

Leading All-In-Data Company, Edgematics, Expands Operations To The United Kingdom

Edgematics, a niche and focused all-in-data company, opens offices in Reading, Berkshire - following the appointment of Vice President of Sales and Strategy EMEA, Raheel Khan.



Reading, Sep 13, 2020 ([Issuewire.com](https://www.issuewire.com)) - Edgematics, one of the leading technology companies in the Middle East, expands operations to the United Kingdom (UK) market to deliver innovative and industry-leading services in the field of data monetization.

Edgematics is a niche and focused all-in-data company. specialising in data monetisation and services framework to support clients through digital transformation and change management initiatives, with an AI-enabled data governance approach to maximise investments from data assets. The company has built a successful reputation in the United Arab Emirates (UAE) and surrounding markets over the last decade, by enabling clients across verticals such as Telecom, Banking, Retail, Government and Automotive – to gain quick wins on transforming business vision to data-centric innovations.

“We have built industry specific frameworks, which gives our clients a massive jumpstart at every stage of the data journey. We can reduce efforts by 50-60% from the data discovery phase, to the data preparation phase and data analytics phase.” says Edgematics CEO, [Bharat Phadke](#). He further adds **“Customer centricity is at the heart of our organisation’s culture. We take pride in being part of our customer success stories which are driven through our core values: Excellency, Accountability and Curiosity.”**

The expansion into the UK market is driven by a shift in the data management landscape, with new technologies such as Artificial Intelligence and Machine Learning changing the way that organisations access, analyse and interpret their data to drive better business decisions. A recent [publication by The Royal Society](#) labeled data as the ‘new oil’ – fueling industries and rapid economic growth – as well as ‘infrastructure’ which can be used for public benefit. Accordingly, organisational data needs to be properly managed and monetized in a strategic manner that requires specific skills and expertise which most organisations lack. This is where Edgematics’ consulting engagement model delivers real-time value to organisations and is supported by a team of experts with more than 100 years of combined industry experience in the field of data. Edgematics was recently awarded as one of the [‘Top Technology Companies in the UAE 2020’ by CIOReview](#). Edgematics is also a strategic [technology partner](#) of Snowflake, ThoughtSpot, Denodo, Talend and AWS.

Along with their consulting services framework, Edgematics is working towards launching their very own Analytics-as-a-Service product, labeled [‘PurpleCube’](#). PurpleCube will deliver advanced search and AI-driven analytics through a secure, scalable and cost-effective platform – leveraging industry specific algorithms to help organisations focus on their business-specific use cases. PurpleCube is currently in beta production and will launch at year end to the Middle East and UK markets. Find out more at www.purplecube.ai.

Edgematics’ UK offices will be operational from 01 September 2020. The regional office will be spearheaded by [Raheel Khan](#), who serves as VP – Sales & Strategy EMEA.

For more information or inquiries, please visit www.edgematics.ai.

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