

## Businesses in the Middle East Want Complete Business Solution Makeovers to Ensure Success

Press Release

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Kuwait United Co. for Copies and Computer Services has become one of the fastest-growing Laserfiche® Value-Added Resellers (VARs) the old-fashioned way. They've established themselves as a solutions provider that can be trusted to deliver top-quality services at a fair price. They also provide the customer with what they need to stay competitive and often that is a complete extreme technology business solution makeover.

Adhering faithfully to that business philosophy, the company recently qualified for the 2008 Winners Circle in just their second full year as a Laserfiche VAR. Of equal importance, Kuwait United has established solid sales momentum for its Laserfiche operations and appears likely that they will be in great demand in their growing territory.

"Our first priority when we started with Laserfiche was to educate our market," explains Hisham Serry, who oversees Laserfiche solution sales and services as the firm's e-document manager. "At that time, no one had made a sustained effort to clearly explain the differences between imaging, archiving and digital document management. As that situation began to change, we found ourselves being asked not only to bring in Laserfiche so that customers could get rid of their paper documents, but also to take on large document management projects that included extensive integrations with third-party applications.

"We were a little surprised by how quickly things were moving, but we also were confident that our team could handle virtually any project," he continues. "Every member of the team is either a software engineer or a networking engineer with high-caliber credentials, such as PMP (Project Management Professional) standards certifications."

On that basis, Kuwait United has built up an impressive customer base that includes MTC Atheer, one of the largest mobile network operators in Iraq (and a subsidiary of the Kuwait-based Mobile Telecommunications Company); and the construction division of the Kharafi Group, one of the world's largest construction companies. In both instances, the deployments feature a range of client/server and Web-based Laserfiche products that are managing millions of documents at multiple locations in accordance with ISO quality standards.

"Looking ahead, we know that we will continue to do well in the Middle East with Laserfiche as our document management solutions engine," Serry says. "The Laserfiche platform is very strong on its own and very well suited to this market. Its leading strengths are ease of installation, ease of integration, and ease of operation. Plus, it's strongly supported by the manufacturer.

"For us, the goal is to be a preferred source of turnkey document management solutions that can be deployed wherever they are needed," he adds. "Our greatest assets in that effort are the success stories and good references we are accumulating. Through them, the market starts trusting our services and products, which is the most important issue in the Middle Eastern market."

Based in Kuwait City, Kuwait United Co. for Copies and Computer Services was founded in 2004 to provide end-to-end document management solutions. Kuwait United is part of the Kharafi Group, a diversified international company. In addition to Serry, Kuwait United's Laserfiche-focused team includes Naya Mazahir, a software engineer; Murtaza Hussein, a software engineer specializing in Web development, and Ahmed Al-Najjar, a network engineer. Kuwait United's management team includes Raed Al-Alawneh, general manager; Mohamed Moharram, regional sales manager; and Bader Nasser Al-Kharafi, vice president of the Kharafi Group's Industrial and Information Technology division.

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