



Real Estate Development
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Abyaar Real Estate Selects SAP to Support its Developments and Regional Expansion

High-End Real Estate Developer Implements SAP Engineering, Construction & Operations Solution to Improve Inter-Operability Among Business Units

KUWAIT – June 4, 2008 :

SAP today announced that Abyaar, one of the Middle East's premier real estate developers, is implementing SAP's Engineering, Construction & Operations (EC&O) and ERP solution to enable the company to integrate its expanding regional operations.

Abyaar Real Estate Development Company, a leader in the provision of exceptionally high end real-estate in the Middle East, works with the most accomplished international architects and constructs to the highest standards of quality.

The company's commitment to customer satisfaction is core to its success and unprecedented growth in recent years. With offices in Kuwait and Dubai and soon in Qatar and Saudi, Abyaar is implementing SAP's business software to streamline its operations, improve productivity and provide its executives with the up to date information they need to make critical business decisions.

"Achieving the highest standard of quality and customer satisfaction is the foundation of any successful business and working with SAP will help us continue to realise this despite our growth," said Daniel Zigby, Information Technology Manager, at Abyaar.

"SAP's EC&O solution will amalgamate our branches in Kuwait and Dubai, helping us better manage our flagship projects, improving performance, reducing costs and enabling us to devote the majority of our time to our core business operations," he added.

The SAP EC&O solution, scheduled to go live during Summer 2008, will provide Abyaar executives, project managers, and line managers with integrated customer relationship management (CRM), financial management, and project management processes increasing efficiency and inter-operability while reducing costs.

The SAP Customer Relationship Management (SAP CRM) application provides best-in-class functionality for marketing, sales, and customer service. By supporting customer-facing business processes across multiple interaction channels, SAP CRM enables organizations to focus on strategies for customer-driven growth and differentiate themselves in the market by providing a superior customer experience.



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“When a company experiences a significant growth period, it is critical that customers are unaffected during the transition. SAP solutions for engineering and construction are globally tried and tested, so Abyaar’s management can be sure that it will continue to exceed its customer expectations while the company is experiencing its phenomenal growth,” said Kevin Scott, SAP’s chief operating officer in the Middle East and North Africa region.