

Hornbill partners with Rye Technology to support expansion into Middle East and Egypt

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Established IT consultant with proven project delivery process makes natural choice for Hornbill's enterprise service management software

(<http://www.hornbill.com/solutions/it-service-management/itsm-enterprise/>)

Hornbill (<http://www.hornbill.com/>), the leading enterprise service management software vendor, has appointed Rye Technology as, a Solution Partner. Rye Technology is a wholly owned Saudi IT consultancy company that operates in Saudi Arabia, UAE and Egypt. The company provides a range of services including consultancy, implementation services, training and support, focused on delivering IT service management (<http://www.hornbill.com/solution/it-service-management/itsm-enterprise/>) projects for mid-market organisations in all sectors in the region.

Saad Al-Wabel of Rye Technology commented; "The partnership with Hornbill exactly fits our vision for Rye Technology's position in the marketplace. We have taken a strategic view of the IT services market here in the Middle East, where customers prefer to work with one supplier as a conduit for all services. We feel that Hornbill's size and expertise match our own when it comes to project delivery for mid-size organisations. Our focus on organisational consultancy services – the people and the processes - is the perfect match for Hornbill's technology solutions."

Rye Technology's consultative approach includes the use of a process management tool to help clients identify the people, processes and technology required when recommending a solution. This method complements Hornbill's Supportworks service management tool that supports an organisation's IT service requirements in a structured, process-driven approach in accordance with best practice.

Frank McIlroy, CEO of Hornbill Service Management said; "This partnership supports our expansion plans in the Middle East. Supportworks provides the tools to help IT organisations progress their IT Service Management journey; from a reactive and technology-centric focus, to a vision of IT service delivery that delivers business value. Our solution will be complimented by Rye Technology's services methodology, knowledge of the local market and proven project delivery."

The appointment of Rye Technology as a Solution Partner follows Hornbill's recent announcement of its partnership with ELMU, a Solution Partner for Belgium, Netherlands and Luxembourg (Benelux), and marks Hornbill's continued expansion across Europe, Middle East and Africa.

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NOTES TO EDITORS

About Rye Technology

Rye is a wholly owned Saudi Company operating from three offices (HQ. Saudi, UAE and Egypt) offering services in IT Operations, Project Management, IT Management and IT Service. All personnel in the company

are qualified to ITIL Expert level, PMP, Prince2, ISO2000.

It offers clients and partners a set of configurable services which are modular and allow customers to adopt the most suitable approach that meets budget and is fit for purpose.

For more information, please visit: www.ryeconsulting.com

About Hornbill

Hornbill develops and markets Supportworks (<http://www.hornbill.com/solutions/it-service-management/>): platform technology and applications for IT Service Management (<http://www.hornbill.com/solutions/it-service-management/itil-service-management>) and business helpdesk (<http://www.hornbill.com/solutions/it-service-management/help-desk-software/>)s. Hornbill's software enables its customers to provide excellent service and support, while benefiting from the economies of consolidation on a single technology platform. Supportworks' service desk software is designed for rapid deployment within any IT or business support environment, including ITIL (<http://www.hornbill.com/solutions/it-service-management/itil-service-management>)-compatible IT Service Management (<http://www.hornbill.com/solutions/it-service-management/itil-service-management>), IT Helpdesk (<http://www.hornbill.com/solutions/it-service-management/help-desk-software>), Customer Service (<http://www.hornbill.com/solutions/service-desk-software/support>), HR and Facilities Management with the flexibility to build additional desks at minimal extra cost. Hornbill's software supports thousands of commercial and governmental sites worldwide. Hornbill (<http://www.hornbill.com/>) was founded in 1995 and has offices in London and Dallas.

Hornbill has earned many industry accolades including; Service Desk Institute "IT Service and Support Technology Supplier of the Year", "Best Business use of Support Technology" with Sharp Electronics and "Support Excellence Award for Smaller Helpdesks" with Camelot.

High profile customers include Atos Origin (Olympic Games Athens 2004, Torino 2006, Beijing 2008, Vancouver 2010), Buckinghamshire Hospitals NHS Trust, Kent County Council, London School of Economics, RSPB, Chubb Insurance, Greggs, Comet, The National Archives, and Camelot.

For more information about Hornbill's solutions please visit <http://www.hornbill.com/>

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