

PRESS RELEASE

Sigma Enterprises Expands Its Digital Solutions Portfolio Through Strategic SAP Channel Partnership



Sigma Enterprises, a leading Emirati provider of Energy Solutions and Technology and one of Mazrui Energy's operational companies, is enhancing its digital transformation capabilities through a strategic Channel Partnership agreement with SAP, the global leader in enterprise application software.

This partnership will focus on delivering cutting-edge ERP, cloud, and business intelligence solutions tailored to the UAE's key industries, including Energy, Metals & Mining, Consumer Goods, Retail, and Pharmaceuticals.

With SAP's innovative technology and Sigma's local market expertise, the alliance will drive efficiency, sustainability, and digital transformation for key stakeholders in these sectors.

As SAP's trusted Channel Partner in the UAE, Sigma Enterprises will leverage its deep industry experience to introduce SAP's fully integrated digital solutions for business process automation, cloud-based enterprise systems, and AI-driven analytics to optimize the UAE's critical industrial and financial infrastructure.

For over three decades, Sigma Enterprises has been a market leader, representing over 80 national, regional, and multinational brands, offering state-of-the-art technology and solutions. Sigma remains the partner of choice for key stakeholders across multiple industries, enabling operational excellence through advanced digital solutions and technology.

SAP, a global leader in enterprise software solutions, is trusted by organizations worldwide to streamline operations, enhance business intelligence, and drive digital transformation. This strategic partnership between Sigma Enterprises and SAP aligns with the UAE's vision for innovation and sustainable business practices, bringing world-class digital capabilities to the local market.

Commenting on this partnership, Olaf Grimm, General Manager of Sigma Enterprises, stated, "One of our key strategic objectives at Sigma Enterprises is to empower the UAE's industries with innovative digital solutions that enhance efficiency and sustainability.



Our partnership with SAP will enable us to introduce industry-leading enterprise solutions that align with the UAE's digital transformation goals and strengthen our portfolio".

This collaboration further underscores Sigma Enterprises' commitment to delivering best-in-class technology solutions and maintaining its leadership position in the UAE's industrial and financial sectors. By combining SAP's expertise in enterprise software with Sigma's hands-on experience, the partnership is set to drive significant advancements in digital transformation across the UAE's key industries.