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أعمال برمجيات المحاسبة البرمجيات

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أعمال برمجيات المحاسبة

TARGET PRICE
$0

GROSS REVENUE
$0

EBITDA
$0

BUSINESS TYPE
برمجيات وحدات SAAS

COMPETITION
Xero, Sage, Zoho, Wave Accounting, FreshBooks

COUNTRY
الإمارات العربية المتحدة

BUSINESS ID
ref #20230364

أعمال برمجيات المحاسبة للبيع، حزمة برامج محاسبة تم تطويرها وتسويقها في الإمارات العربية المتحدة. تتوجه المنتجات بشكل أساسي إلى الشركات الصغيرة والمتوسطة الحجم وتوفر تطبيقات محاسبية محلية بالإضافة إلى إصدارات سحابية لتتبع مدفوعات الأعمال وإدارة الفواتير ودفعها ووظائف كشوف المرتبات.

طورت شركة تطوير نظم برمجيات الأعمال ومقرها في الإمارات العربية المتحدة برنامجها الأصلي Simple Edition (SE) للمحاسبة والتمويل الذي يستهدف المستخدمين العرب بشكل رئيسي.

وقد قامت الشركة ببناء وتطوير برنامجها الرئيسي تحت قيادة أحد شركائها الذي يتمتع بخبرة هائلة في البرمجة مع الاستفادة من خبراته وأحدث التقنيات في كل مرحلة من مراحل التطوير منذ تأسيسها في عام 2006 وحتى الآن.

وقد أثبت المنتج نجاحه في مواجهة منافسيه في السوق حيث فضله العملاء الجدد على استخدام برامج أخرى لما له من ميزات فريدة ومميزة. بلغت المبيعات في عام 2019 وحده 750,000 دولار أمريكي بدون تسويق وفقط عن طريق البيع من الباب إلى الباب لشركات البيع بالتجزئة ومقدمي الخدمات. توقفت المبيعات منذ ذلك الحين لتطوير البنية التحتية والبرمجيات. أنتجت الشركة 25,000 نسخة جديدة جاهزة للبيع في المرحلة القادمة.

تتمثل المرحلة التالية للشركة في تطوير استراتيجية المبيعات والتسويق إلى جانب تطوير البنية التحتية للحوسبة السحابية، وتحويلها إلى مزود خدمات عالمي، ومنصة إلكترونية تعمل عبر الإنترنت والهاتف المحمول، للاستفادة من الثورة التكنولوجية.

تمتلك الشركة اسم العلامة التجارية وترميز البرنامج وجميع الملكيات الفكرية وبراءات الاختراع المحمية والمسجلة في وزارة الاقتصاد بالإمارة.

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