



نخطو معاً للمستقبل
experience next



Smart Notification Engine System

December 2024



Index

- 1 Introduction
- 2 Key Features
- 3 Why Esharat ?
- 4 Solution/Logic Overview
- 5 Reference
- 6 Demo Gallery



01. Introduction



What's Esharat ?

A Single Platform for all Notifications

A proven product that connects different business sectors with their customers.

It is responsible for sending notifications to customer or a contact upon the occurrence of a certain event.

Notification Engine supports Multi-language (**English, or Arabic**) messages per each event for different notification channels.





02. Key Features

Key Features

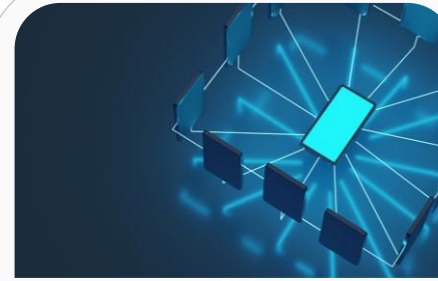
www.ejada.com

esharat provides a set of innovative features that will facilitate your work.



Multi-Channel & Language Support

Supports multiple channels like email, SMS, and push notifications, with multilingual templates for personalized, global communication.



Management Portal

offers a user-friendly interface for configuring channels, templates, and tracking notifications in real time.



Campaign/ Ad-hoc Notifications

Enables quick setup of targeted campaigns or ad-hoc notifications, ensuring timely and personalized communication.



Customer Management & Segmentation

Facilitates customer grouping and segmentation for tailored notifications, enhancing personalization and engagement.



Notification Management & Tracking

Allows centralized management and real-time tracking of notifications across all channels for improved delivery insights.



Dashboard & Comprehensive Reporting

Provides an intuitive dashboard with detailed reports, offering insights into notification performance and user engagement.

Multi-Channel & Language Support

The platform supports multiple communication channels like email, SMS, push notifications, and more, ensuring flexible and effective message delivery. With multilingual templates, you can easily personalize communications in users' preferred languages, expanding your global reach without complexity.



Management Portal

The Management Portal is designed for ease of use, providing a centralized interface for configuring channels, managing templates, and monitoring notifications. No technical expertise is required, enabling quick setup and efficient system management.



Campaign/ Ad-hoc Notifications

Create targeted campaigns or send one-time ad-hoc notifications effortlessly with the platform's intuitive tools. The system supports customization for personalized communication, ensuring messages are delivered to the right audience at the right time.



Customer Management & Segmentation

Easily manage customer data and segment your audience to deliver tailored notifications. The system simplifies audience targeting, helping you provide relevant and impactful communications to specific groups.



Notification Management & Tracking

The platform centralizes notification management, allowing you to schedule, monitor, and track delivery status in real time. Gain actionable insights into message performance across channels, ensuring optimized communication strategies.



Dashboard & Comprehensive Reporting

A user-friendly dashboard provides a complete overview of notification activity, backed by detailed reporting and analytics. Access valuable metrics to evaluate performance, user engagement, and ROI, empowering data-driven decisions.





03. Why Esharat ?

Enhance your customers engagement with Esharat



Notification priority

Ensure that critical messages are delivered first by setting notification priorities. This feature allows businesses to manage the urgency of their communications.



Lower cost with diversity of pricing models

Benefit from cost-effective communication solutions tailored to your business needs with a variety of pricing models.



Compliant with security and encryption

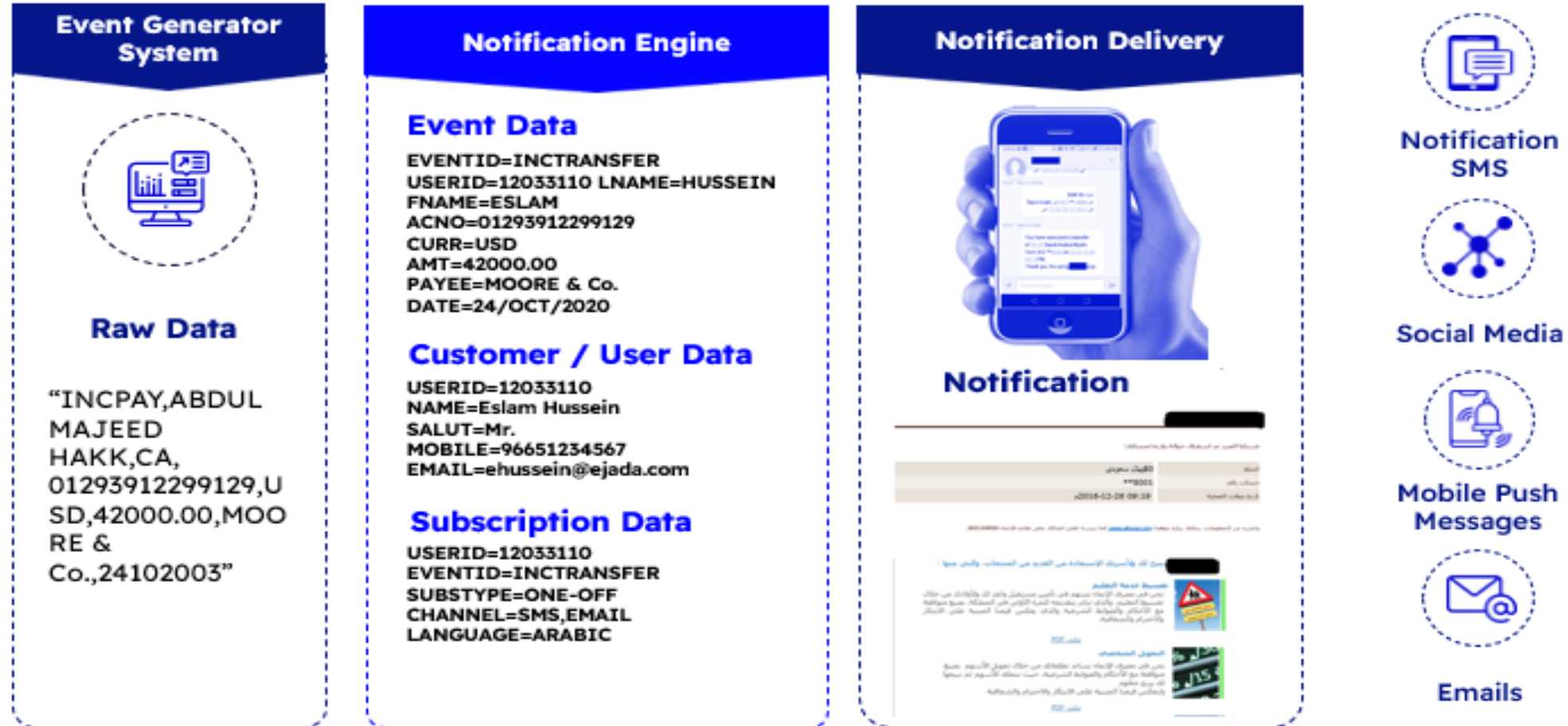
Maintain the highest standards of security and data protection. This product complies with industry-leading security protocols and encryption methods.



04. Solution/Logic Overview

Esharat Solution Overview

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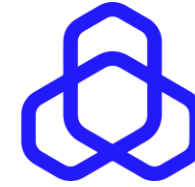


05. Reference

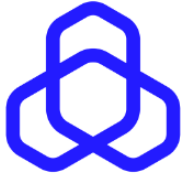
بنك الرياض
riyad bank

مصرف الإنماء
alinma bank

مصرف الراجحي
alrajhi bank



الراجحي المالية
alrajhi capital



السعودية
SAUDIA

تداول
Tadawul



الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

تالي
taly

neo
leap

إمكان
EMKAN



06. esharat Gallery

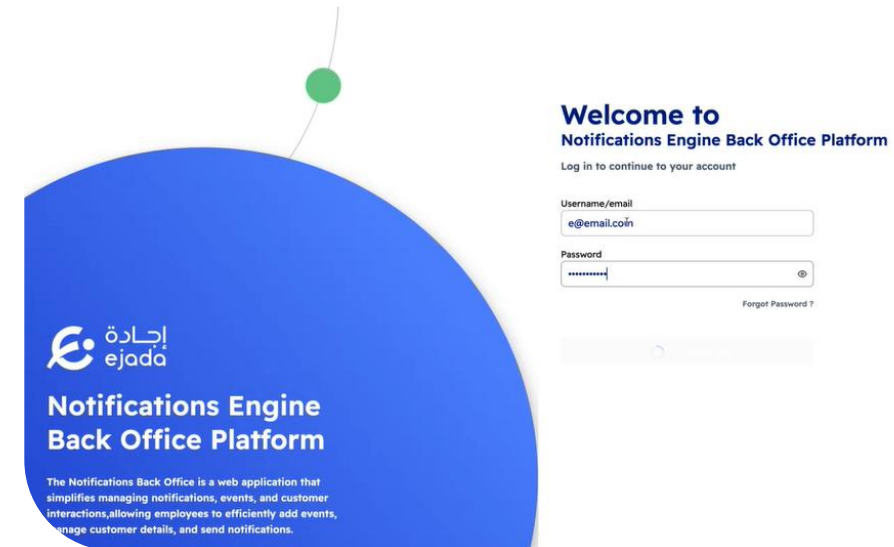


esharat Gallery

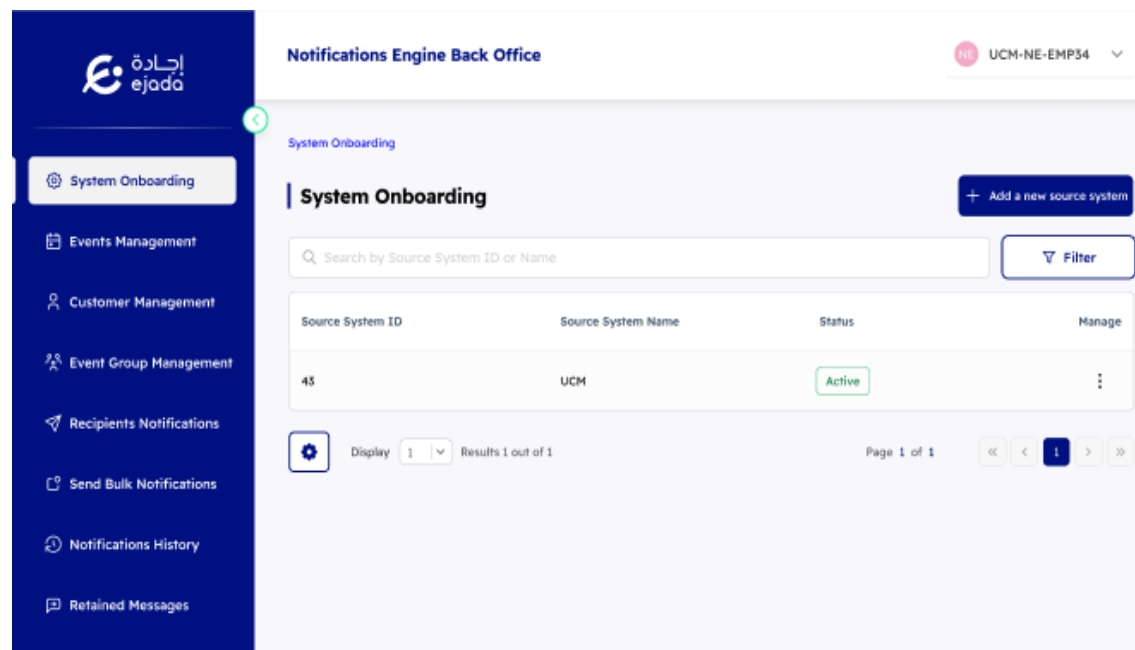
This demo showcases the Notification Engine's ability to send event-driven notifications across multiple channels, including Email, SMS, and Push notifications.

It highlights the customization of messages per channel, multi-language support (English and Arabic), and the seamless delivery process, demonstrating how the system enhances customer engagement through timely and tailored communication.

[Demo Link](#)

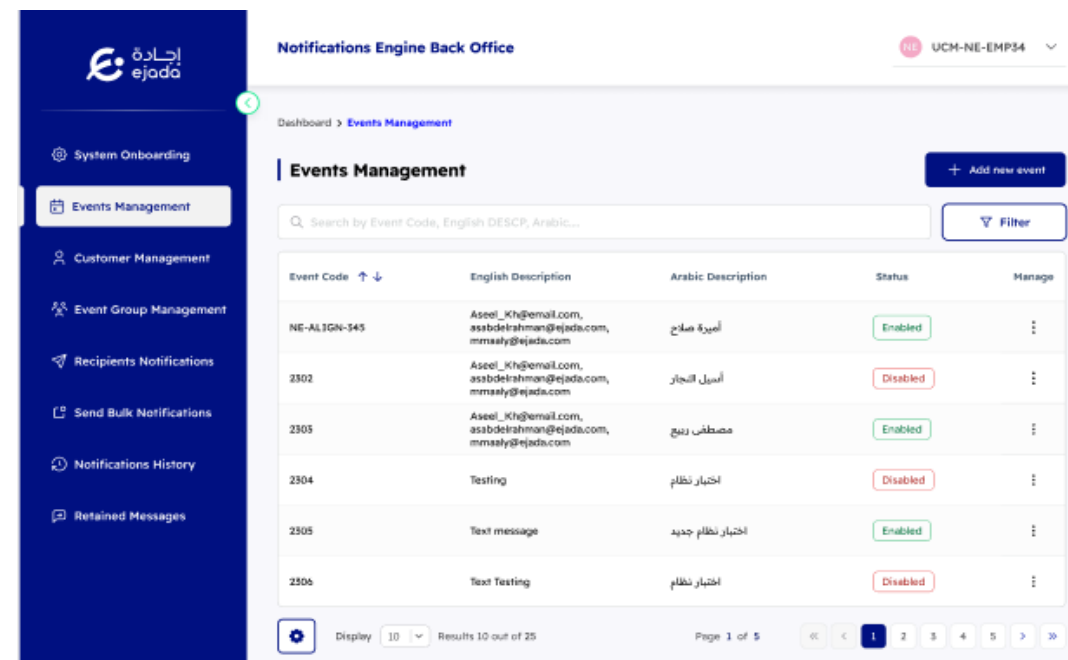


System Onboarding



The screenshot shows the 'System Onboarding' page. The left sidebar contains a menu with items: System Onboarding, Events Management, Customer Management, Event Group Management, Recipients Notifications, Send Bulk Notifications, Notifications History, and Retained Messages. The main content area has a header 'Notifications Engine Back Office' with a user dropdown 'UCM-NE-EMP34'. Below the header is a 'System Onboarding' section with a search bar 'Search by Source System ID or Name' and a 'Filter' button. A table lists source systems with columns: Source System ID, Source System Name, Status, and Manage. One system is listed with ID '43', Name 'UCM', and Status 'Active'. At the bottom, there is a 'Display' dropdown set to '1' and 'Results 1 out of 1'.

Events Management



The screenshot shows the 'Events Management' page. The left sidebar is the same as the previous screenshot. The main content area has a header 'Notifications Engine Back Office' with a user dropdown 'UCM-NE-EMP34'. Below the header is an 'Events Management' section with a search bar 'Search by Event Code, English DESC, Arabic...' and a 'Filter' button. A table lists events with columns: Event Code, English Description, Arabic Description, Status, and Manage. The table contains 7 rows of data. At the bottom, there is a 'Display' dropdown set to '10' and 'Results 10 out of 25'.

Event Code	English Description	Arabic Description	Status	Manage
NE-ALIGN-345	Aseel_Kh@email.com, asbdehrahman@ejada.com, mmaaly@ejada.com	أميرة صلاح	Enabled	⋮
2302	Aseel_Kh@email.com, asbdehrahman@ejada.com, mmaaly@ejada.com	أسيل النجار	Disabled	⋮
2303	Aseel_Kh@email.com, asbdehrahman@ejada.com, mmaaly@ejada.com	مصطفى ربيع	Enabled	⋮
2304	Testing	اختبار نظام	Disabled	⋮
2305	Text message	اختبار نظام جديد	Enabled	⋮
2306	Text Testing	اختبار نظام	Disabled	⋮

Event Group Management

Notifications Engine Back Office UCM-NE-EMP34

Dashboard > Event Group Management

Event Group Management

+ Add a new event group

Search by Event Code, English DESC, Arabic...

Filter

Event Code	Event Group Type	English Description	Arabic Description	Manage
UCM-BNK22	Banking	Aseel_Kh@email.com, asabdelrahman@ejada.com, mmaaly@ejada.com	أميرة صلاح	...
UCM-MAK44	Marketing	Aseel_Kh@email.com, asabdelrahman@ejada.com, mmaaly@ejada.com	أسيل النجار	...
UCM-FID24	Face Interface	Aseel_Kh@email.com, asabdelrahman@ejada.com, mmaaly@ejada.com	مصطفى زبيح	...
UCM-DEV11	Development	Testing	اختبار نظام	...
UCM-DSN77	Design	Text message	اختبار نظام جديد	...
UCM-TST50	Testing	Text Testing	اختبار نظام	...

Display 10 Results 10 out of 25 Page 1 of 5

Customer Management

Notifications Engine Back Office UCM-NE-EMP34

Dashboard > Customer Management

Customer Management

+ Add new customer

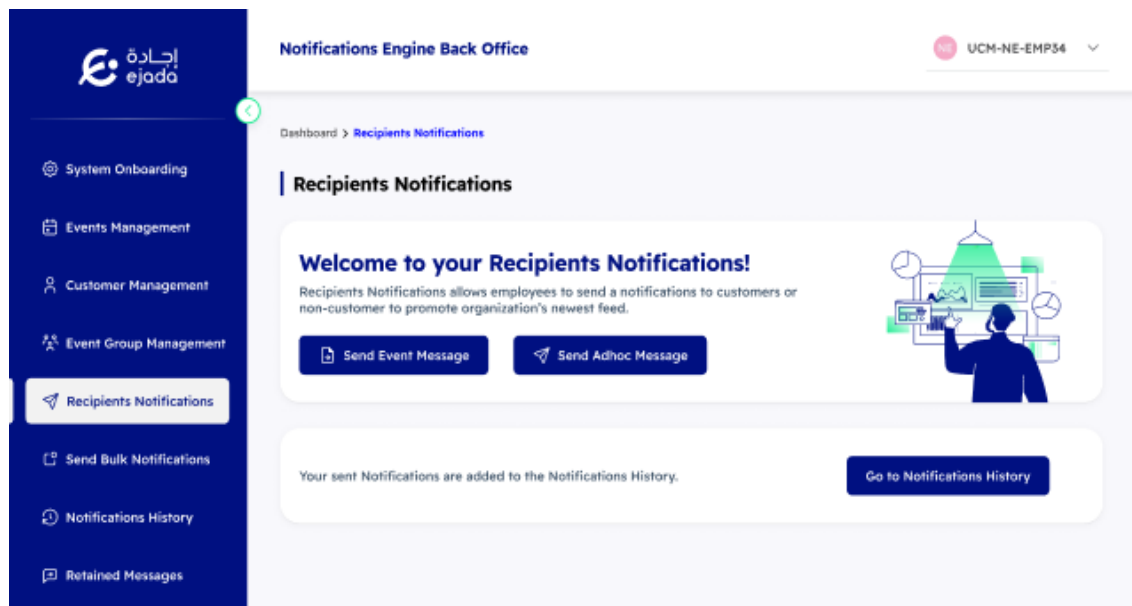
Search by Relation Type or Value

Filter

Relation Type	Relation Value	Status	English Name	Arabic Name	Manage
PARTY_ID	000001	Active	Omar Ahmed Khaled Al-Sayed	عمر أحمد خالد السيد	...
PARTY_ID	000002	Inactive	Layla Hani Youssef Al-Mosri	ليلى هاني يوسف المصري	...
PARTY_ID	000003	Active	Khalid Mahmoud Saeed Al-Zahrani	خالد محمود سعيد الزهراني	...
PARTY_ID	000004	Inactive	Fatima Zaid Ali Al-Sharif	فاطمة زيد علي الشريف	...
PARTY_ID	000005	Active	Hassan Abdullah Ibrahim Al-Farouq	حسن عبد الله إبراهيم الفاروق	...
PARTY_ID	000006	Inactive	Nour Samir Adel Al-Hussein	نور سمير عادل الحسين	...

Display 10 Results 10 out of 25 Page 1 of 5

Recipient Notifications



Notifications Engine Back Office UCM-NE-EMP34

Dashboard > Recipients Notifications

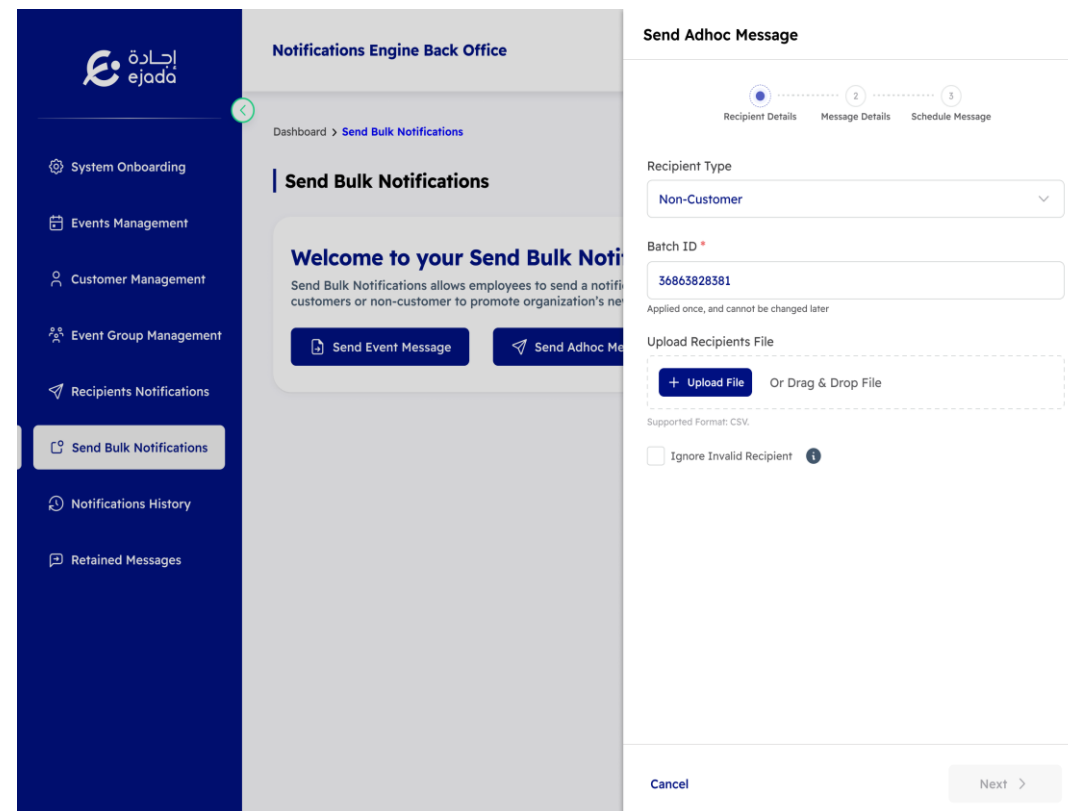
Recipients Notifications

Welcome to your Recipients Notifications!
Recipients Notifications allows employees to send a notifications to customers or non-customer to promote organization's newest feed.

[Send Event Message](#) [Send Adhoc Message](#)

Your sent Notifications are added to the Notifications History. [Go to Notifications History](#)

Send Bulk Notifications



Notifications Engine Back Office UCM-NE-EMP34

Dashboard > Send Bulk Notifications

Send Bulk Notifications

Welcome to your Send Bulk Notifications!
Send Bulk Notifications allows employees to send a notifications to customers or non-customer to promote organization's newest feed.

[Send Event Message](#) [Send Adhoc Message](#)

Your sent Notifications are added to the Notifications History. [Go to Notifications History](#)

Send Adhoc Message

Recipient Details Message Details Schedule Message

Recipient Type
Non-Customer

Batch ID *
36863828381

Applied once, and cannot be changed later


Upload Recipients File
[+ Upload File](#) Or Drag & Drop File

Supported Format: CSV.

☐ Ignore Invalid Recipient

[Cancel](#) [Next >](#)

Notification History



- System Onboarding
- Events Management
- Customer Management
- Event Group Management
- Recipients Notifications
- Send Bulk Notifications
- Notifications History**
- Retained Messages

Notifications Engine Back Office

NE UCM-NE-EMP34

Dashboard > Notifications History

Notifications History

Search by Event Code, Source System, Channel...

Filter


Source System	Event Code	Channel Type	Relation Type	Relation Value	Contact	Status
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Sent
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Failed
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Sent
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Failed
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Sent
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Failed
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Sent
UCM	UCM-BNK22	SMS	Party_ID	0123456789	00966507292725	Failed

Display 10 Results 10 out of 25

Page 1 of 5

1 2 3 4 5

Retained Messages



- System Onboarding
- Events Management
- Customer Management
- Event Group Management
- Recipients Notifications
- Send Bulk Notifications
- Notifications History
- Retained Messages**

Notifications Engine Back Office

NE UCM-NE-EMP34

Dashboard > Retained Messages

Retained Messages

Search by Event Code, Notification Channel, Message...

Filter

Event Code	Notification Channel	Message ID	Request ID	Received Date	Details
UCM-BNK22	Inbox	SMS-CUST34	0345669872	3/9/2024 - 10:30 P.M.	
UCM-MAK44	Inbox	SMS-CUST34	0345669872	3/9/2024 - 10:30 P.M.	
UCM-FID24	Inbox	SMS-CUST34	0345669872	3/9/2024 - 10:30 P.M.	
UCM-DEV11	Inbox	SMS-CUST34	0345669872	3/9/2024 - 10:30 P.M.	
UCM-DSN77	Inbox	SMS-CUST34	0345669872	3/9/2024 - 10:30 P.M.	
UCM-TST50	Inbox	SMS-CUST34	0345669872	3/9/2024 - 10:30 P.M.	

Display 10 Results 10 out of 25

Page 1 of 5

1 2 3 4 5



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Thank You

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● Egypt

● Jordan

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