

EJADA to front HP software drive in KSA

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EJADA Systems has moved to become one of HP's key software and solutions partners in Saudi Arabia after completing a certification programme aimed at ensuring it has the skills to meet the enterprise market's requirements.

As an authorised channel partner, EJADA will support HP in expanding its newly-launched software solutions portfolio, which covers a range of enterprise management solutions from strategy and operations to application and automation.

EJADA's ISM division will offer business technology optimisation solutions to its customers, including project portfolio management, application quality management and IT operations management.

In addition to Saudi Arabia, the partnership is set to be extended to markets such as the UAE, Bahrain and Jordan.

IT services provider EJADA has a long history of delivering large-scale IT projects in the region and specialises in sectors such as banking and finance, oil and gas, telecommunication and government. The Riyadh-based outfit claims to be the second largest IT services and solutions provider in Saudi Arabia.

"Our ISM division has more than 75 consultants who are trained in all areas of infrastructure services and as HP's channel partner overseeing its software and solutions portfolio, we are confident that our network and team strength will benefit HP and offer them a competitive edge in the market," explained Ashraf Osman, executive director of EJADA's ISM division.

"Our aim is to help HP's current customers benefit from having us as an HP software implementation partner. We also see this as an opportunity for prospective customers to realise the significant benefits of implementing HP solutions," he added.

HP's TSG unit has been strengthening its relationship with key systems integrators in the Kingdom as part of an aggressive certification and enablement campaign. Earlier this month it named Jeraisy as its first Professional Service Partner in Saudi Arabia.