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DAY 3

# Dell Technologies To Establish New Merge & Logistics Fulfilment Hub in Riyadh

*The new center, headquartered in Riyadh, will oversee all Dell product lines in KSA, spanning notebooks, desktops, servers, storage and networking.*



Mohammed Amin, Sr

Dell Technologies has unveiled its strategic plan to establish a cutting-edge merge and logistics fulfilment center, which includes a second touch manufacturing facility in the Kingdom of Saudi Arabia (KSA). This significant investment underscores Dell's commitment to Saudi Vision 2030,

reinforces its role in driving economic diversification through technological advancement.

The announcement was made by Adrian McDonald, President – EMEA for Dell Technologies, during Dell's participation at LEAP2024 in Riyadh, where the company is showcasing its latest innovations in

AI, multicloud, modern workplace, edge, cybersecurity, and more.

Scheduled to commence operations by the end of 2024, the new center, headquartered in Riyadh, will oversee all Dell product lines in KSA, spanning notebooks, desktops, servers, storage, and networking. This initiative aims to address the burgeoning demand for Dell's end-to-end consumer and enterprise solutions, introducing additional services, shortening lead times, and elevating overall customer satisfaction. Furthermore, Dell is relocating its Flat Panel Monitor Hub to Riyadh, streamlining inventory management with same-day or next-day shipments directly to customers.

Positioned as the first in the META region and the third in the EMEA region,

following Ireland and the Netherlands, the Saudi facility is poised to play a pivotal role in propelling the growth of the ICT sector within Saudi Arabia. It is designed to create employment opportunities, provide training to local talent, and foster a culture of innovation, the release added.

Commenting on Dell's strategic move, Mohammed Robayan, Deputy Minister for Technology at Saudi MCIT, said, "Dell's plans to establish a manufacturing and logistics center in Saudi Arabia contribute to the Kingdom's digital landscape and reinforce our aspiration to lead as a tech manufacturing hub. This endeavor not only addresses the evolving market demands but also aligns with our commitment to nurturing a skilled technology workforce, bridging the gap

**The expansion seeks to leverage Dell's expertise in cutting-edge technologies and position the Kingdom as a prominent contributor to the global technology ecosystem, aligning our operations with the goals of Saudi Vision 2030".**

between education and industry needs. MCIT will support Dell's investment as it endeavors to expand its operations within the Kingdom."

Mohammed Amin, Sr. Vice President, CEEMETA, Dell Technologies, said, "Dell has been at the heart of Saudi Arabia's technology industry for more than two decades, and we are pleased to have been granted the license to operate under the new regulations and

open a new center in Saudi Arabia. The expansion seeks to leverage Dell's expertise in cutting-edge technologies and position the Kingdom as a prominent contributor to the global technology ecosystem, aligning our operations with the goals of Saudi Vision 2030. Through the center, we look forward to creating new growth opportunities and contributing to the development of a thriving digital economy."

## Cisco is Bolstering Investments in Saudi Arabia and Extends Country Digitization Program to Support Digital Transformation

*Cisco's new initiatives, coupled with the recently announced datacenters for Cisco's cloud security services and Webex collaboration platform, aim at supporting Saudi Arabia's digital transition.*

At LEAP 2024, Cisco announced new strategic initiatives in Saudi Arabia, building on the company's long-standing presence in the Kingdom and reaffirming the commitment to its customers and partners. Based on the Regional Headquarter license granted by the Ministry of Investment, Cisco unveiled the establishing of a new regional head office in Riyadh, and the launch of a new phase of its Country Digital Acceleration (CDA) Program.

H.E. Vice Minister of Communications and Information Technology,

Eng. Haitham bin Abdul Rahman Al-Ohali, commented: "Technology is a key enabler in achieving the Saudi Vision 2030. Investments of global tech players like Cisco play a crucial role in strengthening our technology landscape, and in fostering economic growth and diversification. They help in bringing the necessary resources, expertise, and innovation to propel the Kingdom forward on its path to a diversified, knowledge-based

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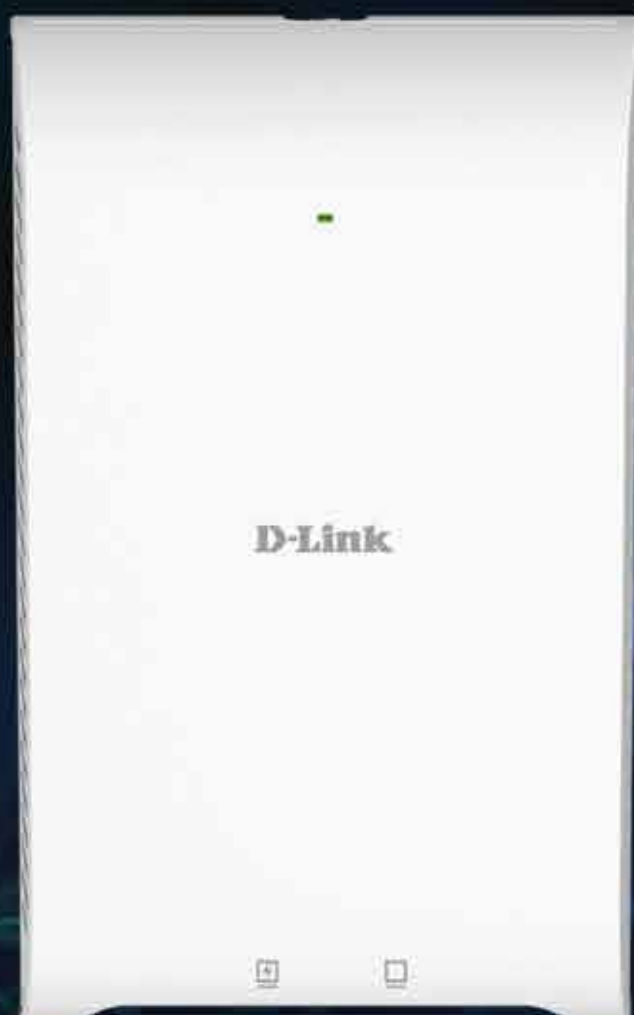




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Easy to manage  
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## Cisco...

economy, and advance its position as an innovation hub.”

Guy Diedrich, Senior Vice President, and Global Innovation Officer at Cisco said: “Our CDA program and Cisco Networking Academy are powerful platforms that drive co-innovation, unlock co-investment, and train the workforce of the future. As we enter the next chapter of our commitments in Saudi Arabia, we look forward to once again, lend our expertise, resources, and global network, to help the Kingdom’s transition into a vibrant, diverse digital economy.”

The Ministry of Investment has granted Cisco the Regional Headquarter license in August 2023, to

support the company’s operations in the MENA (Middle East and North Africa) region. The launch of the new office expands Cisco’s presence in the Kingdom and reiterates the company’s commitment to help accelerate Saudi Arabia’s digital transformation. Since the start of its activities in Saudi Arabia in 1997, Cisco has been at the forefront of delivering technology innovation to the Kingdom, working alongside customers and partners on numerous critical national projects, while investing in talent development.

Reem Asaad, Vice President for Cisco Middle East, Türkiye, Africa, Romania, and the Commonwealth of Independent States (CIS), commented: “Cisco’s ongoing investments in Saudi Arabia’s

growing digital economy contribute to the rapid integration of technology across all sectors to drive innovation, enhance efficiency, and foster economic growth. We’re excited to continue our pivotal role in supporting the country’s vision to accelerate a digital, sustainable, and inclusive future.”

Cisco has also announced the continuation of its collaboration with the Ministry of Communications and Information Technology, with a new phase of its ongoing Country Digital Acceleration program. The program’s third iteration will align to the goals of the Saudi Research and Development National Strategy, focusing on Health and Wellness, Sustainable Environment & Affordable Supply

of Essential Needs, Energy and Industrial Leadership, and Economies of the Future.

Initially launched in the Kingdom in 2016, the CDA program has been supporting digitization efforts across key industries, fostering digital skills, and developing the innovation ecosystem in the country. To date, the program has implemented more than 20 projects of national impact across vital sectors including healthcare, education, smart Cities and government digitization. Some of key projects were realized in collaboration with King Abdullah University of Science and Technology (KAUST), Saudi Authority for Data and Artificial Intelligence (SDAIA), and Vision 2030 Giga Projects.

In addition, Cisco



## Cisco continues to be at the heart of driving digitization together with our customers and partners”.

continues to foster digital skills, leveraging Cisco Networking Academy - one of the world’s longest standing IT-skills-to-jobs programs. To date, Cisco has trained more than 335,000 learners in Saudi Arabia on networking, cybersecurity, programing, and other digital technology skills.

“Today’s announcements reinforce Cisco’s commitment to support the digital ecosystem in Saudi Arabia,” said Salman Faqueh, Managing Director, Cisco

Saudi Arabia. “I am proud of what we have achieved through our longstanding presence in the Kingdom, and via our active programs like CDA and Cisco Networking Academy; and I am looking forward to more milestones. With our technologies spanning every IT and business objective, from networking to security, collaboration, monitoring, application development and more; Cisco continues to be at the heart of driving digitization together with our customers and partners.”

# Cloudflare Turns Spotlight on ‘Connectivity Cloud’ at LEAP 2024

Cloudflare’s participation at LEAP 2024 will be centred around its connectivity cloud - a complete platform for regaining control of security and IT resources across the entire ecosystem.



Bashar Bashaireh

Cloudflare, Inc., the leading connectivity cloud company, has announced its second consecutive year of participation, and its first direct participation, at LEAP, the global platform for the most disruptive technology professionals, taking place in Riyadh between 4 – 7 March. The company’s participation will be centred around its connectivity cloud - a complete platform for regaining control of security and IT resources

across the entire ecosystem: on-prem, public cloud, SaaS and the Internet.

Speaking about the company’s participation, Bashar Bashaireh, Head of Middle East Sales at Cloudflare says, “Saudi Arabia is undergoing massive economic improvements and changes towards a diverse high-technology powerhouse economy that is less dependent on oil. This transformation is driven by HRH Crown

Prince Mohammed bin Salman’s Saudi Vision 2030 that seeks to improve performance across all sectors, heavily leveraging technological advancement and initiatives such as artificial intelligence and cloud adoption. All these initiatives demand a more reliable, resilient and efficient Internet connectivity coupled with robust cybersecurity to guarantee integrity and safety of organisations’ digital assets.”

“Cloudflare aligns with the Kingdom’s digital transformation aspirations. As a leading connectivity cloud, the company helps connect and protect enterprises through its unified platform of networking, security, and developer services, enabling them to succeed in the hyper-connected, everywhere world. Cloudflare is used as a reverse proxy by nearly 20% of all websites. In Q4 ‘23 Cloudflare blocked an average of 182 billion cyber threats each day. With its vast global

network, and a growing number of local in-country data centers that deliver cloud-native services, it is a prime partner for Saudi organizations on their digital economy journey.”

As part of Cloudflare’s LEAP participation, Michelle Zatlyn, Co-founder, President and COO of Cloudflare will be delivering a keynote speech on Day 2 on ‘Building a better Internet for everyone’. Dane Knecht, SVP of Emerging Technology and Incubation, will also have a speaking session with the title ‘AI’s next frontier: Compute on networks and the decline of cloud dominance’.

Besides Connectivity Cloud, below are some of the initiatives and innovations that the company is keen to demonstrate at LEAP:

**Cloudflare One Data Protection Suite** - a unified set of advanced security solutions designed to protect data across every environment – web, SaaS, and private applications. Powered

by Cloudflare’s Security Service Edge (SSE), customers can streamline compliance in the cloud, mitigate data exposure and loss of source code, and secure developer and AI environments from a single platform.

**Magic WAN Connector** – a lightweight software package that organizations can install in any physical or cloud network to automatically connect, steer, and shape any IP traffic. The solution speeds up, simplifies and secures organizations’ connections to the Internet. This connector complements the company’s Cloudflare One solution, a Zero Trust network-as-a-service platform. It will enable CISOs and CIOs to accelerate, simplify and, above all, secure the connection of employees, devices, applications, networks and data centres that may be geographically distributed, without having to sacrifice performance and reliability.

**Workers AI** - deploy fast and secure AI inference at scale. The solution offers infrastructure essential for the efficient and affordable development and deployment of AI models for the new age of AI applications. Developers will now be able to leverage Workers AI with

the rest of the Developer Platform to build full-stack AI applications on the Cloudflare network. They benefit from a feature-rich, end-to-end experience when building AI applications, enabling fast and affordable inference, without the constraints of infrastructure management.

Throughout the four days of the event, Cloudflare’s product managers, consultants, and solution architects, shall run presentations and live demos at the booth. These sessions will focus on key solutions such as: Zero Trust and how that complements SASE security; the role of AI in improving threat detection and building a Zero Trust cloud native security strategy; mitigating phishing and ransomware while securing data as part of an overall defense-in-depth strategy; and protecting critical infrastructure with a broad range of enterprise security technologies to survive the most devastating attacks.

In addition, trade visitors can participate in quizzes, lucky draws and fun activities while discussing with Cloudflare’s team how they can benefit from “Connectivity Cloud” services and the company’s other innovations.



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# ServiceNow Expands in the KSA with Regional Headquarters and Plans for Data Center Pair

ServiceNow partners with The Garage and Saudi Digital Academy to further develop the next generation of technology talent for the Kingdom.



ServiceNow, the leading digital workflow company making the world work better for everyone, at LEAP 2024 announced its commitment to invest in innovation in the Kingdom of Saudi Arabia, including two dedicated in-country data centers to support the company’s next generation cloud platform. As ServiceNow grows its existing presence within KSA to meet customer and partner demand across the Kingdom, the company announced plans to invest \$500 million to support regional business and government transformation, job creation, and digital skills development. In addition, ServiceNow announced new partnerships with The Garage and Saudi Digital Academy, plus plans for a new ServiceNow Regional Headquarters for MENA in Riyadh.

“These investments are key to enable future growth in the industry and to enable the broader transformation of the Kingdom’s economy. We welcome the role of leading private sector investors in enabling Saudi Arabia to thrive in the global technological transition. Today’s agreement by ServiceNow to increase investment and set up an RHQ in the Kingdom is testament to Saudi Arabia’s success in developing world-class ICT infrastructure and to the value of cross-government cooperation between MISA, the Ministry of Communications and Information Technology and others,” said His Excellency Khalid Al-Falih, Minister of Investment of Saudi Arabia. “We are thrilled to have ServiceNow, a recognized leader in enterprise cloud software, as a valued innovation partner to

the Kingdom,” said H.E.: Abdullah Alswaha, Minister of Communications and Information Technology of Saudi Arabia. “ServiceNow applauds the Kingdom’s vision to transform the Saudi economy through technology innovation in a region with unmatched potential,” says Bill McDermott, ServiceNow chairman and CEO. “Our partnership will offer Saudi businesses an AI-first platform for digital business and deliver next-generation experiences for Saudi citizens and technology talent.” The new data center pair, to be launched by ServiceNow in the Kingdom, will meet the country’s data residency and high-speed latency standards, while adhering to ServiceNow’s Data Privacy Framework Policy for the protection

of customer privacy. The ServiceNow platform for end-to-end business transformation will offer businesses operating in Saudi Arabia real-time business intelligence for decision-making and heightened resilience in fast-changing markets. “It is fantastic to see the excitement and rapid adoption from valued ServiceNow customers and partners across the region in furtherance of the Saudi Vision 2030,” says Saif Mashat, general manager, ServiceNow Arabia Ltd. “Our growing team in Riyadh are thrilled about the opportunity for our ServiceNow ecosystem to bring strategic business transformation with and for our KSA customers.”

**The Now Platform, now in Arabic**  
To meet growing customer and partner needs in the region, ServiceNow will bring the Now Platform to market in Arabic as part of its Washington, D.C. product release later this month. Now, companies in all regions will be able to support Arabic end users out-of-the-box, including a full mobile experience – from enhanced customer and employee experiences to IT support and risk management. ServiceNow also shared plans to make domain-specific large language models (LLMs) available in Arabic to enhance the efficiency and intuitive nature of responses to generative AI requests in the future.

“International business requires an international mindset and the tools to streamline operations, particularly when led from regions as diverse as Europe, Middle East, and Africa,” says Cathy Mauzaize, EMEA president, ServiceNow. “We are excited to offer the power of the ServiceNow platform to our Middle Eastern ecosystem of partners and customers in their native Arabic language.”

**Investing in future talent**  
In support of increasing digital advances across the Kingdom, The Garage, a new startup district that focuses on local and international startups in Riyadh, intends to run on the ServiceNow platform to become a Serviced Accelerator Enabler to support the 300 startups they serve each year as part of the Saudi tech expansion.

In addition, The Garage and ServiceNow will offer a Post-Accelerator Graduate Program to top startup graduates each year, complete with access to the ServiceNow platform and tools, as well as training and mentorship. ServiceNow Ventures will also explore the highest potential game-changing ideas from The Garage as potential investment candidates to bring greater value to the ServiceNow platform, our broader ecosystem, and the Kingdom as a whole. “The Garage, a leading innovation startup campus for the most promising startups of the Kingdom and the region, is thrilled to be partnering with a leading global innovator such as ServiceNow to create a blueprint for startup ecosystems around the world to shape the incubation/ acceleration experience and inspire the cutting edge companies who are within our campus,” says Omar

Al-Shabaan, chief executive officer, The Garage. ServiceNow and Saudi Digital Academy also intend to launch ServiceNow Academy – the first of its kind in the region to train thousands of Saudis. This new and customized program will build on ServiceNow’s previous commitments to training Saudi women as part of RiseUp with ServiceNow, a global skilling initiative to train one million people on the Now Platform. “This partnership with ServiceNow is a crucial step in empowering Saudi youth and equipping them with the skills they need to thrive in the digital economy. We are excited to work together to create a brighter future for Saudi Arabia,” says Mohammed AlSuhaim, chief executive officer, Saudi Digital Academy.

**Partnering in the path to Vision 2030: ServiceNow in KSA**  
Today’s announcements build on ServiceNow’s growing business in the Kingdom, with strong government support by the Ministry of Investment (MISA) and HE al-Falih. Since starting business in the Kingdom in 2011, ServiceNow has experienced continuous growth with a wide range of major partners and customers, such as the Ministry of Human Resources and Social Development. The company’s investments in the region will play a role in facilitating KSA’s strategic objectives and achieving its ambitious goals as part of Saudi Vision 2030. ServiceNow’s cloud solution will support digitizing the delivery of world-class healthcare and education services, increasing economic potential through AI and digitizing processes, and imparting global best-in-class digital skills to the workforce.

# Yango showcases Autonomous Delivery Solutions at LEAP 2024

Yango’s portfolio of tech-enabled solutions is on display at LEAP 2024, where the company presents its solutions for autonomous last mile deliveries.

Yango, a global tech company, is set to revolutionise the regional landscape of delivery services by bringing autonomous last mile delivery to the region. Powered by state-of-the-art artificial intelligence and advanced robotics, Yango’s last mile delivery solutions will be showcased at the LEAP 2024 international tech fair in Saudi Arabia. The GCC market presents a promising opportunity for the adoption of autonomous

delivery technologies, given its conducive environment for innovation, growing demand for efficient logistics solutions, and emphasis on sustainability. With ambitious plans to expand its reach in the region, Yango is seeking partnerships and collaborations to localize the autonomous delivery technology and serve the region. Yango is committed to implementing its vision of being an integrator of global technologies

into local communities. The concept of autonomous delivery reflects its dedication to efficiency, reliability, and sustainability, ensuring seamless delivery experiences for businesses and consumers alike. The key features of the autonomous last mile delivery concept include: Efficient Navigation: Advanced navigation systems help optimize delivery routes and minimize transit times. Reliable Performance:

Built to withstand weather conditions and terrain, the technology ensures that the packages are delivered safely and securely, maintaining the integrity of deliveries from start to finish. Sustainable Operations: Powered by clean energy sources, the delivery mode contributes to reducing carbon emissions and promoting eco-friendly practices, aligning with the GCC’s commitment to environmental sustainability. Yango’s portfolio of tech-enabled futuristic solutions is on display at LEAP 2024, where the company presents its solutions for autonomous deliveries along with the entertainment super app Yango Play and the human-like AI assistant Yasmina.



Autonomous delivery is not the first concept that Yango has presented in the region. The company has already unveiled the Yango

ride-hailing service, Yango Maps, Yango Delivery, Yango Play and Yasmina, an Arabic-speaking, human-like AI assistant.



# Nutanix turns spotlight on delivering optimal hybrid multicloud experience at LEAP 2024

*Nutanix aims to share its vision for delivering the optimal hybrid cloud experience for government entities and private enterprises in the Kingdom, to accelerate their digital transformation journey.*



Talal Al-Saif

Nutanix, a leader in hybrid multicloud computing, recently announced its third consecutive year of participation at LEAP, the global platform for the most disruptive technology professionals, taking place in Riyadh between 4 – 7 March. The company will share its vision and strategy of delivering the optimal hybrid cloud experience for government entities and private enterprises in the Kingdom, to accelerate their digital transformation journey. LEAP visitors will also be introduced to the company's fun, brand new identity 'World of Purple' - that was unveiled at the company's flagship event NEXT in Chicago in May last year. In addition, the

company plans to sign a few high-profile MoU's with strategic alliances, partners, and telco providers during the event.

Talal Al-Saif, Regional Executive Director - Central Gulf and Egypt at Nutanix comments: "For over a decade, the Kingdom of Saudi Arabia has been leading the digital transformation industry, recognized to be the first regionally and the third globally in the level of digital maturity. We as Nutanix Saudi are proud of this recognition and are aligning our strategy towards helping consolidate the Kingdom's enviable position. As part of our growing commitment, Nutanix is excited to

announce the launch of our regional headquarters in Riyadh, the capital of digital innovation, from where we will run Nutanix's Middle East and North Africa business. We will continue to deliver exceptional customer satisfaction and more localized experienced and content for our customers".

The following are some of the highlights of Nutanix's participation and discussions at LEAP:

- Global strategic partnership with Cisco - The partnership that was announced in August 2023 will combine Nutanix's best-in-class software with Cisco's SaaS-managed compute and networking portfolio to help customers and prospects accelerate hybrid multicloud deployments by offering the industry's most complete hyperconverged solution.
- Hybrid Multicloud Management through Nutanix Central – Organizations currently struggling with managing applications and data across multiple environments will benefit from Nutanix Central and a universal cloud operating model.
- Nutanix GPT-in-a-Box – a solution for customers looking to jump-start their artificial intelligence (AI) and machine learning

(ML) innovation, while maintaining control over their data. The offering is a full-stack software-defined AI-ready platform, along with services to help organizations size and configure hardware and software infrastructure suitable to deploy a curated set of large language models (LLMs), using the leading open-source AI and MLOps frameworks on the Nutanix Cloud Platform.

- Unifying Private and Public clouds with Nutanix NC2 - Nutanix has been focusing on delivering a universal cloud operating model to run apps and data anywhere and will do this by showcasing NC2 solution with Microsoft and AWS. NC2 dramatically reduces the operational complexity of hybrid cloud deployments and management when extending, bursting, and migrating apps and workloads.

As another first, Nutanix will be showcasing its joint solutions with strategic partner Cisco - both on the company's booth as well as on Cisco's booth at LEAP. "Our partnership with Nutanix offers a comprehensive hyperconverged solution that combines technology,

expertise and support to help organisations in KSA and beyond in modernising their IT infrastructure and driving innovation with a high degree of confidence and efficiency," says Ossama Eldeeb, Cisco's Regional Director for Partners in the Middle East and Africa".

Nutanix is also eager to discuss the Memorandum of Understanding (MoU) that it signed late last year with Digital Government Authority (DGA) in the Kingdom of Saudi Arabia, with the aim of developing mechanisms for government agencies to benefit from cloud services, explore digital business opportunities and intensify ways of cooperation to accelerate innovation and digital transformation in Saudi Arabia.

As part of the company's participation at LEAP, Andrew Brinded, Nutanix's Chief Revenue Officer, will be part of a panel discussion on cloud innovation, AI & sustainability. Nutanix is committed to a sustainable future and is very supportive of the Kingdom's hope to achieve net-zero emissions by 2060 (Saudi Green Initiative). LEAP visitors will be given a demo of the Nutanix's Carbon and Power Estimator that helps organizations unmask environmental blind spots. The company's 'sustainability' focus is to help customers reduce their physical footprint, eliminate waste and overprovisioning, and minimize carbon use.

Developing IT skills in the industry is a high priority for Nutanix. The company will promote its initiative of Nutanix University Free Exam Codes, to help the technical community successfully deploy, manage, optimise and

scale a hybrid multicloud solution. Nutanix has a dedicated user group for community members of all skill levels to learn how to get the most out of the Nutanix community experience.

Last but not the least, against the backdrop of the Saudi government aiming at integrating AI into public services in order to enhance efficiency, improve citizen experiences, and streamline operations and with private enterprises exploring AI use cases, Nutanix is eager to provide LEAP visitors with an immersive experience that delves in the world of AI.

"While the Kingdom of Saudi Arabia sets the benchmark for other countries regionally and globally for its rapid pace of digital transformation and digital economy innovation, this leadership position can only be maintained with country-wide multicloud adoption and acceleration. And this is where Nutanix plays a key role with its unique and market leading technologies and solutions that turn cloud complexity into multicloud simplicity – enabling faster transition to cloud and focused modernization of application and data, governed by accredited levels of security, and coupled with unmatched ease of use", concludes Mohammad Wahba, Regional Director Systems Engineering - Central Gulf and Egypt at Nutanix.

Nutanix will exhibit from Hall 1 BIGTECH Stand #H1 B50 at LEAP, taking place at Riyadh Exhibition and Convention Center, Malham, Saudi Arabia. It will also have a presence at several of its alliance partner booths.

# GEOSA investing in transformed citizen experience with Avaya

*Partnership with Avaya will establish all-new customer care center as part of ongoing efforts to modernize and elevate citizen experiences across the Kingdom.*

The General Authority for Survey and Geospatial Information (GEOSA) in Saudi Arabia has announced a strategic partnership with Avaya, a global leader in customer experience solutions, as it seeks to invest more heavily into customer care.

GEOSA, responsible for a wide spectrum of geospatial services, including geodetic surveys, topographic surveys, hydrographic surveys, nautical charting, and managing the National Tide Gauge Network, is gearing up to transform the way citizens are able



to interact with the authority. The core of this transformation lies in GEOSA's plan to establish an all-new contact

center, powered by Avaya technology and seamlessly integrated with an advanced Customer Relationship Management (CRM)

solution. In line with the Saudi Vision 2030, the move is part of ongoing efforts to modernize and elevate citizen experiences.

The new contact center will serve as a centralized hub for citizens to raise requests, file complaints, and access information about GEOSA's services across a variety of communication channels.

"At GEOSA, we are dedicated to employing the best technologies and adopting world-class business practices to fulfill our vital mandate. Partnering with Avaya allows us to leverage their expertise in creating an advanced customer care solution, ensuring that citizen requests are addressed promptly and efficiently," said Abdul Fattah bin Ali Al-Shaqrawi, CIO at the General Authority for Survey and Geospatial Information.

Zouheir Diab, Managing Director – Saudi Arabia, Avaya, added: "GEOSA's investment in enhancing customer experience is a fantastic example of

the rapid transformation we're seeing across Saudi Arabia. Avaya is proud to support this evolution and contribute to the success of GEOSA's crucial mission."

Solutions such as the one implemented by GEOSA will be on full display at LEAP 2024, where Avaya is demonstrating how Saudi organizations can transform their experiences through AI-powered innovation. Avaya's presence at LEAP comes in partnership with AIC2, Converged Generation Communications Co., Gulf Applications, Hawsabah, Imperium, NovelVox, Next Generation Networks, Smart Information System, and Vision Space.

Visit Avaya at stand H1A.D70, at the Riyadh Exhibition and Convention Center between March 4 and 7, 2024.



# The Picture Says it All!

A 2023 Gartner® Magic Quadrant™ Leader for Primary Storage

Figure 1: Magic Quadrant for Primary Storage



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