TECH FALCON
Member of Lootah Holding

Be always on, always available.

DIGITAL TRANSFORMATION PARTNER

We know it from experience that deploying a bunch of digital tools cannot achieve digital transformation. Digital transformation is less about implementing new technologies and more about building new capabilities.

Choosing the right partner is the most important step in your transformation journey. We are a full-stack Digital Transformation Partner based in Dubai offering:

- Technology Consulting
- Business Applications
- Analytics & Insights
- Automation & AI

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WHY DIGITAL TRANSFORMATION?

Digital transformation is less about technology and more about change.

BUSINESS HAS CHANGED

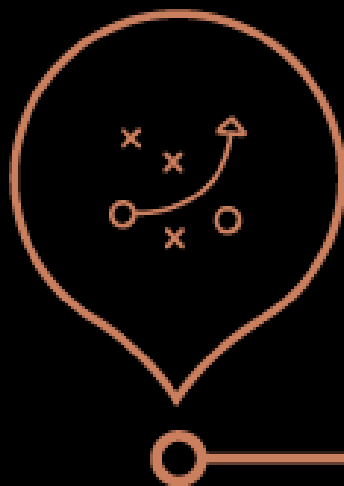Digital is no longer a luxury but a survival strategy.

COMPETING HAS CHANGED

"Born digital" start-ups are disrupting business models.

CUSTOMER HAS CHANGED

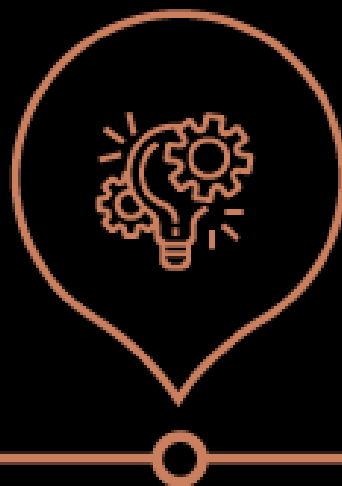Customers now expect a good experience across all touch points.

OUR APPROACH TO DIGITAL TRANSFORMATION

From our experience, we know that one plan doesn't fit all.
Which is why we work with a transformation framework.

**CHART THE COURSE
OF YOUR JOURNEY**

Knowing where you want to go
is the best way to go there.

**POWER UP YOUR
INNOVATION ENGINE**

"Transformation is all about
asking 'How can we do it
better?'

**ACCELERATE BY DOING
MORE WITH LESS**

Productivity is eliminating uses
of time which do not add
business value.

**DRIVE DECISIONS
USING DATA**

Foresight is the disciplined
exploration of alternative futures.

TECHNOLOGY CONSULTING

Businesses today undergo sudden disruptions rather than slow incremental change. Technology consulting for us is helping our customers become transformation ready and not just digital ready. We work with you to decide the destination and the road map to get you there.

Digital Readiness Assessment
We engage with your teams understand business needs, technical requirements, current pain points and future aspirations.

Cloud Migration
Our cloud migration service ensures that you reduce risks and manage costs of migrating to transformation-ready platforms and technology.

Application Portfolio Rationalization
Our Application Portfolio Rationalization service analyses your application landscape to optimize resources, consolidate overlapping applications, and eliminate redundancies.

Automation Readiness Assessment
We carry out a short assessment to advice on the suitability and feasibility of automation that align your business objectives, cost-savings potential, RoI projections, and timelines.

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BUSINESS APPLICATIONS

Power up your innovation engine with next-gen business applications designed by domain experts. Making our customers truly transformation ready is embedded into our solution design approach. Swiftly steer through business changes and challenges to stay on course.

ERP Implementation
Our ERP application offers industry-leading financial and operational processes and is flexible to support your changing and growing business needs.

CRM Implementation
Our CRM solution is a powerful platform where everything necessary to develop, enhance, and retain your customer relationships are processed and stored.

Application Integration
With our application integration service we design and implement various integration solutions to help you streamline your processes and centralize your information.

Enterprise Mobility
We can design cross-platform supported, easy to use, secure, and robust enterprise mobile applications with third-party integrations.

AUTOMATION & AI

Research shows that winners are those who go beyond premises towards transformative innovations in AI and robotic process automation. Our tech + domain expertise makes us an ideal automation and AI partner. Eliminate menial tasks and empower teams to innovate and accelerate growth.

Intelligent Process Automation
With Intelligent Process Automation (IPA), a significant portion of the manual work of your front-end workers can be automated which frees them up.

Cognitive Services
With our Cognitive Services we enable domain-specific AI capabilities to business.

Machine Learning
Our solutions help you build and deploy machine learning models suited to your needs and skill level. With the no-code designer you can get started anytime you are ready.

Intelligent Bots
We build intelligent bots using an open and extensible bot framework that allows you deploy a bot that can start as a basic Q&A bot and mature into an intelligent virtual assistant.

ANALYTICS & INSIGHTS

Informed decisions are drivers of business transformation. Our analytics experts will review your data challenges and help you map out the best way for you to achieve insights-driven decision-making capabilities. Let decision makers see data in new ways and spot new roads of opportunity.

Enterprise Data Warehouse
An enterprise data warehouse enables you to bring all your data together and to extend the value of your data across your entire organization.

Business Intelligence
Our Business Intelligence solution helps you visualize your data with fully-customizable data visualizations.

Big Data & Analytics
Offer better experiences and make better decisions by analysing enterprise data in real time.

Predictive Analysis
With predictive analysis, you can find out more opportunities and possible future risks and refine your processes accordingly.

INDUSTRY FOCUS

MANUFACTURING

Process automation combined with digital technologies have already taken over the way goods are manufactured and distributed.

PROJECTS

Dispersed groups of stakeholders and project teams require real-time collaboration tools and communication channels to ensure greater integration of processes and data flows.

DISTRIBUTION

An integrated digital transformation combined with advanced automation and analytics enables distributors to create transparency over the entire supply chain.

PUBLIC SECTOR

With the wide-spread adoption of digital devices such as smartphones, tablets and wearables, citizens are always connected to the world around them.

REAL ESTATE

With analytics, real estate businesses can enhance operational efficiency, improve customer service, optimize marketing campaigns, and respond faster to emerging market trends.

FACILITY MANAGEMENT

Automated process can be used to manage maintenance and repair, improve energy management, and provide employee focused services.

TECHNOLOGY

Future-ready Digital Platforms

Our digital transformation solutions are built on Microsoft's future-ready cloud platforms that can scale according to your needs. Our platform is easy to use with an intuitive user-interface that can convert ideas and requirements into working applications swiftly. Our business application platform uses model-driven development to swiftly deliver applications that are easy to configure and can be deployed much faster.
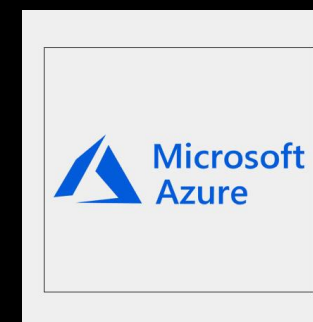

BUSINESS APPLICATIONS PLATFORM

Meet today's challenges by bringing your customers and business together with the next generation of CRM and ERP applications. See your business and customer data in one place—across hundreds of sources—for a single, 360-degree view of your organization.

ANALYTICS AND AUTOMATION PLATFORM

Work together to meet challenges effectively with Microsoft Power Platform—analyse data, build solutions, automate processes, and create virtual agents. Make informed, confident business decisions by putting data-driven insights into everyone's hands.

FLEXIBLE CLOUD COMPUTING PLATFORM

Microsoft Azure is an ever-expanding set of cloud services to help your organization meet your business challenges. It is the freedom to build, manage and deploy applications on a massive, global network using your favourite tools and frameworks.

CUSTOMERS

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T E A M

Business and technology experts with global and regional experience

A R A S H   D A R A
G R O U P   C E O

Extensive strategy and leadership experience in Europe, Middle East and Africa.

Formerly with McKinsey and Accenture

S A B A H   S A L A M
M A N A G I N G   D I R E C T O R

Extensive technology sales; consulting experience in Microsoft / SAP / Applications practice.

Built a strong network of OEMs, partners and customers in the MENA region.

DIGITAL TRANSFORMATION PARTNER

How to choose the right one?

So you have identified the need for digital transformation. You have thought about the goals you want to achieve. And you have even worked out a budget. But how do you select the right partner to who will help you make the most out of your transformation journey? Selecting a technology partner is not an easy task, especially when you have a wide variety of choices. One way to do it right is to assess your digital transformation partner against a few important criteria. Note that the importance of these criteria will vary substantially based on the scope and priorities of your unique needs and goals.

FINANCIAL STABILITY

The market is crowded with many digital transformation firms ranging from small boutiques to global IT organizations. You need to select a partner who can not only afford current activities but also has the financial standing to continue to provide support and maintenance. Any financial hurdle ultimately affects the entire project negatively.

TECHNICAL CAPABILITY

Ask if the partner has a dedicated team to assess and conceptualize your transformation roadmap. Ask for details of their technology focus, scalability, and engagement models. It is crucial to ensure that a partner's technology expertise fits right for your specific business needs.

ALIGNMENT OF GOALS

It is advisable to make sure there is alignment of thoughts, work ethics, and priorities between you and your partner. Find out if the partner understands and believes in your digital transformation strategy. Can they articulate the goals well? Ask the partner to describe their approach for achieving your goals.

TRANSPARENCY & SUPPORT

Open communication is key. Many transformation projects fail because of improper communication between internal and external teams. Transparent communication backed up by solid support is at the heart of all successful process changes, and is essential to an enterprise transformation.

TECH FALCON LLC

A Lootah Holding Company

We aspire to be one of the most trusted Digital Transformation Partners in the Middle East & North Africa (MENA) region

More and more enterprises in the MENA region adopt digital transformation to enhance customer experiences, to improve performance and most importantly to remain competitive in the global market place. Tech Falcon LLC aspires to be a partner of choice for these enterprises as they embark on their digital transformation journey.

We are a member of Lootah Holding, one of UAE's leading conglomerates with diversified interests

Through its offices in Dubai and New York, and a team of ambitious young leaders and innovative minds, Lootah Holding fosters its entrepreneurial culture to export home-grown businesses to the global scene and become a driving force for the national and regional economic growth and progress. Born out of the pioneering vision of its founder and Chairman Saleh Saeed Lootah, the business group ventures in diversified industry sectors, contributing to the international expansion of its national economy and creating the most innovative business opportunities.

LOOTAH HOLDING

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DIGITAL TRANSFORMATION PARTNER

Applications | Automation | Analytics

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