



SBM & Software AG Partnership

LEAP23 - Press Release - March 23, 2023



March 23, 2023



Saudi Business Machines and Software AG enter strategic partnership to accelerate Kingdom's transformation and growth across sectors.

The Kingdom's oldest and leading transformation enabler is elevated to Premier Partner position by Software AG.

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Digital transformation is a key enabler that spurs innovation and facilitates a vibrant and strong economy,” said, Rami Kichli, Senior Vice President – Middle East and Turkey, Software AG. “We’re delighted to upscale our collaboration with SBM

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Saudi Business Machines And Software AG Enter Strategic Partnership To Accelerate Kingdom's Transformation And Growth Across Sectors - AM Marketing, Media, Advertising News in MENA

Our fortified partnership is a significant move that will enable us to expand our innovation offerings, create disruptive business models and further energize Saudi Arabia's digital ecosystem transitioning towards making it MENA's leading digital economy.

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Software AG Elevates Saudi Business Machines to Premier Partner Position

This announcement was made during a meeting between Mamdouh Al Olayan, Country Manager for Saudi Arabia at Software AG, and Fadhel Al-Shaikh, the Vice President for Business Tech. Solutions at SBM in Riyadh during the LEAP show.” As the Kingdom’s long-standing and leading enterprise digital transformation company, SBM focuses on implementing digital solutions across the Kingdom to support customers’ business goals.

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Software AG Elevates Saudi Business Machines to Premier Partner Position

Software AG has extended 'Premier Partner' status to Saudi Business Machines Ltd. (SBM), the general marketing and services representative of IBM World Trade Corporation in Saudi Arabia. This agreement will advance the Kingdom's digital transformation initiatives towards growth aligned with Saudi Vision 2030, which will boost the country's digital economy.

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Saudi Business Machines (SBM) established in 1981, is the Kingdom's leading provider of end-to-end enterprise information technology and telecommunications solutions and the General Marketing and Services Representative of International Business Machines (IBM) in Saudi Arabia.

sbm.com.sa