

DATALEXING: SECURE DATA SOLUTIONS IN THE KINGDOM ■

A Black Hat MEA Success Story



COMPANY BACKGROUND ■

Datalexing is a Saudi-based company specialising in simple and secure data analysis and visualisation tools - the first Saudi company with a data analysis tool supporting both Arabic and English.

Datalexing aims to simplify data processes, eliminate messy files, and enable effortless reporting while maintaining high security and compliance standards.

Datalexing's technology provides local solutions that ensures data remains within Saudi Arabia, helping businesses manage and analyse their data efficiently.

With data breaches costing businesses billions annually, Datalexing is leading the charge in providing secure, localised data solutions in Saudi Arabia. Their initial participation in Black Hat MEA marked a pivotal moment in their journey to revolutionize data management in the region by getting in front of the right buyers.



CHALLENGE ■

Datalexing faced the challenge of breaking into the competitive cybersecurity market, building trust among decision-makers, and securing investment to fuel their growth. Black Hat MEA presented the ideal opportunity to address these challenges by connecting with industry leaders and showcasing their innovative solutions.



WHY BLACK HAT MEA?

The decision to join Black Hat MEA for Datalexing was driven by the opportunity to connect with cybersecurity experts, industry leaders, and key decision-makers.



We recognised Black Hat as a key event to showcase our secure data management solutions and demonstrate how businesses can protect and optimise their data workflows. Black Hat MEA is more than just an event—it's an opportunity to grow, connect, and position your brand at the forefront of the cybersecurity industry.

RAYAN AL FAHEED

Co-founder and CEO



GROWTH STORY - THE BLACK HAT MEA IMPACT ■

Black Hat MEA was able to provide a platform for Datalexing to gain valuable industry insights that have helped shape their product development and business strategy. They have also been able to strengthen their reputation as a trusted provider of secure and efficient data management solutions in the Kingdom.



"Security and productivity shouldn't be a trade-off. At Black Hat MEA, we showcased how DataLexing enables secure, automated data collaboration while fully complying with Saudi regulations. The response proved that businesses are ready for a smarter, more secure way to work."

Rayan Al Faheed, Co-founder and CEO, Datalexing

Most significantly, Black Hat MEA provided a platform for Datalexing to secure an investor, Embat, who they met directly at Black Hat MEA 2022, when they joined as a startup. This investment has been instrumental in fuelling their growth trajectory.



Datalexing's approach included live demonstrations of their data analysis tool, showcasing its bilingual capabilities and compliance with Saudi regulations. They also hosted a workshop on secure data workflows, attracting key decision-makers and sparking meaningful discussions about the future of data security in the region.



"Our presence at Black Hat has not only boosted our market presence but has also allowed us to collaborate with top experts in the cybersecurity field."

— Ryan Al Faheed, Co-founder and CEO, Datalexing

Since participating in Black Hat MEA 2022, Datalexing has experienced significant growth, expanding their reach across the region, developed their offering and enhanced their solutions to better address the evolving needs of businesses in data security and analytics.



WHAT'S NEXT FOR DATALEXING? ■

Ahead of Black Hat MEA 2025, Datalexing is launching an app that will allow people across the region to effectively use their tool, outside of their website, with global expansion planned once the app is fully developed.

ADVICE & FUTURE OUTLOOK ■



"For any technology, cybersecurity, or data management company, Black Hat MEA is essential. It's a unique platform to network, showcase solutions, and stay ahead of industry trends."

Rayan Al Faheed, Co-founder and CEO, Datalexing

Datalexing's advice for new participants:

- Be prepared: Have a clear strategy for what you want to achieve.
- Engage actively: Network with industry professionals and showcase your expertise.
- Leverage the platform: Use the event to gain insights, build partnerships, and strengthen your market position.

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