

Eezee expands to Saudi Arabia with the acquisition of Solution Founder and accelerates its international growth

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A strategic move in a fast-growing market

Eezee, a long-standing Odoo Gold Partner since 2010, announces the acquisition of Solution Founder, a Saudi-based company specializing in ERP implementation for the transport, logistics, and retail sectors.



This operation strengthens Eezee's presence in the Middle East, a region where Odoo's growth reached +68% in 2024, driven by the acceleration of digital transformation across industries. In 2024, Saudi Arabia became one of Odoo's top global markets, alongside Belgium, the United States, and the United Arab Emirates, illustrating the momentum of globally deployed ERP platforms rooted in local realities.

This acquisition reflects Eezee's dual ambition: to consolidate its presence in a high-potential region and to partner with a trusted local player, already firmly established in some of the most dynamic sectors of the Saudi economy.



This acquisition is part of our international growth strategy, focused on delivering real business impact in high-potential markets. By joining forces, Eezee and Solution Founder bring together technological expertise, operational insight, and execution capabilities to accelerate digital transformation across Saudi Arabia. We are thrilled to welcome Solution Founder into the Eezee family and look forward to building lasting value together. A special thank you to Mr. Abdulrahman S. Alyahya for having laid the foundation of this journey as the first investor in Solution Founder, and to Mr. Bassam Alshamrani for continuing to lead this journey with us.

Denis Steisel, CEO of Eezee Group



A trusted local player with sector-specific expertise

Founded in Riyadh in 2016, Solution Founder has become a trusted partner for leading logistics and transport players in Saudi Arabia. As an Odoo Gold Partner, the company draws on deep industry expertise to deliver tailored ERP solutions that drive measurable value, helping clients streamline operations, scale efficiently, and strengthen their market position.

Fully dedicated to the Odoo platform and ecosystem, Solution Founder has built its entire service offering around this powerful and scalable technology. This specialized focus strongly aligns with Eezee's long-term vision: to be the partner of choice for Odoo ERP integration across all industries and geographies.

To support this ambition, the company operates dedicated development centers in Pakistan and India, enhancing its capacity to scale, accelerate delivery, and drive continuous innovation.

With over 2,600 active users, Solution Founder supports major companies in accelerating their digital transformation and achieving tangible performance gains. Its client base includes Alireza Group, SEITCO, Emad Bakeries, and LSC Logistics.



I sincerely thank the entire Eezee team for their openness and warm welcome. From our first interactions, it was clear we share a strong alignment in values and vision. At Solution Founder, we've built solid market credibility thanks to the dedication of our outstanding team and the trust of our valued clients.

Now, as part of Eezee, we are scaling our reach—offering specialized Odoo solutions across the Middle East with even greater efficiency and impact.



I look forward to continuing my journey as Chief Strategy Officer, focused on expanding our footprint, driving innovation, and enabling successful digital transformation for the businesses we serve.

Tahir Masood, Co-founder and CTO

Joining Eezee opens a new chapter focused on scaling what we've built. Beyond technology, it's about strengthening our local teams and attracting the talent we need to meet growing demand. I look forward to contributing to this next phase and building a solid foundation for long-term growth.



Bassam Alshamrani,
Co-founder and COO

From day one, we believed in the value of combining local expertise with technological innovation. This acquisition by Eezee brings new momentum to that vision. I am confident the company is now in excellent hands to write the next ambitious chapter in service of Saudi businesses.

Abdulrahman S. Alyahya
First investor



A momentum aligned with national priorities

The alliance was officially celebrated on May 7, 2025, at the Belgian Embassy in Riyadh, with the presence of founders, local teams, key Saudi clients, and the support of AWEX. This symbolic moment marked not only Solution Founder's integration into the Eezee Group but also a long-term commitment to a fast-evolving local ecosystem.

Eezee Group reaffirms its international growth momentum and ambition to deliver robust, tailored ERP solutions aligned with the strategic needs of each market. This new step further strengthens the Group's commitment to Saudi Arabia's digital transformation, in full alignment with the ambitions of Vision 2030.

About Eezee Group

Eezee is your Odoo Business Booster. As a historical Odoo Gold Partner since 2010, we support companies in designing and implementing ERP solutions that align with their business goals and drive measurable impact. With over 250 successful projects and more than 4,500 users across the globe, Eezee has developed strong omnichannel expertise, helping companies digitalize their sales, logistics, and e-commerce operations.

Present in Belgium, Tunisia, Morocco, India, Canada, and Saudi Arabia, Eezee combines global reach with local execution. Our teams offer tailored support throughout every phase of the journey.

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