

Company:	Raya Holding
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Raya Holding underlines its capabilities in work process automation by completing the California Gardens project in less than seven months

Raya Holding, a pioneer in the field of Information Technology and Telecommunications in the Middle East, has announced that it has completed the automation of work process for Gulf Food Industries - California Gardens, a leading canned food manufacturer in the Middle East.



Raya delivered the project in less than seven months, underlining the company's expertise in automation. This follows Raya's recent implementation of the latest technology solutions at Americana Group, which is another major company within the Gulf Food Industries' portfolio.

As part of its on-going efforts towards development and growth, California Gardens selected Raya to automate the company's work process based on its strong regional presence and vast experience in implementing similar projects in leading companies. The project includes automating the manufacturing planning process, production line management and production costing.

Adel Fahmy, Deputy General Manager, Gulf Food Industries, said: 'We required a reliable system that was capable to satisfy our business needs and to increase our competitive advantage in the market. Our decision to select Raya to implement Oracle application was

influenced by their impressive track record and expertise in this area. This implementation helped the company reduce the work cycle and storage costs, which reflected positively on the quality and price of our products.'

Ashraf Sabry, Vice Chairman and CEO of IT department, Raya, said: 'The toughest challenge that faced Raya in this project was the tight time span and budget allocated for the project, as California Gardens requested us to deliver the project in the shortest possible time with minimal costs. Raya staff, with their thorough understanding of the market dynamics, in addition to the customer's cooperation enabled us to deliver the project as per the time plan and the required quality. This implementation further highlights our proficiency in work process automation.'

With a 60 per cent market share of the Gulf market, Gulf Food Industries is among the largest manufacturer and exporters of canned food as it produces well- known trademarks such as Americana, California Gardens and El Mazraa products. Since its establishment in 1989, the company's business expanded to include exporting to the Middle East countries, Europe, USA, and Australia.

Notes and Media Contacts

About Raya Holding:

Based in Cairo, Raya Holding is a pioneer in the field of Information Technology and Telecommunications in the Middle East. Through its branches in Saudi Arabia and United Arab Emirates, Algeria & USA and its partners in the region, Raya, with a group of employees of around 2100 professionals, provides technological solutions and world-standard value-added services. The company has succeeded in introducing several mega-projects in the fields of finance, industry, telecommunications, government and different services.

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