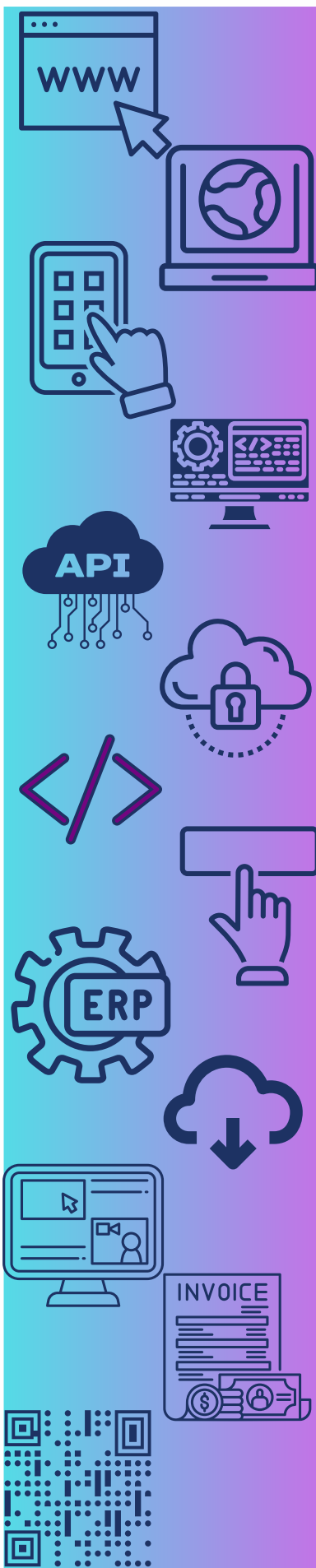


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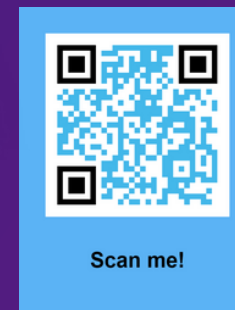


visit the website

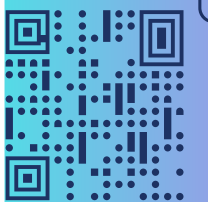
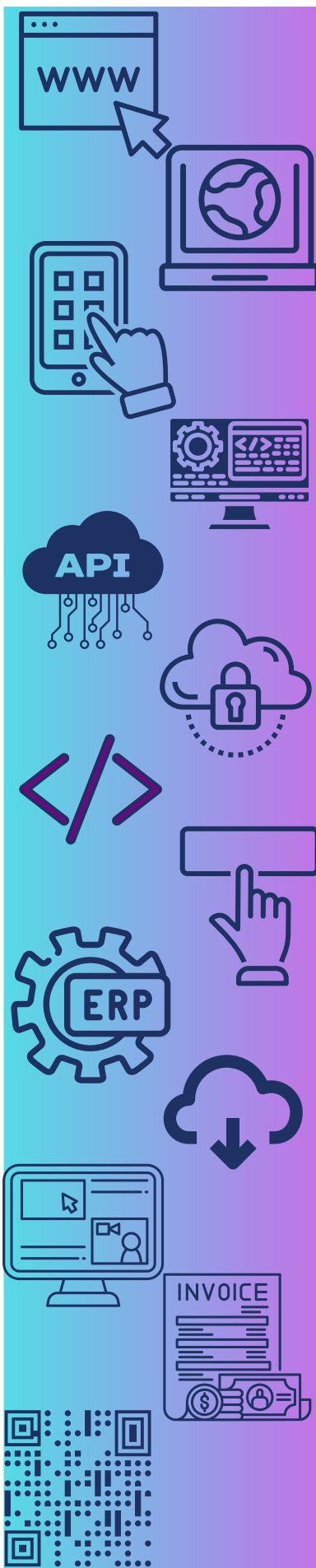




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هيئة الاتصالات والفضاء والتقنية
Communications, Space &
Technology Commission