

## Seed Group and Samotics partner to bring condition monitoring and energy optimization services to the Middle East



*From left to right: Jasper Hoogeweegen, CEO of Samotics, Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, Simon Jagers, Founder of Samotics*

**Dubai, United Arab Emirates; Leiden, Netherlands—8 February 2023—**[Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with [Samotics](#), a leading provider of real-time actionable insights to eliminate industrial energy waste and unplanned downtime, to bring enhanced condition monitoring and energy optimization services to the Middle East.

As part of this partnership, Seed Group will support Samotics to expand its operations and establish its offering in the Emirates and the wider Middle East region. The companies will collaborate to identify approaches and opportunities to bring Samotics' innovative solutions to the region's industrial players, helping them eliminate unplanned downtime and improve energy efficiency.

The partnership is an important milestone in Samotics' global growth strategy, as it marks its first entry into the Middle Eastern market. To date, Samotics has established its SAM4 technology as a robust and scalable solution. It is already well established in sectors such as water and wastewater, steel and chemical, monitoring thousands of assets for over 80 customers across five continents.

Samotics' SAM4 technology supports global industries to monitor the performance and efficiency of critical assets. Underpinned by a technique called electrical signature analysis (ESA), it analyzes the current and voltage signals of electric-driven equipment such as motors, pumps and conveyors. The system's sensors install in the motor control cabinet, rather than on the machine being monitored, enabling reliable, remote capture of high-quality performance and efficiency data. Through this partnership, organizations across the Middle East can now access this robust and scalable technology to harness the power of these insights to make data-driven decisions and enhance their maintenance strategies.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "Teaming up with Samotics will enable us to bring the latest technologies to help companies through downtimes. The innovative AI solutions by Samotics will make it possible for industries to enhance their performance and contribute to the national and regional economies through intuitive and predictive maintenance. We look forward to a fruitful association."

Jasper Hoogeweegen, CEO at Samotics said: "Our SAM4 solution is demonstrating clear value for industries globally, helping to identify developing faults, streamline maintenance approaches and meet carbon reduction targets. We are excited to be partnering with Seed Group to bring this technology to the Middle East and support businesses to unlock the full potential of asset performance data to improve efficiencies, save costs and optimize operation."

Within its SAM4 system, Samotics offers two unique solutions. SAM4 Health, the company's flagship offering, analyzes current and voltage signals to detect electrical and mechanical faults. Using ESA and machine learning, SAM4 Health offers superior fault detection accuracy, detecting over 90% of failures up to five months in advance. SAM4 Energy, the world's first continuous monitoring system for industrial equipment efficiency, provides detailed performance and efficiency insights to identify where energy consumption, cost and efficiency losses are largest and implement data-driven recommendations.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

###

## **About Samotics**

Samotics is a leading provider of real-time actionable insights to optimize performance and energy efficiency of AC motors and rotating equipment. An expert team of data scientists, software developers and technical specialists has developed an AI-driven platform that supports global industrial companies in reducing energy waste and unplanned downtime. Our customer base includes sector-leading players such as Anglian Water, ArcelorMittal, Nobian, Evonik and TotalEnergies.

For more information, visit [www.samotics.com](http://www.samotics.com) and follow us on [LinkedIn](#) and [Twitter](#).

## **About Seed Group**

For over 20 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).

## **Samotics Media Contact**

Lucy Bristow / James Kemp, iseep  
[lucy@iseep.co.uk](mailto:lucy@iseep.co.uk) / [james.k@iseep.co.uk](mailto:james.k@iseep.co.uk)  
+44 (0) 113 350 1922

## **Seed Group Media Contact**

Nomarie Jean Lacsamana  
[jean@seedgroup.com](mailto:jean@seedgroup.com)  
+971 4 373 5068