

## Anders Halvorsen

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**From:** Hoda Nofal <ddnofal@Eitesal.org>  
**Sent:** Tuesday, September 14, 2021 11:01 AM  
**To:** Anders Halvorsen  
**Cc:** Tarek Abdel monem Taha; Dr. Mohamed Shedeed; ahmedeid@ustrust-eg.com  
**Subject:** WITSA's 1st VIRTUAL Global ICT Excellence Awards

Dear Anders:

Greetings from EITESAL,

With reference to your previous email requesting our recommended nominations for the WITSA Global ICT award 2021 among EITESAL members. Here is our strong nomination:

**Name of Company: UTrust**

**Award category: Startup Eco-system Award**

**Why do we think the company deserve the award:**

With over 30 years of experience in software testing field, the team at UTrust have become the go-to names of the industry to turn to. Not limiting themselves to the MEA, the team's influence spreads across the globe.

UTrust's vision is one of a vibrant company that delivers high quality and affordable solutions to its clients. The team, made of over 350 engineers Egyptian and Indian, has spent years developing a reputation for being exceptional at their work. It's a reputation that has allowed the company to take pride of place at the centre of the quality assurance community.

The services that UTrust is able to offer are incredibly varied in their scope. As different customers require different services, the organisation has been designed so that these services can be combined and configured into exciting new combinations that match their individual needs. Whether it's a mic of consultancy or managed service, tool, or environmental provision, UTrust is able to oblige.

This decision really places the customer at the heart of the process, which is why the team have been able to generate impressive levels of satisfaction from their clients. This approach reflects well on all parties and is based on the principle of collaboration. By working in this way, it's possible to ensure the highest quality on every assignment. It means that UTrust is the place to turn, whether a small web application needs testing or if a company's QA needs need to be outsourced completely.

Much of UTrust's work revolves around the telecommunications sector and allows the team to explore this particularly dynamic market. Often decisions are made based on client preference, meaning that an in-depth knowledge of a variety of systems is required. There are many opportunities for innovation in this sector, with new developments such as 5G technologies, the IoT, mHealth, mPayments and Augmented/Virtual Reality applications. This means the UTrust team must be one step ahead, with this competitive market demanding a perfect result first time. There must be no loss of quality or interruption while adhering to a tight schedule.

This is the sort of work at which UTrust excels, drawing on the team's long years of combined experience to find a solution that is imaginative and practical. They are well equipped to stand as a quality partner throughout dramatic system-wide changes, adapting a software package to suit the needs and requirements of a company so that it can better meet its business goals.

In a digital-led world, it can be a challenge to know what is coming next. So much change happens at such an incredible rate that it takes a talented team to know exactly where the world is heading. For those at UTrust, cybersecurity, automation testing, and AI are the key to the next big steps for the industry, and the team have already begun work exploring the opportunities that these new systems might present.

Looking ahead, the team's reputation seems set to guarantee them new business leads and repeat work from previous clients. Their success can most clearly be seen by their intention to work with the Egyptian government on a series of digital transformation projects. This work is particularly important as it could revolutionise the way in which Egypt interacts with the digital world for years to come.

In a digitally focused world, everything is not only highly visible, but readily available. This means there is increased pressure to deliver better results, faster. The team at UTrust understand this, but also champion the work of those who need the highest quality. For them, there can be no compromise. In the long run, this approach always pays back. It's how the team at UTrust have been able to achieve such success.

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**Documents uploaded:** [UTrust](#)

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