



# OUR STORY

## ABOUT THE NAME:

OPENGEN, as a company name, reflects our corporate culture and business philosophy. "OPEN" is the verb to unfold, move, establish, make available and ready, and remove boundaries. "GEN" is a noun means information, know and find out about.

## ABOUT US:

Generally, business and technical mindsets and trends are different. Each trend has its diverse culture, language, and even sense which might create gaps in business flow and its progress. That has been always the main reason behind the thought of establishing OPENGEN, early 2016, to practically and effectively link these various talents.

In OPENGEN, we call such business-technical gaps or differences great diversities. We always believe that encompassing such rich and wide diversities of both business and technical mindsets under one ceiling would build thriving business.

We in OPENGEN - as a fresh, dynamic, and futuristic company – enthusiastically serve B2B and B2C companies in different aspects; strategic planning, leadership and management, marketing, technical solutions, and software development and implementations.

OPENGEN provides innovative, thoroughly 360-degree integrated, highly qualified, and professional with best-value-for-money solutions for these businesses in terms of Business consultations and Technical and Software applications.



# OUR VISION

TO BE ONE OF THE MAJOR PROVIDERS OF  
INNOVATIVE AND CONVENIENT INTEGRATED SOLUTIONS  
TO EMPOWER BUSINESSES, EXPLORE THEIR  
CAPABILITIES, AND HELP THEM ACHIEVE THEIR GOALS  
AND EXCEL IN THEIR FIELDS.



# OUR MISSION

TO BE THE PARTNER OF CHOICE FOR OUR B2B AND B2C CLIENTS BY FULLY ADDRESSING THEIR NEEDS, CAPABILITIES, AND MARKETS. TO CATALYZE THE GROWTH OF THEIR BUSINESS BY PROVIDING THEM WITH THE STATE-OF-THE-ART AND RELIABLE BUSINESS AND TECHNICAL SOLUTIONS. TO SPUR THEIR PERFORMANCE THROUGH INNOVATIVE TECHNO-BUSINESS TOOLS.



# OUR VALUES

**TOWARDS CUSTOMERS: WE ARE IMAGINATIVE AND RESPONSIVE.**  
Total involvement; Customers' business is ours.  
Commitments to quality and specifications.  
Providing the most reliable products in their categories.

**TOWARDS BUSINESS: WE ARE WINING ACHIEVERS.**  
Wining.  
Futuristic.  
Seek excellence.

**TOWARDS STAKEHOLDERS: WE ARE COLLABORATIVE.**  
Group affairs before individuals'.  
Clear and determined relationship.  
Abide to agreed procedures.

**TOWARDS EMPLOYEES: WE ARE RESPECTFUL AND COURAGEOUS.**  
Build and keep up a dynamic environment.  
Commitment to business ethics.  
Fair chances and clear treatments.  
Insure engagement of employees, accountability, and loyalty.

**TOWARDS SOCIETY: WE CREATE RELATIONSHIPS.**  
Support society values.  
Abide to all laws, rules , and legislations.



# OUR PRODUCTS

Spacious areas of expertise and backgrounds in OPENGEN reinforce our customers in many majors including; Telecoms, Programming, and Electronics on both Business and Technical levels.

**From business perspective we build and provide:** Business Strategies, Business Plans, Marketing and financial Plans, and Leadership and management consultations.

**From technical perspective we develop:** Desktop, web, and mobile apps across different platforms. Project Management, System Analysis, User Experience, Testing, and Integration. HW Design. Telecom Solutions and Value Added Services.

