

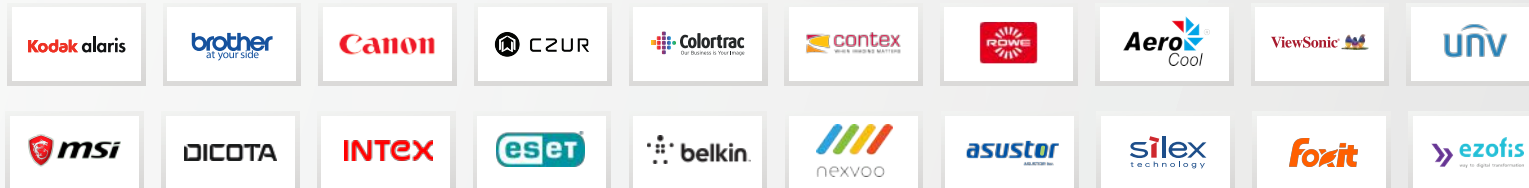
# NOT YOUR AVERAGE TECH DISTRIBUTOR



rookie ninja  
ADEPT. AGILE. AWESOME.

COMPANY  
PROFILE

2024 ▶ 2025





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 STRATEGY

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.



brother  
at your side



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.



# Canon



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.





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:

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.





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:

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

NEXVOO



Nexvoo Tech utilizes US-based Qualcomm chipsets with Google certification, offering additional levels of scrutiny and certifications of safety and quality. It currently has high-end video conferencing solutions in the market, such as video conferencing cameras & bars, phones, tablets and headsets.





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.



# uniarch

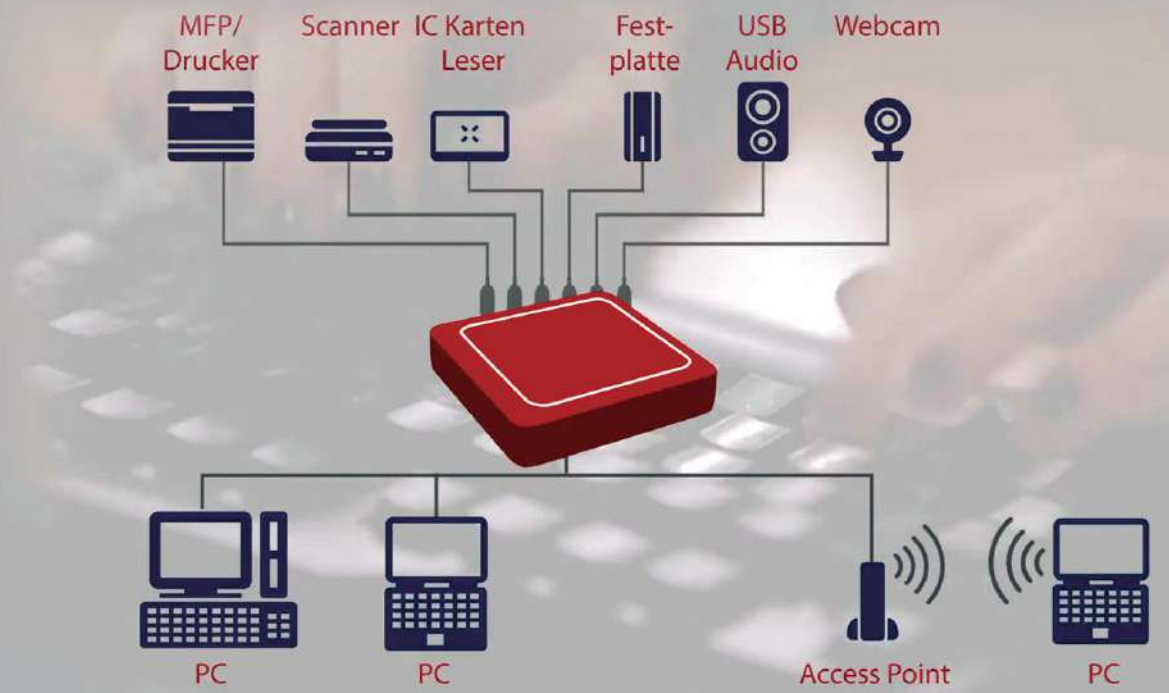


OUR BRANDS:

## UNIARCH

Powered by advanced video technologies, Uniarch delivers easy-to-use and cost-effective products, ranging from IP security camera system to video conference devices, for home and SMB business worldwide. Our mission is to empower people to embrace smart life and efficient business.





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.





## OUR BRANDS:

ASUSTOR

Founded in 2011, ASUSTOR Inc. was established via direct investment from ASUSTeK Computer Inc. The ASUSTOR brand name was created as a portmanteau of "ASUS" and "Storage". ASUSTOR is a leading innovator and provider of private cloud storage (network attached storage) and video surveillance (network video recorder) solutions, also specializing in the development and integration of related firmware, hardware and applications.





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 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.



# DICOTA



Sustainable  
Carrying  
Solutions 

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:

BELKIN

Today is where the future becomes reality, and that's why they believe that every "today" should be extraordinary. People-centric design and an obsession with details are at the core of what they do at Belkin. From humble beginnings in a 1980s Southern California garage to celebrating 40 years as a market leader and innovator in 2023 their ethos has always been about connection.



# INTEX

## Innovative Solutions for Modern Life



OUR BRANDS:

INTEX

A brand aiming to develop unique innovative products conforming to global standards while meeting the expectations of the markets.

INTEX takes pride in bringing an IT revolution in the global market by being one of the biggest & The oldest brand catering to masses with affordable products and prices.





Digital Security  
Progress. Protected.



OUR BRANDS:

ESET

ESET, s.r.o., is a Slovak software company specializing in cybersecurity.

ESET's security products are made in Europe and provide security software in over 200 countries and territories worldwide, and its software is localized into more than 30 languages.

The company was founded in 1992 in Bratislava, Slovakia.





## 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

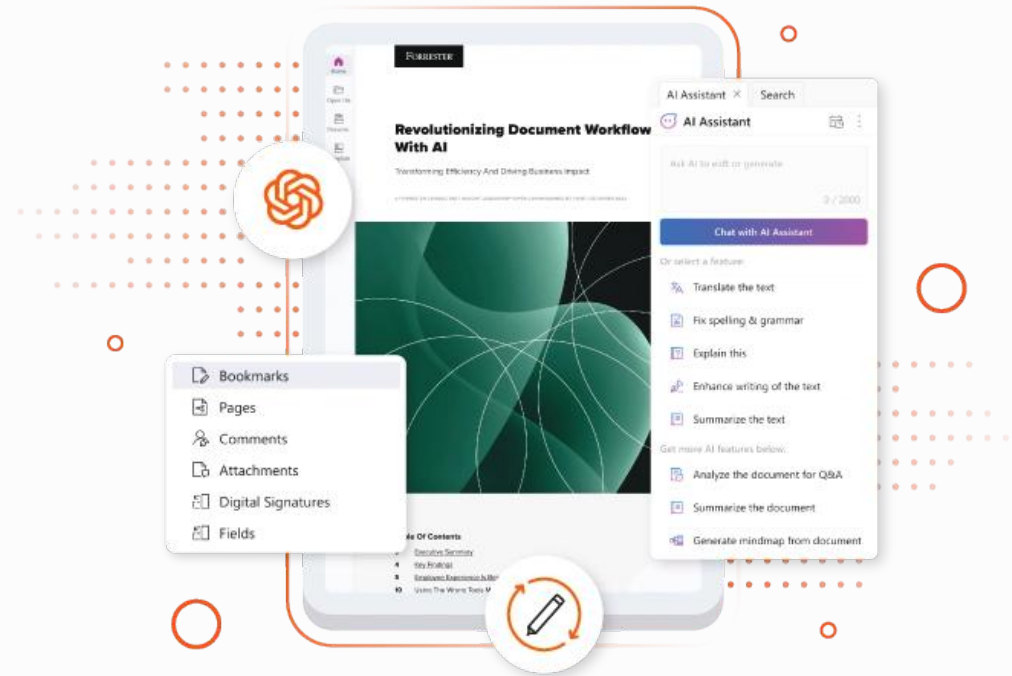


Insurance



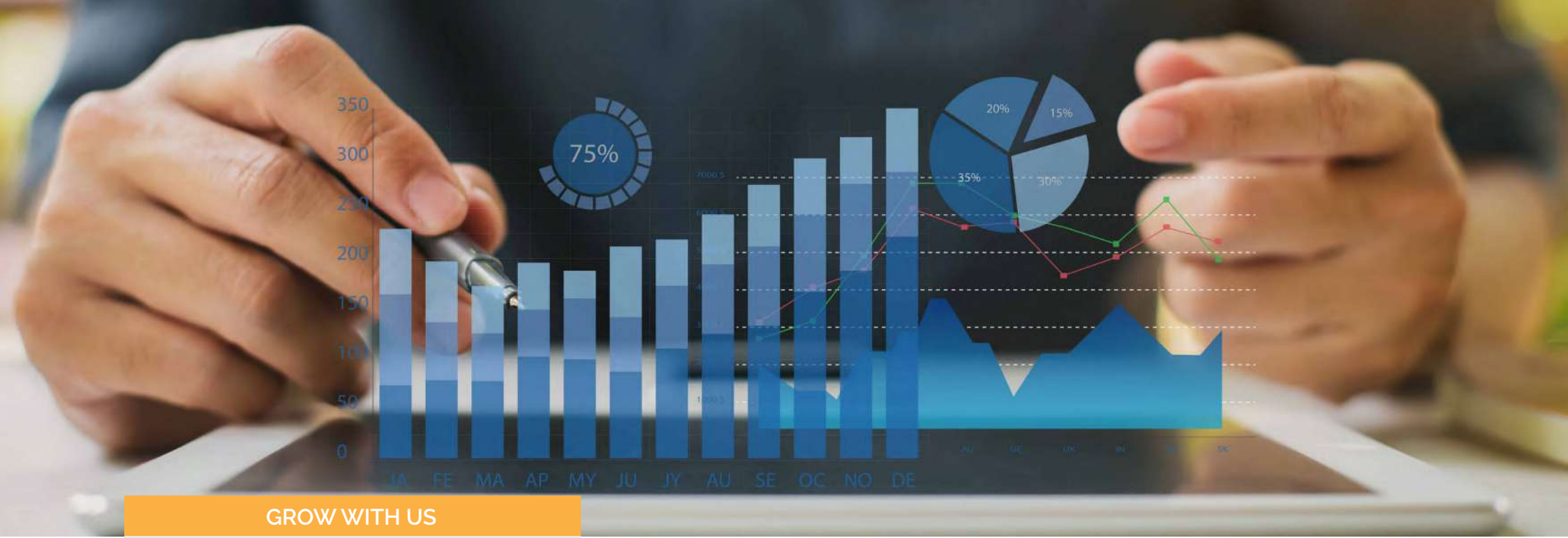
OUR BRANDS:

FOXIT



Foxit combines easy-to-use desktop software, mobile apps, and cloud services in one powerful solution: The Foxit PDF Editor Suite. This Intelligent Document Platform allows users to create, edit, fill, and sign documents through their integrated PDF Editor and eSign offerings – from anywhere and on any device.

Foxit also enables software developers to incorporate innovative PDF technology into their applications via powerful, multi-platform Software Developer Kits (SDK).



## GROW WITH US

# BENEFITS OF WORKING WITH ROOKIE NINJA

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



## 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 unprecedented 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

## STRATEGIC PARTNERS

Kodak alaris

brother  
at your side

Canon

CZUR

Colortrac  
Cut Business to Your Image

contex  
WHEN IMAGES MATTER



Aero  
Cool

ViewSonic

UNV

msi

DICOTA

INTEX

eset

belkin.

nexvoo

asustor  
ASUSTOR Inc.

silex  
technology

foxit

ezofis  
way to digital transformation