

## Seed Group partners with Operavix to bring advanced Task Mining technology to the UAE and MENA



**Dubai, UAE; Bishkek, Kyrgyzstan—16 June 2026**—Seed Group, a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with Operavix, an enterprise Process Intelligence provider. With Seed Group's regional experience and long-standing institutional relationships, the partnership is expected to accelerate the uptake of Task Mining and process analytics across the UAE and the wider MENA region.

Operavix is a Process Intelligence platform powered by Task Mining technology that helps organisations understand how work is actually performed across teams and business applications. By automatically discovering and analysing task-level workflows, the platform provides an objective view of process execution beyond workshops, interviews, and manual process mapping.

Operavix identifies bottlenecks, repetitive manual work, execution gaps, and cost-saving opportunities, helping business leaders prioritise automation initiatives based on expected value and operational impact. These insights enable enterprises to improve productivity, optimise resources, support data-driven decision-making, and accelerate digital transformation at scale.

Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "In today's economy, understanding how an organisation works at the task level is no longer optional. For government entities aiming to improve service delivery and for private companies looking

to grow without adding unnecessary overhead, the ability to see, measure, and improve daily work offers a clear advantage. Operavix delivers that capability in a transparent, data-based way that teams can act on quickly.”

He added, “We expect this partnership to support organisations across the UAE and MENA in making better decisions, while shifting time and talent toward higher-value work.”

According to Aleksandr Bochkina, Founder and CEO of Operavix, the partnership reflects a growing demand for enhanced operational transparency and data-driven decision-making across the region. “The UAE has become a global benchmark for innovation-driven growth and enterprise digital transformation. For organisations operating at this level of ambition, efficiency is no longer only a cost issue — it is a strategic capability. With Seed Group’s support, we aim to help enterprises across the UAE and the wider MENA region see how work is executed in real life, identify the highest-impact improvement opportunities, and scale transformation initiatives with confidence.”

This partnership reflects Seed Group’s ongoing mandate to support international companies with strong market relevance and long-term growth potential in the UAE and the wider MENA region. Through its work with Operavix, Seed Group continues to expand its network of technology partners focused on practical business needs, helping organisations move toward smarter and more efficient operations. The collaboration also reinforces Dubai’s role as a gateway for advanced enterprise technology entering the MENA market, in line with national priorities centered on digital governance and sustainable economic growth.

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## **About Operavix**

Operavix is an enterprise Process Intelligence platform that helps organisations gain a fact-based understanding of how work is performed across teams, systems, and business applications. Powered by Task Mining, the platform converts task-level execution data into actionable insights for identifying bottlenecks, execution gaps, cost-saving opportunities, and automation potential. Designed for complex enterprise environments, Operavix supports flexible deployment models, strong data governance, and fast time to value, enabling measurable process improvement and scalable digital transformation. For more information, visit [www.operavix.com](http://www.operavix.com).

## **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).



### **Operavix Media Contact**

Kirill Suprun  
+7 927 978 00 90  
[k.suprun@operavix.com](mailto:k.suprun@operavix.com)

### **Seed Group Media Contact**

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