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By AFAQ

Your Agile Evolution Journey Partner

BUSINESS PORTFOLIO

Updated (Q4) 2025

www.vidscola.com

4 Four Technology Partners

Gold Solution Partner

CHAPSVISION DATA MAKE SENSE

Aisera

GitLab

8 Eight Training partners

ITIL 4 Practitioner CERTIFIED

PMI Authorized Training Partner 2026

SCALED AGILE PARTNER BRONZE

KANBAN UNIVERSITY

ICAgile International Consortium for Agile

Scrum Alliance®

AICERTs®

MannaLearn

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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 from discovery and diagnostics to 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, 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.

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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

Trust is Our Foundation

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

Customer Centricity

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

Agility & Innovation

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

Continuous Growth

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

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VIDSCOLA **at a Glance**

Where transformation meets capability building

- **The Region's Only Multi-Accredited Agile Learning Partner**, delivering globally certified programs from I Agile, Scrum Alliance, Kanban University, Scaled Agile, PMI, AI CERTs, Minna Learn, and ITIL, with full rights to accredit professionals across roles.
- **Exclusive I Agile 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.
- With a strong track record in lean process design and enterprise reengineering, VIDSCOLA is the only MENA-based **Atlassian Gold Solution Partner** holding **Enterprise Strategy** *and* **Planning Specialization**, delivering enterprise-grade tooling, custom configurations, and seamless Jira, Confluence, Rove, Loom and many other Atlassian tools 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 Develops Enablement Partner**, deploying world-class Develops, 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,** 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.

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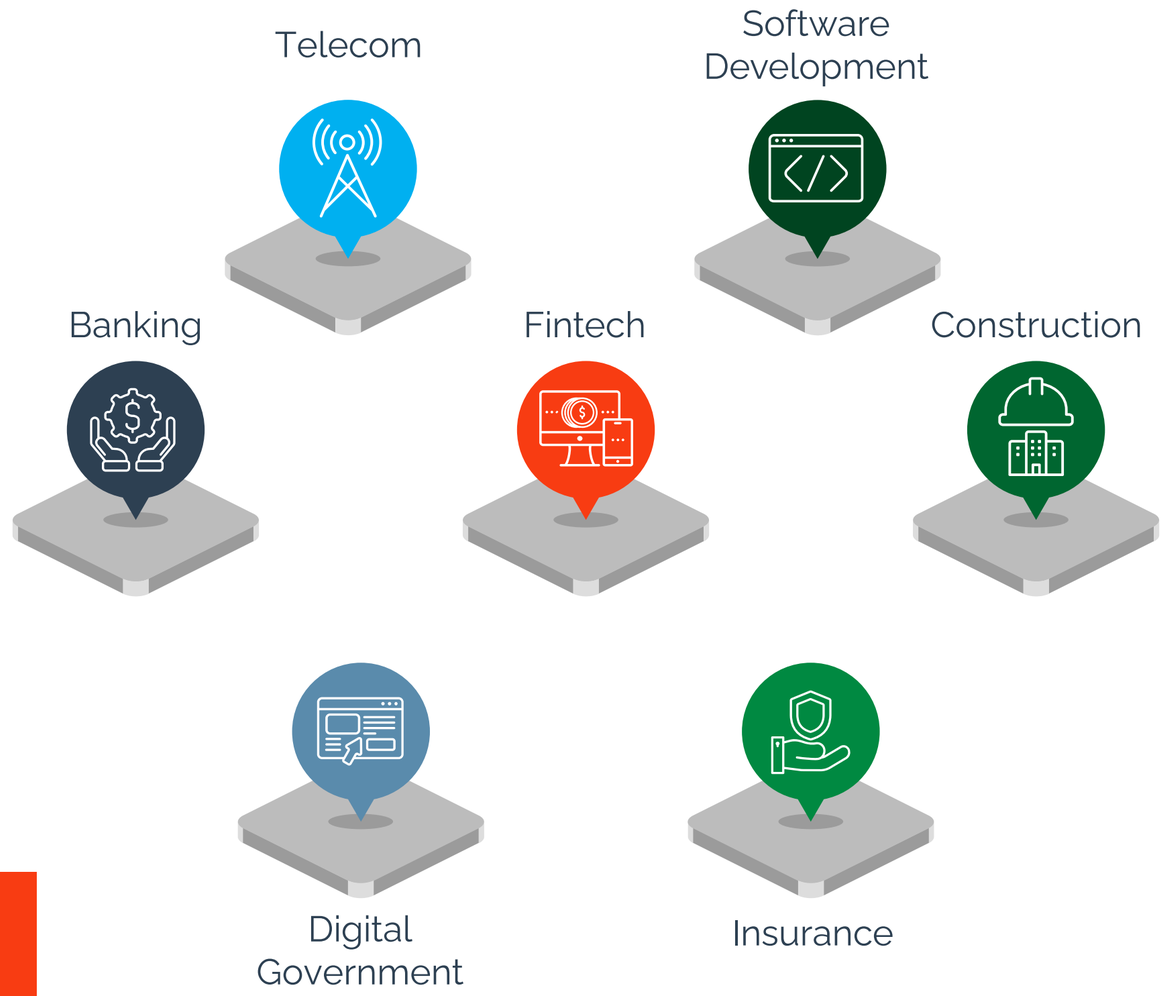
Regional **Business Footprint**

From Footprint to Future, Transforming Across Borders



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Some of our **Client-Success Partners**

ENTERPRISE TRANSFORMATION VERTICES

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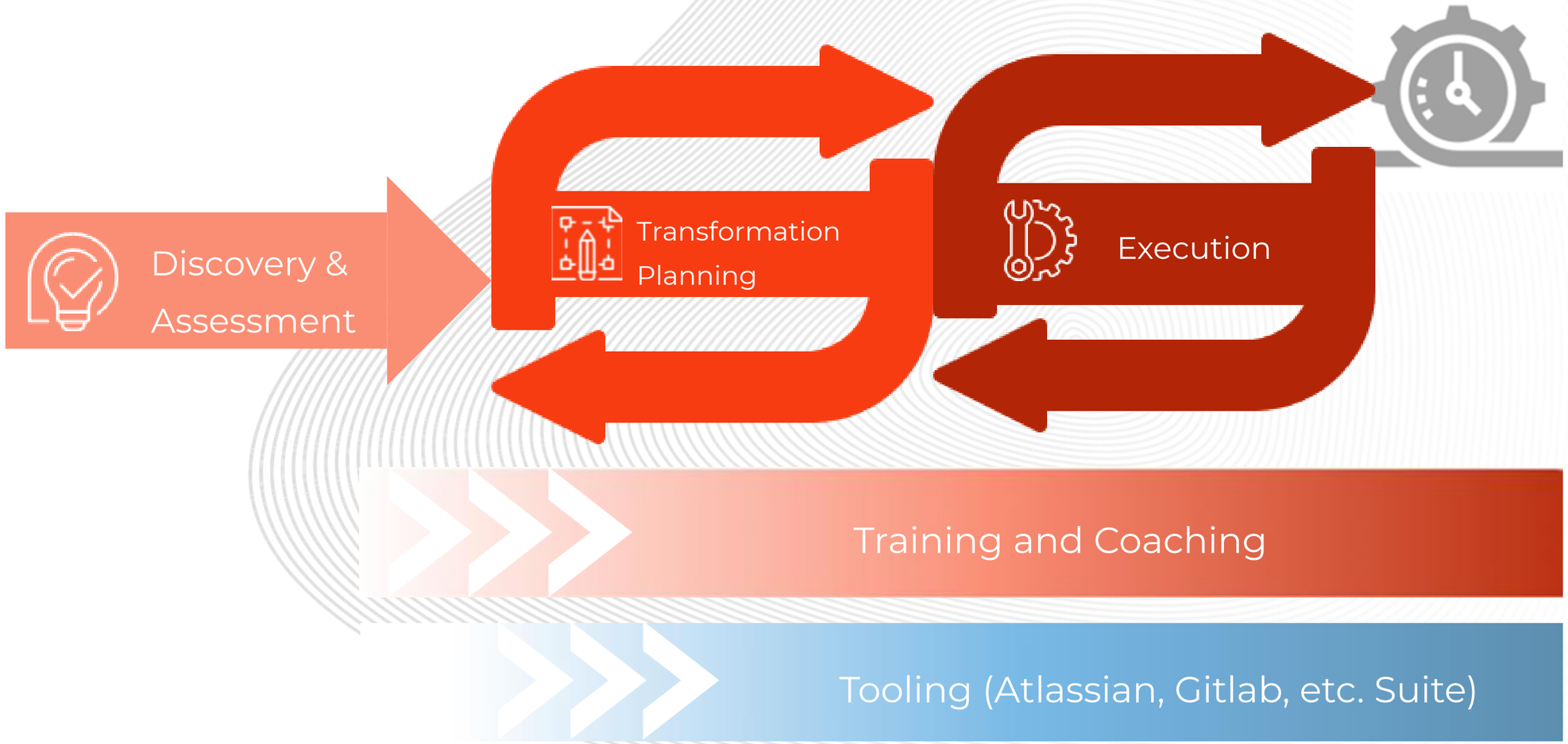
End-to-End Agile Transformation

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



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Innovation Transformation Vertex

Assessment & Evaluation

- CX Competitive Landscape
- Market Scanning
- Build Empathy Maps

Innovation Roadmap Design (Full Plan with Implementation Phases)

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

Innovation Hub Implementation (Full Design Thinking Framework)

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

Develop the Channels of Synergy

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

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Agile Development Transformation Vertex

Assessment & Evaluation

- Business Analysis
- Agile Maturity Assessment
- Value Stream Mapping

Enterprise Transformation Planning (Full Plan with Implementation Phases)

- High-Level Enterprise Transformation Roadmap
- Detailed Implementation Plan for Phase 1

Agile Transformation Plan Execution

- Teams Training & Knowledge Uplifting
- Executives & Leadership Coaching (Leadership Enablement)
- Enterprise Coaching (Enterprise Framework Setup)
- Agile Teams Coaching (Coaching & Roles Enablement)

Digital Tools Implementation

- Jira SW is our recommended Agile Project Management Tool.
- Ranked #1 all over the globe according to Gartner.

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Develops Transformation Vertex

Assessment & Evaluation

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

Develops Roadmap Planning (Full Plan with Implementation Phases)

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

DevOps Plan Implementation and Automation

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

Digital Tools Implementation

- Bitbucket (Code Collaboration & Version Control)
- Bitbucket Pipelines (Continuous Integration)
- GitLab (Code Collaboration & Version Control)
- Other Tools: (Jenkins, SonarQube, ….etc.)

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ITSM Transformation Vertex

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.)

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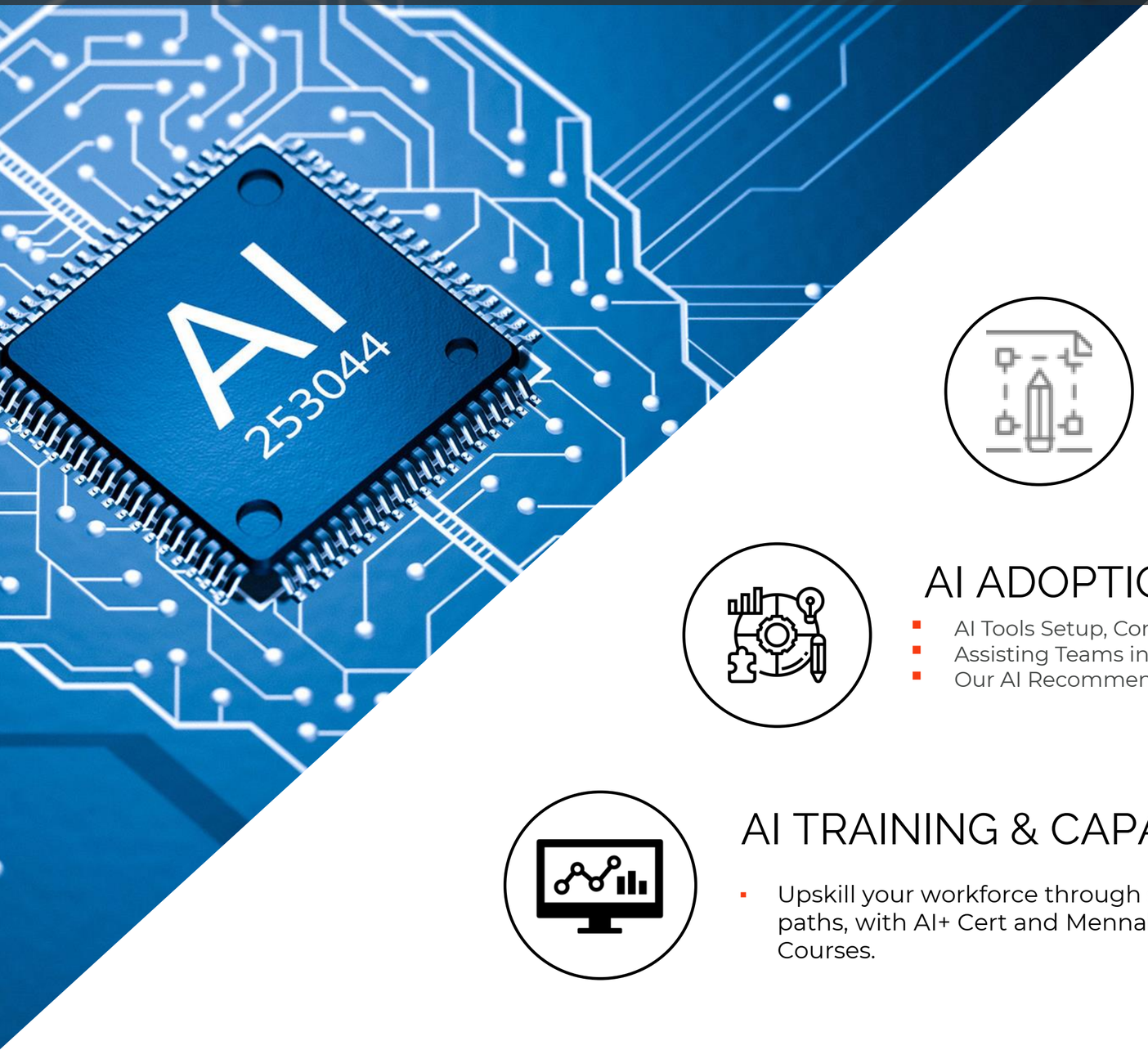
AI Transformation Vertex



Assessment & Evaluation

- Assessment of Business Goals
- Designing a Clear AI Roadmap

AI Roadmap Planning

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

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

AI TRAINING & CAPABILITY BUILDING

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

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STRATEGIC, PEOPLE & ORGANIZATIONAL ADVISORY SERVICES

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VIDSCOLA's **Strategic Advisory Services**

Where People Centric Design Meets Strategic Enablement

01 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.

02 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

03 Our Methodology

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

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ORGANIZATIONAL ENABLEMENT SERVICES

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HOGAN

RIVERWAVES

The British Psychological Society
Accredited

BARRETT VALUES CENTRE
CERTIFIED CONSULTANT

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.

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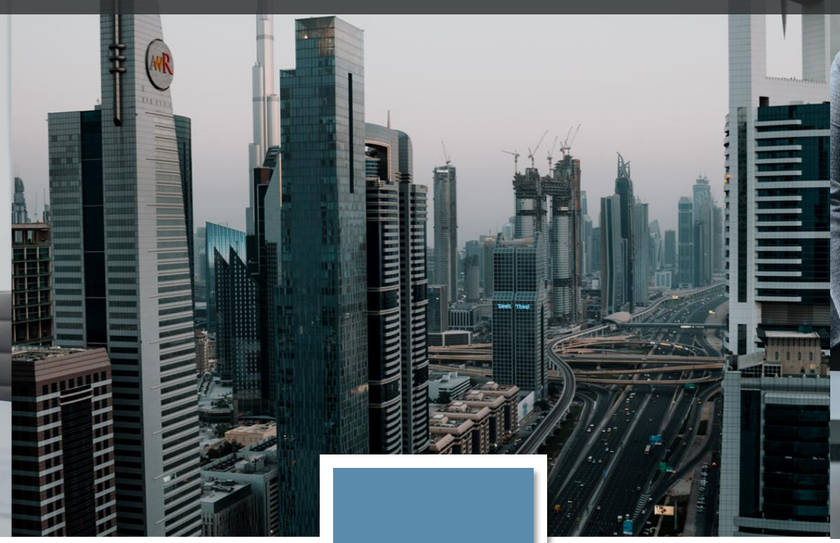
Execution | Coaching Services



01

International Coaching Federation

Executive Coaching

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

02

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.

03

Agile Team Coaching

We collaborate with the teams undergoing the transformation to guide & assist them adopt the new practices, and way of work implementation, according to the adopted agile framework. This includes but is not limited to framework adaptation, associated agile artifacts and ceremonies, new roles definition and corresponding responsibilities We provide group and one-on-one coaching services.

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Execution | Fully Blended Training

Accredited by I Agile, Scrum Alliance, Kanban University, Scaled Agile (SAFe), PMI ATP, AI+ Certs, MinnaLearn, 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.

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DIGITAL TOOLING IMPLEMENTATION & ENABLEMENT

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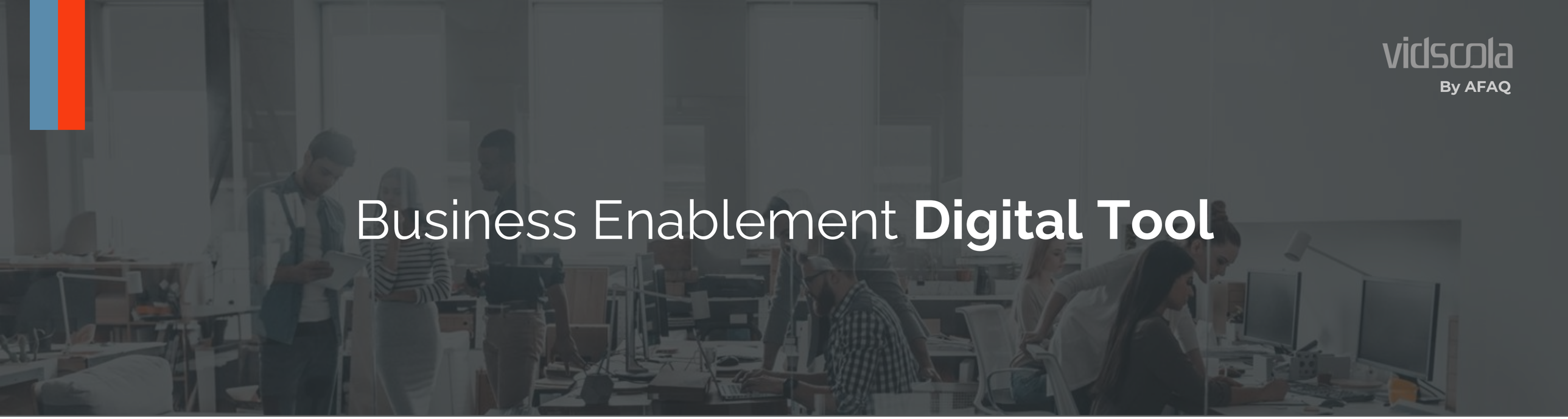

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Business Enablement **Digital Tool**

ATLASSIAN
Gold
Solution Partner

As a Gold Solution Partner of Atlassian, we can now offer the complete Atlassian suite to help with your agile transformation.

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

Jira Service Management
ATLASSIAN Trello
ATLASSIAN Talent
ATLASSIAN Bitbucket
Focus
Rovo
Loom
Bamboo
Confluence
ATLASSIAN Jira Align

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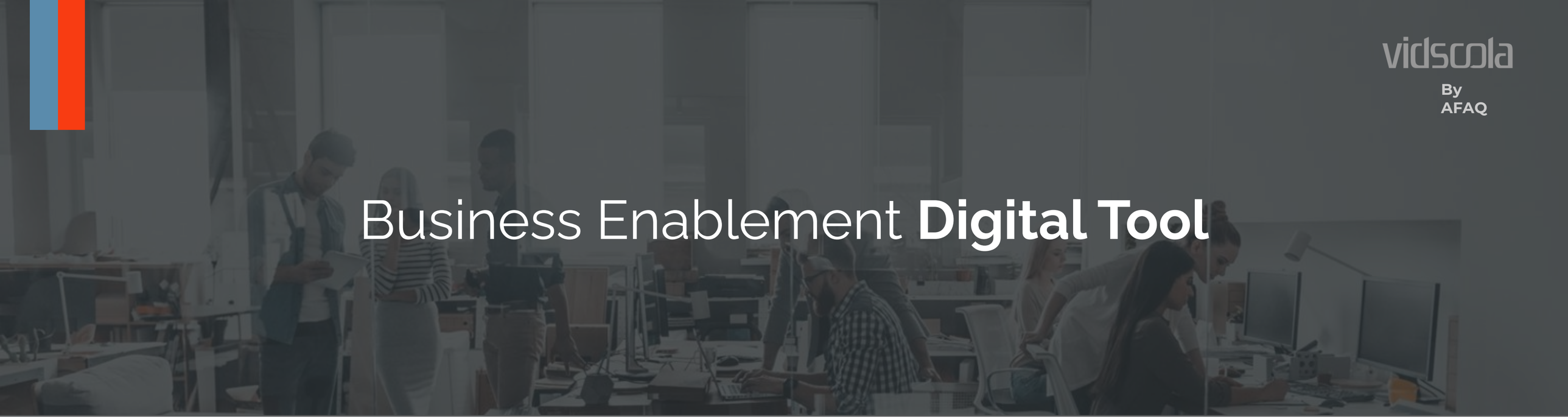
Business Enablement **Digital Tool**

GitLab

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

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

- 📦 Package & Container Registry
- 🔁 Version Control & Merge Requests
- 📊 Monitoring & Observability
- 🔑 Secrets Management



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Business Enablement **Digital Tool**

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.

Sinequa CHAPSVISION DATA MAKE SENSE Aisera

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

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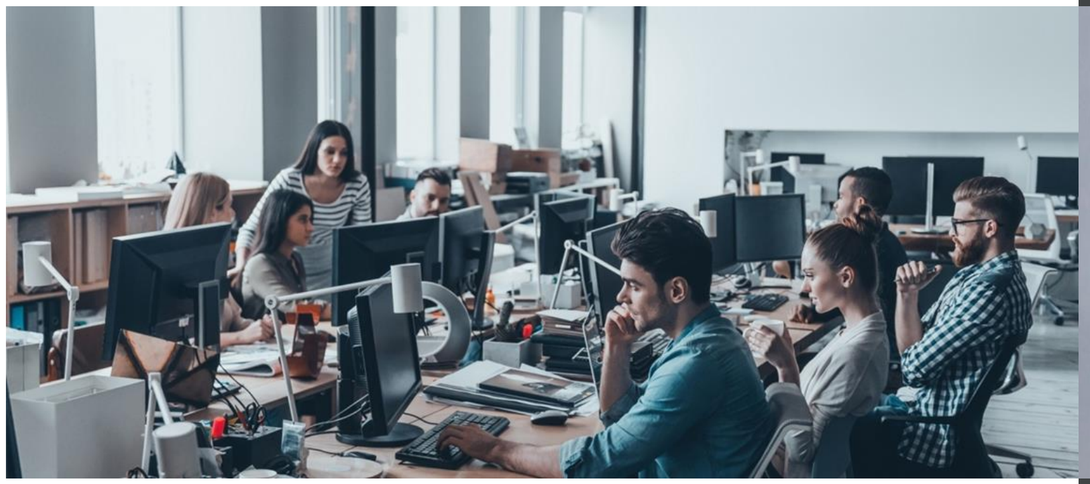
Our Digital Tooling **Services**

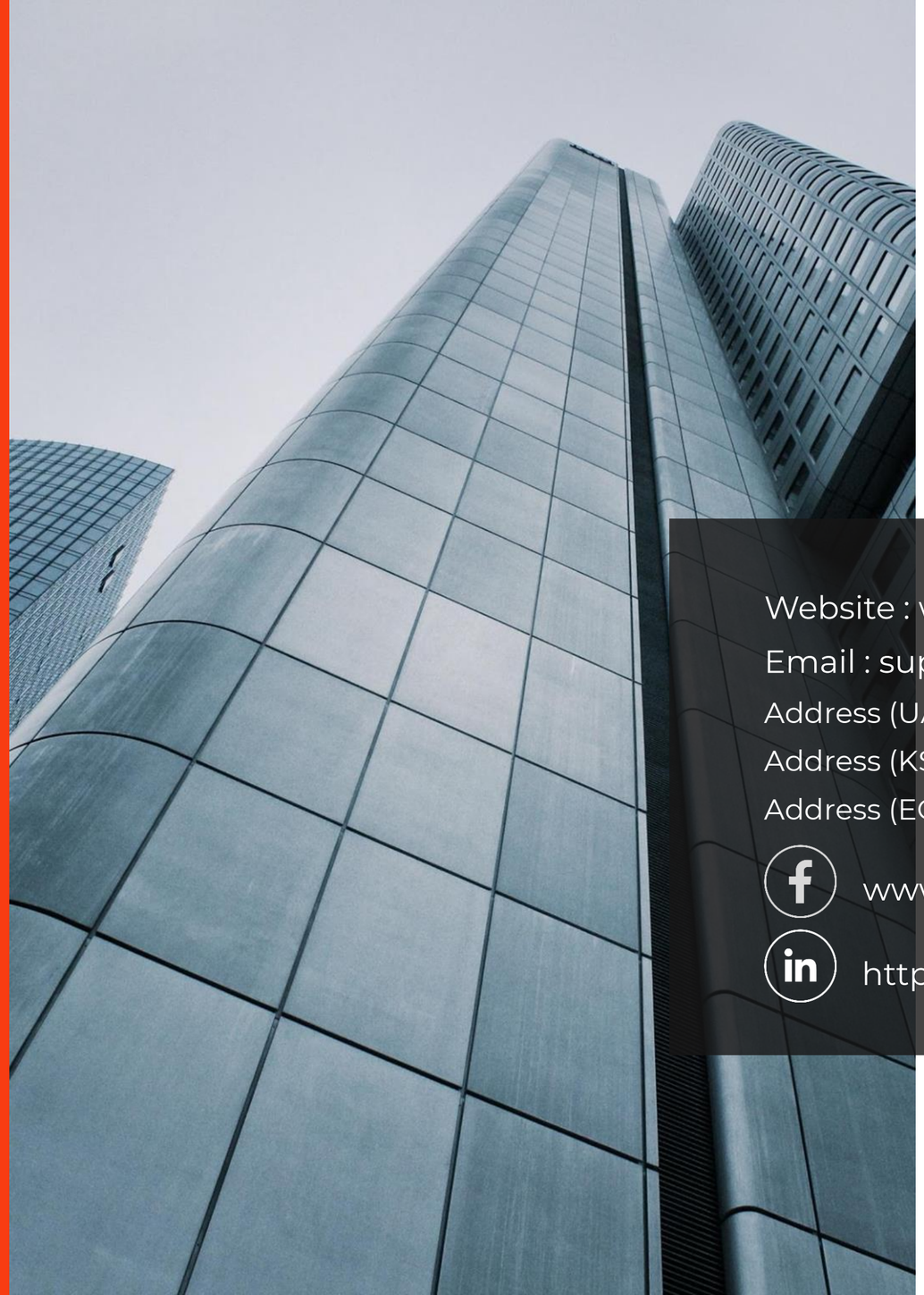
Our team of skilled experts will offer you the best consulting services to enhance your company's operations through the adoption of leading-edge digital and AI tools. We have Certified Professionals with an average of 15 years of experience in business transformation.

DIGITAL TOOLING SUITE LICENSING	**DIGITAL TOOLING SUITE IMPLEMENTATION**	**CLOUD MIGRATION**	**DIGITAL TOOLING SUPPORT**	**END USER AND ADMIN TRAINING**



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



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