

# HAL ERP

## How Al Faneyah Cut Manual Work by 60% and Unlocked 5.5M SAR in Annual ROI

Client

**Alfaneyah Electrochemical Company**

Headquarters

**Jeddah, Saudi Arabia**

Industry

**Construction/Contracting**

HAL ERP



## | ABOUT THE CLIENT

Alfaneyah is one of the leading Corporate Groups in Kingdom of Saudi Arabia offering services in the field of Construction, Electromechanical Contracting, Elevators and Engineering Products.

**Key Projects:** IMC Jeddah, IKEA Jeddah, SABIC HQ Riyadh

**45+**

Years of  
Experience

**2000+**

Clients

**1250+**

Projects  
Completed

## | THE CHALLENGE

Manual, Excel-driven workflows slowed every process — from quotation tracking to purchase order approvals.

### Key pain points:

- Missing inquiries and inconsistent quotation logs
- Budget overrides and poor visibility on spend
- Manual payment, delivery, and document tracking
- Limited reporting and delayed financial insight

## | BEFORE HAL

Before HAL Simplify, Al Faneyah faced significant operational bottlenecks. Sales teams struggled with lost or delayed quotations, making follow-ups inconsistent and leading to revenue leakage. Procurement relied heavily on Excel, which made tracking purchase orders, payments, and deliveries time-consuming and error-prone. Finance lacked real-time visibility into project costs, margins, and budget compliance. These issues not only slowed decision-making but also increased the risk of overspending, errors, and lost opportunities.

## | WHY HAL

The leadership team chose HAL ERP because it could integrate the entire workflow into a single, real-time platform. The solution promised a clear line of sight across quotations, sales, procurement, inventory, and finance — all while enforcing controls to prevent overspending and errors.

# | THE HAL SOLUTION

Al Faneyah implemented HAL ERP's Enterprise Plan tailored to its operational needs:



## **Sales & Quotation Management**

Automated tracking of all inquiries and quotations, enabling management to see which opportunities were being followed up and which were pending.



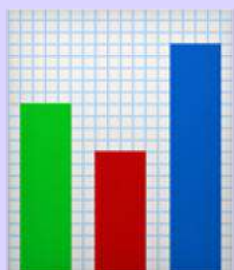
## **Procurement & Inventory**

Streamlined the RFQ-to-PO process, integrated material delivery tracking, and simplified handling of non-inventory items and small spare parts.



## **Financial Accounting**

Digitized budget control, automated expense posting to projects, and provided margin visibility at every stage of sales.



## **Reporting & Analytics**

Streamlined the RFQ-to-PO process, integrated material delivery tracking, and simplified handling of non-inventory items and small spare parts.

# | THE IMPLEMENTATION PROCESS

For any complex digital transformation journey, the most important element is planning. With hundreds of complex implementation experience, HAL came up with the plan and made sure all the stakeholders are perfectly aligned for the project success.

**KICK OFF**

**REQUIREMENTS WORKSHOP**

**DEVELOPMENT**

**INTERNAL QA**

**USER TRAINING**

**GO LIVE**

**ONGOING PRODUCT INNOVATIONS**

**HYPER CARE SUPPORT**

**DEDICATED ACCOUNT MANAGEMENT AND SUPPORT**

## | RESULTS WITH HAL

**60%**

Procurement  
Efficiency  
Increased

**40%**

Accounts  
Workload  
Reduced

**100%**

Budget  
Compliance  
Enforced

**>90%**

Quotation  
losses reduced  
by

**1 Year**

Payback  
achieved in  
under

**900%**

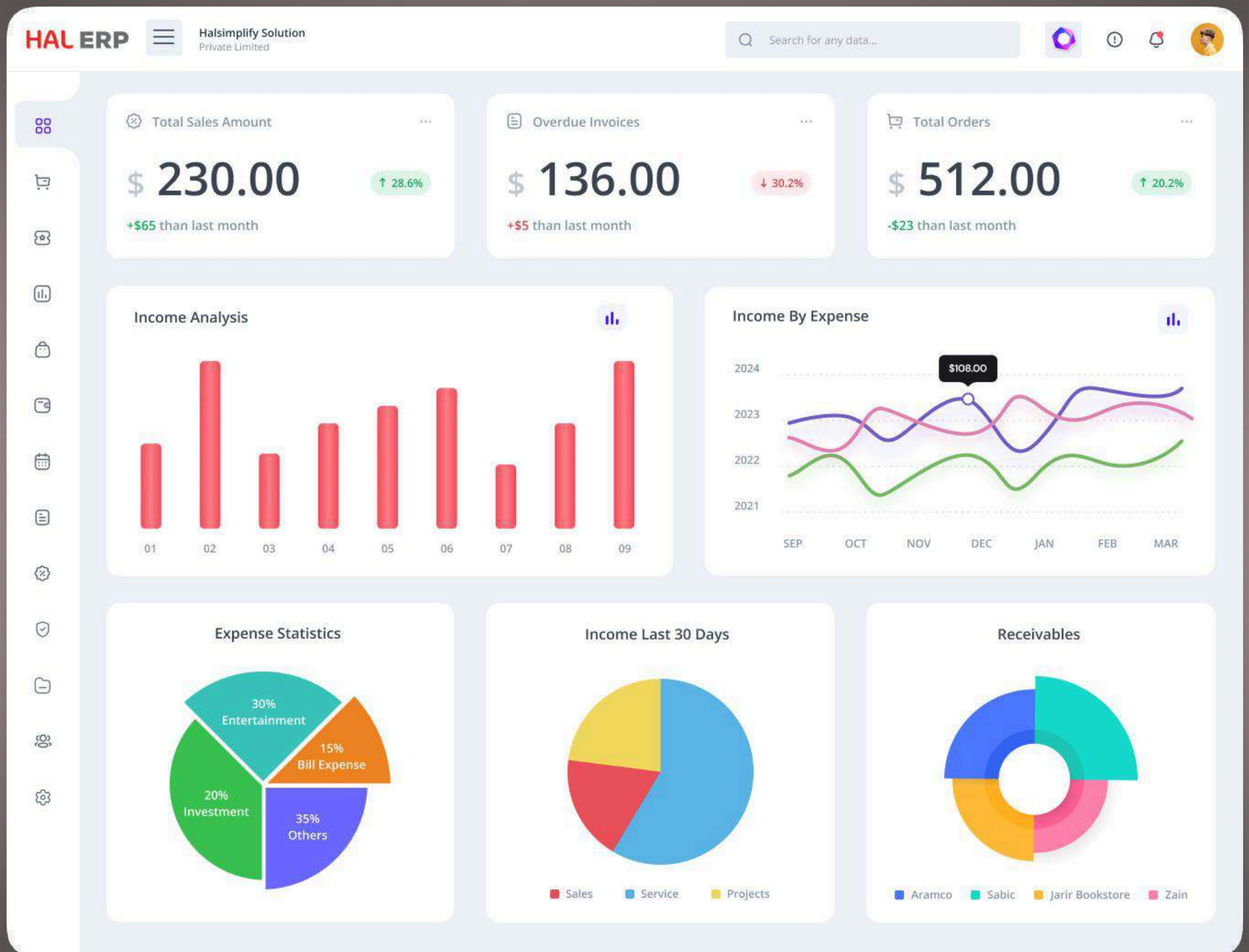
Annual ROI  
Over

Today, Al Faneyah runs on real-time data instead of spreadsheets. Every purchase, project, and payment is visible — transforming operational control into measurable financial returns.



# HAL ERP

## Your Go-To Source for Advanced ERP Solutions



Explore what Hal Simplify has to offer:

[Book a demo](#)

