LavaLoon Profile

Provided by

LavaLoon

Madness innovate the world

Our story

Our journey started more than two decades ago with a group of technology enthusiasts who had a dream of solving the technical pains that businesses & organizations face, helping them achieve a smooth digital transformation. In 2004, our founders delivered their first full-fledged project with smashing success and went on to work on their dream.

Finally, in early 2017, this dream officially turned into LavaLoon. With the early small group of technology enthusiasts who had the original dream now being market experts with over 20 years of experience, the dream crystallized into a rising start-up. With the bold goal of solving the pain of system integration that all businesses face, we are working on delivering ready-made integration solutions that take only a few days to implement!

Our goal is to completely solve the pain that any business or organization faces during their digital transformation journeys, which is the difference in technologies between the various systems and the need for high-end, costly system integration to maintain smooth operations.

LavaDo is built around the novel idea of providing businesses and organizations with ready-made system integration solutions, removing the hassle of having to expend great time, money, effort & resources just because they don't have access to effective integration solutions.

The problem

When a customer has a business need to fix a pain area or improve a business process, he seeks a software solution to do that. There are many good software companies in the market that can help him.

Over time, the customer wants to fix more pain areas and improve more processes, but this time he faces many challenges starting from the limitations of his existing software and ends up adding more software solutions or replacing the existing one along with the hassle of data migration. Here the real suffering begins; because many software companies are good in specific modules or components like ERP, mobile apps, or web development, but when it comes to integrated business models, it is so rare to find good providers; **Why?!**

The answer is that every software vendor tries to encapsulate his system and attract others to integrate with it, especially with its user interface. That results in a gap between the different software components and systems.

Well, **the answer** is in integration then, but the challenge in integration is the critical need to the business and technical experience as well. Usually, the provider focuses on one aspect at the expense of the other.

LavaDo tries to resolve this problem by providing readily integrated business models scalable to integrate with more systems and services; because it has been built not to encapsulate but to enrich its exposure to all systems.

Example: the implemented solution in the Holy Mosque of Saudi Arabia, of Tanaqol service. The business need was to implement POS integrated with an IoT device installed on electrical vehicles, and at the same time integrated with the mobile app, web portal, and the backend of ERP. LavaDo provided all that through its different components, in addition to integration with SMS and payment gateways.

Software Problems

70% of all system integration projects fail

Oversimplifying Integration Projects

Lack of knowledge (business & technical)

Unable to estimate project constraints (cost & effort)

Different business units see data differently

We are built on the
the vision of integration

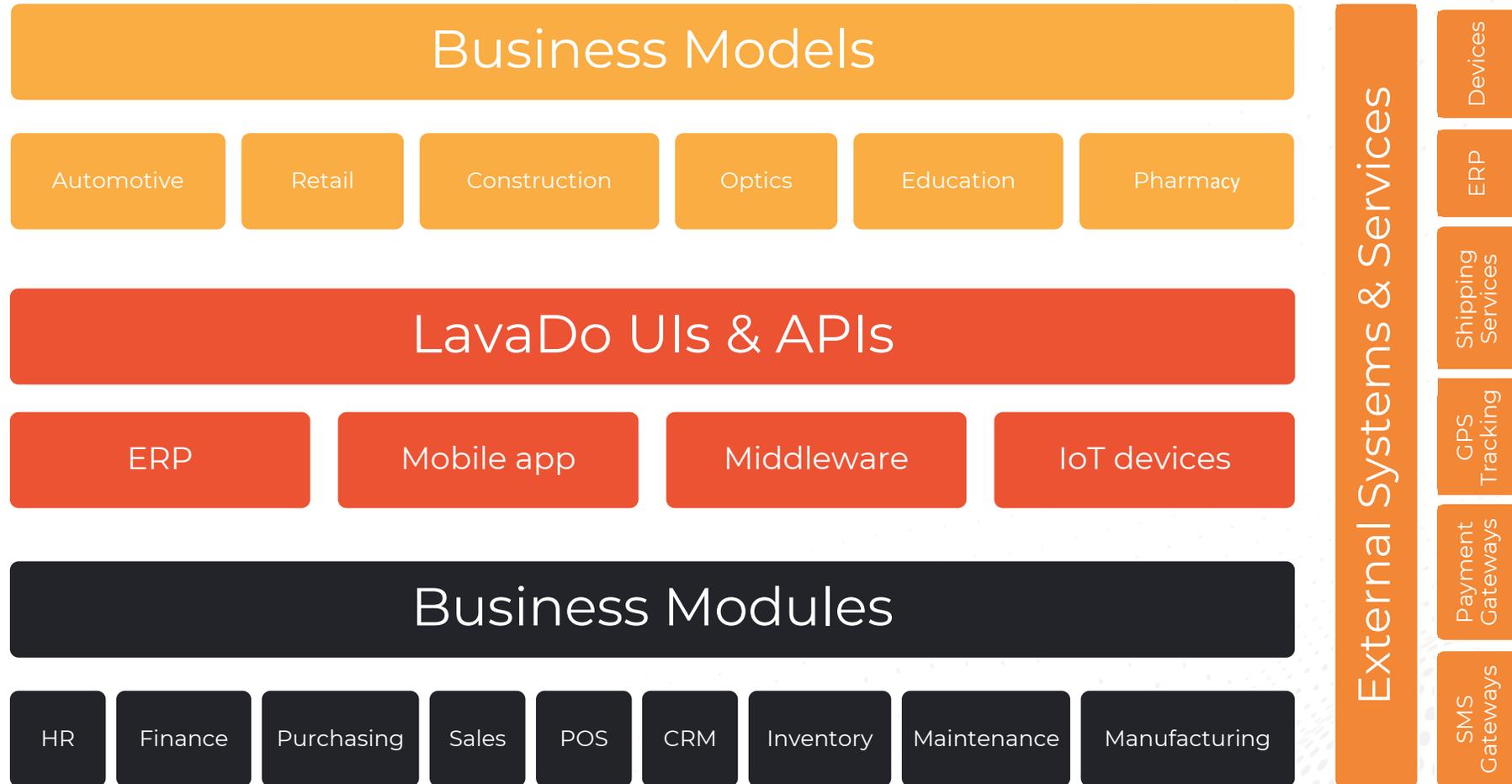Integrates software apps & services seamlessly

Integrates modules and systems to enable business decisions

www.lav

LavaDo
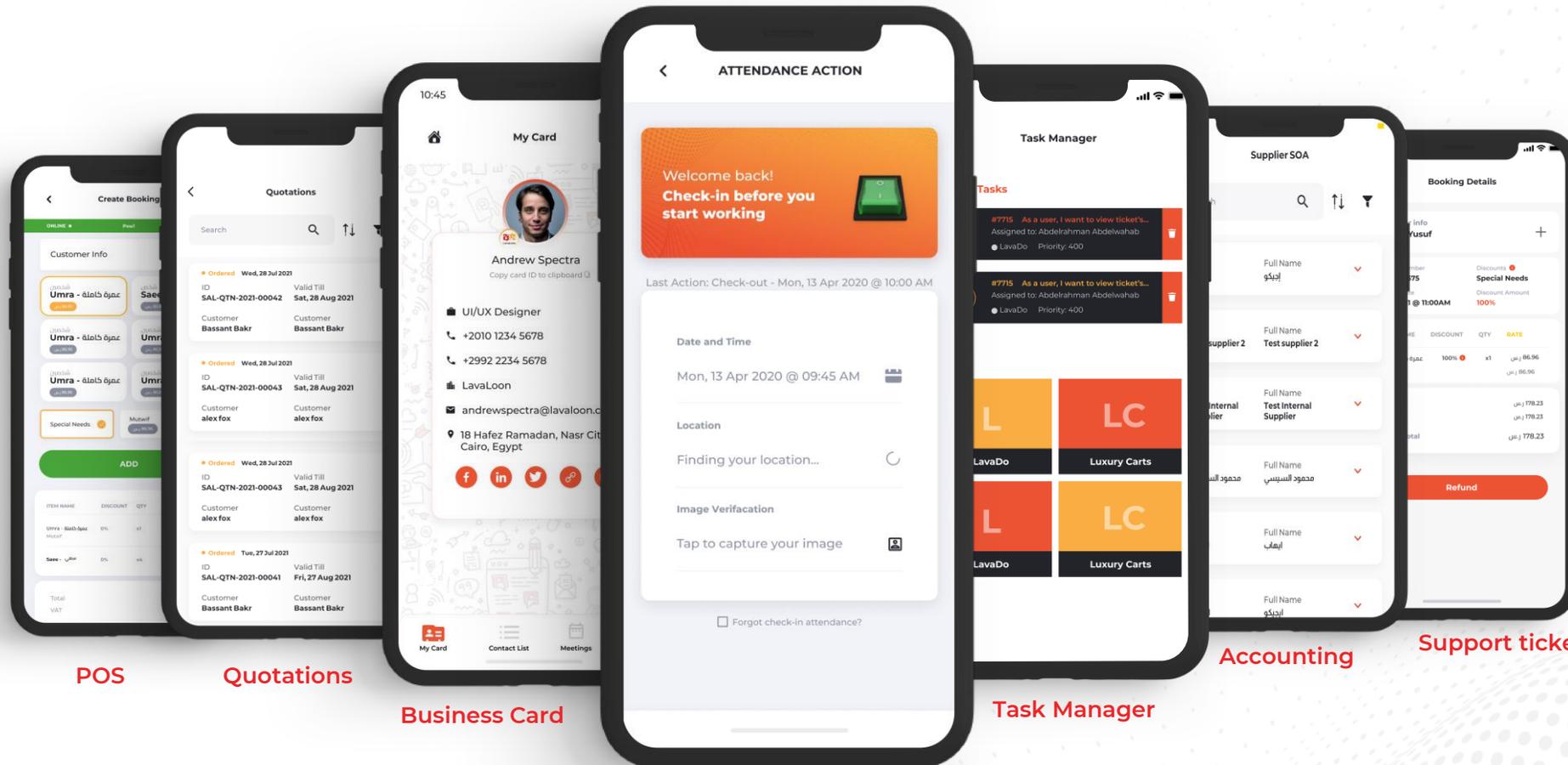## Solution Architecture

Business Models

| Automotive | Retail | Construction | Optics | Education | Pharmacy |

LavaDo UIs & APIs

| ERP | Mobile app | Middleware | IoT devices |

Business Modules

| HR | Finance | Purchasing | Sales | POS | CRM | Inventory | Maintenance | Manufacturing |

External Systems & Services

- Devices
- ERP
- Shipping Services
- GPS Tracking
- Payment Gateways
- SMS Gateways

LavaDo mobile app
sample screens and modules

POS

Quotations

Business Card

Attendance

Task Manager

Accounting

Support ticketing

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LavaDo ERP
sample screens & modules

ERP's desk

Support tickets

Support analysis

Support ticket details

And many more!

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LavaDo
Strength Points

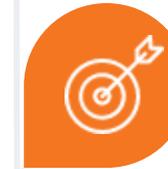Successful delivered projects

Niche Intellectual Property Products

Provides integrated business model solutions to support business growth
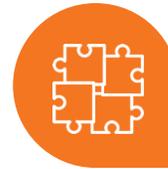
Targets B2B and B2C

Having an ongoing income from the subscribtion & support

Working on extending our presence to USA and Europe

Geographical presence - MENA, GCC, Egypt.

Strong roadmap based on the founders' vision, market demand, and customer inputs

Intellectual
Properties

Middleware

A unique system integration product that allows the LavaLoon team to easily restructure, regenerate and implement any integration solutions built on and utilizing the best technologies offered by the top providers. LavaHub is effective in mixing between the business and technical sides of an organization. It is built on Azure Functions, Logic apps, and other Azure services.

Mobile App

Simple & smart modules are designed to be the first choice to the user to perform all his daily business functions, without the hassle of switching between different systems; LavaDo does that on his behalf. And it includes some helpful AI functions like facial recognition.

ERP custom modules

A set of enhancements on ERPNext's existing modules, plus new modules to serve the integrated business models being provided like Automotive, manpower, logistics, etc.

IoT device

The right integrated solution isn't limited to software components; Based on business needs, it may include IoT devices and functionality to complete the business cycle; like the implemented IoT device in the Holy Mosque of Saudi Arabi, which is totally designed and manufactured as a part of LavaDo solution, to track electrical vehicles without GPS tracking, and give indicative signs to the operation team to empower the business.

Milestones

2017
- R&D
- Start LavaDo product MVP development (Attendance)
- 2nd two customers

- Company setup
- R&D
- First customer

2018
- Crystalize the product roadmap
- LavaDo product revamping
- Revisit the company strategy
- Signing with WISA (semi-governmental organization)
- **Being Microsoft partner**

2019
- Signing the project of **Tanaqol service in the holy mosque in KSA**
- LavaDo new modules (Automotive, POS)
- LavaDo existing modules improvement
- Being IBM partner
- **LavaLoon registration in USA**

2020

2021
- Renovate LavaDo user experience & user interface
- Adding more features and functions.
- More 4 Customers
- LavaDo new modules (To-Do List, Support, Logistics, Accounting)
- LavaDo existing modules improvement
- Start marketing activities and online presence
- **Start B2C features**

2022
- 10 new customers
- Invest in marketing
- LavaDo new modules (CRM, project management)
- LavaDo existing modules improvement
- Focus on retail and pharmacies business

2023
- 20 new customers
- Invest in marketing
- LavaDo existing modules improvement
- LavaDo new modules (BI)

2024
- 50 new customers
- Invest in marketing
- LavaDo existing modules improvement
- LavaDo new modules (Stock & currency)
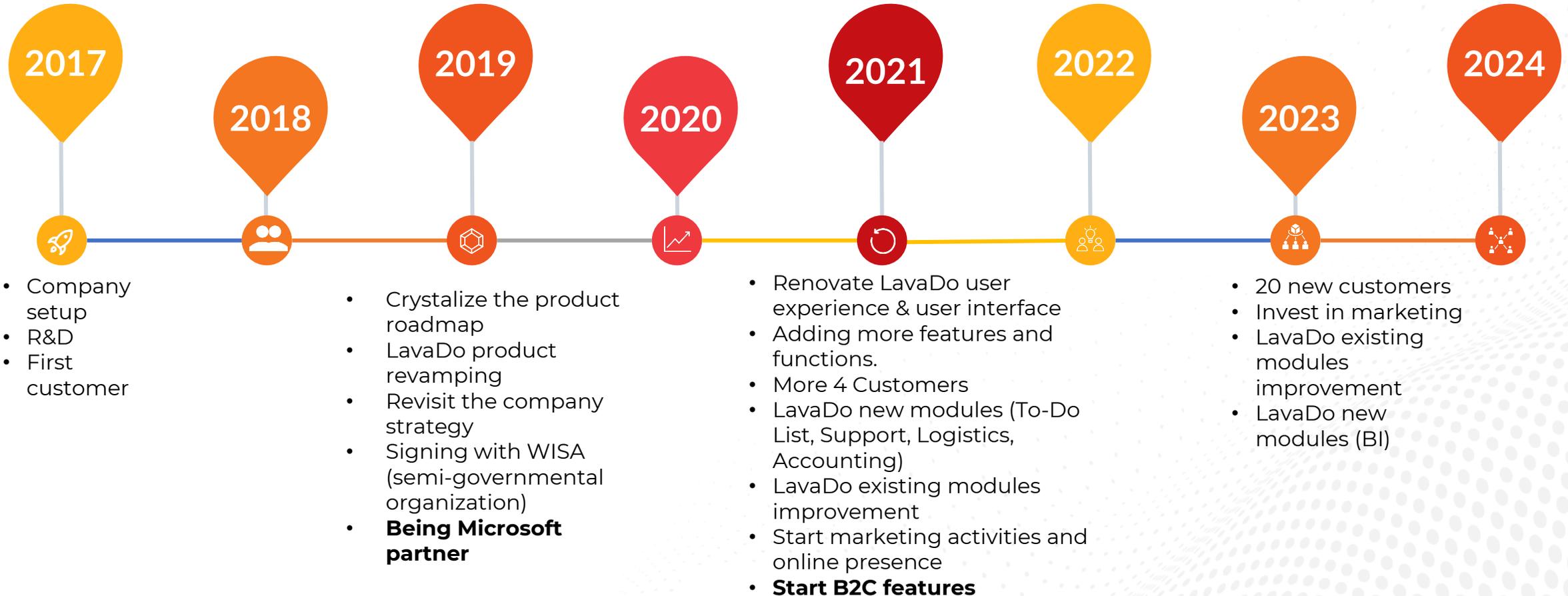
LAVADO
Achievements

LavaDo has been honored to be a used as a software solution in the **Holy Mosque in Saudi Arabia**, since March 2020

LavaDo has about **1M requests** on LavaDo middleware monthly, and it's ongoing increasing.

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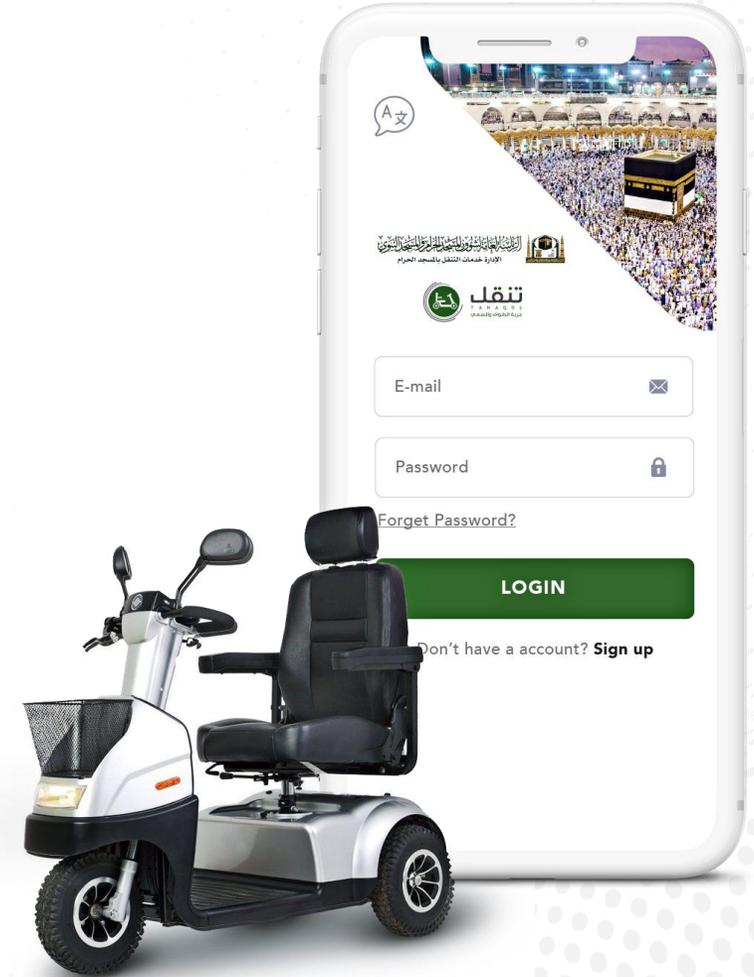
CURRENTLY, LAVADO
integrates/connects

ERPNEXT for customers

LavaDo mobile app for different customers

Tanqol mobile app

Tanaqol web portal

WISA mobile app

WISA web portal

STC Qitaf's loyalty program

Burger Fuel's mobile app/POS

SMS gateways

Payment gateways

GPS tracking service

Saudi e-invoice (phase 1 done)

Egyptian tax' e-Invoice (in progress)

Leadership team

Khaled Yusuf

CEO & Co-founder

- 20 years of experience in software industry
- Diversity of business domains (banking, real estate, automotive, goveronment)
- Egypt, Saudi Arabia, Qatar

Ahmed Shalaby

Success Manager & Co-founder

- 15 years of experience in software industry
- Mega projects in ERP & Records Management Implementation
- Egypt, Qatar

Muhammed Haggag

Solution Architect & Co-founder

- 15 years of experience in software industry
- MVP since 2005
- 5 years of experience in Microsoft US
- Egypt, USA

Leadership team

Mohamed Hamdy

Partner & Business Developer

- 15 years experience in zero energy building, cost effectiveness, integrated/simulation-based solutions
- Associate professor at Norwegian University of Science and Technology (NTNU)
- Strategic leader at the multidiscipline research center Green2050

Mohamed Benmessaoud

Partner & Board Member

- 17 years of experience in software and digital transformation industry
- Founder of Hoggar Consulting firm in Canada
- Diverse experience in many industries across Europe, Africa, Asia and north America

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Advisors

Amr Anany

Principal Management Consultant

- 25 years of experience
- Strategy formulation & execution
- Organizational development
- Executive support (Gov., private, individuals)
- 50+ Arabic publications in IT field
- Many ministries and organization like PwC & EY

Moatasem Osman

Digital Transformation Consultant

- 30+ years across MENA
- Worked at Philips KSA, IBM Egypt, Schlumberger Egypt, Vodafone Egypt
- Co-Founder of successful ventures in FinTech (MASARY Egypt), mobile VAS, ePayment, Digital CRM, F&B, and Digital Transformation.
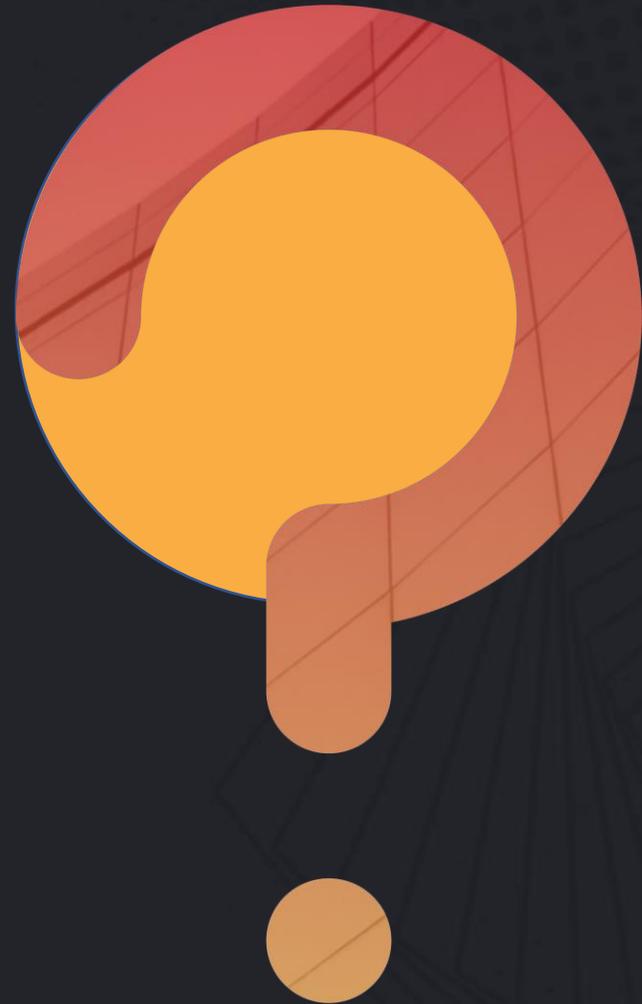
Majed A. Rahim

Co-Founder at Ennovate LLC

- 30 years of experience
- Owning the financial and operational performance of multiple family holdings companies and banking sector in GCC region, Egypt, Asia Pacific, and the US.
- Managing a specialty financial advisory firm focusing on Debt Management, M&A and Restructuring.

WHO IS
LavaLoon

LavaLoon's
Mission

Working totally on the cloud, LavaLoon's aim to serve all businesses worldwide with ready made integration solutions that would help remove the pain of working with different systems and the hassle of finding solutions to solve this pain.

Accordingly, LavaLoon is on a mission to be the "**Missing Link**". Being well experienced in the industry and with customer needs in its focus point, its team is building solutions around those needs to solve the common pains customers face .

Through leveraging its ability to implement business experience at first base, it is dedicated to deliver value to the whole industry through a winner team not afraid of innovating and experimenting, and hence able to develop novel solutions.

LavaLoon's
Vision

LavaLoon is built on the vision of integration, to enrich the quality of the software industry by integrating with the most known and used systems in the world to be able to serve all businesses worldwide in minimal time.

LavaLoon's
Culture

- Empowering People
- Being Selective
- Learning to Grow
- Corporate Social Responsibility

LavaLoon's
Values

At LavaLoon the team believes in and fosters "**One Dream, One Team**", where they view all stakeholders as their Partners in Success; from its core team, to its strategic partners, to its clients, and even its suppliers, everyone is perceived as an integral part to achieving its dream and vision.

From this a few values were derived:
- Agility
- Time & Cost Effectiveness
- Values Based Performance
- Learning
- Simplicity
- Innovation
- Being the Missing Link
- Global Accessibility

Khaled Yusuf

CEO and Co-Founder

Khaled is LavaLoon's CEO and Co-Founder. Khaled has around 20 years of experience in Technology and IT through various industries. He has worked in several countries in the MEA region, including Egypt, Qatar, and KSA.

Khaled has a diverse experience track record in terms of the number of countries he worked in, the different organizations he worked for or partnered with, as well as the different industries he worked in across his career. His experience spans across different industries such as IT, Banking, Telecom, Automotive, Real Estate, Telematics, etc.

His agile mindset and passion for finding solutions to help improve the business utilization of IT and Technology have enabled Khaled to successfully work on and deliver projects that vary in size from being small projects to mega projects.

Khaled is a naturally born Technology Guru! He had a passion for programming at 7 years old which he pursued at such a young age. Growing up, he continued his career in this field until he was successfully leading the ERA Mideast IT to develop its own integrated solution of Real Estate systems which operated in more than 6 countries.

Realizing his talent Khaled then moved on to managing and delivering various projects, with various success stories such as delivering a mega project between Oracle and ITS core banking system, managing the Digital Transformation of BLOM Bank in a multi-million USD Program, managing the soft launch of Vodafone Qatar POS, managing Oracle ERP projects for several ministries and authorities in Qatar, etc. After which, on a mission to enrich his experience, Khaled decided to move to the customer side during the year 2014

Through his strong business acumen and technical expertise, Khaled managed to help in developing businesses such as AutoWorld and SIXT Saudi Arabia, where he planned and initiated their digital transformation in another multi-million USD program.

Through his well-rounded experience and strong business acumen, Khaled wanted to pursue his dream of providing Technology Providers and Organizations with a solution to the pain of system integration. Having experienced both sides, Khaled has a 360 understanding of such a pain and the effect it has on both sides, and so, along with his co-founders they developed LavaLoon on a mission to solve this pain in a way that is not only innovative, but effective and ensuring successful implementation and business results!

Ahmed Shalaby

Success Manager and Co-Founder

Ahmed Shalaby is LavaLoon's Success Manager and Co-Founder. Ahmed graduated from Alexandria Institute of Engineering and Technology , BSc Computer Engineering, during 2005, and has as over 15 years of experience in the Technology sector across Egypt and Qatar.

Ahmed started his career as a Programming Engineer at the Egyptian Water and Drainage Company. At 2007 he moved to work at ITS as an Application Support Group Engineer working on Core Banking and Trade Finance solutions, becoming the first person in ITS to work on two different types of solutions at the same time.

After ITS, Ahmed moved to Ali Bin Ali Group during 2009 where he continued his career there. He first joined as an Application Support Consultant in Ali Bin Ali Technology Solutions which is one of the major System Integration Companies in Qatar. Ahmed worked on projects with Vodafone, National Health Insurance Company, Qatar Public Prosecution, Supreme Judiciary Council, Bein Sport, and others. Through his scope Ahmed's projects chose business & technology partners such as Oracle, NTS, PWC, and EY for the delivery of their solutions.

As a project manager, Ahmed worked on 3 implementations using RFID (Radio Frequency Identifier), where one of his projects for the Qatar Public Prosecution was considered to be the largest RFID implementation in the Middle East as a whole. The success of those RFID projects, contributed to Ali Bin Ali Group being the sole distributor of RFID in the Middle East and Africa, and Ahmed was appointed as the Regional Account Manager for this business from 2014 through to 2017.

During 2017 Ahmed moved to Ali Bin Ali Holding as a Project Manager where he was responsible of one of the largest projects for the company, implementing ERP to the holding company with around 35 of its companies. The project has a vast scope and diverse business model since each of the holding companies operates in a different industry covering FMCG, Medical, Logistics, Manufacturing, Luxury, Hospitality, and others. All of these companies which existed for many years and had their own systems; accordingly, the project entailed a lot of system integration implementations.

Due to his high experience in system integrations and their solution Ahmed co-founded LavaLoon as he highly believes in the value it can offer, not only to customers but to technology providers as well. Ahmed shares with his co-founders the vision of growing LavaLoon to be one of the most important companies in the international market offering integration solutions and he sees this happening through adopting an innovative approach in everything they do.

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Muhammed Haggag

Development Manager & Co-founder

Muhammad Haggag is LavaLoon's Development Manager and Co-Founder. Muhammad has over 15 years of experience in the Technology sector within Egypt and USA.

When it comes to technology, Muhammad is considered a wizard! He not only mastered programming while still being a student, but he taught it to others! He was awarded the Microsoft MVP for those under 20, where he started his programming experience while he was still a university student through Graphics Programming for Games for 3 years. Muhammed also took part in proofreading ShaderX books.

Muhammad graduated from Computer and Systems Engineering, Ain Shams University during 2006, after which he joined Identix as a Software Engineer in R&D. During his tenure with Identix, Muhammad worked on developing the modeling tool for Face fitting used by the company.

He joined Microsoft working on Silverlight, which became the foundation for Windows Phone (and Windows store apps), then worked on the Windows 8 XAML/UAP application platform.

After Microsoft, Muhammad joined FekraSoft and MotoSoft as Senior Engineer, working on diverse projects including an educational portal, a car inspection workshop system, and a car marketplace. Muhammad contributes fixes to open-source software like LibreOffice Writer and Everpad.

Muhammad is a strong architect and has a passion for teaching people any skills he has developed. He's on a mission to improve the quality of technology for the new generations. Through this passion, he co- founded LavaLoon and is putting all his intellect into providing Technology Providers and Organizations with a solution to the pain of system integration.

Muhammad sees LavaLoon as offering a unique solution and experience and is set on the right track to grow into being one of the big players in the technology market. Through agility, high performance, and selecting calibers that are nothing less than super, Muhammed believes LavaLoon will grow to being one of the most important companies providing integration solutions in the international market over the coming years.

Mohamed Hamdy

Partner & Business Developer

Mohamed Hamdy is an associate professor and a member of the innovation committee at the Norwegian University of Science and Technology (NTNU). He has 18 years of experience in academic (see, his publications on google scholar) and industry. During his career, he has participated in developing multidisciplinary projects and has joined new businesses. In 2022, he has joined the board of LavaLoon (software company) as an advisor and shareholder. In 2021, he has participated in establishing the NTNU's Centre for Green Shift in the Built Environment (Green2050) as a deputy leader, then he has continued as a coordinator for the center's flagship project LIFELINE2050 (Optimal Utilization of Resources in Built Environments). Between 2021 and 2016, he has participated in shaping multidiscipline consortiums for developing H2020 proposals including the large-scale funded project: Climate Positive Circular Communities (ARV). Besides, he has joined the H2020 projects TRAN-URBAN-EU-CHINA and QUANTUM as a partner. In 2015, he participated in the establishing phase of METABUILD GmbH, following that with them as a senior consultant. M.Hamdy is also a member in the expert groups of the International Energy Agency (IEA EBC Annex 80 and EBC Annex 82).

Mohamed Benmessaoud

Partner & Business Developer

Mohamed is a project and program management professional with an engineering background and more than 17 years of experience across multiple industries and several continents (North America, Middle East, North Africa and Europe).

Mohamed's journey started very early with a passion for development and technology before even completing his Computer Science Engineering and continued throughout his tenures across Algeria, Qatar, Canada and several other regions. The revelation came in 2008 when he joined a Technology company in Qatar and worked alongside Khaled Yusuf who unveiled a new but promising interest for project management. With Khaled's mentorship, Mohamed rapidly grew a real connection for project management as it combined few of his interests and continued leading major projects and program for major organizations such as Qatar Petroleum, Ooredoo Group, Hyundai Construction, HSBC and many others.

Continuing to build on this growth, Mohamed decided to widen his experience and joined a new organization to lead the delivery team where he managed the establishment of a new digital delivery practice for the company and grew the team to more than 35 professionals in multiple areas of expertise, ranging from user experience and design to development and product management.

With a wide experience in multiple industries, in 2018, Mohamed decided to move to Canada and founded his consulting practice which currently serves key clients in the province of Ontario such as the Canada Council for the Arts and the University of Ottawa.

When Lavaloon emerged, it came as a natural decision to join the founders considering the long-lasting relationship that Mohamed had with them and the bright future the company holds in addition to the core founding principles of Lavaloon which perfectly match his approach to Technology, business and more importantly ethics.

Software
Solutions

With Weak Integration

⬇ Up to 40% wasted money.

⬇ Up to 35% wasted time & effort.

⬇ Up to 50% delay in decision

making process.

With LavaDo

⬆ Business integration

⬆ Efficency

⬇ Time

⬇ Cost

Consequences faced
because of wrong integration

Problem with Data Integrity

- Authenticity of data is compromised when data gets altered between creation and reception.

- Transactions of data in improper places.
- Improper management controls related to the integrity of data being processed and the databases involved that influences customer transactions.

- Unauthorized disclosure of Data can bring great damage to the organizations.

Lack of Data Security

- Loss of Revenue

- Data Breach

- Data Leakage

- Loss of Trade Licenses of Organizations

- Government Penalties and Lawsuits

- Loss of Organizational Reputation

Poor Performance of Data Integration

- Greater time lags

- Slow data processing

- Affecting the quality of data

- Delays in real time synchronization

- Actual expenditure increases compared to estimates.

Problem with Data Monitoring

- Lack of proper view that will help management know the status of work items in a project.

- Estimation of budget can be affected.

- Estimation of time can be affected.

- Errors in Documentation.

- Incorrect information transfer across teams.

The Market:
Enterprise Data Integration Definition

Enterprise application integration is an integration framework composed of a collection of technologies and services to enable integration of systems and applications across an enterprise.

Many types of business software such as supply chain management applications, ERP systems, CRM applications for managing customers, business intelligence applications, payroll and human resources systems typically cannot communicate with one another in order to share data or business rules. This lack of communication leads to inefficiencies, wherein identical data are stored in multiple locations, or straightforward processes are unable to be automated.

Enterprise application integration is the process of linking such applications within a single organization together in order to simplify and automate business processes to the greatest extent possible, while at the same time avoiding having to make sweeping changes to the existing applications or data structures.

Applications can be linked either at the back-end via APIs or (seldomly) the front-end (GUI).
The various systems that need to be linked together may reside on different operating systems, use different database solutions or computer languages, or different date and time formats, or may be legacy systems that are no longer supported by the vendor who originally created them. In some cases, such systems are dubbed "stovepipe systems" because they consist of components that have been jammed together in a way that makes it very hard to modify them in any way.

GET IN
TOUCH

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