



**EMPOWERING
YOUR DIGITAL
TRANSFORMATION**

Leading IT and Software Solutions Across the Middle East



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EDM Group

Crafting Your Digital Future with our IT Solutions
Transforming Technology into Your Competitive Edge

At EDM Group, a coalition of six specialized companies, we provide comprehensive IT and software solutions tailored for the MENA region. With a focus on empowering businesses, our solutions seamlessly turn technology into a strategic advantage, helping you overcome obstacles and achieve sustainable growth. With our deep industry expertise and customized solutions, EDM Group doesn't just provide technology—we drive real, measurable outcomes that empower businesses to thrive in competitive markets.





About Us

Realizing Possibilities, Transforming Realities

EDM (Engineering Design and Manufacturing s.a.l.) is a leading Lebanese company with over 35 years of experience in delivering cutting-edge software and IT solutions. Headquartered in Lebanon, with key branches in KSA and Qatar, we serve as a trusted partner to businesses of all sizes and industries, guiding them on their digital transformation journey.

Our strategic partnerships with global leaders such as Microsoft, SAP, and CISCO enable us to offer cutting-edge, world-class solutions that are designed to not only meet but exceed the expectations of our clients in the region. Our partnerships include being a

Microsoft Gold Partner, a SAP Gold Partner, an LS Retail Diamond Partner, and an Odoo partner. Additionally, we collaborate with over 30 other technology giants such as CISCO, Micro Focus, Acronis, Kaspersky (Platinum Partner), and Sophos (Gold Partner).

We are driven by the belief that technology has the power to turn possibilities into realities. Our deep understanding of local markets and regional dynamics enables us to offer customized software solutions that drive growth and innovation. We look forward to partnering with you on your digital journey.

A Message from the CEO

Over the past 35 years, EDM has grown into a trusted partner for businesses across Lebanon, Saudi Arabia, and Qatar. Our journey has been one of continuous innovation, commitment to excellence, and an unwavering focus on delivering value to our clients.

Our presence in these key markets, coupled with our deep expertise, allows us to offer tailored software solutions that drive business growth and success. At EDM, we understand that each business is unique, and we pride ourselves on our ability to implement solutions that align perfectly with our clients' goals.

Our legacy is built on the thousands of success stories we've created with our clients, and we continue to be driven by the

same passion and dedication that has made us a leader in the IT solutions industry. With a strong foundation of 35 years of experience, we are committed to helping businesses unlock their full potential, leveraging the latest technologies to achieve sustainable growth.

Looking ahead, we are committed to staying at the forefront of technological advancements, constantly evolving to meet the dynamic needs of our clients. Together, we will shape the future of technology across the region.

I would like to extend my heartfelt thanks to our exceptional team and our valued clients. Your trust and partnership have been instrumental in our journey, and we look forward to continuing this journey of success together.

Cordially,

Abdussamii Al-Sharif
CEO

EDM Vision

At EDM, we strive to be the leading force in technology across Lebanon, Qatar, and KSA, setting the benchmark for exceptional design, development, and implementation of cutting-edge technology solutions. Central to our vision is the belief that collaboration is the cornerstone of success. We aim to build strong, trusting partnerships with our clients, suppliers, and employees—guided by mutual respect and shared aspirations. With EDM, we don't just enhance realities—we transform them, empowering businesses with software and IT solutions that consistently exceed expectations and drive extraordinary growth.

Our mission is to empower businesses by simplifying the complexities of software selection and implementation through innovation, expertise, and a customer-first approach. We are dedicated to helping enterprises make informed, cost-effective decisions that unlock their full potential.

We are committed to providing advanced, accurate software solutions that empower our clients with a competitive edge, driving their growth and success.

We believe in delivering not just solutions, but experiences tailored to the unique needs of each client, ensuring both immediate results and long-term success.

Our Mission

Values



Integrity



Innovation



Customer
Centricity

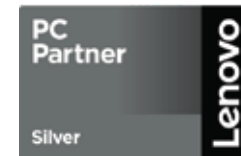


Excellence

Software Partnerships



IT Partnerships



Solutions

Microsoft Dynamics 365 Business Central Solutions



Microsoft Dynamics offers a comprehensive suite of business solutions designed to empower organizations across various industries. With a focus on customer relationship management (CRM) and enterprise resource planning (ERP), Dynamics 365 integrates essential functions such as sales, marketing, finance, operations, and customer service into a unified platform. This cloud-based solution is highly adaptable, enabling businesses to streamline processes, enhance productivity, and make data-driven decisions with real-time insights.

Microsoft Dynamics 365 Business Central is the only Cloud ERP software you will ever need; named the best ERP system of 2023 by Forbes Advisor.



Ls Retail



LS Central is a leading unified POS and business management software solutions

to help you manage your retail stores, restaurants, pharmacies, hotels and gas stations from front to back with one centralized software platform that combines Point of Sale (POS), financials, inventory, eCommerce, and more.

LS Central is a fully integrated software solution that gives you a complete overview of your business operations from the point of sale to back-office and beyond.



SAP Solutions



SAP is a global leader in enterprise software, renowned for its innovative solutions that help organizations of all sizes streamline operations, enhance productivity, & foster data-driven decision-making. With a comprehensive portfolio that spans across various industries, SAP empowers businesses to optimize their processes, drive

growth, and adapt to changing market conditions. As a trusted SAP Gold Partner, EDM brings unparalleled expertise and a proven track record in delivering tailored SAP solutions that align with the unique needs of each client, ensuring they achieve maximum value from their technology investments.

SAP SuccessFactors 

SAP Signavio

SAP S/4 HANA

SAP Business One



SAP S/4 HANA

SAP's next-generation business suite designed to help companies run simple in a digital and networked world.

SAP Business One

An affordable ERP solution for small and medium-sized businesses to manage their entire business operations efficiently.

SAP SuccessFactors

A comprehensive cloud-based HR solution that enhances every aspect of employee management and talent optimization.

SAP Signavio

A collaborative process management platform that enables organizations to model, analyze, and optimize their business processes.

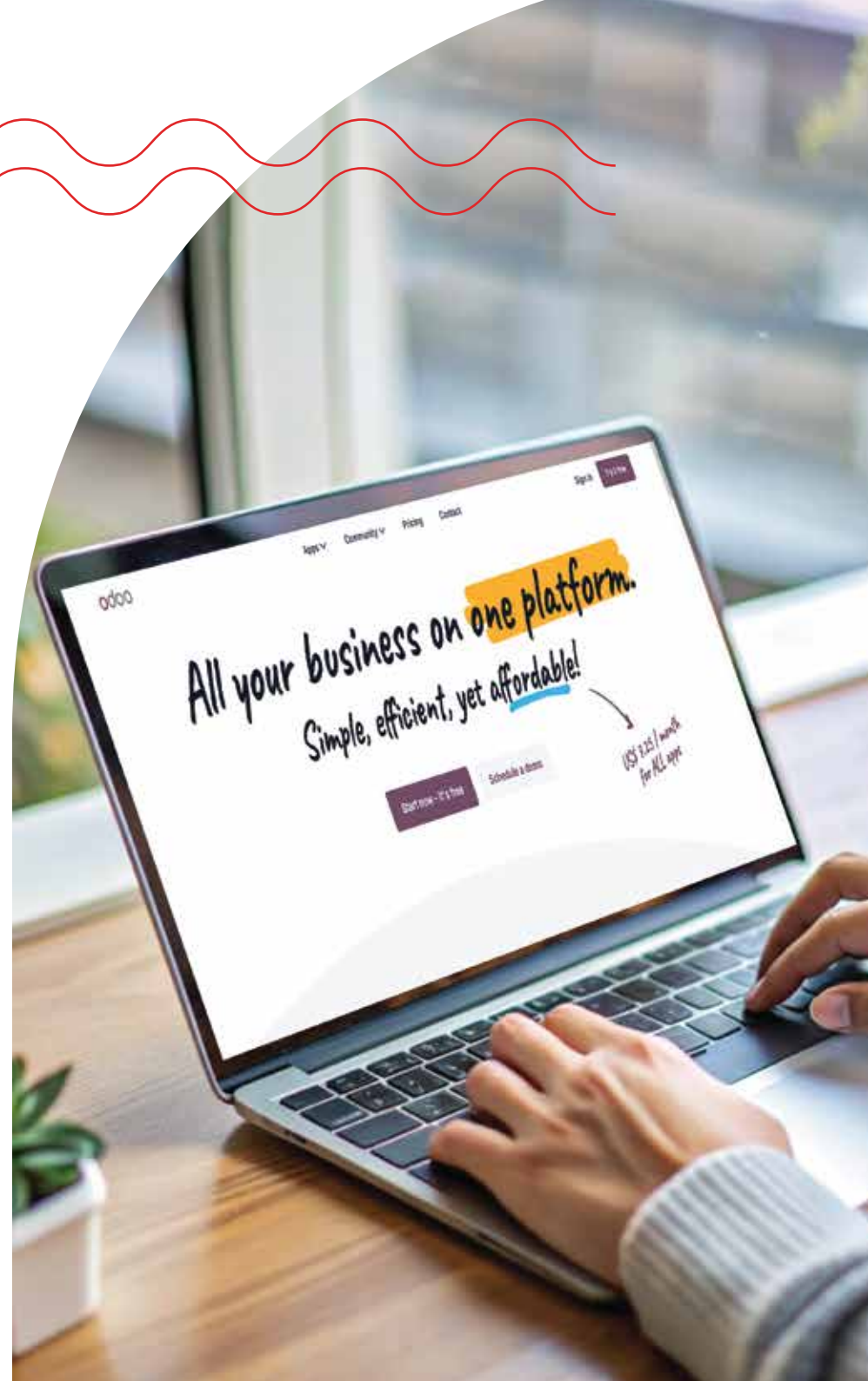
Odoo Solutions



Odoo is a suite of open-source business apps that meet the needs of businesses of all sizes and across all industries. Odoo ERP solution with its modular design makes it perfect for startups, middle-size companies, or large enterprises with complex structures. Odoo open-source ERP will allow you to centralize your processes, unify your data source, and improve decision-making.

The main modules cover: CRM, HR, POS, accounting & invoicing, inventory and warehouse management, field service management, and others.

**Join 12 million happy users
who grow their business
with Odoo**



Inhouse Software Solutions

NORIA ERP Software

A dynamic, scalable, modular and user friendly ERP software developed fully by EDM with full localizations for Lebanon, KSA, and Iraq.

Automated Sales Application (ASAPP)

A field sales management app that allows the sales team to manage the entire sales process from first contact to invoicing. The perfect solution for mobile sales force to save time and be productive on the go.

Simplex School System

A payroll and HR software to manage payroll calculations and taxation required by the ministry of education and complies with Lebanese payroll requirements.

MedRep

An app for field medical representative visits management with 360 degree view of the field force activities. It helps the management and the salesforce to optimize processes and time management.



Comprehensive Data Security with EDM

Acronis

AUTHORIZED
RESELLER



As data becomes increasingly valuable and cyberattacks rise globally, robust IT security is essential. Basic security tools can't keep pace with evolving threats and often leave critical vulnerabilities. EDM delivers a holistic risk management approach to data protection, encompassing Vulnerability Management, Threat Protection, Continuous Monitoring, Patch Management, Endpoint Detection and Response, Indication of Compromise, Certificate Assessment, Next-Generation Firewalls, and Mobile Device Management. Our comprehensive IT security services ensure your business remains secure, compliant, and resilient in the face of emerging cyber threats.



Power Backup Solutions

EDM provides power backup products that are carefully designed to face the challenges of any critical power condition. Based on its long experience in the field, EDM Power Division became one of the major consultants as it plays a significant role in the design and implementation of complete power protection solutions.

Main Products

- UPS/Online UPS
- Inverters
- Batteries
- Solar System

Main Services

- Yearly preventive maintenance contracts
- Design of power systems
- Implementation of power systems
- Maintenance of power products



Telematics Solutions

Fleet Management Solution

TraxLocator solution offers live vehicle tracking and fleet management. Available from the web browser and from the mobile app.

Get around-the-clock visibility and control of your mobile assets from any PC, tablet, or mobile device with an internet connection.

Temperature Monitoring System

LOGGIT is an affordable real-time web based monitoring system for temperature, humidity, liquid levels, door movements, and door sensors in the location where it is installed.

Asset Tracker

A backup for your main GPS tracking system allows monitoring of various items, including construction equipment, furniture, tools, and generators, without difficulty. This versatile solution is suitable for leasing companies and provides a reliable backup option.



Target Industries



Retail & Distribution

Our solutions improve inventory accuracy, optimize supply chains, and enhance customer experiences. In addition, the ERPs have the ability to integrate with e-commerce platforms, manage multi-location operations, and provide analytics for data-driven decisions.



Construction & Contracting

Our solutions improve project tracking, cost estimation, and resource allocation. In addition to enhancing compliance with local regulations, & improving profitability through better financial oversight.



Manufacturing

We will provide manufacturers with access to real-time monitoring of production lines, and support lean manufacturing practices. In addition to the implementation of industry best practices which lead to cost savings & improved production efficiency.



Food and Beverage

Our integrated solutions for point-of-sale (POS) systems, inventory and supply chain management, kitchen order management, customer loyalty programs will streamline operations, manage inventory, enhance customer service, and ensure compliance with food safety regulations.

Target Industries



Logistics

Our solutions improve inventory accuracy, optimize supply chains, and enhance customer experiences. In addition, the ERPs have the ability to integrate with e-commerce platforms, manage multi-location operations, and provide analytics for data-driven decisions.



Healthcare

We will provide manufacturers with access to real-time monitoring of production lines, and support lean manufacturing practices. In addition to the implementation of industry best practices which lead to cost savings and improved production efficiency.



Automotive

Our integrated solutions for point-of-sale (POS) systems, inventory and supply chain management, kitchen order management, customer loyalty programs will streamline operations, manage inventory, enhance customer service, and ensure compliance with food safety regulations.



Educational

Our solutions improve project tracking, cost estimation, and resource allocation. In addition to enhancing compliance with local regulations, and improving profitability through better financial oversight.

Why Choose EDM As Your Implementation Partner?

EDM has the right team of product experts to enable your project management, migration, and support with all necessary localizations for Lebanon, KSA, and Qatar.

Fully Invested in You

We offer a complimentary assessment of your current environment and propose the right supporting solutions that will enable your digital transformation process.

Team Availability

When working on big projects it is critical to have your service provider available in the same country with a branch in Riyadh. We also have a multilingual team (Arabic, English, French), to enhance communication, facilitate meetings, & enable project completion as per the planned timeline.

Extended Expertise

Being part of a company who has been established 35 years ago, the team has knowledge about the pain points and best practices in each industry. In addition to extensive experience in the markets of Lebanon, Saudi Arabia, and Qatar.



ZATCA Approved

EDM is approved from ZATCA and we are listed on the list of providers on the official ZATCA website. We have developed and integrated all the requirements of ZATCA I and II so you can make sure your accounting requirements are fully approved.

High Ethical Standards

When working with a partner, you are sharing access to your crucial data, we treat your data with the highest business operations standards related to security, availability, processing integrity, confidentiality, and privacy.

Localization

For customers in Lebanon, Saudi Arabia, and the MENA region, we have developed local add-ons to fit the legal requirements of each country such as VAT, accounting, e-invoice, QR code, WhatsApp integration, and mobile solutions.

Customization

We don't believe in one solution fits all, every business has unique needs, & we have the necessary experienced team to do needed customization to increase the added value of each software solution.

Reduced downtime

Our experience and the many projects that we have implemented, have enabled us to develop strong project management best practices which lead to fast implementation and reduced business interruption.

Case Studies

TONY WARD

Tony Ward, Lebanon,
Odoo ERP solution

Tony Ward Couture, a renowned fashion house, partnered with EDM to streamline global operations using Odoo ERP solutions.

• Challenges

The brand faced complex financial management, inefficient inventory tracking, CRM gaps, fragmented marketing, and payroll difficulties across 20 countries.

• Solution & Results:

EDM implemented Odoo's accounting, inventory, CRM, marketing, and payroll modules, delivering:

1. Streamlined finances with real-time insights.
2. Optimized inventory and production workflows.
3. Enhanced client management and satisfaction.
4. Effective, coordinated marketing campaigns.
5. Simplified global payroll.

Odoo ERP revolutionized Tony Ward Couture's operations, empowering growth and efficiency.

Case Studies



IPG, Lebanon, SAP Business One

IPG is a leading retail apparel store in Lebanon, known for its extensive range of fashion products. With 6 branches and 2 warehouses, IPG has established a strong presence in the market.

IPG partnered with EDM to implement SAP Business One ERP to streamline its operations and support future growth.

The implementation of SAP Business One was completed in an impressive timeframe of just two months, made possible by the expertise and dedication of the EDM team.

The main gains for IPG:

- Automated workflow
- Accurate inventory
- Real-time inventory tracking
- Enhanced reporting and analytics
- Scalability without worrying about expansion

Case Studies



Modern Food Company, Riyadh, KSA Microsoft Dynamics & Business Central

Founded in 2012, MFC owns and operates prestigious and internationally renowned fine dining and casual dining franchises. Their portfolio includes such names as Myazu, Robata, Billionaire, Urth Caffé, Coya, Beefbar and Crazy Pizza. Today, the company employs more than 1,500 employees.

MFC selected LS Central POS system and Microsoft Dynamics ERP as their new restaurant management system.

MFC quickly started experiencing benefits. Today they finally have complete visibility over the entire business, from the back office all the way to the kitchens and front of house.

Thanks to the scalability of LS Retail software solutions and the width and breadth of functionality, MFC is confident they will continue to spark innovation and provide a superior guest experience in all their restaurants.

Case Studies



Modern Food Company, Riyadh, KSA Microsoft Dynamics & Business Central

Alsaif Gallery is the largest retail company in the field of kitchenware and home appliances in the Kingdom of Saudi Arabia (KSA) and consists of 70 branches.

By implementing LS Central in their stores, the home appliances chain has gained full control over their inventory and streamlined their operations. While the brand is experiencing greater efficiency, customers are also enjoying better, personalized service.

Since implementing LS Central, Alsaif Gallery has opened two more branches in Kuwait and another two in UAE.

The company is currently working on implementing automated replenishment to automatically order new stock when existing stock is running low, ensuring that stores are always well-stocked.

Case Studies



Sultan Garden Center, Riyadh, KSA Microsoft Dynamics & Business Central

Founded in 1986 in Riyadh, KSA, Sultan Garden Center has established itself as a top choice for gardening enthusiasts and professionals alike. Over the past three decades, the company has grown to eight large retail stores in Saudi Arabia & two in the UAE.

Sultan Garden Center chose LS Central because of its:

- single, centralized platform that integrates POS, ERP
- user-friendly POS interface.
- real-time inventory tracking.
- advanced reporting and analytics tools.
- integration capabilities with other systems.

Since implementing LS Central in their stores, they have achieved remarkable improvements, including:

- a 20% increase in productivity
- a 25% reduction in inventory holding costs
- a 50% reduction in order processing times

Case Studies



Al Rimaya, Riyadh, KSA Microsoft Dynamics & Business Central

Since 1995, Alrimaya, a subsidiary of Zaid Alhussain & Brothers Group Co, has been dedicated to serving outdoor enthusiasts in the Kingdom of Saudi Arabia, offering equipment for hunting, camping, and other outdoor activities. Alrimaya is today the country's largest retailer in the outdoor equipment sector, with over 55 stores across KSA.

They selected LS Central and Microsoft Dynamics due to its ability to unite POS, ERP, and inventory management, as well as provide real-time data synchronization, and robust reporting features essential for their operations.

Alrimaya has also experienced significant improvements to their overall business performance, including:

- A 20% reduction in inventory holding costs
- A 15% increase in sales due to better stock availability
- A 30% reduction in time spent on manual inventory management tasks

Some of our Clients in Lebanon



Some of our Microsoft Clients in KSA



بكل فخر - صنع في السعودية

Some of our SAP clients



ELIE SAAB



Testimonials



“With a single Point of Sale (POS) interface rolled out across all locations locally and internationally, it is now easy to change menus, prices, and offers. LS Retail software had a great impact on our franchise management practices. It has significantly improved efficiency, productivity, and data visibility, and now we know that our multi-chain business can expand with confidence.”

Ayman Abu Alezz,
Group Finance Director at MFC
Riyadh, KSA



“Thanks to the expertise of the EDM team, we were able to go live with LS Central in 60 branches across KSA in just 5 months, we couldn’t be more satisfied with the results. Working with EDM has enabled us to fulfill our vision of providing exceptional home appliances and kitchenware of the highest quality throughout the Arab world.”

Abdulelah Almofeez
Deputy CEO at Alsaif Gallery
Riyadh, KSA

Testimonials



“Switching to LS Central has been transformative for our business. Currently, we have an all-in-one system that gives us real-time insights and control over our operations, which wasn't realistic with our old setup. It's not just a software upgrade, it's a business revolution.”

Abdelaziz Gaffar Mohamed Ali
IT Director at Zaid Alhussain & Brothers
Group Co. Riyadh, KSA



“Adopting LS Central has revolutionized our operations. The system has not only streamlined our inventory management but also enhanced our customer service capabilities. Previously, managing stock across multiple locations was a logistical challenge; now, it's a seamless process.”

Abdelaziz Gaffar Mohamed Ali
IT Director at Zaid Alhussain & Brothers
Group Co. Riyadh, KSA

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