

Corporate Profile



Upsite.
CONSULTING

Consistent Value ... Delivered

www.upsiteconsulting.com

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1 WHO WE ARE

Upsite Consulting is a leading business consulting firm that offers value to emerging market clients in corporate governance-related advisory services leading to operational excellence (e.g., risk transformation, process excellence); through local-hearted professionals who combine deep market and industry knowledge with specialized expertise.

Significant changes in the global business environment have placed considerable new challenges on businesses to compete for market opportunities effectively. This pressure makes proactive market leaders succeed, leaving traditional players behind. To succeed in the times of adversity, emerging market business leaders are engaging **Upsite Consulting** to provide them with out-of-the-box thought leadership and decision support.

Our motto “thinking out-of-the-box” - especially when minds are stuck to a quandary - reflects the most befitting of the creatively diverse solutions that we offer our clients. We believe in knowledge aggregation, its intuitive integration through diversified channels, processes, systems, and applications, in providing an efficient, customized business solution to create value for the client.

With proven skills in complex cases and exceptional strength in analytics, our dedicated people have provided astute guidance to clients in several successful engagements. Our success stems from the outstanding capabilities of our people, many of whom are recognized experts in their respective fields. In addition, we nurture and maintain close relationships with a group of respected academics and industry experts for interdisciplinary collaboration and responsive service.

We provide our services due diligently to:

- Build relationships based on doing the right thing.
- Express integrity, respect, and teaming.
- Dedicate energy and enthusiasm, and lead with courage.

Upsite Consulting makes a difference by proactively helping its clients to achieve their potential.

Upsite Consulting leverages its principals' experience in the last 20 years in consulting with clients, and leverages its resources, to be able to bring that experience and focus on customer advocacy. Our customers need expertise and skills that we can bring, focused on key business improvement areas in their enterprises.

2 OUR PEOPLE

Upsite Consulting combines recognized expertise in various domains to exceed client expectations. In addition, each team player comes with a wealth of knowledge and capabilities that s/he acquired through the extensive history of leading and engaging in successful projects.

A blend of relevant experience with quality training, high education, and professional certification qualify our people to team up in the total client value continuum internally. Our team comprises academicians and business professionals with various titles and certifications, such as PhD, MBA, ACA, CPA, CMA, CIA, CISA, CFE, ISO-X, and engineers with vast industry knowledge and expertise. The dynamic and talented team is committed to operating with integrity, quality, and professionalism in providing performance, risk, and deal solutions to all clients both at home and overseas.

With that backdrop, we ensure a harmonized environment for the client value delivery process, empowered by aligned cultural backgrounds and mindsets that collectively represent our region. This truly helps us represent the real meaning of...

...Global Minds with Local Hearts

We are cost-effective in our operations – our overhead base is always low as we employ the same level of talent, experience and service from a cost-effective infrastructure and reduced management layer base. We are able to take the VALUE and pass it on to our customers in providing a moderate cost of superior quality seamless service.

3 OUR CLIENTS

At **Upsite Consulting**, we are prudent in selecting our clients. We engage when we can make a difference to our selected clients and sustain market leadership in quality advisory services.

Our emerging market clients range from large and complex enterprises to some of its most innovative entrepreneurs. They include private and public companies, governments, and non-profit organizations.

Demonstrating our value-added service integration, **Upsite Consulting** has contributed to the success of a number of its key accounts in certain GCC countries and globally; within various domains from (petro-)chemicals, telecommunication, energy, electronics/technology, mining/metals, logistics, to multi-industry conglomerate.

4 VISION, MISSION, CORE VALUES & ETHICAL NORMS

Our vision is to be a quality-committed business advisory model in the emerging markets providing value-adding professional services serving local and international clients.

Our mission is to create value by focusing on business excellence and strives to offer value-added services to its clients across industries and help them succeed in the marketplace by delivering visible better value on their investment in engaging us.

Our core values define who we are, and the fundamental beliefs of **Upsite Consulting** that guide our actions and behavior in every step of our mission influence the way we work and the way we serve our clients and engage with our communities.

Every day, each of us makes choices and decisions that directly affect the way we experience each other and how our clients experience us. Our values give us confidence that we are using the same principles to help us make these decisions — throughout our network.

With mutual respect, we live our clients in every business engagement...and every relationship. We deliver with passion, and we learn all the time. While we focus on accountability and responsibility with due care, we believe in transparency and integrity as success factors in our client service continuum.

Our ethical norms (not limited to)

- **Approach:** We maintain an exclusive professional approach in all dealings with clients.
- **Assignments:** We accept assignments for which we have the skills and knowledge to perform them.
- **Commissions/financial interests:** We neither accept commissions, remuneration, nor other benefits from a third party, in connection with recommendations to a client, without the client's knowledge and consent nor fail to disclose any financial interest in goods or services which form part of such recommendations.
- **Confidentiality:** All existing or potential client information remains confidential. We neither take personal advantage of privileged information we gather during an assignment nor enable others to do so.
- **Conflicting assignments:** We avoid acting simultaneously in potentially conflicting situations without informing all parties in advance.
- **Conferring with the client:** We ensure that, before accepting any engagement, a mutual understanding of the objectives, scope, work plan, and fee arrangements has been established. We disclose in advance any personal, financial, or other interest that might influence our work's conduct.
- **Recruiting:** We refrain from inviting an employee of a client to consider alternative employment without prior discussion with the client.
- **Unrealistic expectations:** We refrain from encouraging unrealistic expectations or promising clients certain benefits from specific business advisory services.

5 WHAT WE DO

Today, business enterprises are compelled to review their strategies and positioning in the marketplace constantly. To support our clients in achieving their goals, **Upsite Consulting** provides various services and innovative ideas customized to local needs.

As a professional services leader, **Upsite Consulting** provides industry-focused consulting services to enhance clients' and stakeholders' value. Our team shares their thinking, experience, and solutions to develop fresh perspectives and practical advice for our clients.

Complementing the depth of industry expertise and the breadth of skills is the sound knowledge of **Upsite Consulting** of the local business environments across the emerging markets. Our emerging market alliance network gives us the reach to provide our clients with the comfort and the confidence that, whatever be their business needs, **Upsite Consulting** and team partners will have seen it before.

There is no substitute for a **trusted business advisor** being knowledgeable about an industry inside and out. Client C-Suites and senior executives need, among others, to track competitive dynamics, regulatory changes, advances in technology to compete and thrive in their sector. At **Upsite Consulting**, we engage when we can make a difference to our selected clients in quality advisory services in specific industries, either by **direct consulting** or **project/program managing** for the client (third party expert consultancy's service delivery). In direct consulting, our consultants draw upon years of experience and deep industry knowledge to ensure our clients' success. We give some perennial challenges and issues facing the following industries: [not limited to]

- Chemicals/Petrochemical
- Computer Software
- Energy
- Information Technology
- Logistics
- Mining/Metals
- Multi-Industry Conglomerate
- Public Sector (Presidency)
- Telecommunication

To each of the above industry clients, we provide the following consulting service groupings:



5.1 Risk Transformation

*If you want to identify and seize opportunities,
you must manage your risks!*

A distinctive feature of any successful business strategy is that it takes advantage of opportunities and assumes systematic and idiosyncratic risks only if they are acceptable in economic and social terms. Therefore, controlling risks, so-called "risk management", is one of the core tasks of a business. This is of utmost importance in the organization's sustainable development and is also one of the key requirements placed on the organization and its management by its shareholders, creditors, employees, and other stakeholders.

Organizations can benefit from professional risk control in different ways (not limited to):

- Integrated risk management produces substantial synergy effects, which allows for cost reduction.
- An efficient risk management system can obtain more accessible credit financing.
- An efficient risk management system allows the organization to comply with statutory requirements, which are constantly tightened in risk provisioning.

Historically, organizations have focused on risks that can be managed through controls. However, careless handling of risks in an organization can quickly endanger their market position and, in the worst-case, their existence. Therefore, continuous risk analysis and evaluation are essential for securing the organization's success. Today, to remain competitive and successful, it is inevitable that organizations have to widen their focus on the risk landscape and consider a holistic approach for risk transformation.

Please get in touch with us if you would like to learn more about our services in the area of risk transformation, i.e., risk management, early risk identification, internal revision and corporate compliance, and business continuity!

We follow the principles and methodologies presented in the ISO standards using our proprietary RM & BCM approach!



Risk Function Optimization

We support your risk management optimization efforts by evaluating the extent of risk coverage by various risk management functions. As a result, align risk management roles with stakeholder expectations at all organization levels and risk appetite.



GRC Technology Enablement

Are you looking for support in utilizing risk and opportunities in a digitally disrupted world? We are ready to break down traditional silos and leverage synergies across GRC to look at them in an integrated and smarter way.



Advanced Risk Analytics

Supporting you with advanced analytics embedded into a solution with 'what-if'/predictive simulation capabilities that provide sharp insights on process deviations (e.g., Six Sigma), operational inefficiencies, and financial leakages.



Regulatory Compliance

Establishing solid risk governance and monitoring framework ensures continuous compliance. Furthermore, your ongoing risk monitoring efforts can be enhanced with automation utilizing state-of-the-art technologies (e.g., robotics-enabled platform).



Business Continuity Management

We provide a complete portfolio of business continuity consulting services to assess, implement, exercise, and maintain the maturity and sophistication of your Business Continuity program.

5.2 Forensic and Cybersecurity

Our forensic services division is fully equipped with the latest technology in the market. Whether our clients require a full-fledged forensic review, an investigation related to minor violations, or a cyber-related matter, our experts are well-positioned to help in any crisis. In times of crisis, time is of the essence as you are normally racing against it. Our approach is catered to saving time and achieving results quickly without wasting resources. This approach saves our clients money and effort. We pride ourselves in giving honest advice, and if we feel the case has fewer merits, we are always upfront with our clients and may opt to decline to take on a case based on information provided to us. We work based on our ethical norms, and we don't compromise on our principles.

Generally, clients employ our services to conduct investigations relating to **white-collar crimes** and **cybercrimes**. We work alongside legal counsels and external lawyers and provide forensic and investigation support for cases that have been filed in public prosecution or courts. In addition, we work on civil and criminal cases based on our clients' requirements. It is essential in our business to understand the clients' needs, and we devise a plan, based on our understanding, in agreement with our clients and execute it accordingly.

Corruption and Fraud



- Forensic reviews/audit
- Fraud and corruption investigations
- Fraud risk assessments
- Psychological crimes

Cyber Security and Crime



- Imaging of computers and mobile phones
- Mailbox, Email archive data extraction and recovery
- Data recovery services
- Penetration testing
- Data verification services
- Meta data analysis

AML Compliance



- Anti-money laundering investigations and reviews
- Regulatory compliance review
- KYC documentation review
- Sanctions review

Due to the advancement of IT and the rapid pace of developments in cloud services, **cyber security** risks are prevalent in almost every organization. Fraud and corruption means and modes have become more advanced and sophisticated. There are considerable **Anti-Money Laundering** compliance requirements introduced in recent years on the organizations operating in the GCC, and non-compliance with such requirements may lead to significant financial consequences.

Upsite Consulting and its team are well equipped to advise management on the cybersecurity risks and assist them on the Fraud and Investigation and Anti-Money Laundering (AML) matters.

5.3 Financial Advisory

At **Upsite Consulting**, we believe that sound business advice provides a strong foundation for establishing long and everlasting business relationships with clients. Our professionals understand the importance and criticality of business and financial advisory services and provide value-added and timely advice which helps our clients in effective decision making. Our advice is based on in-depth analysis, extensive research, and strong professional judgments.

We provide the following financial advisory services in the following areas:

Corporate Finance

Due Diligence and Business Valuation Services

Due diligence is carried out normally when a potential acquirer evaluates a target company or its assets for an acquisition. It contributes significantly to informed decision-making by enhancing the amount and quality of information available to decision-makers and ensuring that it is systematically reflexively used to deliberate on the decision at hand and all its costs.

Debt Advisory

Our debt advisory team assists in obtaining venture capital, structured finance, and working capital lines of credit from financial institutions. In addition, our team provides advice on available financing options and solutions considering the objectives and strategies of our clients.

Ethical Financing

We offer financial advisory services to our clients operating in non-financial and financial (i.e., conventional and Islamic financial institutions) industries to achieve their financial objectives. With more than ten years of experience in Islamic law, our seasoned in-house Islamic Finance scholar from Germany works with our international network of leading Islamic financial organizations, Shari'ah scholars, and industry practitioners worldwide, including Saudi Arabia, Bahrain, Turkey, and Malaysia.

We provide you optimized and customized solutions in Islamic financial advisory, Shari'ah compliance certification, auditing, training, supervision, and revision according to the globally recognized and leading international Islamic finance standards provided by AAOIFI and others. We are here to support you in becoming successful with your Shari'ah compliant products and services offered to your customers. Our services are offered in English, German, Arabic and Turkish languages.

Feasibility Studies and Business Plans

The feasibility study is an evaluation and analysis of the potential of a proposed project based on extensive investigation and research to support the process of decision-making. If a project is considered feasible from the study results, the next logical step is to proceed with the business plan. A thorough viability analysis provides abundant information supporting the business planning stage. Our professionals provide services with an objective and unbiased approach, which enhances business success and helps in effective decision-making.

5.4 Process Excellence

Our business process management approach focuses on gathering and analyzing core activities to help an enterprise learn, improve, and evolve. Our applied process management methodology supports your management level with better decision-making capabilities.

Process Lifecycle

Business process management (BPM) summarizes a holistic approach to align an organization's business processes. Therefore, a management discipline must be considered that provides governance for business processes to become more effective and efficient. Understanding BPM as a management discipline employs methods and conventions to optimize business processes continuously.

We do our best to drive your process improvement initiatives to excellence, from strategy right away to implementation and monitoring. First, however, business strategy must be healthy, elaborated, and well described to provide a framework for core processes and create processes aligned with the business goals.

Managing the input and output based on the business processes, we do not look at a single function but the end-to-end processes from the supplier throughout the organization to the customer. It's about managing the improvement and optimization potentials of your company's core competencies by transforming the underlying business processes.

*"A bad process is better than no process!" "A good process is better than a bad process!"
"Even a good process can be made better!"*

Michael Hammer (quote)

Process Governance

The BPM governance defines a framework for services, architecture standards, policies, roles, and their responsibilities to ensure continuous management and improvement of business processes. An elaborated and integrated governance framework creates the foundation for BPM initiatives, provides transparency, and supports accurate decision-making by extending your organization's traditional boundaries.

A centralized BPM governance center is often recommended because it acts as the focal point for all BPM initiatives and supports IT projects to follow BPM standards. A governance center enables the efficient implementation of routine tasks, such as ensuring that new members of the project team develop the necessary expertise or have proper access to all of the relevant project data. Business process governance includes the establishment of internal BPM centers of excellence or competency centers to share process-improvement and spread awareness of BPM standards and priorities.

Once the BPM governance framework with the relevant roles and responsibilities, the organizational implications, the relevant tools, methodological structures and standards are defined and developed, it's time to begin the transition and move to implementation. Post-implementation and rollout BPM governance requires continuous acceptance, maturity, and compliance control.

5.5 Technology Transformation

We provide professional consultancy services for projects related to business digitization. We combine business and IT capabilities to optimize processes and drive operational excellence. We are always looking at the “big picture” and the end-to-end relations within your organization and third-party relations. We advise you on achieving cost reduction and driving your business to better performance. We do not stop with delivering concepts and strategic advice. We aim to work with clients in a highly collaborative environment to guide and support the whole lifecycle of change. Our partners and experts have comprehensive knowledge of setting up and controlling operational processes across various industries.

Setting up the appropriate business strategy will improve service at lower costs and maintain a long-term market share. As part of the digitization strategy, the organization, processes, and IT systems must be designed from supplier to customer to meet present and future requirements. For instance, elaborated customer-centric operations will help achieve perfect order fulfillment with integrated supply chain planning and help you to strengthen your relationships with suppliers, customers, and other third parties worldwide.

unify business strategy, business processes, and IT in your organization to gain an efficient and tuned interplay of forces (such as):

- Assess your IT landscape to align your company objectives and strategic direction and identify opportunities to optimize your IT environment.
- Perform SAP application and business process health checks to discover the optimization potentials and enable “state-of-the-art” applications to reduce overall costs.
- Match business goals with new trends in supply chain elaboration and technology to ensure the best position in industry benchmarking and savings regarding supply chain costs.
- Alignment to demonstrate a positive interaction between Business Strategy, IT Technology, and Process Management to increase the overall business value.

We combine business and IT capabilities to optimize processes and drive your supply chain to excellence. By unifying business strategy, business processes, and IT in your organization, we look at the “big picture” and the end-to-end relations within your organization.



Upsite Consulting is a leading business consulting firm that offers value to emerging market clients in performance improvement, risk management, and deal planning /execution advisory services through local-hearted professionals who combine deep market and industry knowledge with specialized expertise.

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