



**HELP AG**

an e& enterprise company

# Media Kit



Last Updated in December, 2022

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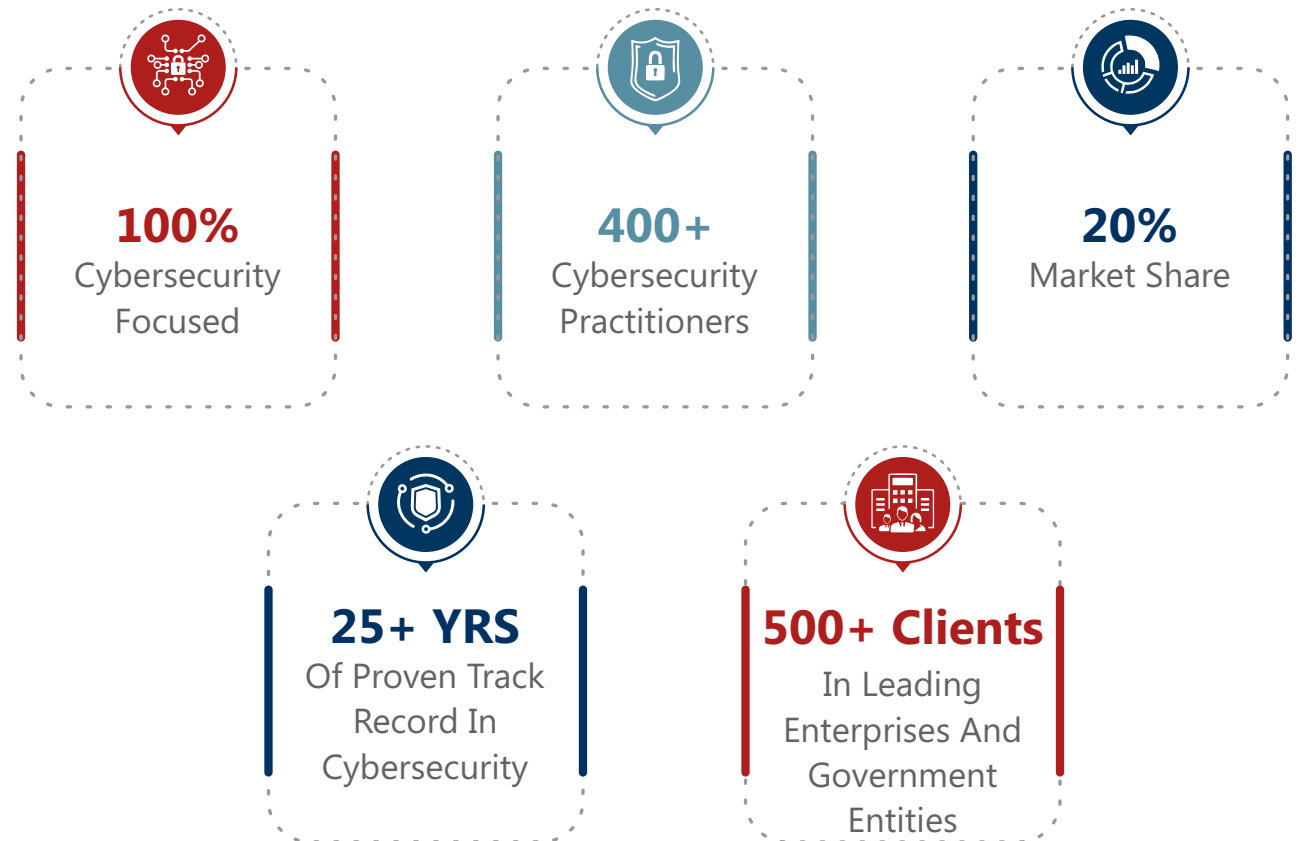
# 01

## Who We Are

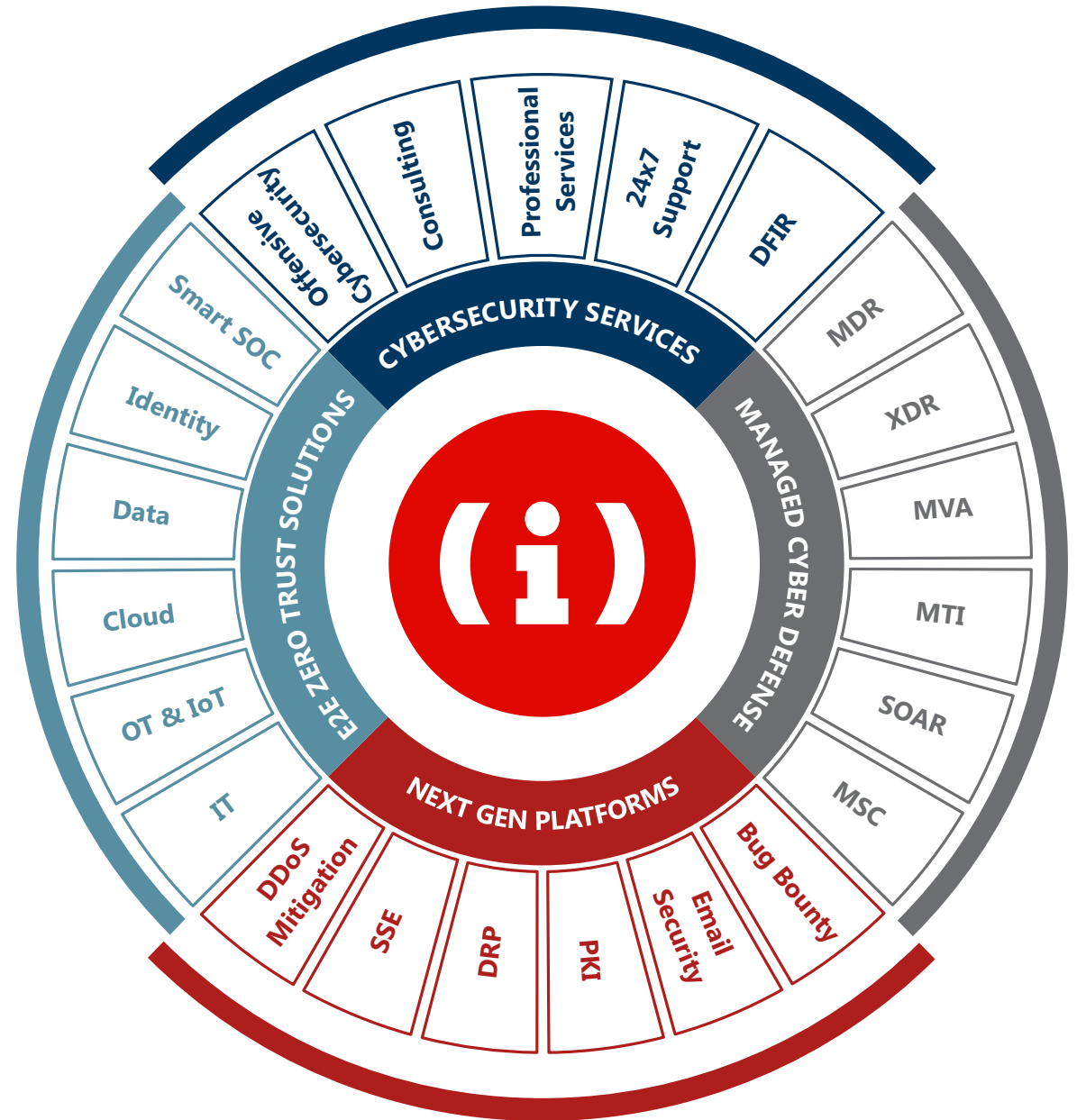
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## About Us

Help AG is the cybersecurity arm of e& enterprise (formerly Etisalat Digital) and provides leading enterprise businesses and governments across the Middle East with strategic consultancy combined with tailored information security solutions and services that address their diverse requirements, enabling them to evolve securely with a competitive edge. Help AG has been present in the Middle East since 2004 and is firmly established as the region's trust IT security advisor. In 2020, Help AG was strategically acquired by e& (formerly Etisalat Group) hence creating a cybersecurity and digital transformation powerhouse in the region.



# Portfolio



## Proofpoints



We enable businesses across the Middle East to secure their digital transformation journeys with a competitive edge via strategic consultancy and tailored information security services and solutions.



We make your cyber defense future-ready, taking a people-first approach to data protection and ensuring access to data and apps anytime, anywhere, and on any device with secure cloud enablement.



We provide enterprises with holistic cyber resilience powered by AI and ML through our Security Operations Centre (SOC), leveraging industry-leading security platforms to offer 24x7x365 threat monitoring, detection and response.



Spearheading the service-centric evolution with 'Help AG as a Service', we are committed to delivering truly global and advanced security services while shaping them to address regional market threats and requirements, that customers can contract through SLA based offerings.



As a digital transformation powerhouse in the region, we safeguard more than 500 of the region's largest enterprises and government organizations across different industry verticals through expert service delivery teams and state-of-the-art local infrastructure.

# 02

## The Brand

- Corporate Name
- Corporate Logo
- Brand Guidelines

## Corporate Name

- Help AG should always be written with an upper-case H and upper-case AG.
- When a particular subsidiary of Help AG is being referred to, the specific additional phrase may be used as required.



## Corporate Logo

The Help AG logo is available in different colours for different uses, depending on the background.

CYMK/RGB coloured version of the logo against a white background or a background with enough contrast.



Help AG Logo – RGB Colour

[↓ PNG | PDF](#)



Help AG Logo – CMYK Colour

[↓ PNG | PDF](#)

Reversed version in white against a solid colour background where there is not enough contrast.



Help AG Logo – RGB Reversed

[↓ PNG | PDF](#)



## Logo Guidelines

Help AG's brand guidelines are aimed at ensuring that our brand identity is preserved and that our messaging remains uniform across all channels, partners and end-users.

- The logo or elements of the logo should not be altered, recolored or added to, in any way.



- Help AG logo can be used along with its partner logos for the purpose of co-branding.
  - All kinds of co-branding should be pre-approved by Help AG's marketing team before being used or showcased anywhere.
- Help AG's official channels include: LinkedIn, Twitter and YouTube. The following principles apply to the professional use of social media when referencing Help AG:
  - One should attain appropriate approval to cite or reference Help AG.
  - One is not to publish, post or release any information that is considered confidential.
  - One should follow the Help AG brand guidelines on logo, picture, text and colour templates when posting about Help AG.

# 03

## Press Kit

- Boiler Plate
- Mission & Vision Statements
- The Team Behind Help AG
- Help AG Partners
- Corporate social responsibility

## Boiler Plate

Help AG is the cybersecurity arm of e& enterprise (formerly Etisalat Digital) and provides leading enterprise businesses and governments across the Middle East with strategic consultancy combined with tailored information security solutions and services that address their diverse requirements, enabling them to evolve securely with a competitive edge. Help AG has been present in the Middle East since 2004 and is firmly established as the region's trusted IT security advisor. In 2020, Help AG was strategically acquired by e& (formerly Etisalat Group) hence creating a cybersecurity and digital transformation powerhouse in the region.

## Mission & Vision Statements



### Mission

To contribute in securing a digital world through continuous innovation and thought leadership that elevate organization to greater levels of protection.



### Vision

To be the globally recognized digital security services and solutions leader in a connected world.

## The Team Behind Help AG



**Stephan Berner**

Chief Executive Officer

Stephan established Help AG in 2004 and has overseen the company's phenomenal growth to date. Today, he is leading Help AG to further increase the organization's investment, business activity and partnerships across the MEA region. Prior to Help AG, Stephan successfully built several businesses from scratch focusing on value creation, scalability and sustainability. Before moving to the UAE, he worked as the Managing Director of NOXS / RISC Technology across Germany, Austria and Switzerland.



**Nicolai Solling**

Chief Technology Officer

Nicolai is responsible for overseeing Help AG's professional services, support services, and technical vendor management across the region. Since joining the company in 2008, he has successfully grown the technical team by more than 200% and has been heavily involved in the design, deployment, and operation of some of the most challenging network and security infrastructures for enterprise customers across a variety of industry sectors. Nicolai has been in the IT and network industry for over 20 years. He is one of the most well-known names in the industry thanks to his in-depth knowledge of cybersecurity technologies combined with his vast experience in security solutions, integration as well pre-sales and design.

## The Team Behind Help AG



### **Sudhir Menon**

Vice President  
Product Management  
& Strategic Alliances

Sudhir oversees the execution of the product, portfolio and service development initiatives of Help AG and is responsible to conceptualize and build state of the art cybersecurity services targeting Enterprise, Government and SMB customers. He also manages the strategic alliances and vendor partnerships initiative to drive Help AG's successful MSSP & solutions business in the UAE and regional operations. His diverse experience cuts across sales & business development, strategic consulting & digital solutions, as well as product marketing & management. He was a founding member of e& enterprises' (formerly Etisalat Digital) foray into cybersecurity and comes with a strong marketing, technical & business foundation. He has also played a key role in the successful e& enterprise - Help AG integration, to build Help AG's future foundation as the de facto cybersecurity player in the region.



### **Dr Aleksandar Valjarevic**

Vice President  
Group Business Development

Aleksandar leads the business development strategy across Help AG, including sales, sales operations and solution architecture. He has worked in Europe, Africa and the Middle East, with a successful track record in leading and supporting sales organizations to grow revenue, introduce new technologies and services, and expand markets. A seasoned cybersecurity and management professional, with a PhD in Computer Science, Aleksandar acts as sales leader and technology subject matter expert, concentrating on solutions in the areas of network security, cloud security, data protection, identity and access management and managed security services.

## The Team Behind Help AG



**Nikola Kukoljac**

Head of Solution  
Architecture

An accomplished and technically sophisticated professional, Nikola has over 10 years of extensive experience in leading key initiatives, implementing cybersecurity policies, and delivering state-of-the-art technology security solutions that mitigate risk, reduce vulnerability, and that ultimately ensure the security of IT and business services. Nikola runs the success with his team at Help AG in systems creation, architecture, design, strategy and development, possessing expertise in planning and implementation of Help AG's large-scale IT/security projects.

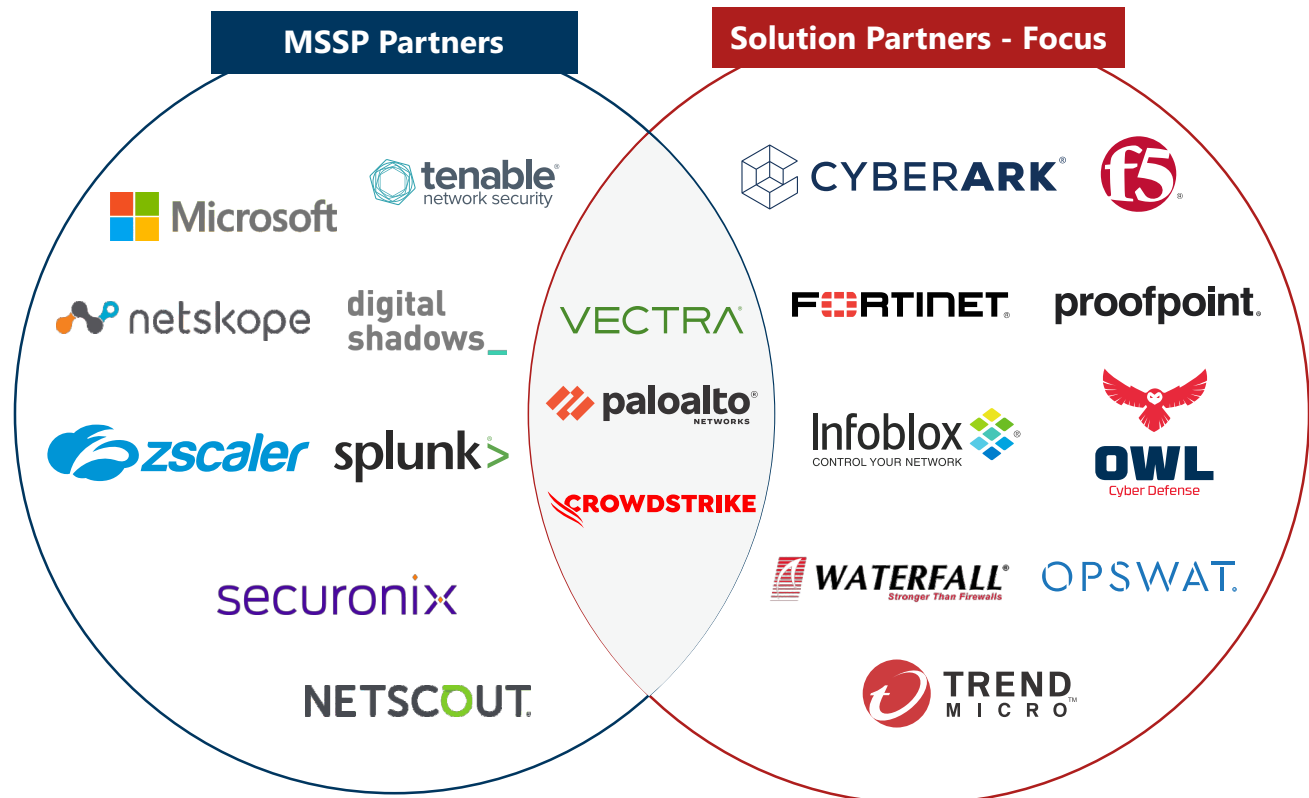


**Fahad Al-Suhaimi**

Country Director -  
Saudi Arabia

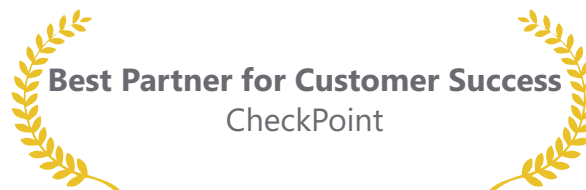
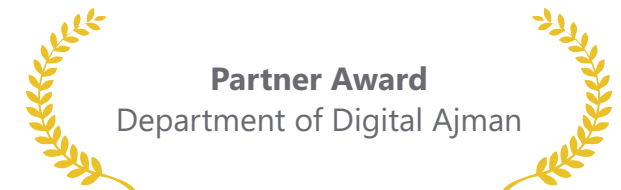
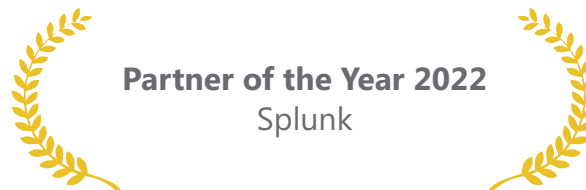
Al-Suhaimi has more than 20 years of experience in successfully driving business expansion in the technology industry across a variety of roles in project management, business development, sales, and marketing strategy. Prior to joining Help AG, Al-Suhaimi held the role of Vice President of Sales and Marketing at Innovative Solutions SA. With Saudi Vision 2030, the Kingdom is transforming into a digital powerhouse. As part of his role at Help AG, Al-Suhaimi is responsible for meeting the significantly increasing demand for cybersecurity through Help AG's diverse portfolio of Managed Security Services (MSS), end to end Zero Trust solutions and in-country next-gen platforms.

## Help AG Partners



## Awards

Explore all of Help AG's accolades and awards [here](#).





## Corporate Social Responsibility

Help AG is invested in corporate social responsibility to underscore our commitment to improving the world step by step with contribution from the entire Help AG T.E.A.M.

### Help AG CSR Principles



Authenticity



Transparency



Accountability



Ethical Behaviour



Employee Centricity



Respect for the rule of law



#### Educational Partnership

Help AG has partnered with UOWD in order to share business knowledge and expertise to support the learning and development of the next generation.



#### Children of Determination

The Help AG T.E.A.M works to raise awareness on educating children of determination by volunteering for activities in the classroom and at fairs.



#### Environmental Awareness

In partnership with Goumbook, the Help AG T.E.A.M volunteers for tree plantation and clean-up drives to raise environmental and sustainability awareness.

# 04

## Media Inquiries

- PR/ Press Inquiries
- Marketing Inquiries

## PR/ Press Inquiries

### PR Agency - Gambit PR & Communications

✉ helpag@gambit.ae

📍 Gambit Communications HQ,  
The Binary by Omniyat Tower,  
Offices P3-14 & P3-15  
Business Bay, Dubai

🌐 www.gambit.ae

### Tony Sidgwick

Account Director

☎ +971 50 4653458 / +971 4 5786446 | ✉ tony@gambit.ae

## Marketing Inquiries

### Soumya Prajna

Head of Marketing & Communications

✉ Soumya.prajna@helpag.com | marketing@helpag.com



Logos



Help AG  
Spokespeople  
Photos



About Help AG