



HELP AG

an e&enterprise company

Media Kit



Last Updated in November, 2025

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Who We Are

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About Us

Help AG is the cybersecurity arm of e& enterprise (formerly Etisalat Digital), providing governments and leading enterprises across the Middle East with strategic consulting and tailored cybersecurity solutions. Since 2004, Help AG has been firmly recognized as the region's trusted IT security advisor.

In 2019, Help AG was strategically acquired by e& (formerly Etisalat Group), creating a regional powerhouse in cybersecurity and digital transformation.



100%
Cybersecurity
Focused



650+
Cybersecurity
Practitioners



25+ YRS
Of Proven Track
Record In
Cybersecurity



500+ Clients
In Leading
Enterprises And
Government
Entities

Portfolio

End – to – End Zero Trust Solutions



Cybersecurity Services



Intelligent SOC
Automation



Secure Access
Service Edge (SASE)



Securing Cloud &
Modern Apps



OT & IoT Security



Identity Fabric
Immunity



Data Security &
Privacy



Managed Security
Services



Digital Forensics &
Incident Response



Offensive
Cybersecurity



Cyber Trust Advisory
& Consulting



DDoS Protection &
Assurance Services



Continuous Threat
Exposure
Management (CTEM)

HYPERSCALERS

CUSTOMER SUCCESS & SERVICE EXCELLENCE

Proof Points



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 defence 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 Cyber Defense Center (CDC), 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.

Help AG

Upper Case Upper Case

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 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 & Ambition Statements

Boiler Plate

Help AG, - an e& enterprise company, is a recognized leader in next-generation cybersecurity technology and innovation. We combine strategic consulting with bespoke information security solutions and services to empower governments and enterprises across the Middle East and Africa to secure their digital transformation journey while maintaining a competitive edge.

Leveraging e&'s robust technology portfolio, vast market reach, and deep expertise, Help AG enables organizations in the region with the tools and capabilities needed to confidently navigate the ever-changing cybersecurity landscape. Our advanced security offerings, coupled with a commitment to cybersecurity innovation and compliance, ensure that our customers benefit from unparalleled resilience and agility in an increasingly digital world.

As a trusted partner to both governments and enterprises, Help AG is dedicated to fostering a secure and compliant digital environment, helping our clients thrive in their digital endeavors.

To learn more about Help AG, please visit www.helpag.com.

خدمات وحلول الأمن السيبراني المتطورة كجزء من شركة "إي آند إنتربرايز". وتمزج الشركة بين الاستشارات الاستراتيجية وحلول وخدمات أمن المعلومات المخصصة، لمساعدة الحكومات والمؤسسات في (Help AG) تقدّم شركة كل أنحاء منطقة الشرق الأوسط على تأمين مسار التحول الرقمي واكتساب ميزة تنافسية.

نحن شركة رائدة معترف بها في مجال الأمن السيبراني في المنطقة، مستفيدين من نقاط والتزامنا بالابتكار في مجال الأمن السيبراني لـ e&، القوة الكامنة في موقعنا كجزء من شركة يتزعم. نحن نضمن لعملائنا الاستفادة من المرونة القوية واللازمة للازدهار في العصر الرقمي المتنامي.

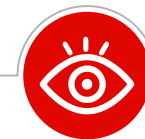
لمزيد من المعلومات حول شركة (Help AG) يرجى زيارة الموقع الإلكتروني ، : www.helpag.com

Mission, Vision & Ambition Statements



Mission

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



Vision

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



Ambition

To become the leading multi-managed-security services and advanced solutions provider leveraging high-skill matrix organization and flexible delivery models with world-class customer experience in META+.

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The Team Behind Help AG

- The Team Behind Help AG
- Help AG Partners
- Recognition
- Corporate social responsibility

The Team Behind Help AG



Dr Aleksandar Valjarevic

Acting CEO

Dr Aleksandar Valjarevic is the Acting CEO of Help AG, responsible for driving the company's strategic vision and growth. A seasoned leader with international experience across Europe, Africa, and the Middle East, he has enabled organizations to expand into new markets and embrace next-generation technologies. Previously serving as Chief Business Officer, he played a pivotal role in shaping the business development strategy, overseeing sales, solution architecture, and the hyperscalers business.

With a PhD in Computer Science and expertise spanning network security, cloud security, data protection, and identity management, Dr Valjarevic combines technical depth with business leadership to strengthen Help AG's position as the region's leading cybersecurity provider. In addition to these areas, he is spearheading Help AG's efforts to secure the deployment of AI technologies in the Middle East, from smart cities and digital government to AI and post-quantum cryptography, ensuring digital transformation is grounded in strong cybersecurity practices.

The Team Behind Help AG



Sudhir Menon

Senior Vice President
Business Marketing

Sudhir Menon is the Senior Vice President of Business Marketing at Help AG, overseeing the marketing and communications teams, as well as product, portfolio, and service development across enterprise, government, and SMB segments. He also leads strategic alliances and vendor partnerships to drive Help AG's MSSP and solutions business in the UAE and beyond.

With experience in sales, business development, and product marketing, Sudhir was a founding member of e&enterprise's cybersecurity arm and played a key role in integrating Help AG into e&enterprise. His strategic vision strengthens Help AG's market leadership, enabling the company to deliver innovative cybersecurity solutions that meet client needs, align with regulations, and create long-term value across sectors.



Asim Sharfuddin

Senior Vice President
Service Operations

Asim Sharfuddin is the Senior Vice President of Service Operations at Help AG, with 15+ years of experience in driving operational excellence. He oversees service delivery across the UAE and KSA, ensuring efficiency and alignment with business goals.

With a background in Electronics and IT Management, Asim has played a key role in building Help AG's service delivery framework and advancing its MSSP capabilities, strengthening the company's position as a trusted cybersecurity partner in the Middle East.

The Team Behind Help AG



Nikola Kukoljac

Vice President
Solution Architecture

Nikola Kukoljac is the Vice President of Solutions Architecture at Help AG, where he leads the design and development of large-scale IT and cybersecurity projects. With over a decade of experience, he specializes in creating solutions that mitigate risk and protect critical business services.

Nikola heads a team focused on implementing advanced security architectures across various sectors. His expertise in cybersecurity policy and systems architecture positions Help AG as a trusted partner for organizations seeking resilience in a rapidly evolving threat landscape.



Girish Dani

Vice President Sales

Girish Dani is the Vice President of Sales at Help AG, responsible for driving revenue growth and client engagement for cybersecurity solutions across the UAE. With 20+ years of experience in cybersecurity, IT services, and telecom, he has held senior roles at e& UAE, Tech Mahindra, and more. A Certified Information Systems Security Professional (CISSP), Girish specializes in MSSP frameworks, SOC operations, and cybersecurity advisory across industries like oil and gas, BFSI, and government.

Girish is committed to fostering trusted partnerships, helping clients achieve their cybersecurity goals, and ensuring Help AG remains their go-to provider for innovative, reliable security solutions in the region.

The Team Behind Help AG



Safwan Akram

Country Manager

Safwan Akram is the Country Manager for Saudi Arabia at Help AG, where he drives the company's growth and reinforces its leadership in the Kingdom's rapidly evolving cybersecurity market. In this role, he spearheads efforts in threat intelligence, Security Operations Center (SOC) innovation, and compliance strategies across the region.

With over 11 years of specialized cybersecurity experience, Safwan is an expert in network security, governance, risk and compliance (GRC), Security Operations Center (SOC) operations, and vulnerability assessments and penetration testing (VAPT). He has successfully designed and implemented security frameworks for prominent organizations, including SASO, Solutions by STC, Sirar by STC, and Saudi Aramco. His expertise in SOC operations includes managing security monitoring, threat detection, incident response, and continuous security improvement for organizations. In addition, his work in vulnerability assessments and penetration testing (VAPT) helps organizations identify and mitigate vulnerabilities in their systems, ensuring proactive defense against potential cyber threats.

In line with Saudi Vision 2030, Safwan is committed to helping enterprises, government entities, and critical industries strengthen their cybersecurity posture. He is focused on expanding Help AG's Managed Security Services, end-to-end Zero Trust solutions, and next-generation platforms to meet the Kingdom's rapidly growing demand for trusted digital resilience.

Help AG Partners



Awards

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

VENDOR AWARDS



Partner Award 2024 –
Enterprise Partner -
BFSI



International Partner
of the Year 2024



SASE Partner of
the Year - KSA



Platinum Partner
2025



ITP MSSP Award -
Security Leadership
Awards 2025



Partner of the Year
2024



META Partner of
the Year -
AppWorld Dubai



2025 EMEA Growth
Partner of the Year!



Best MSP Partner
Of the Year Award

INDUSTRY AWARDS



Best Cybersecurity
Provider



Best Managed
Security Provider



Best Managed
Security Provider



Stephan Berner -
Security Innovation
Leader



Global Security
Symposium - KSA:
Intelligent Security
Award



Cyber Strategists
Summit & Awards
2024: Intelligent Cyber
Defence Provider of
the Year



Awards 2024 by
tahawultech.com: Best
Managed Security
Provider award



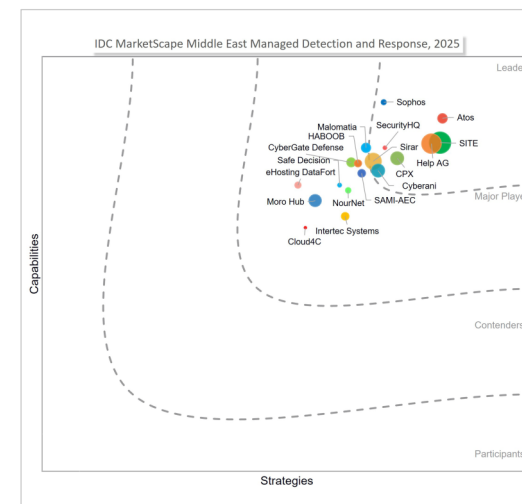
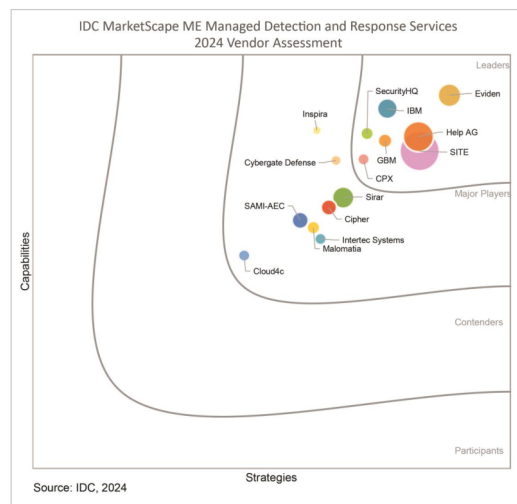
Top Managed
Security Provider



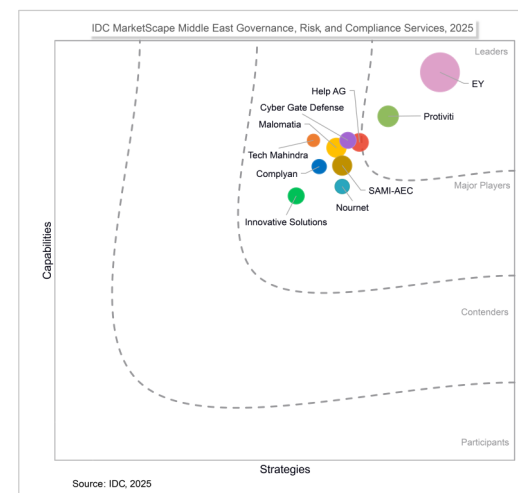
Riyadh, KSA: Future
Security Leaders Award
2025 in the Intelligent
Security

Recognition

Recognised as a Leader in IDC MarketScape Middle East for Managed Detection and Response (MDR) 2024 & 2025.



Recognized as a Major Player in the IDC MarketScape 2025 for Governance, Risk and Compliance Services in the Middle East.



Recognition



CREST Accreditation & DESC Cyber Force Membership for Incident Response & Penetration Testing

Help AG achieves SOC Capability Maturity Model (CMM) Level 3

The audit framework is designed to evaluate SOC's at one of three certifiable levels:



CERTIFICATION ID
C10Z-1FP6-PU3J-TR18

Compliance

Proudly ISO 22301 and ISO 27001 Certified



ISO 22301: Business Continuity Management

Ensuring our resilience and preparedness for unexpected disruptions.

ISO 27001: Information Security Management

Committed to protecting your data with top-tier security practices



ISO 27035-2:2023

Demonstrates Help AG's ability to proactively manage and response to information security incidents, ensuring the protection of sensitive data and maintaining robust security practices.

Corporate Social Responsibility

Empowering Communities, Shaping Futures

At Help AG, cybersecurity leadership means more than protecting systems — it's about empowering people, uplifting communities, and contributing to a sustainable future.

Our Corporate Social Responsibility (CSR) is built on three core pillars that reflect our values and drive meaningful impact:



Educational Empowerment

Building Knowledge for a Secure Digital Future

We bridge the gap between academia and industry through mentorship, training, and real-world learning — empowering the next generation of cybersecurity leaders.



Inclusion and Diversity

Creating Opportunities for All

We champion inclusive initiatives that support individuals of determination and promote environments where everyone can thrive and contribute meaningfully.



Environmental Responsibility

Protecting the World We Defend

As we secure the digital realm, we also care for the physical one — supporting sustainability through tree planting and community-led environmental efforts.



Purpose in Action

Empower communities. Inspire innovation. Safeguard the future.

At Help AG, our mission goes beyond cyberspace — we build resilience in networks and in society.

05

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

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Marketing Inquiries

Raksha Jasoria

Marketing and Communications Manager

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Logos



Help AG
Spokespeople
Photos



About Help AG

