

THE OMNIUM

H2 2025

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Welcome

We are thrilled to bring you the latest issue of The Omnia, packed with exciting updates, insightful articles, and news. We bring you the most relevant stories and developments across the region.

In this issue, we have some really exciting news to share. Omnia is now part of Globant, an AI powerhouse that helps brands like Formula 1, FIFA, Coca Cola, Adidas, Warner Bros, British Airways, AE and Google, digitally transform themselves and delight their customers.

This means we have an augmented wealth of new, groundbreaking technologies to offer to the region, elevating the digital transformation experience for our clients, past, present and future.

We bridge businesses & consumers through technology and creativity, building businesses and delivering a digital ecosystem that consumers love.

Stay tuned, for more updates on how we are leveraging Globant's AI capabilities to deliver incredible experiences across Sports, Tourism, Finance, Energy, Airlines and beyond. Check out some of their incredible work [here](#), and get a glimpse of what's coming to the region.



In Other News:

- **Client Spotlights:** Discover how our clients are leveraging solutions to achieve their goals with recent client work we have delivered over the last few months
- **Industry Insights:** Learn more about Generative AI and how it can help transform industries across the region.
- **Events:** We have had a very busy event season connecting across retail, financial services and sports, with GITEX being the biggest and best year ever! Smart Cities in Barcelona, and Riyadh upping its game with events in retail and tourism.

Thank you for being a part of our community. We hope you enjoy reading this issue as much as we enjoyed creating it for you. Buckle up and get ready to enjoy the last issue of The Original Omnia!

* As Omnia is now part of Globant, you may start to receive occasional emails from Globant relevant to your industry and region. If you don't want to receive emails from Globant in the future, you may [unsubscribe](#) or update your preferences [here](#).

SUCCESS STORIES



Early Childhood Authority

2025

How we migrated a
website to power the
future of children's
welfare

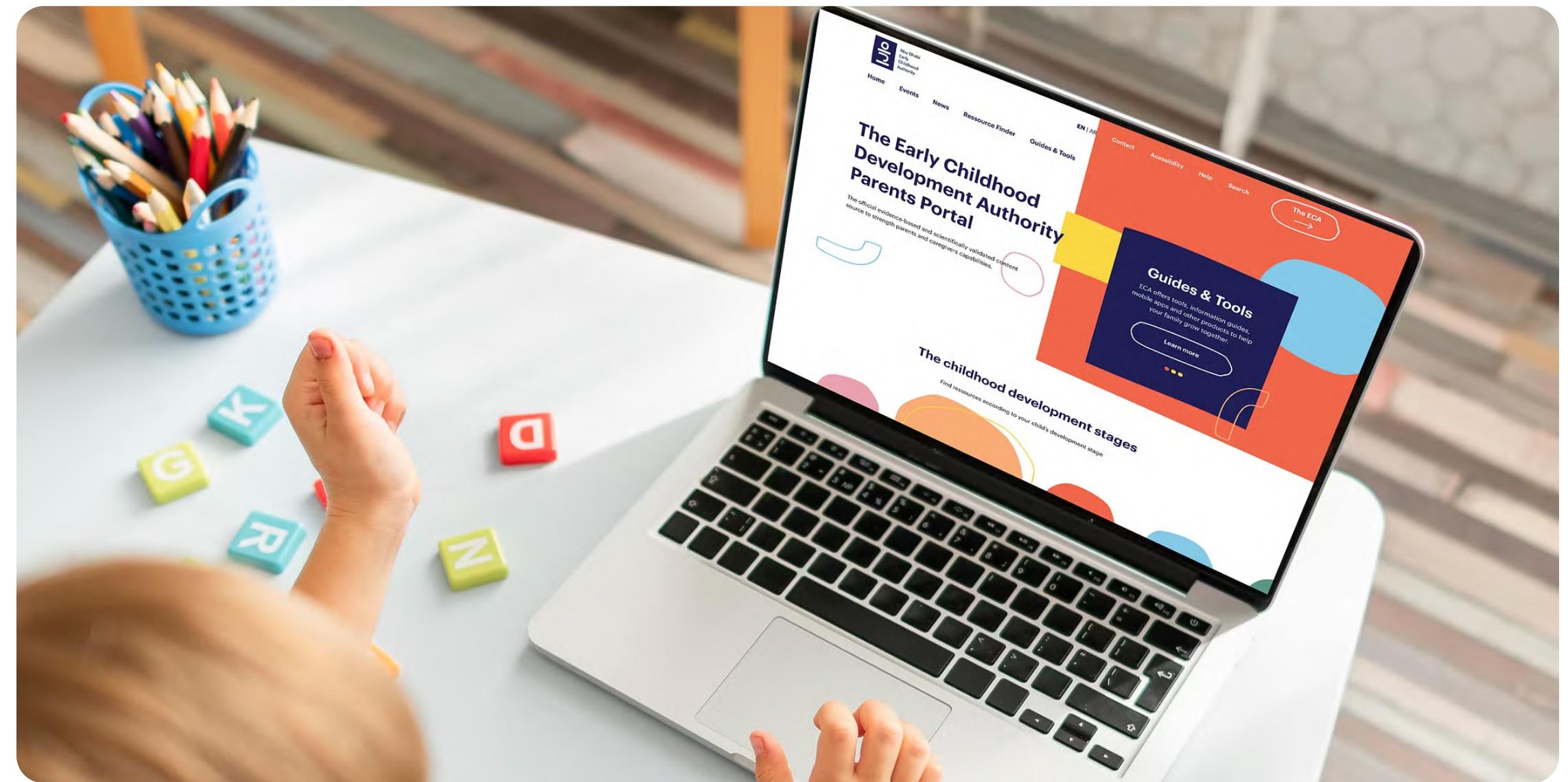
Credentials

Early Childhood Authority

Responsive website design

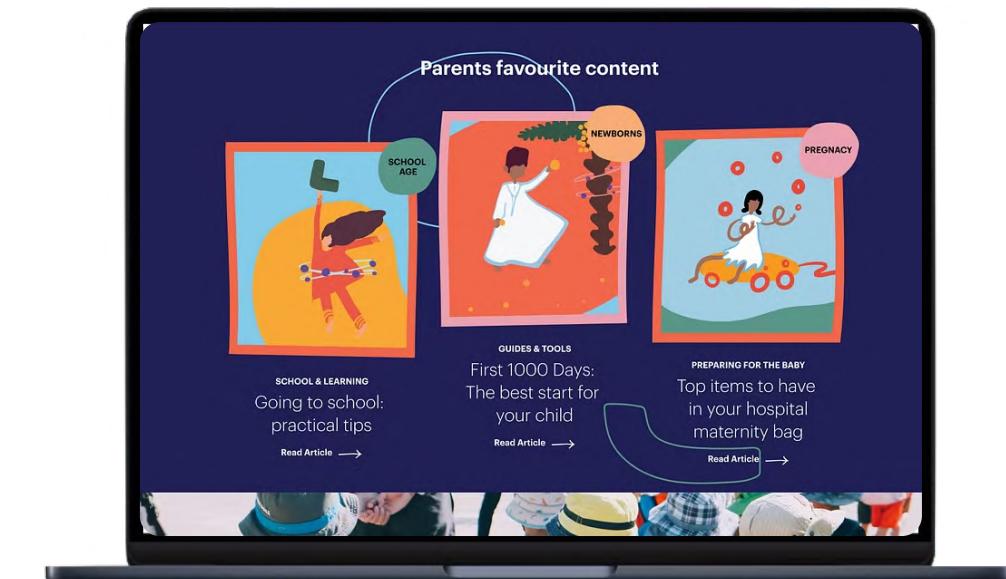
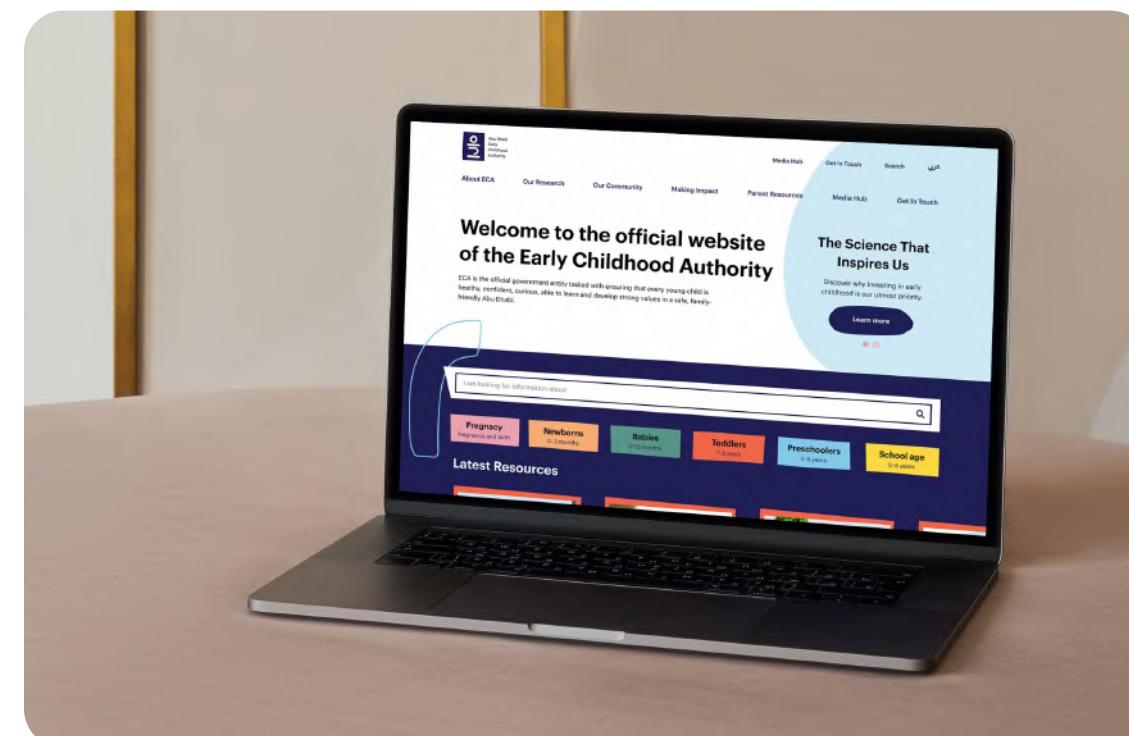
The brief:

To establish a digital platform which aims to enhance childhood development, resources, interactive and engaging materials for the Early Childhood Authority.



The aim:

To allow ECA to act as an enabler, incubator and regulator authority for handling the child protection rules, sharing a holistic view of childhood from 0-8 years to grow up, learn and be protected.



Early Childhood Authority

Our Strategy

Spread Awareness

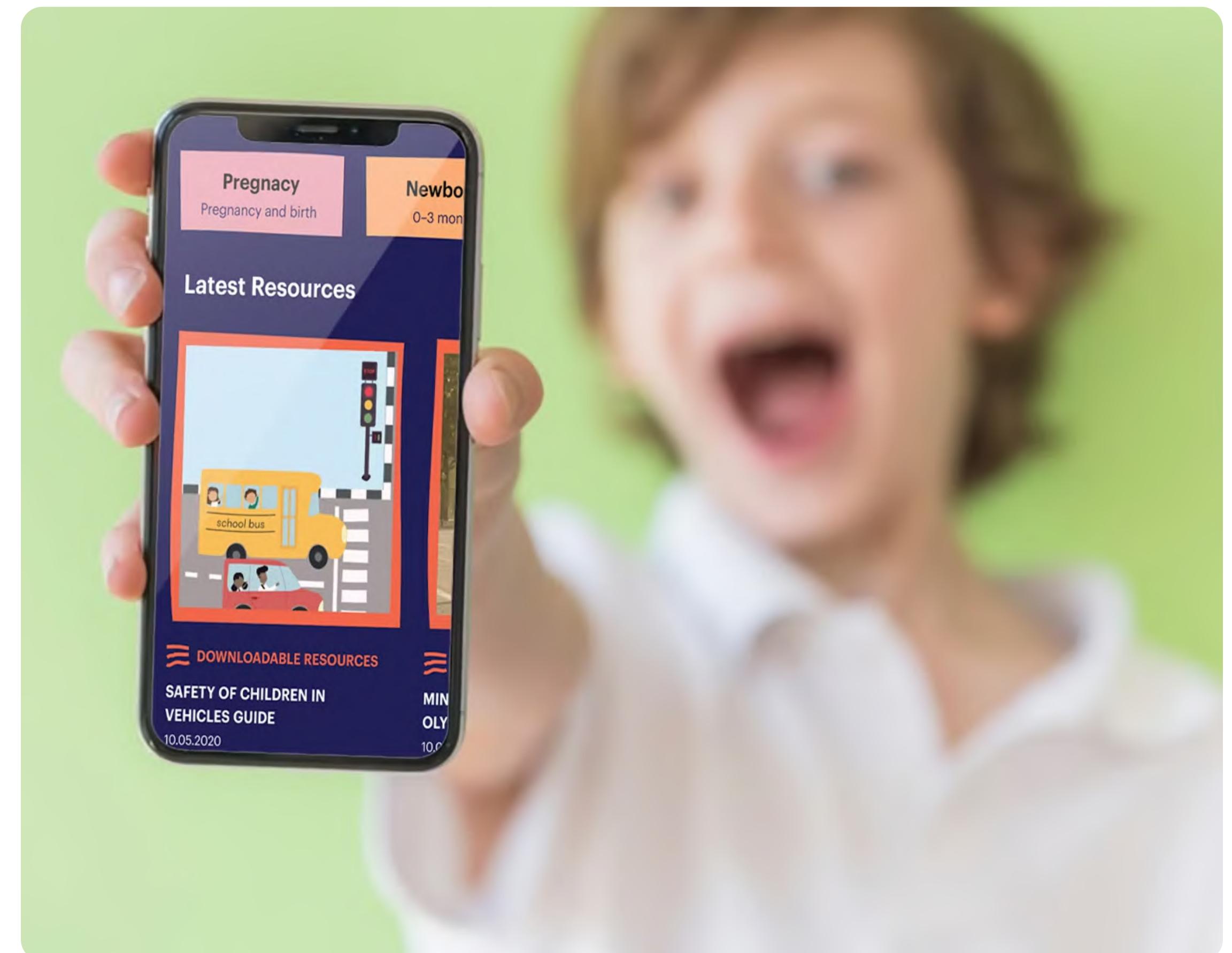
Spread awareness around the topics at hand from a trustworthy, authenticated source allowing sharing of information on these topics and the work the ECA and support it does.

Enable Change

Encourage and facilitate conversation in order to create policies which allow for real positive change, working with related authorities, partners and expertise across Abu Dhabi.

Help & Support

To utilise the parents platform and resource hub where they can find and allocate information, educational material, allowing 'the end user to get everything they need from it'.



Early Childhood Authority

Migrating the platform

As part of the website migration we looked at the overall user experience and added some enhancements to make the journey more intelligent and the content.

Omnia provided an in-depth and comprehensive assessment of the platform currently built on WordPress, ensuring that all aspects of the migration were covered including content, functionality, user experience and other performance requirements.

Sitecore DXP

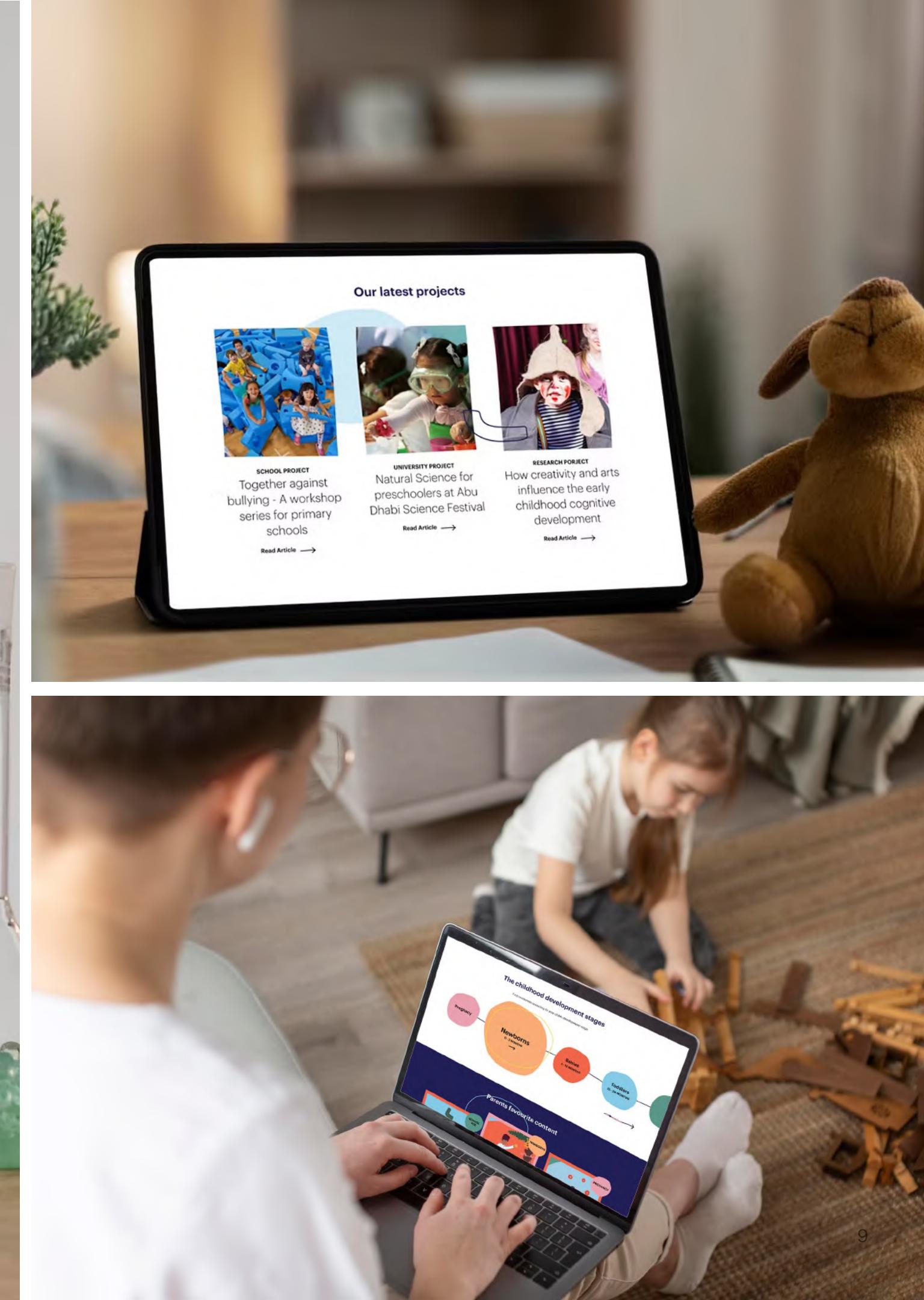
We migrated the ECA platform to a new improved service, leveraging Sitecore DXP and its capabilities.

Training

We conducted training sessions to ensure that the ECA team can manage the platform confidently and efficiently moving forward.



Early Childhood Authority





EVENTS

Globant brings Agentic Commerce to the Saudi Retail Show.

Saudi Arabia boasts the largest economy in the Middle East and is actively diversifying away from oil dependence, with a stable and growing market for retail businesses.

Digital Transformation is booming and E-Commerce sales in Saudi Arabia are expected to reach \$33.5 billion by 2025, driven by a young, tech-savvy population with high smartphone penetration.

Agentic Commerce was at the forefront of discussions during the two day event in Riyadh. We were delighted to share the stand with Infobip and discuss how AI is helping brands anticipate what customers need before they even ask. There's a wealth of innovation emerging to accelerate this shift. The key for retailers is to not rush in blindly, but to leverage the experience and guidance of partners like **Globant**, who've been spearheading in this space for many years.

Read the full agentic commerce report [here](#).



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One key takeaway that resonated throughout:

"The future of retail isn't all about reacting faster, it's about predicting smarter".

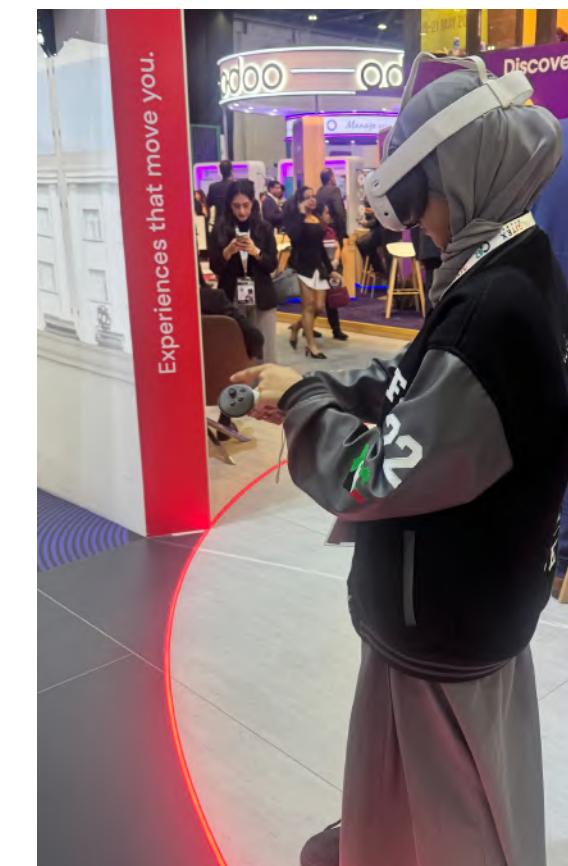
GITEX GLOBAL

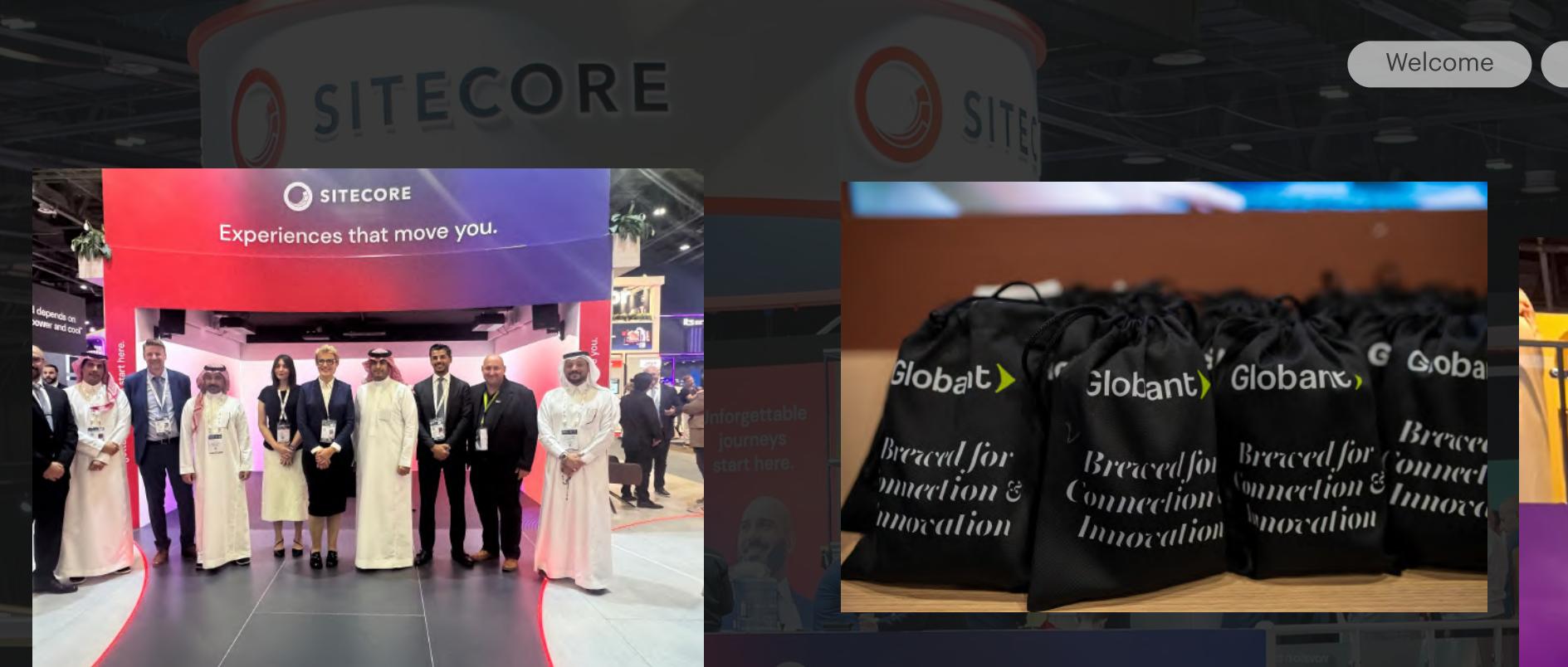
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OCT 2025
DUBAI WORLD
TRADE CENTRE

GITEX Global Dubai's 45th edition was the biggest and best so far! The world's most established and iconic large-scale tech exhibition did not disappoint.

We shared the stage with both Salesforce and Sitecore all week and joined the biggest conversations around AI, agentic solutions, and delighted customers with our F1 pitstop experience at both booths.

Salesforce attracted a huge audience for its speaker session on how we have turbocharged fan engagement and driven new sales growth with Agentforce, our deeply integrated AI platform that delivers personalized, 24/7 support and experiences. Agentforce unifies data, cuts F1® response times by 80%, and tailors every touchpoint, from first looks to finishline and beyond.





INSIGHTS

Digital Insights

Digital Transformation Strategy and Roadmap



Before embarking on a digital transformation journey, create a strategic plan that will guide you from ideation to implementation and beyond.

The following steps are your key to a successful outcome:

1. Kick Off with Discovery

The discovery phase is foundational and should involve identifying existing processes that are holding your company back from achieving its goals, the reasons for digitalizing operations, and what your company hopes to achieve through the initiative. This exercise will inform all the work that follows.

2. Define Your Digital Vision

Whether you seek to automate manufacturing operations or create a better experience for your customers, your company must define how digitalization relates to your existing processes and where it will make a difference in achieving your desired outcomes. This vision will help your company prioritize areas of investment.



3. Determine Your Digital Maturity

A digital maturity assessment will reveal how far along your business currently is in using digital capabilities, where it could benefit from additional investments, and the potential to successfully incorporate new technologies. Use this assessment to help set a realistic pace and goals for your initiative.

4. Identify Capability Gaps

It's important for companies to identify existing gaps in their digital infrastructure so they can choose the best technologies to fill them. Where possible, develop a model where people, processes, tools, and data work on an integrated platform.

5. Build Your Transformation Roadmap

Create a strategic plan that looks forward to the completion of the initiative, outlining milestones to achieve along the way. This roadmap should be clearly defined but flexible enough to accommodate setbacks, thus minimizing risk and cost. It should also anticipate the potential for changing priorities and the emergence of new technologies during the project and after it's completed.

6. Consider Cloud Applications

While every organization has different digital transformation goals, constraints, and legacy systems to replace or maintain, it's prudent to prioritize the adoption of cloud applications because they're relatively easy to scale up and down, are updated with new features regularly, are managed and secured by expert vendors, and make it easier to share data, especially when they come as part of an integrated suite.

Talk to an expert

Omnia has been delivering digital transformation with clients in the region for over 20 years. From the largest banks and financial institutions in the GCC and North America, to government bodies, energy and sustainability organisations and hospitality and destination portfolios.

Check out some of our work [here](#)

Get in touch to start your transformation journey with us

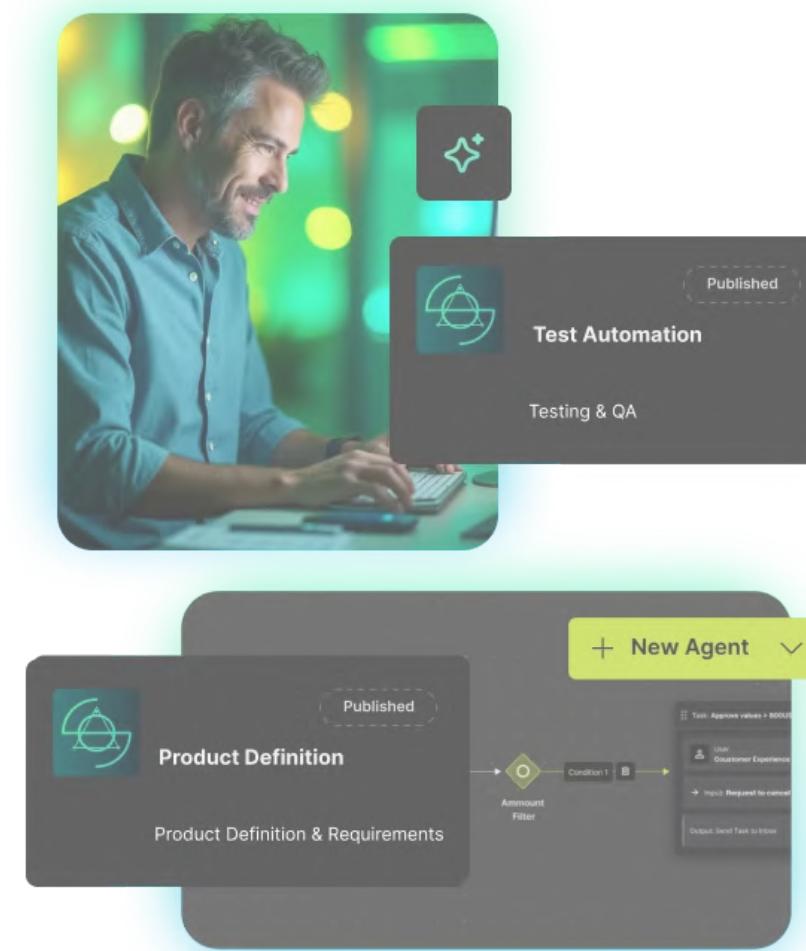
Digital Insights

Beyond Automation

AI Agents as the New Driver of Innovation

AI Agents have transitioned from being a niche technology to becoming one of the key tools across various industries.

Their scalability and rapid adaptability position them at the forefront of service improvement and personalization, optimizing productivity by **up to 40%**. From independently managing tasks to programming code, AI Agents are transforming everything around them. This market is expected to grow by **\$42 billion by 2029**, driven by the increasing demand for hyper-personalized digital experiences and the expansion of AI-based Software-as-a-Service (SaaS) platforms.



Exploring AI Agents

AI Agents are software programs that act with a certain degree of independence and intelligence, designed to transform operational models within businesses. Powered by Foundation Models such as Large Language Models (LLMs) and Machine Learning (ML), AI Agents excel in data analysis, automating complex workflows, and enhancing decision-making efficiency **by up to 55%**.

This means that not only businesses but all types of organizations can streamline their processes, improve customer experience and drive growth, turning challenges into opportunities for innovation.

How AI Agents work

The new normal already involves AI Agents, which solve complex tasks with less human intervention. In the diverse world of AI Agents, they are distinguished by their mode of interaction with their environment (text, voice, or images), their architecture (individual or multi-agent), and their embodiment (virtual, physical, or hybrid). The possible combinations will define their functionalities, but what you need to know is that they've come to make life easier.

Walking toward digital transformation

Amid the advancement of Industry 4.0 and the demand for faster, more efficient, and personalized solutions from both businesses and consumers, AI Agents facilitate the transition to advanced digitization.

At Globant, we've created a unique synergy between technology and human experience. Our **AI Agents** work hand in hand with Globers trained in artificial intelligence to enhance productivity and efficiency throughout the Software Development Lifecycle (SDLC), reducing development times and elevating the results of our clients' projects.

At the core of our way of working are three principles designed to unleash the full potential of this fusion.

1- **Democratizing development** allows us to put the power of innovation into the hands of any team member, redefining accessibility to technological development.

2- **By empowering innovation**, we foster a creative environment that bridges the gap between imagination and reality.

3- Finally, through **constant technical performance improvement**, we ensure top-tier performance that dynamically adapts to shifting standards and demands.

A glimpse into the future

In a world where rapid transformation seems unattainable, our work approach provides a clear direction that differentiates us in the market.

With the support of **our AI Agents**, we're redefining how people interact with technology and experience the digital world. By combining human experience with AI-driven agility, we help organizations unlock their full potential, exceed expectations, and achieve real results.

Talk to an expert

Omnia has been delivering digital transformation with clients in the region for over 20 years. From the largest banks and financial institutions in the GCC and North America, to government bodies, energy & sustainability organisations and hospitality & destination portfolios. Together with the power of **Globant**, we can help transform your business beyond automation.

Get in touch

To start your Agentic AI transformation journey with us or read more about agentic solutions [here](#)



AWARDS

OMNIA receives Rapid Response Award from EARLY CHILDHOOD AUTHORITY

We are thrilled to announce that Omnia's swift execution of the 'ECA Website Migration Project' and the first phase of the ADEC Week website, launched in early October, has been honored with a prestigious award.

This achievement highlights the exceptional collaboration between Omnia and ECA, showcasing one of the finest examples of teamwork between a client and agency partner. Our agile team effectively navigated the challenges of place-making during this rapid implementation phase, demonstrating our commitment to delivering outstanding results.

Huge congratulations to all the team!



Omnia scoops “Strategic Excellence”

Award at  **SITECORE®**

Symposium 2025

In October, Adam and Harb represented Omnia at the Sitecore Symposium 2025 in Orlando, where they were thrilled to accept the Partner Experience Award for EMEA - Strategic Excellence on behalf of our entire team.

This award is a testament to the outstanding efforts of everyone at Omnia, who consistently deliver Sitecore projects across the region, often working around the clock. It reflects our dedication to strategic excellence and our commitment to executing complex, high-impact digital transformation projects.

"As one of Sitecore's most strategic partners, Omnia consistently demonstrates resilience and determination in navigating multifaceted challenges, from public sector tenders to immersive customer experiences",

Suliman Gauoda, VP MENA, Sitecore

In FY25, Omnia proudly spearheaded several mission-critical initiatives with some of Sitecore's largest customers in the Middle East, highlighting our exceptional ability to navigate complex stakeholder landscapes and deliver customized Sitecore solutions.

Sitecore
Platinum
Partner

Enterprise
Solutions Provider



Our proactive collaboration with Sitecore on strategic account planning, community events, and enablement sessions demonstrates our strong alignment with Sitecore's vision and our shared commitment to growth.

We are thrilled to celebrate this achievement and the recognition it brings!.



TEAM NEWS

A message from our founders,



Steve Haysom and Adam Booth

What an incredible journey we've had - 21 years in UAE!



Our journey began...

with a vision to become the most trusted agency partner in the region. We are immensely proud of our collective achievements.

Thank you to all our amazing team over the years

YOU have helped us to deliver the most incredible work and forge ever lasting bonds with some of the best clients in the region.

To our clients

Thank you for the trust you've placed in us to deliver inspiring work. We've had a lot of fun along the way and have built relationships that we truly cherish.

One thing remains constant:

Our commitment to pushing boundaries and delivering innovative solutions. We will continue to transform businesses through sustained innovation, powered by our talented and deeply passionate teams.

In **Globant**, we know we have found the right cultural fit, sharing a similar vision and a proactive attitude to making things happen. Globant will systematically and deliberately help us to explore new ideas and ways of doing things better. Together, we will challenge assumptions, create solutions, and gain fresh perspectives on your pain points.

As part of Globant, we remain dedicated to fostering a creative and innovative environment for both our teams and our clients. We are excited to see how Globant will bring ground breaking technology to the region, with their proven track record in delighting customers across key industry sectors.

We look forward to another 21 years

of delivering excellence and innovation and we look forward to embarking on the next phase of our journey with you.

Thank you all – we truly couldn't have achieved this without each and every one of you!





THANK YOU



Like what you've seen?
Talk with us: **Get in touch**