ROAMWORKS partners with Microsoft, as their ISV, to exhibit in GITEX 2018

Showcasing two Azure-based solutions

DUBAI, October 10, 2018: *ROAMWORKS*, MEA's (Middle East and Africa) leading IoT solutions provider and thought-leader, is partnering with **Microsoft**, as their Independent Software Vendor (ISV), at MENA's biggest technology conference **GITEX 2018**, to showcase two Azure-based solutions.

Microsoft is hosting its significant technology partners in the region at their pavilion at the conference, which is being held at Dubai World Trade Centre, from 14 – 18 October 2018. *ROAMWORKS* is one of the exclusive partners offering cutting-edge tracking and monitoring applications for Heavy Equipment and Cargo Security industry.

ROAMWORKS will be onboarding the Heavy Equipment Monitoring application, namely HEMS, and related workloads on to Azure cloud by mid-October. This migration allows for us to provide a high quality of service to our customer base, and the flexibility to scale our infrastructure as the organization evolves. The Azure platform will facilitate rapid deployment, high availability, and high level of security which are all important components to host a mission-critical application such as HEMS.

HEMS is a robust, feature-rich application build to cater to a diverse asset portfolio spread across multiple locations. It comes equipped with 40+ dynamic, real-time Alarms and Notifications, 40+ Business Intelligence Reports, and visibility across 50+ usage parameters for multiple asset types.

The Cargo Security solution originally designed exclusively, and in partnership with Dubai Airports, addresses three key enablers of cargo operations – Visibility, Integrity, and Security. Allowing all stakeholders to access real-time cargo activity data throughout the trip. This solution is the winner of the title, "Most Innovative Security Software of the Year Award 2017."

Commemorating this partnership, **Amjad Khan, *ROAMWORKS'* Chief Technology Officer**, stated "Microsoft's unique distinguisher is the power of its richly integrated IaaS, PaaS and SaaS offerings. This gives us the ability to go-to-market with our end solutions quite rapidly, without hitting roadblocks on the infrastructure or the technical framework related matters. It was crucial for us to choose the right partner who has a long-term view of the IoT landscape, and a thorough understanding of its dynamics. Knowing Microsoft's plan with its Azure program for the next five years, am certain that this collaboration will benefit the growing IoT ecosystems of this region."

"Microsoft is truly a partner-led company," said Sherif Tawfik, Regional Director - Commercial, Partners, Channel & SME, Microsoft Middle East & Africa. "We have frequently argued the benefits of digital transformation – to engage customers, empower employees, optimise operations and reinvent products and services. But our partners are on the front line, proving it to customers. "***ROAMWORKS*** is a prime example of that with their cutting-edge solutions for the Heavy Equipment and Cargo Security industry. It is a great pleasure to have them participate with us at GITEX, so we can celebrate that innovation together. We look forward to continuing to work with them in the future, on our joint mission to help every individual and organisation on the planet to achieve more."

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About **ROAMWORKS**

ROAMWORKS provides a range of solutions that simplify remote asset monitoring and management, delivering real-time information to any desktop or device, anywhere in the world. Enabling Business optimization through areas around Operational efficiency, Maintenance efficiency and Security.

ROAMWORKS' pioneering IoT solutions are designed to help companies increase efficiency, reduce maintenance costs, and increase the visibility of their assets as they move from one destination to another. In addition to its award-winning Cargo Security solution, **ROAMWORKS** has three core product offerings – Tank Operations Monitoring Solution, which monitors the condition and movement of fixed and mobile tankers, such as an oil tanker; Heavy Equipment Solution, which monitors the location and performance of items such as generators, pumps and compressors used within construction; and Fleet Management Solution, which offers route management, real-time location data, vehicle performance data and insight into driver behavior.

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