

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.



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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.