

COMPANY PROFILE · 2026

Enterprise technology, run end to end.

IMPLEMENT · MIGRATE · MODERNIZE · MANAGE

SAP Gold
PARTNER

AWS
Advanced
TIER SERVICES

13+ Years
DELIVERING

MEA +
Caspian
DELIVERY
FOOTPRINT

WHO WE ARE

A partner across the full technology lifecycle.

For over thirteen years, Phoenix Consulting has stood beside enterprises across the Middle East, Africa and the Caspian as they modernized the systems that run their business — finance, people, supply chain and reporting. First on SAP, then on the cloud, and now with data and AI on the same foundation.

One principle holds across every engagement: the customer's outcome comes first, the technology serves that outcome, and the team stays close enough to be accountable for what goes live in production.

Your transformation. Our expertise.

THE PHOENIX PROMISE



13+

YEARS
DELIVERING

24/7

MANAGED
SERVICE

60+

ENTERPRISE
REFERENCES

90+

SAP CONSULTANTS &
CLOUD ENGINEERS

WHAT WE DO

Four practices. One operating posture.

SAP is our proven core. Cloud and Data & AI extend it. Managed Services keep it all running — under one roof, one accountable partner across the full lifecycle.

SAP

SYSTEM OF RECORD

Full-lifecycle SAP delivery across every module and delivery model — on RISE, cloud or on-premise. A dedicated HCM & SuccessFactors practice.



Cloud

AWS-LED, MULTI-CLOUD

Landing zone, migration, modernization and cost optimization. AWS Advanced Tier — and delivered on Azure and Huawei when the estate demands it.



Data & AI

FRONTIER PRACTICE

Enterprise data platforms and GenAI copilots — grounded in over a decade of SAP-data heritage carried into the new stack.

Managed Services

RUN & OPERATE

24/7 application management for SAP, cloud and data — one accountable service lead, and a single point of contact that keeps the estate healthy.

HOW WE DELIVER

The way we work.

01

Outcome first

We start from the business result you need. The technology decision follows from it — never the other way around.

02

Close & accountable

Delivery teams stay near the work. Named leads own what reaches production — from build through run.

03

One partner, full lifecycle

Implement, migrate, modernize and manage under one roof — no hand-offs, no gaps between vendors.

TECHNOLOGY WE WORK WITH



THE OPERATING PRINCIPLE

The customer's outcome comes first. The technology serves the outcome — and the team stays accountable for what goes live.

SAP • PROVEN CORE

The region's most demanding SAP estates.

SAP is the system of record Phoenix knows best. We deliver across every functional area and every delivery model — greenfield, conversions, upgrades and multi-country rollouts — on RISE, cloud or on-premise.

Finance & Controlling

The financial backbone — general ledger, controlling, treasury and consolidation.

Supply Chain & Operations

Manufacturing, warehouse, maintenance and long-cycle projects.

DEDICATED

HCM & SuccessFactors

The dedicated people-systems practice — HR, payroll, talent, learning and time.

Procurement & Ariba

Source-to-pay, with supplier management joined back to the core.

Analytics & Planning

SAP-native reporting and planning that leadership can trust.

Technology & Integration

The platform layer — BTP, integration, custom development and security.

DELIVERY MODELS

Greenfield

Brownfield

Upgrade

Global rollout

DEPLOYMENT OPTIONS

RISE with SAP

SAP on cloud

On-premise

CLOUD · AWS-LED, MULTI-CLOUD

AWS-led cloud transformation.

We lead with AWS — landing zone, migration, modernization and cost optimization — and deliver where the workload actually needs to live. Azure and Huawei are included where customers already run.

Landing Zone

ASSESS

Foundations, guardrails and security posture — production-ready from day one.

- Control Tower & multi-account setup
- Network & security guardrails
- IAM, logging & compliance baselines

Migration

MOVE

Lift, refactor and re-platform — including SAP on AWS at scale, funded by AWS MAP.

- SAP on AWS — RISE & native
- Database & workload migration
- MAP-funded migration programs

Modernization

IMPROVE

Infrastructure, applications, data and databases, brought up to a cloud-native standard.

- Containers & serverless refactoring
- Database modernization — Aurora, RDS
- App & data platform re-architecture

Optimization & FinOps

RUN

Right-sizing, reserved capacity and observability — and owning the ongoing spend.

- Cost visibility, budgets & alerts
- Reserved Instances & Savings Plans
- Observability & auto-scaling

AWS-VERIFIED

Advanced Tier Services

SAP Competency

MAP-eligible

CloudFront

WAF · RDS · EC2

DELIVERED WHERE YOU RUN

AWS · Lead

Azure

Huawei

DATA & AI • FRONTIER PRACTICE

Where enterprise data meets applied AI.

AWS-first data and AI, built on over a decade of SAP-data context. The frontier we invest in — and the one place where we let results speak louder than intent.

Enterprise Data Platform

PROVEN

The governed foundation the rest is built on — one trusted source of truth across the estate.

- Lakehouse on AWS
- SAP Datasphere & BW integration
- Governed data pipelines
- Large-scale data migration

Document AI • Smart OCR

DEPLOYED

Turning unstructured documents into clean, system-ready data — live in production today.

- Arabic & English OCR
- IDs, invoices & handwriting
- Structured JSON output
- Bedrock-ready data feeds

GenAI, RAG & Agents

BUILDING

Grounded generative AI that reasons over your own enterprise knowledge, not the open internet.

- RAG knowledge bases
- Enterprise copilots
- Agentic workflows
- SAP Joule enablement

Applied & Industry AI

LIVE

Purpose-built models solving real operational problems — measured on business outcomes.

- Pricing intelligence
- Logistics & route optimization
- Fleet & driver performance
- Demand forecasting

SOLUTIONS WE'VE SHIPPED



PHOENIX

Smart OCR

AWS MARKETPLACE

Document AI in Arabic and English — structured JSON out to S3 and downstream SAP workflows.



PHOENIX

EstateEdge

PRODUCT LIVE

Real-estate and retail pricing intelligence — market movement surfaced for pricing and portfolio decisions.

MANAGED SERVICES · SAP AMS

SAP go-live is the beginning, not the finish line.

Once a solution is live, Phoenix AMS becomes a true extension of your operations team — support, enhancement, and hands-on day-to-day execution for the clients who want it.

24/7

Continuity for mission-critical processes

1

Single point of accountability

0%

Knowledge lost when experts move on

100%

On-premise compliant — no forced cloud

A LAYERED, CUMULATIVE SERVICE MODEL

L1

Helpdesk & user support

First-line support: user queries, access requests, ticket routing.

L2

Functional support

Configuration fixes, process defects and master-data corrections.

L3

Technical support

Basis, integration, development and performance tuning.

L4 DIFFERENTIATED

Managed operations

We run recurring processes on your behalf — not just fix them.

Engineered for the most demanding SAP estates.

Multi-country rollouts, complex integrations and mission-critical uptime — AMS built for scale, not just ticket queues.

MANAGED SERVICES · CLOUD, DATA & AI

The whole estate, run 24/7.

The same accountable service discipline extends across your cloud platform, data estate and AI models — operated, monitored and optimized so they stay secure, fast and cost-efficient in production.

24/7

Monitoring & incident response

99.9%

Platform availability target

<15m

Critical-alert response

1

Accountable service lead

OPERATED ACROSS EVERY LAYER

CloudOps

Platform & security

Landing-zone operations, patching, backup, DR and security posture on AWS.

DataOps

Pipelines & quality

Pipeline monitoring, data-quality checks and lakehouse operations that keep reporting trustworthy.

MLOps

Models in production

Model deployment, drift monitoring and retraining — keeping GenAI and analytics accurate.

FinOps DIFFERENTIATED

Cost ownership

Continuous cost visibility and optimization — we own the ongoing spend.

One desk for the entire estate.

SAP, cloud and data run under a single accountable service lead — one SLA, one point of contact, and no finger-pointing between vendors.

INDUSTRIES

Where we've proven it.

Energy & Resources

Oil & gas, mining and utilities — SAP-heavy estates, complex regulatory and JV structures.

Public Sector

Ministry-scale finance, HR and citizen-services platforms across the region.

Manufacturing

Discrete and process, including plant-level integration and supply-chain modernization.

Pharmaceutical

Manufacturing, distribution and serialization — GxP-compliant, validated workloads.

Healthcare

Hospitals and providers — patient, finance and supply systems on one estate.

Real Estate & Construction

Long-cycle estates — project systems, JVA and asset accounting with deep customization.

Ports & Logistics

Fleet, routing and terminal operations — applied AI riding on SAP foundations.

Telecom & Media

Billing, subscriber platforms and content operations at national scale.

Retail & Consumer

Omnichannel commerce, supply chain and demand forecasting across the region.

PARTNERSHIPS — PROOF, TIERED

STRATEGIC

SAP Gold • AWS Advanced Tier

SAP on AWS at scale is our commercial center of gravity.

PLATFORM

Huawei Cloud • Boomi • Microsoft

Certified where customers actually run — multi-cloud in practice, not slogan.

ECOSYSTEM

Fortinet • Palo Alto • Trend Micro • Salesforce

Security and networking, woven in where the engagement calls for it.

CERTIFICATIONS & COMPETENCIES

SAP Gold Partner

SAP S/4HANA

SuccessFactors

SAP Ariba

SAP BTP

AWS Advanced Tier

AWS SAP Competency

AWS MAP

Boomi Certified

ISO-aligned delivery

TRACK RECORD

Selected engagements.

2,500

USERS DIGITALIZED

Pharmaoverseas Group

PHARMA DISTRIBUTION

Egypt's largest pharma distributor moves SAP to the cloud.

20%

TCO REDUCTION

EGIC Group

MANUFACTURING

Plumbing market-leader upgrades to RISE on AWS in a month.

90%

BACKUP TIME CUT

Arab Developers Holding

REAL ESTATE

SAP refactored to HANA — with GenAI on top.

99.99%

AVAILABILITY

Damietta Alliance

PORTS & LOGISTICS

New Mediterranean hub port launches on SAP RISE + AWS.

24

BUSINESS ENTITIES

HSA Group

DIVERSIFIED CONGLOMERATE

Yemen's largest employer builds resilience on S/4HANA Cloud.

11x9s

DATA DURABILITY

Amer Group

REAL ESTATE

Mixed-use developer migrates SAP onto AWS.

SELECTED CLIENTS

ADNOC

Petrobel

SOCAR

ORYX

EGAS

Petrojet

Agiba Petroleum

Assiut Water

Damietta LNG

HSA Group

Pharmaoverseas

EGIC

Amer Group

Juhayna

Magrabi

El Araby

UniPharma

Arab Developers

Saudi Water
Authority

Damietta
Alliance

A selection from 60+ enterprise references across MEA and the Caspian.

LET'S TALK

Let's talk about your estate.

Whether it's an SAP implementation or a move to cloud, a data & AI acceleration, or the 24/7 managed services that keep it all running — we start with your business outcome. The technology conversation follows.

WEB

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DELIVERY FOOTPRINT

Cairo

REGIONAL HQ

Riyadh

KSA

Dubai

UAE

Baku

AZERBAIJAN

Your transformation. Our expertise.

CONTRACTING ENTITIES
HONG KONG · USA