

# BUSINESS PORTFOLIO

Your Agile Evolution Journey Partner

4 Four Technology Partners

8 Eight Training partners

 Gold Solution Partner  CHAPSVISION DATA MAKE SENSE  Aisera 



Your Agile Evolution Journey Partner

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## **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.

# **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

## **VISION**

to integrate the organization and its people to realize enabling enterprise,

transform the business strategy, systems, and people evolve together to meet the challenges of tomorrow. We aspire to lead

the way in shaping adaptive, innovation-driven



# **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

# 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.
- 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 and Confluence integration across scaled portfolios.



# VIDSCOLA at a Glance

Where transformation meets capability building

- 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**, 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

Telecom



Software Development



Banking



Fintech



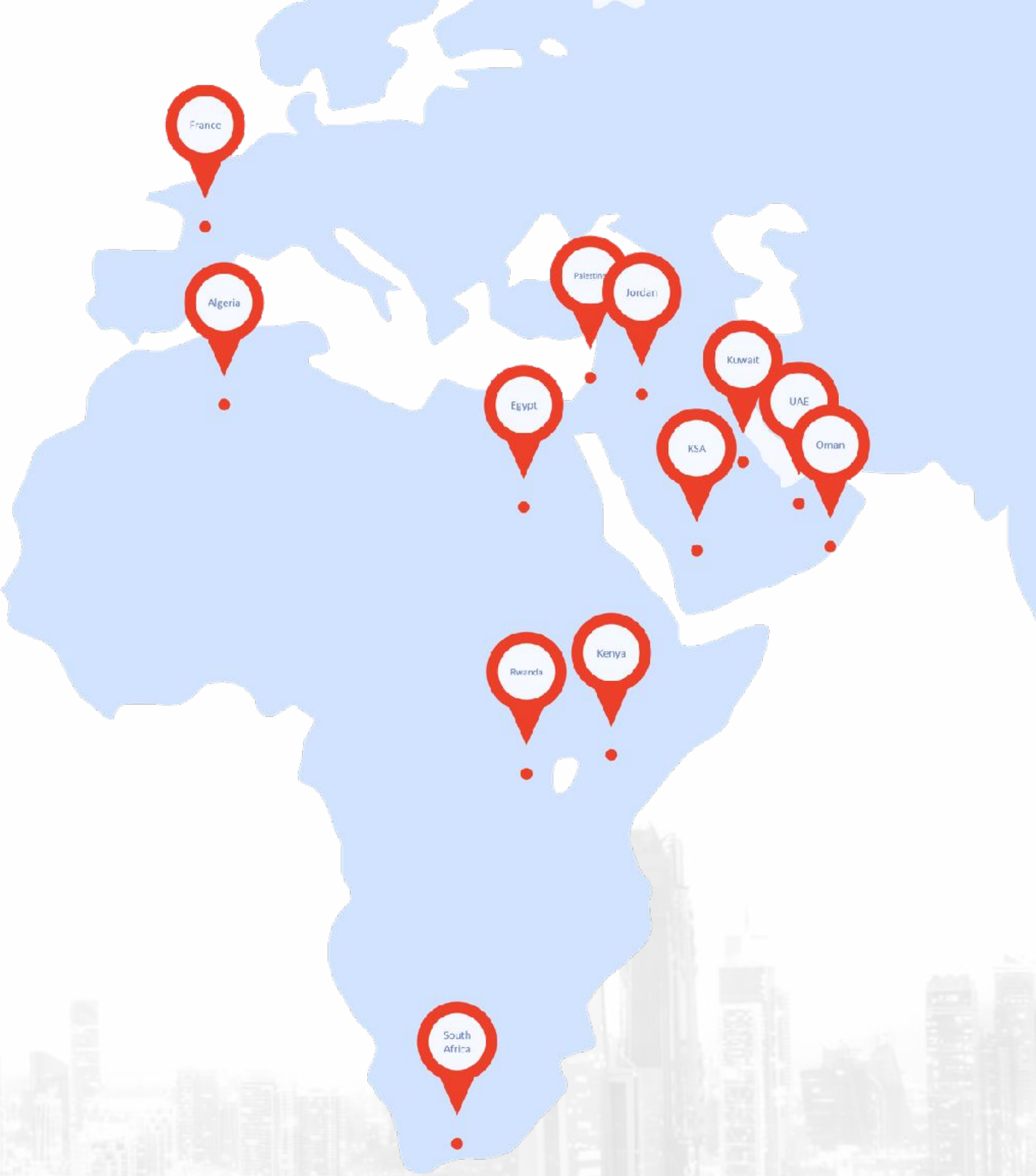
Construction



Digital Government

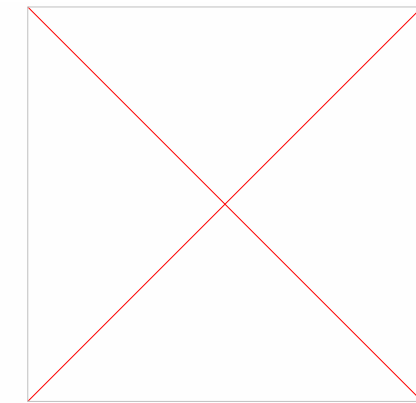


Insurance

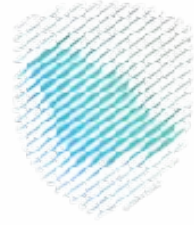


# Some of our Client-Success

## Partners



# Some of our **Government Partners**



هيئة الزكاة والضريبة والجمارك  
Zakat, Tax and Customs Authority



**SANS**  
خدمات الملاحة الجوية السعودية  
Saudi Air Navigation Services



بنك التنمية الاجتماعية  
SOCIAL DEVELOPMENT BANK



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for Social Insurance

مركز التأمين  
الصحي الوطني  
Center for National Health Insurance



دائرة الثقافة والسياحة  
DEPARTMENT OF CULTURE  
AND TOURISM



هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY

جمارك أبوظبي  
ABU DHABI CUSTOMS



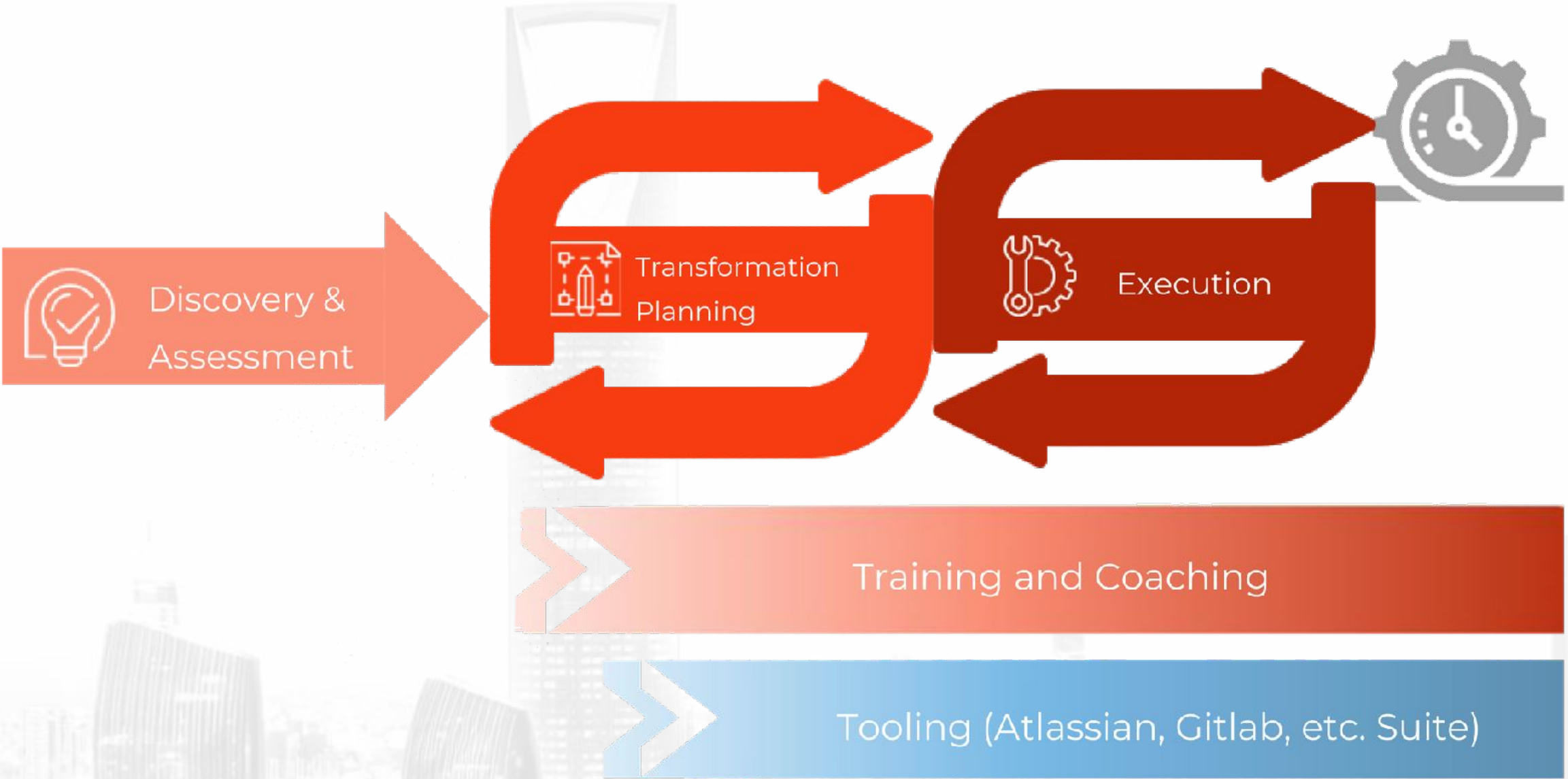
الهيئة الاتحادية للهوية والجنسية  
FEDERAL AUTHORITY FOR IDENTITY & CITIZENSHIP



**ENTERPRISE**  
**TRANSFORMATION VERTICLES**

# End-to-End Enterprise Transformation

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



# Innovation Transformation Path

## 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.

# Agile Development Transformation Path

01

## Assessment & Evaluation

- Business Analysis
- Agile Maturity Assessment
- Value Stream Mapping

02

## Enterprise Transformation Planning(Full Plan with Implementation Phases)

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

03

## Agile Transformation Plan Execution

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

04

## Digital Tools Implementation

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

# 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)
- Full pipeline tools design and integration.

04

# 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

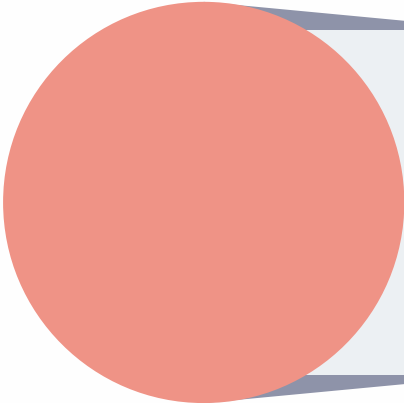
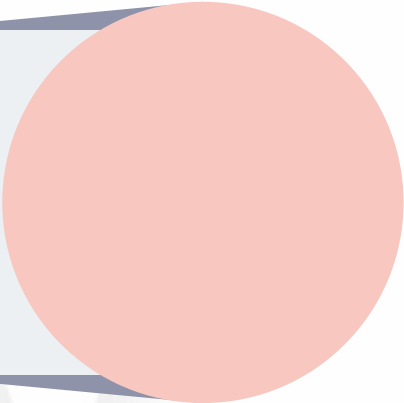
- Configuration with Knowledge Base
- Integration with Existing IT Systems (ex. AD, Monitoring and Alerting tools...etc.)

# AI Transformation **Vertex**

01

## Assessment & Evaluation

- Assessment of Business Goals
- Designing a Clear AI Roadmap



## AI Roadmap Planning

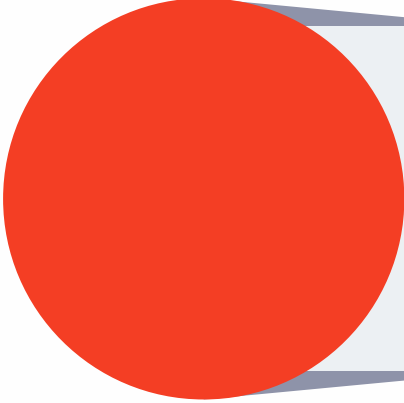
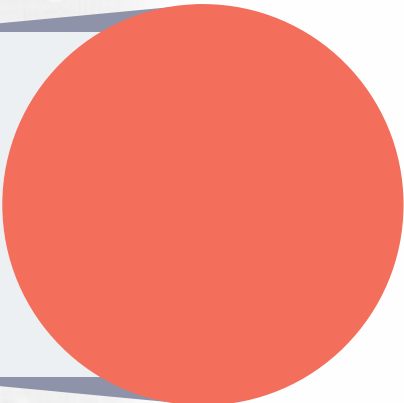
- Translating Strategy into Measurable Outcomes by Aligning AI Initiatives with Organizational Needs.

02

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



## AI TRAINING & CAPABILITY BUILDING

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

04



**ORGANIZATIONAL**  
**ENABLEMENT SERVICES**

# Execution | Insight-led Leadership & Culture Assessments

VIDSCOLA delivers highly-customized, insight-led leadership transformation through: 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.

- 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.



# Execution | Coaching Services

## Executive

### Coaching

We help executive & leadership team 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

## 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

## Agile Team Coaching

We help executive & leadership team 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

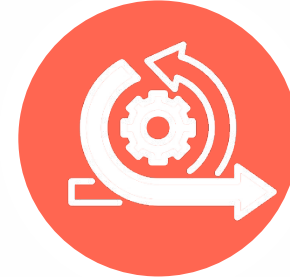
# VIDSCOLA's Strategic Advisory Services

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 METHODOLOGY

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



## OUR SERVICES INCLUDE

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



# Execution | Fully Blended Training

Accredited by I Agile, 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



Gold Solution Partner

## Toolin



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 of these products providing ongoing support to your team.



# Business Enablement Digital Tooling GitLab

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.



## **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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