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1. INTRODUCTION

Mahaal Star (MS) is a group of organizations for business and ICT solutions and services company licensed by the Afghanistan Central Business Registry (ACBR). Founded under license# 70482 of ACBR in 2020, our team is comprised of a group of highly educated, certified, and experienced professionals with high qualifications from global universities and international organizations. MS offers solutions and services using modern tools and techniques to its clients in order to transform their ambitions into accomplishments.

MS remains focused on its prime objective—to deliver high quality solutions to its clients at optimal costs by adopting the most relevant and advanced technologies through empowering professionals and building trust-based relationships with its clients. Through state-of the-art infrastructure, strong resource pipeline, financial transparency and good corporate governance practices, MS's clients gain the benefits of a unique, client-focused culture and management commitment focused on long-term relationships.

**When value is a concern, MS ICT Solution Services Company is your best investment.
We believe in moving together forward.**

2. OUR VISION & MISSION

We're more than just techies, or consultants who aren't truly accountable for delivery. We're dedicated professionals as passionate about business as we are about technology. We love challenges. There will always be another problem to solve, another innovation to implement, but we're not about giving up. We're about progress. We're about bringing together people, business and technology in order to power progress. Progress has no use-by date, so neither does our commitment to do whatever it takes to help you build the firm of the future. We can't always do it alone, which is why we have a network of partners in place so that progress is always possible. Our ambition is to become a #1 company & the preferred ICT brand. This ambition is directly supported by our brand strategy. We define our own category & positioning within IT to differentiate us from our competitors: your business technologists.

2.1 VISION:

We are committed to becoming a preferred point of contact for all technology-based business support solutions while exceeding customer expectations in terms of service, quality and cost. for the future is to accelerate progress by uniting people, business and technology.

2.2 MISSION:

We exist to enable our clients to achieve sustainable, high-value, and competitive solutions through the effective use of professional ICT solutions. We aim for efficiency in your business through modern practices and resource utilization. We are to empower our clients on their digital journey by applying our in-depth market knowledge and portfolio of IT services.

3. OUR CORE VALUES

While everyone in the business world today understands the importance of getting value, improving value, challenging value, at MS we also talk about values – and how we live by them. These aren't just words of an acronym to be remembered – we believe they are critical to doing business well. If we all live by these values, we act as one Atos to our clients, customers, colleagues, and shareholders. So, take a moment to think about how you can apply these values in your daily work, every day.

3.1 ACCOUNTABILITY

We believe in accountability. Our customers ask us questions and we answer them – full stop. We take ownership from A to Z. We deliver what we say we will, not passing responsibility onto others. We hold ourselves accountable to our clients and our colleagues for the outcome.

3.2 TRUST

We believe in trust. It is a precious commodity in the world today and we value it highly. This means we always act with transparency and integrity, demonstrating mutual respect in all relationships. We encourage open and honest feedback. And we expect it in return from our colleagues and our clients.

3.3 OPERATIONAL COMPETITIVENESS

We wholeheartedly believe in operational competitiveness. We strive daily to add value and achieve excellence. We do so by being agile, flexible and pro-active, continuously looking for ways to do things better, faster, cheaper and stronger.



3.4 SERVICE

We believe in being of service to clients. Together, we work to understand their businesses. We anticipate their needs and expectations in order to develop a mutual, long-term partnership. Pro-active, we respond quickly, provide solutions and seek feedback. We foster a can-do attitude and a healthy team spirit.

3.5 INNOVATION

We believe in innovation. It keeps us sharp. Positive. Creative. Enthusiastic. A cut above the rest. We welcome fresh ideas and inventive solutions. It keeps us evolving, seeking to improve and meet new challenges.

3.6 EXCELLENCE

Bottom line, we believe in excellence. We maintain the highest standards in everything we do, focus on results, act with ambition. It attracts the best people to us. That, in turn, attracts the best clients. Being the best gives us the competitive edge both for ourselves as individuals and as a company.



4. WHY CHOOSE US

There are many reasons to collaborate with us, here are 6 out of the many reasons why you should choose us to build your infrastructure, support your professionals and systems, as well as advise you on projects to achieve your goals successfully.

4.1 QUICK RESPONSE

We do realize that time is a high-value asset for your business, and we will support you to minimize the IT service disruption risks timely.

4.2 EXPERIENCED

We are supported by experienced team members in a wide spectrum of technologies, industries, and application types.

4.3 NO GEEK SPEAK

You deserve to have your questions answered clearly in the designated language. Our support team will clearly explain what is happening so you understand.

4.4 BUSINESS SAVVY

We design, evaluate, and justify technology solutions from a thorough understanding of the business benefit for your company.

4.5 ONE-STOP SHOP

We handle all aspects of your IT infrastructure requirements including hardware, software management, and any other related technology needs.

4.6 100% SATISFACTION GUARANTEE

We design, evaluate, and justify technology solutions from a thorough understanding of the business benefit for your

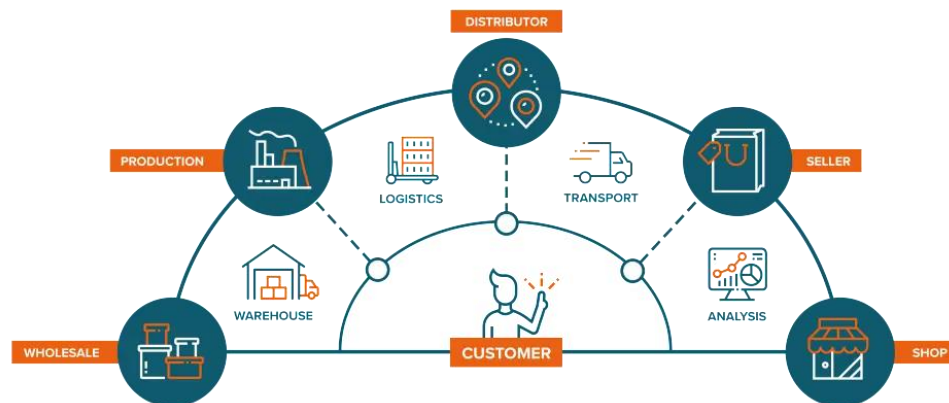


company.

5. OUR SOLUTION & SERVICES

5.1 MANAGED ICT SERVICES

Imagine several months passing without having to worry about an ICT-related issue. No hassles over software updates or integration, no frustration around downtime and no lost sleep over a security breach. You're away from the office, feeling confident that your company's complete ICT infrastructure is being fully taken care of. The long and short of it: Our Managed ICT services give you the best value for the money. It proactively provides seamless technology integration, updated systems and expert technical support at all times—not just when something breaks. It meets all of your IT needs, plus increases your team's efficiency and productivity.



5.2 LOGISTIC AND SUPPLY

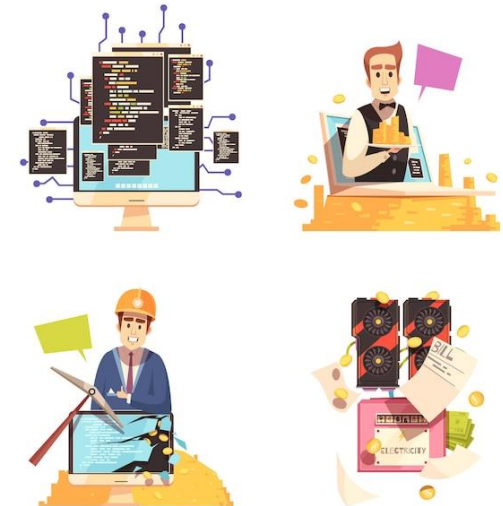
The supply chain for distribution and production companies changes rapidly. More and more often, it is the clients who determine when, where, and how their goods are to be delivered, and they want 24/7 insight in the status of their order. We provide data-driven solutions, such as planning, equipment, information services, and administration systems for processes. In the logistic world of production and distribution companies, it is all about Operational Efficiency, Operational Safety, Operational Sustainability, and Operational Maintenance. We provide the data-driven IT solutions for this, based on years of

logistic domain and expertise. We Plan for End-to-End Transport Movements, Logistics Efficiency Analysis, and Delivery Performance Analysis.

5.3 ICT CONSULTANCY & TRAINING SERVICES

Due to the fast-paced nature of the technology world, it's always beneficial to have a second opinion before you start making major changes. We'll work with you to understand your business goals and aspirations, so we can deliver a roadmap detailing exactly how you can get there. We'll tailor the amount and level of consultancy to your needs. So, whether you're an SME looking for initial consultation and project delivery, or an ICT manager with an in-house team, looking for further expertise and resource or guidance at a tactical level, we can help. From ad-hoc helpful advice to a fully managed design and implementation, we're happy to provide as much or as little help as you need, with our tailored consulting services. Speak to one of our highly experienced consultants today, who have a wealth of both business and technical expertise.

We provide training on every solution we implement as well as any other IT-based training required by our customers. We can provide ICT Consulting Services for audits, business risk and impact analysis, preparation of tender documents, solutions, and systems design.



5.4 CUSTOM SOFTWARE DEVELOPMENT

Companies looking for software to solve problems and power growth face a challenging dilemma: do they invest in a fully custom software solution or go with an off-the-shelf product? At MS, we have experience helping businesses achieve their goals through custom software solutions based on a deep understanding of their unique processes, challenges and needs. No matter what type of your work you do, our customized software development will fulfil your needs.

- MIS Development and Implementation
- Mobile Application Development
- Web Application Development (Cloud-based)
- Desktop Application Development

- Database Development
- Front End Interface Designing
- Graphic Designing

5.5 ICT SUPPORT

MS, is an end-to-end technology solutions provider, a reliable outsourced ICT company that combines expertise, creativity and versatility for your success. Our solutions help businesses migrate to the cloud, improve operations on-premise through managed ICT services and nationwide 24/7 onsite IT support. Here is what you should expect:

Full IT support for small and medium businesses – We deliver both remote and on-sit support all across Afghanistan.

Proactive IT support services – Our staff has the necessary experience and knowledge to eliminate IT related threats before they become problems.

Dedicated ICT solutions – We analyse your needs and provide you with a customized solution: fast and reliable.



5.6 TECHNICAL SUPPORT & MAINTENANCE

We offer complete, yet flexible support and maintenance services on all the solutions we provide to meet the needs of every customer.

Our support services include:

- Telephone and email guidance
- Telephone and online helpdesk support
- Service Level Agreement (SLA)
- Monthly Reports
- Onsite Support

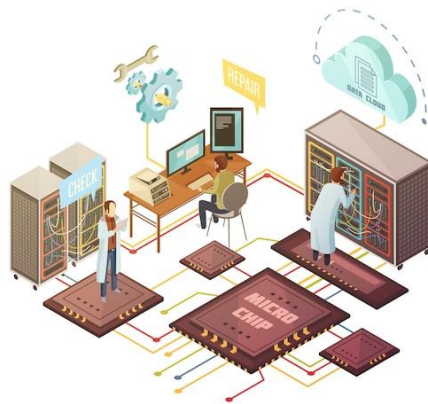
5.7 CLOUD COMPUTING CONSULTING SERVICES

MS helps organizations transform their ICT environment with best-in-class Cloud Computing Services. Our team of experts delivers highly-effective and reliable cloud computing services that provide organizations with a competitive edge. Our cloud solutions enable organizations to reduce ICT resource requirements and improve productivity, in addition to lowering costs and reducing the time-to-market. We assist customers with our on-demand delivery of computing services, tools and applications such as servers, storage, databases, networking, software, apps, among others. By enabling organizations for cloud adoption, we help them become more agile and responsive to the changing market landscape, thus supporting them in the right decision-making and maximizing their Return on Investment (ROI).



5.8 IT HARDWARE

Your staff relies on servers, notebooks, and workstations to perform their duties, and when your equipment goes down, you lose productivity. MS provides IT hardware supplies including but not limited to Intel server, workstation, and networking components from APC, CISCO, ORACLE, IBM / LENOVO, DEL, MAC, MICROSOFT and HP products that allows us to help you build, replace and upgrade hard drives, processors and most other business critical parts quickly. We also have the flexibility of providing hardware solutions from the most popular manufacturers. We can also provide the software and licensing to add to your hardware solutions, including Windows 2008R2, Exchange 2010, SQL 2008 Server and SharePoint, to name a few. No matter if it's a server operating system, desktop operating system or additional productivity software, our skilled staff will make sure it is installed and configured properly. And if "off the shelf" software does not fit your specific needs, our software development team can help.



5.9 WEB & MOBILE APP DEVELOPMENT

We are a web & app development company that turns your ideas into a new driving force of your business. We are supported by brilliant web and mobile app developers to deliver projects on time and maintain the top-notch code standards. Our expertise in e-commerce, and people-to-people fields as well as other business areas helps us develop web and mobile solutions tailored with care for our clients. You can come to us at any stage of your project - from just an idea to architecture, from development to quality assurance and support.

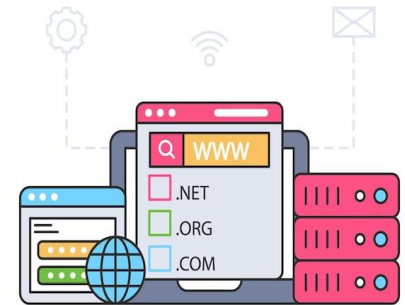


Our team is determined to provide result-oriented and comprehensive mobile application development services. We are committed to offer complete web solutions, web application as well as portal development services at the best prices. We follow highly advanced service delivery models and progressive techniques to accomplish your project in the best possible manner and in a minimum amount of time. We have highly experienced, target oriented and motivated technical staff. We never stop learning the emerging programming platforms to improve our services. Our development methodologies and technical knowledge simplify the desired outcome. We listen to you. We believe in focusing on keeping the routes communication open and flowing so that we can understand your basic requirements and establish a strong relationship. As a leading Web Design and Development Company, we utilize the best platform and the most effective approach to develop creative and innovative solutions that will maximize your profitability.

5.10 DOMAIN REGISTRATION & WEB HOSTING

We give you a reliable One Stop Hosting and IT Solution and provided you with the best Domain Names Registration services, Web & Email Hosting, VPS and Dedicated Server. The reliability, speed, and functionality of Hosting are unrivaled. Industry-leading performance and support at an affordable price are the hallmarks of Hosting. See your site statistics and get superior account management through our web-based control panel.

If you need high-performance hosting, our dedicated server will meet your match. Our Dedicated Server hosting gives you complete control of the whole server. With full administrative access, you will have great fun with the server - from selecting the choice of the operating system, and customized software installations, to the configurations of various performance parameters - all this can be geared to deliver fast business results and expand your business growth quickly.



Domain Registration

5.11 CALL CENTER SOLUTION

MS provides full-service inbound, outbound, electronic, and business process outsourcing (BPO) call center services. We offer customized contact center solutions for your business that go far beyond typical call center and answering service. Our solutions include:



- Call center infrastructure design & implementation
- Call center application development and implementation
- Call center system development & integration
- Call center system hosting & maintenance
- Call center system hardware supply and installation
- Inbound/Outbound call services
- Voice Blast Services
- SMS Blast Services
- Interactive Voice Response (IVR) services
- Automatic Call Distribution (ACD) services
- Survey & market research services
- PABX system installation and configuration

- Voice Over IP (VoIP) & unified communication

5.12 NETWORK & TELECOM SERVICES

MS provides network and telecommunication installation services and proving to be a leader amongst local computer network companies servicing nationwide of Afghanistan. Our network engineers can design & install your company's computer network and telecom system, that's custom constructed and purely built to fit your business IT and security requirements. Our engineers & network installers will liaise with your company's IT team to ensure you are kept informed throughout the entire network planning, design and installation process. We can even provide network maintenance services on a regular schedule post installation. Every business has different requirements in relation to their network and the way they handle their voice, data & internet solutions. We are expert network advisors who can assist you with a custom network installation cost and quote. Whether your company require a brand-new network install or expanding your current network we are here to give you a free no cost or obligation quote. Whether your business being public, private or educational you can depend on MS to deliver a complete professional package, including installation, testing, certification and ongoing maintenance.

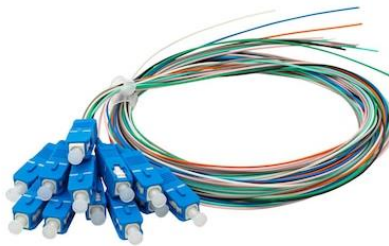
Our telecom engineer can design & install, construct, install and setup communication centers, cell sites, repeater stations and telecoms towers. We specialize in the installation of BTS, WIMAX, GSM, and CDMA equipment with high level of expertise 2.3, 2.4, 3.8 or 5 GHz frequency-based equipment as the case may be. There are different types of communication towers based upon their structural action, their cross-section, the type of sections used and on the placement of the tower. Below are the different types of towers. We provide managed network services switch-on high performance, efficiency, and agility with next-generation networking solutions. Our IT professionals know how to streamline your inter-organization networking and increase productivity by optimizing connectivity and permissions. Our solutions include:

- Network Assessment
- Network infrastructure design & implementation





- LAN/WAN Implementation, optimization & maintenance
- Network devices setup, installation & configuration
- Wireless services
- Cisco consultation
- Microsoft consultation
- Security appliances and firewalls
- CCTV system design, implementation & maintenance
- E-attendance system installation & maintenance
- Data Center & DR site design and implementation
- Microwave Towers installation
- Guyed Towers installation
- Self-Supporting Towers installation



5.13 DIGITAL MARKETING & COMMUNICATION

As a digital marketing agency, it's essential to keep the end goal of your campaign in mind. When you work with MS, your goals are prioritized and are at the forefront of every campaign. Always pressing toward the end goal is what allows us to drive astronomical results for our clients and you could be next. We make digital marketing work for you, by focusing on key impact areas to deliver positive results for your brand, to help you amplify brand reach, engage your audience, win new customers, and measure advertising impact.

Do you need an effective, pragmatic & tailor-made digital marketing communication strategy for your work and to ensure an effective impact on markets? We combine dedicated communication & collaboration solutions to provide a full service to our customers and clients to deliver more value and drive more active and engaged users to you:



- **Digital Strategy Design & Implementation:** We identify your priorities and design a tailor-made digital communication strategy to meet your needs.
- **Community Engagement:** We reach out to target users and engage with them through the website and social media tools.
- **Social media Presence & Impact Analysis:** From planning and setting up your landing pages to creating great content with luring language, the best route to having a real impact online.
- **Websites, SEO & Mobile Apps:** Our web designers & communication team bring expertise in SEO & copywriting to design, layout & content for your web platform including mobile apps.
- **Multimedia Content Production:** With copywriting skills & a network of press and media contacts we can ensure the right visibility for you.



5.14 BRANDING, GRAPHICS & PROMOTION

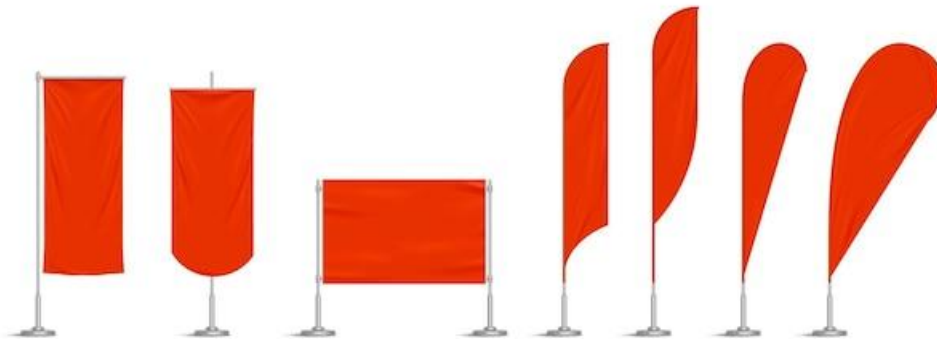
The right branding strategy will help you build a stronger presence, both online and offline. This is achieved with the right combination of brand identity –built over time- and marketing communication activities. Trust-IT will support you from a strategic point of view (branding) and a tactical one (promotion):

- **Event organization & Promotion:** We'll help you to get the best out of your event. Be it a meeting, workshop, or conference, we'll ensure a dynamic, content-rich & stimulating event. From agenda design, targeted speaker & participant recruitment, online presence, on-site management, social event organization, networking opportunities, press, and media coverage as well as pre- & post-impact reporting.
- **Graphic & Brand Identity:** Having the right look for your initiative is key. Catchy pay-offs, sublime logos, and exciting design will mean that you have the most eye-catching & memorable image.



5.15 BUSINESS MODELING & SUSTAINABILITY

Are you spinning out a new business and need to write a business plan but think this is challenging and time-consuming? Being able to turn a funded project into a business or market new products/services is highly challenging. We help you pick the right options and business models and come up with a compelling plan for your business. MS can support you with the following services:



- **Business Modelling & Planning:** We tailor our business planning services to suit your needs and budget. We help you optimize your strategy, research and analyses your competitive position in the market. We create a clear and compelling business plan to articulate new opportunities;
- **Cross-fertilisation & Concertation Actions:** Identifying, mapping, and animating cross-disciplinary and thematic synergies and areas of mutual collaboration and cooperation;
- **Grass Rooting:** Supporting and nurturing the development and evolution of research results and concepts to the defined market.

5.16 MARKET & TECH RESEARCH

MS is committed to driving forward new ideas and pinpointing market opportunities. It has gained immeasurable expertise in ICT areas, covering both the technological and human interaction aspects and creating innovative business models & exploitation plans. MS has long-lasting, in-depth know-how in conducting market research and analysis with a wide variety of stakeholders.

- **Market Research & Technology Radar:** Assessing ICT research & policy, shedding light on new services and related business models. Analysing the sustainability potential of complex ICT systems, such as test facilities and e-infrastructures. This includes legal and IPR issues. We also conduct analysis and give you the tools you need to understand what key stakeholders you need in the value chain as well as your key competitors, how they market their services/products, how they differentiate themselves in their marketing efforts, and what kind of market share they possess.



- **Policy & ICT Standards Reports:** Analysis of ICT standards, gap analysis, and implementation plans, leveraging strong links to relevant standards groups. Identifying common goals and priorities, and supporting common approaches, such as standards, contractual issues, and energy efficiency metrics. Contributing to new funding programs, both at the European and international levels, highlighting research and policy priorities.
- **Roadmaps:** Drafting a high-level well-structured roadmap to deliver a clear overview of goals & deliverables, pinpointing potential risks and dependencies;
- **Action Plans:** After identifying your top priorities and needs, we support you in drafting an efficient action plan, designed to achieve your specific goals.
- **Benchmarking & Positioning:** Providing in-depth analysis of new ICT market trends, benchmarking, positioning, and feasibility, including challenges and strategies to help address them and identify market gaps and new opportunities.
- **Cartographies:** geographical, policy, and/or thematic analysis of strategies, initiatives, legislation, and policies including comparative and gap analysis, the definition of challenges, and recommendations.

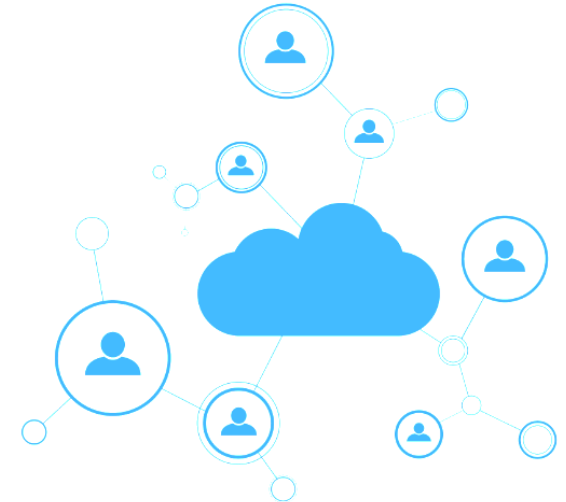


5.17 CLOUD SERVICES

MS offers cloud solution to meet the various needs of individuals and corporate organizations. Our cloud solution includes the local and remote systems for storage, data replication services, applications servers, and mail services. This helps save many investments for companies especially startups and thereby increases the company's profitability. As partners of VMware, IBM, Oracle, Microsoft and other Cloud service providing companies and our vast experience in Cloud Computing, we provide top of the class cloud computing service to organization to meet their needs at the right price.

Our cloud services;

- Helps you to store web contents and big data.
- Back up archive critical data and helps to run applications remotely.



5.18 POWER SYSTEM SERVICES

We provide highly effective power solutions for businesses and projects to run efficiently and with back-up solutions. Our solutions are tailored to your business to insure we meet your exact business power solutions. We have expertise in design, supply, installation and maintenance of the following:

- AC power system (low voltage)
- DC power system including Inverters, Rectifiers and Battery Bank
- Electrical cabling and Installation
- Power system analysis
- Power system design, implementation & maintenance
- Power backup system installation & maintenance

- UPS system installation & setup
- Solar power system design & implementation
- Electrical doors/gates installation
- Security doors & system installation
- Automatic (Remote-controlled) doors/gates installation
- Electronic locks installation
- Intelligent door bells installation

5.19 CAPACITY BUILDING & MANAGEMENT

Good management is essential for the successful implementation of any ICT systems and projects. We provide onsite/offsite training for your employees. Our training mainly includes:

- Microsoft Technology Associate (MTA) Training
- Microsoft Certified Professional (MCP) Training
- Microsoft Certified Solutions Associate (MCSA)
- Microsoft Certified Solution Expert (MCSE)
- Cisco Certified Entry Networking Technician (CCENT)
- Cisco Certified Technician (CCT)
- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)
- Cisco Certified Network Expert (CCIE)
- CCTV Training
- Linux Training
- A+ Hardware
- Advanced Networking
- Software Development & Database Training
- Project Management



6. OUR CLIENTS

Those who trust us are the real achievements in our journey of together forward. We thank them for their support and trust and we are looking forward to expand this chain and circle of trusted clients with the ones like you.





7. CONTACT US



Address: House# 30, Nahia Street, Karta-e-3, District 6, Kabul-Afghanistan

Cell: +93-711333000 & +93-707953736

Email: info@mahaalstar.com

Website: www.mahaalstar.com

When value is a concern, MS ICT Solution Services Company is your best investment.
We believe in moving together forward.
