

Dubai's Seed Group Partners with Synerise to Facilitate Digital Transformation in UAE Organisations



Dubai, United Arab Emirates and Krakow, Poland–8 February 2022–Seed Group, a company of the Private Office of His Highness Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with Polish company [Synerise](#), a leading technology firm specialising in a platform driven by Big Data and Artificial Intelligence that enables real-time data processing.

As part of the partnership, Seed Group will enhance Synerise's expansion into the Middle East by helping it connect with top decision-makers in both the UAE's public and private sectors and market its award-winning ecosystem designed to enable scalable, real-time data processing and AI algorithms for businesses in the region. The partnership comes at a time to help UAE-based businesses facilitate digital transformation and is in line with the UAE government's Digital Initiative, which aims to move towards a 100% digital future.

With its science-first approach, Synerise has helped clients from a variety of industries, including retail, e-commerce, automotive, telecommunications, and finance, through their use of AI-pattern recognition to identify customer engagement and predict models to manage churn, among many others.

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "Initiating digital transformation is an integral part of the UAE's vision for the future." UAE enterprises are looking for the latest technology to remain profitable and achieve their digital

transformation goals. This is a great opportunity for organisations to leverage Synerise's customisable and scalable real-time data processing capabilities to enhance their business operations and accelerate their digital transformation journeys."

Jarosław Królewski, CEO of Synerise, said, "The growth of our network in the Middle East is very important to us. To be represented in this market through our new strategic partnership with Seed Group is a unique opportunity for Synerise to support UAE businesses by bringing in real-time data processing and extremely fast AI algorithms to help them better understand individual patterns for business execution and apply state-of-the-art technology to help businesses achieve digital transformation."

Seed Group is renowned for its diverse portfolio of operations in technology, tourism, hospitality, real estate, and health care sectors across the Gulf region. Over the past 16 years, it has formed several strategic partnerships with leading companies from around the world to enhance their presence in the Middle East and North Africa market.

Synerise's new strategic partnership with Seed Group will ensure access to one of the world's most diverse and fastest-growing economies, which will undoubtedly open up new avenues for further expansion in the MENA region.

###

About Synerise

Synerise has reinvented behavioural data processing and put it to work using AI and automation. It is an API-first, headless, customisable, scalable, real-time interaction management, low-code platform powered by science, complete with data orchestration and pragmatic business scenario execution. Founded in 2013 in Krakow, with offices in Poland and departments all over the world, and supported by more than 60 worldwide partners, Synerise is an award-winning ecosystem, investing offensively in intellectual property and focusing on evolving technology, equipping new generations with knowledge. Synerise operates in the Behavioural Data & Experience Platforms market, and offers comprehensive and high-value-added AI, BI, CI, and marketing technology services to compete with global leaders. The actual breadth and depth of real-time processing and AI algorithms is its go-to position. For more information, visit www.synerise.com.

About Seed Group

Over the past 16 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.



SYNERISE

Synerise Media Contact

Havar Said
+971 56 187 6622
havar.said@synerise.com

Seed Group Media Contact

Nomarie Jean Lacsamana
+971 4 373 5068
jean@seedgroup.com