



Classsera®

True Joy of Smart Learning

Profile and Success Stories

At Classera for Smart Learning, we have a big dream and great passion for using the most advanced technology to transform the way people learn.

What we do in Classera is not only about building a successful business, rather it transcends into a noble mission that we cherish in supporting the development of generations.

In Classera family, we have set an ambitious goal for us to be a true strategic partner for educational and training institutions in order to improve them as integral part to drive their societies for the better.

Starting in 2012, we managed in Classera to build an advanced and integrated educational platform and formed a network of global strategic partnerships to provide the best service to our users until we become one of the pioneers in the educational technology. With the company global reach from the silicon valley in USA, through the heart of the Middle East, and up to the far parts of South East Asia, the company achievements are evidenced by the multiple international award in the field, as Classera has reached more than 30 countries around the world and more than 10 million users in its journey winning the trust of many governments and various educational and training facilities.

Particularly in the Middle East, Classera has the largest market share in the fields of public and private education with the largest number of ministries and educational and training facilities using its services.

All of this wouldn't have happened without the dedicated and creative team that is united by ambitious goals and the spirit of a one big family.

we will always strive to be in the forefront of the EdTech industry and be the best ally for our partners to reach their objectives with the best advanced technical means aligning with our slogan “ **Nothing But the Best** “ in anything we deliver.

Classera for Smart Learning CEO
Eng. Mohammad Sohail Almadani





Vision

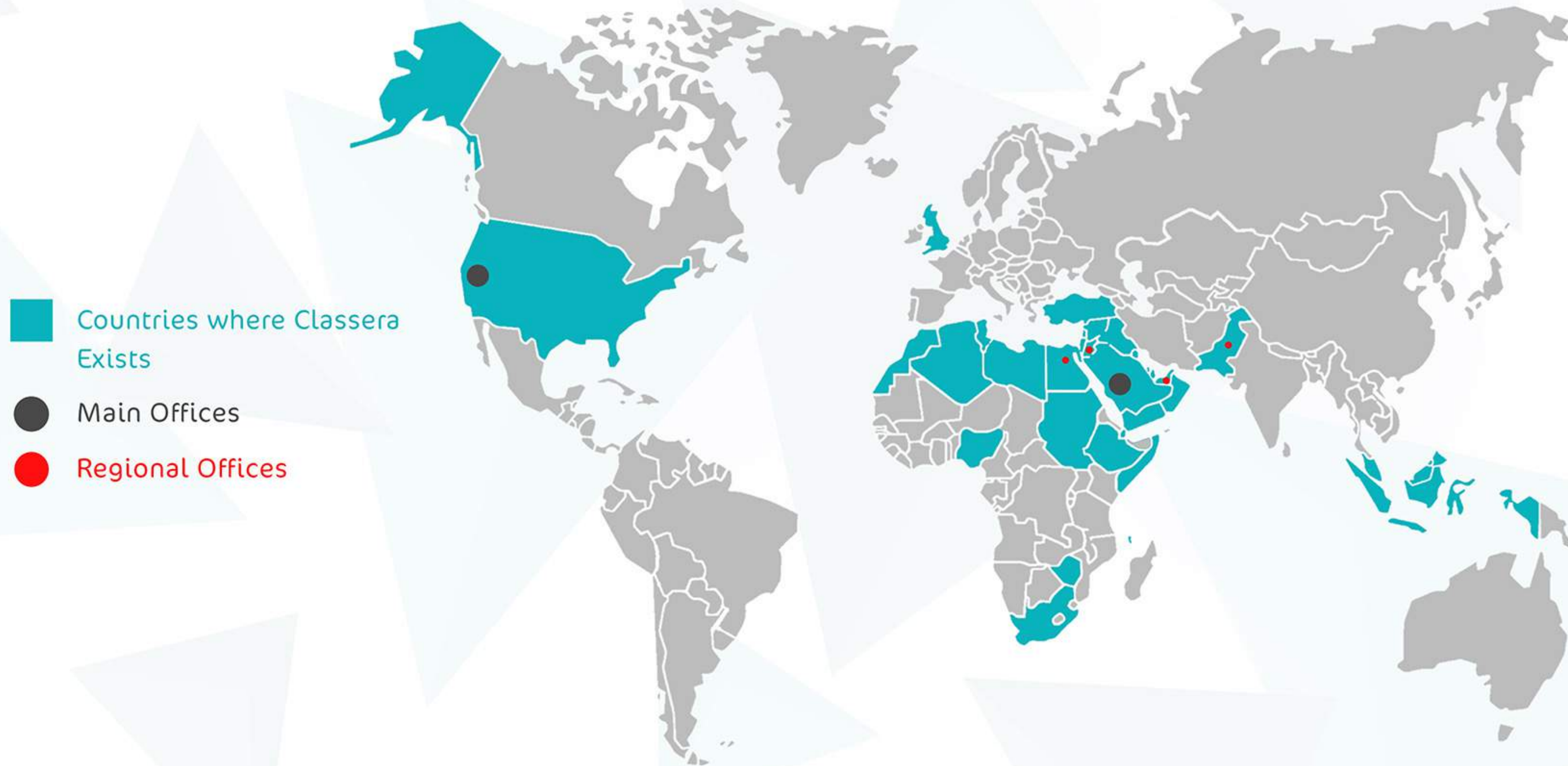
To be the best globally in innovating smart, impactful & inspiring solutions to develop, simplify & enrich learning.



Mission

To empower everyone in the education ecosystem to reach their full potential in the simplest way utilizing the best innovative and inspiring solutions.

Classera Around the World



Classera has been located now in more than 30 countries and hundreds of cities around the world. It extends from our head quarters in the heart of the Silicon Valley in the united states , through our branches in the Middle East and Africa, and reaching to South East Asia

More than
10 Million
Users in M.E

Examples of Classera participation in International Exhibitions



Classera as a speaker in International Forums



Classera Inspiring Initiatives and Success Stories

INNOXERA
Future innovation in smart learning

Sponsored by Classera

As the market leader in the field, Classera decided since 2018 to annually sponsor a global summit that talks about the future of innovation in SMART learning in general.

In its first year “ INNOXERA” event was a high success where more than 20 speakers from more than 10 countries and with attendance of over a thousand attendees interested in E-Learning joined Classera team in the king Abdullah financial district where its halls were completely filled.

www.classera.com



Classera[®]
True Joy of Smart Learning

sectors



**Virtual
Training**



**Education
(K12-HE)**

Target Categories



**Ministries
of
Education**



**Universities
and
Faculties**



**Schools and
Educational
premises**



**Training
Institutes**



**Corporate
Training**



**Governmental
Agencies
Training**

Classera Main Products





The Learning Super Platform (LSP)

LEADXERA

Premium
Classera

DU
malls

SMARTER

INSPIRE
BY CLASSERA

C)Pay
The Edu Payment

REALITY

C)SPACES
HUB OF SMART LEARNING

Global Awards

Classera had been recognized by prominent institutions, receiving some of the most prestigious awards in the EdTech industry that demonstrate the supremacy of its solutions and products on a global scale. Here are some of these awards.



BETT Award

Being the largest international conference in the field of educational technologies with events in many parts of the world, and its main event hold in London for the last 30 years, Classera achieved the first place in "Innovation" after the responsible committee evaluated thousands products. If indicating something, it confirms that Classera solutions are uniquely positioned to creatively serve the whole educational process. ..



The Learning Awards

This one is almost the Oscar's prize in learning, One of the most important and famous international Educational Awards in London, Classera has been chosen as one of the top three companies worldwide in digital Educational transformation category



Gess Award

With in the awards finals, GESS International for educational solutions and supplies, Classera received the GESS Award for innovation category for the best innovative educational solutions provided according to the highest international standards in the E-learning sector.



Microsoft Learning Partner of the Year Award 2021

Classera, the leading learning technology company, has been crowned "Microsoft Education Partner of the Year 2021," with nearly 5,000 candidates from more than 100 countries around the world competing for the award with the goal of demonstrating excellence in innovation and implementation of customer solutions that use Microsoft technologies.



Worldwide Partnership



code literacy

Classera Partners

Classera is distinguished not only for its SMART Learning Management System but also for the many international and local partners who provide integrated and unique services to its customers under the same umbrella.

Global Partners

Classera is privileged by working with many strategic partners, but what ties Classera with these international companies in particular is the strategic relationship as these companies work closely with Classera to provide integrated solutions in major projects of digital transformation in ministries and enterprises alike.



Unique and Diverse Partnerships

In the world of Classera partners, we gathered under one umbrella more than 50 global partners who provide integrated services accessed through one system in the simplest way. Here are some examples from our global diversified partnerships:



Examples from our educational partners in the Middle East



Examples from our customers in the field of virtual training



Examples of Digital Transformation in Public Schools



Lebanon Republic
Ministry of Education
and Higher Education



Ministry of Education



Jordan MOE



The Ministry of Public
Education - Sudan



Uzbekistan MOE



Ministry of Education
REPUBLIC OF GHANA

Ghana MOE

Classera Inspiring Initiatives and Success Stories

170%

increase in assignments and activities during one semester



Mudeea Initiative

Because Classera is a company that puts the human being in the top of its priorities, we have carefully listened to a group very close to our heart, which are students with special needs as blind students ..

A very distinctive and interactive program that helps them to make the most of **Classera** various services.



The Main Pillars of Classera premium systems



+



+



Classera as a source of revenue!



Classera is always thinking outside the box! One example of the innovative ideas that ensures sustainability, Classera team had come with is how it can be an income source for its clients , and not just a cost center!

This list of services, which are now part of Classera Platform can become a source of Income for educational institutions including the “Edu Mall” and the “Virtual Academy” to offer their lessons to students in cyberspace outside the walls of the school, the electronic school c-payment system, all of these products will constitute an Income source that can gradually increase in stages to cover the cost of e-Learning costs. .

Testimonials from our global partners



we are very enthusiastic about our partnership with Classera to enhance the learning experience for students and teachers, including distant learning. This partnership enables teachers by providing new tools that promote growth and enable excellent learning.

Alex Cho – General Manager, Commercial Pcs, printing and personal systems



The true beneficiaries of our partnership with Classera are the ministries of education and schools that can develop their performance and achieve better results for their students through the use of Classera smart learning systems that are compatible with Microsoft technologies. working with our partners is very important to provide unconventional solutions to our common partners.

Microsoft chairman of the education sector in the Middle East - Harb Bou Harb

Testimonials we Cherish



We have distinguished partnership and strategic strategy that extends for more than 10 years we found it a true partner who shares our vision of digital transformation in Andalus schools after several other experiences, They were the best reliable partner in times of crises like their standing in the previous corona crises, we look forward having an impressive future together

Youssef Alkharji - Andalus Group CEO



It is our pleasure at Al-Hossan Holding Group for Education and Training to extend a big thanks and gratitude to Classera Middle East for e-learning, in a distinguished strategic partnership for more than five years, in which we found all support for our vision in the digital transformation in our schools and the transition from traditional education to e-learning based on the use of technology Modern, and in line with the requirements of the modern era. Classera Middle East is a real and reliable partner at all times, and this is what we have clearly seen with the recent blocking of study in schools due to the Corona pandemic,

Rashid Alhoussan – Alhoussan for Training and Learning CEO



“Out of the schools’ vision of expanding the prospects of development and innovation in education, and realizing the true meaning of the schools’ educational slogan “Learn to Exist”, and because “all students” in Riyadh Najd are the focus of our interest to advance their knowledge, build their capabilities and prepare them for a bright future; the schools have sought to root e-learning with distinct international standards. This had led us to our partnership with {Classera}; being the most important and most experienced platform in the field of distance learning, which has become a necessity for modern education.”

Dhari Al-Aqeel - CEO of Riyadh Najd Schools

Testimonials we Cherish



"In difficult times ... the true colours of institutions appear. This is what describes the rich experience that the National Company for Education had went through with Classera for Smart Learning Inc during the period of suspension of schools attendance due to the precautionary measures taken by our rational government to prevent the outbreak of the new Corona virus (Covid-19 which started in March ,2020 until the end of the academic year. During that period, we witnessed high interaction rates between teachers and students that exceeded expectations in all the schools affiliated with the National Company for Education. The daily login rate of our students - more than 15 thousand Male and female students - were approximately 91%. In addition, our students, teachers performed their daily online experience with distinction through tho sands of assignments, short tests, and direct interactive lessons, in addition to benefiting from the thousands of learning resources made available by the Classera digital library which proved to be an important support element in the educational process. Finally, I would like to express the extent of my gratitude and pride for the existence of such an innovative company that was created by local players with a global vision that is led by Knowledge values. "

Muhammad Khaled Al-Khudair - CEO of the National Company for Education (The Model Education)



"Classera is a name that has rapidly emerged as a prominent smart e-learning system. One of the most important characteristics of Classera from my personal point of view is the continuous enhancements and development of this system to keep pace with the fast and enormous changes of education and learning and their renewed needs. Classera combined the use of modern technology to meet educational requirements with a unique, easy and attractive interface, optimized especially for students. Our students have had a successful experience with Classera for several years. It was an enriching experience and at the same time enjoyable for them and which is very important to them as students. My sincere wishes for Classera as a global company with Saudi entrepreneurs, for more distinction and innovation, and on the paths to success we meet with God permission."

Ibrahim Al-Turki - CEO of Ataa Educational Group

Testimonials from our partners from various countries



Classera is a respected expert in the education sector. We've been delighted with their professional attitude. As the biggest learning platform in Finland, we're excited to continue our strong partnership with Classera.
- makke leppänen, head of partnership, eduten
#1 Teaching and Learning Platform. From Finland.

Makke Leppänen
Head of Partnership
Eduten Ltd
www.eduten.com
Finland



"Matific is proud to be working with Classera to bring 21st Century learning skills to students worldwide. Through Matific's integration with Classera, we help to create dynamic digital learning environments, both in the classroom and remotely during this particularly challenging time. Our companies are purpose-driven and provide dynamic digital resources to build engaging learning experiences to improve academic achievement. We look forward to working closely with Classera to inspire the next generation of STEM talent."

Scott Smith
Vice President, Global Business Development
Matific
www.matific.com
Australia



"Classera is much more than a partner, they've helped ubbu navigate all the Middle East markets, teaching us how to adapt the content and showing us the way for a perfect cultural integration. Great partners and friends!"

Domingos Guimarães
Chief Executive Officer
www.ubbu.com
Portugal

Testimonials from our partners from various countries



“The vision to make learning an innovative, fun, and engaging experience while utilizing the latest in technological advancements is a shared one between Squigl and Classera. We, at Squigl, concur with Classera’s view that “Learning never stops”, and that an integrated environment that brings the best of leaning tools is the best approach to serving educators and learners of any age and level.”

Professor Odeh A. Muhawesh,
Executive Chairman
Squigle
USA



“Umniah is thrilled to partner with Classera. Through this partnership, Umniah can share its diverse knowledge with the global education ecosystem. This will, in turn, empower both learners and teachers with innovative educational solutions that are effective and easily accessible. Umniah, has honed its skills in the field of digital education, and is eager to share them with students of all ages, allowing them to utilize these now fundamental learning tools in order to boost both their creativity as well as their proficiency.”

Ziad Shatara,
Umniah CEO
www.umniah.com
Jordan



مستقبل التعلم الذكي
في
جمهورية مصر
العربية

CELEBRATING
THE EDUCATION
REINTEGRATION

bet

2019

2019

By mining our data online stores such as
"Amazon" recommend (Predict) what items
we might be interested in and show them up
front of our face to increase their sales

Classera
True Joy of Smart Learning

مستقبل التعلم الذكي
في
مملكة الأردن
الهاشمية

GESS
DUBAI

INNOVATION
STAGE

amazon

INNOVATION
STAGE

omar abu salem

Yasir Alsaggaf

HE. Dr. Nabeel Koshak

Mohammad Almadani

Classera
True Joy of Smart Learning

Thank you