



**ALBILAD  
ARABIA CO. LTD.**

# **Al-Bilad Arabia Co. LTD**

Designing Digital Transformation

with **SAP**<sup>®</sup>

## **ABA Overview:**

**100% Saudi owned Company**

**Established in May 2002**

**100% Focused on providing SAP Services (Cloud based and on-premise)**

**Approved SAP VAR (Value Added Reseller) in KSA**

**Own Delivery Center in Al-Khobar**

**Off-Shore Delivery Center in India**

# ABA in KSA



1<sup>st</sup>  
Largest SAP  
Local company  
in KSA



250+  
Deployed SAP  
consultants



Jeddah | Riyadh | Khobar

KSA Locations



SAR 1B  
Value of SAP  
projects in KSA



660+  
Executed SAP  
projects in KSA

# ABA's Snapshot



# Our Customers - Partial list

KSA



# Recent SAP projects in the last 3 years (Partial List)

**S/4HANA**

الهيئة الملكية لمدينة مكة المكرمة والمشاعر المقدسة  
 ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES

المؤسسة العامة للصناعات العسكرية

JIGPC

**ARIBA**

الهيئة الملكية لمحافظة العلا  
 Royal Commission for AlUla

**ECC to S/4HANA Conversion and Assessments**

علم ELM

**SuccessFactors**

ارامكو السعودية  
 Saudi Aramco

مشروعات  
 Mashroat

الهيئة الملكية لمحافظة العلا  
 Royal Commission for AlUla

المؤسسة العامة لتحلية المياه المالحة  
 Saline Water Conversion Corporation

# ABA Recent Major Wins



# SAP Quality Awards

**2021**



*Grand Winner | SAP Quality Awards  
MENA 2021*  
*Finalist | SAP Quality Awards MENA  
2021*  
*Category **Rapid Time to Value** Award*

**2019**




*Business Transformation  
Category **Gold** Award*

**2018**



*Business Transformation  
Category **Bronze** Award*

**2016**



*Fast Delivery Category  
**Silver** Award*

**2015**



*Fast Delivery Category  
**Silver** Award*

**2014**



*Business Transformation  
Category **Bronze** Award*

**2013**



*Best SAP Implementation  
Project Award*

**2011**



*SAP Implementation Project  
**Silver** Award*

**2010**



*New Business Applications Implementation  
Category **Bronze** Award*

## **ABA Recent Wins:**

**Saudi Aramco: Working with Saudi Aramco on a 3 years contract to change their SAP system from ECC6 (ON-PREMISE) to S4HANA (Cloud Based)**

**Saudi Aramco: Working with Saudi Aramco on a 5 years contract to consolidate the property related services and processes under one contract and management team**

**MISA: Working with MISA on a 5 year frame contract for consulting services**

**JIGP: Working with JIGP to implement SAP S4HANA for them**

**RCU: Working with RCU to execute several projects for them including CHATBOT and SAP Support**

**SWCC: 2 year SAP on-site Support Contract to maintain all SWCC's SAP Landscape**

**SWCC: SAP Success Factors Time Tracking System**

# ABA's Public Sector customers

## KSA/Bahrain



# **ABA & Saudi Aramco:**

**20 years of successful partnership**

**2002: Major 5 years contract to supply experienced SAP consultants**

**2003: SAP services contracts to Saudi Aramco Hospital (then SAMSO)**

**2006: Implementation of SMP Contract**

**2009 till date: Engaged under the IT Application & Development**

**Contract (100+ projects)**

# **ABA & Saudi Aramco:**

**2020: Future ERP Transformation Project (3 years contract to assist Saudi Aramco migrate from SAP ECC6 to S4HANA)**

**2020: Integrated Facility Management Project (5 years contract to consolidate the property related services and processes under one contract and management team)**

**2023: To continue working with Saudi Aramco under the new 5 years IT Application & Development Contract**

# ABA – Oil and Gas Expertise

**“Unparalleled Expertise in the O&G Sector”**

**20+**

Customers

**200+**

Projects

**18%**

Vertical Revenue  
Share For ABA

**150+**

Projects in  
Saudi Aramco

## Upstream

ارامكو السعودية  
Saudi Aramco

## Midstream

ارامكو السعودية  
Saudi Aramco

## Downstream

NATPET

ارامكو السعودية  
Saudi Aramco

TASNEE التصنيع

بترو رابغ  
Petro Rabigh

سامرف  
Samref

سبكيم  
Sipchem  
EXCELLENCE everywhere

CHEMANOL

# ABA – Oil and Gas Major Case Studies snapshot



- ✓ Predictive Analytics ( E2MAS ) Framework
- ✓ Integrated Program Administration & Services (iPas)
- ✓ SAP Business Intelligence Reports on Contract Staffing
- ✓ SAP e-Travel module
- ✓ SAP Marine Fleet Management System(MFMS)



- ✓ SAP EHSM implementation
- ✓ SAP Analytics
- ✓ SAP LSO Implementation



- ✓ SAP Functional Upgrade
- ✓ SAP Business Process & Consolidation (BPC)
- ✓ SAP Technical Upgrade
- ✓ SAP HCM Succession and Planning

# ABA – Oil and Gas Major Case Studies snapshot



SAP ERP Implementation and Support



SAP ERP Implementation

# Experience – Solution wise

## Plant Maintenance/Asset Management Expertise



## SAP MII Implementation experience



# ABA's Services

# On Premise SAP Solution Implementation Services



## ✓ Enterprise Resource Planning

- S4HANA ( On Prem )
- Bespoke Process Implementation
- Enterprise Asset Management
- Enterprise Performance Management

## ✓ Human Capital Management

- Organization management
- Time Management
- Payroll
- Personnel Actions
- Recruitment Management
- Objective Setting & Appraisal Management
- Learning Management
- Benefits Management

## ✓ Customer Relationship Management

- Lead to Order Management
- Customer Service
- e-Services Management
- Business Communication Management

## ✓ Financial Supply Chain Management

- Treasury Management
- Business Planning
- Financial Consolidation
- Banking Communication Management
- Governance Risk and Compliance

## ✓ Supply Chain Management

- Supplier Relationship Management
- Advanced Production Planning and Optimization
- e-Procurement

## ✓ Analytics

- BW
- BO

## ✓ Mobility

# Cloud SAP Solution Implementation Services



- ✓ **Enterprise Resource Planning**
  - S4HANA (Cloud ERP – Large Enterprise)
  - RISE w S4HANA
  - SAP Cloud Platform – Platform for Development
- ✓ **Spend Management**
  - ARIBA  
(Supplier Management on Cloud)
- ✓ **Human Capital Management**
  - SuccessFactors Employee Central
  - SuccessFactors Employee Central Payroll
  - Talent Management Suite
- ✓ **Customer Relationship Management**
  - Hybris Sales
  - Hybris Service
  - Hybris Marketing
  - Commerce
- ✓ **Financial Supply Chain Management**
  - C4P  
(Cloud for Planning)
- ✓ **Analytics**
  - SAP Analytics Cloud
  - SAP Digital Boardroom
  - SAP Lumira

# SAP Application Management Support Services



- ✓ **Enterprise Resource Planning**
  - S4HANA ( On Prem/Cloud )
  - Bespoke Process Implementation
- ✓ **Customer Relationship Management**
  - Lead to Order Management
  - Customer Service
  - e-Services Management
  - Business Communication Management
- ✓ **Supply Chain Management**
  - Supplier Relationship Management
  - Advanced Production Planning & Optimization
  - e-Procurement
- ✓ **Human Capital Management**
  - Organization management
  - Time Management
  - Payroll
  - Personnel Actions
  - Recruitment Management
  - Objective Setting & Appraisal Management
  - Learning Management
  - Benefits Management
- ✓ **Financial Supply Chain Management**
  - Treasury Management
  - Business Planning
  - Financial Consolidation
  - Banking Communication Management
  - Governance Risk and Compliance



## Application Lifecycle Management (Onsite/ Offshore)

- ★ Incident Management
- ★ Change Management
- ★ Mini Projects
- ★ Patches
- ★ Version Upgrades
- ★ General Housekeeping
- ★ Lights On Services
- ★ Remote Infrastructure Management

# ABA's Experience

# ABA's KSA Experience



**50+**

Customer References in KSA



**650+**

Projects in Saudi Arabia



**100+**

Consultants deputed in KSA



**40+**

Arabic consultants in projects



**8+**

Public-Sector References



**230+**

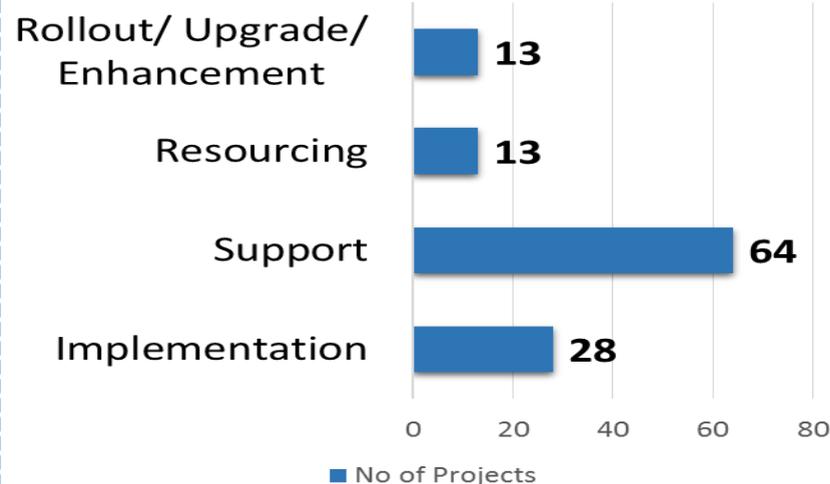
Public-Sector Projects



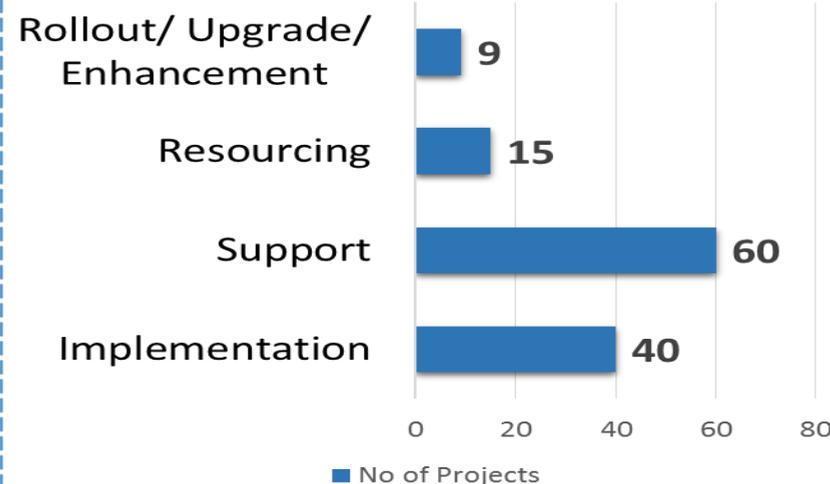
**750+**

Consultants in Public-Sector Projects

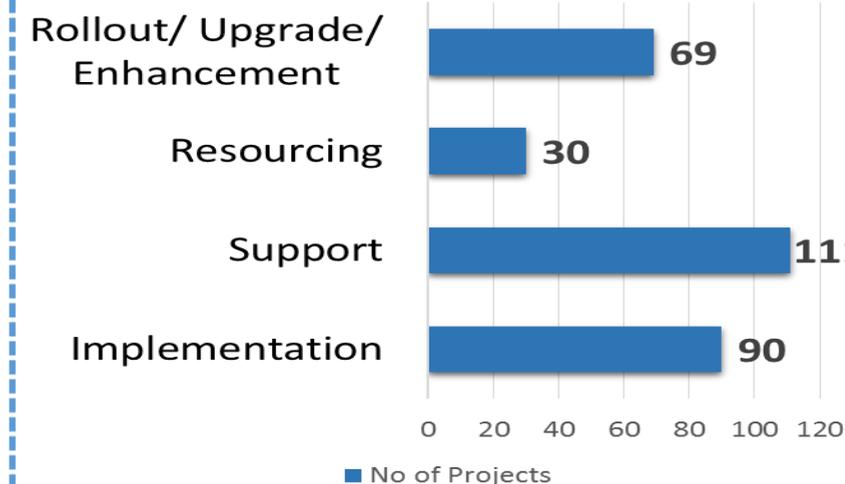
## Western Province



## Central Province



## Eastern Province



# Al-Bilad - Solution expertise



Early migrators into KSA since 2002



Long and Positive Customer Relationship

4+

Successful SAP Cloud Platform implementations

9+

Successful SRM/ Ariba implementation projects

5+

Successful C4C implementation projects

10

SAP S/4HANA Implementations

4+

Successful SAP SuccessFactors implementations

# Al-Bilad - SAP S/4HANA Expertise

10+

Projects in S/4HANA



SAP Global Partner for S/4HANA Public Cloud

Global SAP Project Experience

Trained SAP Practitioners

SAP S/4HANA Competency Center

Collaboration with SAP on solutions



SAP SuccessFactors

Internal Implementation Of S/4HANA Public Cloud, SAP SuccessFactors, SAP Cloud for Customer

90%

Consultants Enabled in S/4HANA



SAP Quality Award For S/4HANA Implementation



Expertise in SAP Activate Methodology

Assets & Thought Leadership

Accelerators & Preconfigured Solutions



Unique templates for fast and risk-free implementation



SAP Recognised Business Transformation Expertise

# Al-Bilad – SAP S/4HANA Implementation Expertise



## Enhancing vendor and partnership management

- **Industry:** Public Sector
- **Region:** KSA
- **Client:** A leading public sector financial and industrial services organization
- **Solution:** SAP Suite on HANA with SAP CRM and SAP LMS
- **Benefit:** Improved operational efficiency and increased, streamlined business processes and better data integrity



## Enabling future business models for transformation

- **Industry:** Manufacturing
- **Region:** KSA
- **Client:** A Joint Stock Company that specializes in Manufacturing Metal Engineering Products and Services
- **Solution:** SAP S/4HANA
- **Benefit:** Increase in customer satisfaction



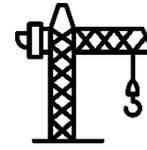
## Empowering trading major major for better business value

- **Industry:** Wholesale Distribution
- **Region:** KSA
- **Client:** Leading provider of reputable European Brands for industrial and automotive applications & services in MENA
- **Solution:** SAP Business Suite on HANA
- **Benefit:** Improved business efficiency and enhanced performance of business transactions



## Gaining global visibility for a data driven enterprise

- **Industry:** Public Sector
- **Region:** KSA
- **Client:** Project Management, services, and support major
- **Solution:** SAP S/4HANA with SAP SuccessFactors
- **Benefit:** Seamless payroll functionality and 2000+ built-in metrics with simple reporting tools



## Building digital ready core business systems

- **Industry:** EC&O
- **Region:** KSA
- The client is into sectors of building material & equipment contracting, real estate and precast
- **Solution:** SAP Suite on HANA
- **Highlight:** Implementation and hosting of complete SAP landscape on cloud.



## Enhancing business operations and functionality

- **Industry:** Public Sector
- **Region:** KSA
- **Client:** Investment major with 1500+ employees
- **Solution:** SAP S/4HANA with SAP SRM Integration
- **Benefit:** Increased procurement efficiency and inventory turnover



## Reducing costs and increased efficiency with SAP

- **Industry:** Airlines and Aviation
- **Region:** KSA
- **Client:** Leading ground handling services company at all commercial airports in KSA
- **Solution:** SAP S/4HANA with SAP SuccessFactors
- **Benefit:** Faster data processing, reduced maintenance and operational costs, and increased efficiency

# Experience – Saudi Aramco

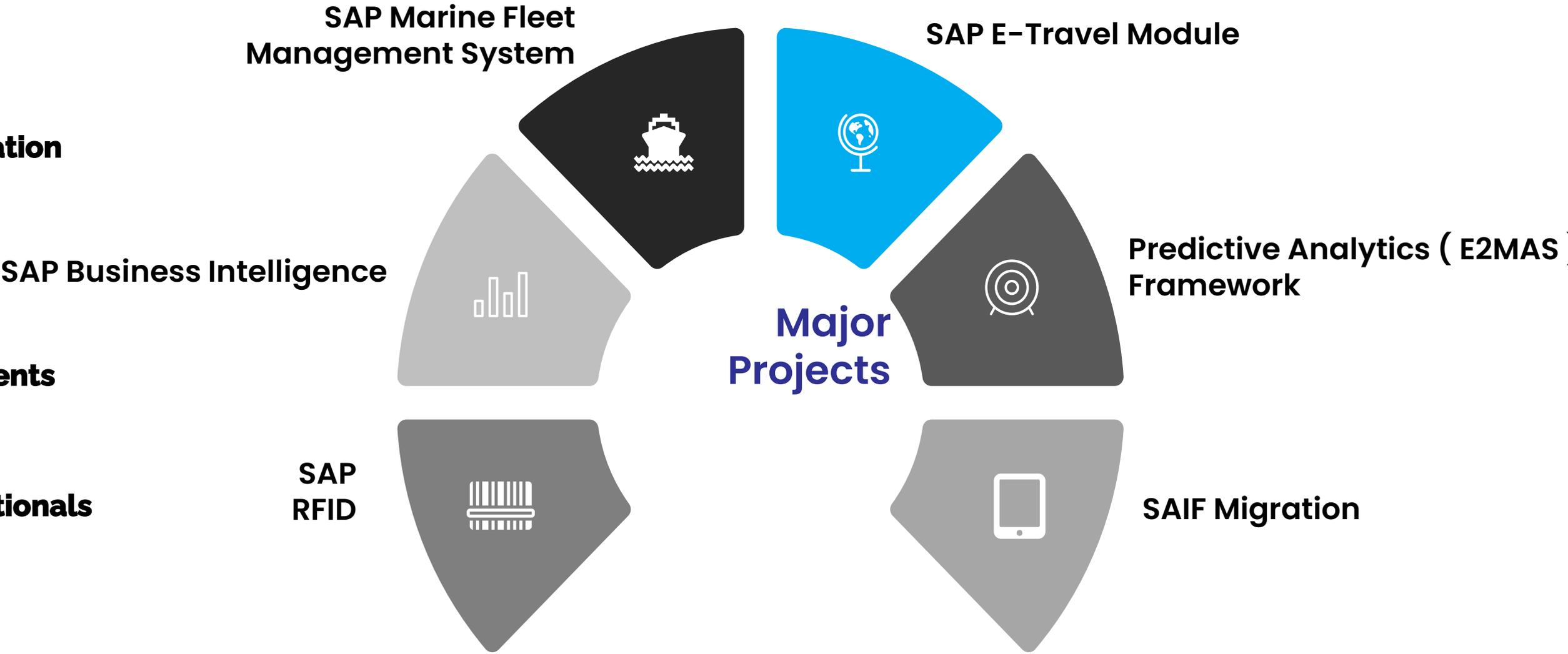


Engaging since 2002

40.15%

Percentage of Saudi Aramco's total capacity, ABA has worked on

- 10+ Years of Collaboration
- 160+ Projects
- 30+ Departments
- 250+ Saudi Nationals Trained



# Experience – Saudi Industrial Development Fund (SIDF)



 **1000+**  
Employees

 **851**  
ERP Users

 **20942 days**  
Estimated  
Project effort

- **SAP and SADAD integration in SIDF**
- **Replaced +70 inhouse developed legacy applications with 1 consolidated solution**
- **Automatic Bank Interface (SAP BCM)**

## Key Highlights

- **2-tier platform; client platform and back end system**
- Zero paper environment and fully automated system
- Customer relationship management introduced in SIDF



**Gold winner**  
**2019 SAP Quality Awards, Business Transformation category**

# Experience – Saudi Airlines (SAUDIA)



Industry **Aviation Industry**

Products & Services **Airline Carriers**

Employee Size **17,000+**

SAP Solution **SAP FRP & SAP ZBB**

Operational Flights **225,000+**



## Challenges

Performance Issues

Real Time Data Availability

Difficulty in handling tremendous volume of data

## Value Driven Results



Calculation Engine using Cost Drivers

SAP BO for reports and insights using Dashboards



Data from different sources using SAP BODS

SAP BPC for Capex, Overhead and HR Budgeting

## Why SAP FRP & SAP ZBB ?

Route Variants and Structuring

Zero-based Budgeting

# Experience – Military Industries Corporation (MIC)



**60+**  
**ERP Users**

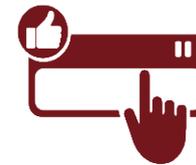
**500+**  
**Employees**



- Mobile solution for military industries.
- Augmented reality solutions for military industries
- Live data extraction from ECC for BW reports using MII.



Faster Go-Live of SAP ERP in 3 months with Agile ASAP



Standalone user-friendly Shop floor user interface built using MII.



Decision makings made faster by reducing one fourth of the time taken through various reports and dashboards.

# Experience – Saudi Arabia General Investment Authority (SAGIA)



الهيئة العامة للاستثمار  
SAUDI ARABIAN GENERAL INVESTMENT AUTHORITY  
SAGIA



**5+**  
Years of  
Association



- To implement FICO localization – Forms & Processes
- To integrate with Monafasat system

**300+**  
Employees

**25**  
ERP Users

**25**  
CRM Users

## Key Highlights

- Management of entire SAP Landscape
- Continued support for SAP Applications
- SAGIA SAP system is integrated with SADAD, MCI, Yesser, Net weaver gateway, BW, SOLMAN, and Monafasat.
- Largest CRM Implementation
- Implemented SAP Mobile platform - SMP & Afaria

# Experience – Ministry of Interior (MOI)



Ministry of Interior  
Kingdom of Saudi Arabia



**20,000+**  
Employees



**KSA Specific  
Localization**

**40+**  
**Arabic Consultants  
involved**

- **Oracle to SAP S/4HANA transformation**
- **KSA specific localized solution**
- **Multilingual dashboards – Arabic/English**

## Key Highlights

- **Two tier budgeting structure with Payment Budget and Earmarked Funds**
- **Custom time Management process with Hijri date calculation with time in and time out.**
- **Centralized localization Payroll Process including Murabtah and Mandate process**

# Experience – Large Scale and Complex Integration

- 1. SAP Flight Route Profitability Implementation
- 2. SAP Zero-Based Budgeting Implementation

**Airlines**



- SAP Supplier Mgmt. - ARIBA Implementation and integration with Oracle and various third-party apps

**Healthcare**



- SAP CRM and LMS Implementation and first ever SADAD integration in KSA

**Public Sector**



- 1. Marine Integration
- 2. Development of E2MAS Analytical Portal Platform

**Oil & Gas**



# Our Inclination Towards Saudi Vision 2030



الهيئة الملكية لمحافظة العلا  
Royal Commission for AlUla



- Tourism in KSA gets digitized by Albilad Arabia with multiple SAP implementations.
- Enabling the development of the tourism sector and protecting Saudi Arabian history for future generations with technology

# Experience – Royal Commission for Al-Ula

الهيئة الملكية لمحافظة العلا  
Royal Commission for AlUla



**300+**  
**Employees**

- ❖ Successful implementation of SAP S/4 HANA , SAP Cloud Incident Management & SAP SuccessFactors.
- ❖ Business Trip Service Application in SAP Cloud Platform.

**150+**  
**Users**

- ❖ Provide round the clock SAP Application Management Services and support to modules including SuccessFactors.

## Modules Implemented



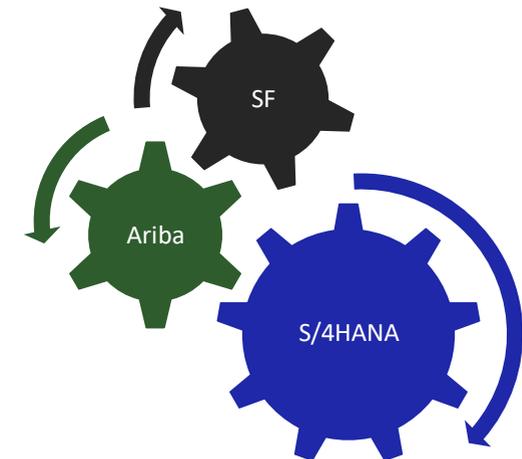
# Experience – Diriyah Gate Development Authority

- ❖ Currently implementing SAP S/4 HANA Finance & Controlling, SAP Treasury Management, SAP Bank Communication Management, SAP Real Estate Management .
- ❖ Currently implementing SAP S/4 HANA Materials Management & SAP Ariba.
- ❖ Currently implementing SAP SuccessFactors – Employee Central, EC Payroll, Onboarding, Recruiting, Succession & Development Planning, Performance & Goals Management, Workforce Planning, Workforce Analytics
- ❖ Provide round the clock SAP Application Management Services and support to modules including SuccessFactors.



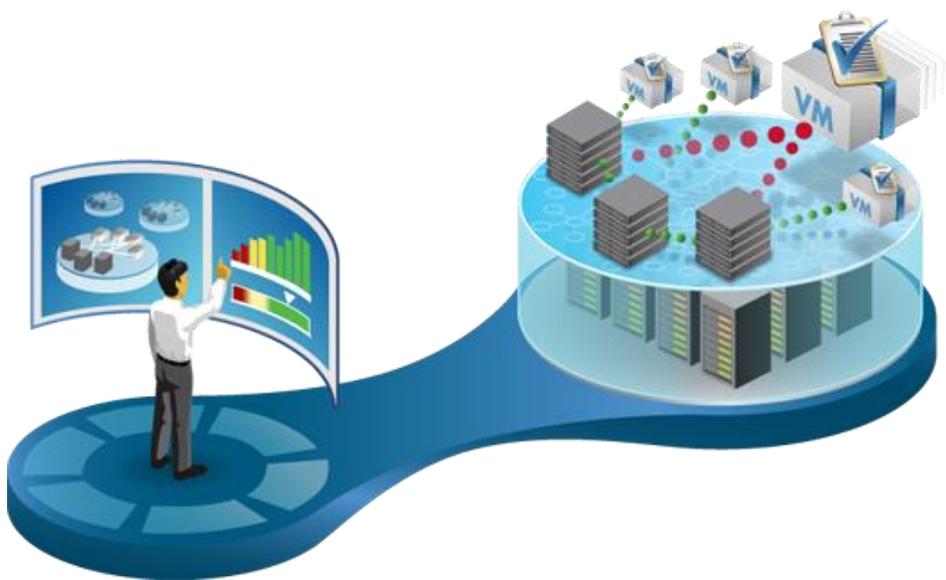
**300+**  
**Employees**

**150+**  
**Users**



# Why ABA?

- ✓ **Commitment**
  - End to End Accountability
  - Partnership Approach
  - 100% Technical and Contract liability
- ✓ **Cost of ownership**
  - Price Transparency
  - Flexible cost models
  - Technical & Commercial scalability
- ✓ **Reliability**
  - 600+ Projects implemented
  - Proven methodology
  - Deep SAP Expertise
  - Tools & Accelerators
- ✓ **Flexibility**
  - Comprehensive services
  - Customer specific contracts
  - Human interfaced customer service



# Al-Bilad Arabia Company Limited



Al-Khobar

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