



CleanStart Expands Middle East and Africa Operations as Demand Grows for Trusted Software Supply Chains

Regional investment expands CleanStart's presence and partner ecosystem to help enterprises strengthen Software Supply Chain Posture.

NEWARK, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- CleanStart, a provider of verified software artifacts for modern software supply chains, today announced the expansion of its Middle East and Africa operations to support growing regional demand for trusted software as enterprises embrace AI-native software development, accelerating software delivery while increasing the need for stronger software security and software trust.

AI is transforming how software is built, enabling organizations to generate more software, consume more open-source components, and deliver applications faster than ever. As software development accelerates, organizations need greater confidence in the software they build, acquire, and deploy. This shift is driving demand for software security and trust, making verified software artifacts essential for modern software supply chains.

CleanStart helps organizations establish Software Supply Chain Posture so they can trust the software they build, acquire, and deploy. Its portfolio includes verified software artifacts, hardened container images, open-source libraries, software asset discovery and remediation, cryptographic provenance, SBOMs, AI BOMs, and policy-driven governance to reduce software supply chain risk and accelerate secure software delivery.

To support this growing demand, CleanStart is expanding its regional presence across the Middle East, Türkiye, and Africa (META), bringing its expertise, verified software artifacts, and regional partner ecosystem closer to customers. Led by Director of Solution Engineering Tarun Gupta and based in Dubai, United Arab Emirates, the regional team will help organizations establish Software Supply Chain Posture as they embrace AI-native software development. The expansion supports financial services, government, telecommunications, healthcare, energy, and technology organizations, where software trust is becoming a strategic priority.

"AI is fundamentally changing how software is built, making software trust one of the most important challenges organizations face today. The Middle East is rapidly emerging as a strategic market for AI adoption, creating new security and trust challenges as organizations build, acquire, and deploy software at unprecedented scale. We're investing in the region to help

customers strengthen their Software Supply Chain Posture through verified software artifacts, supported by a strong regional partner ecosystem," said Vijendra Katiyar, Chief Revenue Officer at CleanStart.

As part of its regional growth strategy, CleanStart is expanding its partner ecosystem, working with value-added distributors, cybersecurity solution providers, system integrators, and technology partners to help organizations strengthen their Software Supply Chain Posture. The regional ecosystem includes GulfIT Network Distribution, Sechpoint, Sandbox Security, Paramount, and Teccentric.

"As organizations accelerate AI-driven software development, they are building software faster while increasingly relying on open-source components and third-party code. This makes the software supply chain a rapidly expanding attack surface, where trust must advance at the same pace as innovation. Together with CleanStart, Gulf IT is helping customers build, acquire and deploy software with confidence through verified software artefacts, backed by our local expertise and regional support." said Abdul Rahaman Mohammad, Chief Executive Officer, Gulf IT Network Distribution.

About CleanStart

Founded by Nilesh Jain, Vijendra Katiyar, and Biswajit De, CleanStart helps organizations secure modern software supply chains through verified software artifacts. Its portfolio enables enterprises to discover software assets, establish software provenance, remediate unsafe software components with verified alternatives, and continuously verify software integrity, strengthening Software Supply Chain Posture and enabling trusted software delivery.

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