



**Odin by Rev.io and EMW Computer Trading LLC (EMW) Partner to Power Next-Gen Hospitality Experiences in the Middle East and Africa  
Harmony with Webex and Odin by Rev.io enhance connected guest services and operational intelligence across the region**

**DUBAI, UAE – 7th July 2025** – *Odin by Rev.io*, a global leader in innovative billing and analytics solutions for the hospitality industry, today announced its continued expansion in the Middle East and Africa through a strategic partnership with **EMW**, a Dubai-based Master Service Provider and award-winning systems integrator specializing in hospitality technology.

This collaboration addresses the region's growing demand for intelligent, connected hospitality infrastructure. By integrating **Harmony with Webex's real-time collaboration platform** and **Odin by Rev.io's advanced call billing, analytics and provisioning tools**, EMW enables hotels and resorts to deliver seamless digital experiences for guests while improving operational efficiency for staff across departments.

"Guests expect intuitive, personalized service — and that starts with smart technology," said **Serjios Hage**, Chairman and CEO of EMW. "By combining Harmony with Webex's collaboration capabilities and Odin by Rev.io's robust provisioning, we empower hotels with a unified digital foundation that improves service delivery, simplifies backend operations, and enhances the overall guest journey."

Currently, EMW provides direct support to **30+ hotel properties**, covering **7,170+ guest rooms**, **110,322+ data ports**, **27,700+ voice extensions**, and **12,545+ wireless access points** across a diverse portfolio of **luxury, business, and leisure hotels**, including 7-, 5-, 4-, and 3-star brands. The partnership includes deployment of **Odin by Rev.io's BroadWorks-approved Cloud Suite**, enabling hotels to modernize to streamline cradle-to-grave provisioning and eliminate problems related to manual data entry with enhanced billing and real-time analytics — all scalable for regional or global hotel groups.

"We are excited to partner with EMW and bring our solutions to a region that is rapidly transforming its hospitality tech landscape," said **Jennifer Hopkins**, Chief Marketing Officer at Rev.io. "Together, we're providing a comprehensive, cloud-ready platform that unifies collaboration and guest



service intelligence — enabling hotel brands to thrive in a competitive and digitally driven market.”

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### About Rev.io

**Rev.io** — Trusted by over a thousand service providers across a variety of industries, Rev.io is guided by our mission and vision to serve clients and help create their success. Consider us an extension of your team. Rev.io began as a software company serving small telecommunications providers, guided by a single mission: to help our clients grow revenue efficiently. This mission has stayed front of mind through significant growth in our billing business, launch of new products, and multiple acquisitions over the last 20+ years. Today, [the Rev.io team is now bigger and better than ever](#) and offers best-in-class automation software for billing, customer management, and business management automation (via Rev.io PSA) for communications and technology service providers. While we are bigger today than when we started, [we are still grounded in our mission and guided by our ACT TOP values](#). Learn more at [www.rev.io/odin](http://www.rev.io/odin).

### About EMW Computer Trading LLC

With over 22 years of experience, **EMW** is a leading hospitality systems integrator across the Middle East and Africa. EMW delivers world-class network infrastructure, Wi-Fi, telephony, and security solutions for hotels, supported by 24/7 cloud and on-premise service. EMW’s technology stack — including Harmony with Webex and Odin by Rev.io — helps hospitality brands achieve exceptional guest satisfaction and operational efficiency across every touchpoint. Learn more at [www.emw-me.com](http://www.emw-me.com)