

CONSULTUS

where global excellence meets regional expertise

SYSTEMS REENGINEERING
& DIGITAL TRANSFORMATION

In Partnership with
Image Technologies



ITEC
Image Technologies



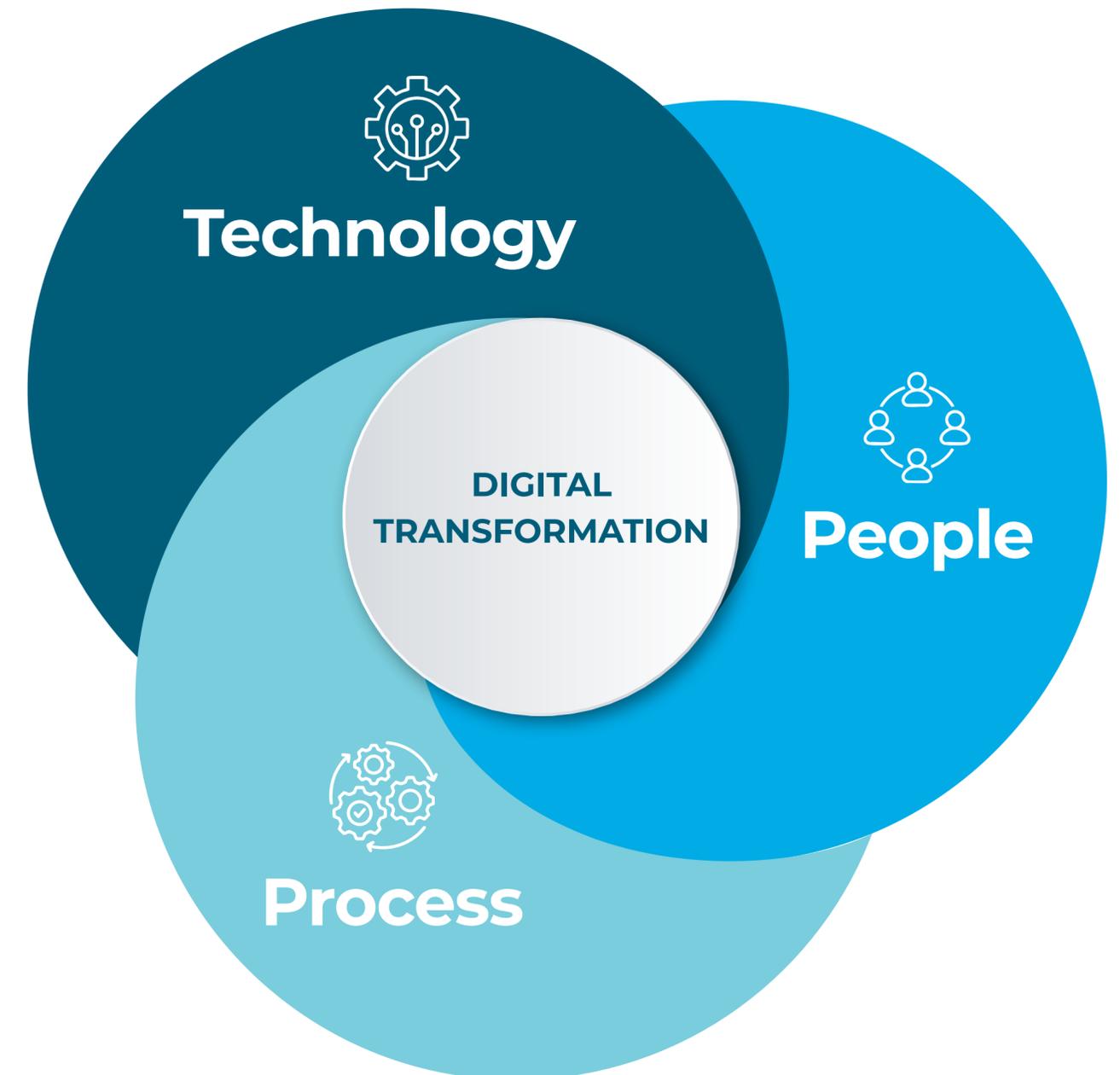
WHO WE ARE?

Supporting modernization & digital transformation in MENA region

Addressing the challenges of Jordan and the MENA region with impactful, strategic, and sustainable solutions.

With our partnership with Image Technologies (ITEC), we bring high level consulting services and provide up-to-date solutions to support modernization and digital transformation for public and private entities. We provide a multidisciplinary team of senior advisors and digital transformation experts with decades of combined experience across economic development, education, governance, institutional reform, and enterprise systems. Our strong knowledge of local frameworks and our international technical capabilities allow us to deliver holistic consulting engagements that deliver measurable, long-lasting results.

We have successfully partnered with over 50 clients, ranging from government ministries to NGOs and private sector organizations, delivering transformational projects that combine strategic insight with practical implementation. Our long-standing partnerships are a testament to our commitment to quality, innovation, and impact.



END-TO-END

Consulting Excellence

We combine institutional advisory service with top-tier technical delivery to address the full transformation lifecycle. Our integrated offerings include:

- Strategic Consulting & Policy Reform
- Business Process Reengineering
- Enterprise Systems Design & Implementation
- Digital Services & Workflow Automation
- Digital Transformation & Systems Integration
- Organizational Development & Change Management

With over 30 years of hands-on experience in enterprise solution engineering, our team is uniquely equipped to bridge the gap between strategy and technology—offering clients comprehensive support from diagnosis through delivery.



SYSTEMS REENGINEERING AND DIGITAL TRANSFORMATION

Consulting Excellence

Modern institutions face evolving challenges driven by outdated processes, legacy technologies, and changing service expectations. Our transformation methodology addresses this through a dual lens:

1 Strategic Process Redesign

We conduct deep-dive assessments of existing operations, analysing workflows, governance structures, and resource allocation. Our team leads a structured redesign of business processes that eliminates inefficiencies and aligns services with mission objectives.

2 Technology-Driven Modernization

We translate strategy into digital solutions through:

- Development of web and mobile platforms.
- Custom workflow automation and digital forms.
- Content and records management.
- Legacy system modernization and integration.
- Secure data migration and analytics frameworks.

Together, these efforts empower institutions to offer faster, smarter, and more transparent services while fostering accountability and adaptability.

OUR STRENGTHS



Strategy & Execution

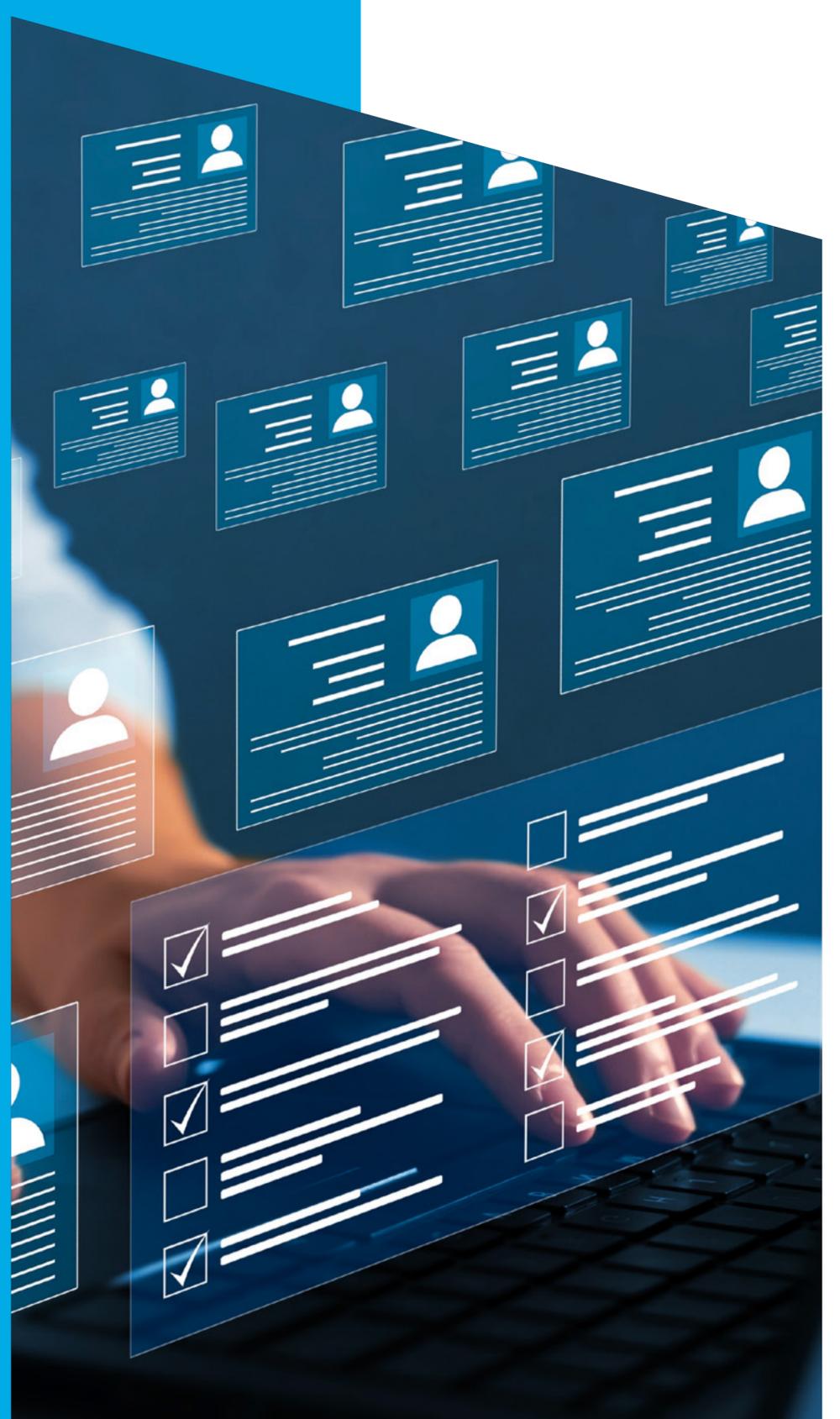
We deliver both policy expertise and technical implementation.

People-Focused

Our work emphasizes change management, capacity building, and stakeholder engagement.

Scalable & Sustainable

Solutions are built with future growth and resilience in mind.



FOUNDATIONS OF G2G DIGITAL CORRESPONDENCE

Key Objectives:

- Develop a centralized platform for inter-governmental correspondence.
- Replace paper-based workflows with fully digital processes.
- Implement structured user roles and workflows for document receipt, creation, approval, and archiving.

Core Functionalities Introduced:

- Secure logins Single Sign on and Federated login.
- Document Generation and attachment management.
- Tracking document status (e.g., Pending, viewed, responded to).
- Integration with Mail Servers for email notifications.
- Initial setup of the document repository and audit trails.

Technical Highlights:

- Web-based portal accessible to registered government entities.
- LDAP and Identity Management integration for user authentication.
- Use of SQL Server databases.

ENHANCEMENTS & INTEROPERABILITY

Key Objectives:

- Expand on the G2G platform with advanced features.
- Improve document tracking and retrieval capabilities.
- Support for digital signatures and QR codes for validation.
- Add automation to user flows, approval processes, and routing.

New Features Added:

- Workflow management with status-based processing.
- Enhanced search and filtering within document registries.
- Extended support for different document secrecy levels.
- Integration with document viewer solutions (EDMS).
- Further development of audit trails and reporting.

Integration Capabilities:

- Web services support for inter-system communication.
- Email/SMS notification enhancements.
- Partial external integration APIs scoped for internal use only.

Impact of the Project

Detailed in the uploaded document, builds directly on the digital infrastructure established in Phases 1 and 2. It extends the capabilities of Tarasul to B2G correspondence, allowing private sector companies to exchange digital documents with government entities using the same robust, secure framework introduced in earlier phases. This expansion includes:

- A new portal interface tailored for private companies.
- Registration flows managed by an authorized registrar.
- Functionalities such as inbox management, outgoing correspondence, and real-time document tracking.

IMAGE TECHNOLOGIES LEADS JORDAN CUSTOMS' DIGITAL TRANSFORMATION:

Pre-Approved License Hub and Customer Service Unit Software.

Driving a Nation's Customs Innovation as part of Jordan's national strategy to modernize government services and streamline trade, Image Technologies has led the digital transformation journey of Jordan Customs, delivering cutting-edge systems that enhance operational efficiency, inter-agency coordination, and public service.

Two cornerstone projects "The Pre-Approved License Hub" and "The Customer Service Unit (CSU) software" represent this transformation and stand as tangible results of innovation, collaboration, and domain expertise.



1 Pre-Approved License Hub

At the heart of customs modernization is the Pre-Approved License Hub, a centralized digital platform developed by Image Technologies to optimize the management of import/export licenses. The solution replaces fragmented, manual procedures with a seamless digital workflow that enables real-time pre-approvals by relevant government authorities long before goods reach the border.

As part of the transformation journey, this hub plays a pivotal role in Jordan's transition toward a Single Window for Trade, boosting transparency, accelerating customs clearance, and improving compliance.

Key Features:

- Centralized interface for all licensing authorities and customs users.
- API integration with national trade systems and customs databases.
- Real-time license validation and automated pre-approval flows.
- Secure, role-based access with auditing and reporting.

2 Customer Service Unit (CSU) Software

Complementing the licensing hub, Image Technologies also built a powerful Customer Service Unit (CSU) software solution to transform how Jordan Customs interacts with citizens, businesses, and trade operators.

This system introduces a digital-first, citizen-centric approach to public service. It digitizes the end-to-end handling of inquiries, suggestions, and complaints, ensuring that every interaction is tracked, measured, and resolved efficiently.

As part of the broader digital transformation, the CSU enhances service quality, transparency, and institutional accountability.

Key Features:

- Multichannel service interface (walk-in, phone, online, email).
- Centralized ticketing and resolution workflow engine.
- Smart knowledge base integration for rapid response.
- Dashboards & KPIs to track performance & user satisfaction.

A MODEL FOR GOVERNMENT MODERNIZATION

These systems mark only the beginning of Image Technologies' partnership with Jordan Customs. By anchoring its transformation strategy in scalable, secure, and citizen-focused platforms, Image Technologies has set a benchmark for digital government in the region and is proud to continue shaping the future of customs and trade in Jordan.



SAMPLE PROJECTS

E-Government Integration Portal (2023-Present)

Client: Government Entity (Confidential)

Design and launch of a national portal integrating over 100 services across ministries. Focused on secure data exchange, workflow automation, and digital citizen experience.

Digital Court Automation (2022)

Client: Regional Judiciary

Implementation of end-to-end court digitization, including biometric authentication, smart case tracking, and digital archives.

Jordan Government Tarasul Summary General Context and Purpose

Tarasul is a digital correspondence platform developed for the Government of Jordan's Ministry of Digital Economy and Entrepreneurship (MODEE). The first two phases of Tarasul focused on enabling secure, paperless, and structured electronic communication between government entities (G2G).

Tarasul set the groundwork for digital transformation in inter-governmental communication. The platform aimed to eliminate the use of paper documents and streamline official correspondence across ministries and governmental bodies, thus increasing operational efficiency, reducing costs, and ensuring traceability.

SAMPLE PROJECTS

Strengthening Human Resource Systems for Institutional Efficiency and Accountability (Ministry of Education and Ministry of Youth) 2025-2021

Strengthening Public Financial Management for Transparency and Efficiency (Ministry of Education and Ministry of Youth) 2025-2021

Driving Institutional Transformation for Improved Service Delivery (Ministry of Education and Ministry of Youth) 2025-2021

Assessing national electronic case management systems for gender-based violence (2027-2024)

LEADERSHIP PROFILE

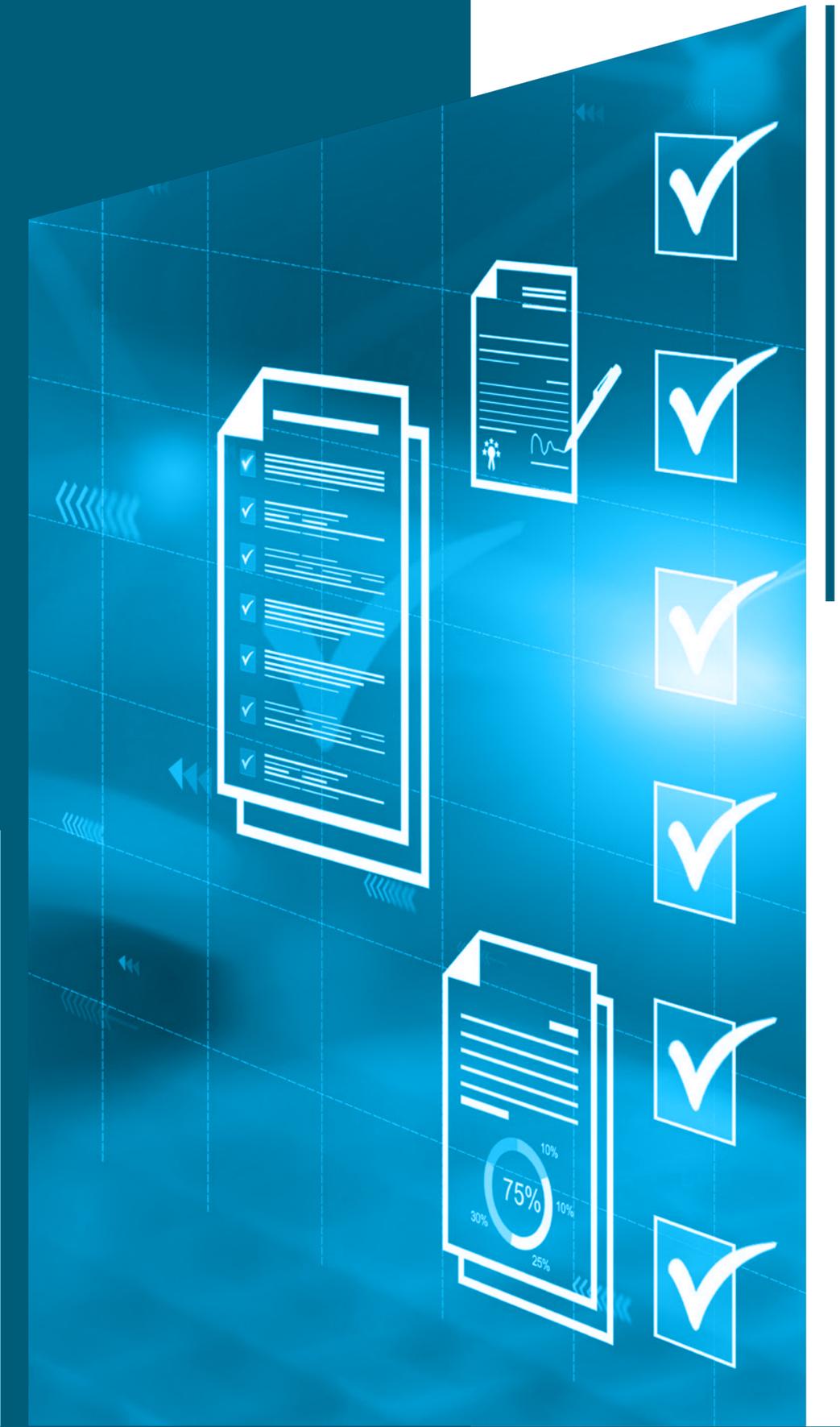
Saaddeen Abu-Touq

Director, Digital Transformation

A seasoned leader in strategic consulting and digital transformation, with over 30 years of experience driving mission-critical initiatives across the public and private sectors. Holding a B.Sc. in Computer Engineering & Digital Systems, he has led the successful design and delivery of large-scale enterprise solutions, digital modernization programs, and institutional reform efforts.

Renowned for his ability to bridge vision with execution, he has managed multidisciplinary teams and complex stakeholder environments to implement impactful changes in governance, education, and banking systems. His leadership blends deep technical expertise with a consultative approach, ensuring that each project aligns with client goals and delivers measurable, sustainable outcomes.

A certified Project Management Professional (PMP) by the Project Management Institute (PMI), with a strong track record in orchestrating full project lifecycles under structured methodologies. In addition, he brings significant expertise in Lean Management, leveraging continuous improvement principles



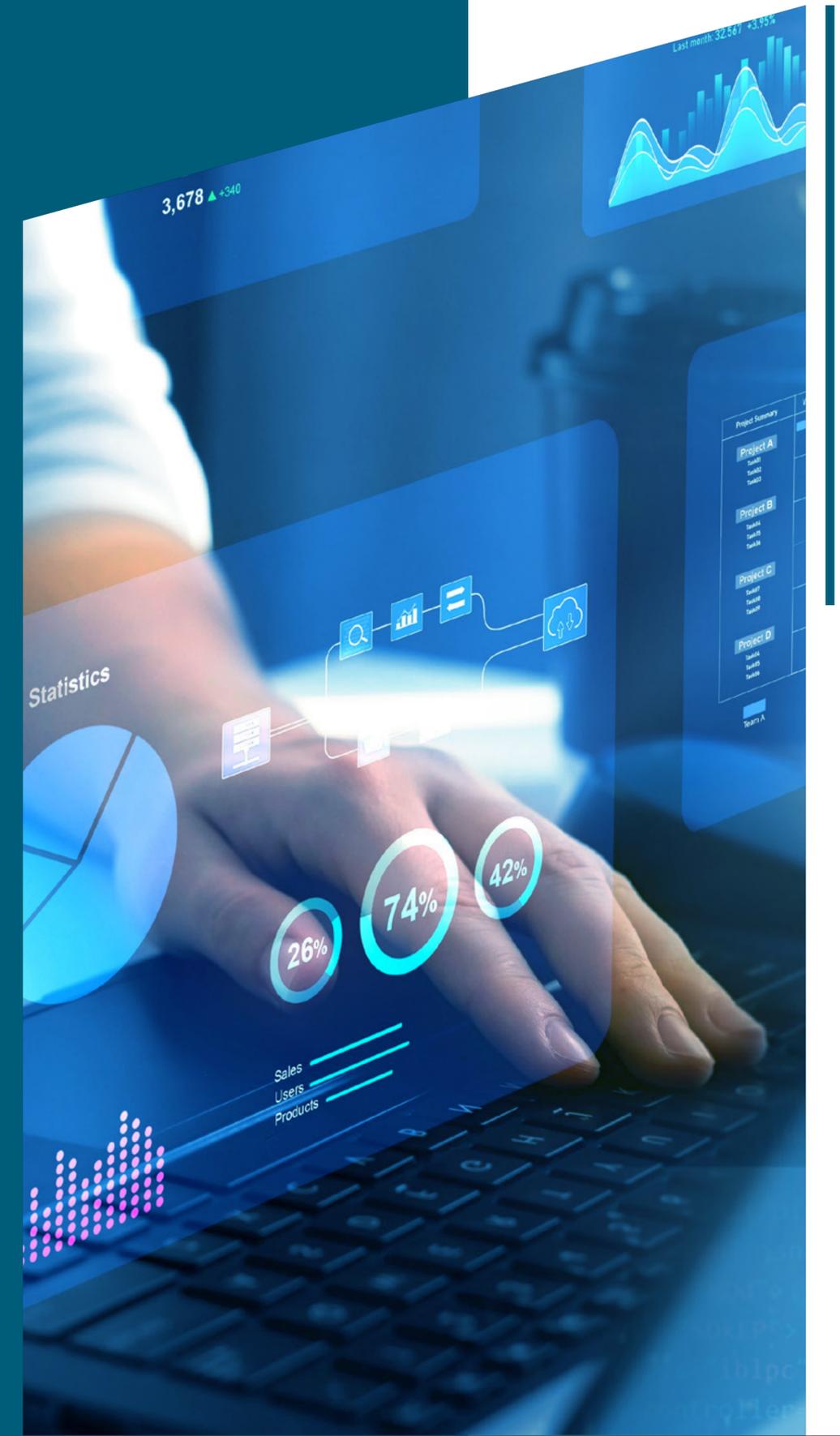
LEADERSHIP PROFILE

Mr. Wael Insair

Digital Transformation & Process Reengineering Lead

Mr. Insair brings over 29 years of experience in ICT and digital transformation across a range of sectors and helping governments and enterprises transform into digital environment by leveraging technology and data to enhance the quality of life, optimize resource efficiency, and improve the overall sustainability of the institution. The Smart solutions include (IoT, Data analytics, smart infrastructure, smart mobility, eGovernment services, Data security, Data retention and data protection).

The integration of various technologies and digital solutions to address challenges and improve the delivery of public services, including customs, taxation, economic zones, military, eGovernment, NGOs, ICT for sustainable livelihoods, e-services, public utilities, banking, and central banks. Initially concentrating on software development, his early career involved systems analysis and design, engaging with business owners, and documenting project scopes and details. He subsequently shifted to Project Management, leading technical teams, developing technical and financial proposals. He has experience implementing IT and digital transformation projects in Jordan, Palestine, Lebanon, Iraq, Kuwait, UAE, Saudi Arabia, Bahrain, Egypt, Sudan, Syria, Turkey, Libya, Nigeria, Germany, China, Pakistan.



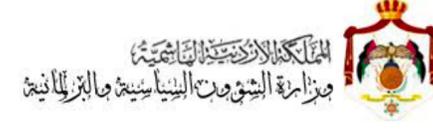
OUR CLIENTS



OVER 100+ CLIENTS IN DIFFERENT SECTORS IN MENA REGION

- Banking & Finance sector
- Private Institutions
- Public institutions









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THANK YOU!