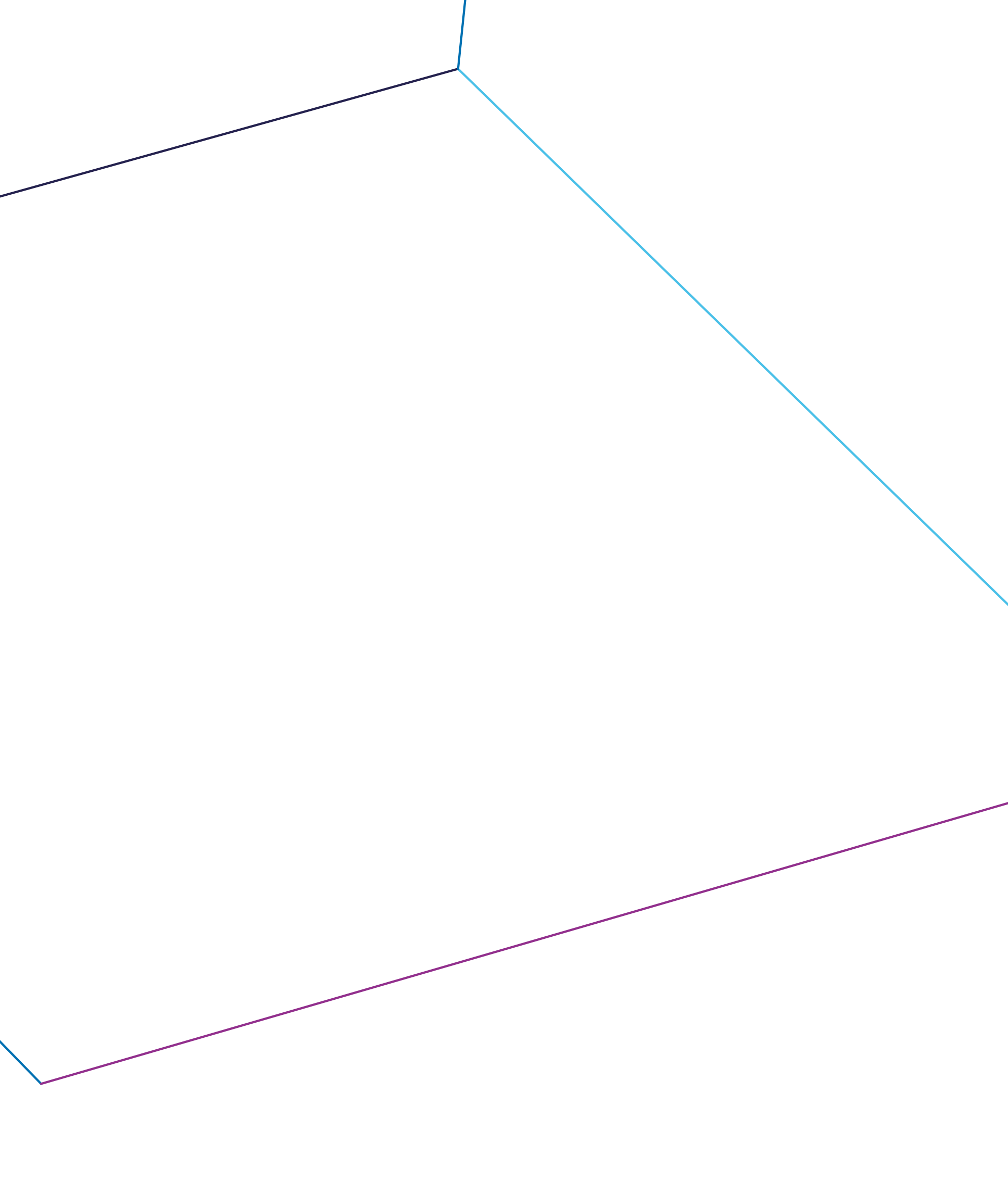


# Company Profile

2022





# The Step

that Sparked the Change

Our human history is marked by breakthroughs. Giant forward-looking leaps that transformed us from past to present. Such steadfast and daring advancement is fueled by innovations. Revolutionizing our lifestyle; to live in a smarter, healthier, and prosperous world.

Have you ever thought if Al-Fazari- developer of the astrolabe, which specified locations of the sun and the moon- has anticipated that his discovery would be vital to modern days GPS!? Of course not, yet he took the first step and was bound by no limits.



# 1988 Marked Our First Significant Leap Forward

as we launched the Hajj Permit Inquiry Service, the first e-service in Saudi Arabia, while other success stories came to follow.

At Elm, we propounded many solutions and services that were first introduced in our kingdom.

Yakeen was the first real-time authentication service (2004), followed Muqem service as the first integrated interactive service in 2007. In 2010 we launched the first model government service center, and in 2011 we introduced Estihkak a first of its kind research engine. In 2017, we were the first e-inspector company in the public sector

through Ejadh.

At Elm, our success story is a spark of a daring vision and a brave first step. Our achievements continued to reach new heights with the support of our wise leadership, as government e-services became a touch away from your smartphone, wherever and whenever you are.

**Our conception of reality has drastically transformed!**

**Innovation, Innovation, and Innovation**

**Elm... We innovate for a better life**

## Overview

Elm is a pioneering company in big data and integrated digital solutions, uniquely in e-government transformation. In 1986, Elm was established as a Saudi research company investing in localizing technology, setting the scene for its introduction to e-security sector in 2002. Elm transformed into a joint-stock company owned by the Public Investment Fund in 2007, preparing the ground for its strategy to expand outside technology in 2009, to finally expand globally in 2016.

Dr. Abdulrahman bin Saad Aljadhai (Chief Executive Officer) heads the company's management team. Our head office is located in Riyadh.

Under the umbrella of Elm, we established "Emdad Al Khebrat." A catalyst for qualified human resources to equip Elm with needed proficiency and talent. The company grew to provide skilled human resources for enterprises in the public and private sectors, committed to the best international standards.

Elm's employees exceed 2,000. An indispensable asset to our success and our global reach.

Our vision is simple in phrasing aspiring in the making. To become the first destination among digital platforms that deliver comprehensive and satisfying customer experience. Our business model is based upon our fixed values of success: trust, customer satisfaction, creativity, flexibility, and reliability.

## Innovative Environment

Forty years ago, the top 500 global companies had visible assets accounting for 80% of their total assets. Today, invisible assets such as research, studies, and inventions account for more than 80% of total assets in the top 500 companies worldwide.

Some digital companies have made history by surpassing the trillion-dollar mark, which is the highest value of a company in human history. **Have invisible data and assets, such as research, studies, and inventions, surpassed the**

### **value of oil? Yes, absolutely!**

At Elm, we have endeavored to develop our strategies in accordance with the latest policies and experiences of global innovation, as we grow confident that change starts from within, then reflect outward. We have built our digital culture upon customer-centrality, and our aim is for our mission to see the light.

At Elm we believe that everyone possesses hidden creativity and has the potential to unfold to world fresh ideas and new innovations.

## Digitalization with an Innovation Spirit

**If the integration and harmony of our sectors is the body that anchors its accomplishments, then innovation is, indeed, the spirit that governs its success.**

Our innovation sector consists of three departments:

### 1. Innovation Department

Establishes a creative environment that serves as a catalyst for innovative products, services, and creative solutions to surmount perceived challenges.

### 2. Research Department

At Elm, we seek to acquire advanced expertise in emerging / advanced technologies, resolving the problems of our today, and envisioning our future with a mindset of capitalizing what's best for the wider community. Today's

technologies are the pillars of our future world. We strive to learn and attain our promises of delivering valuable experiences through data-driven and user-centric solutions, as we analyze and foresee how people interact with developing technologies and its new trends. At Elm, we strive to recognize patterns of current constraints and challenges and how to avail of global technologies in stimulating our progress today and securing our business tomorrow. Amongst our most prominent technical concerns:

**Artificial Intelligence**

Analyzes big data, traffic violation management, crowd management, and natural language processing technology.

**Blockchain**

We employ blockchain database technology to store and manage data securely in the following areas: digital identity, medical health records, property transfer, and career and academic history documentation.

**Internet of Things (IoT)**

We utilize IoT in telehealth, red palm weevil control, field inspections, and sensor technology.

**More than 70  
Ideas Have Been  
Transformed  
into Successful  
Commercial  
Products**

### 3. Venture Capital

We support entrepreneurs in expanding their innovations through a variety of investment programs, along with necessary guidance and tools for the development of entrepreneurs and company management skills.

To accelerate the future and make it a reality, we invest in leading companies and work hand-in-hand with them to achieve their ambitions and increase their chances of success in the market.

**We have invested in several companies including Unifonic, Syarah, Beezat, and Zid.**



**Unifonic:** a company specializing in the field of cloud communication, working to adopt modern technologies to develop strong communications via a secure software interface to ensure reliable communication channels between companies and customers.



**Syarah:** a site that provides the latest quotes for used and new cars updated daily, while facilitating communication with owners without a broker.



**Zid:** a site that aims to enable the retail sector to easily enter the e-commerce world in a professional presentation, through ready-to-use models linked to all the necessary systems of payment, delivery, technical support, and other functions.



**Beezat:** a technology company that provides health insurance and human resources software for small businesses.



# There are

## Two Ways to Perceive the Future

either we wait for it passively, or we venture into it shielded by innovations. Our approach is to venture into the future with determination and creativity.

At Elm, we are a company of integrated solutions and coordinated sectors. We scrutinize opportunities, innovate solutions based on latest technologies, and provide support services to our customers that ensure integrated user experience.

We interpret innovation as a lifestyle. A fundamental strategy affecting all our tasks & goals on a daily basis.

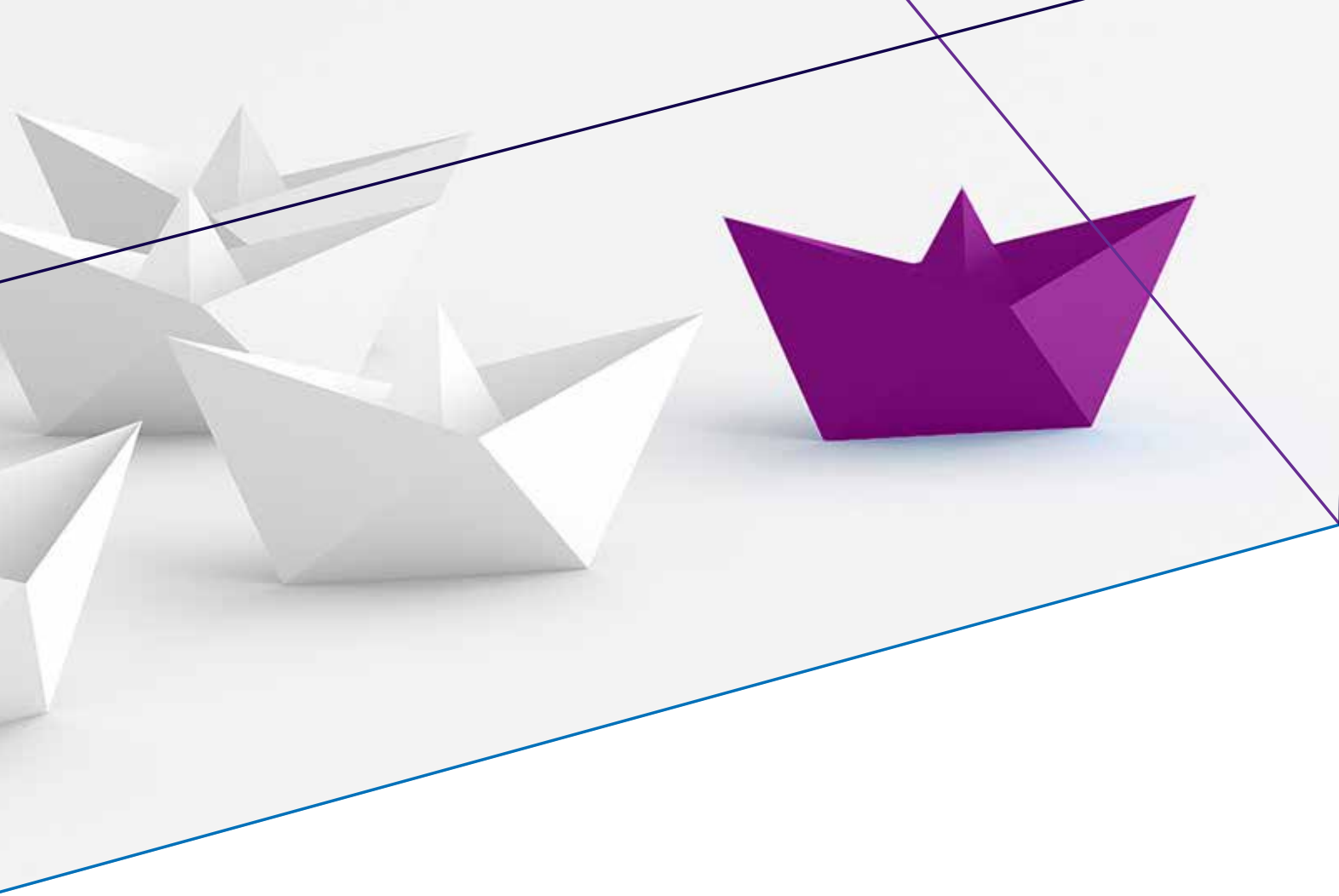
**Elm in simple phrasing is:  
"A Passion for Innovation"**



# 30 Years

of Success

Over three decades, Elm has maintained consecutive successes in delivering pioneering digital solutions that have aided in the transformation to smart economies.



# The Change Rhythm

At Elm, we have kept up with rapid global advancements in providing integrated digital solutions stemming from our deep sense of responsibility towards our society and the world, with a commitment to applying the highest global standards & expertise. One success spur from a belief that our customers deserve integrated solutions derived from professional studies and extensive experience, which has allowed us to achieve a great user experience for each client.

For more than 30 years, we envision change as an inspiring opportunity. A chance to open new markets and spark the creativity that has designed global innovations.

## Establishment and Development of Elm

1986

### Technology Researches



#### Elm for Research and Development

A research company specialized in importing and localizing technology from all over the world

2002

### E-Products

يقين Yakeen    مقيم Muqem    تم Tamm    إفادة Efada

#### Elm for Information Security

Provided e-services and everything related to information security, and expanded the scope of services to public sector

2011

### Customized Solutions +



#### Elm Company

We expanded our business into consulting, IT services, government outsourcing, and training solutions.

2018

### Digital Platforms +

موجز Mojaz    إثراء Ethra    نقل Naql    وصل Wasl

#### From Automation to Digitization

We set off to move from automation to digitization through a strategy based on innovation as a main pillar to be the first digital platform to deliver an integrated client experience.

## Elm is an Integrated Digital Solutions Company

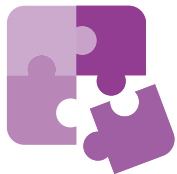
We offer a wide range of ready-made and customized digital solutions in many fields, through diverse and flexible business models to suit the desires of each of our customers.

By **ready-made solutions**, we mean our products serve a wide range of customers, where they can subscribe using various packages that suit each client and their particular needs.

By **customized solutions**, we mean the solutions that we offer to our customers tailored to their own needs and aspirations.

At Elm, we are unique by a combination of talents and skills, and we always pay attention to the great opportunities looming, based on two main pillars: **our excellent employees and our innovative ideas**.

Our world today judges performance from the results we see in reality, thus we work on devising more innovative solutions to maintain Elm as the benchmark of success.



**Ready-made  
Products**



**Customized  
Solutions**

From **Good** to  
**Awe-inspiring**,  
the Boundaries  
of our  
**Creativity**

## Various Business Models

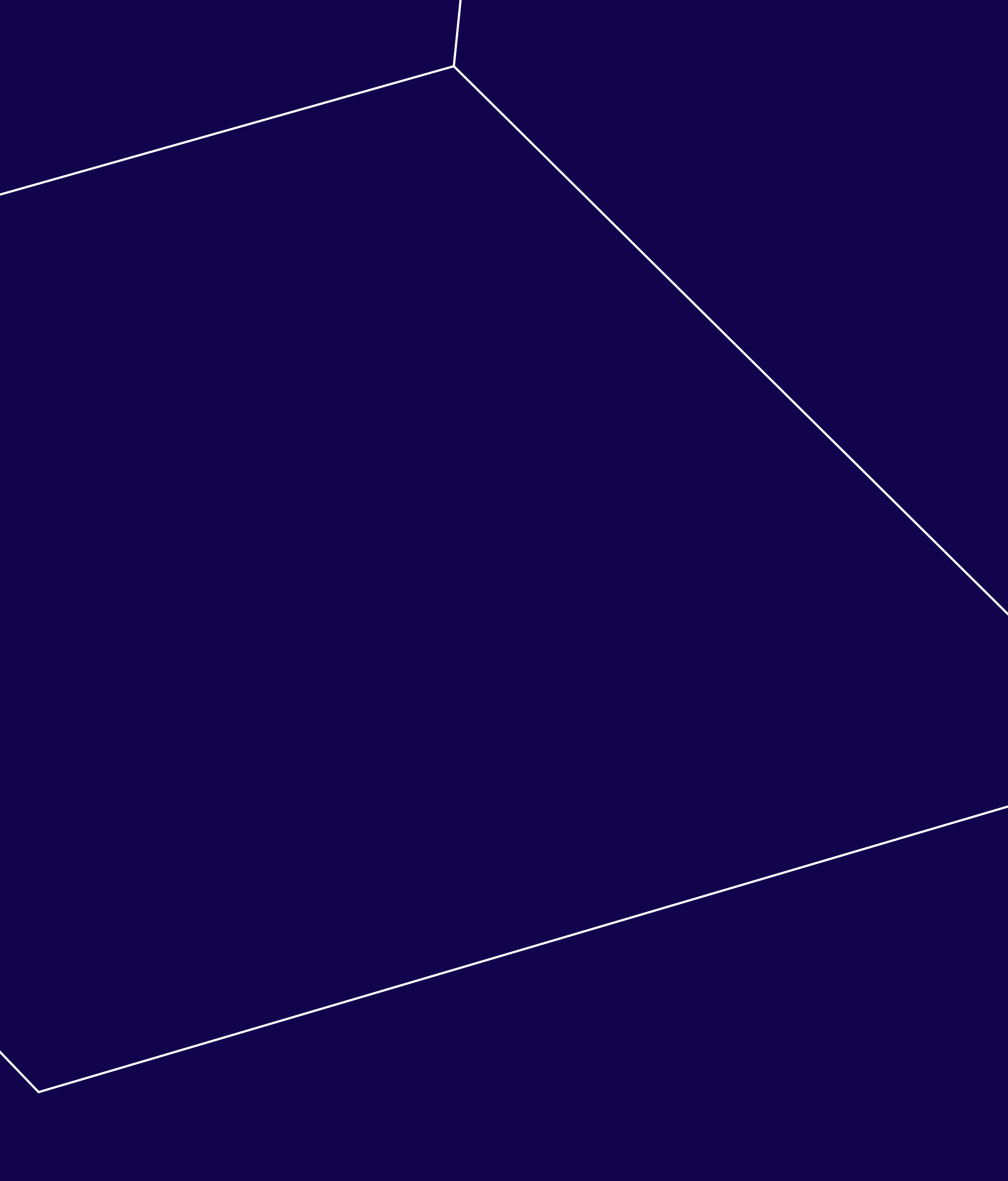
Our business model, at its simplest definition, is how to deliver high-value products to your customers at an affordable cost.

We combine our professionalism in creating and inventing solutions and services with high flexibility in the way we deal with our clients through various professional business models tailored to client requirements. Such a strategy has empowered entrepreneurs to experience different model methods of how to structure their costs and revenue streams. These models enable our clients to be able to make hypothetical and rapid changes to their business models and to recognize immediately how change affects their business today and in the future.

Professional  
Business  
Models..  
Flexible and  
Varied



A glimpse at our company's business models







# Integration

## and Coordination

At Elm, we take pride in the fact that we are responsible for the experience of our clients throughout their journey because we are a company of integrated solutions and coordinated sectors.

We explore challenges, uncover opportunities, create and implement solutions, provide support services, and ensure its continued success.



# Your Perfect Partner

At Elm, we are experts in providing a professional diagnosis of the problem, and then study and devise an optimal solution, with the possibility of implementing these solutions thru technical products, outsourcing or training according

to the needs of our clients, integration and coordination of sectors of our company, consulting or integrating technology, offering specialized training, and digital outsourcing.

## Elm Is Not Just A Technology Solutions Company!

We are a large company with diverse activities and unified disciplines. In fact, each of our activities can be considered as an independent company. However, our daring equation lies not in the fact that we are a large company as there are numerous large companies all over the globe.

**Our daring equation blazes our path to steadfast advancement. Inspired by our capability to implement all services in adequate harmony between major sectors and according to the highest international standards, governed by an integrated and innovative environment, to achieve an exemplary customer experience.**

In line with this aim, we have divided the business sectors according to specializations (security, labor, health, etc.) to ensure an excellent level of service.

As we advance in the consulting sector, we scrutinize all attainable opportunities, pinpoint all obstacles, and develop the best consulting solutions that resonate with the needs of the labor market.

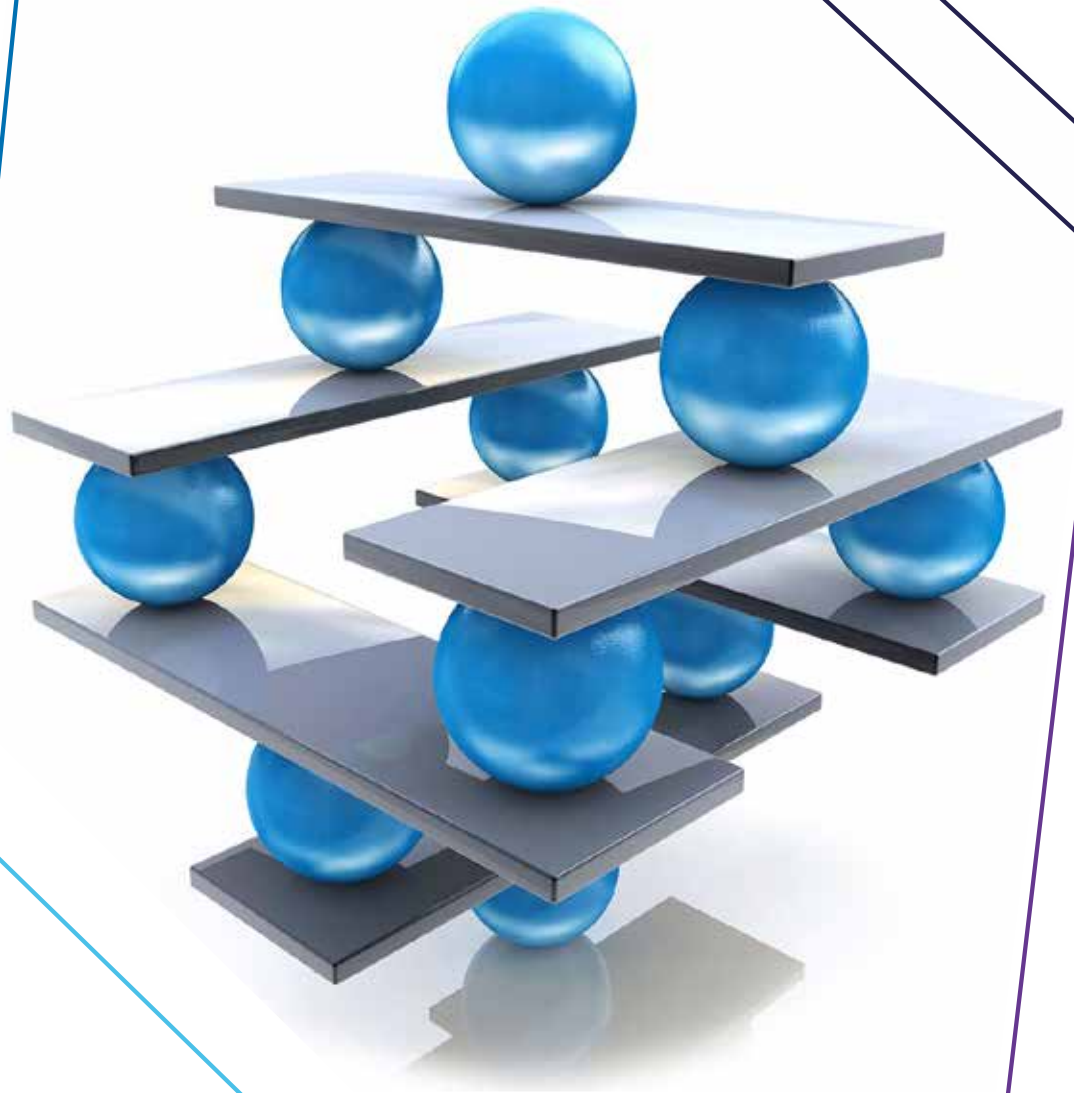
As our specialized digital solutions sector prosper, we are committed to adopting advanced technology in delivering our solutions.

As we progress to effectuating our clients' satisfaction with our operational services, we adhere to a concept that promotes and develop the digital support sector.

We are among few companies that combine all solutions under **one umbrella** (consultations, technology, outsourcing, and training), and we fully oversee our **customer experience**.

## Our Daring Equation

We are a large digital company with diverse activities, which, separately, can form an independent company. Integrated in its solutions, and harmonized by its sectors.



The following summarizes the definition of each customized solutions and our readymade solutions that have evolved from customized solutions to become a ready-made product serving a large segment of customers.

### **Diversity in Specializations**

When interacting with any customer, a specialized team is being dedicated to serve the customer needs in light of our long experiences in these fields (health, labor, security, justice, transportation, Hajj and Umrah, finance, industry, real-estate, municipality, defense, energy, etc.), in order to better understand the needs and save time and effort.

### **Integration in Solutions**

We analyze the opportunity or problem (as needed) and create the best consultation solutions in consistent with the labor market (consultations and business sectors). Following that, we carry out these technical solutions according to state of art technological advancements (digital custom solutions). When our customers need operational services, we meet their needs with a belief that customers are our guests.

### **Harmonization among Sectors**

All our divisions and employees who exceed 3000 interact with each other in a harmonized way that makes them committed to the highest standard at all work phases, from specialized studies, solutions implementation, to operation on behalf of our customers, and human capacity training.

## Consulting

Solid preparation is vital to projects success, and benefits from successful global and local experiences that shortens time, effort and cost. Consulting services at Elm is considered a key to all projects and the first rule upon which they stand, since no project is conducted without some kind of consulting service.

At Elm, we offer our consulting services through an integrated department comprised of a team of consultants with long experience in many technical, administrative and operational fields.

Our work in this field seeks to understand the nature of the problem at the facility and discover its dimensions, and study the stages of work currently used with the associated advantages and disadvantages, and understand the future challenges, and identify obstacles that may hinder the application of new work methods, in order to draw a clear vision of the work plan and stages and goals to be achieved.

At this stage, global best practices related to the field in question are also sought for comparative purposes and the development of the best practical ideas and administrative and technical methods.

We at Elm have excelled in providing consulting to government sectors in their quest to transfer to e-government using our lengthy, continual and in-depth experience in working with government sectors.

### Our services include

#### 1. strategic and management consulting and transformation programs

- Strategy development
- Operating model design
- Digital transformation
- Business process reengineering.

#### 2. Project and Transformation Management

#### 3. Strategy Implementation

- Vision 2030 offices
- Vision 2030 program management offices
- Strategy implementation support offices.

#### 4. IT Consultancy

- Developing IT governance plans
- Developing IT strategies
- Developing data management and governance strategies.

#### 5. Data Analysis Consulting

- Advanced analysis to support decision-makers
- Operational analysis
- Construct analysis observatories.

# Integrated Digital Solutions

Through our integrated digital solutions, we manage and analyze mega-data based on digital platforms and connectivity and integration of infrastructure where ideas integrate with execution in professional harmony. We offer our digital solutions to our customers through customized technical development or by innovating products and solutions from scratch to launch.

## **Our digital solutions revolve around the following:**

### **1. Developing Products Tailored to Customer Needs**

We design and implement technology solutions tailored to customers' needs employing the highest global levels of digital technology.

### **2. Developing Innovative Products**

We carry out a complete product lifecycle from identification and configuration of the solution to launch and success.

### **3. Smartphones Applications**

We help our customers keep up with smartphones applications solutions to expand their reach to customers.

### **4. Business Intelligence Applications**

This includes data warehouse, business modeling, OLAP, design and implementation of ETL, report development, data testing and automation, and management of reference data and performance.

### **5. Estihkak Engines**

These are integrated systems to control the eligibility level of services provided by various government or private establishments in order to ensure that all forms of support reach their actual beneficiaries and to guarantee that support conditions match their actual situation. This system was created to connect the facility with all stakeholders to provide data that helps in facilitating access to various services for beneficiaries, enhancing the speed of reliable identification of each applicant and accelerating the process of accepting applications.

### **6. Elm ERP systems**

### **7. Cybersecurity**

We seek to protect our customers' digital assets, build and provide professional human competencies in this field, and develop the software on which the company operates to enable the prediction of current and future problems and improve readiness to all cyber threats.

## Ready-made Solutions

We seek through ready-made solutions to enhance our competitive advantage in the field of operation and service delivery in specialty fields. This is accomplished by the total operation and management of services, partial services support in specific areas, or moving services gradually towards digital visualization.

### We offer solutions in several areas:

#### 1. Field Inspectors

Through field inspections services, we seek to raise efficiency and quality in operational and digital solutions and aim to transform services from organizational practices to economic added value.

##### Field Inspectors services include:

- Field inspection
- Licensing
- Public capacity management
- Questionnaires and monitoring.

#### 2. Interacting with Audience

Through Service Centers, we provide the best solutions for service providers that deal directly with the public. We strive to achieve high rates of efficiency for all contact experiences in the customer journey.

##### Our Service Center services include:

- Service centers
- Mobile customer services
- Customer journey.

#### 3. Business Support

At Elm, we offer a range of business support services in specific disciplines that contribute effectively to achieving the required operational objectives without requiring overall operation of services.

##### Our business support services include:

- Communication channels
- Performance development
- Digital platform management.

#### 4. Advanced Technologies Support

We introduce this system to employ advanced technologies that support business in different fields in order to enable beneficiaries to achieve unique results to solve complex problems by exploiting advanced technology.

##### Our support services include:

- Advanced laboratories
- Smart devices.





## Products Group

Complementing our customized solutions, the Product Group department collaborates with other departments to develop technical solutions that are delivered and marketed as brands, like technical services, portals and applications. Our customers

can subscribe directly through various packages that can be customized to suit their needs. Our ready-made solutions have their own brand names that facilitate their marketing. We have divided these offerings according to the following categories:

### Security Solutions

يقين Yakeen	نذير Natheer	سلامة Salamah	
مقيم Muqeem	باشر Basher	المفتش الإلكتروني E-Inspector	
تصريح Tasreh	زاول Zawil	كاشف Kashef	أمن Amn

### Transportation Solutions

وصل Wasl	تم Tamm	حافلات Hafelat
بيان Bayan	مسارات Masarat	موجز Mojaz
نقل Naql		

### Administrative Solutions

إدارة البيانات Data Management	مقياس Meqyas	مركز الطباعة Printing Centre	بدار Bedar	
البريد الإلكتروني E-mail Service	مزادات Mazadat	محور Mehwar	إثراء Ethraa	الأرشيف الإلكتروني Electronic Archive

# When

Our Services Touch the Lives Of Millions,

We put in the first priority how to deliver these services in a way that matches our citizens' expectations. Accordingly, we do not just create solutions and ensure their quality, but we provide these solutions in a satisfactory way and with the same quality of paid services in the private sector.

Through our electronic services, we went beyond time-space boundaries, and we dedicated our time for the luxury and comfort of our community, while raising security and health levels.

**We Are “Elm”**

We manage  
more than  
**50** brands  
and interact  
with more  
than **50,000**  
customers



# A Glimpse

of our Success

At Elm, we manage more than 250 projects and market more than 50 brands. The following are highlights of some of these projects and products



# Absher

Individuals, Business, GOV.

An integrated interactive platform that serves community members with the highest international technology that reflects our own culture and privacy.



Since the launching of the Absher portal in cooperation with the Ministry of Interior and the General Directorate of Passports in 2008, many successful achievements and technical awards have been garnered for serving citizens and residents.

We designed and developed an integrated digital platform for the Saudi Ministry of Interior (Absher) that allows government entities, citizens, residents, and business owners to carry out more than 160 interactive electronic processes related to passports, traffic, and civil affairs. In order to facilitate the delivery of services to

beneficiaries, we have separated services on sub-platforms as needed, such as: Absher individuals, Absher business, Absher GOV.

(Absher) Platform receives several technological awards annually. It was ranked first in KSA individual services and received ISO27001.

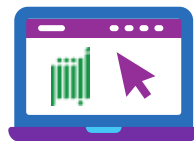
It is worth mention that we received more than 1.2 million technical support calls and we managed to achieve a total satisfaction level of 4.7 out of 5 in 2019, according to objective statistics.

## Absher in Figures



More than  
**213**

Electronic  
Services



More than  
**34 Billion**

Platform  
Visits



More than  
**14 Million**

Verified Actual  
Registers



More than  
**5 Million**

App  
Users



# Land Transportation System

In cooperation with the Transport General Authority, we have launched an integrated system for land transport under the slogan "a transportation system for our future".

In 2019, Wssel received the UITP Award in the field of operational and technical excellence.

وصل بيان نقل  
Wasl Bayan Naql



Elm launched this system starting from re-engineering procedures of the customer journey through the Naql Portal, facilitating the issuing of a load of trucks declaration through the Bayan Portal, and ending with raising the level of control, monitoring, and security through the Wssel Platform.

The steps for acquiring any of these services have been reduced from 18 steps to only four steps through an integrated digital process.

These solutions are provided separately to meet customer needs in transportation. Examples of implementations include: Naql Portal, Bayan Portal, and Wssel Portal. These systems include:



**Bayan:** An e-portal that enables carriers and freight agents to issue a goods transport document, declare the load of trucks on land roads, whether inside or outside the Kingdom, and check shipment information and status.



**Naql:** An e-platform that enables individuals and establishments to apply for establishment licensing, operating cards, and driver license cards, which is done electronically without having to print any paper transactions.



**Wssel:** An e-platform aimed at linking organizations working in the land transport field of goods. This platform enables the Public Transport Authority to monitor and control land transport activities to raise the level of quality, safety, and security.



## Premium Centers

Our premium centers provide government services in a manner comparable to the private sector, allowing clients to enjoy the ultimate in services. We transitioned the services from the concept of clients to the concept of guests.



### **Civil Affairs**

The Ministerial Agency of Civil Affairs was the first agency with which we started our services in 2011. In cooperation with the Civil Affairs, we achieved a qualitative leap in the style and quality of their services through the establishment of premium centers and the development of the service system.

More than 50 subsidiary centers of Civil Affairs have been established to serve citizens and 400 trained staff of both genders.

The waiting time rate was reduced to just three minutes and all Civil Affairs services were consolidated in one place under the umbrella of the "comprehensive employee".

In 2019, these centers came under the direct administration of the Agency of Civil Affairs.

### **Food and Drug**

In cooperation with the Saudi Food and Drug Authority, we implemented operation of the SFDA's Business Support Center. The project aims to create a professional environment in which specific services are provided to SFDA services beneficiaries in a contemporary and modern manner that reflects the highest extent of customer care and achieves the highest levels of satisfaction in line with the Saudi Vision.

In these centers, SFDA services are provided to beneficiaries to achieve the ultimate degree of satisfaction and to provide quality responses to inquiries.

The customer satisfaction index reached 90% and the quality ratio reached 84% according to guest evaluations.

### **Comprehensive Center**

We are thrilled to be a strategic partner with the Emirate of Medina Province by contributing to the operation and management of the comprehensive government services center.

One of the main objectives of this center is to reduce the burden on the government sector and to find alternative solutions for citizens in facilitating the demand for government services. The center provides services to the beneficiaries of more than 15 government agencies in one place, including Civil Affairs, Directorate of Passports, Department of Traffic, Emirate, Municipality, Ministries of Commerce, Labor and Social Development, Defense, Health, Justice, and Environment Water, and the Public Pension Agency. Guests services satisfaction reached 95.4%.

### **Baladi**

In cooperation with Riyadh Municipality, we developed the operation and administration of Baladi Program (Guest Service Center) to provide all Municipality services through project partial and full operation.

Guest Service Center Project scored 76% of customers' satisfaction.



# Security Solutions

In today's world, data has a real need to be preserved, protected, and upgraded. These are some of our supporting products.

نذير  
Natheer

سلامة  
Salamah

تصريح  
Tasreh

أمن  
Amn

يقين  
Yakeen

زاول  
Zawil

كاشف  
Kashef

In order to improve the quality of data and increase the level of reliability, we developed the **"Yakeen"** service which enables subscribers such as banks and others to verify the data of their customers in real time by being linked to government databases with the highest levels of security and protection adopted globally.

Through the **"Natheer"** service, our clients are able to receive instant notifications of changes in the data of their customers, helping them to proactively solve any problem that may arise.

Thru these services, we have raised the level of information security and helped our clients update customer data and ensure integrity which has eliminated considerable forgery and fraud.

We also introduced the **"Kashef"** service, which enables government and private entities to verify vehicle and driver data electronically and is also done in real-time by scanning with special cameras. This allows for the instant determination of legal status thru an immediate connection to government databases.

This service helps increase security readiness and guarding of agencies at various facilities, preventing the entry of vehicles with false papers, and providing a fast and safe procedure to verify the status of any vehicle.

Furthermore, to regulate the air rifle market, we created the **"Amn"** portal for the issuance of licenses to carry air rifles. The portal also allows the transfer of ownership of these rifles electronically.

We also established the **"Zawil"** portal, which facilitates remote application for a number of security permits to enter areas under the management and responsibility of the General Directorate of Border Guards. All procedures are done and processed electronically, without the need to visit the Directorate or its branches and without needing to provide any paperwork, to facilitate the entry of Directorate personnel and vehicles to the various forms of border ports, in addition to regulating sailing and fishing for picnics and fishing enthusiasts.

Additionally, the **"Salamah"** portal, of the General Directorate of Civil Defense, increases safety preparations in commercial establishments and stores requiring civil defense permits. The portal enables various establishments in the private sector to create their own accounts on the Civil Defense portal to facilitate issue or renewal of civil defense licenses electronically, without the need to visit the Civil Defense headquarters.

We recently launched a **"Security Permits"** service in cooperation with the General Authority of Civil Aviation to enable airport workers to issue and manage security clearances required to enter airports in Saudi Arabia. The portal provides permits for individuals, vehicles, and equipment.



## Makkah Route

"Exerting all effort and capabilities to serve the guests of the Most Gracious."

In this statement, Vision 2030 declared a primary aim of developing a vibrant society with deep-rooted values.



In cooperation with the Ministry of Interior, we launched Makkah Route. An initiative that was made possible by the joined-efforts of seven government entities (General Directorate of Passports, Information Center, Ministry of Hajj, Ministry of Foreign Affairs, Saudi Customs, Ministry of Health, and General Authority of Civil Aviation).

**2018 Major Achievements:**

- Helping more than 103 thousand pilgrims during 1439 AH
- The project first involved pilgrims from Malaysia and Indonesia, and later expanded to include Bangladesh, Pakistan, and Tunisia
- All travel procedures have been completed at departure points (medical examination, fingerprint, passport stamp, etc.) with an average wait time of 6 minutes.
- The average wait time after all procedures at Jeddah airport was 10 minutes while reaching 3 minutes in Medina. Bearing in mind that all passengers were carrying their personal luggage only.
- Passengers' baggage was moved to their accommodation without the trouble of waiting. The average baggage arrival in Medina was 28 minutes while it reached 2.30 in Jeddah due to pilgrims stay in Makkah.

**Ever imagined a visit to the Two Holy Mosques with nothing but a backpack through a 30-minute check-in! Makkah Route made a dream-like idea more than a reality**



# Healthcare Solutions

At Elm, "Prevention is better than cure" is no longer a proverb. It's a reality.

إفادة  
Efada

واحد  
Wahed

طاب  
Tabb

مستمر  
MUSTAMIR



### Wahed

Is an electronic system that organizes daily procedures in health facilities, through advanced technology such as disease surveillance systems, appointments, e-sick leave system, laboratory data, patient and staff management data. HIS is an easy-to-use and reliable system, with access to medical files in all time and places.

#### Wahed Features

- Offer a user-friendly system interface.
- Provide a flexible system to suffice the business needs and effectuate digital transformation.
- Compatibility with most global medical devices systems such as radiology and biometric data to provide real-time data to health practitioners.
- Provide different levels of permission and follow-up actions.
- Protect patients' privacy.
- Automate procedure reports to save efforts, time for staff, and serve as many patients.

### Efada

Efada e-service handles the recording and transferring of medical check results for beneficiaries from authorized health institutes (such as General Directorate of Passports, Traffic or Secretariats). All procedures are done electronically and securely, without the need to visit any healthcare center. It also provides secured electronic medical checks, which help to eliminate fraud in these certificates and raises the quality of data.

#### Efada Services:

- Medical reports (driving licenses)
- Resident medical reports
- Medical report for licenses of Riyadh Municipality.
- New employment medical report.
- Link hospital procedures with any facility, which makes it easier for officials to send requests for medical examination to hospitals and receive the result after the completion of any test to be registered in Efada.
- E-sick leave

### Tabb

An integrated technology that empowers health practitioners to do their jobs at the best quality and the lowest cost. It provides competitive advantages by offering healthcare to patients without the struggles and hurdles of traditional clinical care. Such system reduces the number of beds equipped to accommodate patients (elderly and chronically ill).

Tabb supports healthcare providers in monitoring their patients' health remotely without having to bear the long hours of medical treatment.

The telemedicine technology is a unique system that monitors and records vital signs such as blood pressure, heart rate, body temperature, and others.

### Mustamir

A unified platform in cooperation with the Saudi Commission for Health Specialties, it aims to support the continuous professional development programs. Mustamir will automate all services and procedures for the relevant parties in a place.

#### Main objectives:

- Accrediting service for CPD activities providers.
- Allowing SCFHS to monitor the performance of accredited CPD providers to improve their programs according to the best international standards.
- Enabling CPD providers to access data and statistics of their activities, and registering the attendance and training hours for medical practitioners.
- Developing KPIs to measure the quality of CPD activities, and the CPD employees' performance, to provide the right tools for decision-makers.



## Electronic Inspector

At Elm, we take pride in remaining the first operator who has contracted with several ministries to carry out field inspections on their behalf through Elm integrated program.

Field inspection services seek to raise efficiency and quality through operational and digital solutions and aims to transform services from organizational practices to services with economic value.

Through field inspection, we build, manage and operate government inspection services to ensure high levels of output quality and increase compliance.

Our services can be found in the following diagram:

## An Overview Of The Field Inspection System

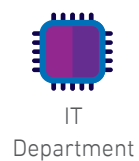
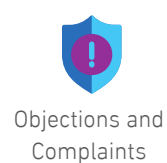
### Services



### Technological Systems



### Components



### Features





# Estihkak

## Entitlement Assertion System

Every right must be granted to its entitled ones  
Given the fact that technology makes this task  
harder, we created integrated solutions through  
this system



Hafiz, Eskan, Citizen Account ... and many other major national projects that we take pride in implementing. All these programs aim for ensuring a fair distribution of entitlement and claims to its beneficiaries. Estihkak encompasses integrated systems that we launched in 2011 to control the level of eligibility of services provided by various government or private establishments. Our aim was to ensure that the various forms of support reach their actual beneficiaries, and the conditions of support match their real situations.

Estihkak serves to connect any establishment with various stakeholders to provide data that help facilitate access to its various services to its beneficiaries. It aims to improve the identification procedures of each applicant and expedite all related processes.

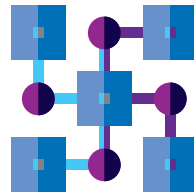
**Estihkak Services:**

- Employment support
- Education support
- Healthcare insurance
- Job training
- Subsidized services (such as housing, water, electricity) and others

**Estihkak Features:**



**An e-portal for effective support**



**Connect with an unlimited number of data sources**



**Easy-to-use portal for registration**



**Receive objections and technical support**



# Transportation Solutions

With our diverse and integrated services, buying a car is as easy as purchasing a phone!

تم  
Tamm

مسارات  
Masarat

موجز  
Mojaz



حافلات  
Hafelat

In early 2008, we launched the Tamm service, which allows easy electronic access to General Directorate of Traffic databases for all establishments operating in the field of transportation, trading and renting vehicles or owners of fleets of vehicles.

You can inquire about vehicle information, transfer ownership and renew its documents, identify the actual or authorized driving driver inside and outside Saudi Arabia, and issue licenses and license plates instantly. In order to make it easier for those looking for used cars, we have launched "**Mojaz**" service which provides information about any used vehicle since its date of entry to Saudi Arabia the Kingdom of Saudi Arabia, which derives its information from its reliable main sources (traffic, insurance companies, car dealers, etc.).

Due to the importance and dynamism of the car rental sector, we have developed Masarat fleet management service. A platform that helps enterprises track and monitor vehicles in real-time, locate them, monitor the behavior of motorists, follow up on regular maintenance and vehicle documentation, and view necessary reports — all in a single dashboard via your computer or smart device.

In collaboration with the General Authority of Civil Aviation, we developed Washaj portal to provide air cargo services, track shipments, and its sources, and facilitate the procedures of air cargo operators.

In addition, through this platform, we launched Shahan service, an electronic cargo tracking system that connects

freight forwarders and air cargo offices (collectors), so that shipments are tracked from the moment of shipment until received by airport handling contractor. Shahan platform provides services to all entities involved in the air cargo sector, whether individuals or companies, as well as government entities.

"Hafelat" is an electronic tracking platform that enables regulatory entities to control and monitor bus transport activities in order improve the quality and safety of transport operations.

Hafelat Features:

- Controlling and monitoring the quality and management of bus transport operations and development.
- Attracting investment in the bus transport sector.
- Assuring the validity of vehicles and drivers.
- Sustaining and preserving all rights of relevant authorities.
- Raising the level of security and safety of roads and implementing protection measures for the environment and infrastructure.



# Administrative Solutions

There are many services and portals that we have developed at “Elm” as integrated administrative solutions in all organizational fields.

But what makes Elm is flexibility, adhering to the greatest standards, and a support system around the clock by professional call centers. At Elm, distance is just a concept.



# 1. Integrated Digital Solutions

We have been able to provide services that enhance the professionalism of our clients through a variety of administrative solutions. Our **E-mail Service** equips entities to be able to send and exchange e-mails through mail servers within the kingdom through efficient, protected, and secure procedures. And the most prominent feature of this service compared to others available in the market is security and privacy — an invaluable asset in all entities operating in sensitive domains or sectors.

Our **Project Management service** provides a flexible and efficient system. Providing our clients with the ability to allocate tasks, manage team members, monitor the overall performance of their projects and their progress, identifying risks and problems, and allocating resources and utilize them efficiently. Such service aims to deliver a high level of connectivity among project team members, which will be the basis of their communication, thus reducing the need for telephone communication, writing e-mails, and interaction across the rest of the communication platforms significantly.

Correspondence **Management Service** aims to serve government and private sector facilities and help them record, circulate, and follow up on outgoing and incoming transactions and archive them electronically. It helps achieve better accuracy in their business in a paperless environment.

This service provides barcode printing for outgoing and incoming transactions so that they are easily searched and queried using an electronic reader. It can also be directly scanned for transaction attachments with the possibility of explaining transactions.

Our **Government ERP at “Elm”** is a service that bridges the gap between government work procedures and applied programs and achieves effective business management. Government ERP is an integrated system that employs open-source software and is designed to implement all government procedures such as human resources systems, finance, warehouses, and procurement. It operates faster, with less operation cost cheaper compared to closed-source systems. We also offer an “oracle” system that serves as an integrated solution with a shared database between all departments and administrations of the government entity, so that it can use and manage its informational, physical and human resources efficiently and effectively.

**Data Management Service** helps entities in collecting, analyzing, organizing and arranging all data needed in clear process formats that increase the facility's ability to perform its core operational functions.

It helps its managers to quickly make the right decisions from the data that has been organized, which can positively affect decision-making processes.

## 2. Performance-Tracking Solutions

**Mehwar**... A service that enables users to record and document all operational processes of government support sector to be followed up and processed with all relevant departments on time.

The system aims to increase efficiency and productivity, reduce the time spent in implementing and submitting requests, ensuring compliance with quality standards, and integration between operations and the sector's management.

Through Mehwar, users can view the total number of requests submitted, track their status and how long it took to process them; helping to improve the quality and accuracy of the operations.

In **Meqyas** service, we've developed a set of quality standards provided to entities that offer direct services to their customers and is applied through periodic visits to the entity to ensure that all standards are applied accurately and adequately.

Meqyas aims to provide reports, observations and future improvement plans tailored to the needs of its beneficiaries.

In "**Bedar**", we introduce a complete package of services combining human and digital solutions that aimed at developing and following-up with smoothly and efficiently. In addition to improving the quality of communication between the entity and its customers and speeding up procedures; which achieves customers' satisfaction. The services provided include self-use customer satisfaction measuring instruments, an interactive employee performance interface, performance appraisers for employees and entity systems, a field team with diverse expertise, and high-quality reports; which help in improving performance and raise the quality of its services.

In "**Seraj**" we propounded a system that fuses advanced technology with well-rounded human expertise. Our aim was to develop smart consulting systems for project management and follow-up, through a flexible and integrated set of operations as we study, follow-up, and implement strategic plans. Seraj equips POMs and

strategic offices with all means to carry out their daily work, by showcasing indicators and reports which enable management to monitor performance and ensure that work is running in a timely and adequate method.

### 3. Other Service Solutions

#### Secure printing center

A national exemplary center specialized in printing official and sensitive documents. One of the innovative solutions tailored to the needs of customers in all sectors, through an integrated technical and practical system.

The center provides printing solutions of all kinds through high-quality procedures and under real-time security monitoring, encompassing: driving licenses, residents' identities, health certificates, etc.

The center also particularly provides end-user delivery and with multiple options, serving our stakeholders and achieving end-user satisfaction.

#### E-Archiving

A service through which we equip entities with electronic transformation while preserving their entire archive, through an integrated archiving service that includes:

- Converting paper documents to e-documents
- Storing e-documents
- Managing and storing paper documents
- Processing and restoring damaged documents
- Secure destruction of documents
- Mobile archiving

#### Auctions

An e-platform that helps entities to place auctions through an e-payment system, in addition to verifying bidders' data instantly and accurately. The platform enables government entities to view the results and analysis of government auctions such as the returned and destructed, and also allows regulating authorities to follow the procedures and details of governmental auctions through clear performance reports and indicators.

#### E-Learning System "Ethraa platform"

An e-learning and training platform delivered to efficiently manage, monitor and evaluate the training process, and deliver training programs to trainees easily, by automating all training and education activities.

Ethraa's e-learning and training management platform aim to provide a secure, flexible and expandable system by providing training program management tools, testing and evaluation tools, sharing and collaboration tools, smart device learning, reporting and data analysis tools in a single integrated platform.



# Our

## Community

Success is perceived by its impact. Here, we highlight the annual rate of e-transactions at Elm and their approximate and direct impact on society



## Elm... We Innovate For a Better Life

Through our integrated solutions and diverse services, we have saved hundreds of millions of hours that would have been wasted in government transactions.

As for our long-term vision, by reflecting on

recent transformations in our society through our services, transparency and prosperity have become the hallmarks of our societies.

## Elm and Our Economy

In collaboration with the Human Resources Fund, we have managed more than 40 recruitment process per working day through "Taqat Elm". A project that serves as a hub for job seekers to provide them with appropriate training and employment opportunities in collaboration with the private sector. A testimony to its success, Taqat Elm has played a vital role in hiring around 40,000 male and female since its launch.

With Allah's grace, we've ranked first in the quality of services we provide at our employment centers (Taqat Elm) in cooperation with the Human Resources Fund. 1,200 job opportunities provided by «Elm» each year through Taqat «Elm.»

# 1,200

### Job Opportunities..



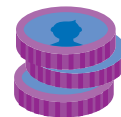
provided by «Elm» each year through Taqat «Elm.»

## Time is life

"Elm" has transformed the concept of service provision. Reaching beyond the limits of time and space, as beneficiaries don't need to visit relevant departments to finish official transactions. Now, all services and transactions are completed anywhere, anytime via e-services, and within minutes! 11.5 billion Riyals were saved by "Elm" each year that was wasted in filing and completing 250 million government transactions.

# 11.5

### Billion Riyals..



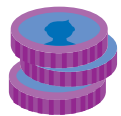
were saved by "Elm" each year that was wasted in filing and completing 250 million government transactions.

## For Future Generations

In the past, completing any government transaction meant that you had to physically visit relevant departments and agencies. Consuming the vast amount of power wasted as you go back and forth in your car between different buildings.

Now, as Elm's electronic services progress, such transactions can be conducted at anytime, anywhere, and in a few minutes.

## More than a Billion Riyals..

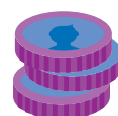


- Is saved by "Elm" for the value of more than 400 million liters of wasted fuel annually.
- While conserving 400 million liters of refined oil for the future.

## Paperless Transactions

At Elm, we have worked on several projects to implement digital transformation and eliminate or reduce reliance on paper. Such an approach helped to preserve millions of riyals that were paid to purchase and manufacture huge tons of paper.

## 27 Million Riyals...



- We save at «Elm» annually, which is the value of more than 750 million papers that were wasted in routine transactions.
- While preserving 750 million papers manufactured for the future



## Elm and Environment

Talks about oil prices and its fluctuations, its alternatives, and its impact on societies have been resonating lately. Water security upholds the same significance. Hence the importance of preserving our society's resources, which will ensure the stability of our generation and of future ones.

Most transactions previously required employees to visit relevant departments, driving in their cars, which meant consuming large amounts of fuel (emission of Co2 gas). Paperwork was the only way to complete all transactions. Requiring everyone to submit at least three papers to complete their transactions, which meant consuming millions of trees.

Now, as Elm's e-services cover most sectors, it has become possible to complete these transactions at anytime, anywhere, and in a few minutes without submitting a single paper.

# 325

## Million Liters of Water...



Conserved annually by "Elm" from being wasted to irrigate the trees.

# 230

## Thousand Trees..



We save annually by automating e-transactions.

# One Billion

## One Billion Kilograms Co<sub>2</sub> of Gas



Emissions are reduced annually by Elm.

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