PRESS RELEASE

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TigerTMS and EMW Computer Trading LLC (EMW) Partner to Power Next-Gen Hospitality Experiences in the Middle East and Africa

iLink integrates Harmony with Webex to enhance connected services, empowering hotels and resorts across the region.

Ringwood, UK, July 8th, 2025, – TigerTMS, the leading developer of applications and middleware solutions for the global Hospitality market is pleased to announce its continued expansion in the Middle East through a strategic channel partnership with **EMW**, a Dubai-based Master Service Provider and Systems Integrator specialising in Hospitality.

Through this collaboration, TigerTMS and EMW will address the region's growing demand for intelligent, real-time hospitality infrastructure. By integrating **Harmony with Webex** and **TigerTMS's communications solutions**, EMW empowers hotels and resorts to deliver unified guest services, improve internal collaboration, and streamline operations across all departments — from front desk to facilities and administration personnel.

"In today's hospitality landscape, seamless communication and network visibility are essential to delivering the elevated experiences guests expect," said **Serjios Hage**, Chairman and CEO of EMW. "By combining Harmony with Webex's intuitive collaboration tools with TigerTMS's powerful hospitality platform, we're enabling our clients to drive smarter operations and a more personalised guest journey."

The Luxury, Business and Leisure sector, under direct EMW support, leverages the TigerTMS iCharge, innLine and iLink cloud approved connection to Broadworks. "We are excited to partner with EMW to continue our ever-expanding footprint in the Middle East and Africa" **Adrian Seymour**, MD TigerTMS, comments. "Together, we're delivering outstanding communications and guest management systems, integrated voice and data solutions, as well as BYOD solutions to the Hospitality industry."

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About TigerTMS

TigerTMS is a leading developer of applications and middleware solutions for the global Hospitality market.

With over 40 years industry experience, TigerTMS is probably the world's largest single supplier of communications and guest management systems, integrated voice and data solutions, as

well as BYOD solutions to the Hospitality industry. They provide world-class technology solutions to some of the largest and most prestigious hotel groups as well as hundreds of independent hoteliers.

Notes to Editors:

- For more information on TigerTMS go to http://www.tigertms.com or see our Linked In page https://www.linkedin.com/company/tigertms/
- TigerTMS is headquartered in the United Kingdom, with regional satellite offices in the USA, Europe, Africa, the Middle East and Asia Pacific.

About EMW Computer Trading LLC

For 22 years EMW Computer Trading LLC has been serving the Hospitality industry with collective expertise of certified IT professionals dedicated to serving customer needs. We offer Network Infrastructure and Security, Wi-Fi and Telephony solutions with 24/7 support on premise and in the cloud for over 30+ 7, 5, 4 and 3 star hotels and resorts worldwide.