



Capability Statement

Our Vision

To be the world leading provider of integrated Project Management and IT Services.

Our Mission

To deliver integrated PM and IT solutions for any project from inception to completion.

Who We Are?

Promastar is a professional consulting house and training provider. We have a large resource pool of renowned PM consultants, with PMP certification, authorized Primavera trainers, IT consultants with Oracle and Microsoft certification for Oracle and SQL Server integration with ERP systems.

We also have prominent management consultants and trainers with international experience in managerial soft skills, such as strategic management, change management, leadership and personal development. Since the founding of the firm, we have served our many clients by providing them with business solutions and expertise in management.

We continue to develop and offer many new training programs for our clients. These programs feature instructors, who are up-to-date on international technology, understand local and international operations and can customize their solutions to a particular business environment.

Promastar operates on global basis with a home office based in London, to serve Western Europe, an office in Cyprus, to serve Eastern and Central Europe, an office in Cairo, to serve Middle East and Africa, and an office (under establishment) in New York to serve North America.

Promastar is also the Sole Primavera Authorized Representative in Egypt.



Our Key Competences

- PM & IT Consulting Services
- Integration of Primavera applications to ERP systems
- Authorized Primavera training (Sole Primavera Authorized Representative in Egypt)
- Authorized IT training (Oracle and Microsoft)
- Authorized PMP qualification training
- Management and Personal Development Training
- Marketing and Sales Promotion
- Strategic Management

Why Promastar?

Promastar is a leading international firm specialized in project management, IT solutions and management upgrade. We are dedicated to providing the most effective results-oriented consulting and training services. Our objective is to help companies to create and sustain competitive advantage that makes them the best performers in their business areas.

Our consulting teams have provided distinguished services to the world's largest corporations in the telecommunications, construction, oil & gas and pharmaceutical markets. Our trainers have designed and delivered several training programs for senior executives as well as cross-functional managers aimed at providing them with knowledge, approaches, processes, and tools they need to identify, design and implement new business techniques.

Corporations that rely on our consulting and training services can achieve measurable results: These results are:

- Significant revenue growth and continuous cost reduction
- Sustainable performance improvement for customers and stakeholders
- Faster time to market with innovative solutions
- Enterprise-wide management of resources

There are at least ten reasons why customers decide to work with us:

1- Global Presence

Regardless of the geographical location of your project, a team of professionals will be made available and will be ready for immediate mobilization

2- International Experience

Our experts have long distinguished experience in serving international firms and multi-national organizations. They have – over time – accumulated diverse cultural backgrounds. This cross-cultural experience enables us to better serve our customers

and satisfy the requirements of their unique local environments.

3- Best Resources

Since we do not rely on a single market from which we draw our resources, we are capable of providing our customers with best resources available in the world of project management, information technology and managerial soft skills. We have a pool of unrivalled skills and capabilities that ensure excellent project performance and successful accomplishment of the overall program.

4- Latest Technologies

Enterprise Resource Planning (ERP) systems and web-enabled technologies are essential part of our operations. This would guarantee that our customers will have access to the latest technologies which are integral to our project management process.

5- Most Up-to-Date Tools

Our experts are equipped with the right tools to address the specific requests of our clients. We also customize the innovative software products provided by Primavera Systems Inc., to help our customers successfully manage all of their projects and resources.

6- Result Orientation

Our major focus is to achieve measurable results. We always employ the most appropriate combination of hard and soft logic to get things done on time and within budget.

7- Diversity of Expertise

Our experts have successfully managed several projects in different areas; telecommunications, utilities, engineering construction, oil & gas and pharmaceuticals. Such diversified expertise enables us to deliver integrated innovative solutions that are unique to us.

8- Unique Commitment

"Promise Less, Deliver More" this is the slogan that characterizes each of our operations. We consistently meet your needs and exceed your expectations.

9- Efficiency

We consistently set objectives for each individual activity that maximize the efficiency of the overall project. This is usually achieved by eliminating the non-value adding activities and/or steps. We strongly believe that any step that does not bring our customers closer to the desired goals would be a waste of time, effort and money.

10- Cost Effectiveness

We guarantee the value proposition. You can simply calculate substantial savings achieved that are directly attributed to our involvement. To decrease costs and decrease cycle times, the focus must be on eliminating waste in all processes.

Our Record

Projects Successfully Managed by Our Consultants:

- Currently working with Ericsson's Network Rollout (NRO) to prepare the foundation of the 3-G rollouts in Europe.
- Have successfully completed Phase I the integration application between the planning system (Primavera Project for Enterprise P3e) and Oracle-based site management tool (Site Handler).
- Managed the GSM implementation Process in Ericsson Mexico - TIM
- Cooperated with Ericsson on the corporate level since December 2000 in developing the planning application for the network rollout.
- We have cooperated with Ericsson for more than a year in Saudi Arabia through our Chief Technical officer. (under the name of Primarabia in the GSME4 mobile project.)
- Currently involved in the PMT2000 Development project. Our scope includes the development and alignment of TTM and TTC project planning structures for Ericsson.

- Our Chief Consultant worked with Lucent technologies in their GSM project in Saudi Arabia for 2 years. Promastar is currently discussing a Primavera Enterprise installation for Lucent Technologies in Egypt
- The chief technical officer has successfully developed models and managed projects for the Saudi American oil company (Aramco) in the field of Oil and Gas.
- He also worked for five years for the Swedish ABV Rock Group KB in their mega size project in Saudi Arabia as Senior Planning Engineer reporting directly to the Project Director. His area of responsibility included the development of integrated schedules, and training of planner. During his employment with ABV he trained over 300 planners in three years.

Our Services

Through our network of offices, Promastar is well position to provide the following services:

- Project Planning and Control services with full reporting system for detailed planning and Master Planning purposes based on the CPM concept.
- Formal training to qualify and assist participants achieve PMP certification.
- Formal training on Project Management Methodology.
- On-the-job training on planning and control with different Primavera applications; such P3e, Progress Reporter and Primavision.
- Integration of Primavera applications to ERP systems with customizable solutions to meet the client's specific needs.
- Formal training on DB structure and administration for SQL Server 2000 and Oracle 8.
- Formal training on marketing in addition to market studies and research
- Management training and organizational development
- Strategic planning and strategic management
- Training Gap Analysis and Impact Assessment
- Technical support and trouble shooting, as far as the functionality of integrated systems is concerned

Project Management Consulting

With a resource pool of Project Management Professionals (PMPs), Promastar has combined the approved methodology of the Project Management Institute (PMI) with the quality systems such as ISO 9000 Series and Total Quality Management TQM concepts and techniques. Accordingly, our planning methodology is based on five core process areas and three supporting processes.

Core Processes:

- Project setup and initiation
- Master and detailed planning
- Execution
- Control
- Close-Out

Supporting Processes:

- Benefits management
- Internal and external communication
- Change control

When effectively integrated, these processes provide a flexible methodology that enables you to leverage proven tools and techniques across the organization.

Project Setup and Initiation

Project Setup and Initiation is a documentation process in which potential business initiatives are defined and evaluated. Once approved initiatives are instantiated as a project. Instantiation legitimizes a project within the organization and gives the senior manager the authority to apply resources to achieve the project objectives.

This process comprises four steps:

- 1- Defining the concept
- 2- Assessing the impact
- 3- Evaluating the initiative
- 4- Initiating the project

Master and Detailed Planning

Project planning defines the project activities and describes how the activities will be accomplished. The purpose of project planning is to define each task, estimate the time and resources required, and provide a framework for management review and control. The project planning activities and goals include defining:

- The specific work to be performed and the goals that define the project
- Estimates to be documented for planning, tracking, and controlling the project
- Commitments that are planned, and agreed to by stakeholders
- Project alternatives, assumptions, constraints and risks
- The Project Schedule

Repetition of these steps is necessary to establish the project plan. Typically, several iterations of the planning process are performed before a plan is completed

Execution and Control

Once a project reaches the execution and control phase, a project team and all necessary resources should be in place to perform the project tasks. The project plan has been developed and baselined.

The project team shifts its focus away from discovery to participating, observing, and analyzing what is being done. The critical elements for the project management team are:

- Track and monitor project activities to measure actual performance to planned performance
- Review and communicate status and future actions
- Execute a change management process to control changes to the project's objectives, specifications and overall definition
- Execute an issue tracking process to ensure that there is a central repository for project issues that are addressed in a timely fashion
- Have in place a corrective action process to document and track plans to correct an issue that impacts the plan and which establishes guidelines for re-planning
- Have in place an ongoing process to identify and manage project risks

These elements represent ongoing activities that occur throughout the life of the project

Project Close-Out

The last major phase of a project's life cycle is the close-out. Closing a project should be a fairly routine process.

The key elements of project close-out are:

- Accepting the project's products indicated by user sign-off
- Conducting a final lessons learned session

- Completing a post project evaluation report
- Completing and archiving project records

Benefits Management

Benefits management is the process that allows you to collect, validate, and manage conditions that drive benefit stream of undertaken initiatives. Benefits management assesses and reports gaps in the realization of expected benefits based on expectations.

Internal and External Communication

The communication structure facilitating the relationship among various stakeholders in terms of information exchange, frequency and medium of communication. The communication structure leverages the governance structure in sharing, reporting, and updating project and initiative information to all stakeholders.

Change Control

Change control is the process by which major changes in the organizational processes are assessed, prioritized, approved and implemented, e.g. changes to the:

- Governance structure
- Business process
- Reporting requirements
- An active initiative

Changes to scope, timing, quality and budget that may affect the value received from the project

Primavera Sales

Promastar is the sole Primavera Authorized Representative in Egypt. We are authorized to promote and sell the entire range of Primavera products. Primavera, the leading software developer of project management solutions, offers a whole range of scalable, integrated solutions that are the most cost-effective way to manage your projects. On today's competitive business environment, every little detail demands your attention. Materials, schedules, labor, budgets and deadlines. It's a lot to manage. Fortunately, the tools to manage them all are right at your fingertips. You have access to powerful tools, including project planning and control software, risk analysis, contract control and web-based tools for small, medium and ever largest projects.

Our Training Courses

We always emphasize the difference between formal education and adult training in terms of objectives and techniques. As far as objectives are concerned, formal education usually seeks building up a knowledge base. However, in adult training we implement the Learn – Unlearn –Relearn (LUR) Process. The first segment of the process (Learn) targets learning, i.e. the trainees should gain new knowledge and acquire new skills, while the second segment (Unlearn) is dedicated to helping the trainees get rid of certain misconceptions about business practices, and the third segment (Relearn) enforces new perspective for old systems.

Our training programs are built around this process, so training can achieve tangible and measurable results. Our training programs include:

- Primavera Enterprise Methodology Manager
- Planning and Controlling with P3e
- Primavera Enterprise Advanced Features
- Planning and Scheduling with P3
- Resource and Cost Analysis with P3
- Managing Project Data with P3
- Contract Administration with Expedition
- Contract Management with Expedition
- Using Expedition with InfoMaker
- Introduction to Programming
- Database Management
- SQL Server 2000 (DB Administration)
- Strategic Management and Thinking
- Time Management
- Effective Delegation
- International Marketing and E-Business
- Team Building
- Leading Self-Directed Teams

Worldwide Offices

Promastar operates on global basis with a home office based in London, to serve Europe, an office in Cairo, to serve Middle East and Africa, and an office in Michigan to serve North America.

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Our Major Clients

Telecommunications

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Lucent Technologies
Siemens
Alcatel
Nokia
Saudi Telecom Co. (STC)
Getronics

Construction & Electro-Mechanical

Kajima Corporation
ABB Susa
Bechtel
Orascom
CCC

Oil & Gas

Aramco
Foster Wheeler
Ocean Energy
Segas
Egas
GUPCO
ENPPI
Petrojet

Pharmaceuticals

Glaxo-Wellcome
Pfizer

Energy

Alstom Power