

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

Harmony with Webex and Jazzware enhance connected guest services and operational intelligence across the region

DUBAI, UAE – 7th July 2025 – *Jazzware*, a global leader in revenue capture, systems connectivity & personalization, and analytics cloud solution for the hospitality industry for over 25 years, today announced its continued expansion in the Middle East and Africa through a strategic channel partnership with **EMW Computer Trading LLC (EMW)**, a Dubai-based Master Service Provider and award-winning Systems Integrator specialized in hospitality technology.

Through this partnership, Jazzware and EMW are addressing the rising demand for connected, intelligent hospitality infrastructure that unifies guest communication, enhances service delivery, and ensures operational resilience. By integrating **Harmony with Webex** and the **Jazzware communication suite**, EMW enables hotels and resorts to modernize both guest-facing services and internal collaboration — streamlining workflows from front desk to facilities and administration.

“Today’s hotel guests expect seamless, intuitive digital experiences, while operators demand real-time visibility and control,” said **Serjios Hage**, Chairman and CEO of EMW. “By combining the intelligent collaboration of Harmony with Webex with Jazzware’s powerful call accounting and billing integration, and Jazzware’s robust middleware solutions, we deliver a unified digital platform for efficient, responsive hospitality operations.”

Under EMW’s direct support are more than **30+ hotel properties**, spanning **7,170+ keys**, with **110,322+ data ports**, **27,700+ voice extensions**, and **12,545+ wireless access points** — across a mix of 7-, 5-, 4-, and 3-star **luxury, business, and leisure** hotels. This partnership also integrates **Jazzware’s BroadWorks-approved Cloud Suite**, enabling property-wide BYOD, IP telephony, and guest management solutions built for scalability and compliance.

“We are excited to partner with EMW to accelerate our regional impact,” said [Peter Klebanoff](#), our VP of Business Development, at Jazzware. “Together, we’re delivering a comprehensive, future-ready platform for the hospitality industry — integrating voice, data, collaboration, and service intelligence into one seamless ecosystem.”



Jazzware (<https://www.jazzware.com/>) has been a leading revenue capture, systems connectivity, and analytics cloud solution for the hospitality industry for more than 25 years. Jazzware, Inc., formerly known as SDD Jazz and BroadSoft Hospitality, is relied upon by premiere hotel brands and partners in over 1 million guest rooms throughout the world for uninterrupted daily operations, efficiencies, and premium guest experiences.

About EMW Computer Trading LLC

For over 22 years, EMW has been a trusted hospitality systems integrator across the Middle East and Africa. Supporting more than 30+ hotel properties, EMW delivers best-in-class **network infrastructure, Wi-Fi, telephony, and security solutions** — backed by 24/7 cloud and on-prem support. EMW's tailored integration of platforms like Harmony with Webex and Jazzware enables hotel brands to elevate guest satisfaction while ensuring operational efficiency. Learn more at www.emw-me.com