



# The power of cloud is here

Driving the digital agenda across the Middle East with comprehensive cloud-driven innovation solutions from the winning partnership of e& enterprise & AWS

**BESPIN GLOBAL**  
an e& enterprise company

The public cloud powerhouse of e& enterprise





The power of cloud is here

# Executive summary

## Almost 70%

of Middle East companies plan to migrate most of their operations to the cloud within the next two years<sup>1</sup>

## US\$73 billion

is the amount in economic value predicted to be unlocked by 2033 across the Middle East and North Africa<sup>2</sup>

## The time for cloud transformation across the Middle East is now.

**Organisations and businesses that act promptly will get ahead. Those who don't will be left behind.**

Middle Eastern governments are already implementing robust national strategies to expedite the adoption of cloud computing, enhance digital infrastructure and sovereignty, and create new employment opportunities.

Diversifying economies to move beyond dependencies on hydrocarbons. Fostering secure technological advances. Creating new growth opportunities. It's all happening right now.

## Cloud-driven innovation is the key to success.

To realise the extraordinary possibilities that cloud transformation offers, Public Sector organisations and enterprises in highly regulated industries across the Middle East need trusted, end-to-end partners. You need to work with experts who can execute across your complete digital agenda through innovative, cloud-driven solutions within a compliance-focused framework.

**That partner is now here.**

<sup>1</sup> A cloud-powered future: Accelerating digital transformation in the Middle East, PWC

<sup>2</sup> The Contribution of Cloud to Economic Growth in the Middle East and North Africa, Telecom Advisory Services



The power of cloud is here

A new alliance combines e& enterprise’s end to end digital transformation capabilities plus the public cloud expertise of its subsidiary Bepin Global with leading cloud infrastructure and solutions from Amazon Web Services (AWS), which are sovereign by design. Together, we address the most stringent customer requirements across the Public Sector and regulated industries in the Middle East, including BFSI, Energy & Utilities, Retail, Healthcare, Hospitality, and Construction.

Our alliance will be a key enabler of the digital economy across the Middle East, providing cloud solutions that align with industry regulations and meet the growing demand for secure and scalable infrastructure.

**By unlocking new growth opportunities for businesses of all sizes, we equip you with the power of cloud transformation. Our visionary alliance is your gateway to a future of unlimited possibilities.**





# The Middle East is on a journey to transformation

From Saudi Arabia's Vision 2030 to the UAE Centennial Plan 2071, cloud- and quantum-driven innovation plays a pivotal role in government-led national transformation initiatives, mega-projects and the growth of Public Sector and regulated industries such as BFSI, Energy & Utilities, Retail, Healthcare, Hospitality, and Construction.

Whatever the sector, whatever the focus – from streamlining operations and improving efficiency to sparking innovation – cloud is the key to the future.

## The time for cloud is now

Today's initiatives aim to foster technological innovation and create new opportunities – both for private sector partnerships and for attracting and educating a new wave of talent.

Not only has the introduction of cybersecurity and cloud-specific regulations been accelerated, but cloud-enabled transformation to create new in-region artificial intelligence (AI) pioneers has been prioritised.

All industries are digitising smart services, pioneering cognitive city projects and integrating cloud technology to build advanced infrastructure.

---

InvestUAE has signed

## 10 bilateral digital

infrastructure deals over the past

## 6 months

focusing on retaining sovereignty of certain categories of data<sup>3</sup>

## What cloud can do for you

Faced with geopolitical tensions and uncertainties, economies across the Middle East are transforming and modernising to integrate into the international political and technology economy. Traditional dependencies are being diversified.<sup>4</sup>

Companies are investing to deliver cloud-driven innovation as a means to confront volatility. Cloud technology and cloud modernisation offer enormous opportunities to take advantage of new business models, agile product development and new, more efficient technology use cases.

Significant growth is expected across highly regulated industries and Public Sector organisations. Cloud's scalable, pay-as-you-go models and its greater agility bring new opportunities for enterprises to differentiate, grow rapidly and massively increase their societal relevance.

---

Annual spending on public cloud services in the KSA is expected to reach

## US\$3.9bn

in 2027, with an expected

## CAGR of 23.4%.<sup>5</sup>

<sup>3</sup> [UAE could invest billions of dollars in overseas data centres, Middle East AI News](#)

<sup>4</sup> [The Middle East public cloud: A multibillion-dollar prize waiting to be captured, McKinsey](#)

<sup>5</sup> Research by the International Data Corporation (IDC)

The power of cloud is here

# The Middle East is on a journey to transformation

## With cloud, you can create limitless value through AI adoption

Fundamentally disrupting markets across the Middle East, AI adoption brings the potential to unlock entirely new business models, create innovative new services and boost productivity. Capitalising on this immense value starts with the right cloud foundations.

Despite AI's vast potential, many organisations have only scratched the surface, focusing mainly on sales and marketing functions, while overlooking the power of advanced machine learning (ML) analytics and AI models.

The partnership between Bespin Global, the public cloud leader under e& enterprise, and AWS marks the perfect moment to seize the opportunity for exponential growth. With the right cloud technology, organisations can lay the foundation to unlock AI's transformative capabilities.

This collaboration, strengthened by the joint venture between e& enterprise and Bespin Global, brings together deep expertise and a full suite of cloud and digital transformation solutions. Together, we fuel innovation and growth across the region, leveraging the full potential of the AWS cloud.

---

AI has the potential to deliver a

## US\$320bn

impact for the Middle East.<sup>6</sup>

<sup>6</sup> [The potential impact of AI in the Middle East, PwC](#)







The power of cloud is here

# The Middle East is on a journey to transformation

## To maximise cloud value, you need a partnership you can trust

To transform your cloud and AI operations with confidence, it is essential to partner with trusted, proven providers.

You need a partnership that gives you cloud expertise and innovation with a proven track record of success. Deep local experience and understanding backed by global leadership. The reassurance of complete security, end-to-end across your entire digital agenda.

Bespin Global – the public cloud powerhouse of e& enterprise and the largest public cloud managed and professional service provider in the Middle East – are experts in the successful provision of AWS cloud solutions tailored to your business needs.

Our deep and sympathetic understanding of your regional business culture enables us to provide true, end-to-end support that addresses key areas of your specific digital transformation objectives.

Our focus is ensuring the secure delivery of core cloud services, including storage, computing, networking, cybersecurity, ML and AI. Together, we are the enablers, cloud architects and connectors, empowering you to unlock limitless possibilities.

Together, e& enterprise's cloud powerhouse Bespin Global and AWS are enabling businesses across the region to lead in an AI-powered, data-driven economy. By investing in both critical infrastructure and talent development, we are again supporting the region's economy, digital resilience, and, most importantly, its people, who will be instrumental in realising the Middle East's vision of becoming a world-leading digital powerhouse.

---

e& enterprise and AWS have entered into a

## US\$1 billion-plus

agreement as part of anew strategic alliance to deliver cloud solutions, supporting AI deployment and digital transformation across the region.



# 4 key challenges that must be addressed

1

## Migrating to cloud

Migrating from on-premises and co-hosted environments to the cloud is the most effective route to taking your internal operations and your ability to deliver on changing customer needs to the next level.

But you need to manage the costs and time required, prioritise the right use cases, adopt an agile product operating model and implement a scalable cloud platform. You also need to implement effective change management strategies to allay cultural resistance to adopting new technologies and business practices.

Plus, it's vital that you address legacy technology landscapes which often comprise data silos and fragmented systems. These are major barriers to achieving growth and innovation.

2

## Meeting sovereignty and data security requirements

Navigating a complex regulatory & legislative landscape to ensure data security can be challenging, particularly in the Public Sector and highly regulated industries.

You need to develop comprehensive compliance strategies that are sovereign by design and align with evolving laws and regulations. You need a clear understanding of your digital sovereignty through control over the location of your data, verifiable control over data access, the ability to encrypt everything everywhere, and resilient cloud infrastructure.

For international organisations, you must comply with multiple, diverse international and regional regulations across data protection, reporting and the containment of cyber-related incidents.

3

## Competing in the generative AI race

Adopting and applying generative AI (GenAI) is one thing. Ensuring you stay ahead in the race to value and differentiation is another. You need the right cloud foundations, a flexible technological architecture, and unlocked data silos.

As well as defining your AI strategy and attracting AI talent, you need a modern technology stack and data pipeline to support your AI.

As part of our collaboration, e& enterprise and AWS have signed a US\$1 billion-plus (AED3.7 billion) agreement over the next six years to accelerate the impact of cloud-driven innovation and AI deployment across the region.

4

## Filling skills gaps

An IT skills shortage is hindering IT transformation strategies for many organisations across the Middle East. How can you attract and retain the right talent to effectively deliver your digital agenda across cloud, AI and data protection?

You need to collaborate with academic development programs and third-parties to secure the capabilities required to bridge key skills gaps.

Together, e& enterprise's cloud powerhouse Bespun Global and AWS share a bold vision and commitment to accelerating talent development. We are developing a local upskilling initiative, with plans to provide training opportunities to thousands of individuals – including UAE nationals – in cloud technologies and AI.

The power of cloud is here

# Powering your progress

**Cloud expertise and innovation with a proven track record of success. Deep local experience and understanding backed up by global leadership. The reassurance of complete security, end-to-end across your entire digital agenda.**

Welcome to your future with Bespin Global, e& enterprise's public cloud services arm, and AWS. We are here to power your progress. Starting now.

Our new alliance combines e&'s network capabilities to address the most stringent customer requirements across the Public Sector and regulated industries in the Middle East, with AWS's sovereign by design, global cloud infrastructure and solutions. Together, we provide cloud solutions that align with industry regulations, meeting the growing demand for secure and scalable infrastructure.

AWS is democratising access to building and using GenAI technology so that companies of all sizes, across all industries, with developers of all skillsets, can take part in this transformation and grow your business.

An ecosystem that supports today's digital needs. An ecosystem that lays the foundation for future growth. That's our shared strategic goal, enabling you to lead in an AI-powered, data-driven economy.

## **Bespin Global: your local leader with global expertise**

As cloud adoption continues to transform organisations and enterprises in the region, Bespin Global has an established reputation for excellence in cloud consulting and deployment across the Gulf and beyond. Bespin Global specialises in managing and optimising cloud infrastructure to enhance performance and efficiency.

With a full suite of services – including cloud migration, integration and management – Bespin Global empowers you to scale with precision and adapt seamlessly in a rapidly changing market. We provide the tools, expertise, and support necessary to secure long-term success and drive sustained growth.

Whether you need on-demand support or fully outsourced management of your entire cloud environment, Bespin Global delivers comprehensive, tiered support plans tailored to your business needs.

With AWS Managed Services, you gain the flexibility to scale as needed, pay only for what you use and benefit from 99.99% uptime. Our 24/7 integrated support covers everything from application and network monitoring to backup and disaster recovery, ensuring seamless operations and business continuity.

AWS is the world's most comprehensive cloud provider and a significant investor in the UAE and Gulf region. Following the launch of its second Middle East cloud region in the UAE in 2022, AWS is planning US\$5 billion (AED 20 billion) of investment in the local economy through to 2036.

Together, we bring unparalleled cloud capabilities and global expertise to the unique needs of our customers in the Middle East, Africa and beyond.



# Overcoming your challenges, securing your outcomes

## 1 Delivering your successful cloud migration

Our new alliance provides cloud solutions that align with industry regulations, meeting the growing demand for secure and scalable cloud infrastructure. Together, we are democratising access to new cloud solutions so that you can now easily discover, deploy, and manage software which runs on AWS.

With e& enterprise’s full-scale digital transformation capabilities and Bespin Global’s deep expertise in AWS cloud management, you gain the end-to-end support needed to smoothly migrate to the cloud and modernise your key applications – ensuring your business achieves sustained growth.

### Our key solutions:



#### Digitalisation and cloud-driven innovation

As well as ensuring successful migrations and modernisation for government and enterprise customers, Bespin Global builds and takes to market new, value-added solutions leveraging the AWS cloud and their own development and delivery capabilities.

### Our key capabilities:

- e& enterprise is a market leader in digital transformation, offering comprehensive end-to-end solutions across IoT, cybersecurity, digital hybrid infrastructure, and AI. With over two decades of industry-leading expertise, we deliver unparalleled security, operational reliability, and network connectivity through e& UAE to meet the highest standards.
- Bespin Global is a leader in public cloud IT professional and managed services, with deep expertise in cloud migration and adoption; cloud security; application modernisation; data and analytics; cloud cost management; and cloud AI.
- Bespin Global, an AWS Premier Consulting Partner and certified AWS Managed Services Provider (MSP), proudly earned the title of AWS System Integrator Partner of the Year 2023 and MENA Consulting Partner of the Year 2024 for its exceptional contributions within the AWS Partner Network (APN).
- AWS, the world’s most comprehensive cloud provider delivers the most proven programmes, capabilities, and expertise for easily migrating and modernising applications to drive long-term business growth. You gain an unmatched breadth of services, training, and resources, with the most performant and cost-effective infrastructure.

Bespin Global provides end-to-end cloud services for over 3,000 customers.

We have delivered:

- 250+ Cloud migration projects
- 100+ Cloud modernisation projects
- 100+ Cloud migrations, assessments and consultancies
- 200+ Well-architected reviews
- 100+ Cloud Proof of Concept (PoC) projects
- 150+ cloud cost optimisations and consultancies
- 20+ Advanced cloud services specialisations
- 150+ cloud greenfield implementations



# Overcoming your challenges, securing your outcomes

## 2 Ensuring your sovereignty and data security

Our new alliance combines AWS’s cloud infrastructure and solutions, which are sovereign by design, with e&’s network capabilities to address the most stringent customer requirements across the public sector and regulated industries.

Combining our deep understanding of Middle East business culture and sovereignty requirements with our cloud infrastructure that is architected to be the most secure global cloud infrastructure, Bespin Global and AWS enable highly regulated and Public Sector organisations to achieve secure and sovereign cloud transformation.

### Our key solutions:



#### Cybersecurity and business resilience

Bespin Global and AWS jointly build and take to market solutions that enable you to maintain and strengthen your cloud security posture. We also work with best-in class cybersecurity Independent Software Vendors to deploy their solutions in the region, ensuring these solutions are more easily available for customers in Public Sector and other regulated industries.



#### Cloud sovereignty for Public Sector and regulated industries

Bespin Global and AWS support the needs of organisations in regulated industries such as Government, Public Sector, BFSI, Energy & Utilities, Retail, Healthcare, Hospitality, and Construction. Our collaboration leverages Bespin Global’s comprehensive knowledge of UAE’s privacy and digital sovereignty regulations, in combination with AWS’ secure cloud infrastructure, to provide solutions for storing and processing sensitive data in compliance with local sovereignty requirements.

### Our key capabilities:

- Bespin Global delivers local expertise with highly skilled local resources. We have unique knowledge of the region and its sovereign cloud requirements.
- Bespin Global operates a state-of-the-art Cloud Operations Centre (COC) in Abu Dhabi for managed and automated operations for compliance and near real-time sovereignty. The COC delivers proactive monitoring specifically designed for the sovereign cloud, ensuring real-time, localized security control – crucial for highly regulated industries.
- Bespin Global has recently established a Cloud Centre of Excellence (CCoE) with a strong focus on sovereignty, built on standardised practices, governance, and resources to ensure secure and compliant cloud service management. With AWS’ proven safeguards when accelerating innovation, we deliver strong security at the core of your organisation, enabling you to achieve your digital transformation goals with complete confidence.
- AWS delivers proven security to help you move fast and stay secure, with infrastructure designed to be the most secure cloud computing environment, security automation to reduce human error and maximise your team’s impact, and built-in security and guidance to help your organisation achieve end-to-end protection.



The power of cloud is here

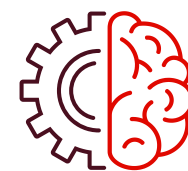
# Overcoming your challenges, securing your outcomes

## 3 Winning in the GenAI race

AWS is democratising access to building and using GenAI technology so that companies of all sizes, across all industries, with developers of all skillsets, can take part in this transformation and grow your businesses. Leveraging AWS's unique Amazon Bedrock GenAI solutions, we empower e& enterprise's Middle East customers, large and small, with advanced AI to drive productivity and improve customer experiences.

The right cloud transformation opens the door to endless AI opportunities. The partnership of Bepin Global and AWS enables you to accelerate your pace of innovation, build differentiated experiences and stay ahead of the competition with GenAI customised for your data, your use cases, and your customers.

### Our key solutions:



#### GenAI-powered innovation

Together, Bepin Global and AWS are increasing the availability in the Middle East of Large Language Models (LLMs), giving you access to AWS purpose-built AI chips, such as AWS Inferentia for inference and AWS Trainium for training.

### Our key capabilities:

- With decades of network experience, e& enterprise are perfectly positioned to deliver effective data management and governance strategies for you, while offering an AI Centre of Excellence for faster time-to-value and the ability to co-create AI applications at scale – all consumed as-a-Service. We are pioneers of AI in the Middle East, helping to drive the future of AI across the region.
- AWS delivers everything you need to accelerate GenAI-powered innovation, including the most capable GenAI-powered assistant to help transform how work gets done, the easiest way to build GenAI-powered applications with large language models (LLMs) and other foundation models (FMs), and the most performant and cost-effective infrastructure for training and running models at scale – all with enterprise-grade security and privacy built-in.
- Our choice of industry-leading FMs pushes the envelope to deliver the highest performance while lowering costs. Amazon Bedrock offers the easiest way to build and scale GenAI applications with FMs.



# Overcoming your challenges, securing your outcomes

## 4 Enabling skills to drive meaningful change

With a bold vision and commitment to accelerating talent development, e& enterprise and AWS are developing a local upskilling initiative, with plans to provide training opportunities to thousands of individuals – including UAE nationals – in cloud technologies and AI.

To drive sustained and resilient business growth, you need to build your cloud skills and enable your talent to take advantage of new technologies for the digital economy. The partnership of Bepin Global and AWS is focused on training – especially for young people and women – to advance the development of a skilled and diverse digital workforce and talent pool.

### Our key solutions:



#### People development and skills

In IDC's Cloud Survey, 79% of surveyed enterprises in the UAE said they consider attracting and hiring the talent required to manage cloud adoption as their top challenge, preventing them from realising the full value of cloud. Our solutions are scoped to advance the development of a skilled and diverse digital talent pool across new technologies such as GenAI. Bepin Global and AWS can train and certify 50,000 people (5,000 of whom are UAE nationals) in new technologies for the digital economy.

### Our key capabilities:

- e& enterprise offers extensive digital transformation consulting expertise, bridging human expertise with technological innovation.
- The Bepin Academy delivers unwavering commitment to the progress of our people and our clients. We are dedicated to empowering all experts with the tools, resources and knowledge required to navigate all aspects of the cloud.
- AWS also offers training programs and certifications to develop local talent in cloud computing, such as Amazon Skill Builder.





# Our joint commitment to driving the digital agenda across the Middle East

“e& enterprise are committed to driving digital transformation and empowering our customers with the latest technologies to thrive in the digital era. By partnering with AWS, the world’s leading cloud provider, we can leverage their unparalleled cloud capabilities and global expertise to deliver innovative solutions that address the unique needs of our customers in the Middle East, Africa and beyond. This strategic collaboration will be a game-changer in accelerating cloud adoption and unlocking new opportunities for growth and innovation across the region”.

**Khalid Murshed**

CEO

e& enterprise

“This collaboration marks another significant step in our ongoing investment in the UAE, which has emerged as an international force driving innovation. Our partnership with e& underscores AWS’s deep commitment to both the UAE and the wider Middle East, particularly in fast-tracking UAE Vision 2031. Our security infrastructure and expertise in AI and ML empowers public sector organizations, regulated industries, and enterprises with the tools they need to innovate securely and drive progress across the region.”

**Tanuja Randery**

Vice President, Europe, Middle East, and Africa  
AWS





# The power of cloud innovation is here. Now is the time to make it yours.

Stay ahead of the digital agenda in the Middle East with comprehensive cloud innovation solutions, powered by the winning partnership of e& enterprise and AWS. [Get in touch](#) to learn how we can drive your transformation.

**BESPIN GLOBAL**  
an e& enterprise company