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FACE-TO-FACE

MAKING INSURANCE AUTOMATION EASY



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Doha Abdelkhaleq, managing partner and executive director of ESKADENIA Software, explains how ingenious, regional IT solutions can achieve world class results.

ESKADENIA Software was established in the year 2000 to bring products and IT solutions to the market, and introduce an alternative to globally recognised software in various fields. It has an IT factory that now employs 200 people, and has to its credit 27 products in Jordan. The founders of the company focused on the automation of the insurance industry, since it is historically vibrant and has tradition, having started in the early '30s and '40s. They believe there is enough content, wisdom and investment to focus on this sector. Beginning with two products in 2002, ESKADENIA now boasts of a clientele of 27 insurance and a number of enterprise companies across the region.

How does ESKADENIA distinguish itself from the competition? We never looked at competition. Actually we were so busy with establishing an IT factory, that we've never really had a moment to scratch our heads and think of competition in the way that is classically put in terms of research and arguments. The Arab region is so hungry for modernisation and new ideas. We saw that opportunity, and through good partnerships and excellent design, we like to be inspired by Steve Jobs, when he only focused on



DOHA ABDELKHALEQ,
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design. We put ourselves in the end user's shoes and understand where he comes from. We're so close to the market in a way that we feel very comfortable with the region and our partnerships. So we can focus on customer instead of competition.

So ESKADENIA came to fruition with only an insurance platform?

We actually came into existence with two platforms. Because of the backgrounds of the two partners it made sense to branch out into telecom and insurance. So we came up with two products – billing system for telecom operators and an insurance product. Slowly with good partnerships we established a good portfolio. We've been diligent for the last 14 years, and doing the things that we like the most – empowering people and selling. The first four years of the company are meant to survive and sort of proceed, and find a space. After that you get into stabilisation and then you move to innovation. And then it becomes interesting to sell because you have a good product that your clients and employees know about. People suddenly take you seriously.

We are now focused on platforms that can service different industries. Having said that we do have a focus on certain industries, in our case it is the insurance and telecom industries. But it can be adapted to various platforms. But there are specificities in each industry and that's when the core becomes important. And this is where we have impact.

What's the next step in the plan for ESKADENIA?

Expansion and expansion of sales and partnership agreements, we have been so focused on the technical tactics for the past 14 years. The expansion will be in the form of new representative offices. We will also be coming up with new packages for products, such as Microinsurance and so on. The insurance industry in Jordan has faced a certain challenge in terms of being a small market with lesser cash flow, so it many of the companies will be forced to either merge or be acquired. 