e& enterprise

e&'s business-focused vertical drove digital transformation, technological disruption and enhanced security for thousands of businesses across the UAE. Throughout its expanding regional footprint, it has delivered growth, formed partnerships and created value for the Group and all its stakeholders.

About e& enterprise

The enterprise-focused arm of e&, e& enterprise, is based on a successful model combining the strength and reach of a telco with the agility and expertise of a digital player. Its vision is to enable organisations across multiple sectors to maximise their digital potential by designing, delivering, and operating impactful, intelligent, and secure end-to-end digital solutions using resilient platforms.

Through its innovative digital vertical value propositions, it enables more sustainable developments, safer cities, better government services, connected healthcare, enriched education, the future of banking, highly automated industries, manufacturing and logistics.

e& enterprise comprises three growth engines:

- e& enterprise cloud: enables organisations of all sizes to realise the benefits of cloud by providing digital enablement infrastructure and customer experience solutions. It takes a customer-centric and cloud-agnostic approach to deploy and operate digital enablement solutions with the right cloud services
- Help AG powered by e& enterprise: provides leading enterprises and governments across the region with strategic consultancy combined with tailored information security solutions and services that address diverse requirements, enabling them to evolve securely with a competitive edge

- e& enterprise iot&ai: brings together the combination of Internet of Things and Artificial Intelligence technologies to transform companies into data-driven organisations

Strategic ambitions as a market leader and innovator

In line with e&'s overall digital transformation from a telco to a techco, e& enterprise's mission is to provide advanced digital solutions to continuously transform and enhance the way companies do business.

Its strategy is to drive large-scale digital transformation enabling enterprises and governments to become smarter, safer and more connected, reinforcing e&'s vision to grow B2B/digital across e&'s footprint.

e& enterprise's strategy is based on four strategic pillars:

Lead in the UAE	Execute and operate regionally through M&A and strategic partnerships	Accelerate the use of emerging technologies to fuel innovation in the community	Drive a people-centric culture while nurturing talent
e& enterprise enables the UAE's ICT and digital agenda, in which it aims to be a key driver of the country's digital future, by being the UAE's digital arm to deploy its mega projects and drive the nationwide digitalisation agenda.	e& enterprise has built its growth acceleration strategy towards market recognition and geographical expansion through a targeted M&A and strategic partnerships approach of focused companies in the digital space.	e& enterprise will continue to grow innovation and accelerate digital adoption in the community with fruitful collaborations and partnerships, allowing it to extend its digital solutions portfolio while establishing long-term partnerships with major accelerators, scale-ups and technology providers regionally and globally.	e& enterprise believes that its people are a key asset and therefore strives to nurture and empower its workforce while attracting and retaining the best talent in the market, with a skilled workforce consisting of industry experts branching across multiple technologies and domains.

Positioned for accelerating impact

Since its launch, e& enterprise has driven the digital transformations of government entities and large organisations, building a strong track record of designing, building and operating mega projects. With the right capabilities to provide innovative digital vertical value propositions in the UAE, it recently expanded its operations across the region, with offices in Saudi Arabia and in Egypt.

Following e& enterprise's carve-out and rebranding earlier this year, the Company has undergone a considerable transformation and is headed towards further change and innovation. Its workforce has grown to more than 1,500 digital experts and it continues to secure major mandates and key

references across its markets.

The business continued to grow this year, reaching over AED 1.1 billion worth of contracts signed and AED 2 billion in revenue during 2022.

It plans to continue to expand in the years ahead, with an ambition to grow its international revenue to 40% of the business by 2030 through a focus on regional markets within e&'s footprint and selective market entry moves beyond.

e& enterprise
Accelerate growth in cloud, cyber and IoT and expand internationally through new, fast-growth business models

e& enterprise
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Strong capabilities and expanded solutions

e& enterprise cloud
With nine data centres and over 750 customers across the UAE, the cloud segment continued to deliver strong growth and value for the business in 2022.

This year, Engage X, a growing Communication Platform as a Service (CPaaS) ecosystem, was launched to customise any end-user customer experience journey with seamless, multi-channel communications.

In addition, a strategic partnership was established between Khazna Data Centre and G42. It positions Khazna as a regional data centre powerhouse, delivering superior services to both domestic and global customers and partners, and supporting the advancement of the local digital ecosystem.

A joint venture was also established with Bespin Global, a Korea-based cloud management company, to cement e& enterprise's leadership in the UAE market and explore opportunities in the Middle East, Turkey, Africa and Pakistan (METAP) market to expand its geographic footprint. The joint venture will focus on the public cloud business and plans to create a new standard with proven scalability, resiliency and best-in-class capabilities for public cloud services in the region.

Key offerings
Multi-cloud and hybrid cloud solutions, including Microsoft Azure, AWS and Oracle Cloud, in addition to Etisalat OneCloud, a fully managed private cloud solution hosted in high availability and secure data centres in Abu Dhabi and Dubai

Help AG powered by e& enterprise
With over 500 customers across the region and two Cyber System and Organisation Controls (SOC) in Dubai and Riyadh, the Help AG segment continued to expand and innovate during the year to protect customers across the region.

In fact, Help AG just launched its state-of-the-art Cybersecurity Operations Centre (CSOC) in Saudi Arabia this year to provide 24/7 security monitoring and events management, along with a complete suite of locally delivered Managed Security Services (MSS), fully compliant with the local data regulations.

Help AG also launched this year its Next Gen Cloud SOC to modernise security operations with analytics-powered solutions that uncover unknown threats, provide powerful anomaly detection, and user and entity risk profiling. The SOC utilises cutting-edge security information and event management (SIEM) coupled with user and entity behaviour analytics (UEBA) to address critical use cases.

The business also introduced Managed Digital Risk Protection (DRP) as a service, which provides customers with best-in-class benefits, such as comprehensive risk detection that incorporates deep and dark web modality, as well as market-leading remediation that lowers digital risk for organisations. Help AG's newest service reflects its commitment to helping customers reduce the risks that emerge from digital transformation.

Another highlight of the year was Help AG being named Microsoft's 'Managed Security Services Provider (MSSP) Partner' in the GCC. Help AG now is enabled to provide services based on all Microsoft security products and is the preferred MSSP for enterprise segment for the Microsoft UAE team.

Key offerings
End-to-end cybersecurity portfolio with focus on managed cyber defence, 24/7 monitoring of 50+ largest enterprise infrastructures with ingestion, digestion and correlation of more than two trillion events per year

e& enterprise iot&ai
With over 5,000 customers and over a million smart connections, the Internet of Things and AI segment continued to accelerate towards the future through disruptive product launches and partnerships this year.

e& enterprise entered a strategic three-year partnership with US-based DataRobot, an AI platform provider, to launch an Enterprise AI as a Service (AIaaS) offering to support government and private companies. The end-to-end cloud offering is for building, training, deploying and managing AI and machine learning solutions, and scaling the AI life cycle at a fraction of the cost compared to in-house AI capabilities.

To boost capacity and further solidify e& enterprise's technological leadership, e& enterprise completed the 100% acquisition of Smartworld, a market leader in the implementation and operations of advanced technology solutions. The transaction will spur growth and support governments and enterprise clients' ambitions to become data-driven and highly automated organisations.

Finally, as part of its ongoing investment in bringing innovative solutions to enterprise customers, e& enterprise successfully deployed multiple proofs of concepts using autonomous drones. The various use cases deployed range from public safety and law enforcement to monitoring physical infrastructure.

Key offerings
Advanced IoT and AI solutions as a service with domain expertise in smart and sustainable cities, smart mobility, retail, digital payments, safe city, industry 4.0, oil and gas, utilities, manufacturing, logistics, airports, digital healthcare, smart government and defence

Driving innovation and customer experience
Customer Experience (CX) has been transformed in recent years through the pervasiveness of digital technology, creating a fundamental shift in the way customers and citizens interact with companies and governments. Digital-native customers and forward-thinking organisations now expect personalised, instantaneous and seamless connected experiences across digital channels.

As a result, organisations must enhance their capabilities and security, update their contact centre technologies to meet an entirely new set of customer expectations, while also enabling work-from-anywhere for their employees. e& enterprise partnered with NICE this year to offer its customers a Cloud Contact Centre Solution (CCaaS). This offering will help transform customers' contact centres into customer experience centres that deliver exceptional customer and employee experiences, as well as drive tangible business outcomes and increased business agility.

The business also continued to increase innovation and accelerate digital adoption in the community, including through fruitful collaborations and partnerships in its FutureNow Open Innovation Programme.

It launched ten challenges with more than 30 scale-ups selected and formed major partnerships with Dubai Future Accelerator, Fintech Hive, HUB 71 and Plug&Play. It also extended the FutureNowCalls though its collaboration with HUB71 to launch the first AI Centre of Excellence in Abu Dhabi. Through this collaboration a platform for AI solutions is built transforming the future of AI in the Emirate while supporting a thriving innovation ecosystem, fostering local talent, and boosting the country's socio-economic growth.

In addition, two Hackathons were launched in collaboration with the University of Manipal and the University of Wollongong, along with strategic partners Vonage and Twilio. The aim of these workshops was to support the community of coders and developers in the universities, while promoting and encouraging the use of e& enterprise capabilities through its Engage X platform.

Continued growth and progress in 2023
In the year ahead, e& enterprise will continue to build capabilities, deliver exceptional service, and execute its strategy in order to consolidate its position as the largest digital player in the region.

To accelerate growth across the business, it will focus on the following priority areas:

- Secure further key mandates and references in the UAE
- Expand capabilities through inorganic and strategic partnerships to strengthen its offerings in managed services, business applications and system integration
- Become a truly regional player with operations in the UAE, Saudi Arabia, Egypt and regional operations centres for cloud and cybersecurity, while developing autonomous commercial and consulting capabilities in digital transformation
- Develop a regional platform business to foster the exchange and co-creation of value in the region