



Moammer Information Systems (MIS) Digital Transformation with Pimcore

A comprehensive case study examining how Moammer Information Systems (MIS), Saudi Arabia's only publicly traded technology firm, revolutionised its digital presence through strategic partnership with Centric, leveraging Pimcore's enterprise-grade platform to achieve remarkable growth and operational excellence.

Moammer Information Systems: Technology Leadership

Industry Pioneer Since 1979

Founded in 1979, Moammer Information Systems (MIS) stands as a beacon of technological innovation in Saudi Arabia. As the Kingdom's only publicly traded technology firm, MIS has established itself as an industry leader with an **impressive annual revenue exceeding \$600 million**.

The company specialises in delivering cutting-edge solutions to both Enterprise and Government sectors, showcasing a diverse and extensive portfolio that exemplifies leadership and excellence in the region's rapidly evolving tech landscape.

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Complex Challenges Requiring Strategic Solutions

Disparate & Inconsistent Data

Each department managed data independently, creating inconsistencies that diluted brand messaging and confused potential clients.

The challenge lay in harmonising this fragmented information without compromising departmental autonomy.

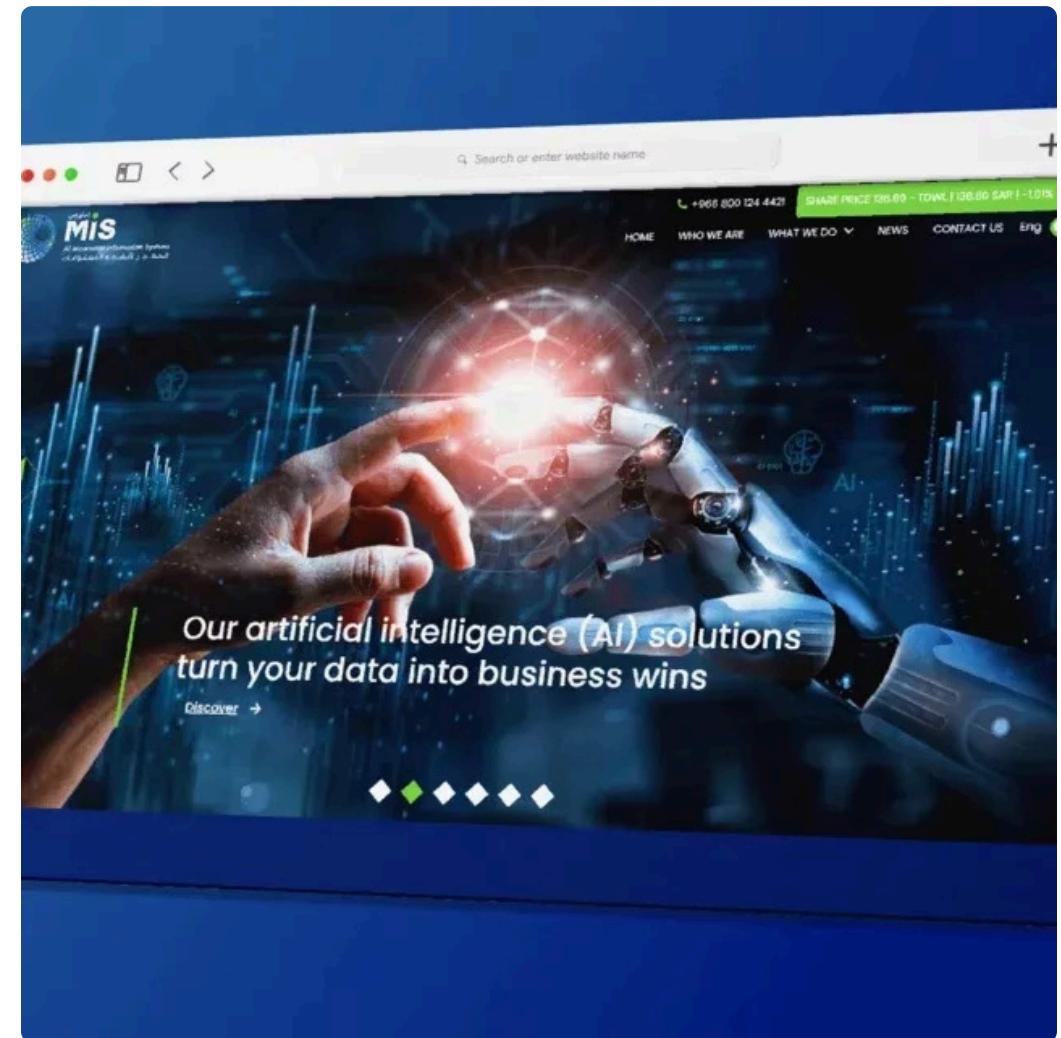
Scattered Digital Assets

Digital assets were dispersed across various departments, resulting in operational inefficiencies and missed opportunities for synergy in asset management and utilisation across the organisation.

Digital Presence Transformation

MIS required a corporate website that accurately reflected their technological prowess and forward-thinking philosophy, whilst integrating real-time financial data for stakeholder transparency.

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Centric's Strategic Partnership Approach

Proven Expertise

Centric, a seasoned Pimcore Gold Partner with over 1,800 websites successfully launched, brought exceptional credentials to this transformative project. Their existing partnership with MIS provided unique insights into the company's requirements and operational complexities.

01

Website UI/UX Strategy

Comprehensive design approach aligned with MIS's corporate identity

02

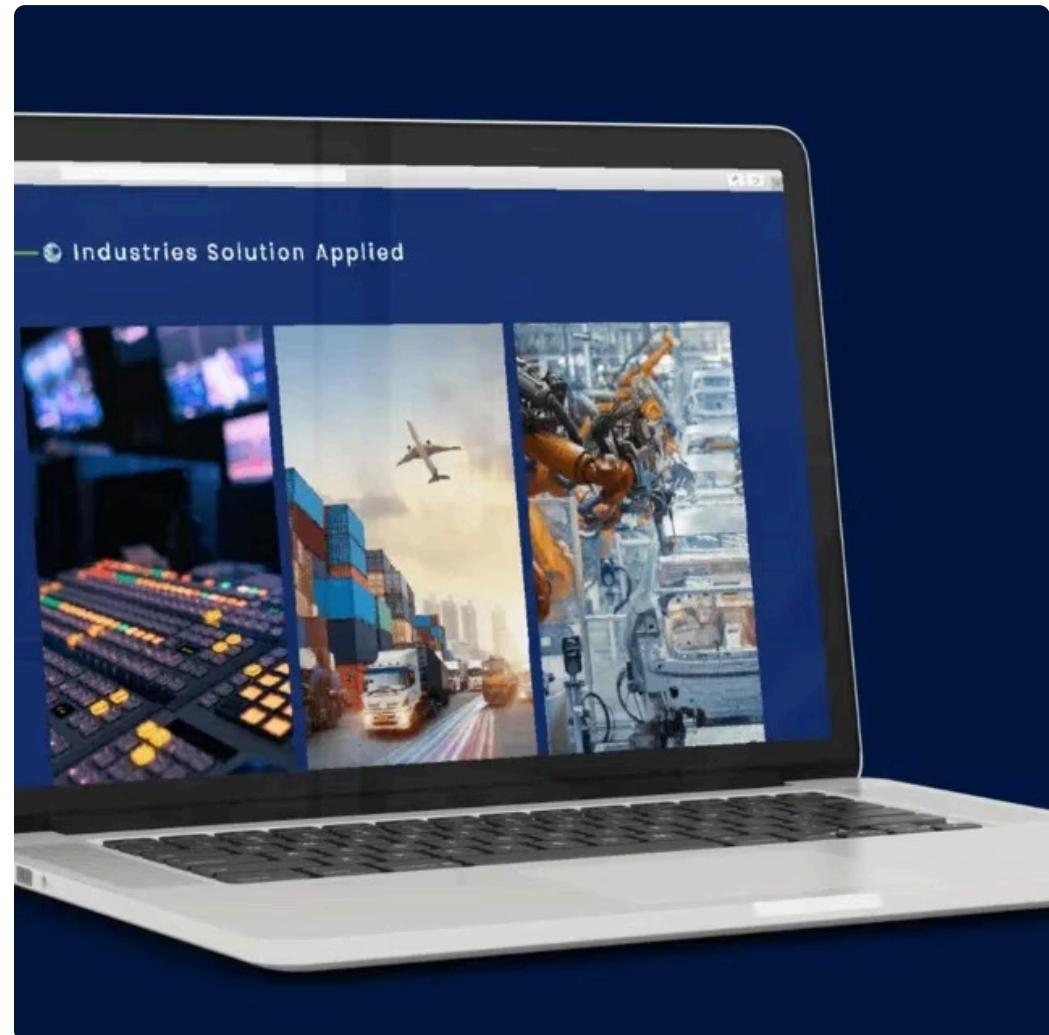
Development Excellence

Robust technical implementation using enterprise-grade solutions

03

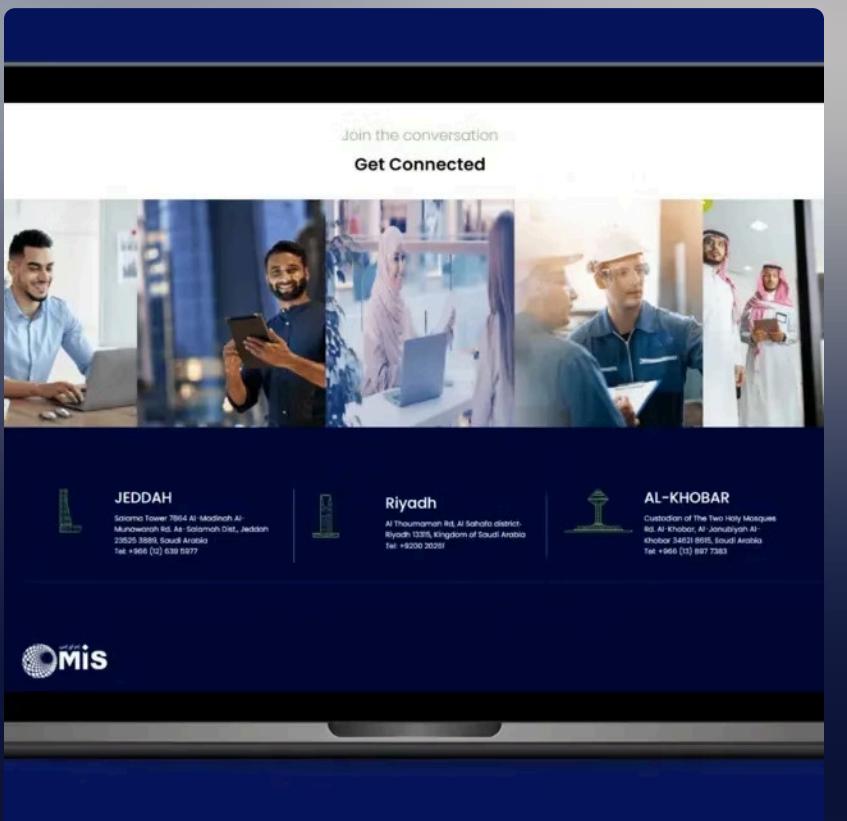
Content Strategy

Strategic content architecture supporting business objectives



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Data Revolution Through Pimcore Implementation



Master Data Management

Centric implemented Pimcore's robust MDM system to centralise and harmonise data across all departments, creating custom attributes tailored to MIS's unique divisions and offerings for cohesive digital representation.



Digital Asset Management

Strategic implementation of DAM capabilities streamlined digital asset organisation, enhancing security protocols and operational efficiency whilst enabling seamless asset utilisation across departments.



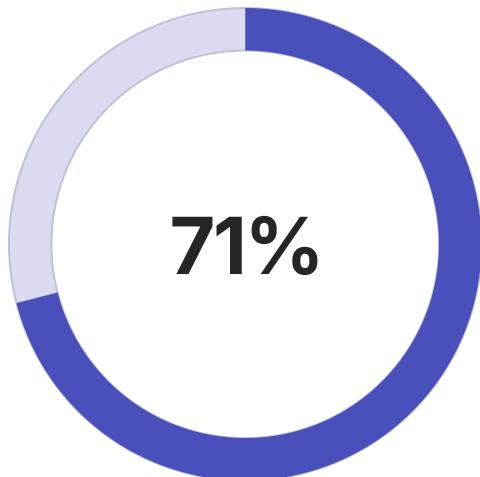
Bilingual Interface

Advanced localisation features enabled seamless Arabic and English capabilities, acknowledging Saudi Arabia's linguistic diversity and significantly improving user engagement across demographic segments.

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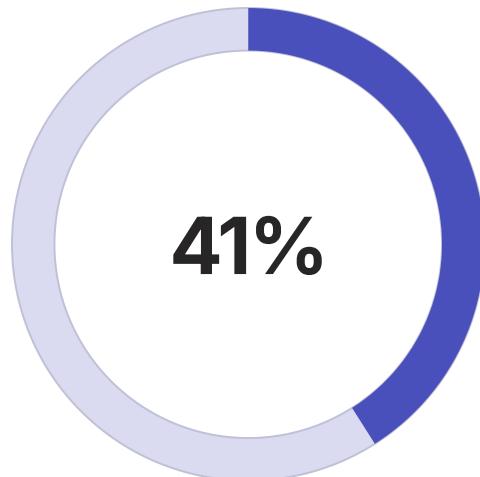
Exceptional Results Delivered

The collaboration between MIS and Centric produced transformative outcomes that reinforced MIS's technology sector leadership whilst demonstrating Centric's expertise in delivering enterprise-grade digital solutions.



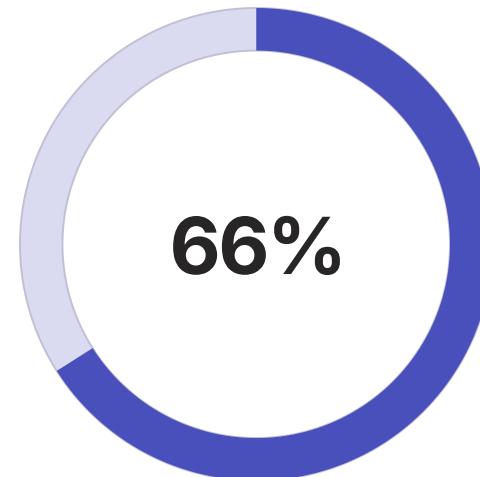
Load Time Decrease

Dramatic performance improvement enhancing user experience



Sessions Increase

Substantial growth in website engagement and visitor retention



Website Leads Increase

Significant conversion rate improvement driving business growth

These remarkable improvements validate the strategic approach taken, demonstrating how comprehensive digital transformation can significantly enhance operational efficiency and market presence whilst strengthening long-term strategic partnerships.

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Connect with CENTRIC

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

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[Visit Our Website](#)

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