NOT YOUR AVERAGE TECH DISTRIBUTOR

rookie ninja

ADEPT. AGILE. AWESOME.

COMPANY
PROFILE
2025 ▸ 2026

rookie ninja

ADEPT. AGILE. AWESOME.

WHO WE ARE

ROOKIE NINJA IS ONE OF THE FASTEST GROWING VALUE-ADDED DISTRIBUTORS FOR DIGITAL TRANSFORMATION TECHNOLOGIES IN THE EMEA REGION.

WE HELP CLIENTS ORGANIZE INFORMATION AND MAKE SENSE OF THEIR DATA. WITH OUR SOLUTIONS, INFORMATION IS UNIVERSALLY ACCESSIBLE AND USEFUL, AND HELPS CLIENTS TO ACCELERATE MOVE TOWARDS A DIGITAL FUTURE.

A SMART AND PROACTIVE APPROACH TOWARDS DIGITAL TRANSFORMATION HELPS TO ATTAIN BETTER ROI AND STIMULATE PRODUCTIVITY.

OUR KEY GOAL, AS A LEADER IN THE INDUSTRY, IS TO PROVIDE HIGH-QUALITY PRODUCTS, SERVICES, AND SUPPORT WITH WHICH WE CAN HELP OUR CLIENTS FIND THE BEST POSSIBLE SOLUTION.

OUR BUSINESS PRINCIPLES

DO WHAT IS RIGHT
NOT WHAT IS EASY.

At Rookie Ninja, we are constantly searching for technological solutions that help organizations to optimize business processes and to have a competitive edge. Our ability to integrate technologies from various manufacturers, often results in new solutions, applications and uses of technology that did not exist before going through our skilled team of industry experts, engineers and developers.

Rookie Ninja adds value with its extensive knowledge of digitization technologies. We create solutions to meet the diverse needs of all our clients and when combined with our industry-leading after-sales support, it becomes easy for clients to choose to stay with us year after year.

VISION

OUR **VISION** IS TO HELP CLIENTS DERIVE PEAK PERFORMANCE OUT OF THEIR BUSINESS PROCESSES & TO ASSIST CLIENTS IN THEIR JOURNEY TOWARDS DIGITAL TRANSFORMATION.

MISSION

OUR **MISSION** IS TO FIND, CREATE AND INTRODUCE THE BEST TECHNOLOGICAL ADVANCES IN THE INDUSTRY. WE ARE COMMITTED TO DELIVERING DIGITIZATION TECHNOLOGIES THAT SOLVE COMPLEX PROBLEMS IN AN UNCOMPLICATED WAY.

BUSINESS ST RATEGY

A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL.

KEY ON GOING ACTIVITIES WITHIN ROOKIE NINJA:

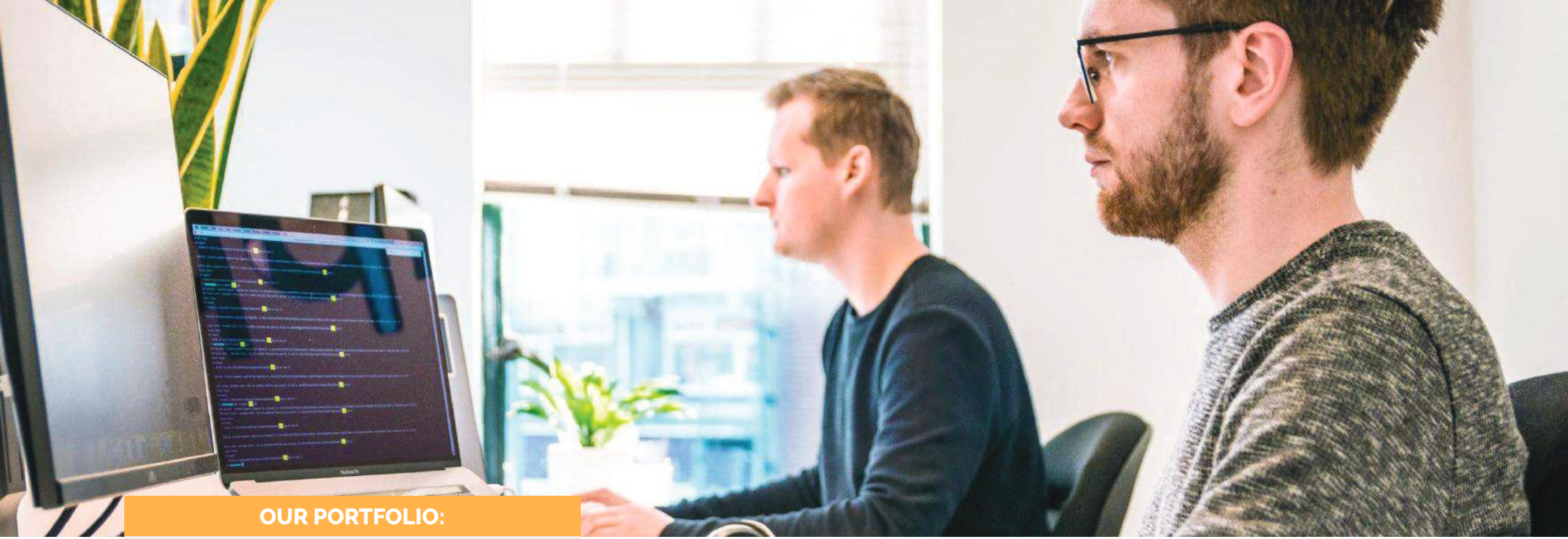
- Reaching representation agreements with manufacturers of the best and most innovative technologies within our industry.
- Adding value through the integration of manufacturers' technology due to our knowledge and experience gained in the last decade.
- Having an excellent team that is able to offer the best customer service and reliable support
- Reaching the market through a massive network of partners and system integrators in order to deliver solutions across every client type, irrespective of size.
- Supporting and promoting solutions and technologies that improve the convergence between digitization technologies and information technology.
- Developing specific solutions for vertical markets:
  Health, corporate, public sector, hospitality, retail, education, construction; to name a few.

OUR PORTFOLIO:

HARDWARE

ROOKIE NINJA SPECIALIZES IN SUPPLY OF THE BELOW:

- Document Scanners (Portable, Desktop, Departmental & High Volume, Production.)
- Large Format Scanners (Up to 44” wide scanners.)
- Planetary Scanners (Up to A1 Size Book Scanners)
- Book Scanners (A3 and A4 devices with Accurate Arabic OCR)
- Cheque Scanners (UV and Non-UV Up to 190 CPM scanners)
- Network Attached Storage (NAS)
- Spare Parts & Consumables
- Print Solutions
- Audio Visual,
- IT Accessories



OUR PORTFOLIO:

SOFTWARE

ROOKIE NINJA DELIVERS SOFTWARE SOLUTIONS FOR THE BELOW:

- Application Based Multi-Language Data Capture Solution.
- Web Based Data Capture Solution.
- ECM Solution
- Workflow Solution
- Cost Effective Document Management solution.

OUR PORTFOLIO:

SERVICES

ROOKIE NINJA SPECIALIZES IN THE BELOW SERVICES:

- Document scanning and backlog archiving services
- Rental services for specialized scanning hardware.
- Consultation services.
- Training services.
- Specialized in manpower supply for projects

Kodak alaris

OUR BRANDS:

KODAK ALARIS

Kodak Alaris manufactures scanners with intelligent automated features and class-leading software. Document scanners from Kodak Alaris are the innovative choice.

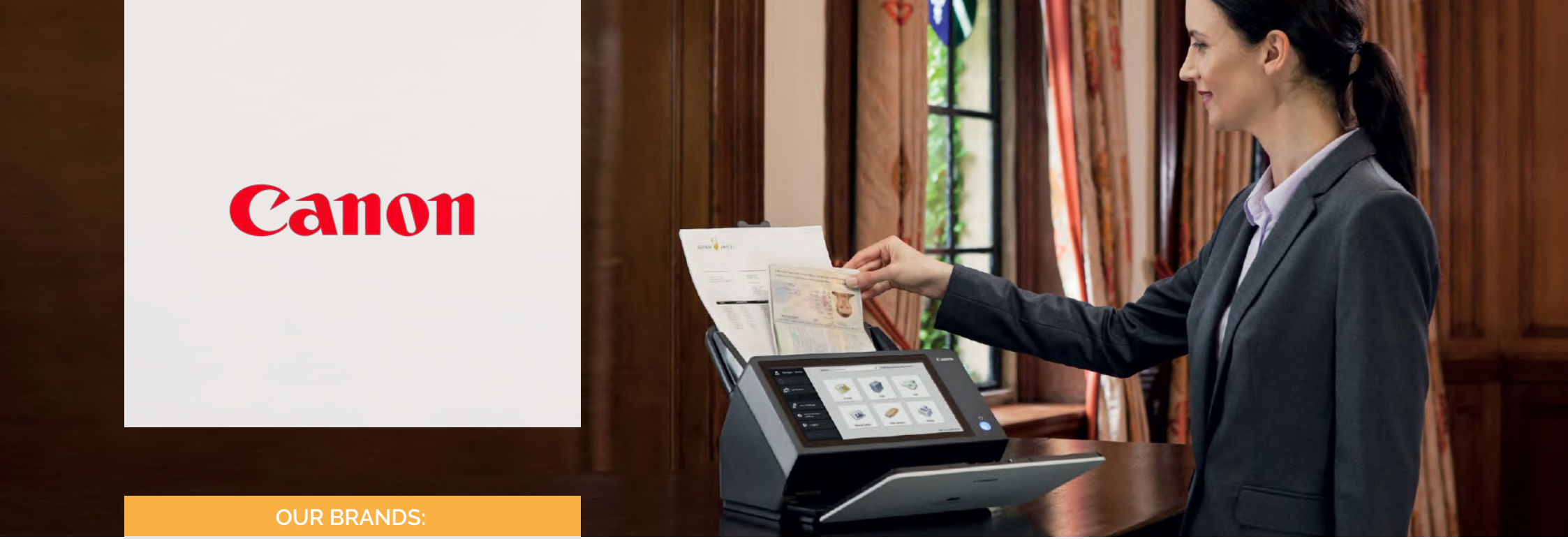
Businesses of all kinds want to make their processes more efficient, and Kodak Alaris offers the right technology to optimize workflows that involves paper. The overall quality of our desktop, departmental, and production office scanners consistently stands out from the competition. Accurate and high-quality information capture combined with intelligent software and trusted Kodak Alaris services provide custom document management solutions designed just for you.

OUR BRANDS:

BROTHER

With their large portfolio of printers, they have a vast range of options, with each device offering different features to help make your life easier.

From Brother's versatile range of printers, scanners, and label printers, to Brother's business solutions that help you personalize your technology to suit your business needs, Brother is always striving to offer customers even more.



OUR BRANDS:

CANON

Canon is the leading name in imaging and has been for the past 80 years.

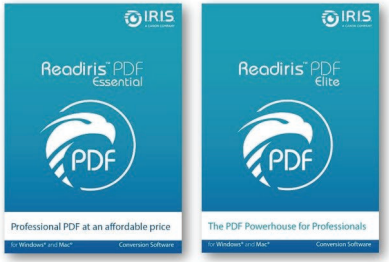
Canon is a global provider of digital imaging technologies. Founded in Japan in 1937, employs over 187,000 people in marketing and manufacturing facilities across Japan, the Americas, Europe, Asia and Oceania.

Readiris™ PDF

OUR BRANDS:

READIRIS

Developed by IRIS, a Canon Group company, Readiris PDF is a centralized, smart platform designed to streamline business document workflows. Driven by high-precision, AI-powered OCR technology, it serves as a comprehensive PDF creator and format converter that supports scanning and text extraction across 138 languages. The software allows our team to easily edit text directly within PDFs, merge or split documents, fill forms, and protect sensitive data. By converting files into more than 40 editable output formats while fully preserving original layouts, Readiris PDF acts as an essential tool for maximizing corporate productivity and securing long-term document archiving.



OUR BRANDS:

DELI

Deli Group specializes in comprehensive solutions across multiple work and learning environments, primarily as a global leader in office supplies, school stationery, and equipment. Its core offerings include advanced printing technology, paper shredders, laminators, security monitoring systems, and power tools, alongside its globally recognized brand of office stationery. Positioning itself as a one-stop solution provider for Enterprise, Business, and Global Consumer segments, Deli is renowned for its scale, high-tech manufacturing, and unwavering commitment to quality and innovation.

CZUR

OUR BRANDS:

CZUR

As an innovator of a cutting-edge technology, and the inventor of a smart book scanner, CZUR is committed to designing and developing products that can reshape the modern workplace environment. CZUR Tech focuses on addressing the existing overlooked part of the office or workplace.

Today, after a few years of research and development, CZUR has established two offices situated in two cities in the heart of mainland China. One is based in Dalian city as the Major tech R&D center; the marketing and sales office is based in Shenzhen city.

OUR BRANDS:

COLORTRAC

The company was founded in 1989 to develop digital large format scanning solutions for the oil exploration industry.

Ten years later, in the third quarter of 1999, Colortrac acquired US based ANAtech and Tangent Imaging Systems. The consolidated enterprise benefits from a detailed knowledge base of first-class, patented, wide format scanning technology developed since the early 1980s.

OUR BRANDS:

CONTEX

Contex solutions are designed to meet your needs.

We know that requirements vary depending on the types of documents you work with, so we have made sure that you can find a fit amongst a wide range of products. We can help you find just the right combination of speed, resolution and operational simplicity. Contex has solutions that include scan-to-file, scan-to-print or multi-functional capabilities.

This makes Contex ideal for processing CAD drawings, plans, blueprints, maps, posters, artwork, books and so much more.

OUR BRANDS:

ROWE

ROWE is the specialist for wide format from Germany, represented in 90 countries. Perfectly coordinated systems for scanning, printing and finishing as well as comprehensive software solutions for professional document workflow are developed and manufactured by ROWE.

ROWE has the leading edge worldwide as the specialist and technological leader.

ViewSonic
See the difference™

OUR BRANDS:

VIEWSONIC

ViewSonic specializes in visual display hardware—including liquid-crystal displays, projectors, and interactive whiteboards—as well as digital whiteboarding software. The company provides technology solutions in three key markets: education, enterprise, and entertainment.

ViewSonic is a nationally certified minority-owned business by the Southern California Minority Supplier Development Council.

OUR BRANDS:

UNV

With 16 years of unlimited exploration, Uniview evolves from video technology to AIoT, taking Big data, Cloud and IoT technology as the core: the video technology product lines include IP cameras, NVR, Encoder, Decoder, Storage, Client Software and app, the AIoT ranges from display, intelligent access control to smart office and smart home. With the pragmatic attitude and continuous innovation, from 2011 to 2021, Uniview achieved 20 times revenue growth, from 300 million to 6.07 billion.

AZTECH

OUR BRANDS:

AZTECH

AZTECH is a next-generation electronics brand delivering innovative solutions across interactive displays, mobile accessories, gaming gear, and power products. Designed for both everyday users and professionals, AZTECH products combine quality, performance, and sleek design.

From immersive displays to reliable charging solutions, AZTECH focuses on smart, user-friendly technology that enhances productivity and connectivity—at home, at work, or on the move.

OUR BRANDS:

DAHUA

The Dahua DeepHub Smart Interactive Whiteboard adopts an all-in-one design to facilitate daily work and meeting activities including wireless projection, whiteboard writing, video conference and file management. It delivers an immersive and efficient working environment and brings productive collaboration.

DICOTA

OUR BRANDS:

DICOTA

DICOTA has been the first port of call for highly functional, premium quality carrying solutions for 30 years now, as well as the market leader in Germany, Austria, and Switzerland. Computers first became mobile in the early nineties and we wanted to play a part in their transportation. And that's how DICOTA was born, with the name – the computer bag – remaining relevant right until this very day.

OUR BRANDS:

AEROCOOL

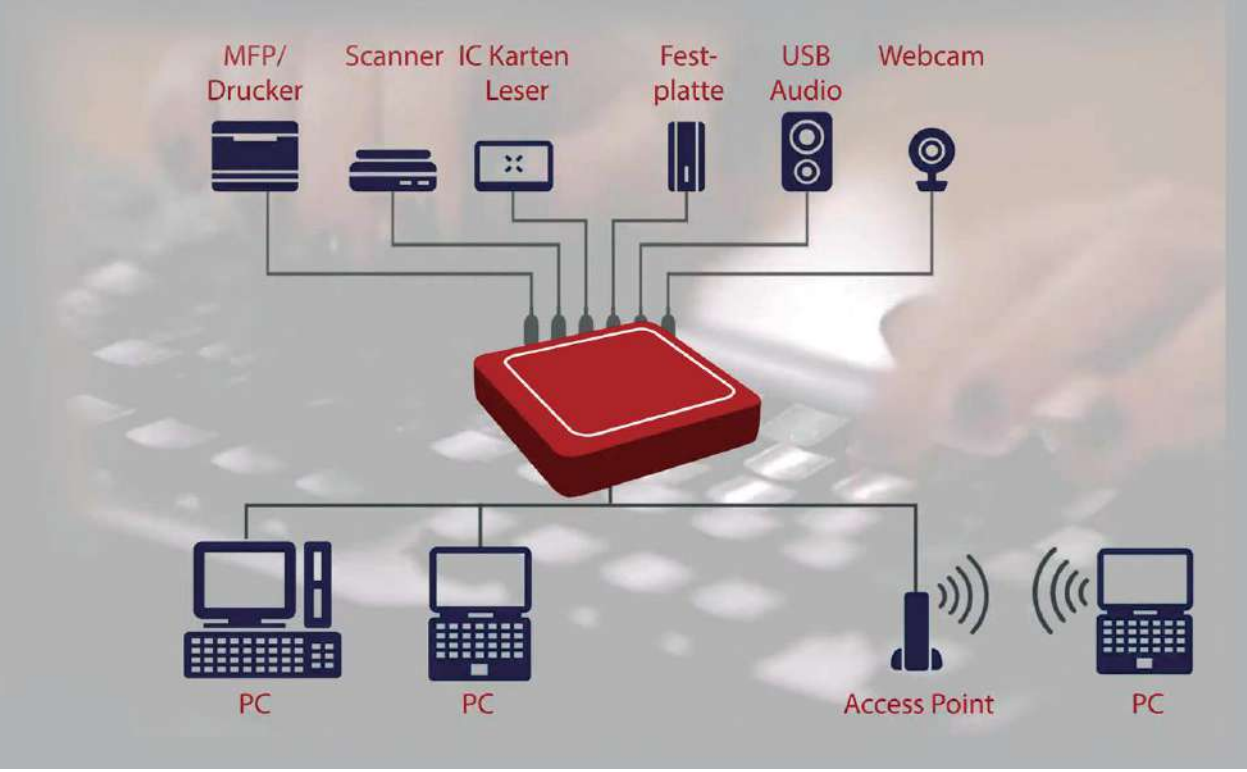
Today AeroCool is one of the market leaders in the Gaming Market. Our strong brand and product image are well received by gamers and enthusiasts world-wide. We offer a full line of performance products including gaming PC cases, PSUs, gaming chairs, CPU air and liquid coolers, PC fans, and more.

AeroCool will continue to innovate and deliver the best user experience to gamers world-wide.

OUR BRANDS:

MSI

MSI is a world leader in gaming, content creation, business & productivity and AIoT solutions. Bolstered by its cutting-edge R&D capabilities and customer-driven innovation, MSI has a wide-ranging global presence spanning over 120 countries. Its comprehensive lineup of laptops, graphics cards, monitors, motherboards, desktops, peripherals, servers, IPCs, robotic appliances, and vehicle infotainment and telematics systems are globally acclaimed.



OUR BRANDS:

SILEX TECHNOLOGY

Silex Technology Inc., with offices around the world, silex provide global coverage to deliver on their commitment to innovate and develop products for “When it Absolutely Must Connect.”

Silex Technology delivers highly reliable and secure wired and wireless connectivity products for medical, industrial, and commercial customers. Silex offer these benefits to customers through a mix of embedded wireless solutions and external box products that meet even the most demanding connectivity requirements.

ezofis
way to digital transformation

OUR BRANDS:

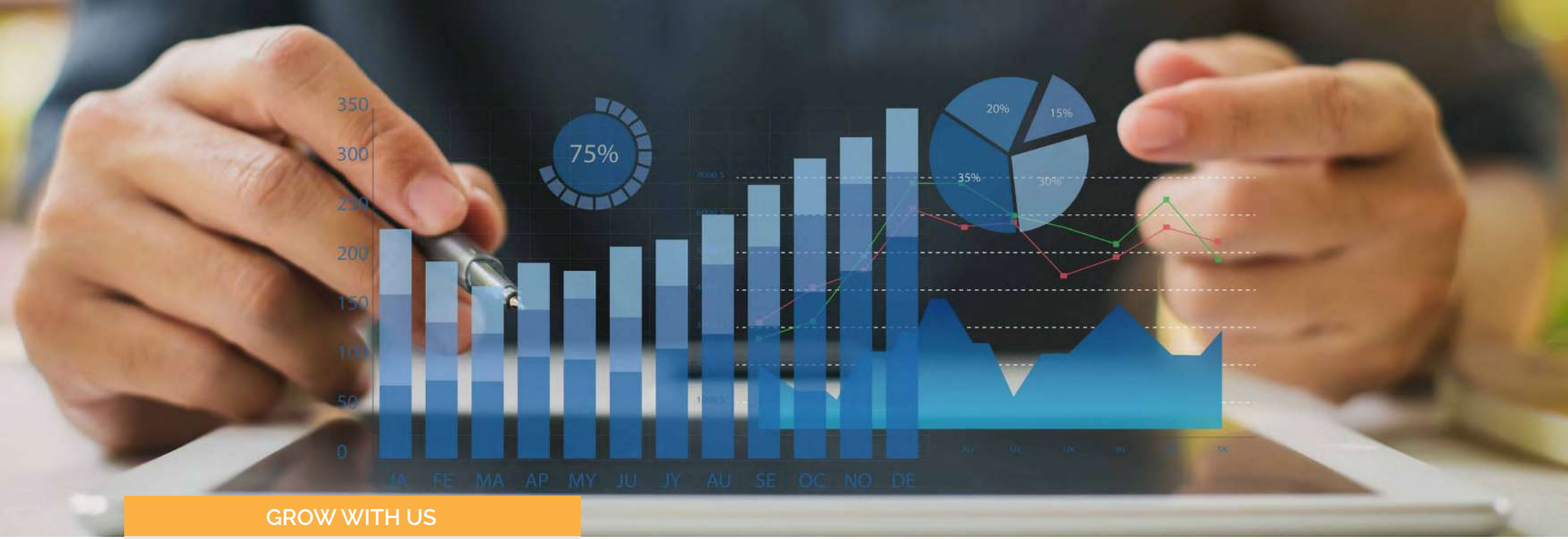
EZOFIS

The Ezofis Digital Workplace Solution is designed to deliver consistent and robust performance to busy work environments digitizing processes and seamlessly capture files and documents on the fly. With an efficient AI (Artificial Intelligence) enabled capability, these intelligent systems offer intuitive user experience and integrate with holistic business applications to help address your needs.

Ezofis uses AI to automate your paperwork by digitizing documents and workflow. Helps digital transformation and seamlessly integrates with your existing workflow to improve efficiency and save costs.

Solutions for:

Healthcare | Government | Legal | Finance | Education | Insurance



GROW WITH US

BENEFITS OF WORKING WITH ROOKIE NINJA

- Multi-brand and multi-format scanning technologies
- ECM, Workflow and Data Capture solutions
- Customer centric approach.
- Multi-brand scanner service offering
- Quick response to all communication.
- Industry leading support
- Really Quick Deliveries. Massive Inventory.
- Wide variety of devices always ready to deploy.
- Multi-brand spares, consumables etc. In stock.
- Extremely easy to do business with.
- Experienced team, backed by the best vendors in the industry

OUR COMMITMENT

WHEN YOU MAKE A COMMITMENT,
YOU BUILD HOPE.

WHEN YOU KEEP A COMMITMENT,
YOU BUILD TRUST.

At Rookie Ninja, we care about our clients by providing the latest training, giving on-going technical and commercial advice, providing updates, upgrades and an excellent technical support.

Above all, Rookie Ninja guarantees that we follow a flexible, serious and respectful B2B distribution policy which is aligned with our customers' need our biggest concern is to offer the most attentive service, the best products, a flawless treatment, and always support partners in all their projects.

OUR SUPPORT

WE ARE WITH YOU, EVERY STEP OF THE WAY

Digital Transformation and Digitization Technologies require a large amount of collaborative work. At Rookie ninja, we know that the needs of our clients begin even before they offer their products and services to their clients.

From the beginning, our consultants look for a solution, the equipment, and the most suitable integration to the project. They inform, clarify doubts, and recommend the best solutions. All of this is order to make it as easy as possible for our valued customers, helping them with the decision-making from the beginning.

INDUSTRY LEADERSHIP

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.

Rookie Ninja is a one-of-a-kind Distribution company in the region and has seen unprecedent speed of growth in the document imaging industry for the MENA region. Representing prestigious and innovative brands is a great commitment and responsibility for us and we work strategically with our Vendors and ensure that all our vendors get properly represented for the regions we represent them.

We plan and strategize requirements, performance, competition and industry specific information. Our represented firms are guaranteed a wide presence in the MENA region, as well as a solid and reliable brand image, thanks to the great reputation Rookie Ninja has in the industry.

We look forward to Re-Define how Value-added distribution is seen in the region with our unique way of working, strong work ethics, and a genuine desire to do good to everyone associated with us.

OUR FOOTPRINTS

OUR COMPANY'S PRESENCE

OUR CURRENT OFFICES:

- **Corporate Office:**
  Al Nasr Sports Building 2,
  Oud Metha Road,
  Dubai, United Arab Emirates

- **Jebel Ali Freezone:**
  RA08SB06, Jebel Ali Freezone,
  Dubai, United Arab Emirate

OUR VALUED CUSTOMERS

Emirates NBD
HSBC
DHL
Emirates
SIB
flydubai
Sharjah Customs
جمارك رأس الخيمة
Ras Al Khaimah Customs
BURJEEL HOLDINGS
Aster
We'll Treat You Well
MEDICLINIC
EXPERTISE YOU CAN TRUST.
nmc
بنك م لقيوين
NBQ
مطار الشارقة
Sharjah Airport
EMAAR
AROMA Developers
Where life blossoms

DISTRIBUTION PARTNERS

Kodak alaris
brother at your side
Canon
Readiris PDF
deli
CZUR
Colortrac Our Business is Your Image
ROWE
ViewSonic
unv
AZTECH
alhua TECHNOLOGY
DICOTA
contex WHEN IMAGING MATTERS
belkin
AERO COOL
msi
silex technology
ezofis way to digital transformation
FUJITSU
RICOH

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