

## Anders Halvorsen

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**From:** Hoda Nofal <ddnofal@Eitesal.org>  
**Sent:** Wednesday, September 15, 2021 4:45 AM  
**To:** Anders Halvorsen  
**Cc:** Dr. Mohamed Shedeed; Tarek Abdel monem Taha; yossef.zaki@at-portal.info  
**Subject:** WITSA's 1st VIRTUAL Global ICT Excellence Awards

Dear Anders:

Greetings from EITESAL,

With reference to your previous email requesting our recommended nominations for the WITSA Global ICT award 2021 among EITESAL members. Here is our strong nomination:

**Name of Company:** [ATW Ltd](#)

**Award category:** [Emerging Digital Solutions Award](#)

**Why do we think the company deserve the award:**

SCOM Product is a fully integrated modular system that is trying to achieve the following

1. Decrease the customer's costs and increase the customer's revenue.
2. Increase productivity.
3. Superlative Support by serving the customers better than competition
4. Faster Delivery by putting the product into the customer's hands sooner than the competition.
5. Product Features by adding something that the competition lacks.
6. Valued Advisor that they are a unique resource with specialized knowledge.
7. Emotional Connection that previous personal connection exists between them and the customers

SCOM contain 4 Major advantages

- First, The Product use the latest technologies such as Machine Learning , Artificial intelligent , Special Algorithms , Statistical analysis , Time Series Prediction. Applied examples of this technologies will appear in sensitivity reports , recommendation system , up-normal action detection , Product Analysis , Search enhancer , Correlated Product alert , Sales Forecasting , Required Materials Forecasting , offer recommendation and success rate , analyzed related products , Branching recommendation and other engines invented and applied to help in the digitalization process and decision making
- Second, Product owner invented Time of Flight Methodology "TOS" to use for increasing customers productivity
- Third, they Designed a special Expert Middleware that support customer decision making
- Fourth, they are focusing on the security in 3 dimensions Auditing , Privileges and Layers

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**Documents uploaded:** [ATW Ltd](#)

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