

🔗 Reachware newsletter 2024 🔗

Reachware in

2024

عام الانطلاق

🔗 reachware®

Message from the CEO

As we reflect on 2024, I am filled with pride and gratitude for the journey we've taken together. Our vision from the very beginning was clear: to create a unified ecosystem that empowers businesses to thrive, free from the fear of missing data, human errors, or operational disruptions. A year of success has proven that we are on the right path, and we stand stronger than ever.

Looking ahead, we are committed to becoming the leading force in business integration and automation. We envision a future where every business, regardless of its size, can unlock its true potential by seamlessly unifying systems and processes in a data-driven world. Our journey has just begun, and together, we will continue to transform complexity into clarity and drive lasting success.

Thank you for being a part of this exciting journey. Here's to a future of limitless possibilities.

Hamza Abusitta



Hamza Abusitta

CEO & Co-Founder
Reachware

A Year Of Transformation

It was a year of exponential growth and transformative milestones. This was the year when ideas turned into reality, challenges into triumphs, and dreams into a shared vision for success.

ARR

%230 Growth

ARR

%81 YoY Growth

Subscription Revenue

%98 YoY Growth

جعلنا صوتنا مسموعاً كشركة تقنية رائدة
كان عام ٢٠٢٤ محطة انطلاق كبرى نحو تحققي رؤيتنا في الربط والأتمتة،
عاماً من النمو والتوسع مهد الطريق لمستقبل مستدام وريادة مبتكرة.

Funds

سعدو المالية
SADU CAPITAL

500
سنانيل للاستثمار
SANABIL INVESTMENTS



Seed Fund Raised

\$3M

Reachware secures **\$3 million** in funding led by **Sadu Capital**, with participation from **500 Sanabil Investments** and **Elm Company** to revolutionize automation and connectivity in the MENA region!

We plan to use the funding to expand our operations, develop new products, and enhance sales and marketing in the GCC market. This includes hiring qualified talent, exploring AI and machine learning technologies to enhance our offerings, and improving our partnership program. As we enter this new phase of growth, it is poised to bring exciting changes to the tech world, focusing on innovation and expanding its reach in the industry.

Earned Prestigious Awards & Finalist Positions

Middle East Startup Awards: Startup of the Year 2023

Recognized for our innovation, impact, and rapid growth, this award celebrates our journey as one of the most promising startups in the region.



International Business Magazine: Leading Integration Platform as a Service (IPaaS) in Saudi Arabia 2024

This accolade highlights our pioneering role in delivering seamless integration solutions tailored to the Saudi market's unique needs.



Market Disruptor in Enterprise Software Integration in the Middle East 2024

Acknowledged for redefining enterprise software integration, this recognition underscores our transformative approach in creating connected ecosystems across the region.



CST Sandbox Environment Program Selection

Being selected for this exclusive program affirms our commitment to driving innovation and developing innovative solutions in a dynamic tech environment.



KPMG Global Tech Innovator 2024 Finalist

Earning a finalist position reflects our ability to deliver groundbreaking technology solutions and showcases our position as a leader in the tech landscape



Introduced Revolutionary Products

F reachware®
Fatoora

I reachware®
Insight

E reachware®
Extend

Pay reachware®
Reach Pay

S reachware®
Studio

C reachware®
Connect

Reachware proudly introduces six powerful products designed to revolutionize business operations and drive growth. **Fatoora** simplifies e-invoicing with compliance and automation, while **Insight** transforms data into actionable decisions. **Reach Pay** streamlines financial transactions with seamless payment solutions, and **Studio** integrates all Reachware tools into one unified, efficient dashboard. **Connect** ensures smooth system integration, eliminating silos and enhancing collaboration, and **Extend** offers scalable solutions to meet evolving business needs. Together, these products empower businesses to operate smarter, faster, and more effectively in a connected, data-driven world.

إطلاق منتجات مبتكرة

+106 Customers

Modern Foods



Two Holdings



OAK Group



Ajdan



Fairmont Hotels



Hashi Basha



laverne



Al-Gharbia Farms

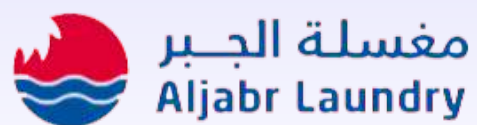


Each benefiting from seamless integration across their systems, enabling smooth data flow and eliminating silos. This ensures efficiency, accuracy, and real-time insights, empowering businesses to make informed decisions and drive success.

مستفيدين من الربط السلس وتدفق البيانات بسهولة

يستفيد كل عميل من ربط وأتمتة الأنظمة، مما يضمن تكامل البيانات بذكاء ويقضي على الأخطاء التشغيلية، ويمكن الشركات من اتخاذ قرارات مدروسة ودفع عجلة النجاح.

Go Live Projects



We proudly launched Go Live projects with clients across diverse industries, all driven by a shared purpose: to seamlessly integrate their disconnected systems. By ensuring their systems communicate effortlessly without human errors or data gaps, we've successfully automated their workflows, streamlined their operations, and empowered them with accurate, real-time insights for smarter decision-making.

Cutting Costs, Maximizing Value

300%

Return on
Investments

\$830K

Saving
Achieved

\$300K

Back in
Their Pocket

70%

Faster Integration
Development and
Flow Projects

+5000

Hours Saved Annually
Through Reachware
Automation

Our clients have unlocked smarter performance, driving exceptional returns, achieving significant savings and putting more back where it belongs.

عملاؤنا حققوا قيمة
أكبر وأداءً أذكى

+20 Strategic Partnerships

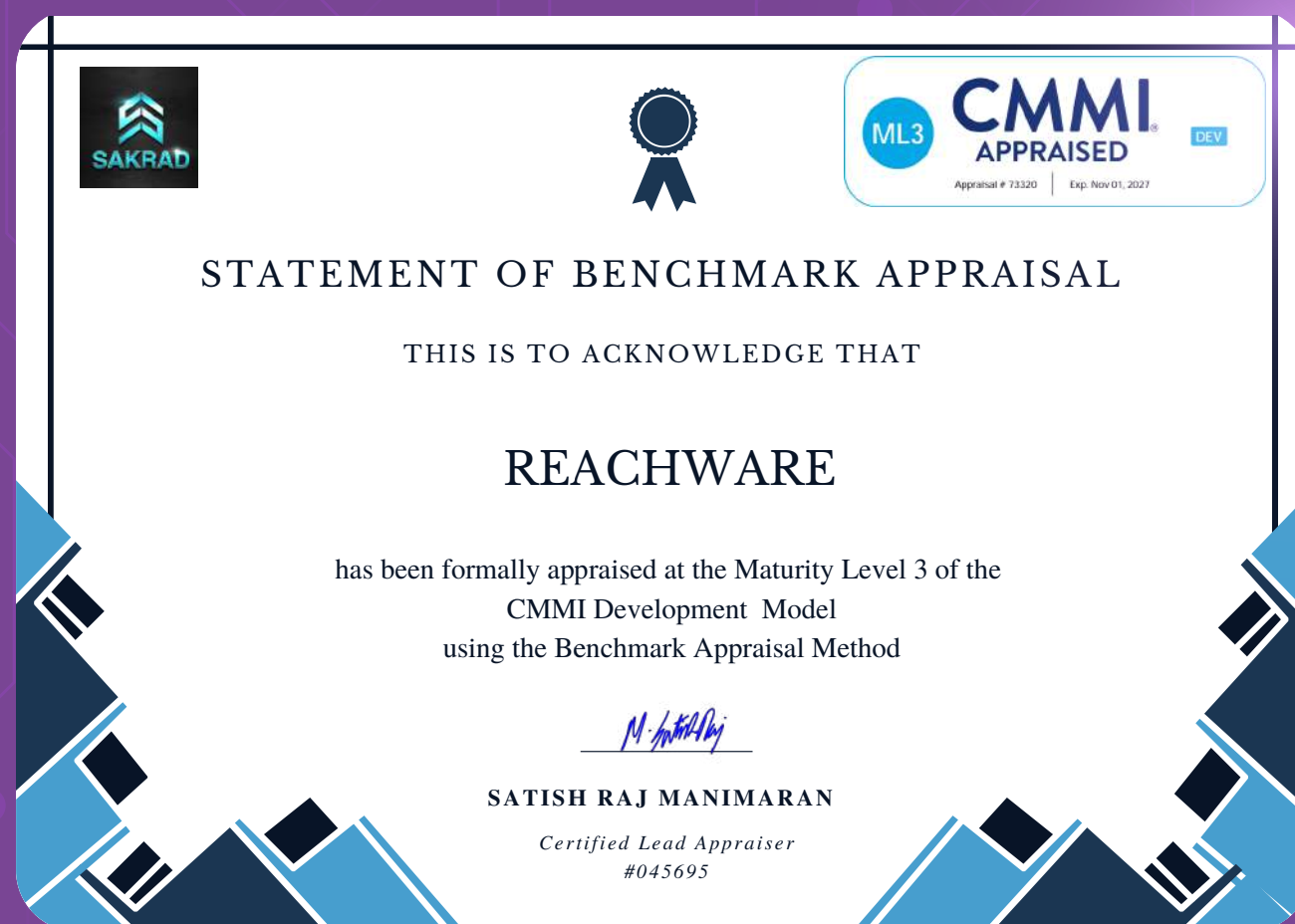


نجاحات مترابطة لنمو بلا حدود

A powerful network of success. Together, we can exceed higher standards and greater achievements.

Appraised at CMMI Level 3

A major milestone and a global benchmark that honors our commitment to excellence in every integration, every process and every solution we deliver.



اعتراف دولي بنضج الأداء التشغيلي

معياري عالمي يعكس التزامنا بالتميز في عمليات الربط والأتمتة، وفي كل الحلول التقنية التي نقدمها.

Onboarded +90 Systems

ORACLE[®]
FUSION APPLICATIONS

SAP Business
One

SAP S/4 HANA

Shiji

TACHYON

NCR
Aloha[®]

أتمتة كاملة لخدمة احتياجاتك

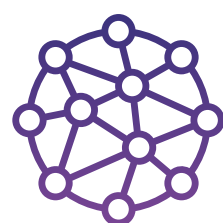
Seamless integration at its best and fully automated services to meet your needs with efficiency and precision, working for you around the clock

Growth

%300

Team Growth

Our team has grown by an incredible %300, now with over 70 employees across every key department. Each area is thriving and working in sync to elevate our mission and drive success.



Technology



Marketing



HR



Sales



Finance



Business
Development

وعدنا:

أداء يفوق التوقعات

Expanding Horizons

We're thrilled to step into this vibrant city, bringing fresh opportunities and innovative solutions. The journey continues as we broaden our horizons and strengthen our impact.

HELLO CAIRO!

نحو آفاق أوسع

سعداء بانطلاقتنا نحو القاهرة، بداية رحلتنا في التوسع نحو شمال أفريقيا، حاملين معنا فرصًا واعدة وحلولاً مبتكرة. رحلتنا مستمرة نحو تعزيز وجودنا وتوسيع تأثيرنا.

Participation in dynamic events



We're actively shaping conversations, networking with visionaries, and driving change. Each event is a new chance to collaborate, learn, and lead.

مشاركتنا في
المعارض والمؤتمرات



القادم أكبر وأعظم!

2025

عام النمو

2024 Was Just the Start,
2025, Here We Come!