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# Our Story

## A Quick Brief

IM Holding Arabia is a global, data-driven company that leverages digital technologies to propel business growth. As a leading provider of end-to-end digital solutions, we offer a comprehensive suite of services encompassing SEO, web and app development, hosting, security, and social media growth and marketing. Our innovative products and solutions are tailored to address the dynamic needs of diverse industries, including sports, health, education, and government. We are committed to driving full digital transformation for our clients and empowering them to achieve their business objectives.

Through our knowledge in these areas, we have been able to explore new industries such as plastic recycling, animal feed, recruitment, sports management, e-commerce, and consultancy. We have invested in all of these sectors in Saudi Arabia, United Arab Emirates, Qatar, and UK.

We are constantly looking for new ways to grow and expand. Our investments in these new industries are a testament to our vision and ambition.



# Company's Values

## **Innovation**

We embrace technology and cultivate innovation to drive transformative solutions for our clients and industries.

## **Customer-Centric**

We prioritize our clients' needs, striving to build lasting relationships and exceed expectations.

## **Agility**

We adapt quickly to the rapidly evolving digital landscape, ensuring our services and products remain at the forefront of change.

## **Collaboration**

We foster a collaborative environment where diverse talents come together to create innovative solutions and achieve shared goals.

## **Continuous Learning**

We value learning and growth, continuously expanding our knowledge and expertise to better serve our clients and drive innovation.

## **Global Vision**

We embrace opportunities on a global scale, expanding our presence to explore new industries and regions while maintaining a visionary perspective.



# MISSION

IM Holding Arabia's mission is empowering businesses through data-driven innovation and integrated digital solutions, driving growth and agility in a rapidly evolving landscape.

# VISION

IM Holding Arabia's vision is to be a global leader in digital transformation, catalyzing industries, and pioneering innovation worldwide.

# AIM

At IM Holding Arabia, our devoted aim is to drive expansion by harnessing technology and innovation, cultivating customer loyalty, and pioneering digital transformation across diverse industries.



# IM Holding Arabia's Success in Stats

25  
years in  
the market

3  
international  
awards

30<sup>+</sup>  
employees

1000<sup>+</sup>  
Clients

500<sup>+</sup>  
projects  
delivered

3<sup>+</sup>  
locations



# Our Clients



## Health & Hospitality



## Large Companies



## Education



## Sports



## Media



## Government



# Our Solutions

A photograph of two people in a rural, arid setting. On the left, a man wearing a red and white checkered headscarf and a light-colored long-sleeved shirt is gesturing with his right hand towards a mud-brick building. On the right, a person with a dark backpack and a blue t-shirt is seen from behind, looking towards the building. The building has a simple, rectangular structure with a flat roof. The background shows a clear, bright sky and some sparse vegetation. The overall scene suggests a field visit or a community meeting.



1

## Infrastructure as a Service (IaaS)

Provides the fundamental building blocks of IT infrastructure, including servers, storage, and networking.

2

## Platform as a Service (PaaS)

Offers a ready-to-use development environment, including operating systems, programming languages, and tools.

3

## Software as a Service (SaaS)

Delivers applications over the internet, accessible via a web browser.



4

## Hosting & Cloud Security Services

Protects data, applications, and infrastructure from threats.

5

## DevOps Services

Promotes collaboration between development and operations teams to automate and streamline software delivery.



6

## Digital Growth Services

Digital growth services are data-driven strategies that optimize a business's online presence. These services include:

- Digital Research & Strategic Consulting
- Brand Identity
- Website & App Development
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing
- Content Management Systems (CMS)
- CRM, ERP, and Chatbot Integration
- Analytics and Reporting

7

## Industry Solutions:

We offer tailored digital solutions for various industries, including education, real estate, enterprise, sports, and e-commerce. Our expertise extends to developing e-learning platforms, property listing websites, CRM systems, sports management tools, and more.

# How We Hustle

The background image is a low-key, atmospheric photograph of an outdoor setting. In the foreground, a stone wall with a metal railing runs across the frame. In the background, several people are visible, some wearing traditional Middle Eastern attire like keffiyehs and thobes. The scene is dimly lit, with a warm, golden light source, possibly the setting or rising sun, creating a hazy and contemplative mood. The overall color palette is muted, with greys, browns, and soft yellows.



## **We are customer-centric and data-driven**

1

Our customer-centric approach understands preferences, pain points, and behaviors. We craft resonating strategies, backed by data, optimizing marketing efforts for meaningful outcomes and enhanced customer engagement.

## **Our solutions are tailored to your specific needs**

2

We understand that no two businesses are the same, and generic solutions may not yield the desired results. That's why we take a personalized approach, tailoring our services to suit your unique needs and objectives.



3

## Help marketing leaders drive organic growth for their business

We empower marketing leaders to achieve organic growth. We create resonating strategies that foster loyalty and optimize marketing efforts. Our dynamic approach adapts to changing market trends, driving meaningful outcomes for your business.





4

## **We identify shifts in technology, trends, and customer behavior**

In today's rapidly changing business landscape, staying ahead requires a deep understanding of technological advancements, evolving trends, and shifting customer preferences. At our company, we specialize in recognizing and analyzing these crucial shifts. Our expertise allows us to provide valuable insights and strategic recommendations to navigate challenges and capitalize on favorable changes.

5

## **Drive integrated omnichannel marketing strategies**

In today's interconnected world, reaching customers through multiple platforms is vital. At IM Holding, we specialize in crafting integrated omnichannel marketing strategies. By blending various channels like social media, email, and websites, we create a consistent and captivating brand experience, expanding your reach and influence.

A person is riding a dark horse in a field at dusk or dawn. The horse is rearing up slightly. The rider is wearing a light-colored shirt and dark pants. The background is a soft, hazy landscape with a low sun or moon. The text "Awards & Testimonials" is overlaid in a large, bold, yellow font.

# Awards & Testimonials



# Our Awards



IEEE Best Portal  
Award



IM Holding CEO  
best CXO in MENA  
region



IM Holding CEO  
Innovation 1st Place  
Award London 2019



# Testimonials



Thank you for the outstanding service and knowledgeable team.

-Commercial Manager-



IM Holding Arabia team are mastering the growth digitally in the most efficient and optimized and professional manner.

-Marketing Director-



# Testimonials



**KENT COLLEGE**  
WEST CAIRO

I am thrilled to share my experience working with the team at IM Holding Arabia. From the start, I was impressed by their professionalism, friendliness and expertise in their field. They're super responsive and active, always keeping me informed and up-to-date on our project's progress. From the initial consultation to the final delivery, they were attentive to our needs and provided valuable insights to help us achieve our goals.

What impressed me most was their commitment to meeting deadlines. They delivered on time, which was a huge relief and a testament to their efficient project management skills.

- Senior Marketing and Communications Specialist-

# Contact Us



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