



Silah Gulf and Kleptika announce Strategic Partnership for next generation Robotics and Process Automation solutions



Silah Gulf's CEO, Ricardo Langwieder-Goerner, Jo O'Flynn, CTO at Silah Gulf, Sandrine Piedras, GM at Kleptika and Thierry Petrens, Kleptika's Founder and Managing Partner.

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Silah Gulf and Kleptika, both leading specialists in innovative and premium Customer Experience (CX) solutions, join forces to revolutionize CX in the Middle-East by delivering next generation Robotics and Process Automation solutions. As companies in the Middle East are experiencing mounting pressure to drive efficiencies in today's highly competitive business climate, the design and management of both captive and outsourced operations, powered by RPA (Robotic Process Automation) and RDA (Robotic Desktop Automation), brings opportunities to drive substantial process efficiencies, reduce costs, increase flexibility and accuracy and ultimately enhance customer experience. With a proven track record in various industries, such as banking, insurance, energy, retail, and telecommunications, the RPA and RDA suite provided by Silah and

Kleptika enables businesses to execute critical operations more efficiently, more securely and with greater agility.

Silah Gulf's CEO, Ricardo Langwieder-Goerner added: "We are excited to launch innovative Robotics and Automation solutions together with Kleptika. With the Contextor Product line, we will revolutionize the way Businesses operate in the Business Process Management space in the region. Our Robotics and Process Automation suite will change the way Middle East businesses expedite core operational processes, ultimately improving their efficiency and their end user experience, while strengthening businesses' bottom lines"

"Our Contextor RPA and RDA solutions have a proven track record with blue-chip companies around the world. Our Unique Selling Proposition is their ability to adapt to any environment, without accessing applications via APIs, and to simply and quickly create 360 views of the customer, without impacting security and confidentiality," stated Thierry Petrens, Founder of Kleptika. There is no question businesses growth and efficiency are restricted by traditional manual processes. They need to get the robot out of the human to drive operational benefit and compete and win in today's dynamic business environment."

About Silah Gulf:

Silah Gulf is a premium, multi award winning customer experience solutions provider headquartered in the Kingdom of Bahrain. Silah was launched in 2009 as a Joint Venture in the Middle East region by UK based Merchants (Dimension Data) and Bahrain's Information & eGovernment Authority and has operations in Bahrain, Kuwait, Saudi Arabia and the UAE. Silah has a workforce of over 800+ professionals and specialises in end-to-end customer experience solutions in the Telecom, Banking, Government, Retail and Travel sectors.

For more information: www.silah.bh

About Kleptika:

Kleptika is a leading international specialist in building and operating innovative and agile customer experience solutions, delivering services tailored to the needs of consumers and businesses across the Middle East and Africa markets. As a community-focused company, we are guided by our vision of enriching people's lives and help them achieving their full potential. Kleptika ensures sustainability, profitability and performance of daily operations based on pragmatic experiences, international standards, and tailored technology.

For more information: www.kleptika.com

About Contextor:

Contextor is the European leader in the design and integration of innovative software solutions based on the performance of real-time increased interactions. Contextor is a smart software that streamlines business processes, automates repetitive tasks, helps end-users focus on added value tasks, and allows them to be more efficient through next-best-action guidance.

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