

BUSINESS PORTFOLIO

Your Agile Evolution Journey Partner

4 Technology Partners

8 Training partners

 Gold Solution Partner  CHAPSVISION DATA MAKE SENSE  Aisera 

 ITIL (Version 3) Foundation CERTIFIED  PM Authorized Training Partner  SCALED AGILE PARTNER BRONZE  KANBAN UNIVERSITY LEADERSHIP TRAINING ORGANIZATION  ICAgile International Consortium for Agile  Scrum Alliance  AI CERTs®



Your Agile Evolution Journey Partner

VIDSCOLA IS THE REGION'S TRUSTED PARTNER FOR END-TO-END ENTERPRISE AGILITY, DIGITAL ENABLEMENT, AND TRANSFORMATION SERVICES

- Since its establishment in 2011, VIDSCOLA has partnered with leading organizations across the Middle East and Africa to design and deliver comprehensive Agile transformation journeys. With a core focus on sustainable change, we support clients through end-to-end transformation services — integrating Agile and AI capabilities across discovery and diagnostics, enablement, execution, and tooling.
- Headquartered in Dubai, UAE, with two main operational offices in Egypt and KSA, and a solid footprint across Egypt, Saudi Arabia, the United Arab Emirates, Jordan, Kuwait, Oman, Libya, and other countries across the MENA region, VIDSCOLA empowers forward-thinking enterprises across industries to lead with agility, innovate with purpose, and future-proof their workforce with AI.



VIDSCOLA Mission, Vision & Lived Values

What makes us who we are!

MISSION

To empower forward-thinking organizations across the Middle East and Africa by delivering transformative, end-to-end consultancy services that accelerate strategic agility, enable digital maturity, and elevate human capital. Through a uniquely integrated model of coaching, training, tooling, and advisory, we turn intent into action and help our clients realize measurable, sustainable business value.

VISION

To be the region's most trusted partner in enabling enterprise transformation, where strategy, systems, and people evolve together to meet the challenges of tomorrow. We aspire to lead the way in shaping adaptive, innovation-driven organizations that thrive in complexity, scale with confidence, and foster purpose-led growth.



Our Core Beliefs Shape Our Core Values

At VIDSCOLA, performance isn't defined by goals alone, it's shaped by how closely our actions mirror our values.

Partners Not Employees

We co-own, co-create, and lead with mutual respect and shared wins



Customer Centricity

We don't just deliver; we solve what matters, anticipating needs before they surface



Continuous Growth

We treat feedback as fuel and learning as part of every sprint, every day

Trust is Our Foundation

We honor our commitments, own mistakes, and deliver under pressure with credibility



Agility & Innovation

We iterate, evolve, and question 'the way things are' to build smarter and faster



VIDSCOLA at a Glance

Where transformation meets capability building

The Region's Only Multi-Accredited Agile Learning Partner, delivering globally certified programs from ICAgile, Scrum Alliance, Kanban University, Scaled Agile, PMI, AI CERTs, and ITIL, with full rights to accredit professionals across roles.

Exclusive ICAgile Transformation Partner in the Region, officially recognized for delivering holistic Agile Transformation journeys, from strategic discovery and organizational diagnostics to training, coaching, framework deployment, and sustainable execution support.

VIDSCOLA is the only MENA-based Atlassian Gold Solution Partner holding Enterprise Strategy and Planning Specialization, with a strong track record in lean process design and enterprise reengineering, delivering enterprise-grade tooling, custom configurations, and seamless Jira and Confluence integration across scaled portfolios.

Powered by Industry-Leading AI Platforms, including Sinequa (Enterprise Search and Knowledge Discovery) and Aisera (AI Service Automation and Agentic Platforms), VIDSCOLA integrates world-class tools to enhance enterprise performance, automate workflows, and enable data-driven decision-making.

Trusted DevSecOps Enablement Partner, deploying world-class DevSecOps, and automation enablement programs, with a strong record of uplifting delivery performance and technical agility through bootcamps, diagnostics, and on-ground coaching.

Regional Learning Impact at Scale, with **60+** elite consultants, 12+ years of transformation success, and **23+** global technology alliances, VIDSCOLA has empowered **26,000+** learners through tailored learning journeys for leaders, agile teams, product owners, developers, and support functions.

Empowering End-to-End ITSM Solutions, by delivering comprehensive IT Service Management (ITSM) solutions that align technology, processes, and people to enhance service quality, improve operational efficiency, and drive continual improvement across enterprise environments.

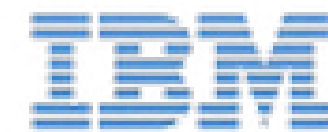
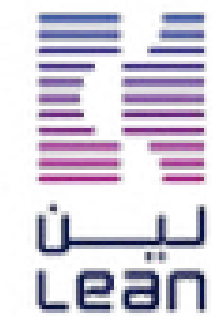


Regional Business Footprint

From Footprint to Future,
Transforming Across Borders



Some of our Client-Success Partners

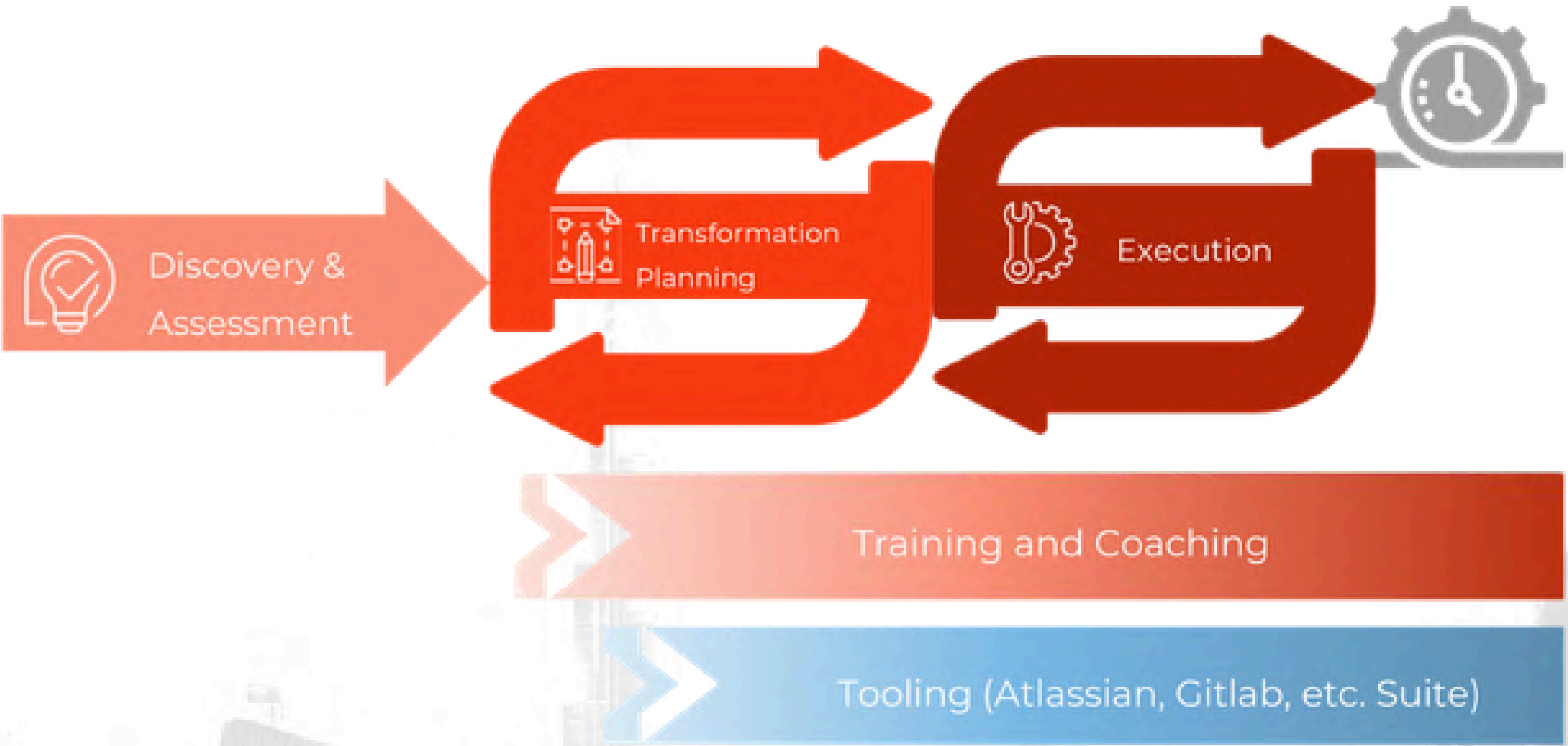




ENTERPRISE TRANSFORMATION VERTICLES

End-to-End Agile Transformation

Our team of consultants cover every facet of agile transformation, making VIDSCOLA your all- encompassing agile service provider



Innovation Transformation Path



- CX Competitive Landscape
- Market Scanning
- Build Empathy Maps



- High-Level Innovation Adoption Roadmap
- Detailed Implementation Plan for Phase 1

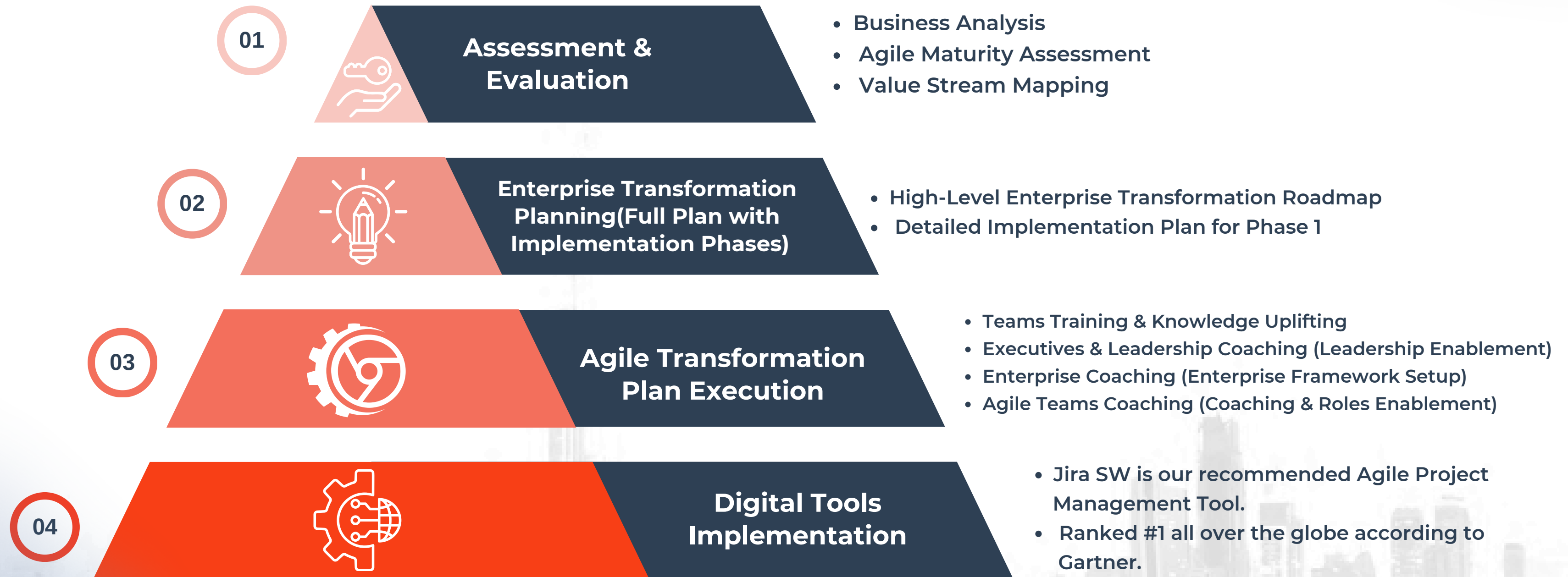


- Ideation
- New Product / Service Analysis
- Change Impact Assessment
- Prototyping



All the above steps are executed in collaboration with the Agile Development Teams, primarily the Product Managers/Product Owners.

Agile Development Transformation Path



DevSecOps Transformation Path

Assessment & Evaluation

- Technical Pipeline Assessment
- DevSecOps Team Practices Evaluation
- Technical Pipelines Design

01

DevSecOps Roadmap Planning (Full Plan with Implementation Phases)

- High-Level DevOps Roadmap
- Detailed Implementation Plan for Phase 1

02

DevSecOps Plan Implementation and Automation

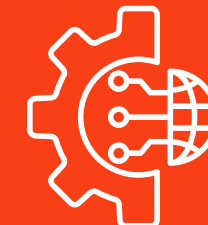
- Technical Pipeline Implementation / Renovation
- DevSecOps Teams Coaching on the New Processes

03

Digital Tools Implementation

- Bitbucket (Code Collaboration & Version Control)
- Bitbucket Pipelines (Continuous Integration)
- GitLab (Code Collaboration & Version Control)
- Jenkins (Continuous Integration); Etc. Many other tools could be considered based on the use case.

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ITSM Transformation Path



Assessment & Evaluation

- ITSM Process Assessment
- ITIL Maturity and Practices Evaluation
- Gap Analysis and Process Design
- ISO 20000 Audit (optional)



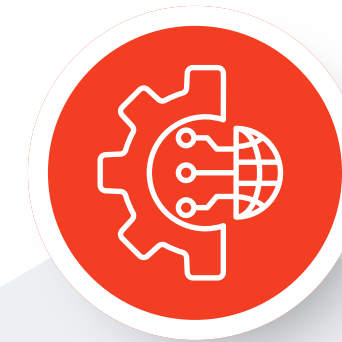
ITSM Roadmap Planning

- High-Level ITSM Roadmap (ITIL Adoption Level)
- Detailed Implementation Plan



ITSM Plan Implementation and Process Automation

- ITSM Tools Setup and Configuration
- Essential Service Lifecycle Processes Activation
- Service Request and Catalog Automation
- ITSM Teams Training and Coaching



ITSM Tool Integration

- Configuration with Knowledge Base
- Integration with Existing IT Systems (ex. AD, Monitoring and Alerting tools, etc.)

AI Transformation Vertex

01

Assessment & Evaluation

- Assessment of Business Goals
- Designing a Clear AI Roadmap



02

AI Roadmap Planning

- Translating Strategy into Measurable Outcomes by Aligning AI Initiatives with Organizational Needs.



03

AI ADOPTION & ENABLEMENT

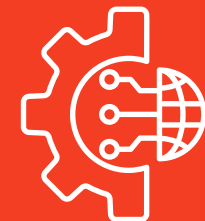
- AI Tools Setup, Configuration, and Integration
- Assisting Teams in Deploying AI Tools Effectively Across Workflows
- Our AI-recommended solutions include: Aisera and Sinequa



04

AI TRAINING & CAPABILITY BUILDING

- Upskill your workforce through structured learning paths, with AI+ Cert and Minnalearn Learning Courses.





**STRATEGIC, PEOPLE & ORGANIZATIONAL
ADVISORY SERVICES**

VIDSCOLA's Strategic Advisory Services

Where People-Centric Design Meets Strategic Enablement



OUR APPROACH

- We support organizations across the MENA region in unlocking the full potential of their people and organizational design.
- Our strategic advisory services follow a proven, phased methodology to ensure
 - context-aware strategies
 - inclusive stakeholder alignment
 - sustainable execution



OUR SERVICES INCLUDE

- Change Management Strategy & Execution
- People & Culture Transformation Programs
- Operating Model Design & Process Optimization
- Policies Development & Enablement
- Leadership & Talent Development Roadmaps
- Stakeholder Engagement
- Communication Architecture



OUR METHODOLOGY

- Discovery & Organizational Assessment
- Customization & Roadmap Development
- Enablement & Digital Integration
- Execution & Enterprise Rollout



ORGANIZATIONAL ENABLEMENT SERVICES

Execution | Insight-led Leadership & Culture Assessments

VIDSCOLA delivers highly customized leadership enablement programs that are insight-led, behaviorally anchored, and transformation-aligned. We blend diagnostics with purpose-driven coaching to build resilient leadership pipelines and scale leadership impact across organizations.

We empower leadership transformation through:

- Globally Recognized Assessments for leadership behaviors, culture, & talent readiness.
- Emerging Leader Acceleration Programs: High-potential development for first-line managers and future leaders.
- Culture & Values Alignment: tools & workshops to shape leadership behaviors around organizational purpose.



BARRETT VALUES CENTRE
CERTIFIED CONSULTANT

Execution | Coaching Services

Executive Coaching

We help executive & leadership teams become the real transformation catalyst and embrace the agile cultural shift. We identify success factors and address potential impediments to the Agile transition to ensure a smooth top-down approach to the transformation by focusing on strategy, organizational structure, operating model, people, technology, and more.

Enterprise Coaching

We review the overall enterprise design and strategically integrate the transformation processes by mapping Agile frameworks to different types of work. We facilitate an absolute adaptation to the new mindset, changes in processes, tools, techniques, and culture, across the enterprise, by focusing on Agile portfolio management and overall business agility.

Agile Team Coaching

We help the executive & leadership team become the real transformation catalyst, and embrace the agile cultural shift. We identify success factors and address potential impediments to the Agile transition to ensure a smooth top-down approach to the transformation by focusing on strategy, organizational structure, operating model, people, technology, and more.



Execution | Fully Blended Training

Accredited by ICAgile, Scrum Alliance, Kanban University, Scaled Agile (SAFe), PMI ATP, AI+ Certs, and ITIL.

We offer +55 courses, and have experience training some of the top 100 Companies in the Middle East and Africa regions.

VIDSCOLA is also the Premier Authorized Training Partner for PMI. During the execution phase of the transformation journey, we:

- Create a hands-on training environment to prepare your team for a smooth execution of the plan.
- Customize courses to the client's needs based on the plan created.
- We provide our training on-the-job, online, and in person.



DIGITAL TOOLING IMPLEMENTATION & ENABLEMENT

Business Enablement **Digital Tooling**



Gold
Solution Partner



As a Gold Solution Partner of Atlassian, we can now offer the complete Atlassian suite to help with your agile transformation. Vidscola is also the First Middle Eastern Atlassian Partner to achieve the Enterprise Strategy & Planning Specialization.


We can also assist you in implementing and customizing these products, providing ongoing support to your team.



Business Enablement **Digital Tooling**



As a strategic enabler of DevSecOps, we offer the full spectrum of GitLab capabilities to accelerate your CI/CD automation, security scanning, and release management. We support you across the entire DevSecOps lifecycle from code to production.

-  Package & Container Registry
-  Version Control & Merge Requests
-  Monitoring & Observability
-  Secrets Management

-  Source Code Management
-  CI/CD Pipelines
-  Static & Dynamic Security Testing (SAST/DAST)
-  Vulnerability Management
-  Unit, Integration & Performance Testing

Business Enablement **Digital Tooling**

As a strategic enabler of AI-driven transformation, we leverage world-class platforms to empower organizations in automating workflows, enhancing decision-making, and scaling intelligence across business functions. VIDSCOLA partners with global AI leaders to deliver enterprise-ready, secure, and scalable solutions.

SinequaCHAPSVISION
DATA MAKE SENSEAisera

Sinequa Capabilities include:

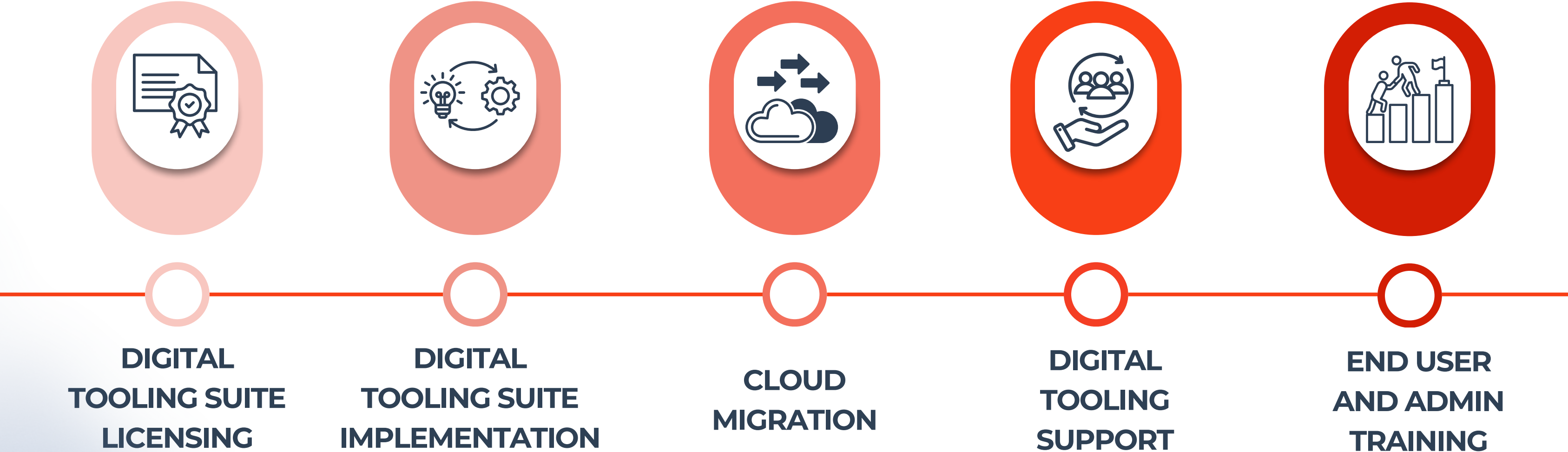
- Enterprise search across billions of documents
- AI-powered summarization with citations
- Multilingual NLP and secure access controls
- Knowledge management for innovation and productivity

Aisera Capabilities include:

- Generative AI-powered service automation
- LLM Gateway and model optimization for accuracy
- Self-service and conversational AI experiences
- Seamless integration with Jira, Confluence, and other enterprise systems

Our Digital Tooling Services

Our team of skilled experts will offer you the best consulting services to enhance your company's operations through the adoption of leading-edge digital and AI tools. We have Certified Professionals with an average of 15 years of experience in business transformation.





In Conclusion

- One-stop shop for your Agile and AI Transformation
- An exceptional team of 60+ experts with cross-industry experience
- Practical, hands-on coaching, training, and AI enablement
- Experience with Atlassian and leading AI platforms including Sinequa and Aisera
- In-depth expertise across the Middle East & Africa
- Proactive management that centers every decision around the client's success





Contact Us

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