

# COMPANY PROFILE

# TOGETHER WE GROW

B2B Marketing for Ambitious Ecosystems



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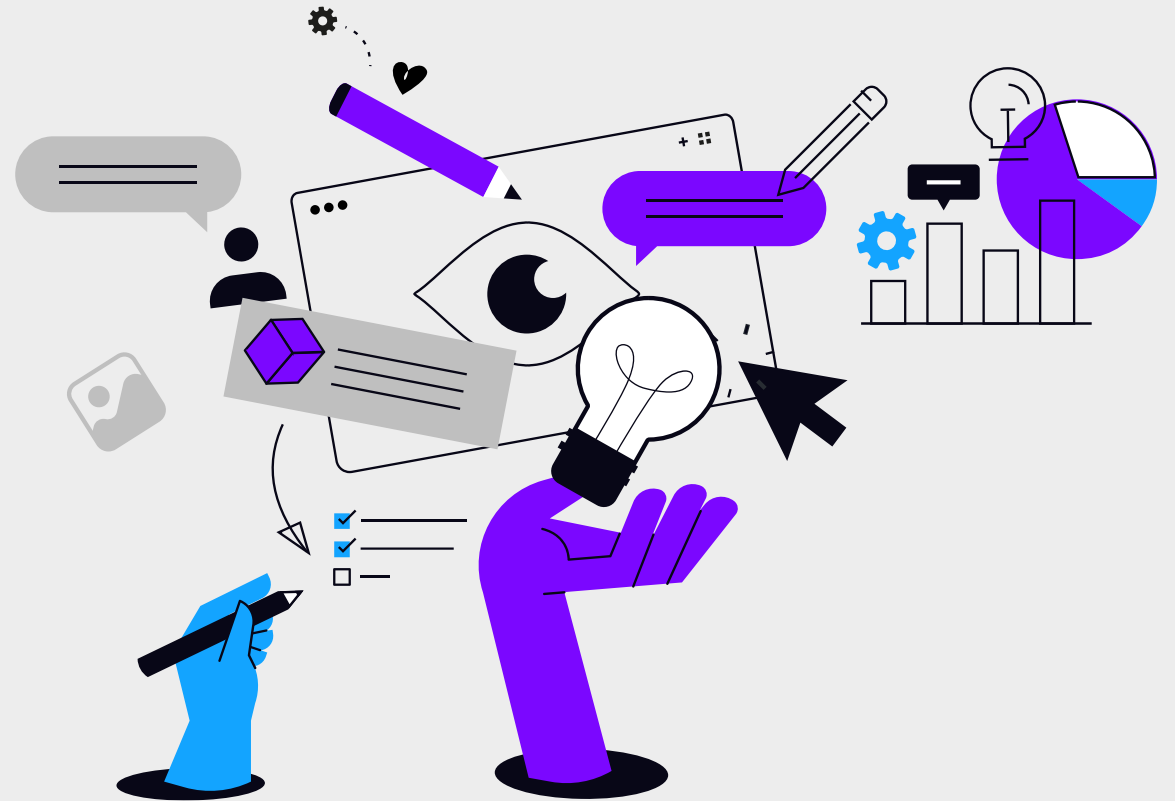
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## IZDAHER Story

**IZDAHER**, our name isn't just a label; It's a reflection of our identity and core values that we stand for. Carrying a promise to our partners—we grow together. It holds a deep meaning behind. “**IZDAHER**” or (ازدهر) that Arabic word meaning “to thrive”.

As our core principle, it guides everything we do. We are here to empower businesses to achieve their utmost potential and flourish in the digital scope with actual progress.

Since 2020, we have been a dedicated B2B comprehensive marketing agency. Specializing in elaborating custom B2B marketing strategies that drive impact and fluence the online existence for businesses in Egypt and the MENA region.

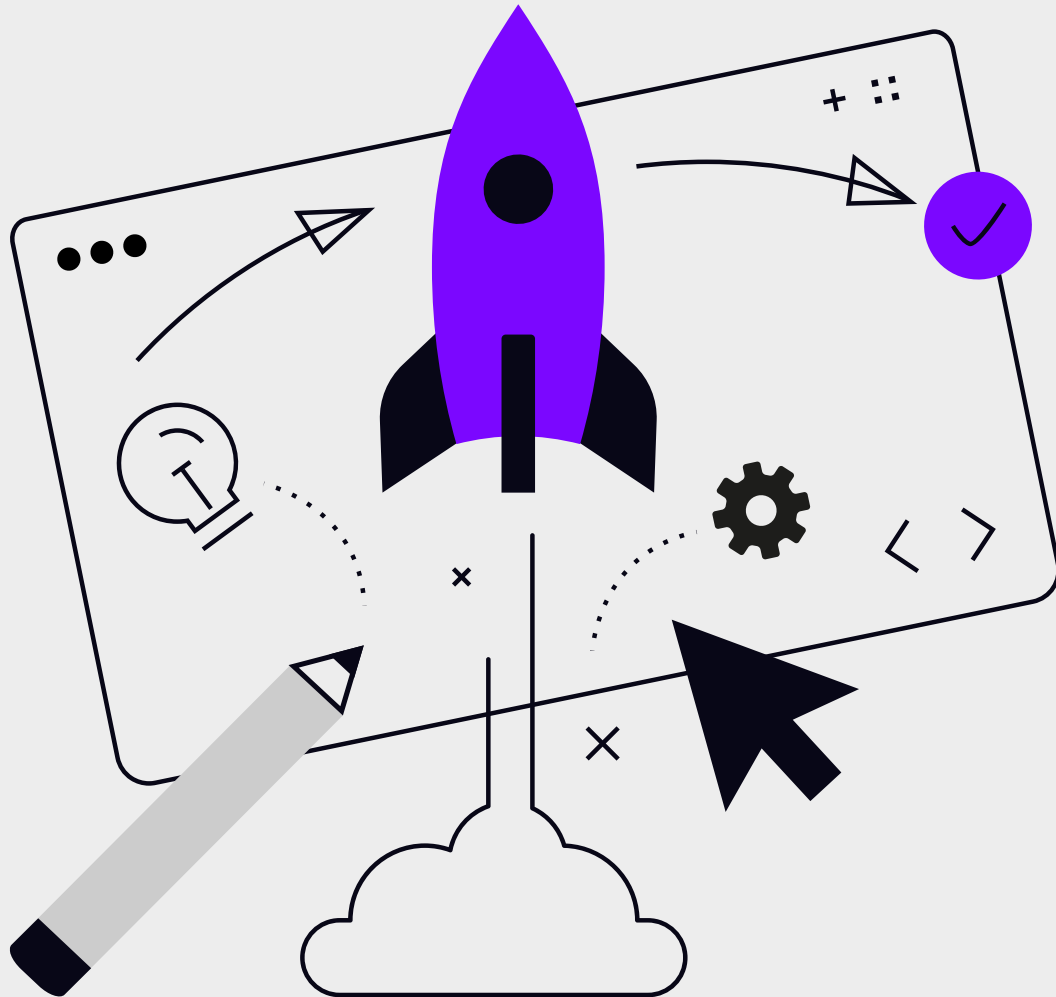


## Our Vision

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To be the B2B marketing agency of choice in the Middle East that speaks the language of sophisticated businesses and drives them towards unparalleled market success.





## Our Mission

To help B2B Marketing for Ambitious Ecosystems in the region to gain lasting credibility in target markets and drive unparalleled growth.

Through comprehensive marketing solutions, we deploy explicit strategies, powerful content, and innovative technologies that build professional, authorized online presences that consistently exceed our partners' expectations.

# Our Core Values:

## → Dynamic Progression

Our main objective is to deliver actual growth combined with impactful results for our B2B partners. At IZDAHER we provide a team with robust expertise in all relevant aspects of B2B marketing and project management dedicated to help our partners thrive and establish strong online image and reputation.

## → Transparency and Integrity

Trust is the crucial asset of every successful B2B relationship. We operate with complete transparency, honesty, and accountability.

## → Client-Centric Partnership

Our clients are success partners. We understand their complex industries and challenges. So, provide tailored yet comprehensive solutions to boost beneficial relationships built on mutual success.

## → Strategic Intuition

Through our solid expertise we resolve every challenge with creative strategic forward thinking and insights understanding. Our solutions and services are built on deep market insights and a clear understanding of B2B dynamics.

## → Innovation and Excellence

We are committed to learning and leveraging the latest digital marketing technologies. Also, we strive for excellence and professionalism in every solution and service we provide.

# **Our Services**

# Our Main Services

1

## B2B Marketing Strategy and Consulting

In a fast-growing, dynamic market like today's, corporates and organizations need to activate agile concepts, be innovative, and be able to anticipate changes around.

2

## B2B Content Marketing and Creation

We craft that type of content, which is powerful and authorized, like unique expert articles, case studies, and whitepapers, to build trust and credibility while educating B2B buyers.

3

## B2B Social Media Marketing

We are here to give our clients a well-established online presence through engaging and interactive social media channels to provide direct communication between them and their target audience and build a fast-growing community.

4

## Corporate Website Development

We build professional and high-performance B2B websites, which are designed based on deep market analysis for optimal user experience and lead conversion.

5

### Corporate SEO/SEM/PPC Advertisement

We enhance corporates online visibility through efficient B2B SEO (Search Engine Optimization) that ensures top ranking for industry-specific keywords.

6

### Personal Branding for Executives and Stakeholders

We design compelling personal branding roadmaps for business executives and stakeholders. To enhance their professional reputation, image, and thought leadership within the industry they operate in.

7

### PR And Event Management

We have the full power to manage and support businesses public relations, secure positive media coverage, and enhance the corporates' reputations.

8

### Account-Based Marketing

We implement targeted ABM strategies while focusing on specific valuable accounts that are crucial for thriving businesses.

# OUR WORK

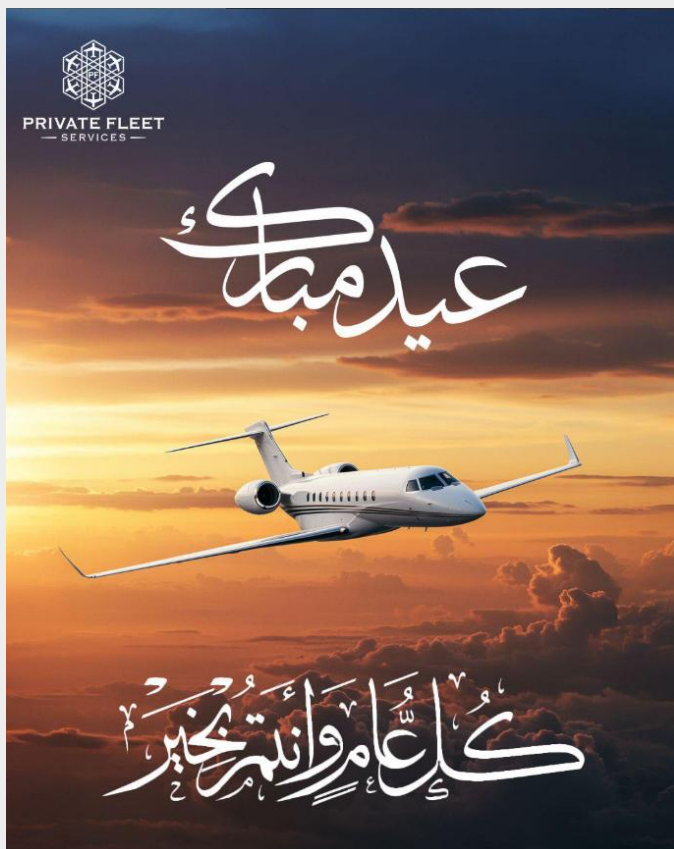
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Social Media

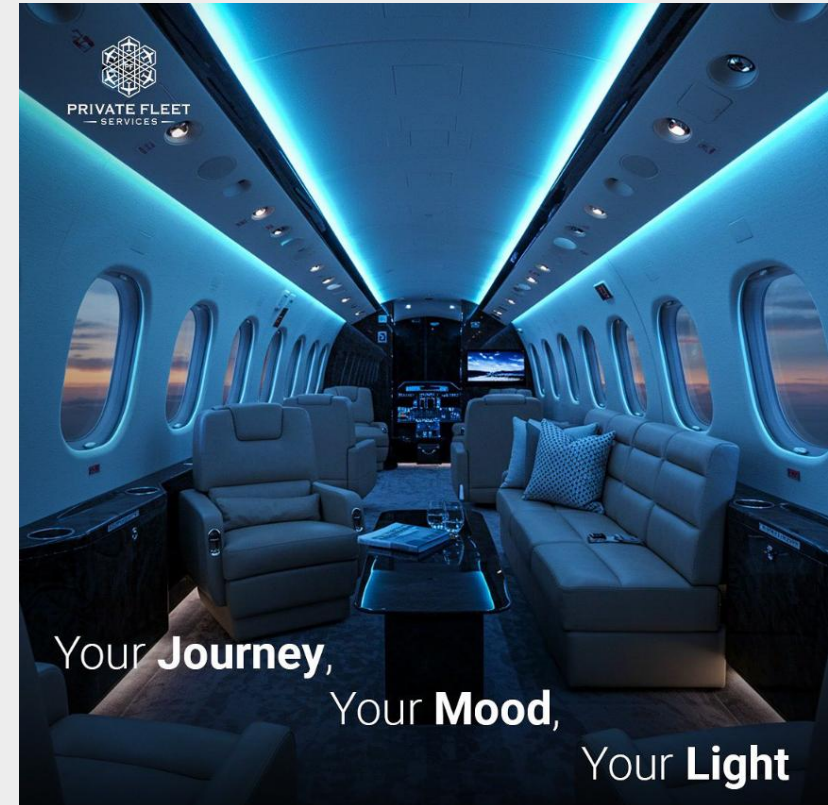
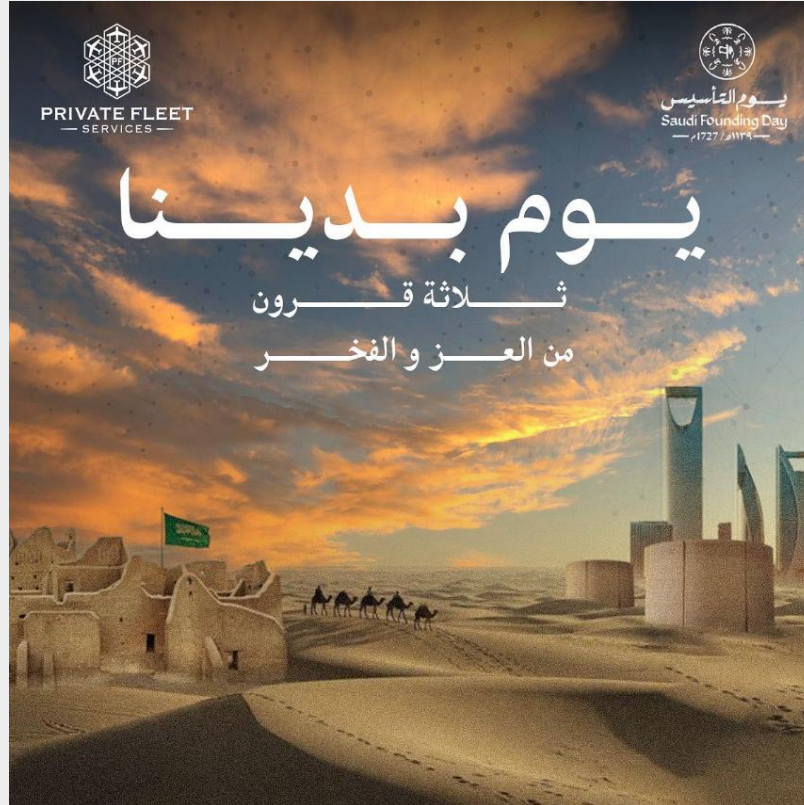




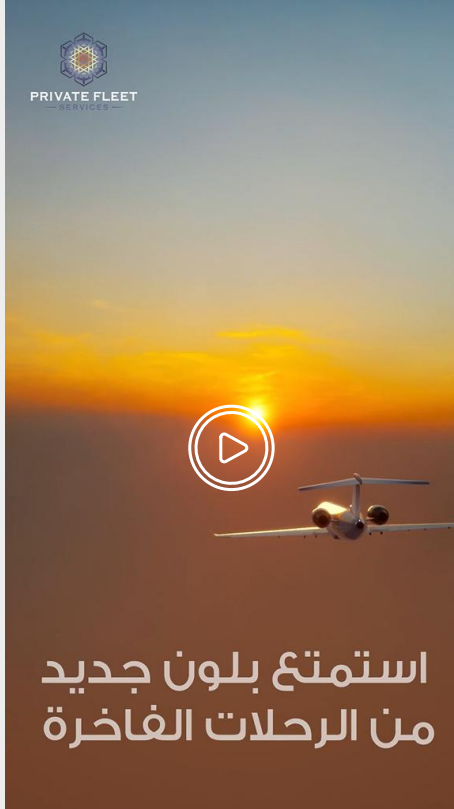
→ Private Fleet Services



## → Private Fleet Services



## → Private Fleet Services



→ Iipapps

Measure Your Progress Toward the Objective

0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0

You failed to make real progress. We made progress, but still short of completion. We achieved it.

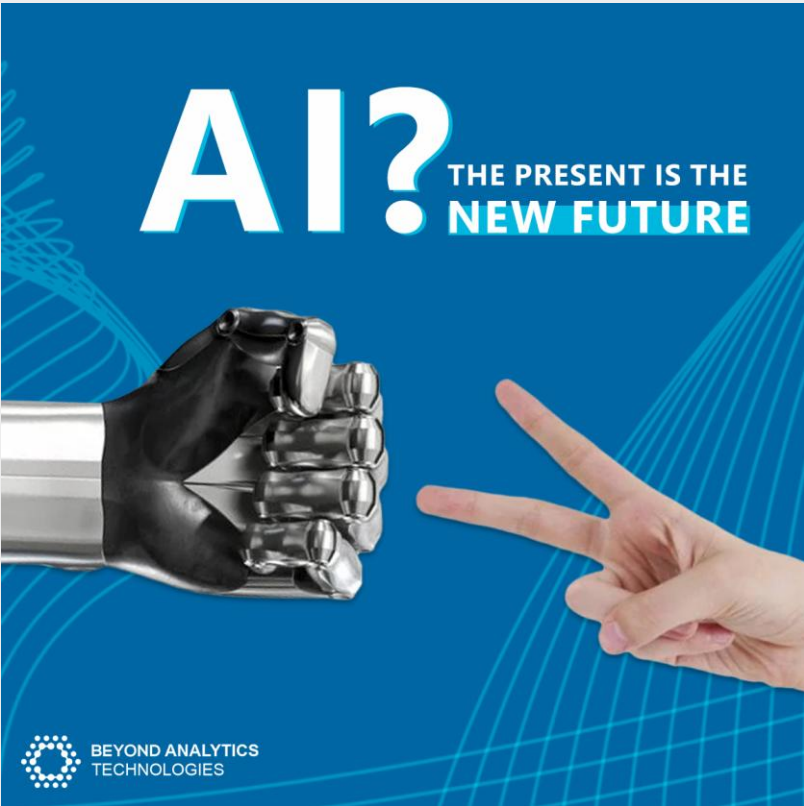
Potentials of OKRs & CFR Let You Boost Business Engines

Your OKRs Must Have Insightful KPIs

How to Set a Winning OKR Formula

- OBJECTIVE**  
 Increase Business Revenue this Quarter
- KEY RESULTS**
  - Increase Sales **30%**
  - Decrease Client Attrition Rate to **1%**
  - Increase Conversion Rate from SQL to Opportunity to **11%**

➔ Beyond Energy Analytics





# Dxify

Hello to Increased Sales and Happy Customers



**DXIFY**

**ROBOTIC INTEGRATION**

Automating Repetitive Tasks  
Achieving End-to-End Automation  
Enhancing Efficiency, Reducing Errors



**DXIFY**

**INTEGRATION & MIDDLEWARE**

Facilitating Smooth Data Flow  
Ensuring Seamless Connectivity  
Maintaining Data Consistency and Accuracy



**DXIFY**  
DIGITAL TRANSFORMATION

**EMPOWERING Your Business with 3 Key Components**



**DXIFY**  
DIGITAL TRANSFORMATION

→ Dxify



→ **Crown Micro Global**

**CROWN**  
MICRO

**Stable Power**  
Starts with  
**A Reliable Battery**

الطاقة الشمسية، أكثر من مجرد ألواح!

- All-grid Compatibility
- Premium Quality
- Affordable Cost
- Warranty Periods Vary by Device Type

**CROWN**  
MICRO

Invest for  
**A BETTER LIFE**  
الوقت الأمثل للطاقة الشمسية  
**هو الآن!**

**CROWN**  
MICRO

The Global Choice for Smart Energy  
**Crown Micro Global**  
Now in **SUDAN**

- Diverse solar solutions
- 10-year warranty
- Easy access through distributors

→ Crown Micro Global



→ Crown Micro Global



→ ICT Libya



→ ICT Libya

**كن جاهز دائماً**  
مهما كانت الظروف

نسخ احتياطي شامل  
استرجاع سريع للبيانات  
تقارير دقيقة لمتابعة حالة النسخ  
حماية من برامج الفدية والهجمات السيبرانية



ICT LIBYA  
INNOVATION FOR BUSINESS

**شركاء عالميين**  
لقيادة التحول وتعزيز الثقة



ICT LIBYA  
INNOVATION FOR BUSINESS

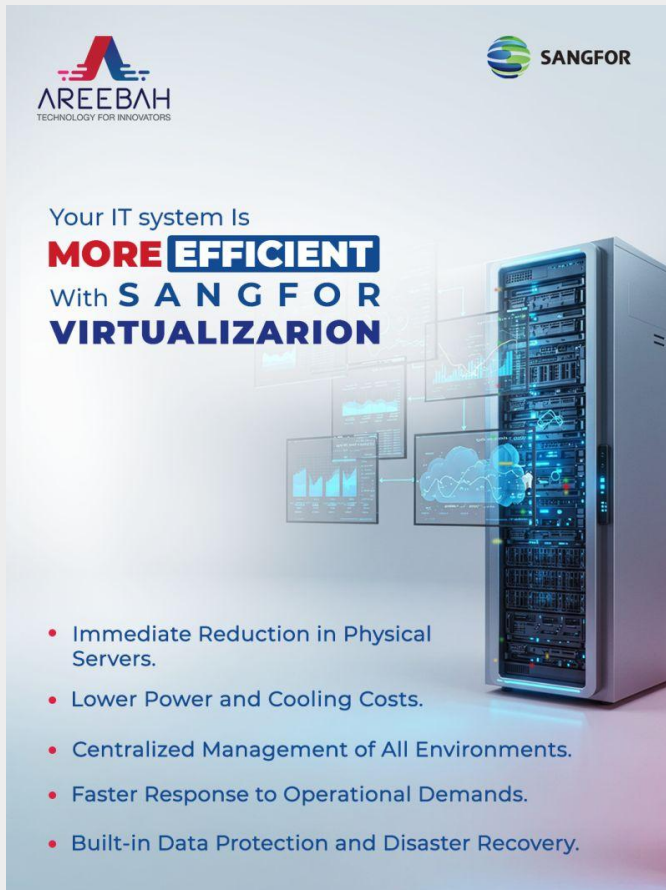
كيفية تطبيق الحوسبة السحابية في الأعمال

**ابدأ رحلة التحول الرقمي الآن!**



ICT LIBYA  
INNOVATION FOR BUSINESS

→ Areebah



**AREEBAH**  
TECHNOLOGY FOR INNOVATORS

**SANGFOR**

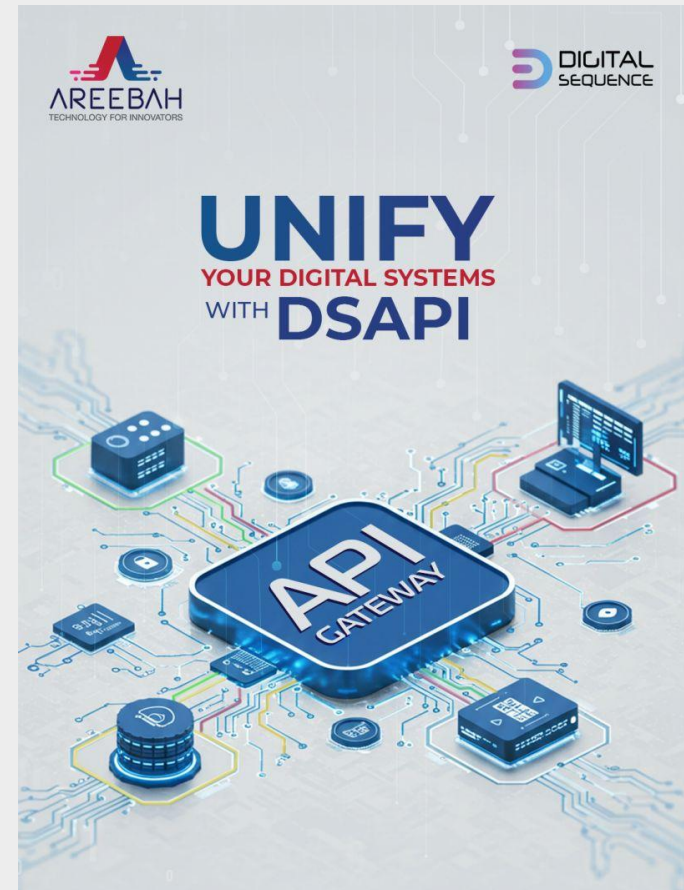
Your IT system is  
**MORE EFFICIENT**  
With **SANGFOR**  
**VIRTUALIZATION**

- Immediate Reduction in Physical Servers.
- Lower Power and Cooling Costs.
- Centralized Management of All Environments.
- Faster Response to Operational Demands.
- Built-in Data Protection and Disaster Recovery.



**AREEBAH**  
TECHNOLOGY FOR INNOVATORS

**EXPERIENCE**  
CLOUD PERFORMANCE **WITHOUT**  
**COMPROMISE**



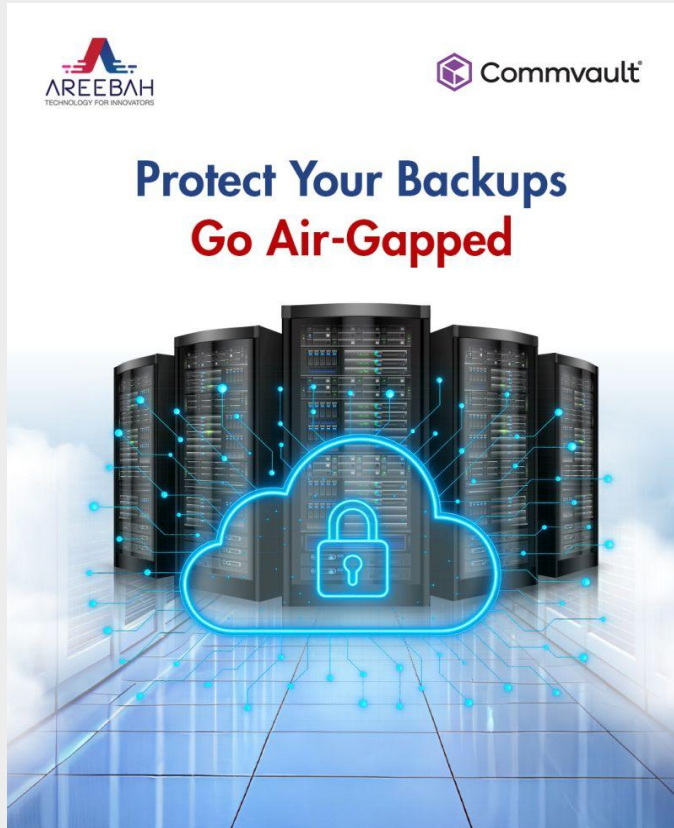
**AREEBAH**  
TECHNOLOGY FOR INNOVATORS

**DIGITAL SEQUENCE**

**UNIFY**  
YOUR DIGITAL SYSTEMS  
WITH **DSAPI**

**API GATEWAY**

→ Areebah



→ Areebah



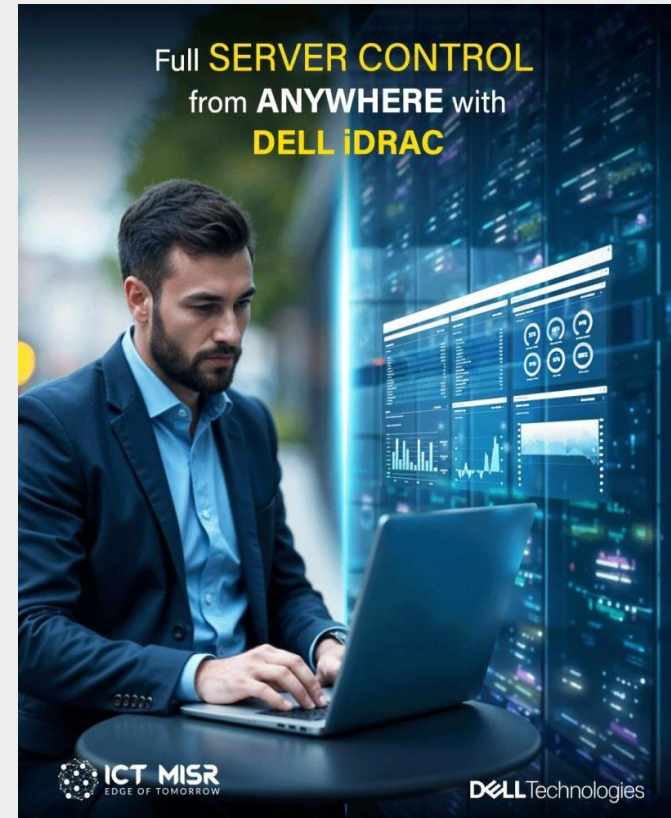
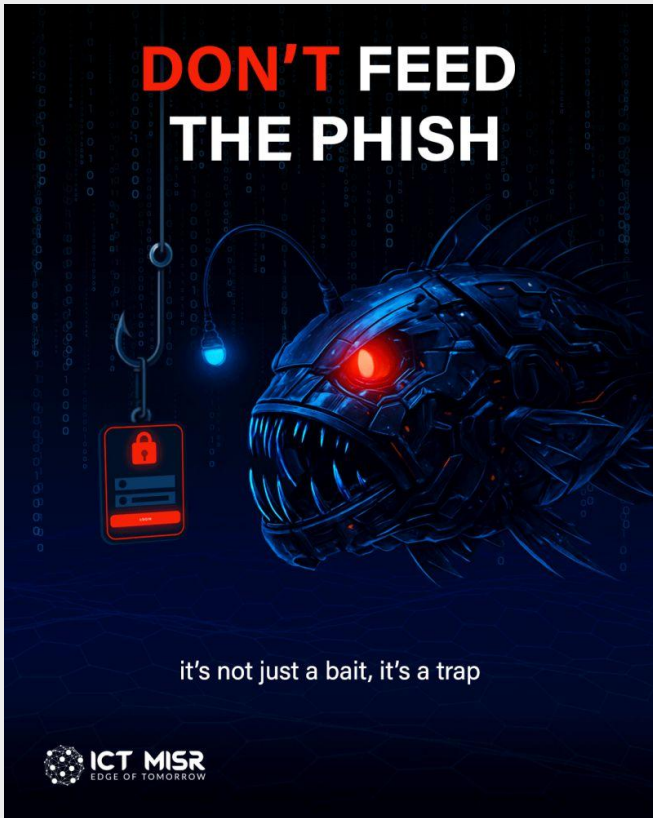
→ ICT Misr

**ICT MISR** EDGE OF TOMORROW  
**ORACLE** EXADATA  
**ORACLE EXADATA**  
 THE FUTURE OF ENTERPRISE DATA STARTS  
 SPEED  
 SCALABILITY  
 AVAILABILITY  
 SECURITY  
 AUTONOMOUS DATABASE

**ICT MISR** EDGE OF TOMORROW  
**SPOT THE SPAM, BEFORE IT SPOTS YOU**  
 ACT NOW: YOUR ACCOUNT IS IN DANGER!  
 We've detected unusual activity on your account. Confirm your identity immediately to prevent suspension.  
 Click here to validate your account → Support Team  
**MONTHLY NEWSLETTER - JUNE**  
 Dear Customer,  
 Here is our latest monthly newsletter, including some exciting updates and offers. Thank you for being a valued subscriber.  
 Best regards,  
 Marketing Department

**Turn insights into action with SAP HANA Solutions**  
**ICT MISR** EDGE OF TOMORROW  
**SAP**

→ ICT Misr



→ ICT Misr



→ ICT Misr



→ IoT Misr

**IoT MISR**

**SECURE YOUR OT NETWORK FROM THE INSIDE OUT**

- Backup and restore
- Endpoint protection
- Application control and whitelisting
- Identity and access management
- Network security management
- Vulnerability and patch management

The infographic features a central padlock icon with circuitry, surrounded by six circular icons representing different security services. The background is a teal gradient with binary code patterns.

**IoT MISR**

**WE ARE HIRING**

SEARCHING...

**INDUSTRIAL SOLUTIONS SALES ENGINEER**

SEND YOUR CV TO:  
Careers@ictmisr.com

PLEASE MENTION "INDUSTRIAL SOLUTIONS SALES ENGINEER" IN THE SUBJECT LINE OF YOUR EMAIL

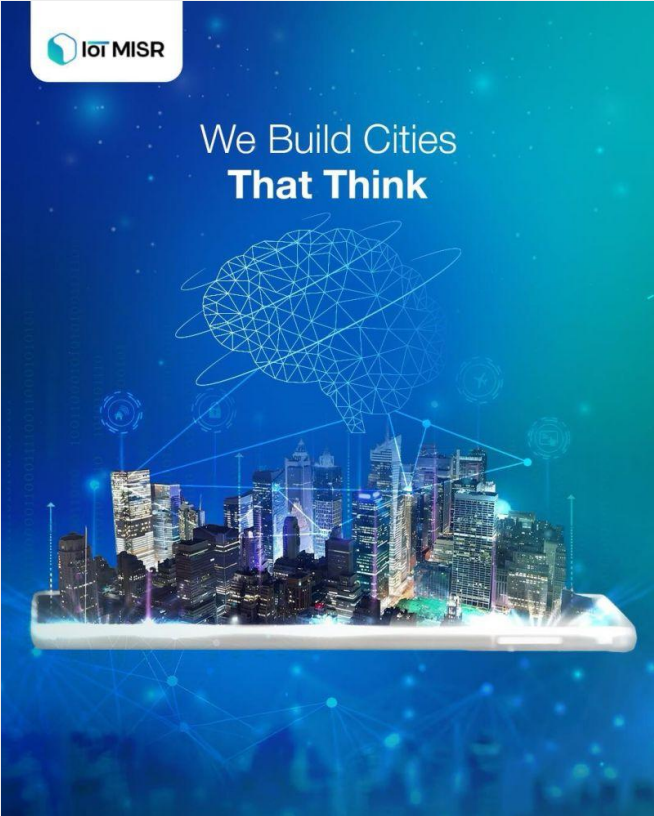
The advertisement features a magnifying glass over a globe icon, symbolizing search and recruitment. The background is a teal gradient with a hexagonal pattern.

**IoT MISR**

You can't afford to ignore the one sensor that can take it all down!

The advertisement shows a person's hands holding a tablet displaying a complex industrial control system interface with a robotic arm. A large padlock icon is overlaid on the background, which is a teal gradient with a hexagonal pattern.

→ IoT Misr



→ IoT Misr

**MYTH VS REALITY**  
Debunking common misconceptions about IoT in manufacturing

MYTH

REALITY

### Workforce & Cost

MYTH	REALITY
Technology will replace factory workforce	IoT enhances human roles, enabling better decision-making and safety not replacement
Smart manufacturing is too expensive to implement	Scalable IoT solutions offer long-term cost savings and efficiency

٢٣ يوليو ثورة  
23<sup>rd</sup> OF JULY REVOLUTION

→ IoT Misr



→ Invictux



→ Invictux



→ Vitologic

VITOLAGIC  
HYBRID INFRASTRUCTURE TECHNOLOGY OPERATIONS

vmware

**UNLOCK**  
the Full Potential OF  
**VMware**  
with Vitologic Expertise

Strategic guidance, seamless deployment,  
and ongoing optimization

VITOLAGIC  
HYBRID INFRASTRUCTURE TECHNOLOGY OPERATIONS

omnissa

**A PERFECT FIT  
FOR THE FUTURE**

Vitologic × Omnissa

VITOLAGIC  
HYBRID INFRASTRUCTURE TECHNOLOGY OPERATIONS

Guarantee Safe &  
Controlled Web Access  
at Scale with **Prisma Access Browser**

PRISMA  
BY PALO ALTO NETWORKS

paloalto  
NETWORKS

→ Vitologic

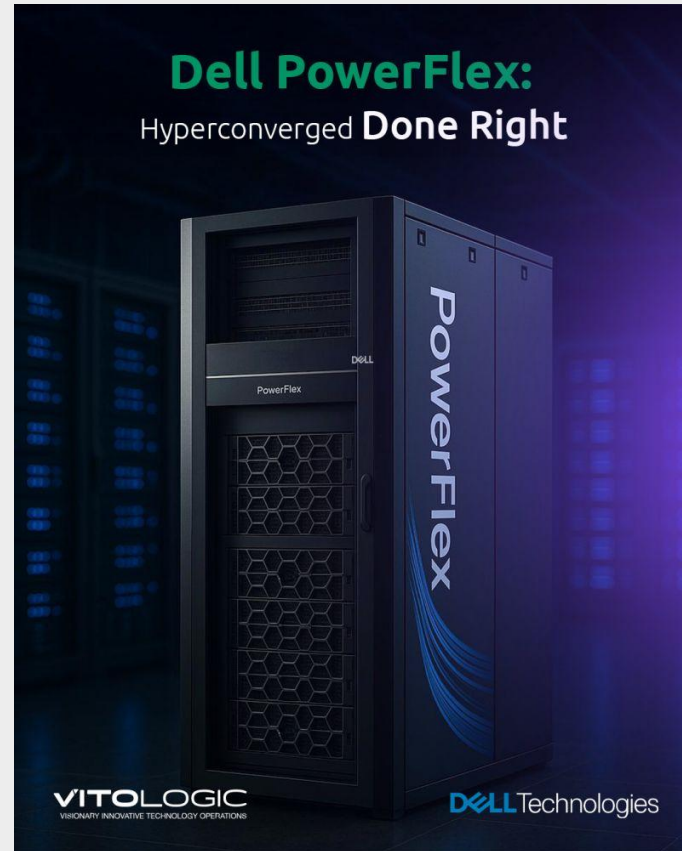
### Fast Migration with Long-Term Value



- Custom SLAs tailored to your business needs
- Workload migration to Oracle Cloud
- Infrastructure upgrades

**VITOLOGIC**  
VISIONARY INNOVATIVE TECHNOLOGY OPERATIONS

### Dell PowerFlex: Hyperconverged Done Right



**VITOLOGIC**  
VISIONARY INNOVATIVE TECHNOLOGY OPERATIONS

**DELL** Technologies

### Smart Protection for Critical Infrastructure



**VITOLOGIC**  
VISIONARY INNOVATIVE TECHNOLOGY OPERATIONS

**paloalto**  
NETWORKS

→ Vitologic



# OUR WORK

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Media Production

→ Amecath



→ Areebah



→ MDP



2025



2021

# OUR WORK

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Branding











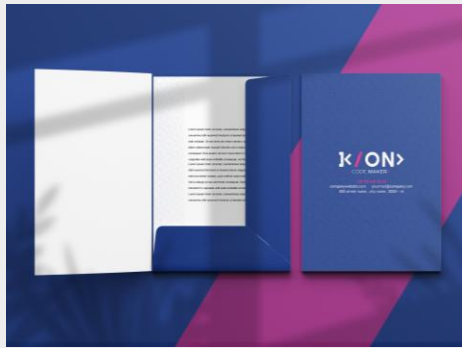


















- English
- Arabic
- Chinese











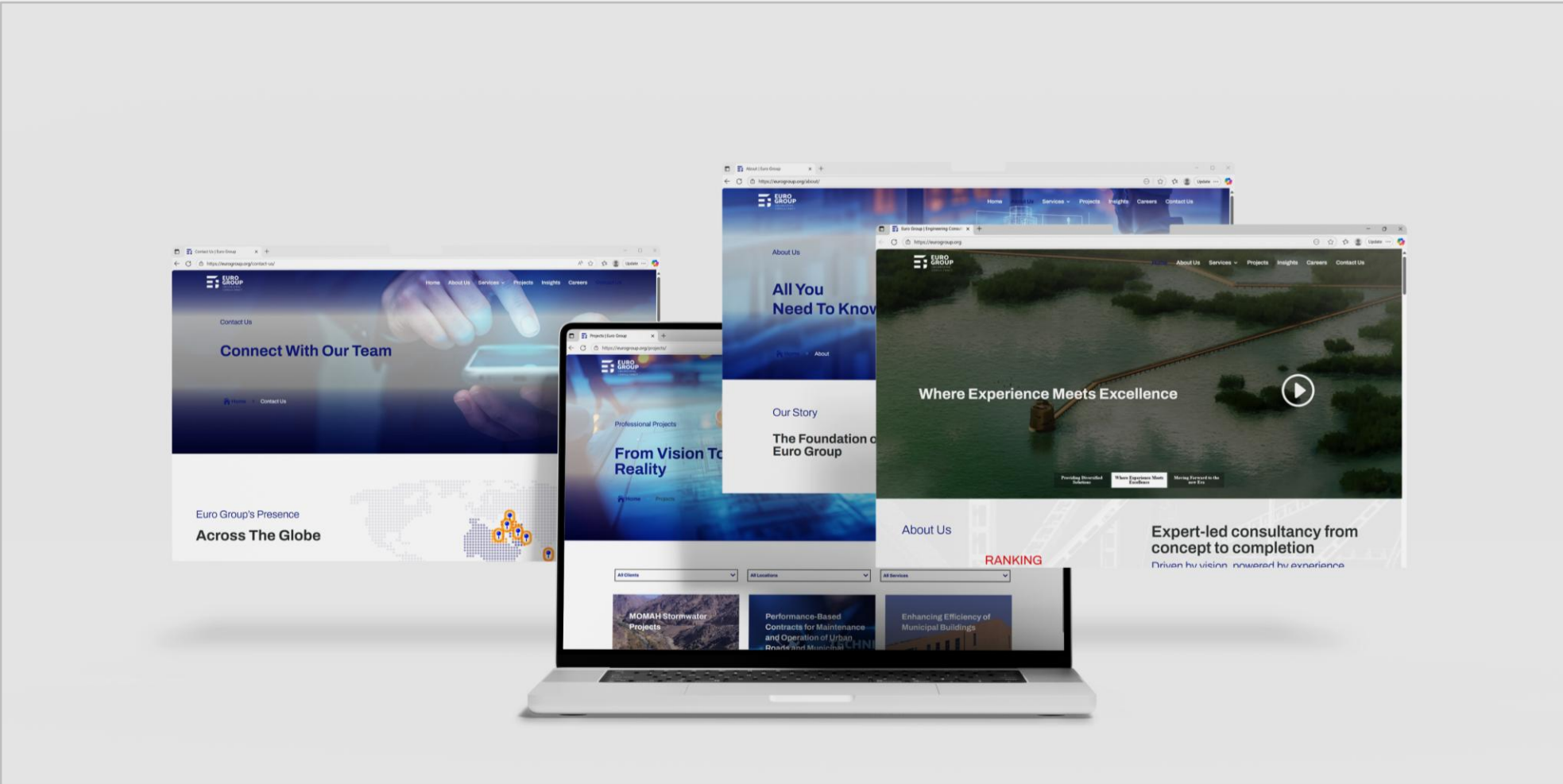


# OUR WORK

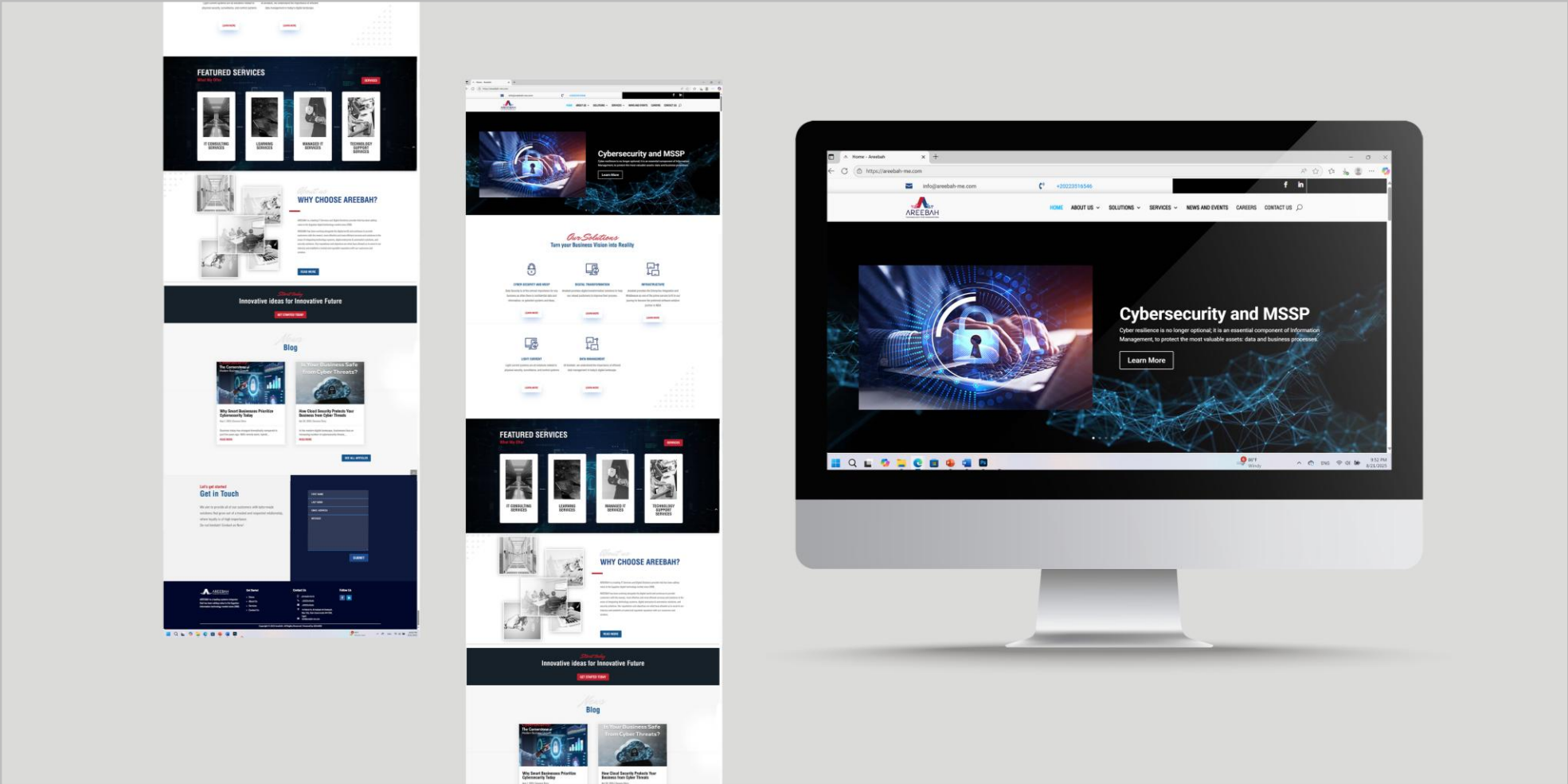
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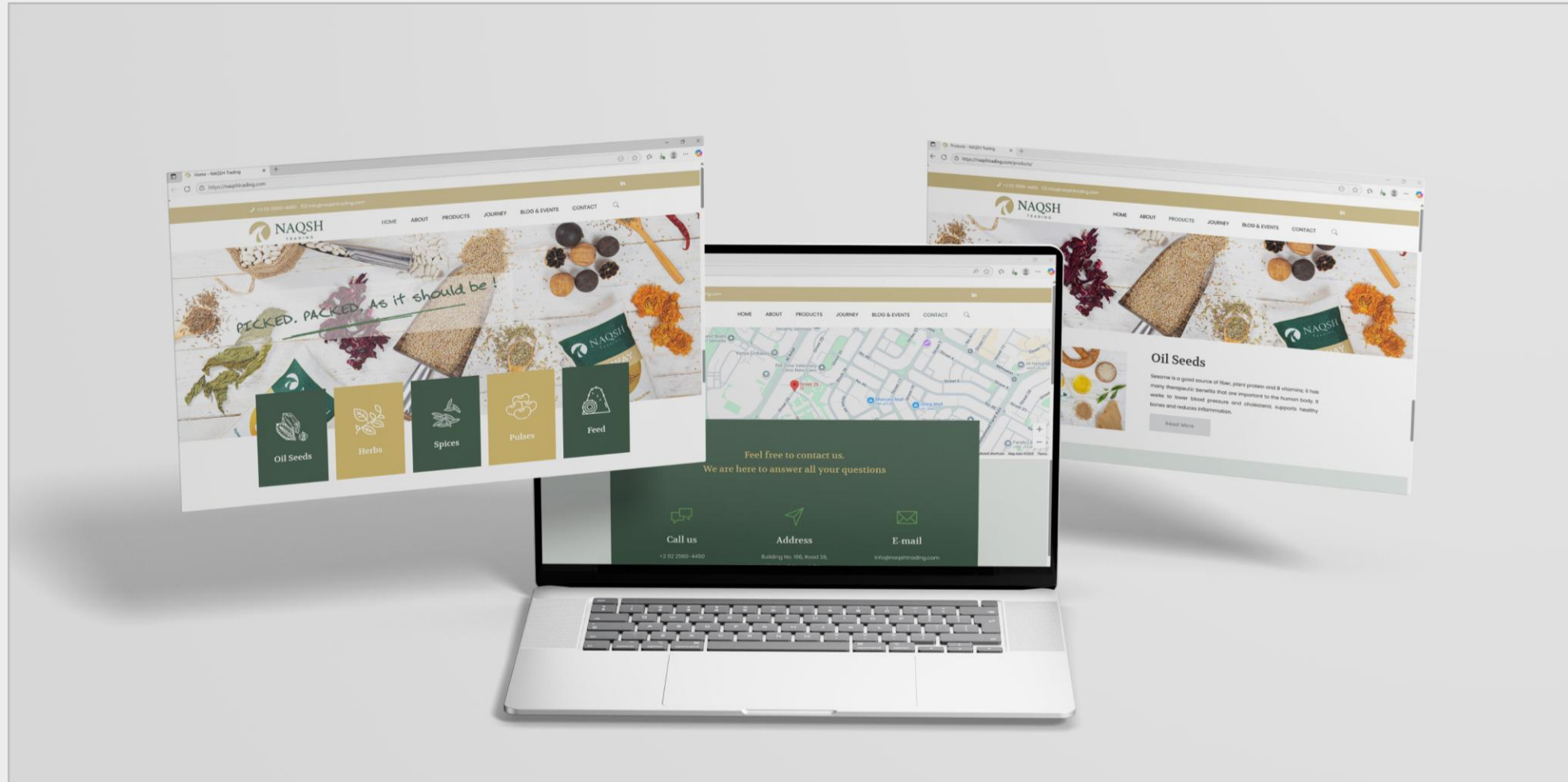
Website Creation

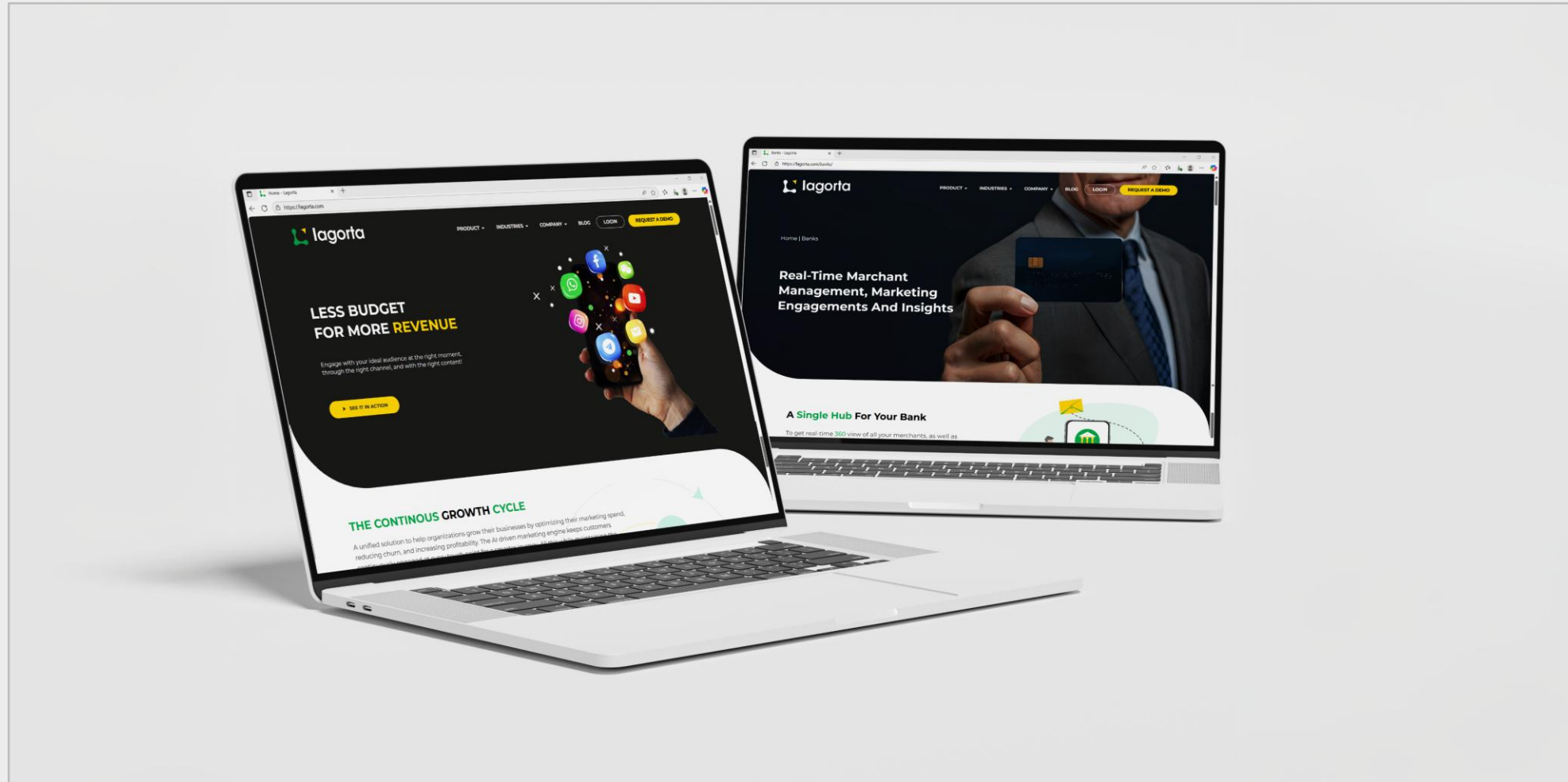
→ Euro Group

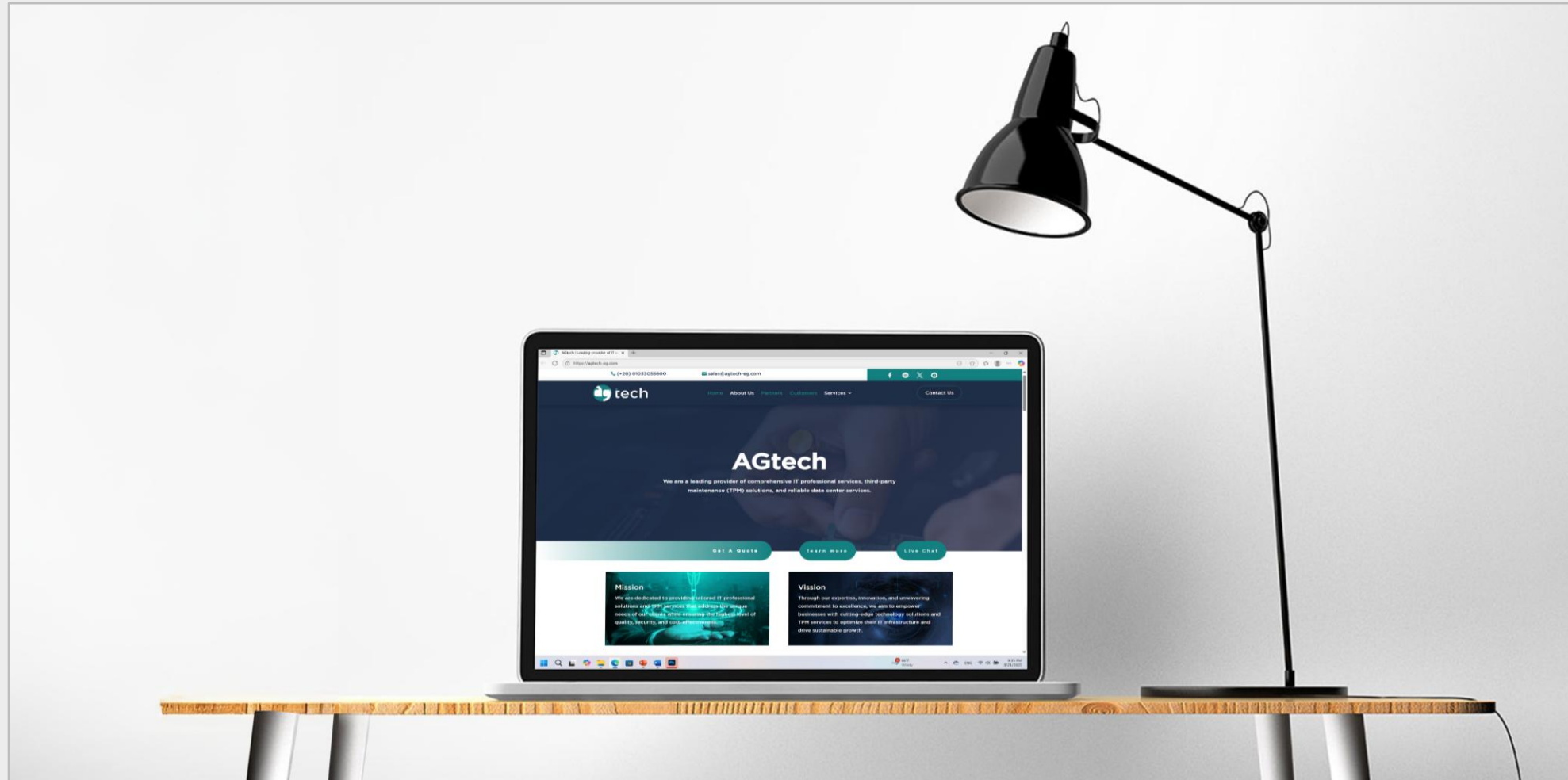


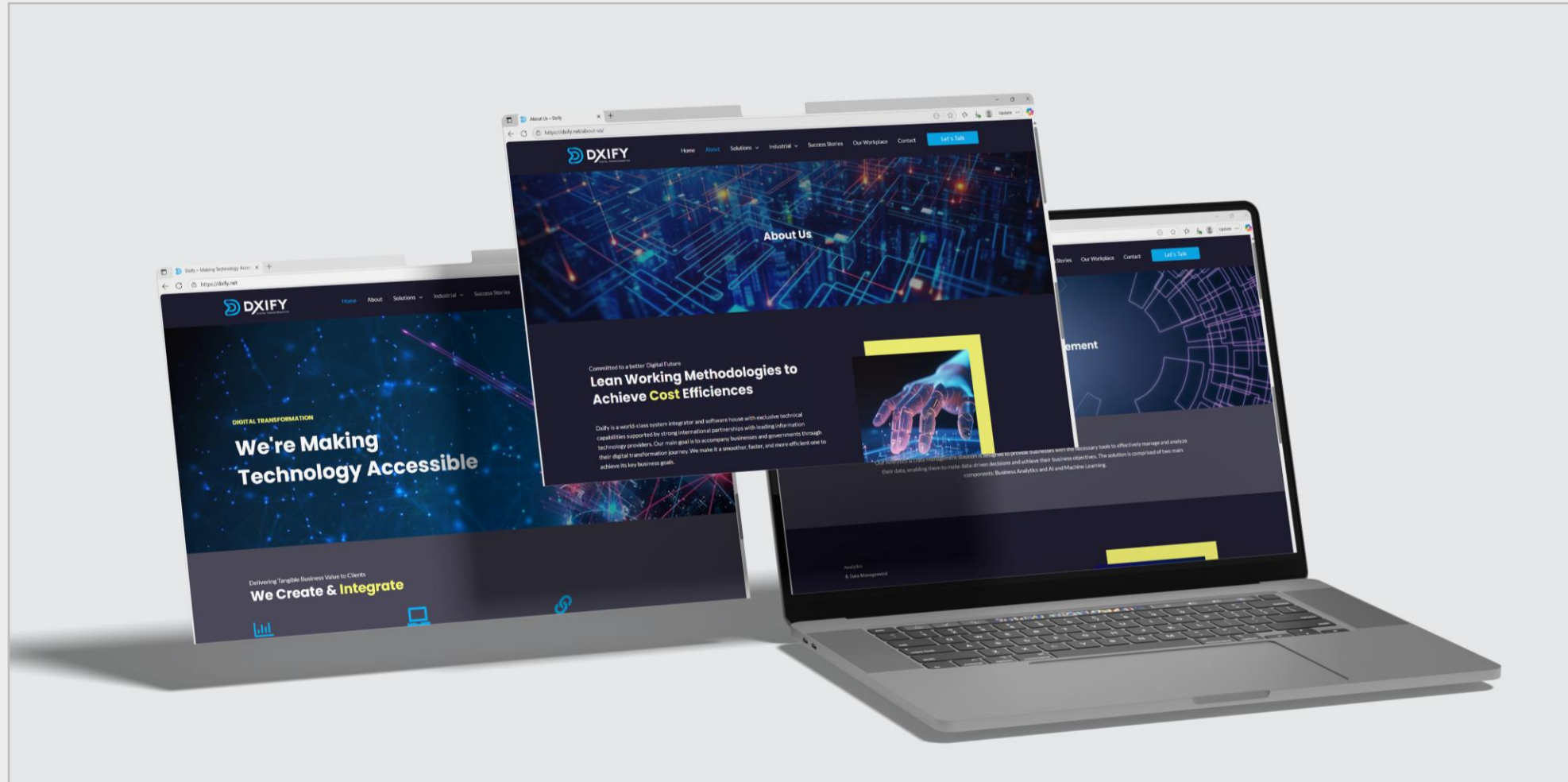
→ Areebah



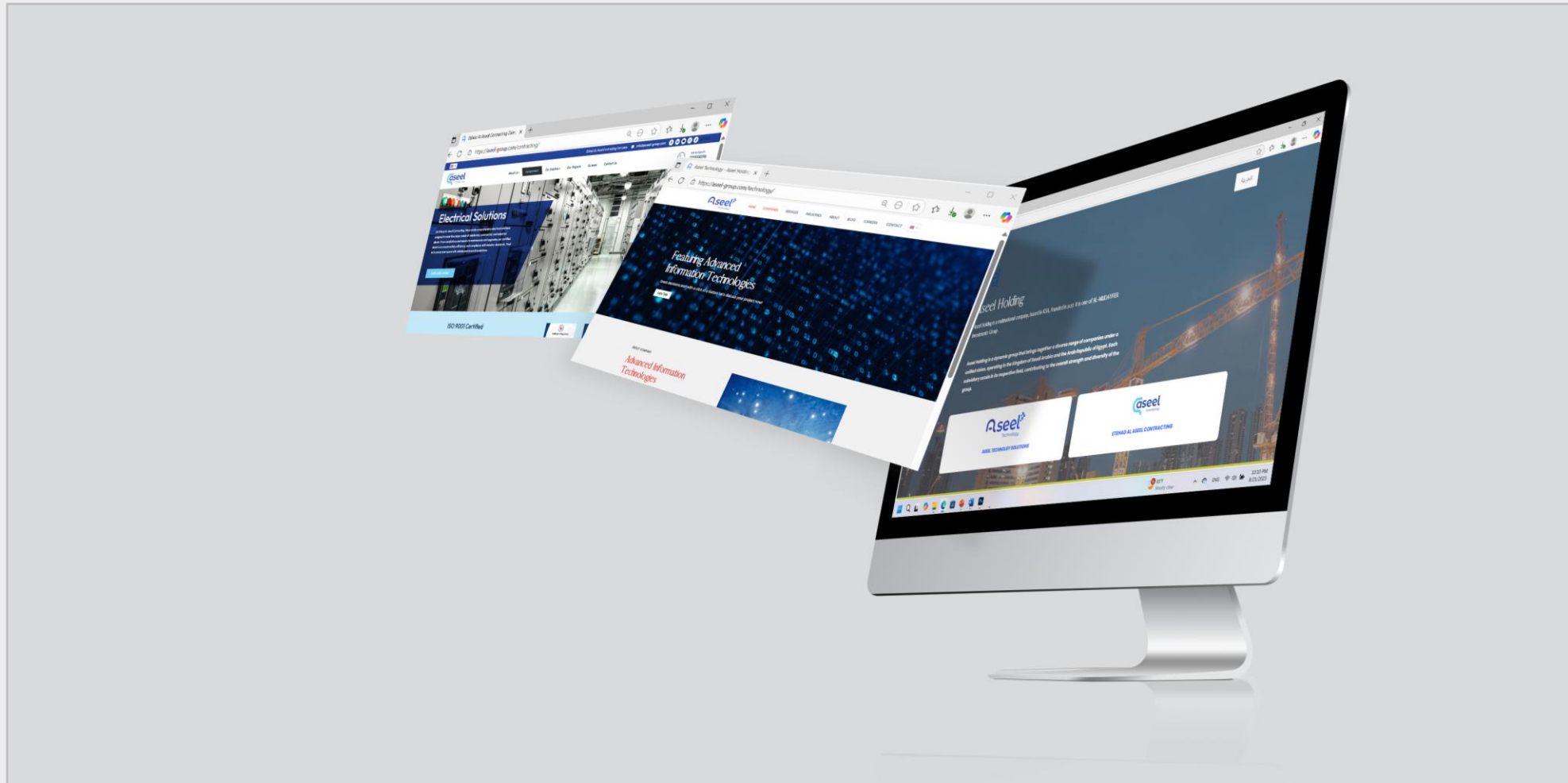
 **NAQSH**

 Lagorta

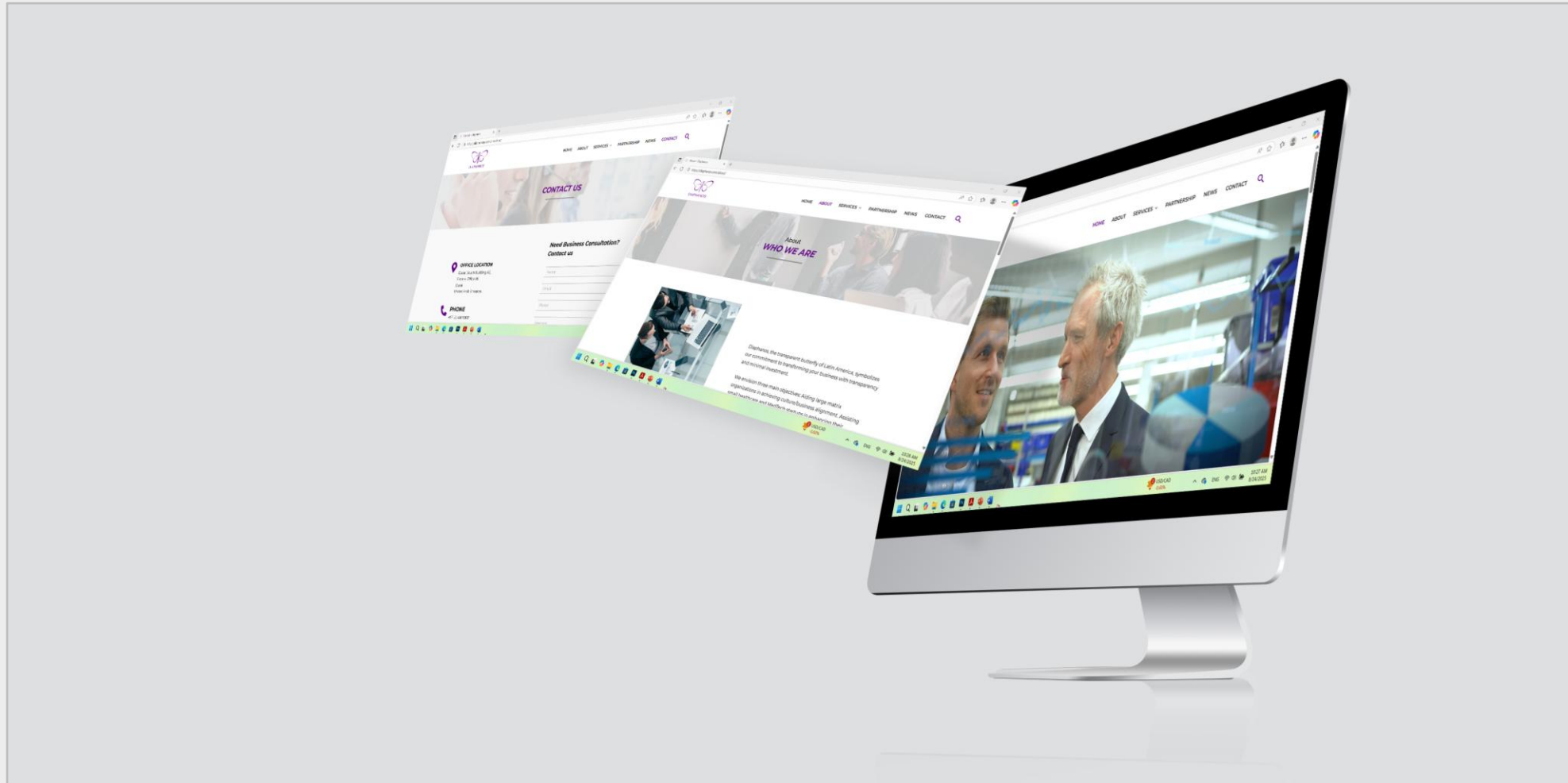
 AGTech

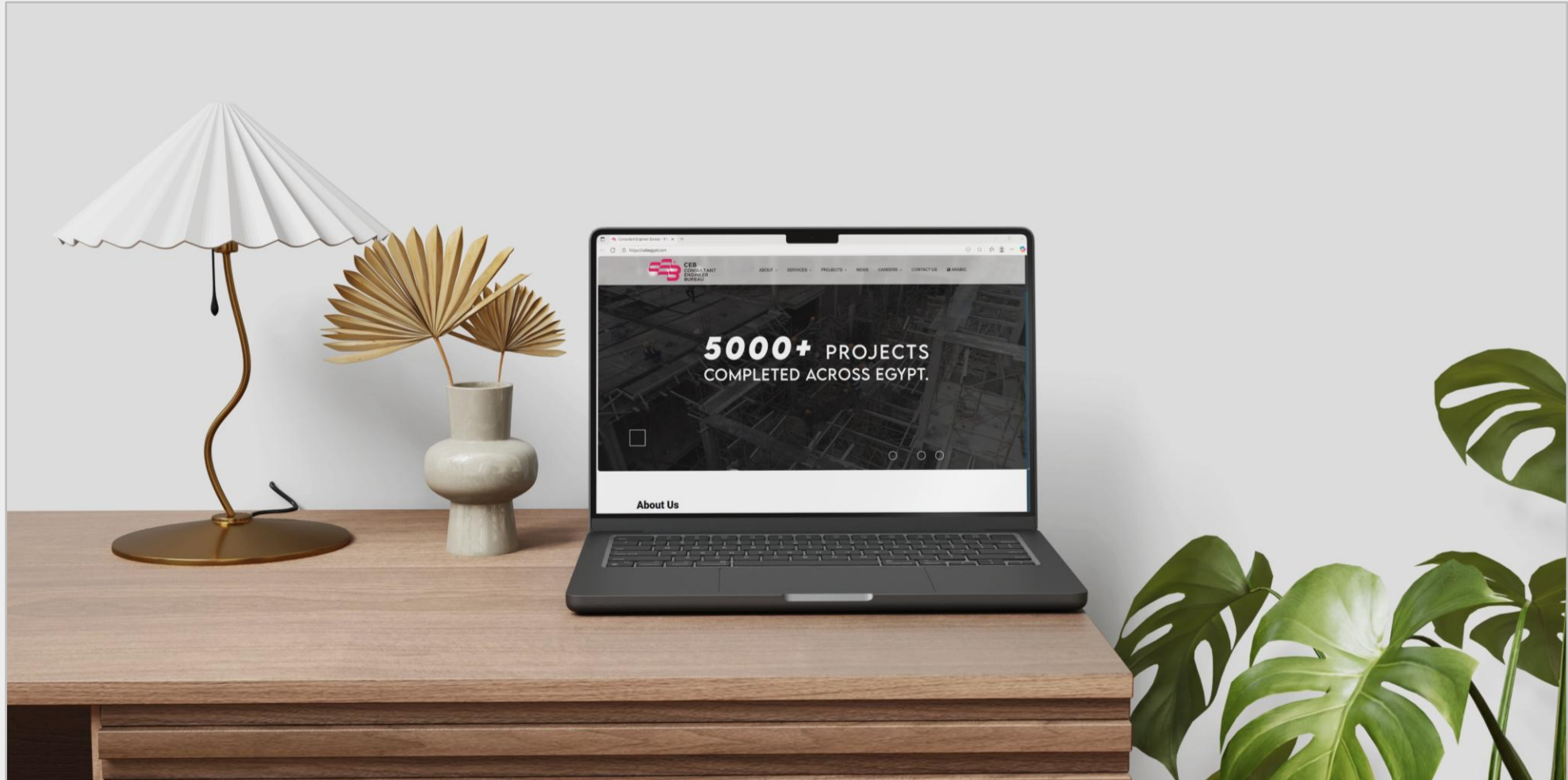
 **Dxify**

→ Aseel



## → Diaphanos

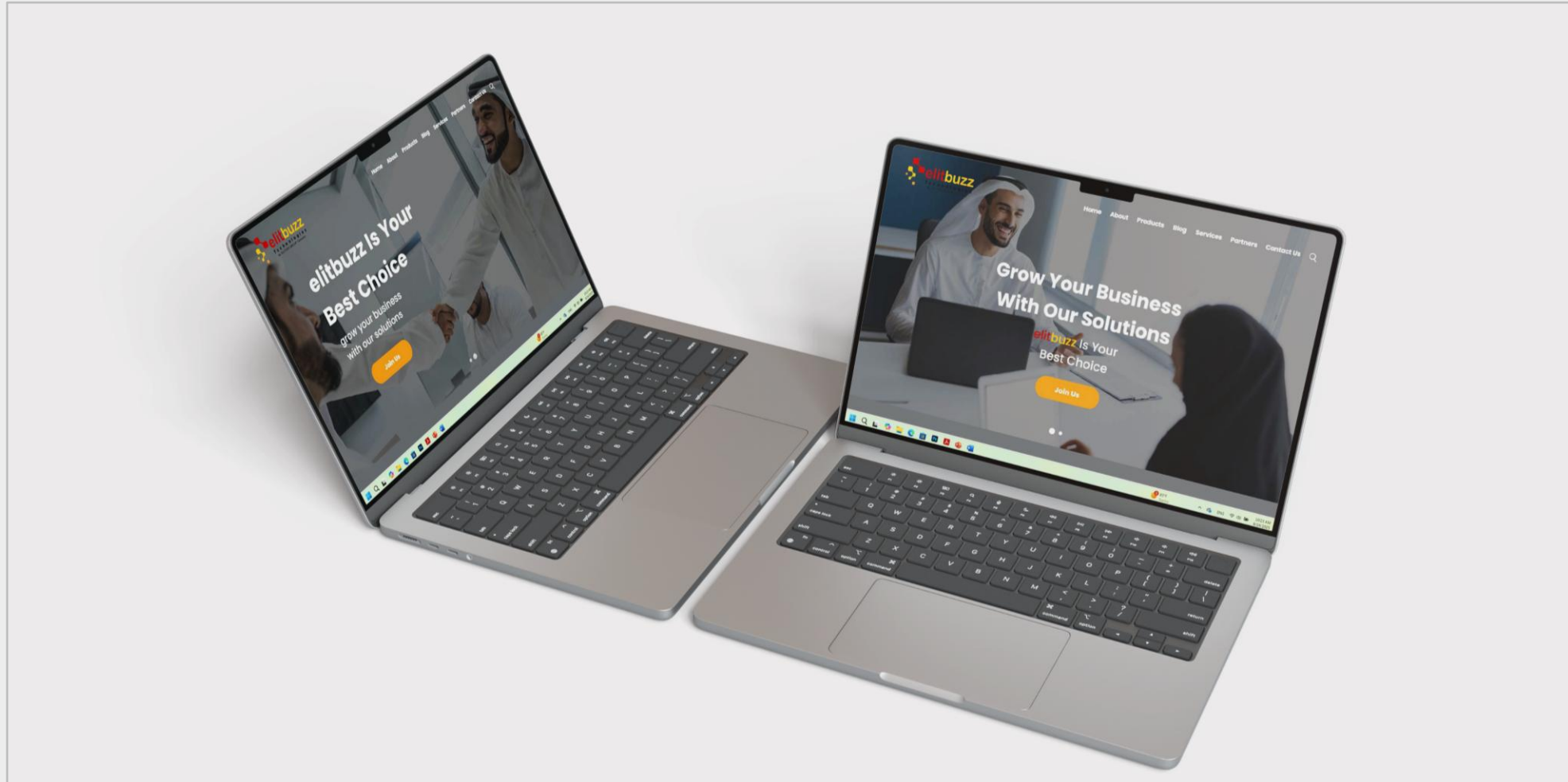


 CEB

## → Ignite Solutions



→ elitebuzz



# **IZDAHER**

Built for Those who Build the Region

## IZDAHER Promise

As a strategic partner, we are dedicated to helping B2B firms in Egypt and the MENA region to thrive and sustain.

By earning long-term trust and achieving significant, quantifiable growth.



# Why Partner with IZDAHER?

**B2B Marketing Proficiency**

**Measurable Results**

**Credibility Building**

**Impactful Content**

**Advanced Digital Solutions**



# Industries We Serve



**Information Technology and SaaS**



**Logistics**



**Manufacturing and Industrial**



**B2B E-commerce**



**Financial and FinTech**



**Energy and Sustainability**



**Healthcare and MedTech**



**Constructions and Real Estate  
Development**



**Professional Services (Consulting, Legal Affairs, Accounting, HR Solutions)**

# IZDAHER'S Growth Trajectory

Sustained and strategic expansion has driven **IZDAHER'S** growth path. From a promising startup to an industry leader and recognized agency for B2B marketing solutions and excellence.

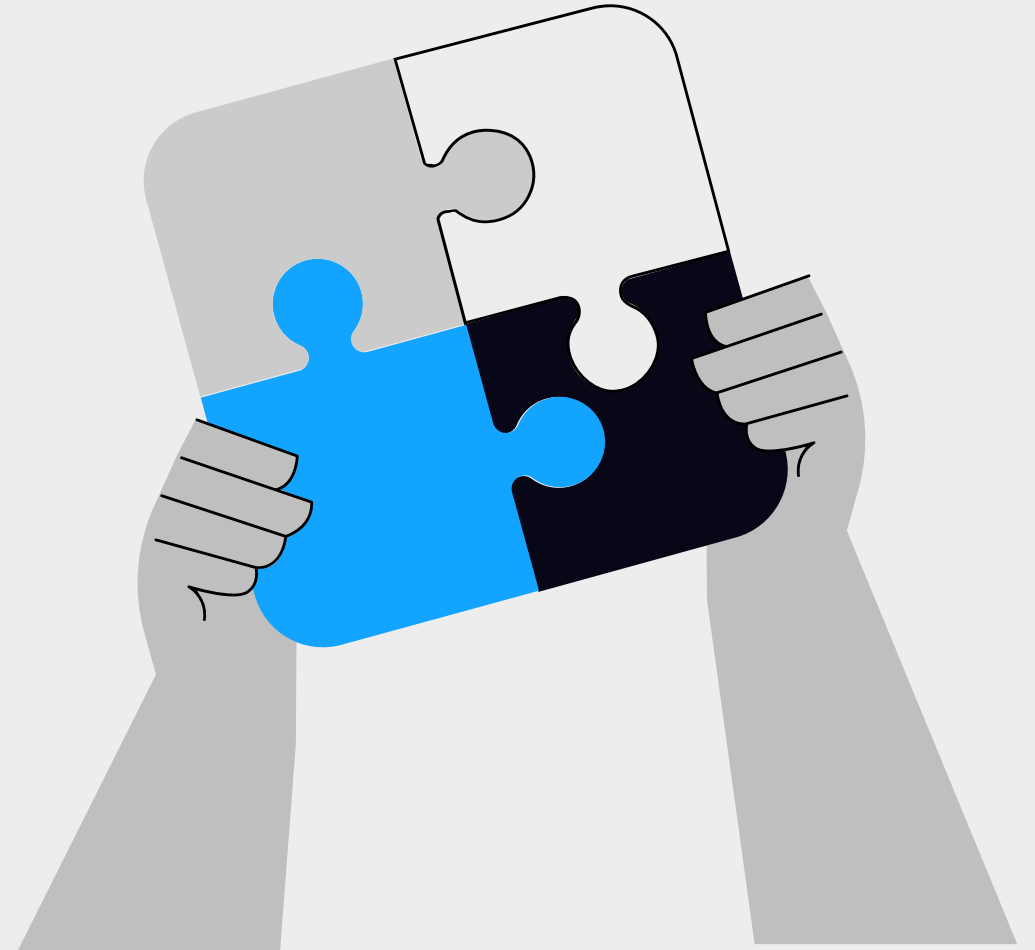
Guiding ambitious businesses to get ahead and thrive. These brilliant terminals showcase how we evolved, marked by pivotal milestones that have transformed our vision into reality through the B2B digital cosmos.



# Leading the Way Forward

## Our Success Partners

At **IZDAHER**, we cooperate with forward-thinking, ambitious partners who trust us and give us the lead to drive their online presence into an innovative corner, settle their prestigious industry thought leadership, and drive actual results that support their ROI approach.



→ Information Technology



→ Commercial

→ **Constructions**



→ **Governmental**



→ **Medical**



# Our Accreditations




# Have a New Project in Mind. Contact us Now!

 [+20 22 287 8807](tel:+20222878807)

 [+20 101 451 9453](tel:+201014519453)

 [izdaher@izdaher.com](mailto:izdaher@izdaher.com)

 [izdaher.com](http://izdaher.com)

 [15 Abou Dawoud El-Zahery  
from Makram Ebeid St,  
Nasr City, Cairo, Egypt](#)

[!\[\]\(13e40c2880c9211438a44a20d606e2aa\_img.jpg\)](#) [!\[\]\(ce8dd55c548ec475e3b6486ac28ddeb6\_img.jpg\)](#) [!\[\]\(6b78062079aadfc18830b522633a5d24\_img.jpg\)](#) [!\[\]\(18b0901de0fb1f8a54b0abcc5c2cc328\_img.jpg\)](#) [!\[\]\(055710735a06f5a2fab07d29527b2e00\_img.jpg\)](#)

