

# malomatia: Leadership in digital transformation

THE PENINSULA  
DOHA

malomatia is a solution-independent IT service and solution provider, with a vision to enable governments and businesses to excel. Since establishment in 2008, malomatia has contributed to successfully plan, develop, implement, commercialise and manage some of Qatar's leading projects. The company has delivered over 500 IT projects in Qatar during the past 10 years.

malomatia is driven by Qatar's National Vision 2030 of economic transformation to create a sustainable knowledge-based economy. To meet Qatar's future IT requirements, malomatia has aligned its goals to support national objectives in delivering integrated IT services and solutions.

In a speech, Dr. Hessa Sultan Al Jaber, Chairperson, malomatia, said, "Firstly, let me say that I am very proud to be here today to celebrate 10 years of malomatia and its significant contribution to the ICT landscape of Qatar. We established malomatia in 2008 with only ten employees and today malomatia has grown to more than 900 employees with revenue over QR300m, and I am proud to say that Malomatia has become the industry reference in providing high quality technology solutions to both public and private entities across the country."

She said, "Here in Qatar, under the leadership of HH the Amir, the last ten years has seen a digital transformation that has revolutionized the way public and private services are delivered to our citizens and residents. No sector has been left untouched by this transformation; education, healthcare, transport, construction, logistics ... all have witnessed significant digital disruption that has stimulated growth and diversified our economy, and malomatia has been active in many of those sectors."

She added, in fact, malomatia has been at the heart of the digital



Dr. Hessa Sultan Al Jaber, Chairperson, malomatia

transformation of many government departments, helping to make almost all government transactions seamless, paperless and online, which improves the lives of our citizens and the efficiency of our public administration, and playing a key role in achieving the Qatar National Vision 2030.

She said economic diversification is key to the ongoing success of any economy, but it is only viable through technology. As we diversify our economy, we need to provide it with the digital drivers that will allow it to grow, both vertically and geographically. I would like to extend my thanks and appreciation to H E the Prime Minister and Interior Minister, H E the Minister of Transport and Communications and the government for their commitment to a coherent and wide-ranging digital transformation policy that has created a vibrant local ICT delivery ecosystem in which malomatia plays a committed role.

Qatar has become a regional leader in digital innovation and has created an environment that is at the forefront of developing the markets of the future and digital sector in Qatar is now one of the main drivers of economic growth.

"As I look to the next ten years, where I see Malomatia? First- Malomatia



Yousef Al Naama, Managing Director, malomatia

**malomatia is driven by Qatar's National Vision 2030 of economic transformation to create a sustainable knowledge-based economy. To meet Qatar's future IT requirements, malomatia has aligned its goals to support national objectives in delivering integrated IT services and solutions.**

will continue to be one of the leading system integrator in Qatar and the region. We will continue to develop expertise in areas such as SOA, cloud computing, convergence infrastructure, security and mobile computing. Second- We know that we are working and living in a time of unparalleled technology innovation and invention."

She added, this disruptive technology revolution is marked by a series of technological advances such as Blockchain, artificial intelligence, quantum computing, augmented analytics, autonomous things and more. We know that

these technologies represent vast potential for the future of business.

"In Malomatia- We will focus in the disruptive technology that impact business and government in Qatar. We have clear plan and will be working with the stakeholders to bring "Autonomous Things", "CHATBOT" to our Call center and . . many more. Finally, Let me thank our stakeholders- thank you for your trust, thank you for believing in local talent."

"Malomatia Staff- I am confident that we have the talent, expertise and ambition at malomatia to continue assisting organizations to successfully transform, not only for the next ten years, but also far beyond. If I have one message for our malomatia staff here today, it is this; be ready for what

is around the corner, be prepared for how the world of information technology may surprise you, and always be one step ahead of the next question you are asked," she added.

malomatia's objectives are- market leadership as a commercial enterprise that supports national efforts of developing a strong and sustainable IT sector in Qatar;

delivering high-value IT services and solutions that are relevant to segments of national and social strategic importance; building and sustaining local and regional IT delivery and domain expertise in Government, Healthcare and Education; malomatia delivers high-value IT services and solutions that are increasing the contribution of IT to Qatar's GDP growth.

Clients benefit from the deployment of the best talent and business practices, with multinational subject matter expertise aligned to specific industries. The company is committed to building local sustainable IT capability and has established a reputation for excellence across the range of service offerings.

In-depth domain knowledge and unique technical capabilities position

malomatia as a preferred partner in the development, delivery and support of mission-critical systems. malomatia offers some of these world-class solutions and services in collaboration with international technology leaders, based on global industry best practices which are customised to meet local requirements.

malomatia has been instrumental in implementing many key government IT initiatives and strategic projects in Qatar including eGovernment Transformation projects and eHealth transformation capabilities. By working closely with clients to design, develop, implement and manage flexible solutions that address the unique needs of a client's specific business and industry, malomatia enables customers to succeed in meeting their strategic goals, run their organisations and businesses efficiently and more cost effectively, and exceed customer expectations.

Over the past years, malomatia market share has reached 10 percent of the Qatari market with a compound average growth rate of 15 percent, which have had a great impact of the company valuation that has reached 8 time the initial capital employed. With offshore resource hubs in Oman and India supporting malomatia's centralised operations in the State of Qatar, the company's 900 IT professional and experts mainly located in Qatar, the company has successfully position itself to be a strategic Local trusted partner in Security Operations Center (SOC) and Cyber Security Services as well as a leader in Managed Services & Strategic Outsourcing in addition to managing Qatar's Largest Contact Center.

With such performance and achievement, the company and its customers have won various local and regional IT awards. In 2016 malomatia was crowned the Best Service Provider and in 2018 it was named The Best System integrator of the year.