

Cloud drives sustainable management and digital innovation

To become the region's first fully digitally enabled company, Bee'ah – the Middle East's sustainability pioneer– utilized Microsoft Azure. In record time, Bee'ah achieved the edge to innovate faster and has reduced total cost of ownership by 30%. Its Business Technology & Innovation (BTI) department has transformed from a support system to a business enabler.



Customer

Bee'ah Sharjah
Environment Co. LLC

Website:

<https://beeah.ae/en>

Country: UAE

Industry: Environmental, recycling and waste management

Customer size: 7,000+ employees

Customer profile

A pioneering force for sustainable innovations in the Middle East, Bee'ah is a public-private partnership company that was founded in 2007. Supported by a workforce of over 7000, Bee'ah is creating a better quality of life for all cities and communities in the MENA region and beyond.

Software and services

Microsoft Azure
Azure Cloud

“We’re launching the UAE’s first AI platform to digitize all our operations and services and deliver the highest levels of innovation and engagement at Bee’ah’s office of the future, all utilizing Azure cloud.”

Khaled Al Huraimel
Group CEO, Bee’ah

Driven by the belief that sustainability and technology are critical to creating a future-ready economy, Bee’ah has harnessed the power of technology and introduced world-class sustainable solutions to drive this future in the UAE. With ventures in industries ranging from Waste Management, to Environmental Consulting, Renewable Energy, Technology, Sustainable Transportation, and Training & Development, the company has set new benchmarks in sustainable innovation within the region.

Innovating in the Cloud

Bee’ah hasn’t slowed down in its drive to innovate. “Bee’ah has always been a technology-led organization, and we aim to be one of the most digitally enabled companies in the UAE by the end of this year. Microsoft has helped us design new digital experiences and a strategy based on cloud and AI to help change how people live, work and drive productivity.,” says Group CEO Khaled Al Huraimel.

The company needed a digital core for operations efficiency, a shared services center, reduced costs and the capacity to innovate with a new business model and new revenue streams. The solution had to be cost-efficient, flexible, scalable, and secure. This is why they chose Microsoft Azure.

Achievements in record time

“We renovated Bee’ah’s on-premises data centers and migrated their core ERP and Operations to Azure Cloud. myCloudDoor’s proprietary tool, myCloudInstant, made the work faster. SAP was migrated to HANA and the cloud at the same time,” says Microsoft Cloud Specialist Loubna Lakkis.

“This is a first in the MEA for SAP production workloads in Azure. The project was so agile, it took only two months and had little impact on end users,” points out Marcos De Pedro, CEO, myCloudDoor. “In fact, we’ve seen improvements in Core ERP and operations, 10x better performance in the new SAP HANA systems, and a reduction of 30% in total cost of ownership.”

Bee’ah now has the edge to create more applications and provide more services that perform better.

Technology driven business

“Through this technology, we have managed to move IT from a support function to a Business Value and Innovation enabler. We’re also delivering new revenue generating projects” says Al Huraimel.

For example, Bee’ah has set up a Waste Permit Digital Platform for the Hamriyah Free Zone Authority, that enables customers to apply for permits faster via BlockChain. “This portal was developed and deployed in a few weeks instead of months since we utilized Azure cloud,” he adds.

“But our ambitions for the region don’t stop there. We’re launching the UAE’s first AI platform to digitize all our operations and services and deliver the highest levels of innovation and engagement at Bee’ah’s office of the future, all utilizing Azure cloud,” announces Al Huraimel.

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customers.microsoft.com

Partner:
myCloudDoor FZE

Website:
<https://myclouddoor.com>

Digital transformation to:

- Optimize operations
- Transform product
- Transform business