

IPMagiX and novomind MEA Announce Strategic Partnership to Drive AI-Powered Customer Experience Innovation

Cairo, Egypt - [February 10, 2026] - *IPMagiX*, a regional leader in digital transformation and customer engagement technologies, and novomind, a global provider of omnichannel customer service and AI-driven communication platforms, are pleased to announce a strategic collaboration aimed at accelerating next-generation customer experience solutions across the Middle East and Africa.

This partnership brings together **IPMagiX's** extensive portfolio of hospitality, telecom, and enterprise engagement solutions with **novomind's** globally recognized novomind *iAGENT* omnichannel communication platform and the new novomind AI Platform, enabling organizations to deliver seamless, intelligent, and automated customer interactions across WhatsApp, voice, email, chat, and enterprise channels.

The collaboration also supports the two companies' joint use cases DEMOs in *AI Everything 2026*, where they are co-developing advanced uses cases live demos including WhatsApp-based hospitality guest journeys, prearrival and post stay automation, and AI voice agents for Museums, tourism and customer service.

Collaboration Scope

Through this partnership, the two companies will jointly deliver:

- **WhatsApp Business and Omnichannel Integration**
Including smart templates, automated service flows, and seamless communication between guests/customers and service teams.
- **AI-Powered Customer Experience Journeys**
Such as pre-check-in validation, dynamic upselling, service ticket automation, AI concierge interactions, and post-stay engagement.
- **Voice AI for Tourism & Public Services**
Leveraging conversational AI to provide guided experiences, information delivery, and instant support in tourism and cultural sectors.
- **Enterprise-Grade Technical Enablement**
Including API integrations, workflow automation, and unified monitoring dashboards for organizations seeking scalable customer engagement solutions.

About IPMagiX

IPMagiX is a leading provider of digital engagement, hospitality technology, and AI-driven customer experience platforms in the Middle East since 1998 serving 300+ happy customers. With innovative products such as **TVMagiX**, **MagiX Concierge**, **eZagel**, **MagiX Museum** and more. Its extensive portfolio of enterprise solutions, empowers hotels, enterprises, and government entities to deliver highly personalized, efficient, and data-driven interactions across digital touchpoints.

Operating across MEA, the company continues to support brands with scalable, future-ready technologies that enhance guest satisfaction and operational excellence.

About novomind

Founded in Hamburg more than 25 years ago, novomind is a global leader in omnichannel customer experience solutions, serving over 300 enterprise customers with more than 600 specialists worldwide.

novomind's flagship product, **novomind iAGENT & AI platform**, is an AI powered, end-to-end communication platform enabling organizations to unify email, WhatsApp, social media, voice, chatbots, and live chat within one intelligent service environment.

novomind MEA is the Middle East and Africa regional hub of novomind AG. With a strong and growing presence, novomind MEA offers local expertise through its talented teams of software developers, consultants, and support professionals based in the UAE, Egypt, and across the region. We ensure our clients receive world-class solutions tailored to their specific market needs, backed by local support and rapid implementation.

Quotes

Quote from Mr. Hossam Megahed, CEO, IPMagiX:

“Our collaboration with novomind marks a significant step forward in bringing practical, AI driven innovation to the tourism and hospitality sectors. At AI Everything 2026, we are showcasing live demos that highlight how WhatsApp guest journeys, AI powered concierge flows, and intelligent voice agents can transform the way hotels, museums, and tourism operators engage with their guests. Together, IPMagiX and novomind are turning real market needs into scalable, future ready solutions that deliver measurable impact for our customers.”

— **Hossam Megahed**

Quote from Mr. Hossam Amer, CEO, novomind MEA:

“Partnering with IPMagiX allows us to translate advanced AI capabilities into real, industry-specific use cases—from hospitality guest journeys to AI voice agents for tourism and

public services. Together, we are focused on delivering practical innovation that organizations can deploy at scale.”

— **Hossam Amer**