

# Ancient Wisdom, Digital Future

*Al-Ula's Journey to Digital Leadership*



## About the Customer

The Royal Commission for AlUla (RCU) was established in 2017 by the Saudi government to oversee the sustainable development and preservation of AlUla, a region renowned for its rich cultural heritage and natural beauty. The Commission aims to transform AlUla into a global cultural destination while preserving its historical and archaeological significance.

## Project Goal

Royal Commission for AlUla (RCU) embarked on a comprehensive digital transformation journey to revolutionize its service delivery through latest tech innovation. The initiative focused on establishing robust regulatory compliance frameworks while implementing a secure digital archiving system, optimized for seamless access across smart devices. At its core, the project aimed to unify fragmented communication channels through a centralized correspondence platform, enabling efficient transaction management and real-time accessibility via tablets and smartphones. Through these strategic objectives, RCU sought to create a modern, efficient, and secure digital ecosystem that enhances all stakeholders engagement and sets new standards for digital government services.





## Main Challenges:

### Compliance with Regulatory Standards:

Ensuring adherence to strict regulatory standards presented a significant challenge. RCU needed to align its processes with these requirements to mitigate risks associated with data management and confidentiality, ensuring secure and compliant operations.

### Fragmented Communication Channels:

RCU operated with fragmented communication channels, making it difficult to consolidate and track correspondence across various platforms. This led to missed messages, delayed responses, and a lack of coherent communication history. The need for a unified correspondence tracking system became evident, as it would streamline interactions and enhance the organization's ability to provide timely and accurate updates.

### Lack of an Archiving System:

The absence of a formal archiving system created numerous operational difficulties. Without established rules and security protocols, RCU faced challenges in managing sensitive information, leading to potential data breaches and inefficiencies in document retrieval.

### Need for Document Digitization:

RCU faced the challenge of converting physical documents into digital formats. This task was essential for improving accessibility, enhancing security, and streamlining operations, but it required dedicated resources and expertise to implement effectively.

### Absence of Digital Signatures:

The reliance on manual signatures presented operational inefficiencies and security concerns. The lack of digital signature capabilities delayed processes and increased the risk of unauthorized access to sensitive documents.

**These challenges collectively highlighted the urgent need for a comprehensive digital transformation strategy to enhance the organization's operational efficiency, compliance, and security.**

## Solution Overview:

ASSET played a pivotal role in modernizing the Royal Commission for Al-Ula's digital infrastructure, delivering a comprehensive solution that merges enterprise content management with mobile accessibility. By leveraging cutting-edge technology, traditional workflows were reimagined into flexible, digital processes, driving efficiency and transformation.



### Extended Enterprise Content Management (xECM)

- Serves as the backbone of the RCU digital ecosystem
- Enables advanced document management and workflow automation
- Provides secure, centralized content repository
- Facilitates seamless integration with existing systems.



### Extended ECM for SAP

- Allows for better alignment of content with business processes.
- Enhances overall operational efficiency

## ASSET Solution and Technology Highlights

- Opentext xECM Content Suite
- Extended ECM for SAP SuccessFactors
- ARROW CMS
- Migration from older CMS
- Extended ECM for SAP
- Extended ECM for Office 365
- ARROW Mobile
- Physical Records Management



## Solution Overview:



### Extended ECM for SAP SuccessFactors

- Integrates with SAP SuccessFactors to streamline human resources processes.
- Enables RCU to manage employee records and compliance documents more effectively



### Strategic CMS Migration

- Ensures smooth transition from other systems
- Preserves historical data integrity
- Enables unified access to archived content
- Streamlines content organization and retrieval



### Extended ECM for Office 365

- Enhances collaboration and productivity for RCU staff.
- Provides secure access to documents and content within the Office 365 environment.
- Fosters teamwork and efficient document sharing.



### ARROW Correspondence Management System

- Automates end-to-end correspondence handling
- Enables real-time transaction tracking and monitoring
- Facilitates multi-channel correspondence management
- Processes high-volume transactions with precision



### ARROW Mobile

- Extends functionality to smartphones and tablets
- Enables on-the-go transaction management
- Provides intuitive, bilingual user interface
- Facilitates real-time communication and approvals



## Vision to Reality:

### Tangible Outcomes Shape the Digital Success

#### 24/7 Automated Document Access:

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Implemented an automated system for easy access to documents and digital records, enabling round-the clock retrieval and search functionality.

#### Paperless Transactions:

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Significantly enhanced business quality by streamlining procedures and enabling paperless transactions, reducing manual tasks and improving accuracy

#### Enhanced Search and Management:

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Implemented advanced search and transaction management capabilities, improving document retrieval speed and accuracy.

#### Secure and Compliant Management:

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Delivered a secure, compliant content management system that meets international data security and privacy standards.

#### Operational Efficiency

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Boosted operational efficiency through optimized workflows, minimizing delays and enabling faster decision-making.

#### Seamless System Integration:

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Achieved seamless integration of older and new systems, ensuring continuity of operations while modernizing the infrastructure for future scalability.

#### Information Security

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Prevented the loss or leakage of sensitive information through robust data protection measures, ensuring confidentiality and compliance with regulatory standards.

#### Bilingual Support:

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Introduced bilingual functionality, ensuring smooth adoption across diverse user groups and improving overall user experience.



# Vision to Impact

## *We Bridge the Gap*

### About ASSET

At ASSET, building meaningful relationships with our customers and partners has been at the heart of our business operations for years. We believe that it's not just about delivering innovative technology services and solutions; it's about embedding genuine value into every offering. Our commitment lies in partnering with our customers to navigate their digital transformation journeys effectively.

Since ASSET foundation in 1991, we have specialized in developing products and solutions that address market needs while unlocking new opportunities for our clients. Our dedication to continuous product development and enhancement ensures we deliver exceptional services that enrich our customers' business experiences and drive their success.

Today, more than **700 customers** in **30 countries** trust ASSET teams to deliver services and solutions to overcome business challenges and step into a new age of technology transformation.

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