



# 60 MINUTES

LEAP

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DAY 3

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## A 360-Degree Approach to Customer Experience Now Possible Through Lucidya and Unifonic's Strategic Partnership

This integration will provide businesses with a comprehensive 360-degree customer experience solution, combining powerful conversational engagement tools with AI-driven insights.



CEO of Lucidya, said, "Joining forces with Unifonic empowers businesses with a unified solution for customer engagement, eliminating fragmentation across multiple providers. By combining Lucidya's social media insights with Unifonic's engagement solutions, companies can enhance targeting, improve conversion rates, and gain deeper customer insights to drive business growth. Simply put, this is a one-stop shop for customer engagement and experience."

Ahmed Hamdan, CEO of Unifonic, added, "This partnership merges Unifonic's expertise in conversational AI with Lucidya's advanced CXM capabilities. While Lucidya strengthens social media engagement through sentiment analysis and social listening, Unifonic enables businesses to engage with customers

across channels like WhatsApp, voice, push, and SMS—allowing for personalized and more targeted interactions.

By streamlining customer engagement through a unified omnichannel solution, optimizing campaign performance with AI-driven targeting, and driving business growth through deep customer insights, this partnership sets a new benchmark in customer experience management.

**This partnership merges Unifonic's expertise in conversational AI with Lucidya's advanced CXM capabilities".**

Leading customer engagement platform, Unifonic, which enables businesses to engage with customers across their lifecycle journey, and AI-powered customer experience management (CXM)

platform Lucidya have announced a strategic partnership during a signing ceremony at LEAP.

Through this collaboration, Lucidya's social listening, AI, and sentiment analysis will

integrate with Unifonic's conversational AI platform to help brands across the region accelerate growth and uplift ROI on marketing efforts. This integration will provide businesses with a comprehensive

360-degree customer experience solution, combining powerful conversational engagement tools with AI-driven insights.

Commenting on the partnership, Abdullah Asiri, Founder and

## Redington Unveils SAR 2 Billion Spending Plan for the Kingdom at LEAP 2025

Redington is Synergizing the Tech Ecosystem and Empowering Saudi Businesses to Drive Innovation and Digital Transformation across the Kingdom.

Redington, a leading technology aggregator and innovation powerhouse across emerging markets, is making a bold appearance at LEAP 2025, Saudi Arabia's premier tech event. With the theme of Synergizing

the Tech Ecosystem, Redington is positioning itself as the aggregator that will help usher in a new era of technologies.

### Redington's Commitment to Saudi Arabia

Redington is demonstrating its

strong commitment to the Kingdom through significant spends funded through internal accruals. The biggest

announcement that the company is making at LEAP 2025 is that it will spend an impressive SAR 2 Billion in the

Kingdom over the next decade. This spending will include a state-of-the-art HQ, a cutting-edge automated and

smart distribution center and investments into building talent.

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**Redington...**

Redington has had an on-ground presence in Saudi Arabia for the last 24 years, clearly demonstrating how deep-seated its priorities are in the Kingdom. Having a network of physical warehouses across the major cities in Saudi and delivering \$1.5 billion worth of technology in 2024 alone underscores its market dominance. Aligned to Saudi Arabia's Vision 2030, Redington is playing a key role in ensuring the availability of tech across the Kingdom.

Viswanath Pallasena, Chief Executive Officer at Redington MEA, said, "We are wholeheartedly committed to Saudi Vision 2030, where technology is a key component to all its 3 pillars – a vibrant society, a thriving economy and an ambitious nation.

We're truly dedicated to playing an active role in bringing its transformative goals to life. By aligning our efforts with this ambitious vision, we aim to contribute meaningfully to the Kingdom's progress and long-term success."

Redington has announced the availability of Saudi-made servers in its robust portfolio of offerings from leading global brands. "Our long-standing association with world-class brands allows us to be a catalyst to take local manufacturers to global markets. Shipping Saudi-made servers across the region would be a privilege as it makes us a part of Saudi's exciting growth story. With a focus on quality, performance, and scalability, these Saudi-made servers are engineered to support the most critical business operations, offering unparalleled reliability and security," Pallasena shared.

As an ambitious nation building non-oil economies at scale, the Saudi government has doubled down its efforts on building SME and start-up incubators by providing capital infrastructure and favourable policies. The government efforts

Rawad Ayash, President, Saudi Arabia, Redington, said, "Redington provides essential support to Saudi SMEs, startups, and ISVs, helping them expand into global markets."

Apart from scaling its infrastructure and

Program, which is designed to equip Saudi nationals with skills across various corporate areas. Our aim is to empower these individuals and develop as leaders in a corporate environment. Redington's dedication to the Kingdom is exemplified by its focus on nurturing talent, supporting local businesses, building infrastructure and driving growth in the tech industry."

**Redington at LEAP 2025**

Through its participation at LEAP 2025, Redington aims to unravel exciting opportunities for businesses, empowering them with cutting-edge solutions and collaborative partnerships. By connecting businesses with the full potential of emerging technologies, Redington is positioning itself as a key driver in the region's digital transformation.

Attendees to the Redington booth – Hall 3, D70 at LEAP 2025 will witness innovations

across technologies, learn new use cases for advanced solutions, gain insights to on ground experiences, success stories, market trends, and connect with technology experts.

"LEAP 2025 marks a pivotal moment as we look toward the immense potential of Saudi Arabia's digital future. The Kingdom is uniquely positioned to lead the region in innovation, and at Redington, we are deeply committed to fostering collaborations that will unlock transformative opportunities. With our extensive expertise, cutting-edge technology, and strong network of partners, we are well-equipped to support Saudi Arabia's ambitious vision for digital growth," added Pallasena.

Redington is dedicated to helping Saudi Arabia achieve its full potential on the global stage, playing a key role in realizing Vision 2030 and shaping a prosperous future for the Kingdom.

**By aligning our efforts with this ambitious vision, we aim to contribute meaningfully to the Kingdom's progress and long-term success."**

have given a rise to a plethora of tech start-ups and ISVs, surging demand for technology and support ecosystems. Along with cloud hyperscalers, software providers and AI platforms, Redington is actively empowering the startup and ISV ecosystem in Saudi Arabia.

building ecosystems, the distributor has also made significant strides in talent acquisition, developing skilled professionals to strengthen their capabilities and help meet the growing demands of the industry.

Ayash added, "Redington will continue to invest in its Najem

# Mada & SALAM ink pact on Cutting-Edge Messaging Solutions

*The partnership will draw on augmented synergies to drive innovative and end-to-end digital solutions, that are reliable and secure.*



Salam, a leading provider of telecommunications services in Saudi Arabia, and MADA recently announced a strategic partnership for Messaging Services. The partnership is set to revolutionize the digital landscape in the region, ushering in innovative solutions

beyond traditional voice and messaging platforms. Both companies are set to leverage emerging opportunities, elevate service standards, and lead industry innovation to enhance service delivery and customer experiences.

The Saudi Arabian market for is expected

to grow at a compound annual growth rate (CAGR) of 4.40% from 2024 to 2032 in Promotional, Authentication & Marketing services over communication channels. Through this partnership, Salam will capitalize on MADA's expertise to enhance its customer

experience and increase its A2P messaging revenues. MADA will oversee the management of all international A2P messaging services, including essential services such as two-factor authentication and automated notifications.

"We are grateful for Salam's trust in selecting MADA as its preferred partner. This significant step reinforces MADA's position in Saudi Arabia" said Adel Louis, Vice President, MADA. "Our team is committed to dedicating its utmost efforts to ensure a successful and enduring partnership with Salam."

MADA has long-standing reputation in the telecommunications sector and wealth of experience in Saudi Arabia. Additionally, its concentrated operations

**Our shared commitment to elevate service standards and lead innovation aims to foster a thriving digital ecosystem for our customers."**

within the region, strong relationships with local and international entities, and robust security and protection protocols are set to enable efficient and effective management of the partnership.

Amjad Arab, Chief Wholesale and Partnerships Officer at Salam, said: "In our partnership with MADA, Salam is setting a new standard for innovation and service in the industry. Together, we

stand at the forefront of supporting the digital transformation aligned with Vision 2030, ready to cater to the anticipated surge in internet usage and customer expectations. This strategic collaboration is poised to harness the projected growth in the A2P messaging market and meet the rising demand for superior digital connectivity driven by innovation, security, and excellence. Our shared commitment to elevate service standards and lead innovation aims to foster a thriving digital ecosystem for our customers."

Both MADA and Salam are committed to advancing the infrastructure that underpins digital transformation aligning with Vision 2030. With Saudi Arabia's increasing internet penetration expected to reach 70.99% in 2025 and significant market growth across telecom sector, a core objective of this partnership will help address increasing demand for high-quality, low-latency digital experiences.



Founder, CPIMEDIA GROUP **Dominic De Sousa** (1959-2015), Group Publishing Director **Kausar Syed**, Sales Director **Sabita Miranda**, Editors **Mark Forker**, **Sandhya D'Mello**, **Daniel Shepherd**, Designer **Froilan Cosgafa IV**, Web Developer **Adarsh Snehanjan**



# Salam selected by Netskope for data centre colocation services in Saudi Arabia

Collaboration will accelerate the Kingdom's commitment to technological innovation and economic growth



**We are devoted to ushering in a new era of telecom solutions that are not only innovative but also secure”.**

Officer at Salam, said: “Our collaboration with Netskope underscores our commitment to spearheading the Kingdom’s digitalisation efforts, aligned with Vision 2030. We are devoted to ushering in a new era of telecom solutions that are not only innovative but also secure”.

Raman Sud, Director of Internet Services at Netskope commented: “Our ability to deliver best-in-class security

and networking services is dependent upon the innovative architectural decisions we have made, and partners like Salam become a key component in our infrastructure. Salam’s regional excellence will enable us to ensure that enterprise data traffic stays fast and secure for our customers in the Kingdom, when everything, everywhere is online and interconnected, and cyber threats are constant”.

Salam’s world-class data centres offer an industry-standard environment with maximized security and privacy, featuring discretely secured private zones. A testament to Salam’s expertise, the facilities are manned round-the-clock by highly qualified data centre engineers and monitored by an advanced Network Operations Centre (NOC), ensuring operational excellence and significant savings in budget, time, and resources for IT management activities. Collaborations such as that between Salam and Netskope are key as Saudi Arabia continues to carve a niche for itself on the global digital stage.

Salam, a leading provider of telecommunications services in Saudi Arabia, has entered into a two-year agreement with Netskope, a leader in modern security and networking, to deliver top-tier data centre colocation services through Salam’s state-of-the-art data centre facility, featuring

cutting-edge technology, platform solutions, and managed security. In light of the Kingdom’s ambitions to amplify its data centre capacity, Saudi Arabia is on track to benefit from over USD 18 billion in data centre investments by the year 2030. The ambitious

projections aim to elevate the installed capacity from approximately 300 MW to around 1300 MW, reinforcing the nation’s infrastructural prowess and technological advancement as outlined in Vision 2030.

Salam’s infrastructure boasts six geographically

diversified, carrier-grade data centres located in key Saudi cities including Riyadh, Jeddah, and Al Khobar. These facilities are connected to high-capacity international gateways and benefit from a redundant 10Gbps backbone. Amjad Arab, Chief Wholesale and Partnerships

# Tally Solutions Showcases Multilingual, E-Invoicing Compliant Solution TallyPrime at LEAP 2025

Designed for businesses in the KSA, TallyPrime offers localized solutions, comprehensive e-invoicing capabilities, and a fully multilingual experience, enabling effortless Arabic-English switching and simultaneous working in both languages.

Tally Solutions, a leading international technology company providing comprehensive business management software for small and medium businesses, will showcase its flagship product, TallyPrime, at LEAP 2025. Designed specifically for businesses in the Kingdom of Saudi Arabia (KSA), TallyPrime offers localized solutions, comprehensive e-invoicing capabilities, and a fully multilingual experience, enabling effortless Arabic-English switching and simultaneous working in both languages.

Visitors can experience a live demo and explore the product’s capabilities from February 9 to 12 at Hall 3, Booth C120 at the Riyadh Exhibition and Convention Centre, Malham. Under the theme “Perfectly Simple,” TallyPrime redefines how SMEs manage accounting, inventory, and compliance, ensuring agility, efficiency, and security in their operations.

Vikas Panchal, General Manager – Middle East, Tally Solutions, stated, “At Tally, we are committed to empowering Saudi SMEs with simplified, technology-driven business solutions that foster their growth. As

**LEAP 2025 is an excellent opportunity to showcase how TallyPrime enables businesses to embrace digitalization while staying ahead in an increasingly competitive market.”**

businesses navigate the evolving financial and compliance landscape, TallyPrime provides a seamless, efficient, and fully compliant platform designed to support their journey. In line with Saudi Arabia’s Vision 2030, we are dedicated to driving digital transformation and financial transparency across the SME sector. LEAP 2025 is an excellent opportunity for us to engage with the SME community and showcase how TallyPrime enables businesses to embrace



digitalization while staying ahead in an increasingly competitive market.”

TallyPrime’s multilingual interface ensures users can seamlessly view and manage vouchers, generate and print invoices, and produce reports in their preferred language simultaneously. This consistent and intuitive bilingual experience enhances

usability and boosts efficiency for businesses operating in a dual-language environment.

TallyPrime is ZATCA-accredited, making it a fully compliant and trusted e-invoicing solution specifically designed for businesses in KSA. The advanced e-invoicing software enables users to maintain compliance with regulatory requirements

in a convenient and seamless manner. Beyond e-invoicing, Tally’s feature-rich solutions integrate accounting, invoicing, and inventory management, allowing businesses to streamline operations, reduce costs, and enhance productivity.

With a strong presence in Jeddah, Riyadh, and Dammam—serving over 7,000 businesses—Tally

Solutions continues to expand its footprint by forging strategic partnerships with government bodies and key industry associations. The company remains committed to equipping SMEs with simplified business management solutions, ensuring seamless compliance with KSA’s evolving financial regulations.



# LEAP 2025 Opens with Announcement of Record-breaking US\$14.9 Billion Investment in Artificial Intelligence

World's premier tech accelerator event smashes own record, revealing investment deals and infrastructure partnerships by domestic and international heavyweights.



LEAP 2025, Saudi Arabia's award-winning global tech event, announced a record-breaking US\$14.9 billion in new Artificial Intelligence (AI) investments that further cement the Kingdom's status as a world-leading AI hub.

Revealed on the opening day of this year's four-day event, which is being held at the Riyadh International Exhibition and Convention Centre in Malham, the new announcements increase the total amount of technology-related infrastructure investments in Saudi Arabia to more than US\$42.4bn since LEAP debuted in 2022.

The new investments in the Kingdom included an announcement between Groq and Aramco Digital confirming a US\$1.5bn plan to expand AI-powered inference infrastructure and cloud computing; ALAT and Lenovo committing US\$2bn to establish an advanced manufacturing and technology centre integrating AI and robotics; Google introducing new AI-driven digital infrastructure and the launch of a powerful computing cluster to meet regional and global demand; Qualcomm confirming the availability of its ALLAM language model on Qualcomm AI Cloud; and Alibaba Cloud launching the AI Enablement Programme comprising collaborations

with Tuwaiq Academy and STC Academy to train national talent.

Other announcements included Databricks investing US\$300 million in integrated PaaS (Platform as a Service) solutions to empower application developers with cutting-edge AI tools; SambaNova committing US\$140m to build advanced AI infrastructure; Global private equity firm KKR, in partnership with Gulf Data Hub, revealing a strategic investment in the development of data centres with a total capacity of up to 300 megawatts; Saudi Arabia's Salesforce investing US\$500m to develop Hyperforce and enhance cloud capabilities for regional customers; and Tencent Cloud allocating US\$150m to establish the Middle East's first AI-powered cloud region.

Delivering a keynote address to formally open LEAP 2025, His Excellency Eng Abdullah Alswaha, the Saudi Minister of Communications and Information Technology (MCIT), insisted the new wave of investments brings one step closer His Royal Highness Crown Prince Mohammed bin Salman's vision of the Kingdom's tech sector becoming a global beacon for innovation and advancement.

"LEAP 2025 is a defining moment because when the

Kingdom works, the region works, and the whole world works," said Alswaha. "LEAP has evolved from a movement to a multiplier effect – but now is our defining moment. Technology has catalysed Saudi Arabia as the biggest success story in youth and female empowerment in the 21st Century, and we are laser-focused on continuing that success story. The intelligence age is here and, in partnership with you, we are going to take that leap together."

Michael Champion, CEO of Tahaluf, which co-organises LEAP with the Saudi Ministry for Communications and Information Technology (MCIT) and the Saudi Federation for Cybersecurity, Programming, and Drones (SAFCSP), added: "The massive volume of new investments announced on day one builds on the progress made at LEAP and across the Kingdom in previous years, reaffirming Saudi Arabia's undisputed status as the primary digital accelerator in the Middle East and North Africa."

## IBM's Arvind Kirshna Predicts Quantum Computing Breakthrough now only "Three to Five Years Away"

Eleven months after announcing IBM's plans to invest US\$250 million into a global software

development centre in the Kingdom, Arvind Krishna, Chairman & CEO of IBM, joined HE Alswaha on the LEAP Main Stage to discuss his experiences identifying "early signals" to stay ahead of emerging industry trends.

The trend that dominated the duo's conversation was quantum computing - a type of computing that uses the principles of quantum mechanics to solve problems that would take classical computers millions of years to complete - with Kirishna adamant the technology is getting ever closer.

"A breakthrough I think is only about three-to-five years in the future is quantum computing – I think we will see something amazing," said Krishna. "We're very excited to already be working on it with some partners in the Kingdom, but I believe quantum computing will open up areas that, for the Kingdom, will be very exciting. It will all be about materials, energy, oil and gas, possibly pharmaceuticals – all areas that are critical to the Kingdom and very much part of Vision 2030."

## From Virtual Boxing to Futuristic Couture, Inaugural Tech Arena Opens Window to the Future

LEAP's newly-added Tech Arena kicked off with a

nurse, but the only two things I ever really cared about were boxing and technology. So, I quit my nursing job and opened up my own boxing gym; it burned down within a month. It made me realise that building a business in a brick-and-mortar facility was going to be really hard. It just so happened that, around this time, the Quest One headset came out. Not only was it powerful, it was also wireless, which is so crucial for our system to work," said Sloan.

"In order for us to get the traction we needed, we had to replicate as best we could what trainers and boxers were doing in the gym. After a number of different variations, we now have a platform that is being used by sporting bodies across the world, including the Olympics. The system also allows people of determination to take part, making the sport far more inclusive."

Elsewhere, TJ Rhodes, the Senior Research Scientist and Engineer on Adobe's Project Primrose, talked audiences through the Middle East debut of its latest wearable technology. First premiered at Adobe Max in 2023, the Project Primrose dress uses non-emissive textiles and can change the way we merge fashion and technology.

"It has so many use cases beyond the catwalk; it can be a canvas for new designs or even a low-power billboard that can flash text-based advertisements," said Rhodes. "It is also a non-emissive material that can be cut to any shape and dynamically diffuses light. Most special effects can only be experienced on the big screen, but what Project Primrose allows us to do is transform it from the big screen to reality. Imagine if Elsa from Frozen was able to transform her dress to match her actions in a live performance. We're still discovering the possibilities of what this technology can do."

More than 1,800 tech brands and 680 start-ups are exhibiting at LEAP 2025 this week, alongside a stellar lineup of 1,000-plus expert speakers across 15 stages, highlighting the tech that is shaping tomorrow.

For more information on the event and ticket options, visit [onegiantleap.com](http://onegiantleap.com)

**LEAP has evolved from a movement to a multiplier effect – but now is our defining moment".**

series of future-focused, interactive sessions highlighting some of the latest technological advancements shaping the technology of tomorrow.

With groundbreaking prototypes in robotics, AI, fashion tech, and mixed reality all being explored, live demonstrations were conducted by global tech influencers alongside BBC Click presenters Lara Lewington and Spencer Kelly.

US-based Engine VR showcased Golden Gloves VR, a platform that uses virtual reality technology to provide an immersive, gamified boxing experience for fitness enthusiasts, professional athletes, and entertainment seekers.

With professional boxer David Perez delivering a live demonstration to watching crowds, Aaron Sloan, the platform's Founder, said: "I used to work as a cardiac



Shashank Pincha

# Real-time insights

CNME Editor Mark Forker spoke to Shashank Pincha, CTIO at IntelliSoft, to learn more about its SAP partner solution – autoX on RISE with SAP S/4HANA, the benefits it provides to automotive and commercial equipment dealers and OEM's who adopt the technology, the success of its projects in Dubai and Oman – and the feedback they have received from clients that have implemented the autoX solution.

**Can you give our readers a broader overview of the capabilities provided by IntelliSoft's autoX on RISE with SAP S/4HANA, and explain how this next-generation automotive and commercial equipment application enhances operational efficiency?**

IntelliSoft's autoX on RISE with SAP S/4HANA is a comprehensive solution designed to streamline operations for Automotive Dealers and OEMs across Vehicle Sales, Parts Sales, and After-Sales. Our solution empowers dealers and OEMs to implement best practices, covering all aspects from procurement to billing. This includes marketing, vehicle procurement with yard management, vehicle inventory, and sales with in-house financing. Our solution enhances after-sales services, enabling dealers and OEMs to provide exceptional customer experience. It offers efficient business processes throughout the customer journey, including workshop loading. Furthermore, autoX offers end-to-end

processes for Leasing and Rental operations. autoX assists automotive dealers in their digital transformation journey through digital sales channels and paperless operations. Automotive



**autoX stands out by offering an integrated application that addresses end-to-end needs of Automotive Dealers & OEMs, enhancing agility and efficiency while establishing a strong foundation for business growth."**

dealers can cater to tech-savvy consumers by offering vehicle sales through their website, digital showrooms, and mobile apps. The solution also improves the experience for corporate customers by providing a dedicated parts dealer portal. Our solution integrates a high level of automation in daily operations, which minimizes manual data entry and improves overall operational efficiency.

**Can you explain the architecture of autoX and how it is designed to be intuitive and efficient for users with varying levels of technical expertise?**

autoX, available on the SAP Store, is built on the robust SAP S/4HANA digital platform, offering real-time insights and simplified business process management. At its core, the SAP HANA in-memory database enables rapid data processing and surpasses traditional ERP systems. autoX eliminates the need for multiple applications as it offers end-to-end processes required for Automotive dealerships and OEMs.

The user interface is based on SAP's intuitive browser-based Fiori UI,

ensuring ease of use for users with varied technical expertise. Leveraging the SAP S/4HANA digital platform, autoX enables automotive dealers and OEMs to benchmark on SAP's technology innovations across Artificial Intelligence & Machine Learning, which are embedded and integrated through the SAP Business Technology Platform. Further, autoX is packaged with matured mobility, commerce, & embedded analytics, enhancing the end-user experience and self-service capabilities through an omnichannel interface.

dealers and OEMs to capitalize on digitally transformed business models.

autoX on RISE with SAP S/4HANA Private Cloud Edition provides exceptional flexibility to adapt to the changing business needs of dealers and OEMs on a digital platform.

The solution connects consumers more effectively to the digital platform through multiple communication channels, including Email, SMS, Chatbot, WhatsApp, and Push Notifications. These channels facilitate closer customer interaction, resulting in shorter sales cycles and an enhanced customer experience, ultimately leading to improved retention.

**What is your opinion about automotive dealership landscape in the region?**

The automotive landscape is undergoing a transformative shift, driven by changing customer expectations and the influx of new players in the market. Today, the focus has moved beyond merely the brands that dealerships offer; the key differentiator is the overall customer experience. With an ever-expanding list of options available to customers, dealerships that invest in digital platforms are better positioned to deliver exceptional service, fostering customer loyalty and retention.

Conversely, dealerships that continue to rely on outdated legacy systems face significant

challenges. These systems can hinder responsiveness, limit personalization, and lead to customer dissatisfaction. As a result, we are likely to see a wave of consolidation in the dealership sector, as those unable to adapt will struggle to keep pace with more technologically savvy competitors. There is also a growing trend of OEMs pursuing direct sales strategies when dealers fail to adopt digitalization.

Looking ahead to the next five years, the landscape will be shaped by the dealers who embrace innovative technologies. The dealers must ensure the selection of the right technology and partner in line with the long-term goals of the organization.

**Can you tell our readers about the incredible success of your recent Go-Lives?**

We recently supported Al Habtoor Motors, UAE, and Oman Trading Establishments, Oman, with the adoption of autoX on the RISE with SAP S/4HANA digital platform. Both organizations are already reaping the benefits of their transition into the digital era. Building on these successes, Towell Auto Center, Oman, has selected autoX for its own digital transformation journey. Our pipeline remains exceptionally strong, and we anticipate announcing several new deals in the near future.

**What sort of response and feedback has there been regarding the impact following the implementation of the solution from clients?**

The feedback after implementing autoX has been overwhelmingly positive. Our clients, empowered by SAP S/4HANA, report significant improvements in engaging prospects across multiple channels and providing timely information. Internal processes have become much simpler, as many manual tasks have been eliminated thanks to the automation provided by autoX.

The customer journey, from initial engagement to closure, is significantly faster, resulting in higher customer satisfaction. With the existing infrastructure, workshops can service and repair a greater number of vehicles. The introduction of both B2B and B2C channels has driven revenue growth, positively affecting the top line. Improved operational control has also reduced revenue leakages, benefiting the bottom line.



# Tencent Cloud Expands with Inaugural Middle East Cloud Region in Saudi Arabia

The new Cloud Region will feature two availability zones operating out of Saudi Arabia, leveraging state-of-the-art cloud infrastructure to drive digital transformation across the Middle East.



Dan Hu

Tencent Cloud, the cloud business of global technology company Tencent, has recently announced the launch of its first Middle East Cloud Region in Saudi Arabia, featuring two availability zones with full redundancy, advanced cloud services, and AI capabilities.

The new availability zones, expected to be operational by 2025, will mark Saudi Arabia's entry into Tencent Cloud's extensive global network of over 50 availability zones across 21 regions, enabling the delivery of an expanded suite of cutting-edge SaaS and PaaS solutions to the Middle East. These include advanced analytics, artificial intelligence (AI), innovative digital media capabilities, superapp technologies, and more.

The announcement, made at the Ministry of Communications and Technology's (MCIT) flagship LEAP 2025 technology summit, was followed by a business operation commitment of over US\$150 million in infrastructure, resources, and investment over the next few years. This commitment is expected to increase and will support the Kingdom's Vision 2030 and drive new digital innovations.

Commenting on the announcement made at

LEAP 2025, Mr. Dan Hu, Vice President of Tencent Cloud International for the Middle East and North Africa, hailed the new Cloud Region as a milestone in Tencent Cloud's Middle East growth story; "We're excited to have grown alongside the Kingdom of Saudi Arabia, and look forward to ramping up Cloud support for the Kingdom and the Middle East more broadly. The new Cloud Region strengthens our ability to support the country's digital transformation journey across important regional verticals, including digital media and streaming, video gaming, esports, e-commerce, tourism, financial services, telecommunications and more."

Tencent has been a key player in the multi-billion dollar digital entertainment, media and streaming industries. Tencent is also a global video game operator and publisher of many global leading game titles such as Honor of Kings and PUBG MOBILE.

With over two decades of innovation in supporting games, social media, payment and a number of music and video platforms in China and globally, Tencent Cloud offers bespoke digital entertainment and media solutions tailored

## The new Cloud Region strengthens our ability to support the country's digital transformation journey across important regional verticals".

to meet today's content creation and distribution needs.

"Tencent Cloud's decision to launch its first cloud region in Saudi Arabia represents a significant milestone for digital transformation in the Middle East," Mohammed AlRobayan, Deputy Minister of Technology at the Ministry of Communications and Information Technology (MCIT), said. "This new cloud region will enhance the Kingdom's digital infrastructure and accelerate the adoption of advanced technologies. It also reflects confidence in Saudi Arabia's ambition to become a global hub for digital solutions and smart technology, fostering an economy driven by innovation and knowledge."

Beyond strengthening digital infrastructure within Saudi Arabia, the expansion comes amid the country's push to

become a leading global gaming and e-sports hub, under the auspices of Saudi Arabia's National Gaming and Esports Strategy. This positions Saudi Arabia to excel on the global stage, particularly as the country prepares to host the 2025 Esports World Cup (EWC).

In 2024, Tencent Cloud achieved consistent double-digit growth in the international market, with the Middle East emerging as one of the fastest-growing regions. This growth was driven by strong demand for Tencent Cloud's unique ecosystem capabilities and world-class media technology services and solutions. Our technologies and solutions have enabled the Emirate of Abu Dhabi to develop its first ever, AI-powered 'digital ambassador' for culture and tourism, Khalifa with Tencent Cloud technologies.

Tencent Cloud empowers global

enterprises with cutting-edge solutions. BYD, a leading automaker, leverages Tencent Cloud's intelligent vehicle cloud platform for global markets to accelerate digital transformation. Tencent Meeting/VooV also connects BYD employees across six continents and 30+ industrial zones for enhanced communication and operational efficiency. Meanwhile, Lightchat, a leading social and live streaming platform in the Middle East, integrates Tencent Cloud's TRTC services for low-latency, high-quality real-time communication. With Tencent's media solutions, Lightchat meets surging live streaming demands instantly, delivering a stable and immersive user experience worldwide.

This success extends to Tencent Cloud's collaboration with ZainTech, a local digital solutions provider under

Zain Group, to introduce Digital Twin solutions to local enterprises, driving innovation and operational efficiency. Additionally, regional game development company PlaysOut worked with Tencent Cloud to launch a modular, open platform for creating mini-games, enabling greater scalability and global reach. At LEAP 2025, we are setting a strong foundation for future growth together with our global partners, YZ-Intelligence and MiniGame. YZ-Intelligence, a comprehensive service provider of Cloud and Artificial Intelligence, offers professional IT consulting services and customized cloud computing solutions to support enterprises in their digital transformation journey. Leveraging Tencent Cloud's ecosystem capabilities, MiniGame aims to drive innovation and growth in the global HTML5 gaming market, empowering local enterprises in the Middle East with a broader range of services and entertainment options for their users with MiniGame's extensive game library and distribution capabilities.

Tencent Cloud provides invaluable growth opportunities for Middle Eastern businesses to expand into the Chinese market, offering the infrastructure and expertise to navigate and unlock new opportunities. Looking ahead, Tencent Cloud remains committed to working alongside its partners to create a more connected, efficient, and sustainable future for businesses and public organizations alike.

More broadly, Tencent Cloud has established a robust presence across Asia, Europe, the Americas, and the Asia Pacific, which is fueled by its service to over 10,000 enterprise customers across 30 industries in over 80 markets and regions. This global expansion is powered by Tencent Cloud's ability to integrate innovative technologies into its service offerings, enhancing customer experiences and fostering long-term scalability and growth.



# Qualcomm and Aramco Digital Introduce the World's First 5G AI-Enabled Industrial Smartphone with Support for 450MHz Spectrum

*These processors are designed to provide ubiquitous connectivity to intelligent edge devices, enabling superior communication and data transfer in industrial settings.*



At LEAP 2025, Qualcomm Technologies, Inc. and Aramco Digital, the digital and technology subsidiary of Aramco; recently announced

their groundbreaking collaboration to develop the world's first AI-enabled industrial 5G smartphones with native support for the 450MHz

spectrum. Support for 450 MHz spectrum allows 5G IoT devices, edge computing and end-users to connect to a new generation of AI-enabled

industrial applications, initially focusing on advanced industrial solutions for Aramco, one of the world's leading integrated energy and chemicals companies.

The new industrial smartphones will be powered by the Qualcomm® QCM8550 and QCM6490 processors which provide native support for 5G in 450MHz. These processors are designed to provide ubiquitous connectivity to intelligent edge devices, enabling superior communication and data transfer in industrial settings.

"At Aramco Digital, we are committed to pushing the boundaries of

technological innovation. This collaboration with Qualcomm Technologies, introducing the world's first AI-enabled industrial smartphone with 450MHz support, represents a significant milestone in our journey to empower industries with next-generation connectivity. By utilizing cutting-edge 5G and AI technologies, we are enabling smarter, more sustainable industry that align with the Kingdom's Vision 2030 and beyond, driving industrial transformation not only within Saudi Arabia but across the globe." — Eid Alharbi, Connectivity President, Aramco Digital.

"The industrial sector is being transformed by advanced technologies, and our industrial smartphones with native support for 450MHz, are another vital component in enabling industries to become more connected, efficient, safe, and sustainable," said Nakul Duggal, group general manager, automotive, industrial and embedded IoT, and cloud computing, Qualcomm Technologies,

Inc. "Qualcomm Technologies is excited to collaborate with Aramco Digital to help them develop innovative solutions in Saudi Arabia, supporting the Kingdom's industrial transformation in alignment with their Vision 2030. This collaboration also aims to drive the advancement of cutting-edge technology in the Middle East, delivering benefits on an international scale."

Qualcomm Technologies and Aramco Digital also previously announced the deployment of Aramco's first generative AI industrial IoT solutions, which are improving operational safety, efficiency, and sustainability at Aramco sites. The new industrial smartphones will give Aramco users another way to connect to these advanced industrial applications. Examples of the industrial smartphone and Qualcomm Technologies' 450MHz processors are on display at Aramco Digital's stand at LEAP.

# Etihad Salam Telecom Company Partners with Elm at LEAP 2025 to Pioneer Next-Gen Smart City Solutions and Expand Digital Transformation Services

*Collaboration combines Elm's smart city solutions and Etihad Salam Telcome Company's infrastructure to expand their market share, enhance portfolios, and provide tailor-made digital transformation services.*

Etihad Salam Telecom Company, a leading provider of telecommunications services in Saudi Arabia, and ELM, a leading digital solutions company, recently announced a partnership at LEAP 2025, where Salam is showcasing cutting-edge technology under the theme "Human-Inspired Business Focus".

journeys, and providing reference solution designs by leveraging emerging technologies such as AI, IoT, Blockchain, Big Data, and Cloud Computing, and advanced data analytics. These capabilities complement Salam's strengths in telecommunications and internet services, sectors that are experiencing



**Our collaboration is a step towards creating a future where technology serves humanity in the most intuitive ways."**

This collaboration brings together Elm's expertise in designing digital solutions for smart cities with Salam's robust infrastructure in telecommunications and hosting services. Elm is known for its proficiency in crafting digital customer journeys, developing digital transformation strategies, sharing institutional

significant growth. The telecommunications market in the Kingdom is expected to grow by 1.33%, reaching \$13.2 billion by 2029.

Abdullah Mohammed Khorami, Chief Business Officer at Etihad Salam Telecom Company, said: "The synergy between Salam and Elm is a strategic evolution

designed to leverage our combined strengths. Etihad Salam Telecom Company will act as an infrastructure solutions arm for "Elm," enhancing its market presence and expanding its product portfolio. While, Elm will utilize Salam's advanced infrastructure to deliver unparalleled smart solutions. More than a joint venture, our collaboration is a step towards creating a future where technology

serves humanity in the most intuitive ways."

Elm and Salam are set to deliver unparalleled digital transformation services to enhance urban living through smart city innovations but also ensures a more connected, efficient, and sustainable future for Saudi Arabia in line with their commitment to foster the growth of digital infrastructure and services in the kingdom.

Dr. Nasser ALMeshary, VP of Strategic Alliances & Partnerships at ELM, said: "Joining forces with Salam marks a significant milestone in our journey towards digital excellence. Our combined expertise and resources will not only spur innovation but also tailor solutions that resonate with the evolving needs of our communities and the sectors we serve."

The partnership aligns with both Salam and Elm's commitment to fostering business opportunities, driving innovation, and delivering tailored solutions that anticipate and meet the needs of their clients. Both organizations will bring to market a suite of smart solutions that promise to elevate the standards of digital infrastructure and services across the kingdom.





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Expert AI Regulatory Advisor  
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**Mandar Patil**  
Senior Vice President - International Market & Customer Success  
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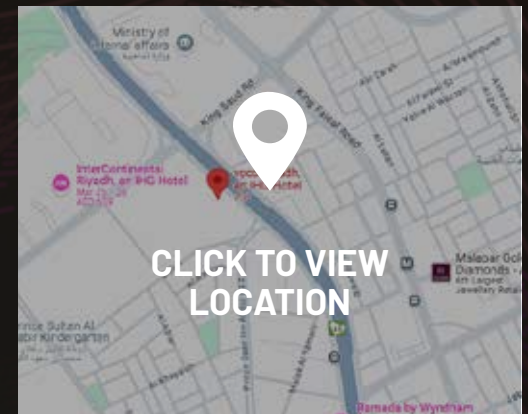
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