



**Opterus**  
Simplifying Communications

## **Nahdi Medical Company Chooses Opterus for Store Communications and Operational Execution**

**Toronto – January 16, 2017** – [Opterus](#) Inc., the leading global provider of cost-effective, web-based store communications and task management solutions, today announced that Nahdi Medical Company, the largest retail pharmacy chain in the Middle East and North Africa, has implemented the Opterus solution to their entire retail chain. Nahdi Medical Company serves about 83 million guests annually in more than 130 cities & villages in the Middle East and North Africa.

“Opterus has provided us with a complete solution which will enable us to effectively manage and execute store tasks and communications between our head office and stores. The system setup and training was implemented in a very short period of time, and we are confident that Opterus’ ground-breaking solutions will improve the way we manage our nationwide stores,” said Ammar Aklan, SVP Operations, Nahdi.

Opterus’ *Store Ops-Center* is an intuitive, easy-to-use cloud solution designed specifically for retailers to simply and effectively manage and execute store tasks and communications. The solution measures and increases operational compliance, communicates corporate policy, manages day-to-day objectives and tasks, and handles issues between corporate office and store locations. A simple and agile solution, *Store Ops-Center* allows for rapid implementation and strong user acceptance.

“From the beginning, we were immediately impressed with Nahdi Medical Company,” said Janet Hawkins, president and CEO, Opterus Inc. “It was only a matter of weeks from the initial demo before they were very competent users of *Store Ops-Center*. They have a very deep understanding of retail operations and how our solution can help them be more productive and effective with operational tasks and communication. Within two months, they went from a trial system to pilot to implementing *Store Ops-Center* to their organization. We are thrilled to have them as our newest addition to the Opterus family.”

For more information about Opterus, please contact Janet Hawkins, at 519-853-0442 or [janet.hawkins@opterus.com](mailto:janet.hawkins@opterus.com).

### **About Nahdi Medical Company**

Nahdi Medical Company has become the largest retail pharmacy chain in the Middle East and North Africa as the leading provider of the best products and services that improve the well-being of the communities we serve. Starting with two small pharmacies in Jeddah was the foundation for what has since become a nationwide network. Less than six years later, Nahdi medical Company is serving about 83 million guests annually in more than 130 cities and villages across KSA.

### **About Opterus Inc.**

Opterus Inc. is a leading global provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Store Ops-Center* software is an on-demand, web-based retail portal designed to communicate corporate policy and day-to-day objectives between corporate office and store locations. Deployed in over 45 countries in 30 different languages, the solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans. For additional information about Opterus, please visit <http://www.opterus.com>.



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