

Redington Launches Couchbase on AWS for Enterprises Across the Middle East and Africa

Dubai, United Arab Emirates, July 7th, 2025 – Redington, a leading technology aggregator and innovation powerhouse across emerging markets, today announced a strategic alliance with [Couchbase](#), the developer data platform for critical applications in our AI world. This enables Redington to deliver Couchbase’s scalable, performant, and flexible cloud-based NoSQL Database-as-a-Service via AWS Marketplace. The partnership is now live and available for partners and customers across the Middle East and Africa.

This collaboration brings Couchbase’s advanced NoSQL capabilities—designed for real-time, scalable, and AI-ready applications—to enterprises as a fully managed service on AWS. It reflects Redington’s continued commitment to expanding its cloud, data, and AI portfolio, supporting enterprises in their digital transformation journeys.

Couchbase offers a cutting-edge NoSQL platform that combines key-value and document database functionalities with in-memory speed, mobile sync, and a distributed architecture. It enables enterprises to build agile, offline first, low-latency applications and modernize legacy systems with ease—across hybrid and multi-cloud environments. The company’s multipurpose database also consolidates tech stacks, reduces TCO, eliminates data sprawl, and empowers developers to innovate by offering support for operational, analytic, AI, vector search, AI agent development services, and mobile and edge capabilities on a unified platform.

“At Redington, we are committed to empowering our partners and customers with the technologies that shape the future of business,” said Nehal Sharma, VP, Cloud Solutions Group, Redington MEA. “Couchbase brings a new dimension to our ecosystem—enabling next-generation digital experiences, real-time data access, and AI-driven innovation. By making Couchbase available on AWS through Redington, we’re accelerating enterprise modernization across GCC and SSA with seamless access, deployment, and expert support.”

Redington will spearhead demand generation, provide architectural consulting, technical onboarding, and fully managed deployment services for Couchbase on AWS. Additionally, partners gain access to professional services, migration support, and enablement workshops designed to fast-track adoption and drive value.

For customers, the solution offers high availability, scalability, and real-time data processing capabilities—essential for modern enterprise workloads including AI/ML, IoT, and personalization.

To support early adopters, Redington is rolling out bundled deployment packages, introductory pricing, and a series of enablement sessions. Joint marketing campaigns, regional webinars, and solution spotlight events are also planned throughout the upcoming quarters to increase market awareness and engagement.

“Our collaboration with Redington marks a pivotal step in bringing AI-ready developer data platforms and database modernization to more businesses across the Middle East and Africa,” said Stuart Bulley, AVP, Couchbase. “Together, we’re not just expanding reach—we’re delivering tangible value through scalable infrastructure from cloud to edge, AI-powered capabilities, and simplified access to

Couchbase Capella on AWS. This partnership reflects our shared commitment to innovation, speed, and customer success.”

This partnership aligns with Redington’s broader strategy to lead in cloud-native innovations, enable enterprise modernization, and scale AI/ML-ready infrastructure across its markets. It further strengthens Redington’s alliance with AWS and its position as a trusted technology partner in emerging regions.

For more information about Couchbase on AWS through Redington, please contact Presalesteam.AWS@redingtongroup.com.

About Couchbase

As industries race to embrace AI, traditional database solutions fall short of rising demands for versatility, performance and affordability. Couchbase is seizing the opportunity to lead with Capella, the developer data platform architected for critical applications in our AI world. By uniting transactional, analytical, mobile and AI workloads into a seamless, fully managed solution, Couchbase empowers developers and enterprises to build and scale applications and AI agents with complete flexibility – delivering exceptional performance, scalability and cost-efficiency from cloud to edge and everything in between. Couchbase enables organizations to unlock innovation, accelerate AI transformation, and redefine customer experiences wherever they happen. Discover why Couchbase is the foundation of critical everyday applications by visiting www.couchbase.com and following us on [LinkedIn](#) and [X](#).

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About Redington

Redington is a thriving technology solutions provider with over US\$10 billion in revenues, with a network of 450+ international brands across 40 markets in the IT space. Redington was ranked 7th globally by renowned research firm Canalys based on 2023 revenues. It is projected to be one of the fastest-growing distributors in the world.

Redington not only bridges the gap between innovation and adoption; it masterfully navigates and dissolves the complexities of technology friction—the multifaceted challenges that emerge as technology evolves and integrates into various markets. Addressing key market, technology, and knowledge frictions, Redington empowers businesses to thrive in complex and evolving landscapes. By transforming these frictions into opportunities, we drive profound technological impact and accessibility. Redington ensures seamless distribution across IT/ITeS, Telecom, Lifestyle, and Solar sectors in regions including India, South East Asia, the Middle East, Africa, and Turkey.

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