HOLMENA

Powerful Digital Solutions

HOLMENA

OUTLINE

- About Us 01
- Methodology and best practices 02
- Our Services 03
- Our Team 04
- References 05

About Us 01

Methodology and best practices 02

Our Services 03

Our Team 04

References 05

VISION

HOLMENA aims to revolutionize the digital landscape by harnessing the exceptional talents of the MENA region to deliver innovative and high-quality digital solutions on a global scale. Our vision is to become the leading provider of digital transformation services, driving economic growth and technological advancement in emerging markets.

MISSION

- Improving digital infrastructure with cutting-edge web development, e-commerce and digital marketing services.
- Support sustainable development by providing innovative personalized IT solutions.
- Foster a collaborative environment where skilled professionals can connect, innovate and thrive.

About Us 01

Methodology and best practices 02

Our Services 03

Our Team 04

References 05

METHODOLOGY

- **Agile/SCRUM:** Our agile approach enables iterative progress, ensuring flexibility and rapid adaptation to changing requirements**.**

- **DevOps:** Integrating development and operations to improve collaboration, increase efficiency, and deliver continuous value to customers.

- **Lean:** Focus on creating value for customers while minimizing waste and optimizing processes.

BEST PRACTICES

GOVERNANCE AND MANAGEMENT

- Align IT strategy with business objectives, manage risks and ensure compliance.

CUSTOMER-CENTERED PRACTICE

- Combining customer needs with best practices to provide tailored solutions that drive success.

ON-SITE IMPLEMENTATION

- **Cybersecurity**
Guaranteed robust protection against cyber threats.

- **Compliance**
Compliance with international data protection and confidentiality standards.

BEST MANAGEMENT PRACTICES

- **Quality management**
Continuous improvement and customer satisfaction at the heart of our operations.

- **Process Optimization**
Streamlined processes to ensure effectiveness and efficiency.

CLOUD BEST PRACTICES

- **Security**
Implementing robust security measures to protect cloud data.

- **Scalability**
Design solutions that scale effectively with business growth.

System

Business

Production & supply chain

Finance Accounting

Facilities & Project Management

About Us 01

Methodology and best practices 02

Our Services 03

Our Team 04

References 05

OUR SERVICES AND PRODUCTS

1

Digital Transformation:

- Innovation, modernization, and seamless integration of advanced digital solutions for sustainable growth.

2

Research and development:

- Innovation services in IT-related fields like biotech, fintech, and education, including emerging tech exploration and prototype development.

3

Web development :

- Creating responsive, user-friendly websites tailored to your business needs.

4

E-commerce:

- Development of secure and scalable e-commerce platforms to increase online sales.

OUR SERVICES AND PRODUCTS

5

Search engine optimization:

- Improved online visibility and increased organic traffic.

6

Digital Marketing:

- Creation of targeted campaigns to engage your audience and increase conversions.

7

Multimedia Content Creation:

- Production of captivating multimedia content to strengthen your digital presence.

8

IT Consulting and Implementation:

- Custom IT solutions for CRM, AI, ERP, and business intelligence to meet specific business needs.

About Us 01

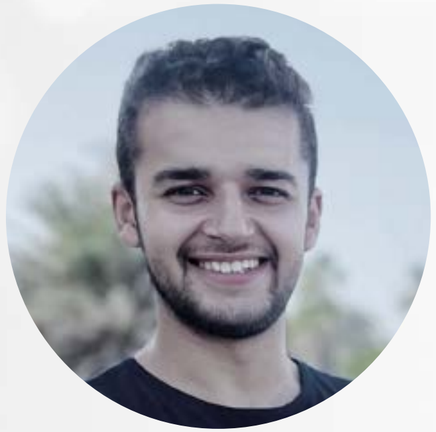
Methodology and best practices 02

Our Services 03

Our Team 04

References 05

OPERATIONAL TEAM



Mohamed Rashad Rouine
Founder & project manager
Oversees strategic direction and operations.

Mohamed Amine Othmani
Co–Founder & CEO
Leads the company with a focus on innovation and growth.

Mohamed Abbes
Co–Founder & Technical Director
Manages technology strategy and implementation.

OPERATIONAL TEAM

Saleh Alaya
Co-Founder & Digital Operations Specialist
Ensures robust security protocols and practices.

Abedrrahmen Rouine
Co-Founder & Chief Strategic Officer
Develops sales strategy and customer acquisition.

Ahmed Fathalli
Co-Founder & Head of Growth
Focuses on business development and market expansion.

Ahmed Missaoui
Chief Designer
Focuses on branding and social media management.

Founder
Project Manager

EDUCATION

- Bachelor's degree in E-Business, Higher School of Economic and Commercial Sciences of Tunis (ESSECT), Montfleury, Tunis
  Specialized in management IT.
- Bachelor in Business Administration, Tunis Business School, Ben Arous, Tunisia (Sep 2019 - Jul 2023)[Transferred]
  Double specialty in IT and business analysis.

NATIONALITY:
TUNISIAN

MOHAMED RASHAD ROUINE

EXPEREINCE

HOLMENA, Founder and Project Manager, May 2024 - Present

- Contributes to management, testing, business development and marketing activities.
- Contributes to the research and development of innovative digital solutions.

Central Bank of Tunisia, Tunis (Apr 2019 - Present)

Accounting Controller (Payments and Financial Inclusion Department) (Sep 2022 – Present)

- Ensure compliance with government reports and tax filings.
- Monitoring of banking services payment transactions and preparation of annual risk analysis reports.

Administrative Agent (registry office attached to the government office)(Apr 2019 - Sep 2022)

- Modernization of data distribution within the bank.
- Implementation and use of ECM solutions.

Business Researcher, Cedar Rose International Services, Remote (Apr 2023 – Nov 2023)

- Research and compile data for credit status reports.
- Producing accurate credit reports for businesses.

Digital Marketing, Globerentacar.tn, Ben Arous (June 2020 - June 2021)

- Development and management of the website and social media.
- Lead and customer generation through digital marketing and optimization of online content and advertisements.

Call Center Agent, Connecting Business Services, Tunis (Feb 2018 - Apr 2018)

- Information on regulations concerning renewable energies to prospects.
- Promotion of partner products and services.

MOHAMED RASHAD ROUINE

Founder
Project Manager

EDUCATION

- Bachelor's degree in E-Business, Higher School of Economic and Commercial Sciences of Tunis (ESSECT), Montfleury, Tunis
Specialized in management IT.
- Bachelor in Business Administration, Tunis Business School, Ben Arous, Tunisia (Sep 2019 - Jul 2023)[Transferred]
Double specialty in IT and business analysis.

NATIONALITY:
TUNISIAN

PROJECTS

Bank Operations Tracking (May 2024)
- Desc: Application for analyzing and visualizing financial reconciliation data. Tech: Python (Streamlit, Pandas, Plotly, Openpyxl) Link: https://finalbanktracker.streamlit.app/

Delivery Optimization System (Dec 2023)
- Desc: Web system for routing and planning deliveries, extended to desktop. Tech: JavaScript, Leaflet, HTML/CSS. Link: http://easystem.tn/delivery_optimizer.html

Budget Management System (Sep 2023)
- Desc: Personal budget management with data visualization and import/export. Tech: HTML, Bootstrap 5, JavaScript, Flatpickr, XLSX. Link: https://easystem.tn/budgeting.html

Easydiet (June 2023)
- Desc: AI system suggesting meals based on preferred diets. Tech: AI, Ontology. https://youtu.be/VTPxOTsansI

Grey Wolf Optimizer (May 2023)
- Desc: Web page to simulate the Grey Wolf Optimizer algorithm for feature selection. Tech: HTML, JavaScript, linear programming Link: https://easystem.tn/easystem/easystem/graywolf.html Demo: https://youtu.be/TJ4f0y3_8P4

Security Encryption (Mar 2023)
- Desc: Web page for symmetric AES-CBC 256-bit encryption/decryption for text files. Tech: HTML, JavaScript, AES encryption. Link: https://easystem.tn/easystem/security.html

Statistics (Dec 2022)
- Desc: BI projecting statistics on students with Talend and PowerBI. Tech: Talend, Power BI, SQL, JavaScript. Link: https://easystem.tn/easystem/statistics.php

Easystem (Sep 2022)
- Desc: Initiated as a Java project, then a website with dual authentication, SSL, and a search tool. Tech: Java, HTML, CSS, JavaScript, SSL, Auth. Link: https://easystem.tn/easystem/ Demo: https://youtu.be/1FiNpnbYmRQ

Globerentacar (Aug 2020)
- Desc: Car rental website with social profiles and Google Maps. Tech: HTML, CSS, JavaScript, API GMaps. Link: https://easystem.tn/globerentacar

Co-founder
CEO

EDUCATION

- Data Engineering, École Polytechnique Internationale, Lac de Tunis, Tunisia
- Applied License in Industrial Computing, Higher Institute of Informatics, Tunisia

CERTIFICATES

- AWS (Amazon Web Services) Cloud Essentials
- IT Specialist - Python (Certiport)
- IT Specialist - Java (Certiport)
- 3DS Max

NATIONALITY:
TUNISIAN

MOHAMED AMINE OTHMANI

EXPEREINCE

HOLMENA, Co-founder and CEO, May 2024 - Present

- Contributes to programming, testing, BI, administration, management, research and development of innovative digital solutions.

Azure Data Analyst, BRS Shipbrokers, Feb 2024 – Present

- Implementation of an integrated infrastructure using Microsoft Fabric, Azure Synapse and Power BI technologies.

Machine learning specialist, 5P SERVICES TN, Jul 2023 - Sep 2023

- Automated Data Collection & Real Estate Listing Generation Model using PyTorch and GPT-2.

Web Developer, Tunbeta, Soliman, Tunisia, February 2021 – June 2021

- Developed an e-commerce web application using Angular and Springboot.

Database administration, EunoiaCode, Tunis, Tunisia, July 2022 – August 2022

- Developed a database to migrate and inject local datasets using Excel, Access and MySQL.

Co-founder
CEO

EDUCATION

- Data Engineering, École Polytechnique Internationale, Lac de Tunis, Tunisia
- Applied License in Industrial Computing, Higher Institute of Informatics, Tunisia

CERTIFICATES

- AWS (Amazon Web Services) Cloud Essentials
- IT Specialist - Python (Certiport)
- IT Specialist - Java (Certiport)
- 3DS Max

NATIONALITY:

TUNISIAN

MOHAMED AMINE OTHMANI

PROJECTS

- **Web scrapper, Avr 2023 - Mai 2023**
- **OurQL data migration, Apr 2023 - May 2023**
- **Data Integration/Visualization, March 2023 - Apr 2023**
- **Data Cleaning/Transformation, Feb 2023 - Mar 2023**
- **J2E Web Application, Nov 2022 - Dec 2022**
- **Blog, Oct 2022, Dec 2022**
- **Facial recognition, Oct 2022 - Nov 2022**
- **Web Development, Apr 2022 - May 2022**
- **Student Grading System, Feb 2022 – Mar 2022**
- **C to Python compiler, Feb 2022 - Mar 2022**
- **Application Java, Avr 2022 - Mai 2022**
- **Machine Learning, Sep 2019**

MOHAMED ABBES

Co-founder
Technical director

EDUCATION

- Higher Institute of Computer Science, Engineering Diploma, Embedded Systems, 2020 – 2023
- Higher Institute of Computer Science, License, Embedded Systems, 2017 – 2020

CERTIFICATES

- LFCS
- AI
- IDE DevSecOps 'KodeKloud'
- Advanced ReactJs
- CCNA: Networks
- EF SET Certificate™ LensKubernetes
- AWS Cloud

NATIONALITY:

TUNISIAN

EXPEREINCE

HOLMENA, Co-founder and CTO, May 2024 - Present

- Contributes to coding activities, testing, business optimization tasks and the research and development of innovative digital solutions.

Operate x Tulpen Stuff Solutions, Full Stack Engineer, September 2023 – Present

- Improved functionality of a restaurant management system, including applications for back office, customer orders and kitchen operations.
- Development of features using React.js, Express.js, MongoDB, and NestJS.

ALINAOUS AGENCY, Full Stack Web Developer, February 2023 – July 2023

- Full-stack web application in 3 tiers for resource management in EpilHouse beauty centers.
- Technologies utilisées : TypeScript, Next.js, React Query, Redux Toolkit, TailwindCSS, Express.js, MongoDB, JWT, Docker.

Unfrauded, Back End Developer, June 2022 – July 2022

- Development of a back-end solution for customer management in various locations such as cafes and restaurants.
- Improved customer experience by tracking preferences and integrating MongoDB.

Operate x Tulpen Stuff Solutions, Full Stack Engineer, September 2023 – Present

- 3-tier web application for time and activity management for employees and employers.
- Designed database schemas and implemented features using React.js, Material UI, Express.js and PostgreSQL.

Co-founder
Technical director

EDUCATION

- Higher Institute of Computer Science, Engineering Diploma, Embedded Systems, 2020 – 2023
- Higher Institute of Computer Science, License, Embedded Systems, 2017 – 2020

CERTIFICATES

- LFCS
- AI
- IDE DevSecOps 'KodeKloud'
- Advanced ReactJs
- CCNA: Networks
- EF SET Certificate™ LensKubernetes
- AWS Cloud

NATIONALITY:

TUNISIAN

MOHAMED ABBES

PROJECTS

Robot Controlled by a Web Application, July 2019 – September 2019

- Controlling a DIY robot using a Raspberry Pi 3B+ via a web application.
- Technologies used: Python, Flask.

DevSecOps Project, January 2022 – September 2022

- Deployment of applications on a Kubernetes cluster, automation of building, testing and deployment of Docker images.
- Technologies used: Jenkins, Docker, Kubernetes, Trivy, SonarQube, Prometheus/Grafana.

Co-founder Digital Operations Specialist

EDUCATION:

- Professional Technician Certificate in Management IT, @Rrobas Training Center
- Microcomputer maintenance technician, Professional Training and Promotion Center of A

NATIONALITY:

TUNISIAN

SALEH ALAYA

EXPERIENCE

HOLMENA, Co-founder and Digital Operations Specialist, May 2024 - Present

- Participates in testing activities to ensure operational efficiency.
- Assists in coding and optimizing digital security measures.
- Engages in research and development of innovative digital solutions.
- Monitors digital operations and resolves technical issues.

SAPRINT, System Administrator [Internship], Kebili, June - July 2024

- Database Management: Managed MySQL databases, ensuring data integrity.
- Network Development: Designed networking solutions for efficient communication.
- Automation: Developed a mailing and SMS notification system to enhance operations.
- Print Technology: Gained expertise in printing technologies and configurations.

SLIHEZ GSM, Personal Repair Shop, Kebili, September 2021 – March 2022

- Oversaw daily operations of the repair shop, ensuring smooth workflows.
- Repaired and maintained customer phones with a focus on quality service.
- Managed inventory and ordered parts to meet customer demands.
- Provided customer support and troubleshooting assistance.

Co-founder Digital Operations Specialist

CERTIFICATES:

- Google Analytics Certification (08/2023)
- Office PowerPoint Specialist Certificate (02/2021)
- Digital Marketing Certificate (08/2018)
- Certificate of professional competence in telephone repair, Ministry of Employment and Vocational Training

NATIONALITY:

TUNISIAN

SALEH ALAYA

Technical Skills

- **Content creation:**

Content creation for blogs, including article writing and editing; proficient in video editing software for producing engaging multimedia content; skilled in graphic design for digital marketing materials.

- **SEO:**

Expertise in SEO strategy development, keyword research, and on-page optimization; experience with technical SEO audits, linkbuilding strategies, and utilizing analytics tools to improve website performance and ranking.

- **Security:**

Knowledge of web application security principles, implementation of SSL/TLS, experience with firewalls (pf, iptables, pfSense), and familiarity with security best practices.

- **Programming & Scripting:**

C, BASH, PHP, CSS, HTML, JS, PYTHON

- **Networking:**

Understanding of TCP/IP protocols, experience with configuring and managing routers and switches, knowledge of VPNs, DNS,DHCP, and network troubleshooting skills.

- **Virtualization:**

Experience with virtualization technologies such as KVM and QEMU; skilled in creating, managing, and configuring virtual machines and containers using Docker and Kubernetes, including setup and administration with kubeadm for orchestration.

- **Administration:**

Proficient in system administration for Linux environments, including server setup, user management, performance monitoring, and implementing backup strategies; experience with web server configuration (Nginx, Apache), database management (MySQL, SQLite), and mail server management with Dovecot, OpenSMTPD, RSPAMD, Postfix.

Co-founder
Chief Strategic Officer

EDUCATION

- Bachelor en Administration (Regent Business School)
- Master in Economic Intelligence and Marketing Education (APBS Avicenne Business School)

NATIONALITY:
TUNISIAN

ABDERRAHMEN ROUINE

EXPEREINCE

HOLMENA, Co-founder and Chief Strategic Officer, May 2024 - Present

- Contributes to marketing, sales, business development activities and the research and development of innovative marketing solutions.

Trescon Global Events - Global Partnerships Strategist (Oct 2023 - Present)

- Introduce clients to reputable event platforms.
- Communicate with key decision makers to integrate solutions and technologies.

Knights Bridge Property - Spécialiste CRM (Mar 2023 - Oct 2023)

- Build and maintain profitable relationships with key customers.
- Effectively resolve customer complaints.
- Expand the customer base through upselling and cross-selling.
- Understand and respond to individual customer needs.

Altayer Insignia - Sales Consultant (Mar 2022 - Mar 2023)

- Warmly welcome and greet each customer.
- Identify customer needs and recommend appropriate products.
- Close sales by recommending complementary products.

Co-founder
Chief Strategic Officer

EDUCATION

- Bachelor en Administration (Regent Business School)
- Master in Economic Intelligence and Marketing Education (APBS Avicenne Business School)

NATIONALITY:
TUNISIAN

ABDERRAHMEN ROUINE

EXPEREINCE

Expo 2020 - Pavillon Dubai Cares (Oct 2021 - Mar 2022)

- Increase revenue from existing customers by encouraging product usage.
- Handle customer complaints in a professional manner.
- Maintain knowledge of products and fashion trends.
- Maintain displays, fitting rooms and inventory clean and organized.

Alshaya Group - Sales Representative (Sep 2019 - Sep 2021)

- Maintain relationships with existing customers and identify new sales opportunities.
- Manage the sales cycle to close new deals.
- Have in-depth product knowledge.
- Achieve sales objectives by assessing customer needs.

Concorde Hotels and Resorts - Sales Representative (Sep 2017 - Sep 2019)

- Prospect and maintain a customer base.
- Assist the sales manager in the development of the Commercial Action Plan.
- Plan and organize events

Philip Morris International - Sales and Marketing Specialist (Sep 2014 - Sep 2017)

- Analyze sales figures and market trends and forecast sales and plan budgets.
- Maximize sales levels by displaying products appropriately.
- Build constructive relationships with customers and channel partners.

Co-founder
Director of Growth

EDUCATION

- Tunis Business School, University of Tunis, Bachelor of Business Administration, Finance, General,
September 2018 January 2022-
- Primary specialty in Finance,
- Secondary specialty in Information Technology.

NATIONALITY:
TUNISIAN

Ahmed Fathalli

EXPEREINCE

HOLMENA, Co-founder and Head of Growth, May 2024 - Present

- Contributes to testing activities, marketing, business development and research and development of growth/digital solutions.

Pearls Consulting, Junior Manager Consultant, January 2023 – Present

Public healthcare customers (2023-2024)

- Developed and implemented procurement tools and dashboards, including customized KPI and SLA tracking as well as a facility management inspection tool.
- Trained over 100 employees and purchasing managers in the use of the new procurement tool and launched it on the client's servers.
- Analyzed and aligned the capabilities of a proposed new ERP system, using local standards and practices to improve project and facility management.

Company owned by PIF (tourism industry) (2023-2024)

- Pre-qualified over 3000 suppliers for several projects and built a database of qualified suppliers.
- Created dashboards, Excel sheets and evaluation presentation for Oracle ERP management modules.
- Helped evaluate the procurement module and identify bottlenecks in the current system.

Real estate development and development of public domains (2023-2024)

- Supported colleagues in data collection and benchmarking of municipal services and prices globally, and organized global benchmarks of port services and prices in Excel sheets.
- Contributed to investor and executive journey presentations on pricing benchmarks.

Co-founder
Director of Growth

CERTIFICATES

- Leadership Development EXPEREINCE
- Master Microsoft Word Beginner to Advanced
- CERTIFICATE OF COMPLETION Microsoft: Excel PowerPoint Word

NATIONALITY:
TUNISIAN

Ahmed Fathalli

Telecommunications industry (2023-2024)

- Helped colleagues categorize telecommunications technology and software vendors for procurement spend analysis.
- Developed a guide for sourcing innovative suppliers.

Insurance and Workplace Wellness Industry – Occupational Health and Safety Standards (2023-2024)

- Data mining and reorganization of US OSHA standards based on industry, as well as mapping to Saudi and US standards and regulations.
- Alignment of local regulations and standards across multiple industries with the framework of the newly developed occupational health and safety manual, and drafting/adapting the new manual based on the newly developed standards.

The DeFi Office, Chief Business Officer, Avril 2022 – Août 2023

- Developed a team of sales developers through recruiting, interviewing and implementing sales strategies to increase sales.
- Management of customer portfolios and the company's CRM and customer marketing campaigns by managing relationships with service providers.
- Ensure optimal use of customer data to improve image and market attraction.

Design Director

EDUCATION:

- Master, Automation, Robotics and Information Processing, September 2022 - June 2024 (ENI Carthage)
- Master, Electrical and Electronic Engineering, September 2022 - June 2023 (ISSAT Sousse)
- Bachelor's degree, Electronics, Electrical engineering and Automation, 2013 - 2016 (ISSAT Sousse)

NATIONALITY:

TUNISIAN

AHMED MISSAOUI

EXPERIENCE

HOLMENA, Chief Designer, May 2024 - Present

- Contributes to branding activities.
- Contributes to social media management/marketing.
- Contributes to research and development of branding/innovation.

El Fabspace Lac, Fablab Manager, December 2023 - Present

- Worked with FabLab Administrator to manage and plan a digital fabrication lab.
- Designed and delivered technical training and capacity building programs.
- Mentored and technically supported FabLab users, including students, designers, hobbyists, startups, and more.

IQRAA School Ezzahra, Community Manager & Graphic Designer, September 2019 - December 2023

- Coordinated general activities.
- Creation of digital content.

Freelance, Fablab, September 2018 - Present

- Fablab “El Fab Space” (manufacturing laboratory).
- Intervenu as a member of Open Fab Tunisia and as a freelancer.

Design Director

CERTIFICATES:

- Adobe Photoshop
- Adobe Illustrator
- Certificate in 3D Modeling and Rendering with 3ds Max
- Certified in Project Setting Theme
- Certified Actor in the Theater Field

NATIONALITY:

TUNISIAN

AHMED MISSAOUI

Aykart Cultural Space, Head of Artistic Clubs, March 2017 - September 2018

- Moderate the clubs.
- Organized, coordinated and covered events.
- Photographer & videographer.
- DIY facilitator.

DESITUNIS, Screen Printing Technician, September 2016

- Machine technician.

Thermal Power Plant for Electric Energy Production, Sidi Abdelhamid, Sousse, Technician Internship, June 2015

- Study and research on the types of excitation of electric motors.

National Society of Cellulose and Alfa Paper of Kasserine, Worker Internship, August 2014

- Familiarization with electric motors and their control parts.
- Maintenance and rewinding of motors.

About Us 01

Methodology and best practices 02

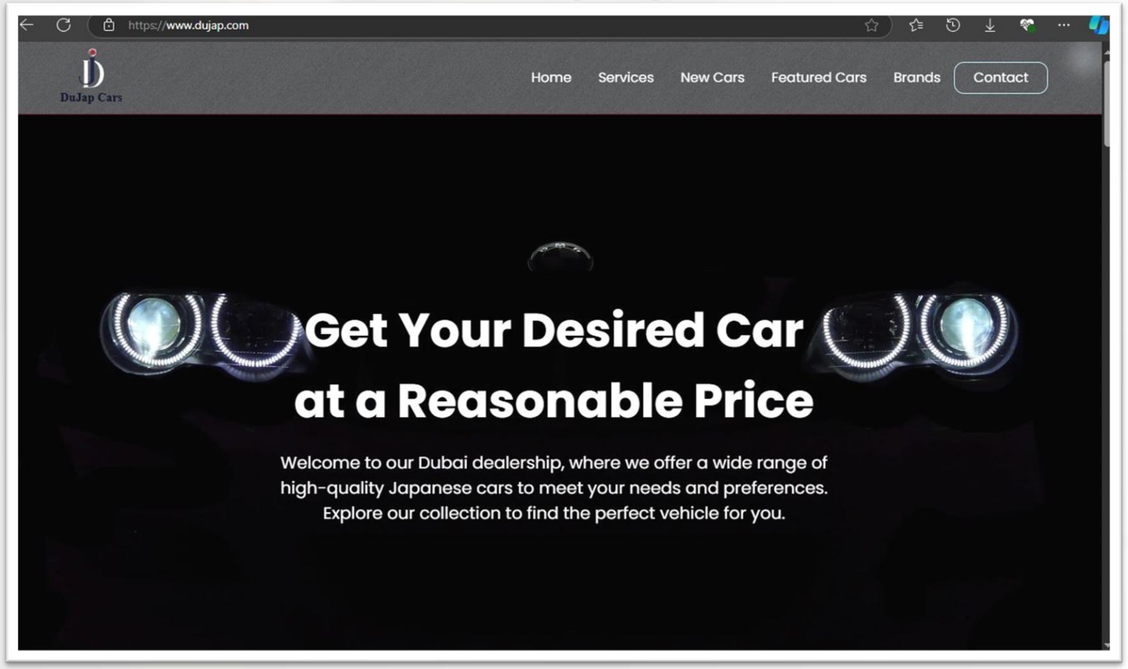
Our Services 03

Our Team 04

References 05

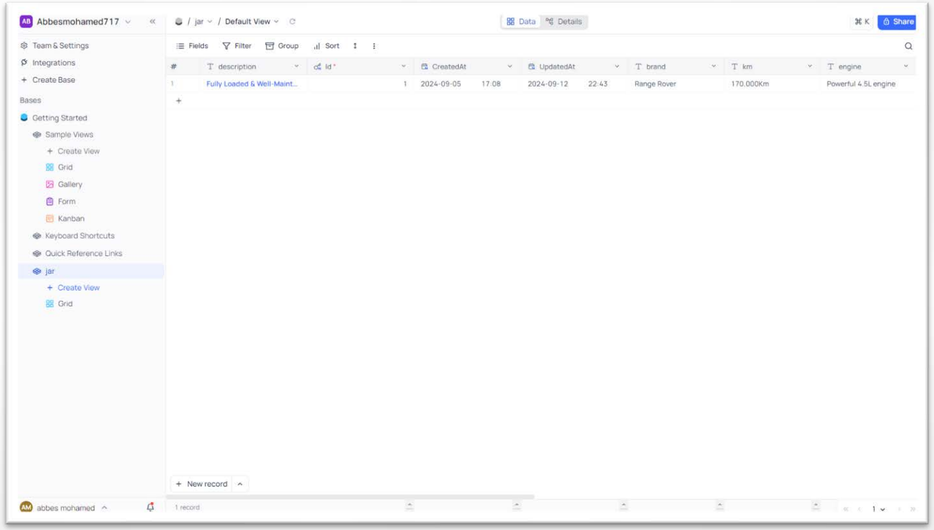
Dujap Cars

Landing Page

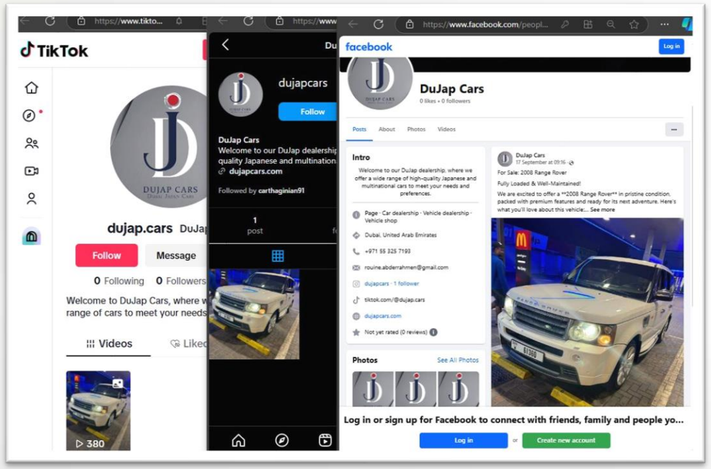


Logo and Brand

Database management

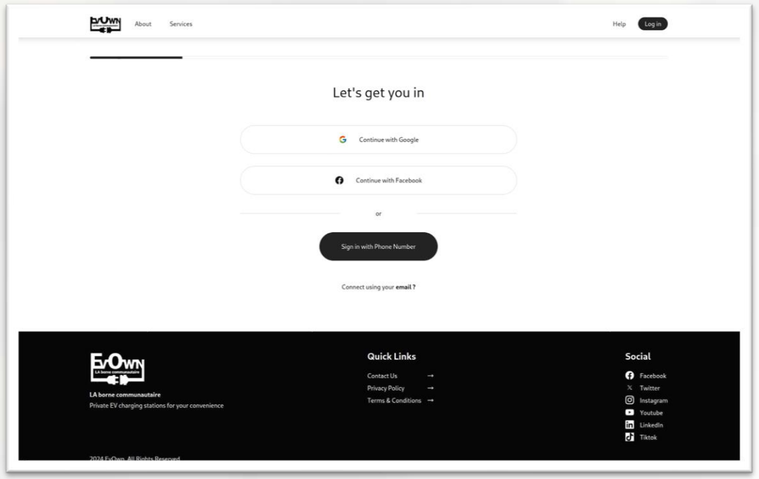


Social media profiles

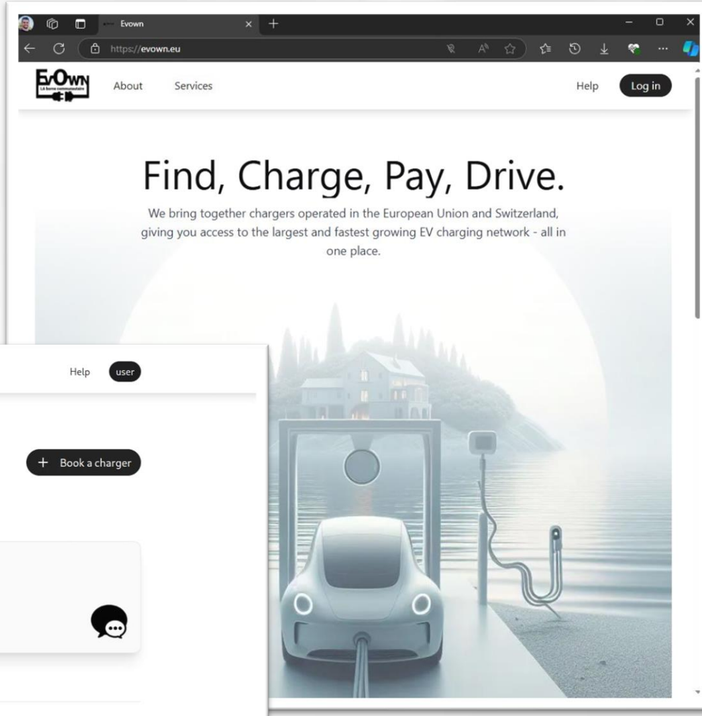


EvOwn

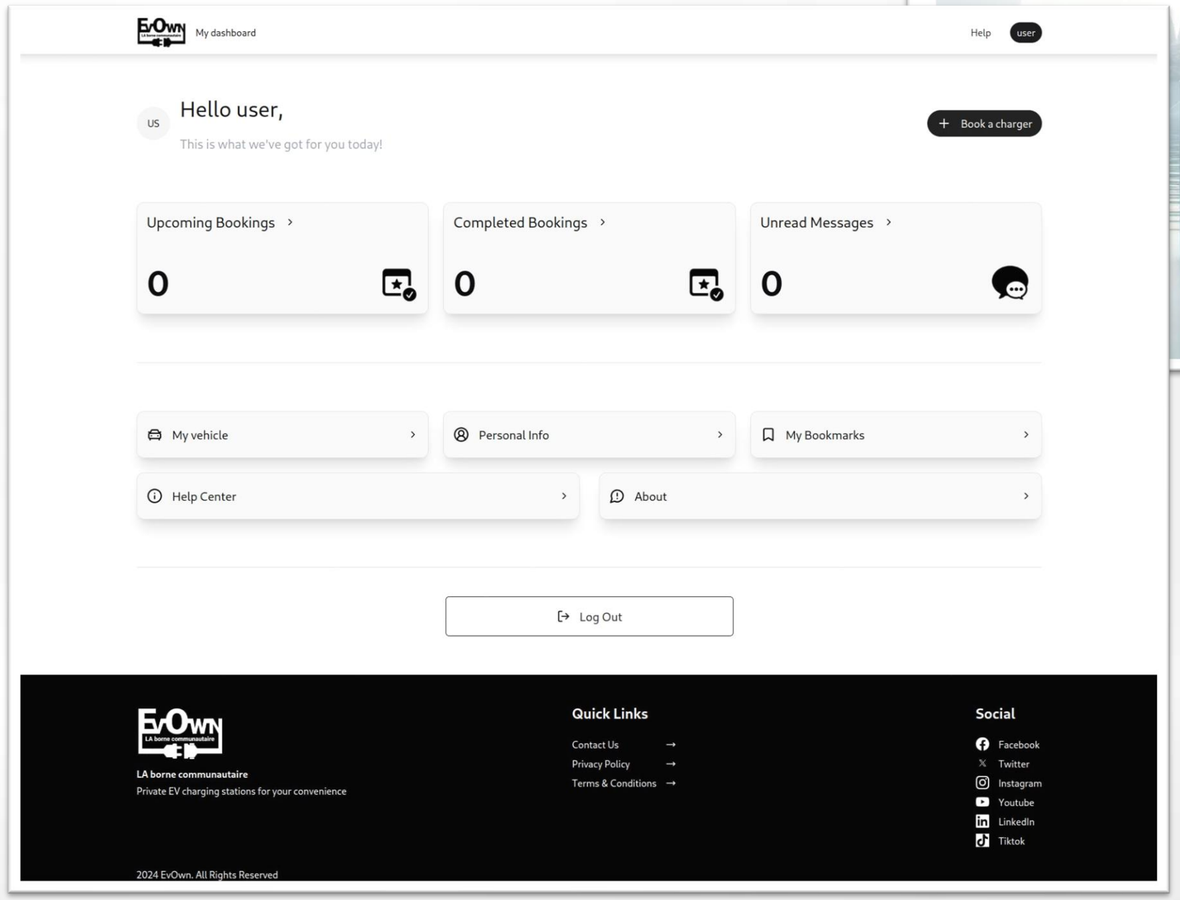
Sign Up / Sign In



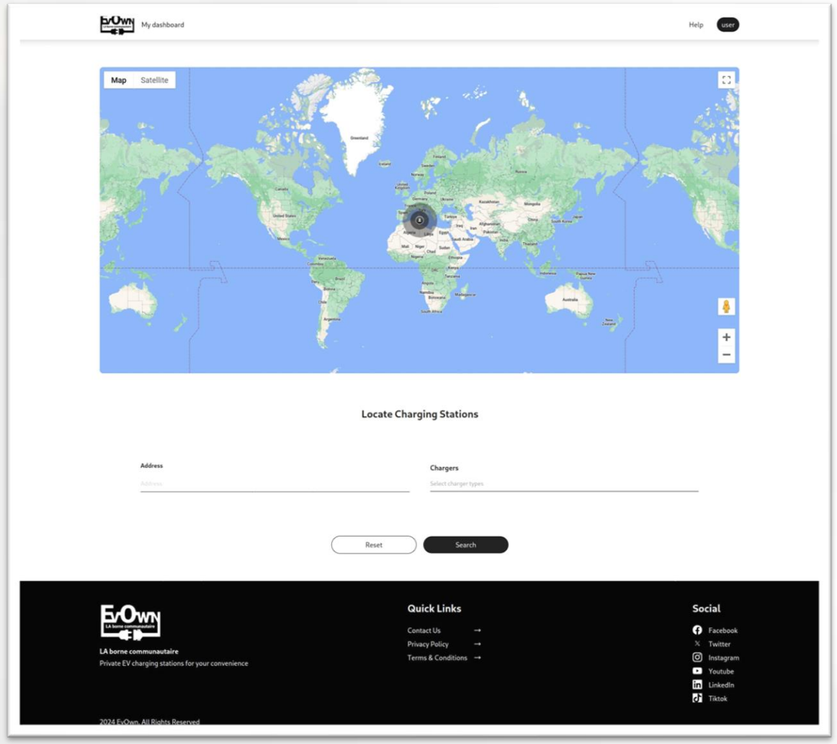
Landing Page



User Dashboard

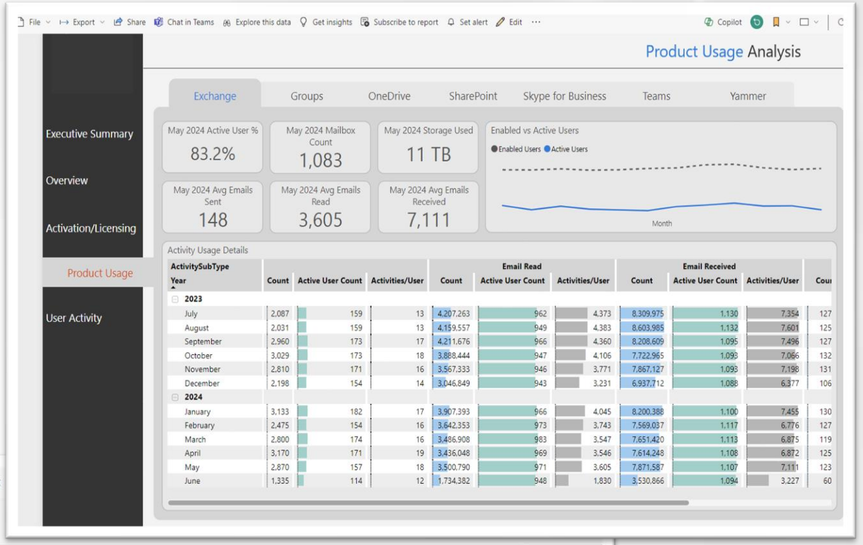


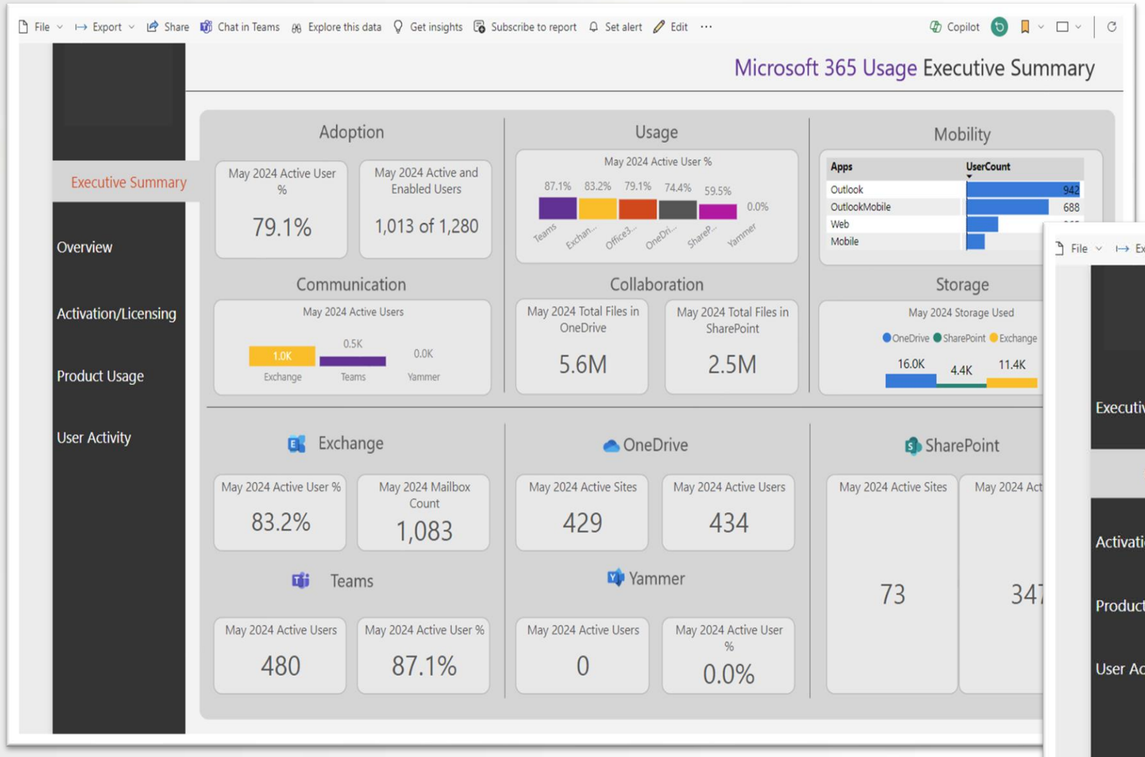
Interactive Map API



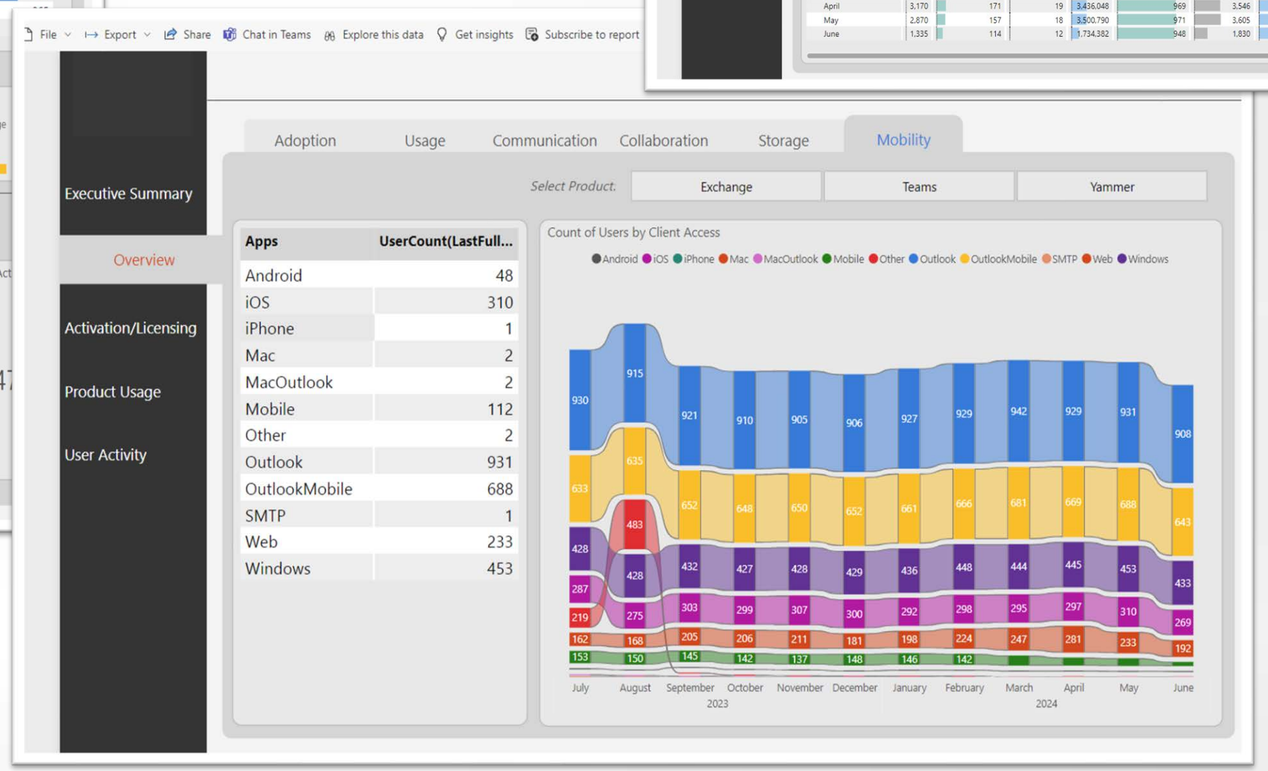
BRS Shipbrokers

User/ Product Activity





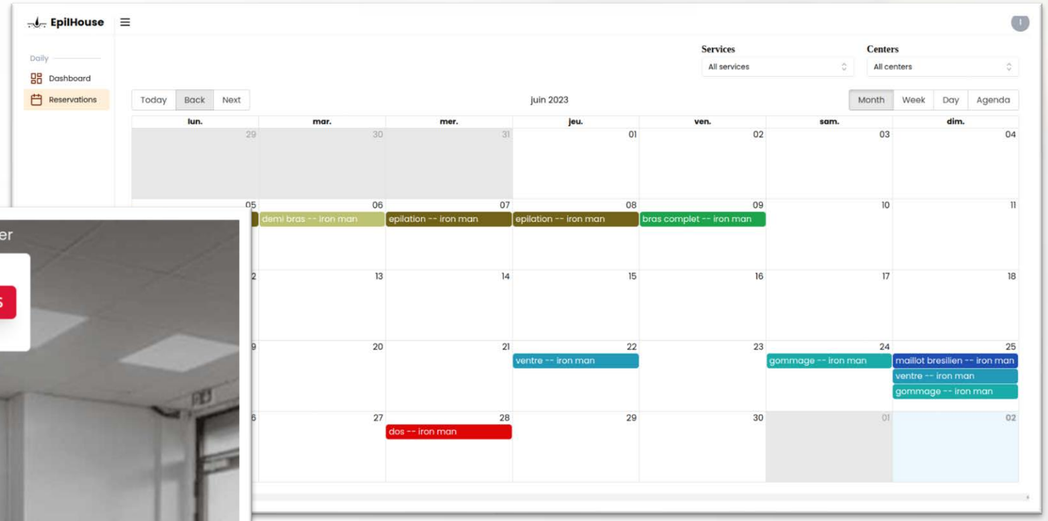
Interactive Dashboard (BI)

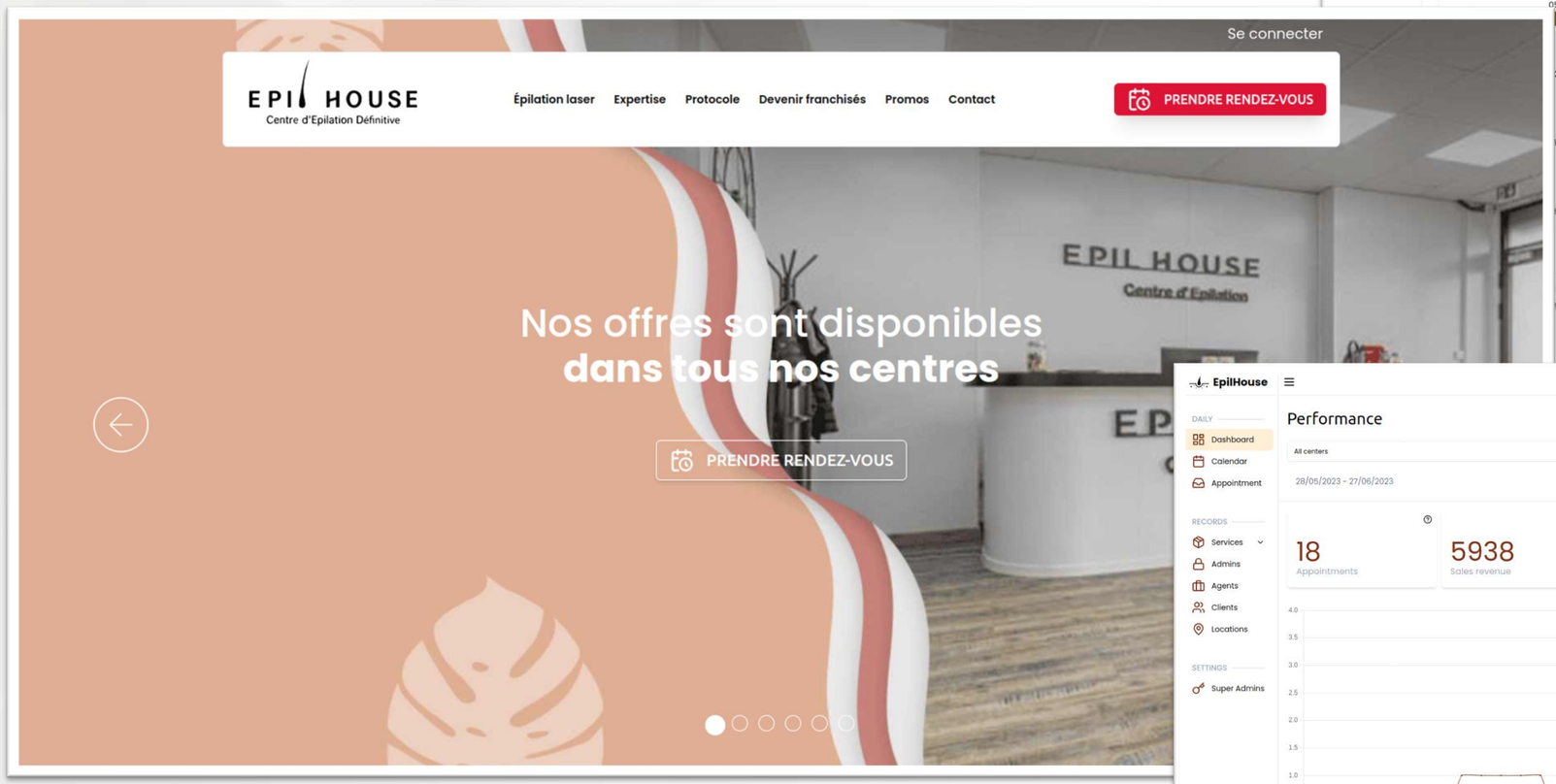


Activation et licensing

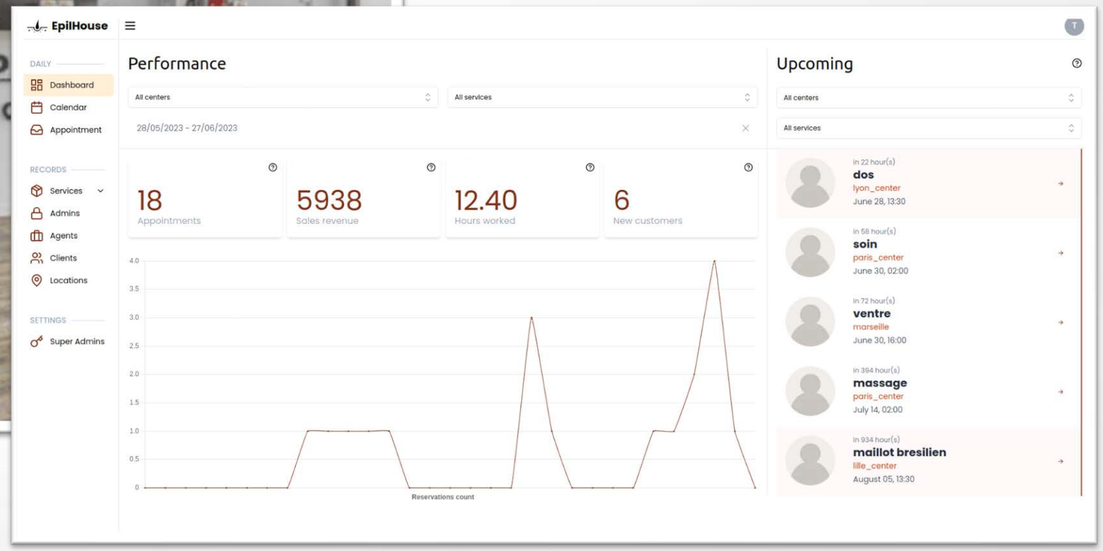
Epilhouse

Client Calendar





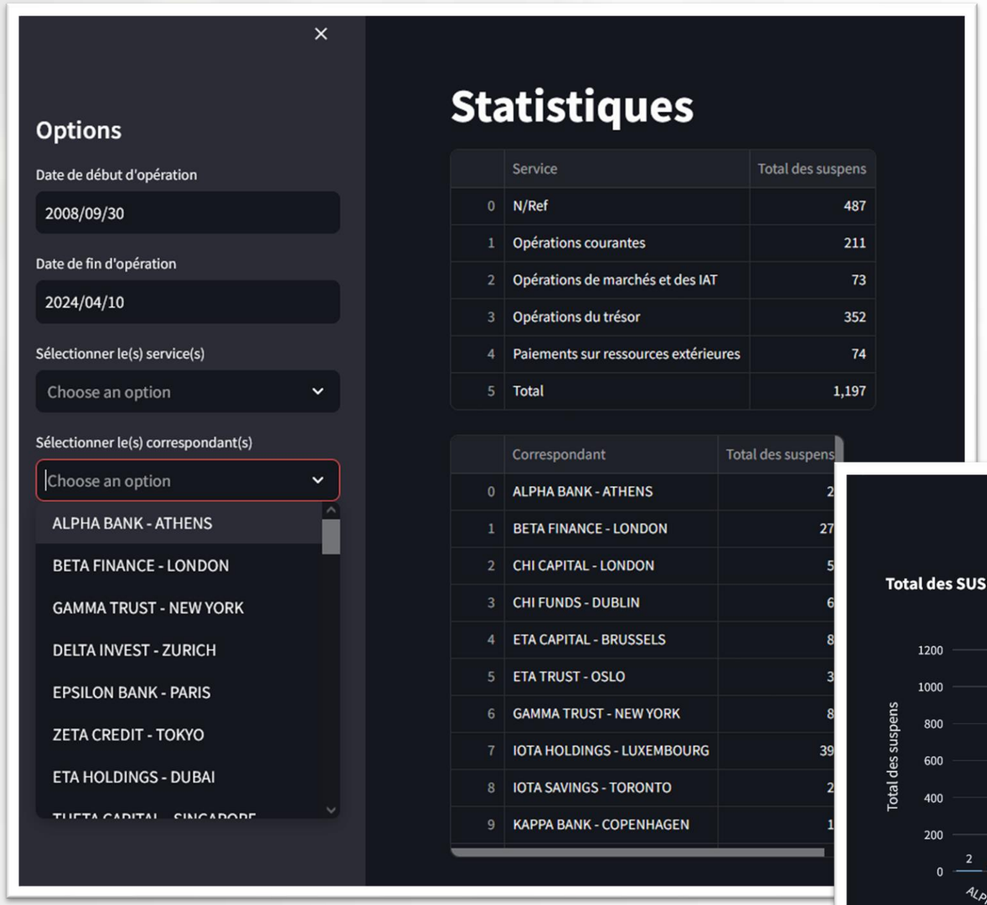
Landing Page

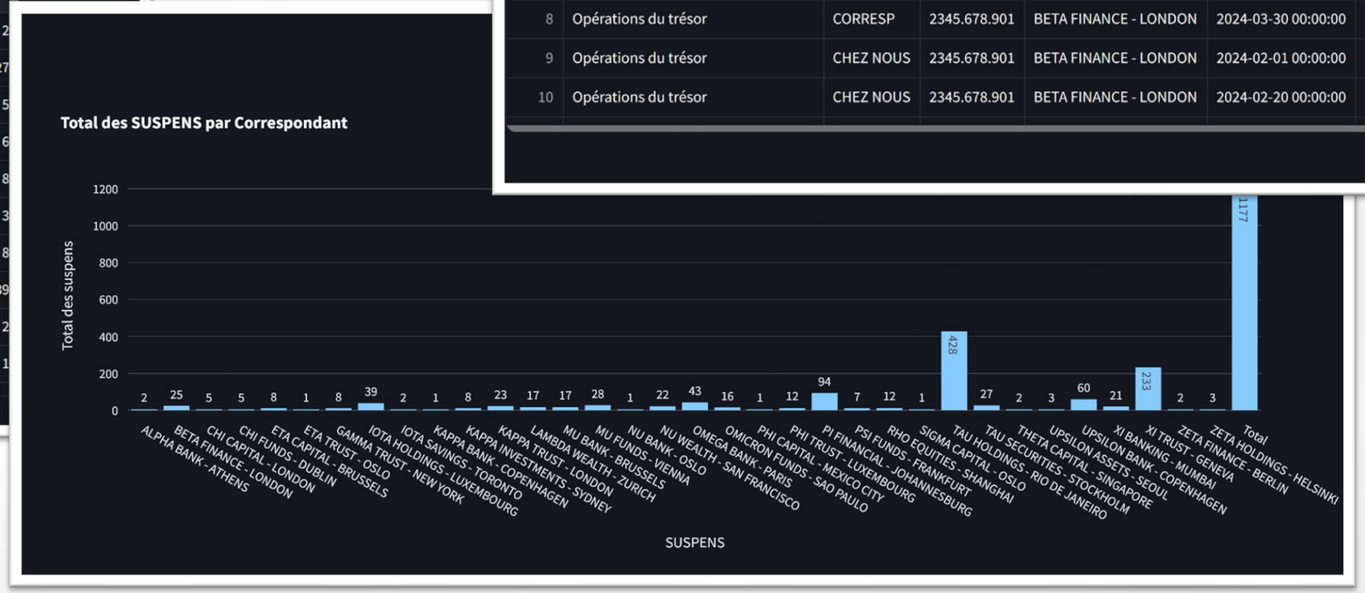


Admin Dashboard

Central Bank of Tunisia

Interactive Dashboard (BI)

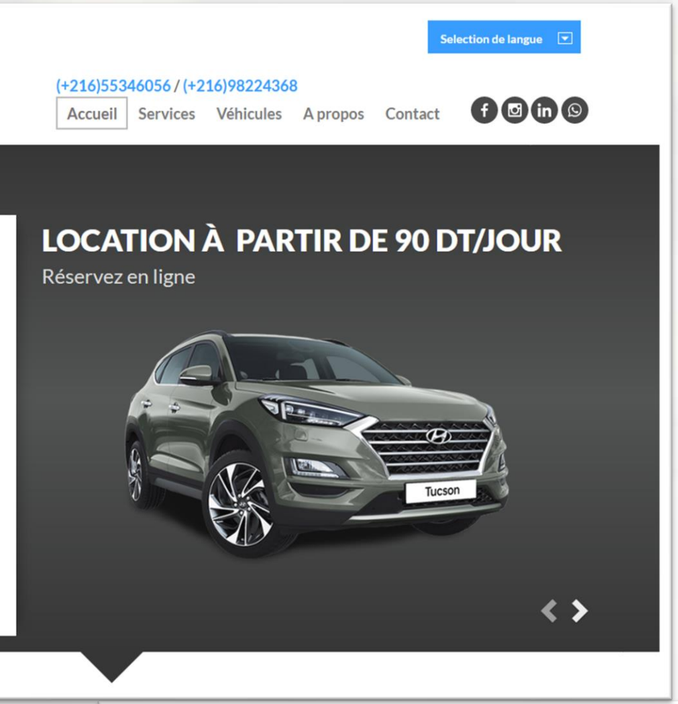




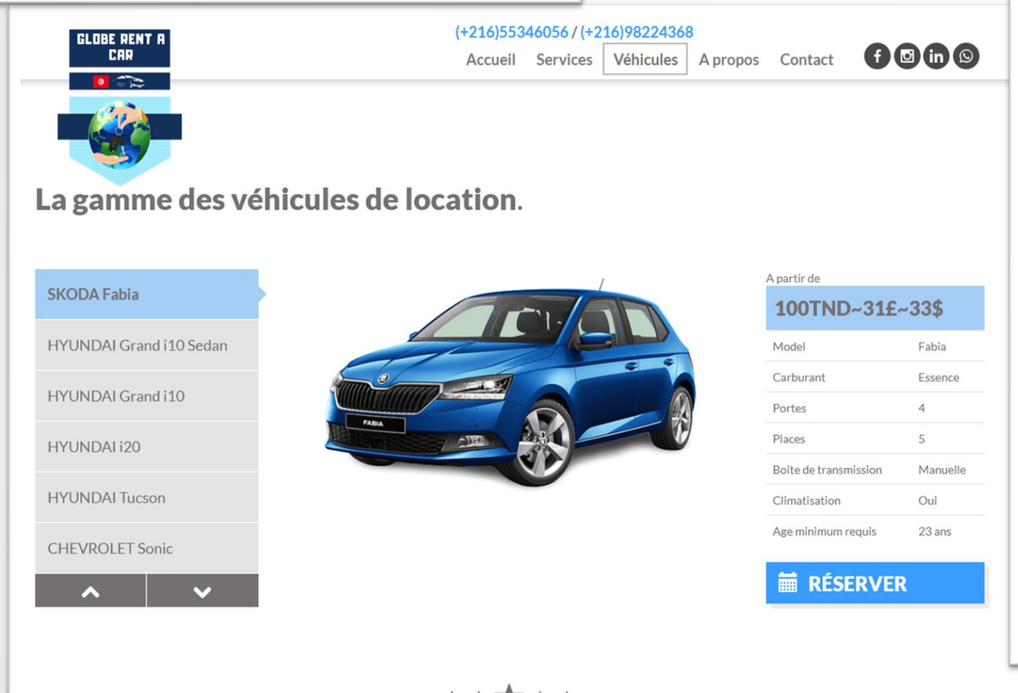
ETL et Data Filtering

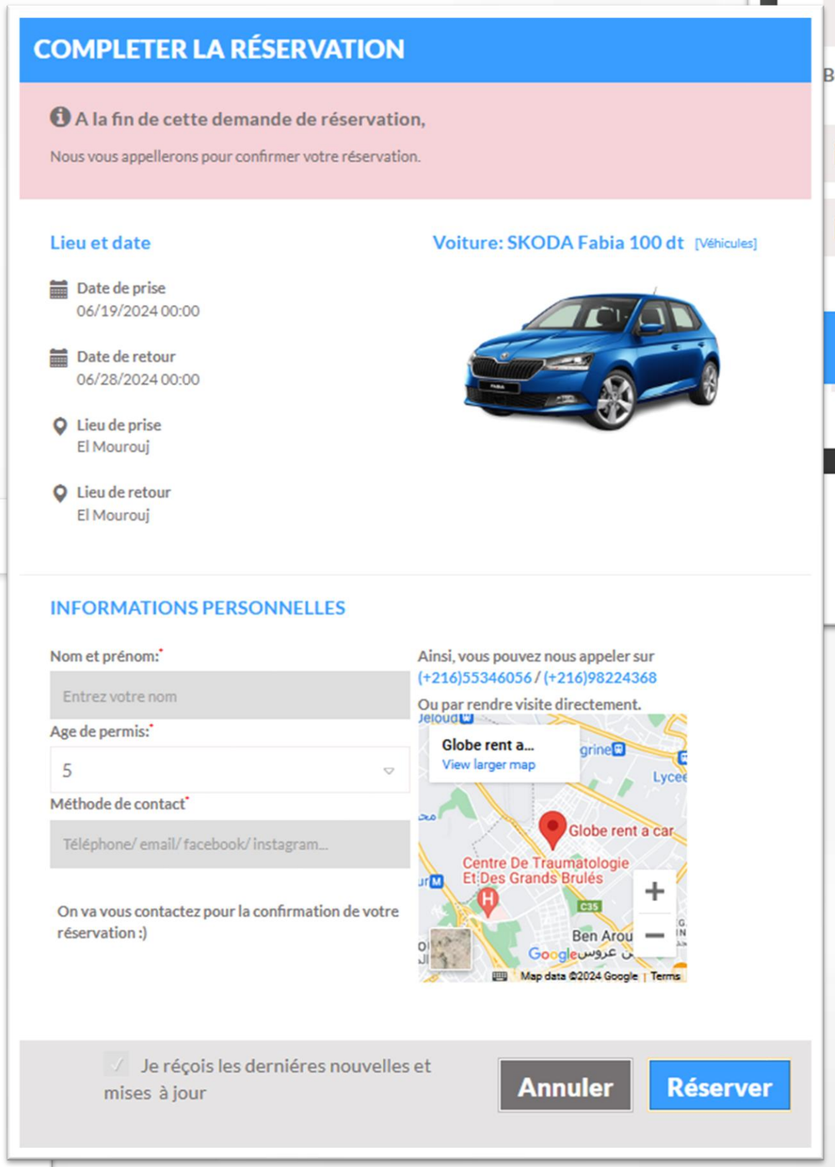
Data Analytics

Globe rent a car



Landing Page





Reservation

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Thank you for your attention