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THETA EDGE to market Hajj Application System Overseas

[Theta Edge Berhad](#) ("Theta Edge"), formerly known as Lityan Holdings Berhad, a Bursa-listed IT service provider, today announces its alliance partnership with the leading Business Analytics solutions provider SAS Malaysia, as part of its strategy for penetration into the overseas markets.

Theta Edge's joint venture with SAS realizes the commercialization of an enhanced Hajj Application System-which will be extended to members of Organization of The Islam Conference (OIC). The purported Hajj Application System is known as Enterprise Hajj Registration and Management ("EHRAMS"), was initially developed for Lembaga Tabung Haji.

The current Hajj Application System is already renowned to be one of the most efficient, well-managed and systematic Hajj system. Tabung Haji is viewed as the benchmark for Hajj operators in Muslim countries around the world for its Hajj management services.

Nor Badli Mohd Alias, Group Managing Director & CEO of Theta Edge, says "The new web-based EHRAMS will be enhanced with SAS technology to equip it with the much needed power of analytics will be very appealing as one of the most complete packaged solution to support Hajj operators around the world."

Nor Badli added, "There is no complete packaged Hajj Application solution available anywhere around the world. In cooperation with SAS, Theta Edge confidently commercializes EHRAMS to a potential market size of more than 50 countries with an estimated USD1-2 million per sale."

"Theta Edge has initiated introduction of EHRAMS to Indonesia, Bosnia and Turkey, and have received very encouraging response,"

Check out details.

