

TRAGGING

INNOVATION
UNLEASHED



DECEMBER 2024



TRAGGING

tragging.com

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THE FUTURE OF ASSET & WORKFORCE TECH

INTRODUCTION



Tragging is a dynamic technology company specializing in innovative solutions for asset management and workforce optimization. Established with a commitment to transforming operational efficiency, Tragging leverages cutting-edge technology to deliver comprehensive software solutions tailored to the needs of modern businesses.

At Tragging, we understand the critical importance of streamlined processes and data-driven insights. Our flagship products, "Tragging Fixed Assets" and "Where's My Staff", empower organizations to manage their assets effectively and optimize workforce allocation with precision. These solutions are designed to enhance productivity, reduce operational costs, and improve decision-making across diverse industries.

Driven by a passion for innovation and customer-centricity, Tragging combines deep industry expertise with advanced technological capabilities. Our team of dedicated professionals is committed to delivering scalable solutions that meet the evolving needs of our global clientele.



WELCOME MESSAGE

MARZOUK AL AMER
CHIEF EXECUTIVE OFFICER



It is with great pleasure that I extend a warm welcome to Tragging's esteemed clients, partners, and stakeholders. As Chief Executive Officer, I am excited to share our vision and commitment to excellence in asset management and workforce optimization.

At Tragging, we are embarking on an exciting journey fueled by innovation and strategic growth. We are particularly enthusiastic about our investment plans in Saudi Arabia, a region poised to become a pivotal center for high technology and economic development. This strategic move underscores our belief in the Kingdom's potential and our dedication to contributing to its digital transformation journey. As we continue to expand our global footprint and enhance our service offerings, we remain steadfast in our mission to deliver cutting-edge solutions that empower businesses worldwide. We look forward to forging new partnerships, leveraging emerging technologies, and driving meaningful impact in the markets we serve.

Thank you for your continued trust and support as we navigate the future of asset management together.



A BRIEF HISTORY

FOUNDED WITH A VISION TO REVOLUTIONIZE ASSET MANAGEMENT AND WORKFORCE OPTIMIZATION,



Tragging began its journey in 2014 in Lebanon. From its inception, Tragging has been dedicated to harnessing technology to solve complex operational challenges faced by businesses worldwide.

Today, Tragging stands at the forefront of innovation, committed to empowering organizations with robust, scalable solutions that drive efficiency, transparency, and profitability.

MILESTONES



2014

BORN TO INNOVATE

Tragging was founded with the mission to innovate asset management solutions.

2017

FIRST MENA RFID LAB LAUNCHED

Opened the first RFID Lab in the MENA region in collaboration with UK Tech Hub, advancing technology in asset tracking and management.

2021

EXPANDS INTERNATIONAL FOOTPRINT

Expanded internationally with the establishment of offices in Turkey and the USA, enhancing global presence and client support capabilities.

2024

A BOLD STEP TOWARDS THE FUTURE

Opened an office in Saudi Arabia to cater to a growing client base in the region, further solidifying Tragging's commitment to global expansion and customer service excellence.

OUR SERVICES

TRAGGING OFFERS A COMPREHENSIVE SUITE OF SPECIALIZED SOLUTIONS DESIGNED TO OPTIMIZE ASSET MANAGEMENT, WORKFORCE EFFICIENCY, AND TECHNOLOGICAL INNOVATION.



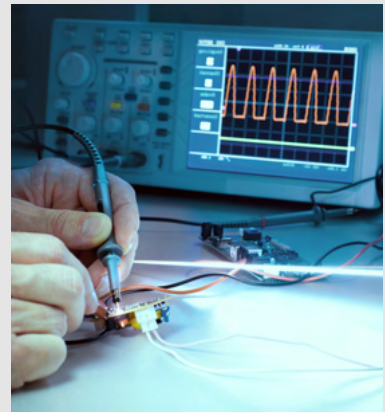
TRAGGING FIXED ASSETS

A robust asset management solution that enables organizations to track, manage, and optimize their assets throughout their lifecycle. Key features include asset tracking, depreciation management, maintenance scheduling, and compliance tracking.



WHERE'S MY STAFF

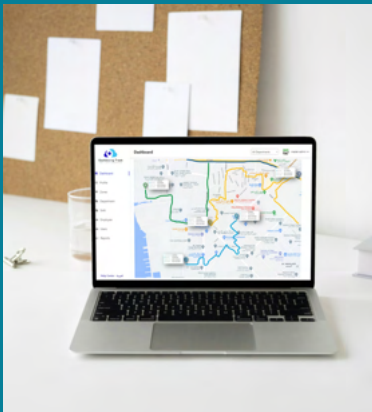
An advanced workforce optimization tool that enhances operational efficiency by enabling real-time monitoring, scheduling, and allocation of workforce resources. Key features include workforce tracking, task assignment, scheduling optimization, performance analytics, and geofencing capabilities.



RFID LAB

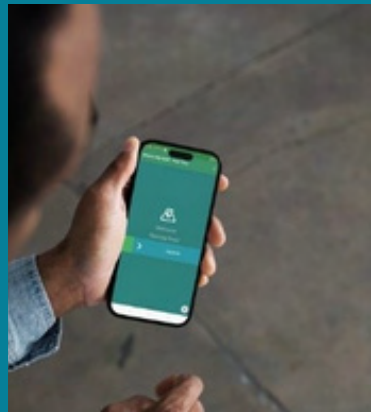
Tragging operates the first RFID Lab in the MENA region, established in collaboration with the UK Tech Hub. This facility pioneers advancements in asset tracking technologies, offering research, development, and testing services to enhance operational control and efficiency through RFID (Radio Frequency Identification) solutions.

OUR SERVICES



GEOFENCING TRACK

Geofencing Track's workforce management solution uses geofencing, real-time GPS tracking, and a mobile app to boost productivity, accountability, and efficiency. It also includes an alert system for critical events, and scales to any size business with integration to HR and ERP systems.



WHERE'S MY GUEST

a pioneering application that revolutionizes the pilgrimage experience by seamlessly integrating advanced technology with spiritual guidance. This innovative platform provides unparalleled support and coordination for both pilgrims and participating companies, transforming the sacred journey into a smooth, enriching, and unforgettable experience.



IMPLEMENTATION SERVICES

Expert consultancy and implementation services tailored to ensure seamless integration and deployment of Tragging solutions within client environments. We collaborate closely with organizations to customize solutions and maximize operational benefits.

OUR SERVICES



TRAINING AND SUPPORT

Comprehensive training programs and ongoing support services to empower clients in effectively utilizing Tragging solutions. We provide training sessions, user manuals, and dedicated support channels to address client needs promptly.



CUSTOM DEVELOPMENT

Tailored development services to meet unique business requirements, including customizations, integrations, and enhancements to Tragging's core products.

AT TRAGGING,
WE ARE
COMMITTED TO
DELIVERING
CUTTING-EDGE
SOLUTIONS
THAT DRIVE
EFFICIENCY,
TRANSPARENCY,
AND VALUE FOR
OUR CLIENTS
ACROSS
VARIOUS
INDUSTRIES



MARKET PRESENCE

TRAGGING HAS ESTABLISHED A STRONG Foothold IN THE GLOBAL MARKET, SERVING A DIVERSE RANGE OF INDUSTRIES WITH INNOVATIVE SOLUTIONS FOR ASSET MANAGEMENT AND WORKFORCE OPTIMIZATION. KEY ASPECTS OF OUR MARKET PRESENCE INCLUDE:

GEOGRAPHICAL REACH

TRAGGING OPERATES GLOBALLY, WITH A STRATEGIC FOCUS ON MARKETS IN THE USA, TURKEY, SAUDI ARABIA, AND EXPANDING PRESENCE IN QATAR AND EMIRATES. OUR SOLUTIONS CATER TO ORGANIZATIONS ACROSS THESE REGIONS, ADDRESSING LOCAL AND INTERNATIONAL BUSINESS NEEDS.

INDUSTRY EXPERTISE

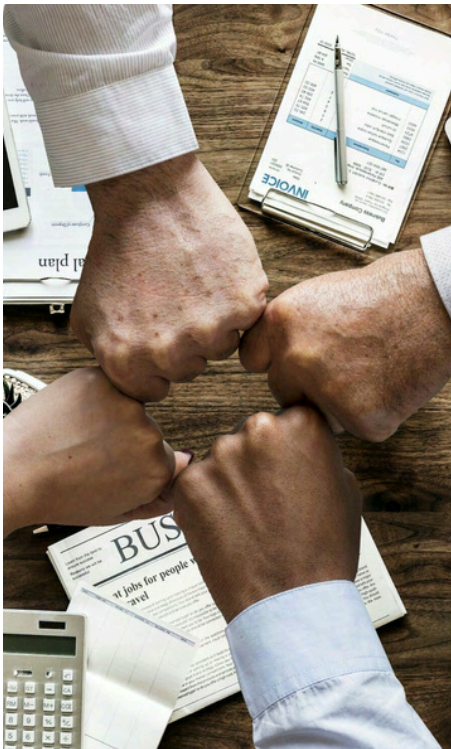
WE SERVE A BROAD SPECTRUM OF INDUSTRIES INCLUDING BUT NOT LIMITED TO HEALTHCARE, MANUFACTURING, HOSPITALITY, EDUCATION, AND GOVERNMENT SECTORS. OUR DEEP INDUSTRY KNOWLEDGE ALLOWS US TO TAILOR SOLUTIONS THAT MEET SPECIFIC SECTOR REQUIREMENTS EFFECTIVELY.

CLIENT BASE

TRAGGING'S CLIENT BASE INCLUDES MID-SIZED TO LARGE ENTERPRISES SEEKING TO ENHANCE OPERATIONAL EFFICIENCY THROUGH TECHNOLOGY-DRIVEN SOLUTIONS. WE ARE TRUSTED BY ORGANIZATIONS LOOKING TO OPTIMIZE ASSET UTILIZATION, STREAMLINE WORKFORCE MANAGEMENT, AND IMPROVE OVERALL BUSINESS PERFORMANCE.

MARKET PRESENCE

TRAGGING REMAINS DEDICATED TO DELIVERING VALUE-DRIVEN SOLUTIONS THAT EMPOWER ORGANIZATIONS TO ACHIEVE OPERATIONAL EXCELLENCE AND COMPETITIVE ADVANTAGE IN THEIR RESPECTIVE INDUSTRIES.



PARTNERSHIPS AND COLLABORATIONS

We foster strategic partnerships with industry leaders and technology providers to continuously innovate and enhance our product offerings. These collaborations enable us to deliver cutting-edge solutions that address emerging market trends and client demands.

EXPANSION PLANS

With ongoing expansion efforts, including the establishment of new offices and partnerships, Tragging is poised for continued growth in existing and new markets. Our commitment to innovation and customer satisfaction drives our expansion strategies.

MEET OUR VISIONARY TEAM



**JALAL YEHYA, CHIEF BUSINESS
DEVELOPMENT OFFICER**

Jalal Yehya is a CPA with extensive expertise in management, auditing, and marketing. With a background as a former financial adviser and digital transformation consultant for the Lebanese Prime Minister, Jalal brings strategic leadership and vision to Tragging. His proficiency in navigating complex business landscapes and driving innovation underscores Tragging's commitment to excellence and growth.



**ABDUL SAMED SHEIKH WASSOUF,
PR SPECIALIST**

Abdul Samed Sheikh Wassouf is a dynamic entrepreneur with a proven track record in establishing and successfully exiting multiple startups in the fields of training and marketing. As Tragging's PR Specialist, Abdul Samed brings a wealth of experience in strategic communications and brand management. His expertise in fostering relationships and enhancing brand presence contributes significantly to Tragging's market positioning and outreach efforts.

ACHIEVEMENTS AND AWARDS

TRAGGING HAS ACHIEVED
SIGNIFICANT MILESTONES AND
GARNERED RECOGNITION FOR ITS
INNOVATIVE SOLUTIONS AND
IMPACTFUL COLLABORATIONS

2016

RECEIVED THE AWARD FOR BEST
INNOVATION BUSINESS APP IN THE
MIDDLE EAST AND JOINED THE
GOOGLE LAUNCHPAD
ACCELERATOR PROGRAM,
HIGHLIGHTING TRAGGING'S
INNOVATIVE CAPABILITIES AND
POTENTIAL FOR GROWTH.

2017

COLLABORATED WITH UK TECH
HUB TO OPEN THE FIRST RFID LAB
IN THE MENA REGION, ADVANCING
RFID TECHNOLOGY APPLICATIONS.

2018

IMPLEMENTED TRAGGING FIXED
ASSETS FOR CARREFOUR
JORDAN, MANAGING OVER
250,000 ASSETS, SHOWCASING
SCALABILITY IN ASSET
MANAGEMENT.



TRAGGING

ACHIEVEMENTS AND AWARDS

2018

PUBLISHED THE FIRST RESEARCH PAPER IN COLLABORATION WITH MULTIPLE UNIVERSITIES ON "THE PERFORMANCE OF RFID TAGS IN CLOSE PROXIMITY TO HUMAN BODY," CONTRIBUTING TO RFID TECHNOLOGY ADVANCEMENTS.

2022

INVESTED IN EXPANDING GLOBAL PRESENCE WITH NEW OFFICES OPENED IN TURKEY, USA, AND SAUDI ARABIA, ENHANCING INTERNATIONAL MARKET REACH

2023

DEPLOYED TRAGGING FIXED ASSETS FOR THE NATIONAL COMPETITIVENESS CENTER (NCC), ENHANCING ORGANIZATIONAL EFFICIENCY AND ASSET OPTIMIZATION.

IMPLEMENTED WHERE'S MY STAFF FOR SAUDI MOTOR SPORT (F1 JEDDAH GRAND PRIX), OPTIMIZING WORKFORCE MANAGEMENT FOR OVER 1,500 EMPLOYEES AND VOLUNTEERS.

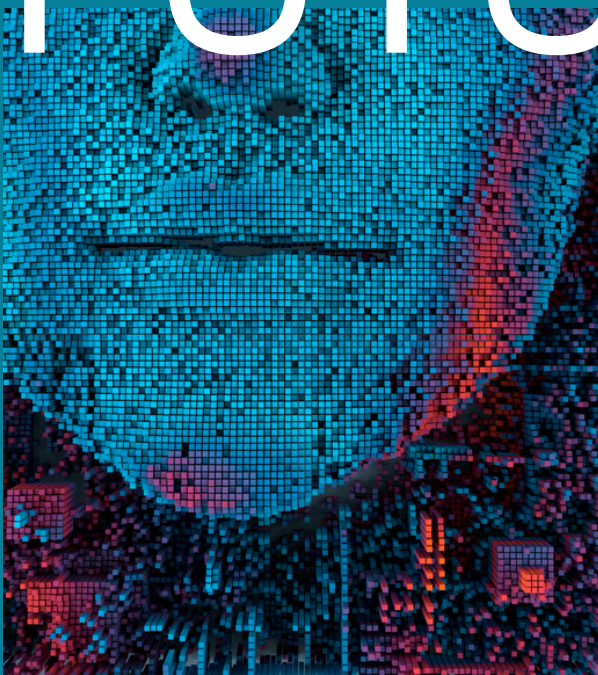


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KNOW YOUR DIGITAL FUTURE



TRAGGING IS DEDICATED TO
PIONEERING
ADVANCEMENTS IN ASSET
MANAGEMENT AND
WORKFORCE OPTIMIZATION,
GUIDED BY OUR VISION FOR
THE FUTURE

PRODUCT INNOVAT- ION



WE ARE COMMITTED TO ADVANCING OUR SOLUTIONS, INCLUDING TRAGGING FIXED ASSETS AND WHERE'S MY STAFF, BY INTEGRATING AI-DRIVEN ANALYTICS, IOT CAPABILITIES, MOBILE ENHANCEMENTS, AND BLOCKCHAIN TECHNOLOGY. THESE INNOVATIONS WILL EMPOWER OUR CLIENTS WITH GREATER EFFICIENCY, TRANSPARENCY, AND SECURITY IN THEIR OPERATIONS.



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MARKET EXPANSION



IN ADDITION TO STRENGTHENING OUR PRESENCE IN THE USA, TURKEY, AND SAUDI ARABIA, TRAGGING AIMS TO EXPAND INTO THE MOST PROMISING EMERGING MARKETS IN AFRICA, ASIA, AND LATIN AMERICA, IN ADDITION TO OUR PRIMARY FOCUS ON THE GCC AND MENA MARKET. BY ENTERING THESE REGIONS, WE SEEK TO MEET THE GROWING DEMAND FOR ADVANCED ASSET MANAGEMENT AND WORKFORCE OPTIMIZATION SOLUTIONS.



RESEARCH & DEVELOPMENT

TRAGGING WILL CONTINUE TO INVEST IN R&D INITIATIVES TO STAY AT THE FOREFRONT OF TECHNOLOGICAL INNOVATION. THIS INCLUDES ESTABLISHING AN RFID LAB IN SAUDI ARABIA, DEDICATED TO ACCELERATING THE ADOPTION OF IOT TECHNOLOGIES AND SUPPORTING THE KINGDOM'S 2030 VISION FOR DIGITAL TRANSFORMATION.



CUSTOMER-CENTRIC APPROACH

OUR FOCUS REMAINS ON DELIVERING EXCEPTIONAL VALUE AND SERVICE TO OUR CLIENTS WORLDWIDE. WE WILL ENHANCE OUR CUSTOMER SUPPORT MECHANISMS, DEVELOP TAILORED SOLUTIONS, AND FOSTER LONG-TERM PARTNERSHIPS TO ENSURE CLIENT SATISFACTION AND SUCCESS.



TRUSTED BY INDUSTRY LEADERS



PARTNERING FOR INNOVATION & EXPANSION



CHAINWAY®



odoo



ORACLE

أهـسـوول
OSSOOL

EY

ALRUWAIS &
PARTNERS

KHALID SULTAN ALRUWAIS & PARTNERS
CHARTERED ACCOUNTANTS
خالد سلطان الرويس وشركاه
محاسبون معتمدون

UK Lebanon
Tech HUB

Benchmark
&
Deed
Accounting, Auditing & Consulting

فلك
INVESTMENT HUB

TRAGGING



TRAGGING LOOKS FORWARD TO A FUTURE MARKED BY INNOVATION, STRATEGIC EXPANSION, AND A STEADFAST COMMITMENT TO DRIVING TRANSFORMATIVE CHANGE IN ASSET MANAGEMENT AND WORKFORCE OPTIMIZATION.



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