



الأندلس للبرمجيات  
AL-ANDALUS SOFTWARE DEVELOPMENT

[www.asd.ps](http://www.asd.ps)

# Enterprise Systems Engineering

## Industry Perspective

Nov 13<sup>th</sup> 2018 - Birzeit , Palestine

[www.asd.ps](http://www.asd.ps)  
[www.pos-asd.com](http://www.pos-asd.com)

### Palestine

Ramallah-Al Bireh  
Tel: +970-2-2422405/6 Fax: +970-2-2422407 E-mail: [info@asd.ps](mailto:info@asd.ps)

فلسطين

رام الله والبيرة- البالوع – بجانب محطة الهدى للمحروقات



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Pathway in Enterprise Systems Engineering

# ASD

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ASD is a Palestinian Software Company developing software solutions for customers in Palestine and the Middle East Region.

[www.asd.ps](http://www.asd.ps)

# ASD Products

We have 16 products and solutions in the following categories:

- 1- Business Solutions
- 2- Telecom Industry
- 3- Governmental and semi-governmental Software development and customization
- 4- Cloud -Based and Mobile Solutions

# ASD Customers

Our Customers are distributed in different countries :

- 1- Palestine
- 2- Jordan
- 3- Iraq
- 4- KSA
- 5- UAE

# Why Enterprise ?

Enterprise systems require certain expertise, practical knowledge and cultural insights.

Industry and academia have different concentration/emphasis

# Examples of Enterprise Issues

- 1- Software development cycles (agile etc.)
- 2- Quality Insurance and Software Testing
- 3- Big Data issues & Business Intelligence
- 4- Data Synchronization
- 5- Performance Tuning

# Other issues

7- Systems Integrations and Layering of System architectures

8- Mobile Application and Mobility Development

9- Auditing & Localization issues

10- Cloud based Software Development

# Case /Observation

Software companies rely on using frameworks

Php ,Java, .Net, Mobile Frameworks etc

At some point, it is important to have different tracks to transfer skill/know-how to students.

Currently, for newly hired employees, initial period to get started with the framework is allocated.



# Industrial Partnerships

Build a internship model between Industry and Academia to provide services such as :

Training and Case Studies

Curricula development/Modification

Knowledge /Skill Transfer



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# Thank you

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