

03

Business Review

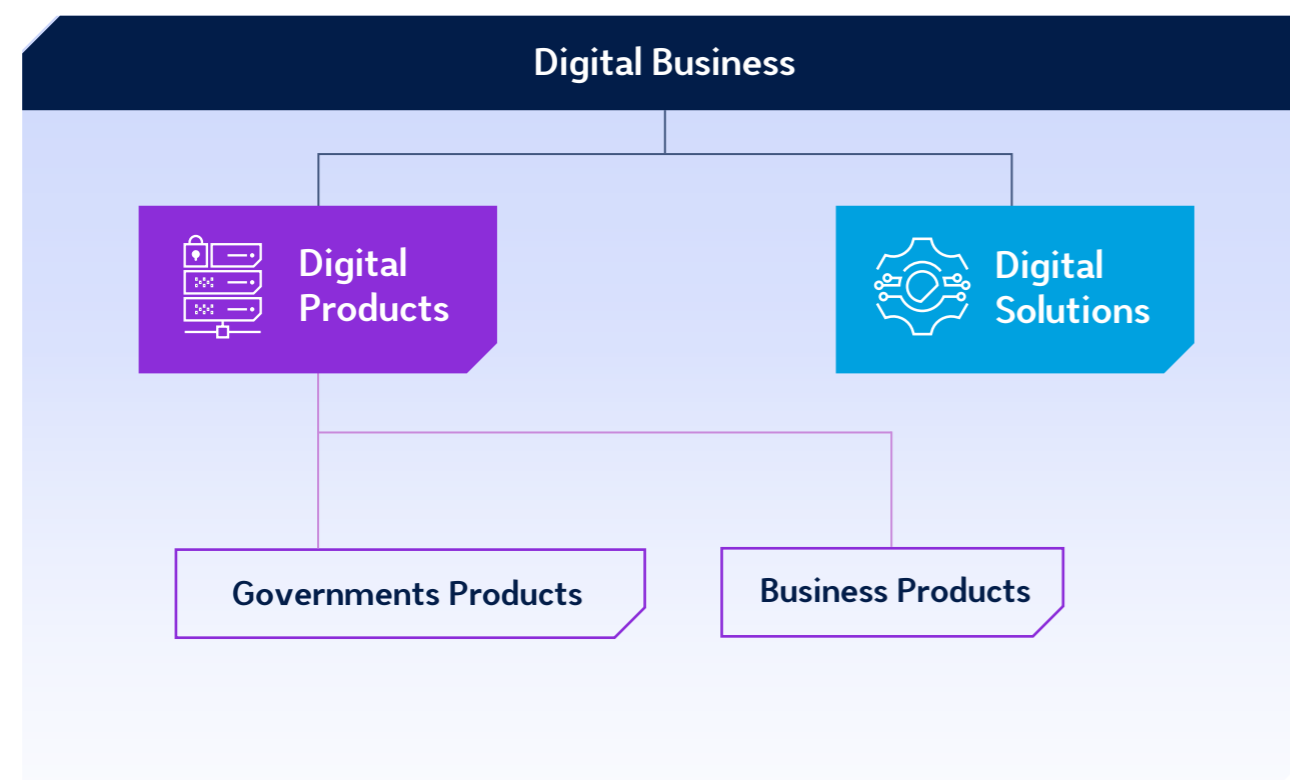
Digital Business	54
Business Process Outsourcing	64
Professional Services	68



Digital Business

elm's Digital Business Division delivers a comprehensive ecosystem of products and solutions designed to address critical needs across various sectors. These include advanced offerings in security, transportation, health, administration and digital identifiers, ensuring seamless integration and efficiency for its partners. elm's portfolio is structured to serve both government and business sectors, enabling tailored solutions that drive impact and accelerate growth.

Through its innovative digital products and solutions, the division continues to shape a smarter, more connected future, supporting Saudi Arabia's aspirations for sustainable development and technological leadership.



Digital Products

elm's Digital Products Division, encompassing both Government and Business Products, continued to drive digital transformation across public and private sectors in 2024, delivering innovative solutions that enhance efficiency, accessibility and value.

elm's Digital Products drive and leverage advanced technologies to deliver tailored solutions that meet evolving needs and expectations. Through strategic initiatives and tailored offerings, the division addresses the unique demands of each sector while fostering growth and innovation to meet evolving market needs.

To learn more about elm Digital Products, please scan the QR code.



Government Products

elm's Government Products delivered a notable performance in 2024, with key products and services continuing to drive digital transformation across the Kingdom, reinforcing its commitment to enabling growth and innovation in the public sector. By fostering strategic relationships and expanding into new sectors, it has created opportunities to deliver advanced services that support government operations and enhance citizen engagement. The Group also expanded its product portfolio to target new markets and established partnerships with both governmental and private entities, paving the way for advanced and impactful services.

This year marked the launch of several key initiatives, including new services on the Absher, Muqem and Smart Portal platforms, each tailored to improve accessibility, efficiency and user experience. Additionally, the Group launched two new products, vehicle price reference and Electronic Vehicle Auctions, in collaboration with

government and private entities, enhancing its capacity to deliver innovative solutions tailored to diverse market needs. It also introduced a new subsystem within the Basher platform focused on environmental security violations, offering a streamlined solution for monitoring and managing compliance efficiently.

Customer satisfaction has been enhanced through consistent follow-up with clients and proactive monitoring of feedback across all channels. This approach resulted in the launch of the new Tamm platform, new Basher platform and the updated environment for the Yaqeen verification service, all of which contributed to a measurable increase in satisfaction levels compared to the previous year.



Progress and Performance across its Platforms

Through its Government Products platforms, elm continues to lead the way in delivering innovative and impactful digital solutions, driving efficiency and enhancing user experiences across key sectors.



Absher Platform

Absher is supervised by the Ministry of Interior and the Saudi Data and Artificial Intelligence Authority (SDAIA). As part of its contractual obligations, elm has developed and operated the platform with the aim of improving work procedures and automating the services provided by the Ministry of Interior's sectors for various segments of society, including citizens, residents and visitors, in addition to the business and government sectors.

Strategic Partners

- The Ministry of Interior
- The Saudi Data & AI Authority (SDAIA) and National Information Center (NIC)

2024 Achievements

In 2024, the platform achieved remarkable milestones, serving over 28 million beneficiaries and earning prestigious recognitions. Absher secured fourth place in the Digital Experience Maturity Index (DGA) with a score of 90.4%, second place in User Experience with 92.5%, and third place in Beneficiary Satisfaction with 94.5%. The platform also received the "Digital Government Award for Best Initiative in Digital Inclusion" from the Digital Government Authority, recognizing the Absher Assistant Service for fostering accessible digital services. Additionally, Gartner selected its "Identity Renewal" service as a global success story.

+94.5%

Beneficiary Satisfaction

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Fasah Platform

Fasah is an integrated platform aimed at facilitating international trade services for land ports, dry ports, airports and seaports, and other related services by automating import and export procedures.

Strategic Partners

- Zakat, Tax and Customs Authority
- Saudi Ports Authority

2024 Achievements

In 2024, the platform launched over 10 specialized services for the Zakat, Tax and Customs Authority and introduced the Ports Community System, offering more than 150 dedicated services for the Ports Authority. With over 20 million transactions processed, Fasah continues to play a vital role in enhancing the efficiency of trade services.

+20

million

Transactions Processed

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Muqem Service

Muqem empowers organizations to access employee resident data and complete passport transactions instantly and electronically, eliminating the need for physical visits to the General Directorate of Passports.

Strategic Partners

- The Ministry of Interior
- The Saudi Data & AI Authority (SDAIA) and National Information Center (NIC)

2024 Achievements

In 2024, Muqem processed over 21 million transactions including interactive services, and 34 detailed reports. The platform was also recognized by the General Directorate of Passports, further emphasizing its value to both public and private sector users.

+21

million

Transactions

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Tamm Portal

Tamm regulates the transport and vehicle sector in the Kingdom of Saudi Arabia by providing advanced electronic services to enable corporate and institutional customers to implement vehicle traffic transactions related to the General Traffic Department.

Strategic Partners

- The Ministry of Interior
- The Saudi Data & AI Authority (SDAIA) and National Information Center (NIC)

2024 Achievements

In 2024, the platform introduced four new services and processed over 44 million transactions. Its continued growth reflects its importance in streamlining vehicle-related operations for users in partnership with the Ministry of Interior.

4

New Services Introduced

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يقين Yakeen

Yakeen Verification Service

An electronic service enabling financial institutions (such as banks and insurance companies), public service institutions (including government agencies, health facilities, financial sectors, and aviation sectors) and other organizations the ability to verify the data of any person with whom they have an official relationship (such as clients, auditors, employees and applicants) and within the limits of the privacy of the information permitted to be accessed, by linking electronically with the data present in the National Information Center and Saudi Post in real time.

Strategic Partners

- The Ministry of Interior
- The Saudi Data & AI Authority (SDAIA) and National Information Center (NIC)

2024 Achievements

In 2024, the service expanded into the healthcare sector, a new area for the product, along with expansion in the Fintech sector, both of which are key developments. Additionally, the launch of the new Yaqeen verification service has assisted clients greatly with integration.

**Expansion
into the Healthcare
Sector, a New
Domain for the
Product**

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view the website



Nusuk Platform

Designed to elevate the spiritual journey of travelers, the Nusuk platform provides a comprehensive digital experience for trip planning, transportation coordination and the performance of sacred rituals.

Strategic Partners

- The Pilgrim Experience Program
- Ministry of Hajj and Umrah
- Saudi Tourism Authority

2024 Achievements

In 2024, the platform launched a new app version with an enhanced user interface and identity, attracting over five million registered users. It also facilitated the issuance of more than 17 million Umrah permits, reinforcing its role as a key enabler of Saudi Arabia's Vision 2030 goals.

**+17
million
Umrah Permits**

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Launching Pioneering Platforms

elm advanced its commitment to innovation during 2024 through the development of two cutting-edge platforms tailored to the needs of the Saudi market.

Vehicle price reference platform, that will be developed and operated for an 11-year of collaboration with the Saudi Authority for Accredited Valuers (Taqeem), leveraged artificial intelligence to provide accurate and up-to-date reference pricing for vehicles. By using advanced natural language processing (NLP) to analyze and cleanse data from multiple sources, the platform ensures reliable market value assessments based on vehicle specifications and trends, delivering transparency and efficiency in pricing.

Electronic Vehicle Auctions platform, which will be created through a 10-year agreement with Riyadh Development Company, the owner of Altameer International Auto Auction, will be designed to optimize operational efficiency in vehicle auctions. This platform integrates technical, logistical and governmental services to automate and simplify the auction process for vehicle owners of all classifications. It will provide a seamless experience for buyers and sellers by combining advanced technical solutions with operational excellence. Aligning with global best practices while addressing local market needs, the platform has elevated the quality and efficiency of vehicle auctions across Saudi Arabia.

Government Products in 2025

In the year ahead, Government Products will strengthen its strategic role in digital transformation by collaborating with government entities to deliver comprehensive solutions and drive innovation. It will expand its presence in service delivery, creating new opportunities for growth and identifying key areas that align with the sector's strategic objectives. By focusing on high-impact initiatives, it aims to fulfill elm's long-term vision for this sector and capitalize on opportunities that support its continued growth and success.



Business Products

This year, Business Products solidified its focus on serving the B2B by transitioning from a B2C to a B2B-oriented approach. This transition is evident across all offerings, where products have been reimagined to meet the specific needs of business clients. Business products group has extended its focus on studying and exploring the market, with the purpose of finding acquisition and investment opportunities that align with the group's strategy and focus on Logistics, Mobility, and horizontal platforms.

Business Products deliver business-to-business solutions tailored to private-sector needs, focusing on mobility, logistics and horizontals, and observing opportunities in other sectors such as real estate, Fintech, health, tourism and B2B horizontals in order to accelerate growth and impact.

In 2024, elm's strategic focus shifted decisively toward delivering products and services tailored to B2B clients, marking a significant evolution from its previous B2C orientation. As part of this strategic shift, product such as Dhamen service, Mojaz platform, Ajer platform, Rased platform, Bayanat.Tech platform and Ertah platform were integrated into the Business Products group, with their strategies redefined to align with the group's mission of delivering targeted, high-impact solutions for business clients. This transformation underscores the group's commitment to addressing the evolving needs of the B2B.

This strategic pivot reflects elm's commitment to addressing the unique demands of B2B clients, enhancing operational efficiency, and delivering solutions that prioritize simplicity and value.

Driving Value through Innovative Services and Solutions

elm is committed to setting new standards for digital excellence, enabling B2B organizations to advance toward a future of opportunity through its innovative products.

موجز Mojaz

Mojaz Service

Mojaz is an advanced service which provides a digital report that contains information about used vehicles in the Kingdom. This will allow potential buyers who want to purchase used vehicles to make decisions with reliable information from different reliable data sources about the used vehicle (accidents, mileage readings, maintenance records, etc.).

2024 Achievements

In 2024, customer satisfaction ratings climbed significantly, reaching 4.6, up from a previous app store rating of under 3.4, reflecting the ongoing improvements and customer-focused enhancements to the service. Mojaz has streamlined the process for generating reports, reducing it to just two simple steps, while introducing multiple payment options to ensure greater convenience and accessibility for customers.

Get the Full Picture
before Buying
any Second Hand
Vehicle

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view the website



ضامن Dhamen

Dhamen Service

Dhamen is a digital service that acts as a financial mediator or guarantor for various fields using an escrow account. It has been developed to ensure the delivery of the value of the goods or service before receiving and delivering them. It serves online platforms and other parties who do not have websites and need to document and ensure delivery of the value of the goods or service before receipt and delivery.

2024 Achievements

In 2024, five new services were launched under Dhamen, including pay-out/distribution, pre-authorization, auction services, IBAN validation and integration with billing, and ZATCA systems. The service also expanded its footprint in the real estate and trade sectors, signing 13 new merchant contracts, including 10 within these key industries.

Building Trust
between
Consumers and
Merchants

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Ongoing Business Products Development

During 2024, the **Ertah platform** focused on increasing the volume of fixed permits (FPs) issued and enhancing workshop operations by capturing more images and streamlining related processes. Plans were also made to introduce additional services linked to fixed permits, further optimizing workshop efficiency and expanding the product's capabilities. While the **Rased platform** marked a key milestone as elm's first product launched on the Google Cloud, underscoring elm's commitment to cloud innovation, it evolved into an integrated solution across strategic sectors, strengthened by key partnerships such as the collaboration with Petromin. In 2024, major services launched included in Rased platform an expense management feature with an integrated e-wallet for fleet expense control and an operations management system that enhances daily operational performance, with 24/7 technical support and advanced data analytics. It has enhanced operational efficiency, delivering significant value to its users. Meanwhile, the **Bayanat.Tech platform** underwent significant enhancements to deliver an improved user experience for clients, from a development perspective, three minimum viable products (MVPs) were created and are currently undergoing validation, reflecting the ongoing commitment to innovation and client satisfaction. The **Ajer platform** launched a variety of services in 2024 to enhance operational efficiency and reduce rental risks. These services include real time vehicle inventory management for better fleet visibility, a direct booking solution that streamlines reservations and financial transactions, and a "Know Your Client" service that verifies rental eligibility and provides personalized car suggestions using data-driven insights.

Business Products in 2025

The Group anticipates that 2025 will be a transformative year for Business Products with a continuous focus on mobility, logistics and horizontal B2B domains. Efforts will continue to center on areas such as trucking, fleet management, warehousing, fulfillment, data platforms and payment solutions, among others. Services will be developed and launched specifically to meet the needs of B2B clients, driving innovation and enabling growth across these key sectors.

Digital Solutions

Digital Solutions Division made significant strides in accelerating its growth strategy in 2024, expanding its portfolio to include cloud migration services, AI/computer vision solutions, robotics process automation/intelligent automation solutions, smart city solutions and managed services. These new offerings were supported by strong quality assurance and robust capabilities, reinforcing its position as a trusted partner across public sector.

elm's Digital Solutions delivers customized technology solutions designed to meet the unique requirements of each client through a collaborative and tailored approach, leveraging cutting-edge technology solutions. By closely aligning with the client's end-state vision in a technology agnostic manner, it ensures every solution is purpose-built to drive measurable impact and long-term value.

Its offerings include systems integration, technology platforms, data engineering, emerging technologies, enterprise systems, smart city solutions and IT service management, all designed to drive digital transformation and operational efficiency.

In 2024, Digital Solutions played a key role in delivering nine major support platforms at the Kingdom level, serving critical areas such as agriculture and social development. These platforms collectively benefit over 15 million individuals across Saudi Arabia, providing seamless support and services. With more than 130 eligibility cycles and payment distributions completed, it facilitated the issuance of support by ensuring efficiency and impact at scale for platform beneficiaries.

Continuing to drive innovation and deliver tangible value throughout the year, the division's innovative platforms were designed and developed to enhance governance, streamline processes and improve operational efficiency across vital sectors. The electronic benefits system was also launched to facilitate the management of energy efficiency data, enabling better monitoring and optimization of energy-related initiatives. To support the energy and water sectors further, it introduced a platform that connects actual beneficiaries of electricity and water services to their respective meters. This solution enhances transparency, ensures accurate resource management, and strengthens governance within these critical utilities.

In the land management sector, it launched a dedicated platform aimed at regulating and governing land in informal living areas in Makkah region. This initiative supports sustainable urban development by addressing land use challenges and enhancing oversight. Complementing this effort, the Land and Reservations Portal was introduced to automate land reservation processes, catering to the needs of both individual applicants and institutional entities. By digitizing these processes, it has significantly improved accessibility, efficiency and responsiveness for stakeholders.

Additionally, it launched the unified system for the National Center for Government Resources Systems, which integrates seamlessly with related national systems. This unified approach enhances coordination, reduces redundancy and ensures a more efficient allocation of resources across government entities.

These key launches represent a major step forward in driving innovation, automation and governance within energy, land and resource management sectors. By addressing stakeholder needs and enabling digital transformation, these platforms contribute directly to achieving national priorities and enhancing service delivery across the Kingdom.

Digital Solutions in 2025

In the year ahead, Digital Solutions will build on the foundation established in 2024 by identifying new strategic partnerships and collaborations to enhance its service offerings. Geographic expansion will involve assessing regional demand across Saudi Arabia and tailoring initiatives to address the unique needs and preferences of local markets.

Its client base will grow as it targets new industries and sectors, ensuring a more diversified portfolio and reducing reliance on a limited number of clients. Employees will be up-skilled and cross-skilled through targeted training programs, equipping them with the capabilities needed to support expanded initiatives effectively.

It will actively approach both existing and new clients with its full range of offerings, establishing mechanisms to gather client feedback, refining its solutions to meet emerging needs and address evolving concerns, positioning Digital Solutions for further growth and value creation moving forward.



Benefiting

+15 million

individuals across
Saudi Arabia

+130

eligibility cycles and
payment distributions
completed

Business Process Outsourcing

This year saw elm's Business Process Outsourcing Division (BPO) delivering a range of innovative projects, increasing efficiency and enhancing stakeholder satisfaction. These exceptional results highlight the division's role as a critical driver of elm's success.

The BPO Division was driven by a steadfast focus on delivering high-quality services and fostering strong, collaborative client relationships, reinforcing elm's reputation as a trusted partner. The division also outperformed its project management excellence target, achieving a score of 4.55 against a goal of 3. This success reflects the implementation of rigorous project management practices, adherence to stringent quality standards and a commitment to driving exceptional results across all engagements.

To top it off, operational efficiency reached a record high in 2024, with the division achieving an operational index score of 4.93, well above its target of 3. This remarkable performance was made possible through advanced process optimization, strategic planning and the adoption of innovative technologies, ensuring streamlined workflows and enhanced service delivery.

Delivering Innovative Projects

BPO prioritized efficiency, accessibility and responsiveness in its projects, significantly enhancing the customer experience across various domains. These innovative projects highlight elm's commitment to delivering seamless, impactful services, supported by measurable outcomes.

Expanding the Makkah Route Project

The Makkah Route Project achieved remarkable progress in 2024, significantly broadening its reach to facilitate the Hajj journey for pilgrims from seven countries: Malaysia, Indonesia, Pakistan, Turkey, Morocco, Bangladesh and Côte d'Ivoire, where the geographic scope of the initiative included countries with a high pilgrim turnout, and this strategic selection of countries ensured that the initiative catered to diverse demographics and enhanced the accessibility of Hajj for pilgrims from various regions. This expansion, carried out across 11 international airports, reflects Saudi Arabia's commitment to enhancing the pilgrim experience as part of Saudi

Vision 2030. The initiative streamlines entry into the Kingdom by completing essential procedures – such as visa issuance, customs clearance and other entry formalities – at departure airports, ensuring a smooth transition for pilgrims upon arrival.

In 2024, the initiative served an impressive 322,901 pilgrims, with 6,970 of them being individuals with special needs, through 922 flights and 8,155 ground transportation trips effectively. Furthermore, satisfaction rates reached 99.73%, reflecting the initiative's success in delivering a seamless and highly appreciated experience.

The Makkah Route Project has set a new benchmark in managing the Hajj journey, reinforcing Saudi Arabia's leadership in global religious tourism and its vision for a more connected and service-oriented future.

Transforming the Holy Rawdah Visitor Experience

The Tafweej Al-Rawdah project is a groundbreaking initiative designed to enhance the spiritual journey for millions of visitors to the Holy Rawdah. The project prioritizes safety, comfort and accessibility by optimizing entry and exit points, improving crowd flow, and integrating spiritual services such as Zamzam water distribution and visitor perfuming.

The initiative has revolutionized the management of large-scale spiritual gatherings, reducing waiting times from 60 minutes to 20 minutes, accommodating over 12 million visitors in 2024 and achieving a peak satisfaction rate of 97%. It has also increased visitor attendance by 19% and set a new benchmark for efficiency and visitor-centric services in religious tourism.



Achieved an operational index score of

4.93

Project management excellence target score of

4.55

Elevating Public Libraries into Cultural Hubs

The Libraries project is a transformative initiative aimed at revitalizing public libraries across Saudi Arabia, positioning them as vibrant centers for cultural development, education and community engagement. The project focuses on infrastructure upgrades, digital transformation and resource expansion to create inviting, dynamic spaces that promote lifelong learning and celebrate Saudi cultural heritage in alignment with Vision 2030.

This initiative has redefined the role of public libraries, turning them into active community hubs offering diverse programs, cultural events and digital resources. Through interactive workshops, partnerships with educational institutions and community-driven initiatives, the libraries have significantly increased visitor numbers and satisfaction, cementing their status as cultural landmarks.

In 2024, the Libraries project welcomed over 160,055 visitors, hosted more than 1,556 activities with a total attendance exceeding 38,358, and expanded collections by 44,450 books to cater to diverse interests.

Digital Archiving Center

The Digital Archiving Center is a large-scale project designed to facilitate governmental entities in transitioning to digital record management by offering secure, efficient solutions for document digitization, storage and retrieval. Leveraging advanced technologies and tailored archiving infrastructure, this initiative empowers organizations to achieve their digital transformation goals while adhering to the highest standards of data security and privacy. In 2024, the initiative successfully digitized and archived nearly 51 million documents, achieving 100% stakeholder satisfaction by delivering innovative, reliable and customized solutions.

Social Cases Surveying

The Comprehensive Assessment Program for Eligible Families conducted thorough in-home evaluations of financial, social and health conditions, with a focus on families with disabilities. Over 700,000 field visits were completed, including 280,000 assessments for family members with disabilities. By integrating electronic data uploads with quality checks, the program reduced errors and improved service delivery accuracy. High satisfaction ratings from beneficiary surveys underscored the program's positive impact on vulnerable families, further reflecting its role in improving service delivery.

Innovating for Enhanced Efficiency

The BPO Division has introduced several groundbreaking solutions in 2024 to optimize processes, reduce costs and improve service quality. These innovations are redefining operational efficiency across industries and sectors.

elmiyaar

elmiyaar is a dynamic platform designed for creating customized electronic forms and surveys with flexible design and logic. By automating data collection and analysis, it significantly reduces the time and labor required for data gathering, allowing organizations to derive faster insights and make efficient decisions. Its impact has been transformative, enabling organizations to cut costs by minimizing manual data entry and reallocating staff to more strategic tasks.

Robotic Process Automation (RPA)

RPA automates repetitive, rule-based tasks, such as data entry and processing, that were traditionally performed by human employees. This technology operates 24/7, reducing errors and boosting productivity. By automating these processes, RPA has dramatically lowered operational costs, enhanced efficiency and freed up teams to focus on higher-value activities.

Electronic Scraping

Electronic Scraping is a real-time data collection tool designed to gather and categorize information from online sources with high accuracy. This solution is particularly valuable for applications such as compliance monitoring, as it automates the collection and structuring of vast data sets. By reducing manual effort, Electronic Scraping accelerates data gathering while also improving the quality of information available for decision-making.

Awards and Recognitions

The BPO Division's projects received widespread recognition this year for its outstanding contributions to customer experience, culture and client success. Key achievements included the prestigious Gold Winner of the Customer at the Heart of Everything Award for the "Makkah Route," a testament to its unwavering commitment to placing customers first. Additionally, the division's projects earned a Bronze Award for Best Customer-Centric Culture for both "Nusuk Marhaba" and the over 1,000 employees category with "Najiz", alongside the Bronze Award for Best Customer Experience Strategy for "Al-Rawdah Al-Sharifah".

"The Culture House" project received widespread recognition for its excellence and impact, earning the Bronze Award for Best Education Experience and winning the prestigious Best Brand Award in the Identity category, which highlights outstanding achievements in brand strategy, design and market influence. Additionally, it was honored at the 2024 Red Dot Design Awards in the Branding and Communication Design category, a globally renowned competition celebrating design innovation.

Complementing these accolades, elm was recognized for delivering the Best Patient Experience at the health centers in Al-Ula, underscoring the Company's dedication to quality and user-focused solutions across diverse sectors. Reinforcing its operational excellence, BPO achieved accreditation as a Category (A) inspection body from the Saudi Accreditation Center after meeting the rigorous ISO/IEC 17020:2012 standard. These accomplishments underscore BPO's role as a leader in delivering exceptional customer experiences while driving innovation and operational excellence.

2025 Focus

In the year ahead, elm's BPO Division will focus on accelerating growth within its existing projects. Building on the achievements of previous years, the division aims to deepen its impact by expanding service delivery, enhancing operational efficiencies and achieving new milestones. This approach will ensure that ongoing initiatives continue to deliver value while driving measurable results for clients and stakeholders alike.

Leveraging the trust and reliability established with its current clients, elm will explore new geographic markets in 2025. By expanding alongside its existing partners, the division aims to strengthen its market presence while offering tailored solutions that meet the needs of diverse regions. This collaborative approach will enable elm to extend its expertise and innovation to new areas, solidifying its reputation as a leader in the outsourcing space.

Makkah Route Project achieves a 99.73% satisfaction rate

Professional Services

This was a year of transformative growth for elm’s Professional Services Division, marked by innovation, international expansion and impactful collaborations. By launching cutting-edge solutions and delivering exceptional results, the division solidified its position in driving digital transformation across public and private sectors.

In 2024, elm’s Professional Services Division achieved significant milestones, solidifying its position as a leader in consulting both domestically and internationally. It delivered 42 consultancy projects, including the first two international engagements in the division’s history. These projects, located in Oman and Egypt, marked a strategic expansion beyond Saudi Arabia, allowing elm to access high-value digitization opportunities and gain critical insights into regional markets.

Domestically, the division onboarded 14 new clients, including 11 public sector entities and three private sector organizations, while achieving exceptional client satisfaction metrics, including two of elm’s top three historical Net Promoter Scores (NPS) and a 100% satisfaction rate across several key initiatives.

Expanding Footprint

Professional Services extended its presence across Saudi Arabia and beyond in 2024. Domestically, it expanded into Assir, Jazan, Hail, the Eastern Province and Alahsa, supplementing its established operations in Riyadh, Makkah and Madinah.

Internationally, the division achieved a significant milestone by securing its first projects outside Saudi Arabia. In Oman, it provided consulting services for a public sector engagement, while in Egypt, it delivered a project focused on the industrial sector. These expansions underscore elm’s strategic commitment to broadening its consulting impact and unlocking new market opportunities.

Promoting Solutions

Throughout the year, Professional Services actively engaged in high-profile global and regional events, including GITEX Dubai, GITEX Africa, LEAP 2024, World AI summit, GAIN Summit and Gartner conferences. These appearances allowed elm to showcase its expertise, share insights on emerging trends and strengthen its position as a thought leader in digital transformation.

Additionally, the division played a key role in national initiatives, driving the development of unified digital platforms and leading transformative projects across priority sectors such as sports, energy, culture and tourism.

Driving Innovation and Impact

In 2024, Professional Services launched several innovative offerings to address evolving client needs.

- The AI Office was introduced to guide public sector entities in adopting advanced AI solutions, from strategic planning to operational implementation
- Cloud and Infrastructure Services were developed to support clients in achieving secure and scalable cloud adoption, enhancing operational efficiency
- A new Economy and Finance consulting service enabled government entities to adopt value-driven operating models by optimizing benefits realization, cost structures and delivery mechanisms

The division also activated Innovation Consulting services, delivering major projects for five ministries, including developing innovation strategies, establishing innovation centers and creating an ideas bank.

Awards and Recognitions

In 2024, Professional Services achieved significant milestones, including the prestigious P3M3 accreditation, underscoring its leadership in digital transformation and project management excellence.

elm’s consulting services were honored to be recognized as one of the “Top Consulting Firms in 2024” by Consultancy.org. This prestigious recognition highlights the exceptional quality of its services and the trust its clients place in the Company as it continues to deliver impactful and forward-thinking solutions.

It also earned accreditation from PeopleCert/AXELOS, a global leader in maturity model assessments, and was recognized as an Accredited Consulting Partner (ACP) in Saudi Arabia. With three certified P3M3 assessors, elm has become the second-largest provider of maturity assessments in the Kingdom, solidifying its position as a trusted partner for organizational advancement.



elm recognized as one of the
“Top Consulting Firms in 2024”
 for its consulting services



100%
 satisfaction rate across
 several key initiatives

2025 Focus

Looking ahead, Professional Services will prioritize growth across several strategic areas in 2025. The division will expand its digital consulting services, enhance internal capabilities, and develop unique methodologies to differentiate elm in the market. It plans to integrate consulting services with elm’s broader service lines, offering end-to-end solutions tailored to client needs.

Professional Services will also focus on spearheading elm’s growth by expanding into new verticals and sectors while maintaining a strong emphasis on quality, thought leadership, and innovation. Furthermore, the division aims to secure strategic roles in giga projects, contributing to the optimization and unification of Saudi Arabia’s digital landscape in alignment with national goals. These efforts will ensure Professional Services remains a critical driver of elm’s growth and leadership in digital transformation.