Smart City

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SAUDI 2034

RIYADH
KINGDOM OF SAUDI ARABIA
EXPO 2030

Smart City Digital Strategy

Executive Brief

Smart City

Fortifying Global Ambition: Secure, Smart Infrastructure for Saudi Arabia's Entertainment Future.

Our Smart City Digital Strategy is the robust foundation for the National Transformation Program and the realization of Vision 2030's large-scale projects. We provide a secure, intelligent, and agile digital ecosystem engineered to support world-class infrastructure and meet the stringent requirements for major international venues. Crucially, this strategy is designed to accelerate the growth and stability of the nation's Entertainment and Tourism sectors, particularly through advanced experiential technology like Virtual Reality (VR).
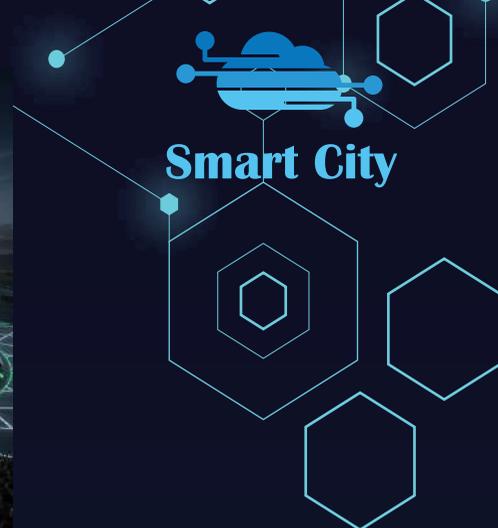
Our 4 Pillars of Digital Transformation

Our strategy is anchored by four interdependent pillars, explicitly designed for high-stakes environments and global visibility:

Expected Impact	Strategic Focus	Pillar
Fortified Global Infrastructure: Guarantees uninterrupted operations and protects the reputation and assets of world-class major venues against sophisticated cyber threats.	Ensuring comprehensive digital defense across all critical infrastructure, specifically securing major international venues, entertainment complexes, and tourism platforms. Focus on Zero-Trust architecture and advanced threat intelligence to protect high-value data associated with large-scale events and visitor transactions.	Pillar 1: Cyber Resilience & Digital Defense
World-Class Visitor Experience: Delivers massive bandwidth and ultra-low latency essential for real-time VR experiences, high-resolution streaming, and advanced guest engagement systems.	Deploying next-generation, high-capacity networks (5G/6G, Advanced Fiber) tailored for high-density environments. This network is engineered for the massive bandwidth and ultra-low latency required to power Virtual Reality (VR) and other immersive visitor experiences in venues and tourist sites.	Pillar 2: Digital Backbone Network, and IT Excellence
Optimized Operations & Sustainability: Drastically reduces utility consumption and enhances operational control, ensuring global sustainability mandates are met while maintaining facility comfort and safety via systems like BMS and intelligent lighting.	Leveraging AI/ML to optimize complex operational systems like Building Management Systems (BMS) and smart lighting. Applying predictive intelligence to manage the massive resource demands (energy, crowd flow, safety) of large Entertainment and Tourism facilities for maximum efficiency and sustainability.	Pillar 3: AI-Driven Intelligence & Automation
Economic & Sector Acceleration: Ensures the rapid, secure deployment of new digital services and the necessary organizational agility to manage continuous innovation and transformation within the Public Sector, Social Insurance, and Business Sector.	Accelerating the Go-to-Market (GTM) for digital services across the Public Sector, Social Insurance, and Business Sector. Providing specialized Consulting to rapidly scale enterprises and securing comprehensive FinTech infrastructure for large-volume transactions and citizen services	Pillar 4: Enterprise & Agile Transformation

This strategy ensures our Smart City is structurally resilient, intelligently managed, and perfectly positioned to host and manage global-scale activities while driving exceptional growth in the Entertainment and Tourism sector
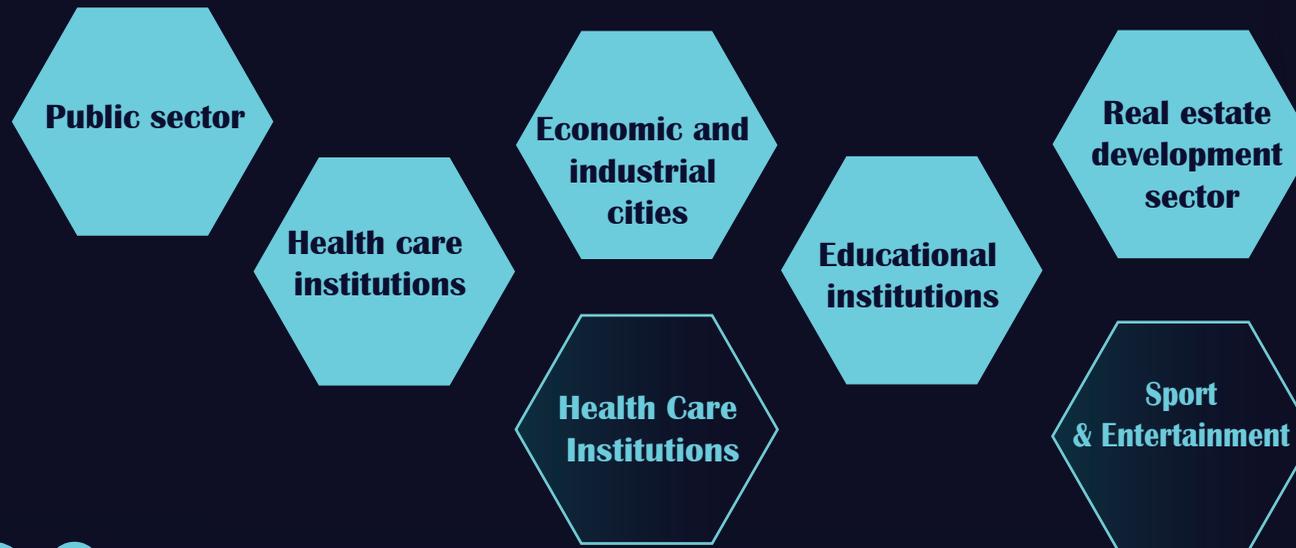
Vision
Our

Global leadership in communications and IT security (as defined)

Target sectors

We serve a wide range of industries that are central to the Kingdom's economic and social development:

- Public sector
- Health care institutions
- Economic and industrial cities
- Health Care Institutions
- Educational institutions
- Real estate development sector
- Sport & Entertainment

Mission
Our

Protect the digital infrastructure of smart cities. Key Text: Enhance the alignment narrative, emphasizing our role as a core partner in the National Transformation Program and drawing inspiration from the leadership's vision.

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The Partner for Vision 2030

Strategic Commitment:

Our commitment is rooted in enabling the National Transformation Program and supporting the high-stakes operational demands of Saudi Arabia's next generation of mega-projects and global events. We are built on five pillars of excellence that define our service delivery

Why Choose Us

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Pillar	Focus	Strategic Advantage
Expertise	Deep, Proven Specialization	Since 2015, we have specialized exclusively in communications and Information Security, providing solutions that protect the most sensitive digital infrastructure of smart cities and state institutions.
Innovation	Future-Ready Technology	We are constantly integrating new-age technologies—including AI, Robotics, and 5G—into our service lines. We focus on creating sustainable and disruptive solutions that anticipate the challenges of the digital world.
Customer-Centric Approach	Tailored Solutions for Impact	We prioritize customer satisfaction, working closely with clients in both the public and private sectors to deliver customized, high-quality solutions that directly meet their specific security and IT needs.
Commitment to Excellence	Uncompromising Quality	We are committed to delivering results that exceed expectations, maintaining rigorous standards across all projects, from deploying high-speed MPLS networks to managing complex ERP implementations.
Sustainability	Building Green Digital Futures	Our solutions, particularly in IoT and Smart Systems, are designed to create energy-efficient and resource-optimized environments, benefiting both the environment and the community we serve.

Core Solutions & Next-Gen Technology

Pillar 1: Cyber Resilience & Digital Defense

The foundational layer of any successful smart city is unbreakable security. We provide the comprehensive defense architecture required to protect critical national infrastructure (CNI) and high-density public venues against the most advanced threats.

Managed Security Services (MSS) and CaaS Defense

In an era where cyber threats are sold as a scalable Cybercrime as a Service (CaaS) model, an organization needs a proactive, intelligence-driven defense.

Managed Security Operations Center (SOC)

We offer 365/7/24 monitoring, detection, and response, ensuring constant vigilance over your entire digital estate. Our SOC services include real-time threat intelligence and vulnerability management.

Advanced Information Security Consulting

Zero Trust Architecture: Ensuring every user, device, and application is verified before gaining access.
Regulatory Compliance: Guaranteeing adherence to national and international data privacy and security mandates.
Digital Defense for Mega-Events: Specialized solutions for securing high-density venues, covering both the IT network and the Operational Technology (OT) controlling physical security and infrastructure.

Focus on Critical Infrastructure

We secure the converged IT/OT networks that run essential services, including utilities, transport, and public safety systems, ensuring operational continuity even under sustained attack.

CYBER DEFENSE & SHIELD

Pillar 2: Digital Backbone, Network, and IT Excellence

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Executive Summary

Pillar 2 establishes the essential, ultra-reliable Digital Backbone required for any advanced smart ecosystem. We deliver a complete, integrated suite of services encompassing high-performance connectivity, core IT infrastructure management, and secure managed networking. Our services guarantee the stable, low-latency, and scalable foundation necessary for mission-critical operations, real-time analytics, and mass device deployment across the entire environment.

1. High-Performance Connectivity & Wireless Solutions

We design and deploy foundational network architectures to enable the rapid execution of next-generation digital services. Our focus is on building resilient, high-capacity wireless environments capable of supporting the most demanding applications.

Capability	Description
Massive IoT Density	Architecture deployment capable of seamlessly connecting and managing millions of IoT devices simultaneously across the entire urban landscape.
Ultra-Low Latency	Provisioning and optimization of the wireless access layer to ensure minimal delay for time-critical services like automated traffic control and real-time security systems.
High-Bandwidth	Implementing symmetrical, high-speed data channels to facilitate the instant transfer of Big Data, high-definition feeds, and complex application loads.
Network Architecture	Strategic planning and implementation of core and access network components, including dynamic network slicing for customized Quality of Service (QoS).

2. Core IT Infrastructure & Cloud Management

We provide comprehensive professional services to build, secure, and manage the underlying IT foundations that power your operations.

Data Center & Hybrid Cloud: Design, deployment, and operation of resilient data center and hybrid/multi-cloud infrastructures, ensuring redundancy and optimal performance.

Server and Storage: Provisioning and maintenance of high-performance server environments (physical and virtual) and enterprise storage systems (SAN/NAS) to handle massive data volumes.

Virtualization & HCI: Implementation of modern virtualization and Hyper-Converged Infrastructure (HCI) solutions to maximize resource utilization and enhance operational flexibility and continuity.

3. Dedicated & Managed Network Services

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We provide robust and secure dedicated fixed-line services, offering guaranteed performance and operational continuity for core business functions.

Service	Benefit
Dedicated Internet Access (DIA)	Providing dedicated, non-contended symmetrical links for guaranteed bandwidth, essential for critical, data-intensive public services.
Multi-Protocol Label Switching (MPLS)	Creating high-performance, private networking solutions to securely link geographically dispersed operational sites (e.g., branch offices, industrial zones).
Network Management	7/24 monitoring, traffic optimization, and fault management to proactively ensure service uptime and security across the entire IT/Network stack.

4. Hardware & Equipment Procurement

As a trusted partner, we manage the supply chain and procurement of high-quality, compatible, and reliable technology equipment:

Networking Gear: Sourcing core routers, enterprise switches, next-generation firewalls, and industrial access points.

Computing Hardware: Procurement and deployment of end-user computing devices, specialized terminals, and ruggedized IoT devices.

Conclusion: Our integrated approach delivers a unified, high-performing digital ecosystem where connectivity, processing power, and security work together seamlessly.

5G & IOT: SMART CITY

Pillar 3: AI-Driven Intelligence & Automation

We leverage new-age technologies to transform raw data into predictive intelligence, automating operations and driving efficiency across the entire urban environment. This is the operational engine of the modern smart city.

New-Age Technologies: AI, Robotics, and IoT

Artificial Intelligence (AI) and Big Data Analytics

We build and deploy AI models to create truly intelligent systems.

Predictive Analytics: Using Big Data and Analytics platforms to forecast resource demands, predict equipment failures, and optimize traffic flow, minimizing operational costs and maximizing service uptime.

AI-Powered Security: Integrating AI into our SOC services to detect anomalous behaviors and stop threats faster than human operators alone.

Internet of Things (IoT) Ecosystems

Our IoT services create a unified digital twin of the physical environment, allowing for centralized monitoring and control. We specialize in deploying high-density IoT sensor networks across:

Asset Tracking: Real-time visibility into public and private assets.

Environmental Monitoring: Tracking air quality, temperature, and resource levels.

Smart Utilities: Optimizing power and water distribution to prevent waste.

Robotics and Robot as a Service (RaaS)

We integrate advanced Robotics to automate maintenance, logistics, and cleaning within large commercial centers and event venues.

RaaS Model: Offering a flexible subscription service (Robot as a Service) that provides the necessary hardware, software, and maintenance for a fixed monthly fee, eliminating large upfront capital expenditure and allowing for rapid scaling of automation.

Applications: Automated cleaning, security patrols, and last-mile delivery services.

AI, HUMAN & ROBOTICS: INTELLIGENT SYSTEMS

Pillar 4: Enterprise & Agile Transformation

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Modernizing core business functions is essential for supporting rapid national growth. We deliver integrated business solutions and use agile methodologies to ensure rapid, high-quality development of custom digital tools.

Integrated Business Management (ERP & CRM)

We implement, customize, and manage large-scale enterprise applications to unify operations and enhance customer engagement.

ERP (Enterprise Resource Planning): Designing and deploying integrated systems that connect finance, HR, supply chain, and operations across large organizations. This ensures single-source data accuracy and streamlined workflows necessary for major government or corporate entities.

CRM (Customer Relationship Management): Implementing advanced platforms to capture, analyze, and leverage citizen and customer data, driving superior service delivery and personalized engagement, which is critical for government services and commercial ventures.

Digital Acceleration: DevOps and Low-Code

We utilize cutting-edge development practices to accelerate the time-to-market for bespoke Digital Products.

INTEGRATED BUSINESS MANAGEMENT & DIGITAL ACCLERATION

Approach	Description	Value Proposition
DevOps	Applying continuous integration and continuous delivery (CI/CD) pipelines to automate the development, testing, and deployment of applications.	Delivers faster, more reliable updates and ensures software systems evolve at the pace of the business.
Low-Code Platforms	Leveraging visual development tools to rapidly build and deploy sophisticated business applications with minimal hand-coding.	Accelerates application delivery by up to 10x, allowing organizations to quickly respond to market changes and citizen needs with custom Digital Products.

Accelerating Public Service Delivery with DevOps

Case Study:

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Project: National Digital ID & Event Pass Platform

Sector: Public Sector, Mega-Events & Critical Services Challenge: Rapid development and secure deployment of a mission-critical mobile application for a national economic city. The application needed to handle millions of simultaneous users for a major global event, requiring ultra-low latency, %99.999 uptime, and flawless security integration—all within a six-month development window.

The DevOps Imperative

Using traditional development methods, the project faced insurmountable risks related to manual testing, slow security patching, and complex infrastructure scaling. We intervened to transform their delivery model using an end-to-end DevOps and Low-Code pipeline

Our Solution: The Agile Fusion Framework

Containerized Environment (Docker/Kubernetes): We migrated the entire application infrastructure into containerized microservices, enabling the platform to scale dynamically based on real-time event traffic.

Continuous Integration/Continuous Delivery (CI/CD): We implemented automated CI/CD pipelines using best-in-class tools (e.g., Jenkins, GitLab CI). This allowed the client to move from idea to production deployment in hours, not weeks.

Security Integration (DevSecOps): Security was embedded from the start. Automated static and dynamic code analysis scanned for vulnerabilities during every code commit, eliminating security backdoors before they could reach production—crucial for a sensitive Digital ID system.

Automated Quality Assurance: We developed over 5,000 automated regression, performance, and load tests to simulate peak event traffic, ensuring the application remained stable and fast under extreme stress.

Key Outcomes

Impact	After DevOps Implementation	Before DevOps Implementation	Metric
reduction in %98 deployment risk and time-to-market.	Less than 12 Hours (Automated)	Weeks (Manual 6-4 (Process	Deployment Time
Zero service disruption during the primary mega-event week.	Achieved %99.999 during Peak Load	Target of %99.5	Application Uptime
Automated processes reduced the need for large, costly manual QA teams.	%25 Reduction in Operational Costs	High manual QA and infrastructure costs.	Cost Savings
Reduced mean time to repair (MTTR) for critical vulnerabilities to under one hour.	Daily or On-Demand Patches	Quarterly Patches	Security Patches

Conclusion: Our deployment of the Agile Fusion Framework allowed the client to successfully launch a highly secure, scalable, and resilient platform that exceeded all operational metrics required for a successful global event, validating the efficacy of modern Agile Transformation.

Integrated Smart Systems for Sustainability

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Sustainability is a key metric for global competitiveness. Our integrated systems merge digital intelligence with physical infrastructure to minimize resource consumption and create self-optimizing, eco-friendly urban environments.

Smart Building Management Systems (BMS)

We integrate diverse building technologies into a single, intelligent management platform.

Energy Optimization: Connecting HVAC, elevators, and power meters to AI systems that learn usage patterns and automatically adjust settings to minimize energy wastage.

Predictive Maintenance: Using IoT data to predict component failure in elevators, ventilation systems, and infrastructure, allowing for proactive repair and maximizing asset lifespan.

Smart Lighting and Resource Efficiency

Deploying intelligent lighting systems that adjust based on occupancy, natural light levels, and time of day.

Adaptive Control: Utilizing wireless sensors to dim or brighten lights in response to pedestrian or vehicle presence, drastically reducing power consumption in parks, streets, and indoor public spaces.

AgriTech and Urban Farming

We support the future of urban food security and sustainable landscaping by integrating technology into agriculture and green spaces.

Precision Farming: Implementing IoT sensors for soil monitoring, water management, and climate control in both vertical farms and public parks. This minimizes water usage and ensures optimal growth conditions, a critical solution in arid climates.
By combining these systems, we ensure that the digital framework not only manages the city but also makes it profoundly more efficient and sustainable.

Digital Products & Economic Acceleration

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We are more than a technology provider; we are a strategic partner in growth, offering expert consulting to navigate the digital landscape and delivering sophisticated financial technology solutions that drive commerce.

Strategic Consulting

Our Consulting services provide the high-level guidance needed to define, plan, and execute major digital transformation initiatives. We translate the strategic goals of Vision 2030 and mega-project mandates into actionable, technical roadmaps.

Digital IT Services Strategy: Developing blueprints for large-scale IT modernization, ensuring technology investments align perfectly with long-term organizational objectives.

Risk and Governance: Advising on cyber risk posture, IT governance, and compliance to ensure projects are executed securely and ethically.

Digital Product Conception: Working with clients to identify market gaps, design minimum viable products, and build the business case for new digital services.

FinTech and Secure Transactional Systems

We specialize in delivering secure, high-availability financial technology solutions critical for a modern, cashless economy.

Payment Gateways: Building secure and scalable infrastructure for handling high volumes of digital payments, essential for e-commerce, government services, and event ticketing.

Blockchain Solutions: Exploring distributed ledger technology for enhanced transparency, security, and efficiency in supply chain management and identity verification.

Our focus is on accelerating the digital economy by providing both the strategic direction and the secure technological foundation needed to implement sophisticated transactional systems.

Go-to-Market: Content Strategy & Digital Engagement

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A Smart City's governance and public trust depend on clear, accessible, and timely communication. Our Content Management and Digital Marketing services are engineered not just for outreach, but for critical information dissemination, rapid crisis response, and regulatory compliance.

Centralized Content Governance (CMS)

We implement robust Content Management Systems (CMS) that act as the single source of truth for all public-facing information, guaranteeing consistency, legal compliance, and operational efficiency.

Compliance & Accessibility: Implementing content templates and workflows that strictly adhere to international web accessibility standards (WCAG) and government regulations, ensuring equal access for all citizens.

Multi-Channel & IoT Integration: Managing content delivery across core web portals, dedicated mobile applications, digital signage, and connected Internet of Things (IoT) interfaces (like kiosks), all from a unified platform.

Crisis Communication Speed: Configuring the CMS for high-speed publishing of critical alerts and updates during city-wide emergencies or significant public events, overriding standard content as necessary.

Data-Driven Digital Engagement

Our Digital Marketing services utilize real-time city data and citizen analytics to execute targeted campaigns, promote service adoption, and enhance public safety initiatives.

Geo-Targeted Alerts: Leveraging location data and segmentation to deliver hyper-local, relevant messages regarding utility outages, localized traffic changes, or neighborhood event scheduling.

Performance Measurement: Monitoring key performance indicators (KPIs) focused on citizen service uptake (e.g., online permit applications, transit usage) and feedback response rates to continuously optimize the digital experience.

Citizen Adoption Campaigns: Designing and executing public awareness campaigns to drive the use of new Smart City technologies, focusing on benefits like reduced congestion, improved security, or greater transparency

We build the foundational digital infrastructure and ensure the city's valuable services and important messages successfully reach every citizen, fostering participation and trust.

GO-TO-MARKET: CONTENT & ENGAGEMENT

Partners Success

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Strategic Alliances for Digital Excellence

Our success is built on a foundation of trusted partnerships with the world's leading technology innovators. By certifying our teams and integrating these platforms, we ensure that our clients receive best-in-class, globally compliant, and expertly deployed solutions across every critical domain.

Partner Ecosystem Breakdown

We organize our partnerships into key technological categories that directly support the strategic pillars of our client's digital transformations.

I. Cloud, Enterprise Transformation, and Business Applications

These partners enable scalable and efficient business operations, application modernization, and intelligent automation across the enterprise.

partner	Core Capability & Focus
Microsoft	Cloud Services (Azure), Enterprise Applications (Dynamics 365), Collaboration (M365)
IBM	Hybrid Cloud, AI Platforms, Business Automation, and Consulting Services
ServiceNow	Digital Workflow Management, IT Service Management (ITSM), and IT Operations Management (ITOM)
Creatio	Low-Code/No-Code Platform for CRM and Business Process Management (BPM)

partner	Core Capability & Focus
Adobe	Digital Experience Management, Creative Cloud, and Document Cloud
ARIS	Business Process Analysis (BPA) and Enterprise Architecture Management
ARCESB	Integration and Enterprise Service Bus (ESB) Solutions
Goolge	Cloud Infrastructure, Workspace, and Advanced Data Analytics (Assumed focus)
Yepper	Specialized Data and Analytics Platforms (Awaiting specific categorization)

II. Cyber Resilience and Security

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This category is central to our mission, covering endpoint protection, network security, threat intelligence, and compliance tools.

partner	Core Capability & Focus
Fortinet	Integrated, high-performance Network Security, Firewalls, and Fabric Solutions
Symantec (Broadcom)	Endpoint Security, Information Protection, and Cyber Security Services
Trendmicro	Hybrid Cloud Security, Network Defense, and Threat Intelligence
Infoblox	Secure Cloud-Managed Network Services (DDI: DNS, DHCP, IPAM)
Broadcom	Enterprise Software and Infrastructure Solutions (including Symantec Security)
CodeTwo	Email Signature Management and Office 365/Exchange Tools

III. DevOps, Automation, and Quality Assurance (QA)

Partners providing tools for continuous integration, continuous delivery (CI/CD), code quality, and testing frameworks essential for modern IT delivery.

| partner	Core Capability & Focus
SonarQube	Code Quality and Code Security Assurance Platform
Katalon	Automated Testing (UI/API/Mobile) and Quality Management Tools
PDQ	Enterprise Device Management and Patch Management Automation

IV. Hyper-Connectivity and Hardware Infrastructure

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Providers of essential networking, server, and end-user computing hardware that form the backbone of a Smart City infrastructure.

partner	Core Capability & Focus
Cisco	Networking, Communications, Data Center Solutions, and Collaboration
HP	Enterprise Servers, Storage, and Commercial End-User Devices
Dell	Enterprise Infrastructure, PCs, and Cloud Client Computing
Lenovo	Commercial Computing and Data Center Group Products
Apple	Enterprise Mobility, Device Integration, and Secure Endpoints
Zoom	Video Communications and Enterprise Collaboration Platform
Elestic	Data Analytics, Search, and Observability (Elastic Stack)
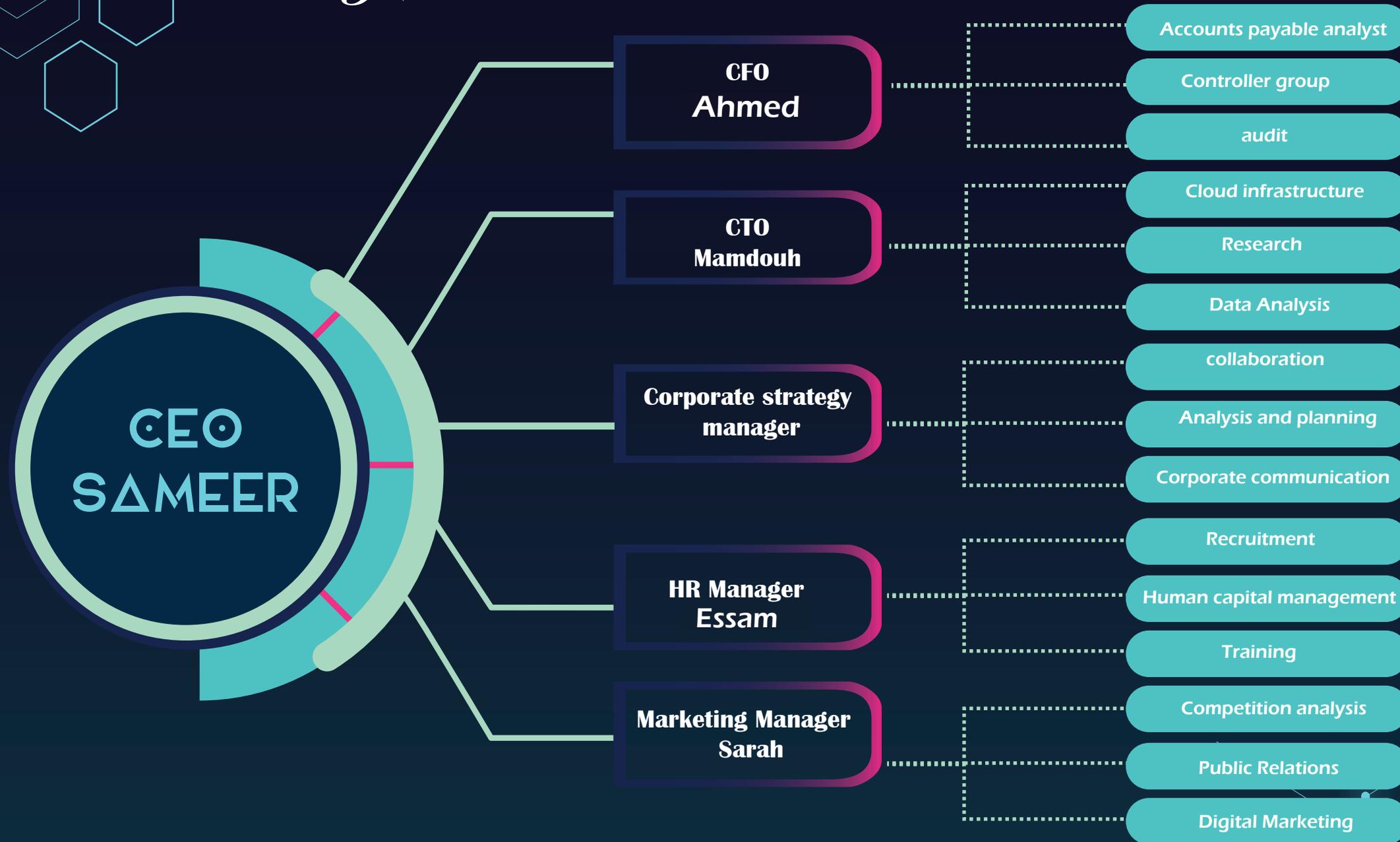
Contact
us

We are your trusted partner in securing the digital future.
Contact us today to discuss your cybersecurity and information
technology needs.Together, let's build a strong and secure
digital environment.

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