

**Is your business
ready for digital
Transformation?**



01

What is digital transformation?

Digital transformation integrates technology throughout an organization.

However, its essence lies in empowering employees and enabling them to provide a better customer service.

Embracing change yields efficiency, innovation, and strengthened customer loyalty.



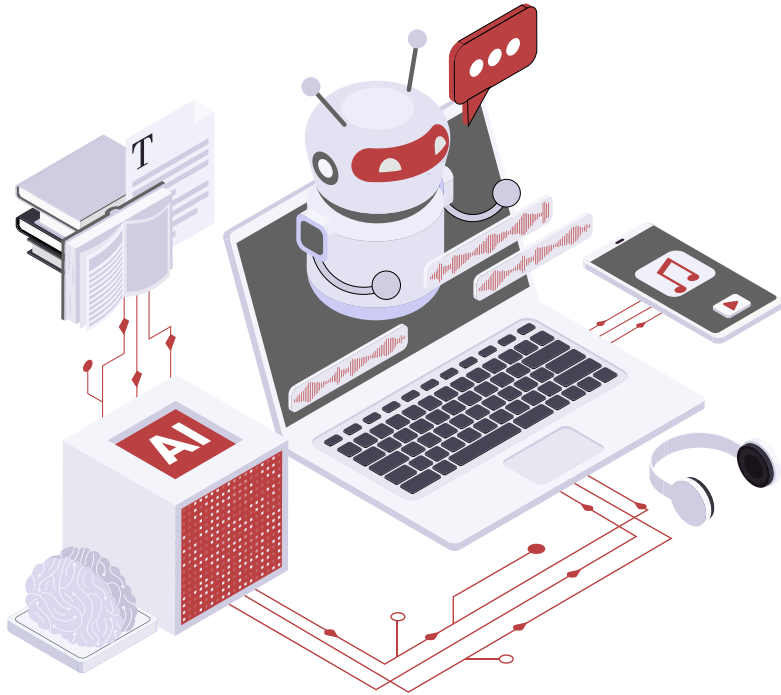
02

What are the digital transformation tools?



03

AI in Digital Transformation



Artificial Intelligence can be a powerful business enabler if used correctly.

The key to AI-success is to make it relevant to your business context.

**Gen
AI**

Are you
using it?

**Smarter
Bots**

Are you
aware of it?

**Smarter
Decisions**

Are you
leveraging it?

04 Why should you do it now?

The basic difference between a SME and MNC lies in the way they think and make decisions.

For example: Sq. foot rent and the cost of a brick may remain constant, but efficiency gains make the difference.



DO YOU KNOW?

How to look
at the core
business
metrics?

If your
business is
making the
right
strategy?

If you are
actually
growing?

05 Efficiency Gains in Decision-making



Trading

- Which item has the best margin?
- Who is the superstar item?
- How to promote cross-sales?



Contracting

- Do you know the material vs manpower cost?
- Can you identify individual project profitability?
- Are you able to work within budgets?



Manufacturing

- Are you sourcing your raw materials efficiently?
- Is your production cost accurately calculated?
- Are your products getting shipped on time?



Servicing

(Consulting, restaurants, etc)

- Do you know your hourly billing rates accurately?
- Are you able to meet your project timelines?
- Do you have clear visibility into project execution?

06 Are you ready for your competition?

Nearly 9,000 new businesses
registered in KSA under MISA



Nearly 40 Billion SAR invested
into Saudi Capital Markets

New Special economic zones
further expected to bring in
newer competition

Bigger MNCs as well as local
startups trying to disrupt
existing business models

07 How to choose your digital transformation partner?



08 How to achieve a successful digital transformation?

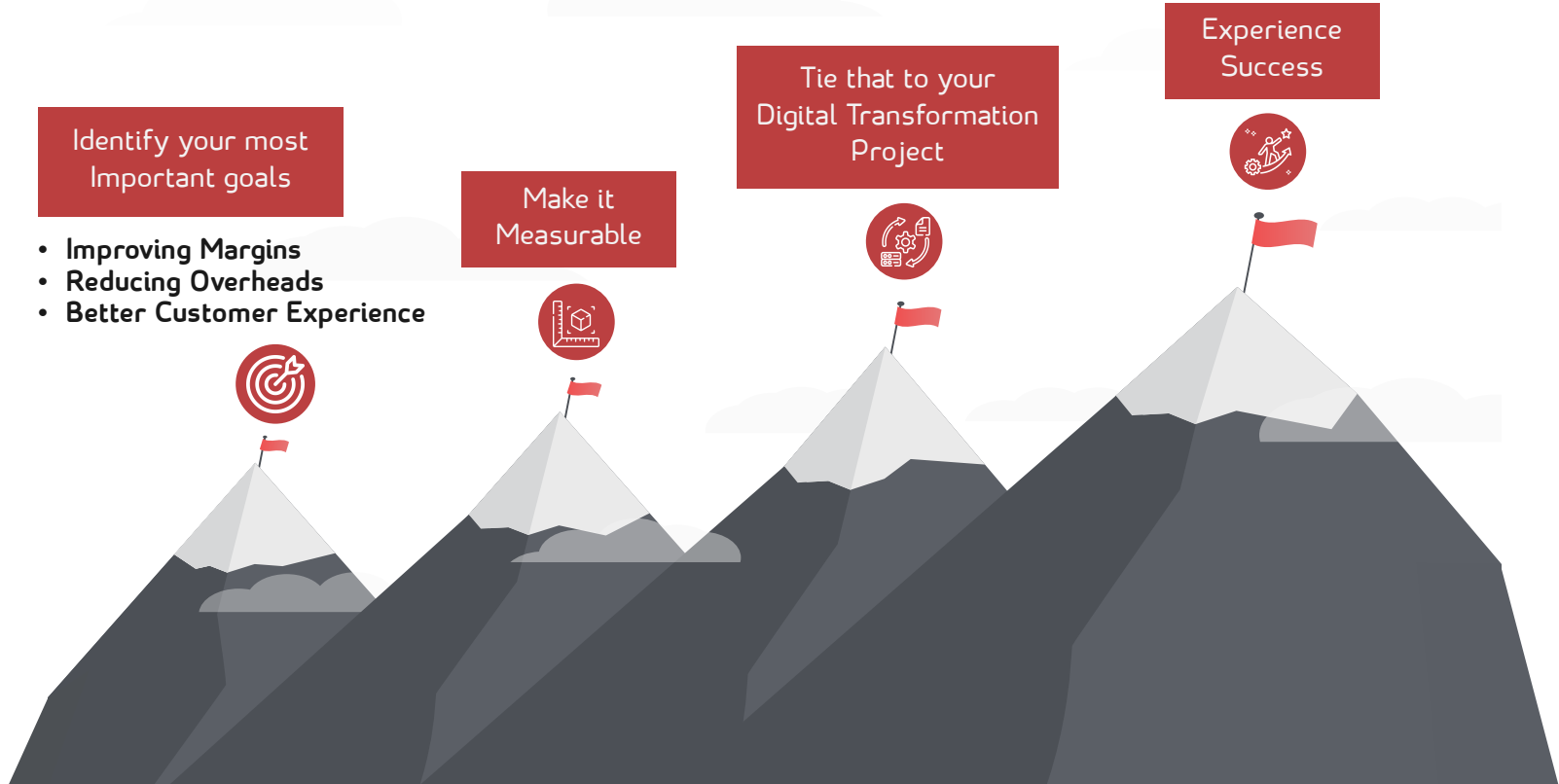
Identify your most important goals

- Improving Margins
- Reducing Overheads
- Better Customer Experience

Make it Measurable

Tie that to your Digital Transformation Project

Experience Success



09 Real-world Success with Digital Transformation



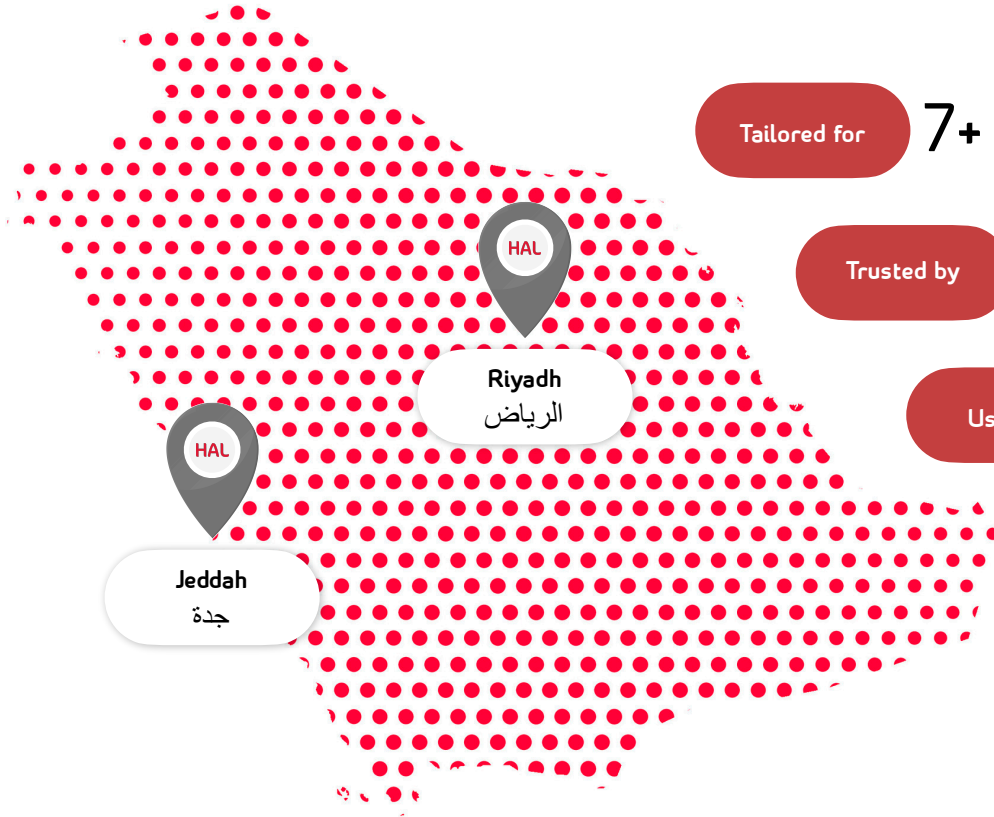
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Learn from these experiences and see how ERP transformed businesses like yours



Click to visit

10 About HAL ERP



Tailored for

7+ Industries

Trusted by

200+ Companies

Used By

25,000+ Users

Servicing

KSA, UAE,
Bahrain & India

11 What we offer



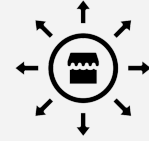
MSMEs

Ready to use
plug and play
product



Mid-large business

Customized ERP
implementation



All businesses

Bridge solution
for E-invoicing
phase II

12 Empowering Your Business with ERP

In conclusion, Digital Transformation empowers businesses by aligning processes, understanding key metrics, and enabling efficient decision-making.

Any queries or thoughts?


Let's discuss how ERP can elevate your business.

Book a demo

QR

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HAL

 sales@halsimplify.com

 <https://www.halsimplify.com/>