FOR IMMEDIATE RELEASE

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**Edgematics Appoints Raheel Khan as Vice President of Sales & Strategy for EMEA Markets**

READING, *UK*: With the opening of its UK office, Edgematics appoints Raheel Khan as Vice President of Sales & Strategy for the EMEA region, to head the local office.

As the Vice President of Sales & Strategy, Raheel will manage the vision and the execution of the company’s short-term, mid-term and long-term plan. His goal is to create strategic initiatives that lead Edgematics into emerging business areas with competitive differentiation. Raheel is passionate about Data - solving customer's data challenges and helping them become a Data Driven Enterprise.

Raheel joins Edgematics with more than 25 years of extensive experience in providing Enterprise Information Management solutions to large organisations. Regarded as a visionary, resourceful and aggressive business development professional – Raheel specializes in enterprise software solution selling and consulting in the areas of Data Management and Analytics, with a strong technology background.

Prior to Edgematics, Raheel held several leadership positions at companies such as Denodo, Zaloni, Informatica, Business Systems Group, Sybase, where he delivered ground-breaking changes for these organisations such as achieving significant revenue growth, geographic expansions, redefining a successful channel model and more.

“*The UK has one of the world’s strongest and most developed data analytics sectors, and we foresee an upward trend, despite the challenges presented by the current pandemic. As businesses look to streamline existing processes and establish new ones, they are more reliant on advanced analytics to monetize their data and maximise return on their data investments than ever before.”* says Raheel.

Edgematics’ strategic partnerships with global technology vendors such as Snowflake, ThoughtSpot, Denodo, AWS and Talend will be play a key role in delivering innovative and data-centric solutions to organisations in these new markets – with advances in technology, like Artificial Intelligence, enabling deeper and more comprehensive analytics of enterprise data. Business users can learn more about these different technologies, their use cases and value they bring towards complete data monetization through Edgematics’ free online webinars hosted each month.

As part of its new market offerings – Edgematics will also introduce PurpleCube, its proprietary Analytics as a Service (AaaS) platform. PurpleCube will aim to bridge the gap in the AaaS market by creating a platform that is secure, cost-effective and scalable while leveraging industry-specific algorithms to help organisations focus on their business-specific use cases. According to Allied Market Research, the global Analytics as a Service market was valued at $9.62 billion in 2018, and is projected to reach $126.48 billion by 2026, registering a CAGR of 38.1% from 2019 to 2026.

Raheel Khan adds “*I'm very excited to join this niche and focused company and I'm confident that Edgematics will become a key partner in helping customers in their data and analytics journey in the UK markets”.*

Edgematics’ UK offices will be operational from 01 September 2020. For more information or inquiries, please visit [www.edgematics.ai](http://www.edgematics.ai).

A person sitting at a table

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*Image: Raheel Khan, VP – Sales & Strategy EMEA at Edgematics*

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