Purpose for Business Company Profile

Our history of work:

We have been in business since the beginning of 2018, providing smart technologies in the field of education. We partnered up with well-known brands to bring top-notch interactive technologies and solutions to help the learners in developing their skills. Integration was at the core of our company's spirit, as we believed companies require integrated, effective solutions to prosper. We became the most trusted provider of interactive solutions, modern technology tools, training services that boost motivation and effective learning and teaching in Palestine. Our goals were to provide solutions that connect students, lesson contents and devices into unified learning experiences, to help educators open more ways for students to learn, so they develop the skills they need to succeed and tap into their unique potential, and to provide training services that ensure effective implementation. We were on a mission to absorb the interactive technologies and enable adapting their licenses behavior to provide interactive, engaging multimedia materials, and to effectively utilize them in the learning process. Examples: Najeh.online e-learning platform, SmartClass+ Hub digital language teaching platform, and SmartDoc. Archiving system.

By 2019, we maximized our focus on using the motivational effects of robotics, smart devices, and STEM programs to excite todays and tomorrows generations of students to understand and to learn engineering, technology, science, and math, and to acquire soft skills via hands-on 'mini-projects' using open source learning platforms. Working in close partnership with various international bodies, all in which to constantly improving the educational process in Palestine. The knowledge – base and the expertise were available and ready to start implementing our Robotics & STEM programs the second one is developed by our team. Our courses and inventors are split into three primary age groups: Elementary (6 - 9), Junior (10 - 13), Senior (14 - 16). Within these groups, students can explore a variety of hands-on courses, ranging from Robotics to Game Design, from Electronics to Computer Animation, and from Computer Science to App. Development. On the other hand, we recognized the organizational and financial difficulties that educational institutions face in incorporating technology into the traditional classroom. Kits are expensive, staying up to date requires extensive work, and teachers generally lack the technical skills. That's why we developed a comprehensive set of services that are tailored to each institution's needs to facilitate seamless integration of STEM & Robotics into existing curricula. For institutions looking to develop their staff's portfolio, we provide a comprehensive set of professional development courses hosted by our company and engineers. Courses cover our curriculum and modules as well as various topics in technology education.

By 2020 we became all in the middle of watching history unfold as a result of the Coronavirus (COVID-19). With the closing of schools across the country and the world, we are still our customers trusted partners in education, and therefore are shifting our commitment and focus to helping teachers and parents keep children inspired by STEM while they are at home.

In response, we are currently working very hard to provide them with an option for students to continue learning while they are at home. **Nevertheless, we strive to empower more industries spanning across a number of sectors with our development solutions**!

About:
Shortly, we are a group of developers and software experts who are passionate to revolutionize the future of enterprises in public and private sectors with intelligent problem-solving solutions. Our software experts join forces with enterprises members and empower them to accomplish even the most ambitious goals and expand the entity R&D capabilities. We take full responsibility for every assignment we do, to assure our clients of effective execution of every task, process or project.

Mission Statement:

Is to empower the future economy by helping enterprises to rapidly apply AI and machine learning to achieve short and long-term goals, create additional value, and address real challenges.

Vision Statement:
our vision is to provide more accurate predictions about the future of the enterprises!

We know that next year is still uncertain for educational institutions and other industries alike, so why not look at what we have to offer!

Development Products:
✓ **Purpose Studio:**
It is a machine learning studio consists of more than 50 components integrated together to build a Workflow Data Preparation, Data Quality, Data Processing, and Data Result.

✓ **E-learning Platform:**
A full centralized learning environment for schools. It turns the school society into a thriving knowledge-based one, provides smart learning and academic learning platform. It is easy to use and accessible by students, teachers, parents and the administration. Also, it provides a resourceful environment for learning, teaching, communication, exchanging experiences, and sharing it in any time or place.

✓ **Purpose Online Academy Platform**
✓ **CRM**
✓ **ERP**
✓ **Mobile Development**

- ✓ **Web Development**
- ✓ **ESP Development**
- ✓ **Database Development**
- ✓ **Data Lake Development**

Development Services

| | **Web Development** | **Database Performance** | | | **Mapping ORM.** | **Frontend** |
		WebCrawler Building	**Database Clustering**			
1.	Python Restful Services	Customization	NoSQL Integration Hive	PostgreSQL Cluster migrate Open Source Code postgres-xl.org.	Entity Framework Core	Angular 10.
2.	Asp.Net Restful Services	Performance	NoSQL Integration HBase	XA Data Source Integration	NHibernate.	Angular Js.
3.	Ajax Response	Based on NoSQL Db	NO SQL Fraud Detections.	Database Replication Session.	Hibernate ORM Java.	JQuery.
4.	XmlEntity	Based on RDMS	NOSQL Banks Graph Database Creation	MySQL Server Cluster based HAProxy	Hibernate OGM	JavaScript
5.	JsonEntity	Indexing Hug Pdfs	NoSQL Bank Graph Database search criteria	Building a Reverse Proxy in .NET Core	Gorm	JQX – Widgets Template
6.	Spring Framework	Indexing Hug Csv.	Web Distributed Session Indexer	ASP NET Core with Nginx	Type-ORM Angular 10	
7.	Spring MVC.	Indexing Hug excel sheets	Web Distributed Caching Indexer	ASP.NET Load Balancing		
8.	Spring Ws	Python Scrappy Intelligent machine learning	WebCrawler Security Layer Integration	Python Dev Load Balancing		
9.	Asp.Net Identity server	HTML Cleaner	WebCrawler NoSQL Spring Integration			

10.	JWT Services	XML Cleaner	WebCrawler NoSQL asp.Net Integration			
11.	Xml Signature	Json Cleaner				
12.	Json Signature	NoSQL Integration Hadoop				
13.	Xml Encryption	NoSQL Integration SQOOP				
14.	Json Encryption	NoSQL Integration Hive				

Purpose for Business AI Solutions:

Purpose for Business provides AI services, solutions and products to help organizations across different industries to implement AI today.

Some of the best AI-driven opportunities are so novel or specialized that they may not fit an existing product. We have expertise working on custom AI projects for different sectors including government and intelligent process automation, finance and insurance, asset management and defense.

✓ **Artificial Intelligence Strategy:**

Purpose for Business has developed a proprietary methodology, based on deep experience and aligned with global best practices, to assess the artificial intelligence readiness and software development and deployment processes within any enterprise. This assessment serves to establish a customized roadmap for future AI projects, applied research initiatives and integration of intelligent solutions. It helps guide executives on how best to adopt an AI and machine learning innovation culture across one or many government or business units. This is the first step towards AI-driven digital transformation for any large enterprise in the public or private sector.

✓ **Document analysis solutions:**

Purpose for Business offers document understanding and discovery solutions that can process, read, analyze, summarize and organize complex Arabic and English documents and reports with deep understanding of the meaning of the written language. The technology can empower time-saving applications across many sectors and can help enterprises to achieve significant savings in time and costs in their document-intensive business processes. Banks, healthcare insurers and government agencies are especially keen to reduce paperwork, detect fraud and mistakes, and streamline operations.

✓ **Market Intelligence**:

We offer banks and other financial institutions a cross-channel product recommender solution that can support sales, marketing and product rollout. The system helps enterprises to generate customer profiles, group clients based on different features such as behavior, activities and preferences, demographic data, user's past preferences, paid products lifetime value, rejected offers and many others. The system helps them to upsell and to market to clients based upon their segments, select the appropriate channel and timing for the client segment, and maximize lifetime customer value.

✓ **Predictive GIS:**

Tool that can provide predictive analytics, expose trends, display businesses by industry classification, track assets, plan logistics, and perform infrastructure impact assessments. We can work with datasets on neighborhoods, income, housing, business intelligence, transport systems, traffic patterns, weather, etc., and convert this data into insights and predictions that drive business value and effective policy.

✓ **Video Analytic.**

✓ **AI Training**:

AI is profoundly different from all the technologies emerging from the last decade. It has a massive impact on how enterprises function and compete. The true value of AI's impact can only be unleashed when industry leaders are able to provide strong direction on how to leverage this opportunity. Soon, the leaders who understand AI and its role in business will be the game changers in every industry.

HOW DOES THIS TRAINING HELP?

1. Improve understanding of essential AI applications & methodologies and learn how they are transforming industries
2. Study the significant challenges and best approaches to AI integration
3. Learn how to develop and execute strategy that drives innovation
4. Assess the impact of AI on business strategies and sources of competitive advantage
5. Examine how AI enhances your role as a senior decision maker

Our Values:

✓ **One-stop service:**
Consulting, requirements gathering and analysis, functional specification, architectural design, UX design, development, testing, deployment, maintenance, support - we've got it all covered.
✓ **No-nonsense:**
We don't overcomplicate. Even if the technology and processes behind the scene are very complex, our solutions are simple to use and understand.

- ✓ **Honest communication:**
  We communicate clearly and openly, even when the news is not good. Our experts provide sound advice on technology and application design options.
- ✓ **Transparency:**
  We get things done, and our products are consistently delivered on time and budget. A dedicated project management teams monitor all activities and report them back to the client, ensuring that every minute spent on the project is accounted for.
- ✓ **High quality:**
  We build reliable software. Our dedicated team of testers controls the behavior and performance of all products. We follow Continuous Integration practices that allow our teams to move fast while keeping high-quality standards that are checked automatically.

Our Team:

Eng. Lutfi AbuSalem	CEO	Eng. Sajedah Yaser	Software Engineer
Eng. Yousef Ataya	Senior Software Engineer and Team leader	Mrs. Maram Hamdan	Business Development Manager
Eng. Meqdad Darwish	Software Engineer	Mr. Basel Salameh	Accountant
Eng. Deema Mohammad	Software Engineer		

Team Skills

BACKEND TECHNOLOGIES	%90	DATABASE TECHNOLOGIES	%85
FRONTEND TECHNOLOGIES	%90	DATABASE PERFORMANCE	%85
WEB TECHNOLOGIES	%90	Data Science	%85
SECURITY TECHNOLOGIES	%80		