



COMPANY PROFILE • 2026

# Your business is our business!

B-Connect is a leading Egyptian technology company delivering ERP, POS, and digital transformation solutions — built in-house and through global partnerships with SAP, Odoo and Huawei.

**22+**

YEARS OF  
GROWTH

**16,000+**

PHARMACIES  
SERVED

**35%**

MARKET SHARE,  
EGYPT

51 Mohie Al Dein Aboul Ezz, Dokki,  
Giza, Egypt · [bconnect-egypt.com](http://bconnect-egypt.com)

## We are a leading technology company in Egypt

B-Connect is a software solutions company helping businesses across industries digitize their operations, improve efficiency, and grow. We develop our own in-house software solutions and partner with global technology providers, including SAP, Odoo, and Huawei, to meet the evolving needs of our customers.

By combining local expertise with global technology, we help businesses simplify complex processes and turn their digital ambitions into practical results — from pharmacies and retail businesses to large enterprises.

At B-Connect, we don't simply deliver technology — we build the digital foundation that helps businesses perform, evolve, and grow. Our approach brings together business applications, ERP, POS, automation, data, and digital transformation to create connected, intelligent, and scalable operations.

Our relationship with customers doesn't end when a solution goes live — it begins there. We work alongside you through implementation, support, optimization, and continuous evolution, ensuring technology grows with your business.

### 16,000+

PHARMACIES ON  
OUR  
TECHNOLOGY

### 35%

OF EGYPT'S  
PHARMACY  
MARKET

### 20+

YEARS OF  
TECHNICAL  
EXCELLENCE

### Gold

CERTIFIED SAP  
PARTNER

“

We don't just manage your systems — we understand your business, share your ambitions, and grow with you. Whether you manage a pharmacy, a retail network, or a complex enterprise, B-Connect becomes an extension of your team, turning challenges into opportunities and technology into measurable value.

— B-CONNECT, OUR PHILOSOPHY



SAP Gold Partner



Odoo Partner



Huawei Partner

## Vision, mission & values



### Our Vision

01

B-Connect insists on being a successful leading company as a service provider — jumping to the future through digital transformation and continuously enhancing its products and services to match the requirements of its customers.



### Our Mission

02

B-Connect is committed to delivering innovative solutions that empower healthcare providers — and every other sector we serve — to thrive in a rapidly evolving digital landscape.



### Our Values

03

The principles that guide every engagement, every partnership, and every line of code we ship.

People First

One Team

Ownership & Growth

Digitalization

Innovation

Integrity

## WHAT WE ENABLE

## Turning complex business needs into connected progress

### 01 / SYSTEMS

#### Business intelligence

Bring the right information together so leaders can see what matters and act with confidence.

### 02 / OPERATIONS

#### Digital transformation

Replace disconnected manual work with practical digital workflows that improve efficiency.

### 03 / EXPERIENCE

#### Smarter customer journeys

Create smoother experiences for teams, partners, pharmacies, and the customers they serve.

### 04 / PARTNERSHIPS

#### Technology that scales

Access a flexible ecosystem of leading platforms that grows with your ambitions.

# Every milestone moves the story forward

Since 2004, B-Connect has grown from a single idea into a trusted technology partner for thousands of businesses across Egypt.

Since 2004

22 Years of Growth

One Shared Vision

**2004**

## **The start of our journey**

B-Connect is founded in Egypt with a mission to bring practical technology to growing businesses.

**2005**

## **Achieving 100 pharmacies**

Our pharmacy technology network crosses its first major milestone.

**2008**

## **Achieving 1,000 pharmacies**

Rapid expansion across the Egyptian pharmacy market.

**2010**

## **MSMEDA cooperation**

Partnership established supporting small and medium enterprise development in Egypt.

**2011**

## **Vacsera integration**

Technology integration delivered for Egypt's national vaccine and serum authority.

**2014**

## **Achieving 10,000 pharmacies**

A decade of trusted service reflected in a milestone customer base.

**2019**

## **Achieving 16,000 pharmacies**

B-Connect becomes the technology backbone for over a third of Egypt's pharmacies.

**2020**

## **SAP practice established**

B-Connect begins its official partnership journey with SAP.

**2022**

## **SAP Silver Partnership & first go-live**

Official SAP Silver Partner status achieved alongside our first enterprise project go-live.

**2024**

## **SAP Gold Partnership**

B-Connect is recognized as an Official SAP Gold Partner in Egypt.

**2025 – 2026**

## **Huawei & Odoo partnerships**

New strategic partnerships broaden our platform ecosystem — the next chapter is still being written.

## OUR ECOSYSTEM

### Technology & strategic partners



#### SAP

Leading enterprise resource planning (ERP) software provider — B-Connect is an Official SAP Gold Partner.



#### HUAWEI

#### Huawei

Global leader in information and communication technology (ICT) solutions and infrastructure.



#### Odoo

A flexible business management platform helping companies streamline operations and finance.



#### ePlus

A leading provider of point-of-sale (POS) technology solutions for pharmacies of all sizes.



#### eChain

Integrated technology solutions purpose-built for retail and pharmacy chains of all sizes.



#### Solo

Integrated technology solutions designed for independent retail markets of all sizes.

## OUR VALUED PARTNERS



### Egypt's largest connected pharmacy network

B-Connect owns 35% of the pharmacy market share in Egypt, with 16,000+ pharmacies running on our technology nationwide.

# 16,000+

PHARMACIES

## Awards & certifications

Our certifications and professional recognitions reflect the standards behind every project we deliver — a record of continuous growth.

**SAP hereby certifies that**  
**Electronic Information System Company-B-connect.**  
 Country : Egypt  
 City : Giza  
 SAP ID : 0002312559  
 is currently an SAP Gold partner, participating in the following engagement model/s\*:

|                |                                              |
|----------------|----------------------------------------------|
| Open Ecosystem | SAP OE Build Authorization                   |
| Run            | Run Authorization-Cloud                      |
|                | Run Authorization-On Prem                    |
|                | Sell Authorization-Open Cloud Solutions      |
| Sell           | Sell Authorization-Open On Premise Solutions |
|                | Sell Authorization-SAP S/4HANA Cloud Private |
|                | Sell Authorization-SAP S/4HANA Cloud Public  |
|                | Sell Authorization-SAP Sales & Service Cloud |

This is a system generated certificate and therefore not signed by SAP. This certificate is subject to the terms and conditions of the signed and currently valid SAP PartnerEdge agreement and its schedules entered into by and between SAP and Electronic Information System.

**SAP**  
**Official SAP Gold Partner**  
 Recognizing our commitment to top-tier ERP solutions.  
**2024**

**SAP hereby certifies that**  
**Electronic Information System Company-B-connect.**  
 Country : Egypt  
 City : Giza  
 SAP ID : 0002312559  
 is currently a PartnerEdge Silver partner, participating in following engagement model/s\* and authorized for:

|         |                                |
|---------|--------------------------------|
| PE Run  | Run Authorization-Cloud        |
|         | Run Authorization-On Prem      |
| PE Sell | Sell Authorization-SAP S/4HANA |

This is a system generated certificate and therefore not signed by SAP. This certificate is subject to the terms and conditions of the signed and currently valid SAP PartnerEdge agreement and its schedules entered into by and between SAP and Electronic Information System.

**SAP**  
**Official SAP Silver Partner**  
 Our first tier of formal SAP partnership recognition.  
**2022**

**of partnership**  
**Odoo certifies that**  
**B-connect**  
 is a  
**Learning Partner**  
 in the Official Odoo Partner Program

**ODOO**  
**Official Odoo Partner**  
 Recognizing our commitment to top-tier business platform solutions.  
**2026**

**CERTIFICATE OF APPRECIATION**  
 Presented to  
**B-Connect**  
 This certificate of appreciation is presented to B-CONNECT in recognition of contributions made while partnering with USAID Egypt to achieve shared development goals in Egypt so people and businesses can thrive.

**USAID**  
**Certificate of Appreciation**  
 For helping shared development goals in Egypt so people and businesses can thrive.  
**2012**

**This is to certify that**  
**B-Connect**  
**has successfully participated in the**

**SECC**  
**Certificate of Completion**  
 Software Process Improvement Development program — "SPI for SMEs".  
**2010**

OUR ESTEEMED BOARD

Leadership team



**Mr. Essam El Malakh**  
CHAIRMAN OF THE BOARD



**Mr. Mamdouh El Kholy**  
VICE PRESIDENT



**Mr. Hossam Omar**  
BOARD MEMBER



**Mr. Omar Omar**  
CEO, MANAGING DIRECTOR



**Mr. Nour Magar**  
COO

Our board brings together deep industry experience across enterprise technology, retail, and healthcare distribution — guiding B-Connect's strategy as it scales its ERP, POS, and digital transformation practice across Egypt.

WHAT DRIVES US

Our culture in six words

People First

One Team

Ownership & Growth

Digitalization

Innovation

Integrity

LET'S TALK

# Looking for technologically advanced & reliable solutions?

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