



Our story in the UAE

Nov 2023

Sulava in Numbers

2010

founded

~130

employees

14M+

turnover in euro (2022)

1M+

seats moved to Microsoft
cloud

Sulava in Brief

- Born straight in the cloud
- #1 Microsoft Partner in Finland
- Offices in Finland (Helsinki and Kuopio) and UAE (Dubai)
- Winner of tens of international awards
- 700+ customers operating in more than 100 countries
- 5 Microsoft Advanced Specializations
- Member of several exclusive Microsoft programs, like Security Elite Engineering
- Microsoft ESI Learning Partner
- Part of The Digital Neighborhood Group with more than 1200 experts



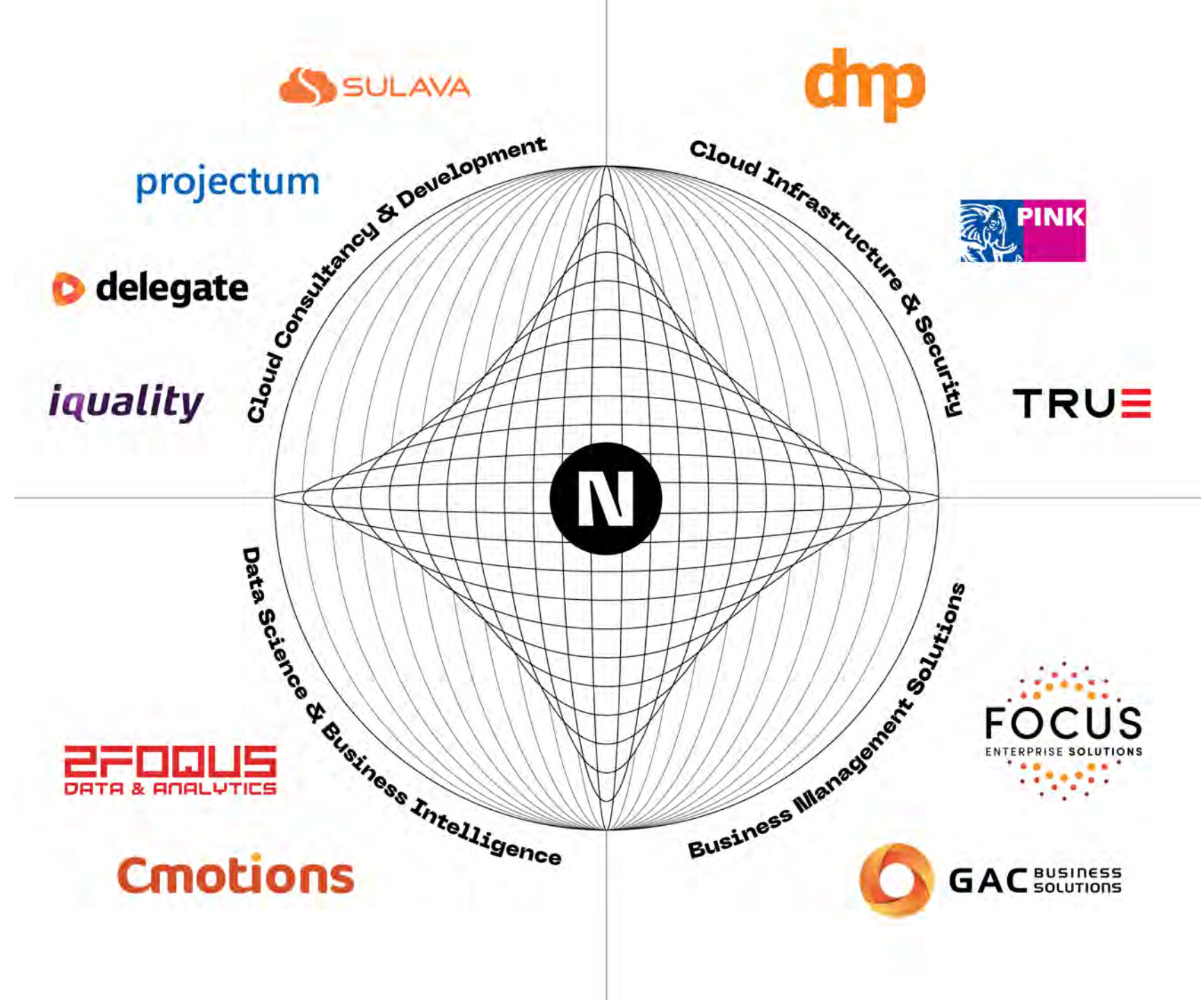
Microsoft in
Education Global
Training Partner



Sulava - The Digital Neighborhood company

- In 2022, Sulava joined to [The Digital Neighborhood Group](#)
- Sulava business is as earlier, with the same name and brand
- We focus on the well-being of our employees, the continuous development of our expertise, and the best customer experience
- We are the leader in the Microsoft cloud technologies
- The Digital Neighborhood companies share the same set of values
- British mutual fund EMK Capital ensures the future investments in rapid growth
- We have over 1200 experts in the group, all companies are leaders in our own fields
- Sulava customers have access to the expertise of our sister companies

Expertise of our sister companies



Road to Dubai

H1/2019

Project with the Emirates Group

- Microsoft Teams Adoption and Change Management

Q3/2019

The decision to open a subsidiary in the UAE

Q1/2020

Subsidiary operational in January
Covid Pandemic outburst in March

Start of operation

- As a result of very successful Teams ACM project with the Emirates Group, Sulava got an exclusive invitation to the region by Microsoft
- Specialist in Microsoft Cloud based services was highly sought after
- Microsoft helped onboarding by introducing us to major customers within the UAE
- First impressions:
 - Without exception the customers had the most exclusive licenses, but deployment rate was low
 - A lot of legacy on-premise solutions in use
 - Cloud transformation was road mapped to 2022-2023 timeframe

First years in business


- Everything changed in one night. Because of Covid outburst customers were forced to move to cloud immediately
- Sulava was helping majority of the largest customers simultaneously with their cloud transformation
- Priorities were:
 1. Enabling the remote work (Teams Deployment and ACM)
 2. Secure the environment (E5 Security Deployment)
- Customers to mention
 - Al Futtaim Group, Majid Al Futtaim, Etisalat, du, DFSA, Emirates NBD, EMAAR ...

Challenges

- Difficult to pass the procurement and therefore receive RFP's
- High-cost workforce vs low-cost workforce
- General expectation is that all the deployment & adoption work is included to license price
- Majority of our projects are dependent of Microsoft fundings

Achievements

- Despite being a relatively small Nordic based Microsoft consultant company we have managed to secure our footprint in the ME region
- Sulava is the UAE's Leading Partner in following Microsoft workloads
 - Teams ACM
 - Windows 365
 - Viva



Sulava helps the Emirates Group put Microsoft Teams at the center of its cloud adoption and change management transformation

With Emirates Group significant investment in Office 365 and Azure, Sulava focused to improve end-user adoption as Emirates transitions from their on-premises infrastructure to the cloud

Highlights

With advocacy and input from dnata's Head of Change Management and target business groups, Sulava prioritized adoption and change management over technical requirements.

Sulava targeted nine business groups at the Emirates Group, ranging in size from 10 to 12K employees and strategically selected internal champions to deliver Teams training based on key business needs.

After holding a workshop for each new Teams usage scenario and creating a proof of concept, Sulava co-produced and distributed scenario guides across the Emirates Group to drive adoption.

The challenge

The Emirates Group wanted to automate workflows and increase the number of workers using Office tools for email, calendaring, and collaboration. Employees used personal mobile devices to communicate internally via WhatsApp groups, which were time-consuming to create and manage. The Emirates Group wanted a more secure tool to protect sensitive data.

The solution

Sulava delivered a holistic Teams proposal to the Emirates Group that provided a unifying framework mapped to core business drivers such as communications, chat, collaboration, document management workflow, and online meetings. This framework prioritized Emirates Group business challenges while providing adoption and change management support through education and engagement with internal champions.




The results

- This engagement helped increase active monthly Teams users from under 3,000 to about 40,000 monthly active users in just three months and a 50-percent adoption rate.
- Solution results include adding online meetings with video, in compliance with government regulations, which was not possible before. (While many third-party apps are prohibited under the TRA, Microsoft Teams is whitelisted).
- The Emirates Group is able to better protect sensitive company and employee personal data by replacing unmanaged text and IM tools with Teams group chat and IM.
- To improve cabin crew communications, in 2020, Sulava will deploy automated Teams channels for pre-, and in-flight discussions, including post-flight briefings.

About Sulava:

- 2019 Microsoft Partner of the Year Finalist for Teamwork
- #1 Microsoft Partner in Finland
- Born in Microsoft cloud
- Adoption and Change Management Consultancy

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Goals for FY24

- Artificial Intelligence: Microsoft Copilot and Generative AI
- As a part of Microsoft Copilot Jumpstart Partner program, Sulava's main focus is now to help our customers to deploy AI in secure and controlled way in the Nordics and UAE

Generative AI can add between \$2.6 trillion and \$4.4 trillion worth of annual productivity globally.

McKinsey report Jun. 14, 2023

"AI is just at the beginning of the S-curve."

"Copilot is set to be as significant as the PC, revolutionizing our tech interactions and defining the future."

Satya Nadella, 2023


"In the near future, anyone who's online will be able to have a personal assistant powered by artificial intelligence that's far beyond today's technology."


Bill Gates, 9.11.2023



AI implementation requires a new approach


Work, as we know it, must be reinvented
Scope of the change is massive and will involve nearly everyone.


Implementation requires constant approach
Continuity is key – Old fashioned projects won't work


Out of the box solutions are not enough
Integrations with other systems and teaching AI the correct inputs and outputs is crucial.

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Questions?

Thank you

A growing, connected Neighborhood