

IZTECH

thinktomorrow|today

ISSUE #01
October 2023



ZainTECH at GITEX 2023

SHOWCASING DIGITAL AND ICT EXCELLENCE

ADVOCATING FOR ENVIRONMENTAL,
SOCIAL, AND CORPORATE GOVERNANCE

TRANSFORMING TOMORROW, TODAY

ZainTECH works closely with you to define and drive your business outcomes. We ensure expedited delivery and risk mitigation by leveraging our extensive network of regional centers of expertise, in-country cloud-based platforms, and digital assets across 8 MENA countries. We provide a center of excellence and managed solutions spanning cloud, cybersecurity, data, drones and robotics, and digital.

ZainTECH's holistic approach significantly reduces upfront capital requirements and propels your business to new heights of digital excellence while driving a more sustainable future for your company and the communities you serve.

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Published by Pursuit Mode Initiatives FZE

PURSUIT MODE INITIATIVES

ACCELERATING TIME-TO-VALUE

GITEX must be a special event for ZainTECH, given the company was officially launched at the event in 2021.

Yes, it is. And it is great to be present at the 2023 edition as an exhibitor, where in previous years, we have had many of our people present, but not commanded our own booth. This year, we continue to have plenty to update the market on, and we are excited to take this opportunity to hold conversations with clients, partners, and prospects in-person.

We are a member of Zain Group, which, at its core, has the motivation to innovate in order to improve the circumstances of its customers and the communities it serves. We will showcase our commitment to this value by displaying our expanding portfolio of products and solutions, including cloud, cybersecurity, big data, drones and robotics, and digital solutions.

What is the flavor of the discussions and announcements you and the team will be driving at GITEX 2023?

Put simply, many of our conversations will center on the activities we are undertaking to establish ourselves as the digital enterprise supplier-of-choice in the region. With our customer-centric approach, we are fo-



Andrew Hanna has been CEO of ZainTECH since its launch in 2021. The company is seeking to become a regional center of excellence for ICT and digital services

cusing on solving real business challenges rather than promoting technology.

To achieve this, our industry-specialized digital advisors and local delivery teams collaborate closely with our clients to define business outcomes and design and implement technology solutions while capitalizing on our regional centers of expertise, in-country cloud-based platforms, and digital assets, to expedite delivery, lower risks and upfront capital requirements.

ZainTECH has also been pursuing acquisitions. Might you outline the rationale behind those investments?

ZainTECH initially took over a good footprint of activities from its parent Zain in the enterprise services space. We were also fortunate to assume great relationships, amazing

technology, and passionate staff, and from the time we were formed, we have been expanding the depth and breadth of our capabilities.

We have identified several entities to which we can add value while leveraging their competencies and market experience. Our latest agreement to acquire, Specialized Technical Services Company in Jordan is a prime example of this rationale. The company serves 500+ customers across industries, including in the financial, governmental, health, education, and telecoms sectors across MENA, and this acquisition will enable ZainTECH to expand its service offerings to enterprises and government bodies, access top talent, foster innovation, and enhance its competitive position across the region.

Earlier this year, we also concluded the acquisition of BIOS Middle East, a regional managed secure cloud provider, and we are similarly proud of our acquisition of Adfolks, a UAE-based cloud-native engineering firm that provides cloud transformation services.

What sets ZainTECH apart from other digital solution providers in the industry?

We are deeply committed to delivering tangible value to our clients by prioritizing high business impact, and our solutions are tailored to meet specific client needs. With integrated capabilities spanning advisory, architecture, implementation, and managed services, we provide an end-to-end experience. This breadth extends to expertise across diverse technologies like cloud, security, IoT, AR/VR, robotics, data, and AI.

By leveraging pre-built solutions and digital assets, we expedite time-to-value, and our regional expertise and local focus enable us to harness insights from various markets and translate regional nuances into local benefits.

ZainTECH also lowers upfront capital requirements and risks, embracing the “X as a Service” model.

ZainTECH also counts an impressive array of industry partnerships. What is the driving motivation there?

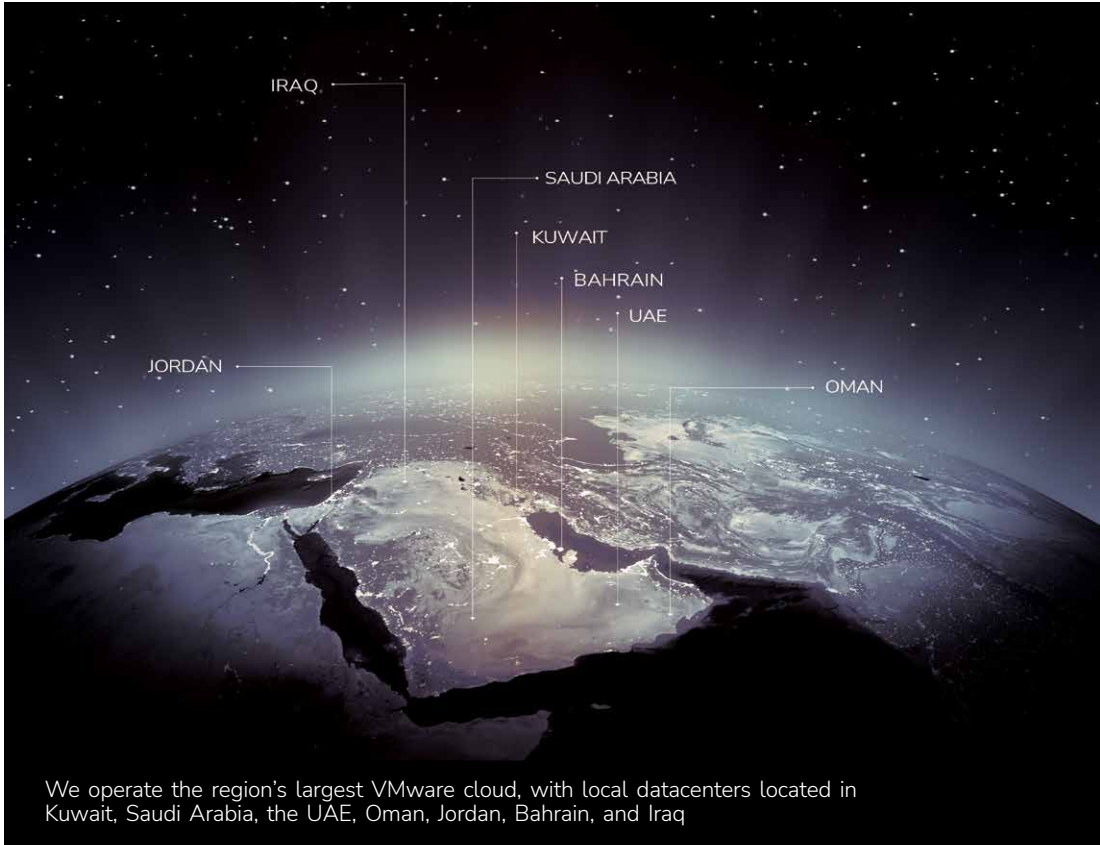
It is quite simple, really. One needs to partner with the best to deliver the best. We are extremely confident about our competencies, and because of that, we are open to identifying areas where collaboration can accelerate our efforts.

Take here in the UAE, where we recently announced an agreement with du, from Emirates Integrated Telecommunication Company (EITC), related to a go-to-market partnership aimed at unlocking synergies, enabling both companies to offer an innovative and comprehensive suite of solutions. Areas of collaboration include sustainability (IoT), Drones-as-a-Service (DaaS), data analytics and AI, cloud, 5G, as well as international connectivity.

Lastly, what impressions are people visiting your stand likely to come away with?

Zain, our parent company, is one of the most progressive environmental, social, and governance (ESG)-focused organizations in the region, and our stand at GITEX reflects that. The construction and operation of the booth has minimal negative impact on the environment, as we prioritized the use of recycled and reusable materials and energy efficient-screens and lighting. Additionally, the theme of our participation at GITEX this year will be around promoting environmental sustainability across the regions we serve.

ADDING VALUE AND BUILDING WIN-WIN RELATIONSHIPS



ZainTECH has established a world-class consultancy, professional services, and managed services practice through acquisition of leading cloud computing companies. The goal has always been to provide a suite of services to enable our clients to leverage the full potential of modern cloud workspaces.

We operate the region's largest VMware cloud, with local datacenters located in Kuwait, Saudi Arabia, the UAE, Oman, Jordan, Bahrain, and Iraq. The in-country cloud is strategic in that it helps clients address compliance requirements concerning data sovereignty, and provides an easy transition from on-premise to the cloud.

We deliver hybrid cloud; fully managed with integrated security. This enables us to comply with complex technical

requirements that customers may have in their networks, whilst also ensuring we have the building blocks in place to satisfy compliance requirements.

Managed services and security are built into the offering from the ground up to drive better operational practices and reduce security risk for our customers. Our network operations center (NOC) and security operations center (SOC) are regional, with over 200 engineering resources delivering technical support on a 24x7 basis.

ZainTECH's strategy is to build a value add, win-win relationship with our customers. Focusing on long-term partnerships where we can at first drive cost and operational efficiency through managed cloud. We are then able to contribute additional value to customers through our data and digital and app modernization channels, unleashing the full power of hyperscale cloud whilst maintaining compliance and security.

We believe that successful cloud adoption begins with a deep understanding of clients' unique IT requirements and business goals. Our approach is designed to uncover an organization's specific needs, challenges, and aspirations, paving the way for a tailored cloud solution that drives real value.

Working with ZainTECH, a customer can expect an investment in time and resources to understand their business goals, IT infrastructure and applications, business risk, compliance requirements, and costs through discovery exercises.

Leveraging the insights gathered during the discovery phase, our experts perform an in-depth assessment of customer IT landscapes. This includes evaluating applications, workloads, data storage, security protocols, and network architecture. By analyzing the current state, we identify opportunities for optimization and innovation in the cloud.

With a clear understanding of customers' IT needs and business objectives, we craft a customized cloud strategy that aligns with their goals. This solution is a precise blueprint tailored to an organization's requirements.

Through the acquisition of Adfolks, ZainTECH has a large Dev Ops team focused on building automation and app modernization solutions. Our consultancy and Dev Ops service opens up opportunities to do more with data and cloud services, creating value in terms of additional revenue streams or cost optimization.

We understand the challenges and risks in leveraging cloud computing and align ourselves as a partner to operate as an extension of your team, freeing you up to focus on the needs of the business.



ZainTECH believes successful cloud adoption begins with a deep understanding of clients' unique IT requirements and business goals

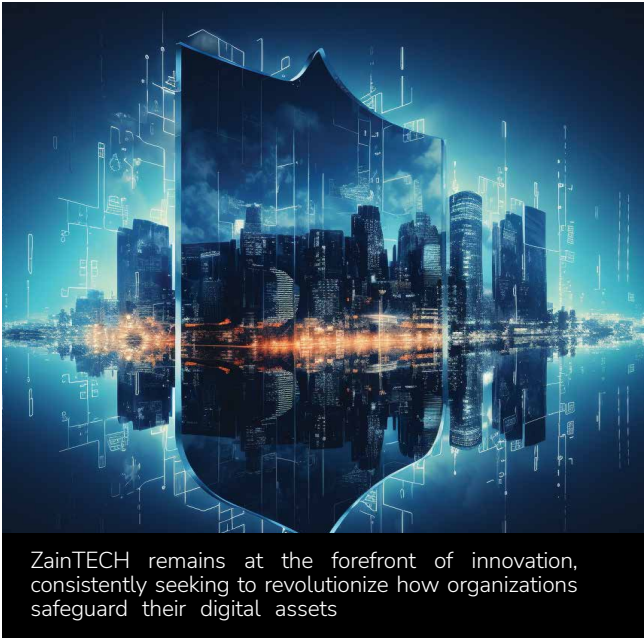
FROM CYBER THREATS TO CYBER RESILIENCE:

HOW ZainTECH IS TACKLING THE CHALLENGE

In an increasingly interconnected world, the prevalence of cybersecurity threats is at an all-time high. Navigating this landscape demands resilience and innovation, a challenge ZainTECH has embraced with unwavering commitment.

Email emerges as the most common initial attack vector, with phishers and scammers continually targeting employees. Traditional email security solutions have struggled to address the issue, and this is where artificial intelligence (AI) can identify potentially malicious emails and warn employees of potential risks. ZainTECH has launched the first solution that operates in the Middle East, which utilizes AI and machine learning to profile an organization's "known good" to spot anomalies through the senders' identity, intention, behavior, and relationship to effectively block advanced and targeted email threats.

Furthermore, the Domain Name System (DNS), the internet address book that resolves domain names into IP addresses, is a pivotal arena in the battle against cyber invasions. Protective Domain Name Service (PDNS) can hamper cyber-attacks by not resolving malicious domain names, thus preventing access to malware, ransomware, phishing attacks, viruses, malicious sites, and spyware at the source, making the network more secure. ZainTECH has introduced a regional PDNS service, which can be



ZainTECH remains at the forefront of innovation, consistently seeking to revolutionize how organizations safeguard their digital assets

deployed in minutes to protect all systems, including desktops, servers, mobile phones, and IoT devices.

The threat of Distributed Denial of Service (DDoS) attacks continues to cause significant disruptions. Such attacks can cripple online services, leading to significant financial loss and damage to reputation. Service Level Agreements (SLAs) in DDoS mitigation solutions play a crucial role in addressing this threat. Our enhanced DDoS mitigation solution provides the industry's best SLAs and is available across the region.

ZainTECH is also addressing the growing menace posed by bots to online businesses, including fraud, account takeover, scalping, and scraper. To counter this threat, ZainTECH introduced the first agentless bot detection solution that utilizes machine learning and AI to detect bots that other solutions may miss.



As the digital landscape evolves, ZainTECH remains steadfast in championing cybersecurity and innovation, empowering organizations not just to adapt, but to thrive

In today's digital-first marketplace, the integrity and reputation of a brand are vital and require proper protection. Counterfeiting, impersonation, and unauthorized use of intellectual property may damage a brand, requiring companies to proactively safeguard their brand image and intellectual assets by implementing comprehensive protection strategies. ZainTECH has launched a fully managed brand protection solution encompassing monitoring, detection, and remediation.

In the realm of comprehensive risk strategies, third-party risk management (TPRM) is an essential component focused on identifying and mitigating risks associated with outsourcing to third-party vendors or service providers. ZainTECH has launched its own TPRM solution, which can also be provided as a managed service, to help businesses proactively manage these relationships, which not only safeguards them against potential pitfalls but also ensures that third-party practices align with their internal values and regulatory obligations.

ZainTECH remains at the forefront of innovation, consistently seeking to revolutionize how organizations safeguard their digital assets. Penetration testing is an essential cybersecurity measure that simulates cyberattacks on a system to uncover vulnerabilities before malicious hackers can exploit them. However, it has been highly dependent on the availability of skilled staff, making it both time and cost-prohibitive to use regularly. To address this need, ZainTECH introduced an autonomous penetration platform that can perform on-demand testing.

ZainTECH's commitment to bolstering security is further exemplified through the introduction of Managed Extended Detection and Response (MxDR). This comprehensive security solution extends the capabilities of traditional Endpoint Detec-

tion and Response (EDR) by integrating additional security measures. This approach combines real-time monitoring, advanced analytics, threat intelligence, and professional expertise to detect, investigate, and respond to threats across various domains, including endpoints, networks, and cloud environments.

As organizations continue to roll out mobile applications for their customers rapidly, they need to assess the security of these applications before they are launched. ZainTECH provides a continuous security testing platform for mobile applications to address this.

Finally, humans pose the greatest risk to organizations, and Zain Tech is introducing a human risk management solution. The solution will highlight the riskiest users and allow organizations to focus on these users. This proactive approach will enable organizations to take a more efficient approach to improving their security posture.

As the digitalization expands and evolves, ZainTECH remains steadfast in championing cybersecurity and innovation, empowering organizations not just to adapt, but to thrive.

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HUAWEI bolsters Zain's 5G leadership, empowering ZainTECH to provide enhanced digital transformation services

Zain Group, the integrated digital solutions provider, is an early adopter of 5G in the MENA region, with both Zain Kuwait and Zain Saudi Arabia having launched the technology in 2019. ZainTECH, the one-stop digital solutions powerhouse of Zain Group, has capitalized on its parent company's 5G footprint and complemented the enterprise solutions and services it offers in collaboration with Zain B2B local teams.

Zain has made it clear that innovation and first-mover advantage are strategies it believes are central to its ongoing successes and development across its geographic footprint. In 2019, Zain Kuwait was keen to provide 5G services to its individual and enterprise customers utilizing a phased approach with the support of its strategic technology partner, HUAWEI. As a

result, the country's leading operator offered nationwide 5G services and received multiple awards for operating the fastest 5G network in the country and the region.

This best-in-class 5G network has gone on to make significant contributions to the Kuwait community, enhancing social and economic prosperity. This was especially evident during the COVID lockdowns providing quality connectivity for working from home, distance education and connecting loved ones, as well as supporting the government's mission during such challenging times on multiple levels.

Four years since its launch, 5G has witnessed rapid user growth and traffic accounting for more than 50% of overall network traffic in Kuwait.

Pioneering 5.5G and reducing CO2 emissions

The evolution of 5G to maximize the technology's potential and strengthen industry digitalization is occurring currently. Zain is taking a bold and pioneering position with respect to the early deployment of 5.5G (also known as 5G-Advanced), joining hands with HUAWEI.

5.5G features 10 Gbps peak downlink speeds and 1 Gbps peak uplink speeds to meet increasingly diverse service requirements. The evolved version would also drive new technologies such as Passive-IoT and reduced capability (RedCap) to unlock a market of 100 billion IoT connections. 5.5G is forecast to improve latency 10-fold, as well as positioning accuracy, and reliability.

Supporting Zain's 2050 Net-Zero aspirations, CO2 emissions per terabyte of data transmitted on a mobile network will be reduced 10 times, while autonomous driving networks (ADN) will be upgraded from level 3 to level 4 autonomy, with 10 times more efficient network operations and maintenance.

To accelerate 5.5G innovation, Zain Group signed an MoU with HUAWEI during the MWC Barcelona 2022 to optimize



Barcelona, Spain, March 22, 2022 - Zain Group Signs MoU with HUAWEI to Accelerate 5.5G Innovation



its network architecture in Kuwait and KSA to enable 5.5G capabilities. There is also a blueprint launch plan for the 5.5G target network, with both entities aiming at defining the network evolution jointly, helping Zain maintain its technology leadership and Net-Zero mission.

Continual Innovation

In the second half of 2022, Zain accomplished a data download speed of 2.5Gbps using 5G 2CC carrier aggregation. The test showcases the telco's capability to deliver greater capacity to customers to drastically improve user experience across a wide range of exciting new applications and digital services. It is foreseeable that in the near future, more spectrum will be evolved to NR (New Radio) and more carriers will be aggregated.

In November 2022, Zain and HUAWEI announced the successful testing of the first AI-In-Network use case: Site power saving, an intelligence-based energy-saving solution, with the two companies strengthening cooperation in solar hybrid power solutions. Zain and HUAWEI are launching a long-term initiative to build a green and sustainable network utilizing 5.5G technologies, with Zain having established short- and medium-term targets to lower its entire carbon footprint with an aim for its operations to achieve Net Zero by 2050.

Earlier this year, Zain completed the technical prototype validation of RedCap and Passive-IoT based on 5.5G technology in Kuwait and Saudi Arabia. RedCap can be used to support use cases such as industrial Internet, the electric power industry, wearables, video surveillance, smart vehicles, and other medium- to high-speed IoT applications.

From an application perspective, Redcap has huge potential in the industrial and consumer markets. Passive-IoT technology is set to open up a multitude of opportunities for advancements across industries including logistics, grid, manufacturing, agriculture, etc.

Beyond the above, Zain and HUAWEI are working together to define autonomous driving network-level criteria and the exploration of new use cases. Through all the innovation verification and active exploration, Zain aims to connect people to a fully immersive experience, enable 100-fold IoT connections, march towards Internet of Vehicles (IoV), and support the digitalization of countless industries.

Partnering to enhance digital and cloud services across various industries

In early 2022, ZainTECH, entered a partnership agreement with HUAWEI to expand its digital and cloud services across various industries in the region. The agreement focused on technical innovation and how to guarantee superior customer experience within the oil and gas sector, 5G campus, cloud, big data, smart public transport, and smart city solutions.

HUAWEI has been deeply involved in 5G and 5.5G research and development and is confident in its support of Zain in this area. ZainTECH will continue to utilize and benefit from 5G and 5.5G technologies and develop new B2B services to complement its enterprise services and solutions.



Barcelona, Spain, March 22, 2022- An Jian, President of Carrier Network Business Group at HUAWEI Middle East and Andrew Hanna, CEO of ZainTECH

ZAINTECH MILESTONES

ZainTECH was established in 2021 as a regional integrated digital solutions provider, consolidating Zain Group's ICT assets to offer a unique value proposition of comprehensive digital solutions and services under one roof. By providing a center of excellence and managed solutions across the ICT stack, including cloud, cybersecurity, big data, and drone services, ZainTECH is positioned to drive the transformation of enterprise and government customers across the region and beyond. We chart the company's impressive progress-to-date.

2023



OCTOBER
GITEX 2023 debut, showcasing ZainTECH's innovative solutions and portfolio, promoting sustainable practices and an immersive experience for visitors.

ZainTECH announces an agreement to acquire **Specialized Technical Services Company (STS)**, Jordan's largest digital transformation solutions company, which has a further presence in Saudi Arabia, the United Arab Emirates, Bahrain, and Iraq.

MAY
Acquisition of **Adfolks**, a UAE-based cloud-native engineering firm that provides a comprehensive range of cloud transformation services. Adfolks was founded in 2016 and has gone on to be recognized for its expertise in Modern Infrastructure, Application Modernization, Security, Data & Machine Learning, and Automation.



2022

NOVEMBER
Launches services with Zain Bahrain, looking to accelerate the digital transformation of enterprises and government entities in the Kingdom.



OCTOBER
Acquisition of **BIOS Middle East**, a regional managed secure cloud provider with a presence in the UAE, Saudi Arabia, and Oman. Since its establishment in 2002, BIOS has served over 300 global and regional customers by offering managed services and cloud solutions with 24x7x365 support and a measurable SLA. CloudHPT, Amazon Web Services, Microsoft Azure, managed multi-cloud access, security as a service, infrastructure as a service, and disaster recovery as a service are just a few of the capabilities provided by over 140 BIOS professionals across the region.



MARCH
In partnership with **Zain Kuwait (Zain Business)**, ZainTECH announces the launch of world-class managed cloud services and cybersecurity solutions to enterprises and government entities in the country.

2021

OCTOBER
Zain Group announces the establishment of **ZainTECH**, a new operating regional entity that unifies the Group's ICT assets to offer a unique value proposition, centered on a one-stop provision of comprehensive enterprise digital solutions and transformation services all under one roof.

ACCELERATING DIGITAL TRANSFORMATION WITH READY-TO-DEPLOY USE CASES

In today's rapidly evolving business landscape, digital transformation has become critical for organizations seeking to stay remain competitive. The adoption of digital technologies not only enhances operational efficiency but also enables the creation of new business models and improved customer experiences. To speed up digital transformation, organi-

zations are turning to ready-to-deploy use cases that offer immediate value and pave the way for larger-scale initiatives.

The Power of Ready-to-Deploy Use Cases

Digital transformation involves integrating digital technologies into all aspects of an organization, fundamentally changing how it operates and delivers value. However, embarking on a full-scale transformation can be complex, time-consuming, and resource intensive.

ZainTECH's ready-to-deploy use case model delivers a new innovative approach. The use cases are pre-designed, pre-built solutions that address specific business challenges or opportunities, enabling our clients to achieve quick wins, demonstrate value, and build momentum for broader transformation efforts.

Our ready-to-deploy use cases are characterized by:

- **Speed:** These use cases are designed for rapid implementation, reducing the time-to-value, and minimizing disruption to existing operations.
- **Scalability:** While initially focused on specific areas, these use cases can serve as building blocks for larger digital transformation initiatives.
- **Demonstrable return on investment:** Ready-to-deploy use cases offer tangible results that showcase the benefits of digital transformation, helping secure buy-in from stakeholders.
- **Flexibility:** These use cases can be tailored to the organization's unique needs, ensuring alignment with strategic goals and existing processes.

ZainTECH offers end-to-end smart digital services, leveraging the experience of its cross-industry consulting capability, data, and technology expertise. Our approach and advanced digital solutions that feature pre-built use cases, provide customers with the agility to fast-track their digital transformation journey, by enabling them to implement disruptive solutions with confidence and guaranteed results.

We have already developed ready-to-deploy use cases utilizing technologies such as IoT, Automation, Digital/Smart Video, and Augmented Reality/Virtual Reality, ensuring that our customers fast-track their digital transformation goals.

When implementing ready-to-deploy use cases effectively, ZainTECH recommends organizations incorporate the following steps:

- **Identify Strategic Goals:** Align use cases with overarching business objectives to ensure maximum impact.
- **Assess Readiness:** Evaluate the organization's technological capabilities, existing infrastructure, and change readiness.
- **Select Appropriate Use Cases:** Choose use cases that address immediate pain points and have the potential for scalability.
- **Customize as Needed:** Tailor the selected use cases to fit the organization's unique needs and processes.
- **Secure Stakeholder Buy-In:** Garner support from leadership, employees, and other relevant stakeholders by showcasing the value proposition and return on investment.
- **Implement and Monitor:** Deploy the use cases, closely monitor their performance, and collect feedback for continuous improvement.

Accelerating digital transformation through ready-to-deploy use cases offers organizations a pragmatic approach to embracing digital technologies without debilitating complexity. By strategically selecting and implementing these use cases, businesses can achieve quick wins, demonstrate tangible value, and build the foundation for more comprehensive transformation initiatives.

ZainTECH offers end-to-end smart digital services, leveraging the experience of its cross-industry consulting capability, data, and technology expertise



Zain Group releases its 2023 Thought Leadership Report entitled, “Building Inclusive Societies Through Connectivity”

Zain Group has published its latest annual Thought Leadership Report entitled, ‘**Building Inclusive Societies Through Connectivity**,’ which was launched during GITEX Global in Dubai, UAE and highlights the various phases of connectivity that Zain has existed through over four decades of operation, and the profound impact this connectivity has had on society.

Through acquisitions of operating companies across the Middle East and Africa since its establishment in 1983, Zain underwent rapid and significant transformation and growth, expanding from a national public sector monopoly to a regional private sector telecom leader, showcasing forward thinking, visionary strategy, and a strong focus on ensuring community and societal transformation.

In many respects, Zain’s journey over the years is similar to how the region has adapted and evolved through the adoption of advanced technologies. During this time, Zain has focused on providing inclusive services to all segments of society including the most vulnerable, which has led to further growth and socio-economic developments in the communities it operates in.



To reduce negative environmental impact, “*Building Inclusive Societies Through Connectivity*” report is not printed physically, and may be viewed online - <http://zain.com/TLR2023/>

AUTONOMOUS GAINS DRIVING VALUE

The rate of transformation being powered by developments in connectivity, compute power, artificial intelligence (AI), and robotics are opening up businesses and society in general to gains and benefits that have until now been unimaginable.

ZainTECH stands at the forefront of technological innovation, leveraging cutting-edge advancements in drones and crawler robotics to revolutionize confined space inspections. Our expertise has found impactful application in projects within the petrochemical and Oil & Gas sectors, and in a milestone project, we harnessed the combined capabilities of crawlers and Elios 3 drones to meticulously inspect a prominent petrochemical company’s seawater network and flare stacks in Kuwait. This venture culminated in the creation of extremely accurate 3D digital twins.

We have experience of multiple projects to inspect flare stacks without shutting down the assets, with the use of unmanned

aerial vehicles (UAV) and robotics for inspections in hazardous environments bringing numerous advantages including safety, precision, cost efficiency, downtime reduction, remote operation, and harnessing the power of data analytics and AI.

Powered by the innovative FlyAware™ technology, drones deployed by ZainTECH offer unparalleled stability and achieve remarkably precise locational awareness. The synergy of computer vision, LiDAR technology, and a potent NVidia graphic engine fuels their performance, ensuring optimal outcomes. Most notably, the drones are equipped with centimeter-accurate indoor GPS, enabling them to instantaneously perceive their surroundings and construct detailed 3D digital replicas.

We utilize AI in Precision Agriculture, where data collected using drones is analyzed for plant health, count and size, stress analysis, waterlogging detection, weed detection, crop monitoring, and other applications.

Our growing number of references is testament to the expansion of the use cases for drones and robotics, with ZainTECH having been awarded a project to monitor the revegetation efforts in Kuwait, where drones are used to monitor plant installation, survivorship, and condition.



Drones deployed by ZainTECH offer unparalleled stability and achieve remarkably precise locational awareness

DATA EMPOWERMENT:

DRIVING BUSINESS TRANSFORMATION THROUGH EFFECTIVE DATA AND AI SOLUTIONS



We believe in the power of data and AI solutions to transform businesses, and our commitment to these technologies among others is unwavering

ZainTECH's AI & Data practice is dedicated to helping clients solve their business challenges through the effective, secure, and responsible use of data. We help clients accelerate their data journey and digital transformation by providing industrial AI and data solutions that enable agile and precise decision-making, combining best-in-class technology, AI, advanced analytics, and unique data.

From conception to execution, here's how our capabilities empower organizations to harness the full potential of data:

o Enabling data democratization: ZainTECH's Data Governance & Manage-

ment services establish a solid foundation for data excellence and democratization. We collaborate closely with clients to craft data strategies and ensure compliance with regulatory standards, treating data with the utmost precision and care. Our Data Governance & Management Framework adopts a practical and systematic approach, laying the foundation and simplifying the complexities of managing large-scale data projects.

o Accelerating Data Value: We expedite the realization of data value through modern data platforms, and a portfolio of pre-built data science use cases and products. This enables quicker AI and Data Science adoption, leading to more informed decisions and enhanced business impact.

o Data Monetization: Our approach empowers clients to understand demand, prioritize opportunities, and evaluate, deploy, and scale data monetization use cases. We unlock the potential for clients to create new revenue streams from their data assets.

o ZainTECH's Data Lab: The ZainTECH Data Lab is our innovative hub for data experimentation. We provide a multidisciplinary and collaborative environment, bringing together passionate people with innovative ideas and an ecosystem of data alliances and partnerships promoting the effective, secure, and responsible use of data to accelerate data monetization and discover new ways to solve clients' complex business challenges.

o Data Visualization: We provide clients with actionable business insights through our data visualization tools, helping them interpret summarized historical data, gain a deeper understanding of past events, identify behavior, trends, and provide insights about what might happen in the future.

At ZainTECH, we believe in the power of data and AI solutions to transform businesses, and our commitment is unwavering. We do not just provide services; we offer a catalyst for businesses' digital evolution, where harnessing your data's full potential is vital to thriving in the digital era, which continues to gather momentum.

STRONGER TOGETHER

Upon its establishment in October 2021, ZainTECH set up an ecosystem of exceptional talent and technologies in support of customers' accelerating digital transformation agendas. In the years since, the company has pursued a series of acquisitions to deepen and widen its portfolio of cutting-edge products and solutions, cementing its position as the regional powerhouse for enterprise digital technology, advisory, and implementation.

Its latest strategic foray sees ZainTECH entering an agreement to acquire Specialized Technical Services Company (STS), Jordan's largest digital transformation solutions company, with operations in Saudi Arabia, the United Arab Emirates (UAE), Bahrain, and Iraq. The deal sees ZainTECH acquire a dedicated team of over 350 professionals, including more than 150 certified engineers with an accumulated 3,000+ certifications, and a company that has built long-standing partnerships with industry leaders such as Cisco Systems, Dell Technologies, IBM, Microsoft, Oracle, and others.

Commenting on the deal, Andrew Hanna, ZainTECH CEO said, "Agreeing to acquire STS, with its talented team, years of ex-pertise and impressive customer base, will amplify ZainTECH and Zain B2B teams' capabilities to provide clients with cutting-edge and comprehensive digital transformation solutions."



BIOS Middle East is a regional managed secure cloud provider with a presence in the UAE, Saudi Arabia, and Oman

The deal consolidates ZainTECH's other high-profile transactions, which include the acquisition of BIOS Middle East; first announced exactly a year ago. BIOS Middle East is a regional managed secure cloud provider with a presence in the UAE, Saudi Arabia, and Oman.

Since its establishment in 2002, BIOS has served over 300 global and regional customers by offering managed services and cloud solutions with 24x7x365 support.

Earlier, ZainTECH also announced the acquisition of Adfolks, a UAE-based cloud-native engineering firm that provides a comprehensive range of cloud transformation services.

Adfolks was founded by Arun Mohan in 2016 with a vision to help clients leverage cloud and cloud-native technologies to solve business challenges. The company provides exclusive services that automate technological processes, accelerating time to value and returns on investment.

COLLABORATION IS ACCELERATION

ZainTECH possesses a broad portfolio of solutions and offerings, which the company's Partnerships & Alliances team continually works to extend through a network of market leaders and innovators to accelerate our clients' path-to-value.

UAE telco du: ZainTECH signed a strategic go-to-market partnership agreement with du aimed at unlocking synergies while embracing environmental, social, and governance (ESG) principles towards a Net Zero future. The collaboration enables both ZainTECH and du to offer enterprise customers an innovative and comprehensive suite of solutions across various areas, including sustainability (IoT), Drones as-a-Service (DaaS), data, cloud managed services, and app modernization, as well as international connectivity.

MasterCard: ZainTECH entered into a Memorandum of Understanding with

Mastercard, to provide unique AI and Machine Learning data solutions to businesses across the Middle East and North Africa (MENA). The partnership is set to help clients better leverage sophisticated data to improve productivity, enhance safety, optimize costs, and revolutionize business processes.

Microsoft: Throughout the GCC region, Zain, Microsoft, and ZainTECH joined forces in a strategic partnership aimed at assisting customers from various segments and industries in their business transformation journey. The companies collaborated to launch the National Cloud Initiative in Kuwait, with ZainTECH further expanding its strategic partnership with Microsoft by acquiring Solution Partner designations for data & AI, digital & app Innovation, and infrastructure in addition to earning four advanced Azure specializations. ZainTECH went on to acquire a regional system integrator, achieving the Modern Work Solution partner designation for both SME and Enterprise.

Oracle: ZainTECH partnered with Oracle to accelerate technology transformation of enterprises in the region – helping them move business-critical Oracle Database workloads to the cloud.

VMware: ZainTECH expanded its long-standing partnership with VMware by earning the VCPP Principal Partner designation covering customers across Kuwait, Saudi Arabia, UAE, Jordan, Bahrain, and Iraq.

Google: ZainTECH is embarking on a groundbreaking partnership with Zain and Google to pioneer the establishment of the first Google Distributed Cloud Edge (GDCE).

Amazon Web Services: ZainTECH entered a go-to-market strategic cooperation agreement with AWS, leveraging its cloud and Zain Group's regional footprint and advanced network to provide enterprises with all their connectivity and cloud requirements.

Fortinet: ZainTECH expanded Fortinet competencies via the acquisition of a local system integrator, achieving Expert partner level across the Levant.

Cisco: ZainTECH expanded Cisco competencies via the acquisition of a local system integrator, achieving Gold Level Partnership | Tier-1 partner across the Levant.

Palo Alto Networks: ZainTECH expanded PAN competencies by acquiring a local system integrator, being a PAN MSSP Partner focusing on XSOAR and Threat Intelligence and Feeds, in Jordan, Saudi Arabia and UAE.

DisruptX: ZainTECH has forged a strategic partnership with DisruptX, known for offering the world's most comprehensive IoT platform. This collaboration enhances ZainTECH's existing IoT cloud-agnostic offering.

Atos is another ZainTECH partner, working in combination to address the evolving managed cybersecurity solution needs of the B2B market across Zain operations.

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1. ZainTECH's Data Vision - March 2023
2. Navigating Digital Transformation in B2B Telecom Forum - March 2023
3. Samena Council-endorsed MEA Business Awards - October 2022
4. Fast Company Middle East Most Innovative Companies 2022 award

5. Zain Group and ZainTECH Workshop - January 2023
6. Telecom Review Awards - December 2022
7. Town Hall - December 2022

Harnessing the power of AI and data to revolutionize day-to-day business

By Amnah Ajmal, Executive Vice President, Eastern Europe, Middle East and Africa, Mastercard



Artificial intelligence (AI) and machine learning have become an essential part of building cutting-edge solutions that leverage data to deliver added value to end users. The Middle East and North Africa is witnessing a rise in the application of big data analytics, transforming industrial and enterprise operations. According to advisory firm PwC, the potential contribution of AI to the global economy will reach almost US\$16 trillion by 2030 – more than the current output of China and India combined. The Middle East is expected to account for around 2% of this amount – equivalent to approximately US\$320 billion.

To accelerate the adoption of advanced analytics, AI and machine learning across the region, Mastercard has joined forces with ZainTECH, the integrated digital solution provider of Zain Group, to create unique data-driven solutions for businesses. The collaboration helps streamline clients' operations and facilitates informed decision-making, resulting in enhanced productivity and cost savings as well as improved customer retention, engagement and spend.

With their innovative solutions, the two partners are providing clients with a 360-degree view of their customers, leveraging consumer spend insights to see customers with a new perspective and segment them with greater precision. As an example, customers who use their card to spend on gaming can be better targeted with offers while at a specific location.

Mastercard and ZainTECH are also mapping spending habits and using predictive AI risk assessment tools to score customers more accurately compared to conventional methods. In addition, they are applying business experimentation tools to optimize decision-making processes, increase return on investment (ROI) and boost operational efficiency. For instance, this enables a client to understand the incremental impact of a campaign and identify which of its aspects work best, or which types of customers or markets changed their behaviors due to the campaign.

Future iterations of AI are poised to have a transformational impact on the further evolution of day-to-day business. Powered by quantum computing, AI will be able to draw deeper insights from silos of big data much faster than current technology allows and offer stakeholders a clear picture of customers' evolving needs in real time. In a world where the physical and virtual seamlessly merge, this will help companies come up with innovative solutions and personalized experiences that surpass all expectations.





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ZainTECH works closely with you to define and drive your business outcomes. We ensure expedited delivery and risk mitigation by leveraging our extensive network of regional centers of expertise, in-country cloud-based platforms, and digital assets across 8 MENA countries. We provide a center of excellence and managed solutions spanning cloud, cybersecurity, data, drones and robotics, and digital.

ZainTECH's holistic approach significantly reduces upfront capital requirements and propels your business to new heights of digital excellence while driving a more sustainable future for your company and the communities you serve.

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