

## **Seed Group Partners with MIR Digital Solutions to Help MENA Firms Optimize Processes with State-of-the-Art Technology**

**Dubai, United Arab Emirates and Ontario, Canada—15 March 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 [MIR Digital Solutions](#), a Canadian technology company with a proven track record in solving complex problems for the finance, telecommunications, and construction industries, to bring the firm's digital solutions to the UAE.

As part of the new strategic partnership, Seed Group will aid the company's entrance, presence, and expansion in the UAE and the Middle East by helping the Canadian company market its state-of-the-art digital solutions, from Cloud Migration to Microsoft 365 solutions and Predictive Analytics projects.

In line with the UAE government's numerous-and currently active-initiatives to fast-track the country's move towards a 100% digital future, MIR's entrance into the UAE market comes at a time when the country is well into its digital transformation journey.

Aside from digital services, MIR also specializes in automation, data science, and M365 Solutions, which include services such as cloud migration, robotic process automation, machine learning modelling, and Customer engagement tools, among many others.

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "The MENA region is home to one of the most diverse and fastest-growing markets in the world. We are happy to partner with MIR Digital Solutions to offer enterprises the chance to optimise their business processes with the latest and greatest in technology."

Mohammed Ali, Chief Executive Officer of MIR Digital Solutions, said, "There has never been a more crucial time than now for businesses to accelerate their technology adoption to optimise and automate their processes. In the age of technology disruption and digital transformation, companies need to work with vendors that are agile and flexible, offering an array of solutions that will guarantee process optimization to enhance their enterprise's capabilities. This is why we are happy to be expanding and consolidating MIR's presence in the UAE, through our partnership with Seed Group."

MIR's new strategic partnership with Seed Group will provide it with access to one of the world's most unique and fastest-growing technology markets and will enable more opportunities for

further expansion as well as a network of clients based out of not just the GCC, but the rest of the Middle East and Africa region.

Home to one of the most diverse economies in the world, the UAE has invested a great deal in first-class IT infrastructure, ranking high in global indices for innovation and tech adoption.

Renowned for being a notable force in driving digital transformation, over the last 16 years, Seed Group has formed several successful strategic partnerships with companies looking to revolutionise numerous industries such as telecommunications, healthcare, and education, among many others.

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### **About MIR Digital Solutions**

MIR has over 11 partners across Canada, the US, and the UAE (including Microsoft, Red Hat, and VMware). We have been delivering major digital initiatives in technology, automation, data science, and cloud migration space for over 5 years. Our mission is to help our clients succeed and create long-term relationships. MIR has a proven track record of solving complex problems for the Financial, Telecom, and Construction industries, all with an emphasis on automatization. We have established a strong practice in Robotic Process Automation and Cloud Migration initiatives, which have resulted in up to a 50% reduction in OPEX for our clients. Our team has completed numerous innovative Data Science and Predictive Analytics projects for our clients to achieve two-fold growth over the past years. We also have hands-on knowledge of implementing experience with complex D365 F&O and CRM implementations to drive Digital Transformation projects. Visit [www.mir-services.com](http://www.mir-services.com) and schedule a meeting with us to discuss how we can help.

### **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](http://www.seedgroup.com).



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