



**Tell us about the group and your experience in the Syrian market?**

ITAS stands for Information Technologies and Advanced Solutions. Our first company in the group was founded in 1996; Information and Communication Systems (ICS). We are now a group of six companies, four of them dedicated to providing top IT solutions, through different products and services. In 2008, we launched a new company called Fidelity, which focuses on giving Syrian banks the finest banking and financial solutions. We represent A-class international companies and constantly rely on good services, high-end technological solutions, along with our knowledge and expertise in the Syrian market. Our guiding philosophies are: customer satisfaction, and state-of-the-art solutions.

**What makes ITAS different?**

The projects that we have served over the past 13-years, non-stop, speak for themselves. They are our legacy and pride. We care for our customers. This is not cliché - we develop a strong relationship with them, and often, make sure that we do the follow-up, even before we are asked.

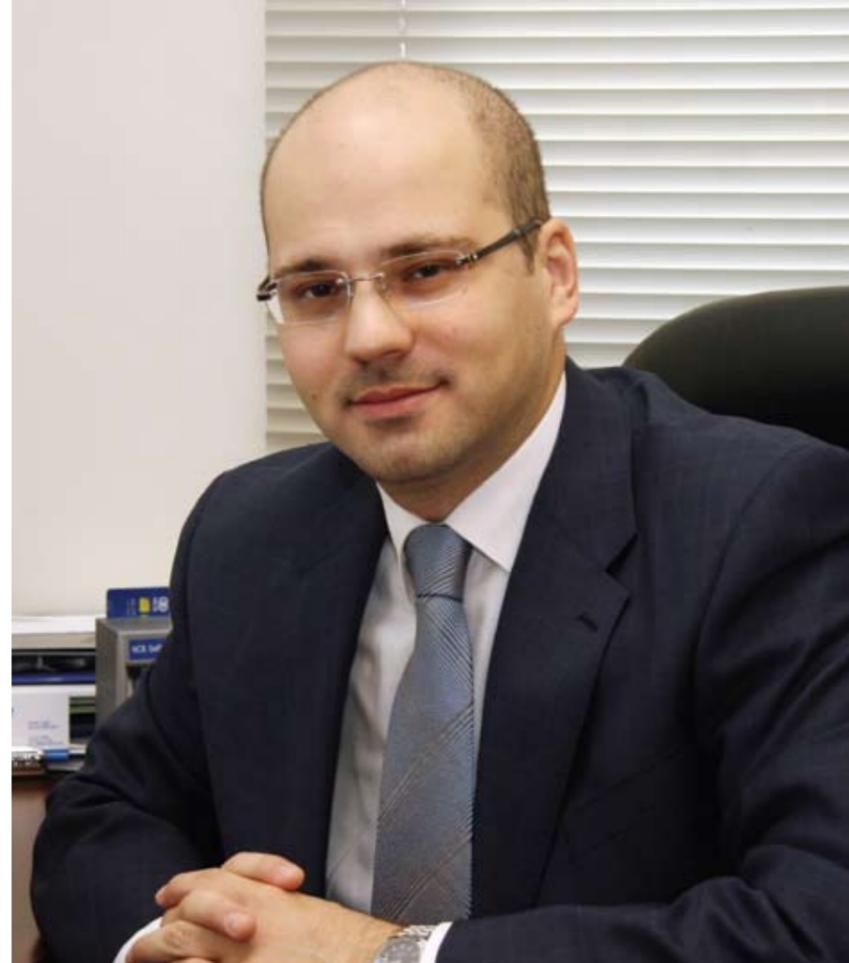
We are rooted in Syria and realize that our mission is part of the Syrian economic reform and development process commenced in 2000. We have to remain Number One. To be Number Two is not an option for us. We have to live up to the reputation of Syrian businessmen, who take pride in honesty, professionalism, and transparency. A word of honor is better than a million signed contracts.

## ITAS Group: Always on the customer's side

Samer Hafi, founder and CEO of ITAS Group, speaks about one of the pioneer companies in Syria that has been providing banks and customers with state-of-the-art technology, for nearly two decades.



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Amer Hafi, partner of the group and GM of Fidelity, speaks of the products and services provided by ITAS to Syrian banks.

**What products have you been providing the Syrian market with?**

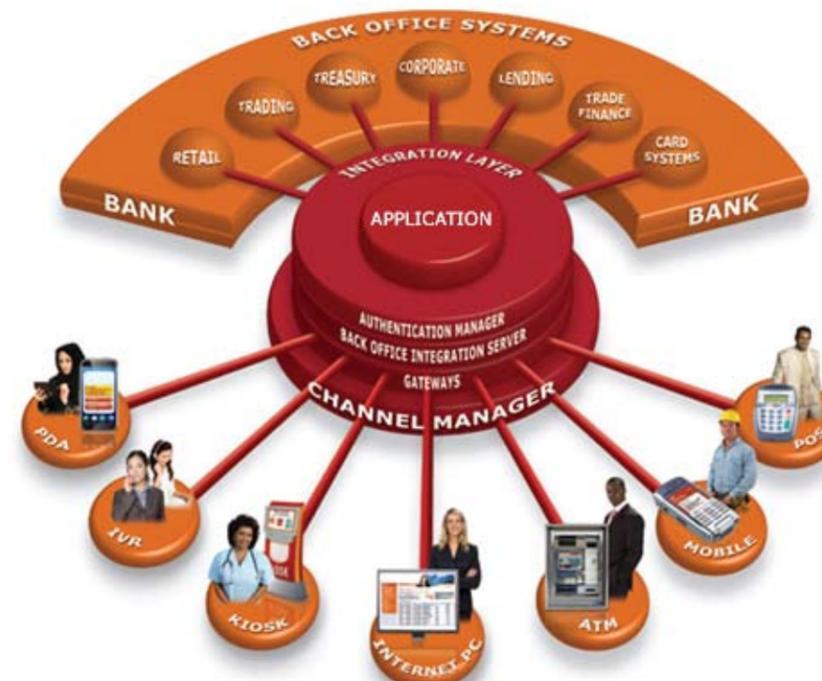
We offer a "Bank's Basket" that includes supplying and installing ATMs, ATM switch and network, along with all other applications and solutions through ATM and POS. We also provide CCTV, queuing systems and IT infrastructure (servers, storage, support and maintenance). We are also diversified, and boast a long list of products and services that not only target banks, but also other types of business set-ups.

**As pioneers in the ATM field, what about the ATM business in Syria in general?**

We are the authorized reseller for NCR in Syria, along with other leading banking and financial solutions providers. Hand-in-hand with these partners, we are relentlessly working on developing this business. We believe that much is yet to be done, and that the ATM business is still in the early stages. When compared to the region, usage of ATMs and the other payment channels is still minimal. We own around 57% of the ATM market share in Syria and we are working continuously to increase that, in order to remain market leaders. ■

ITAS website: [www.itas-group.com](http://www.itas-group.com)

## Intelligent banking applications



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