



Smart Way Technology

SMART WAY TECHNOLOGY

WHERE DATA MEETS DECISIONS

COMPANY PROFILE



www.smartwayt.com



ABOUT US

In a world where data grows fast and decisions must be instant, Smart Way Technology chose a path where clarity comes before analytics.

Since 2019, our goal has been to transform how organizations think with data – not just build dashboards.

We help businesses see their numbers clearly, make confident decisions, and move from assumptions to intelligence.

We've partnered with leading organizations like Al Rajhi Bank, Tanfeeth, Pepsi, and Tawuniya, helping them unify their data into one smart decision engine.

Because the future isn't something you wait for –the future is built with data.



OUR MISSION

We help organizations transform their data into real awareness that drives performance.

We create solutions that combine advanced technology with innovation – so every decision becomes faster, clearer, and more accurate.

OUR VALUES

INNOVATION: We think outside the norm to create solutions that make a real difference.

COMMITMENT: We deliver on our promises and build lasting trust.

TRANSPARENCY: We work as true partners, not just service providers.

EXCELLENCE: Quality is not an option – it's the foundation.

SECURITY: We adhere to global standards in data governance and protection.



ALIGNED WITH VISION 2030

Digital transformation is not just a step – it is a cornerstone in building the new Saudi economy. Since day one, our vision has been fully aligned with Saudi Vision 2030, especially in digital transformation and innovation.

Through our projects in data management, AI, governance, and automation, we empower both governmental and private entities to make faster and more accurate decisions – supported by a strong digital infrastructure.

We aim to become a strategic partner in the Kingdom's journey toward a knowledge-based, future-ready economy.

OUR PARTNERS & CLIENTS



WHY SMART WAY TECHNOLOGY?

1

Local Expertise with Global Standards

Your decisions are based on deep knowledge of the Saudi market – powered by world-class technology.

2

Solutions Built Specifically for You

You don't get a generic system – you get a solution tailored to your workflow and challenges.

3

Reliable Numbers You Can Trust

Your reports become instantaneous, your data becomes accurate, and your decisions become clearer.

4

Strong Technology Partnerships

Your systems stay secure, updated, and compatible with the latest global innovations.

5

Full Compliance & Governance

We minimize operational risks and ensure the highest levels of data protection.

6

A Team That Works With You

Not instead of you – we become your extended team inside the organization.

7

Results You Can See Every Day

Operations become simpler. Reports become unified. All departments speak the same language – the language of smart decision-making.

OUR SOLUTIONS & SERVICES

At Smart Way Technology, our goal is not to build a system—**Our goal is to make your data work for you.** To help you make decisions that are smarter, faster, and more accurate.

01. DATA MANAGEMENT SERVICES — THE ENGINE BEHIND EVERY RESULT

To help you make decisions that are smarter, faster, and more accurate.

Why Data Management Matters

Every improvement in speed...

Every increase in data accuracy...

Every decision made in seconds instead of a full day...

Behind all of that stands a solid, layered Data Management ecosystem — from governance, to storage, to analytics.

Smart Way Technology applies Data Management in a **project-based**, not **theory-based**, approach — meaning every step is designed to support the next one, fully connected to the real outcomes we achieved on the ground.

THE FOUNDATIONS THAT ENABLE DATA-DRIVEN TRANSFORMATION

1) Data Governance

A full governance framework where every piece of information has an owner, and every source follows a standard.

Tools: Collibra – Atlan – ServiceNow

What We Changed: In the Al Rajhi Digital Banking Dashboard:

- Accuracy reached %95 after unifying governance policies.
- Conflicting data across branches was eliminated.

3) Data Integration

Unifying all systems into a single, consistent source – with zero duplication.

Tools: Azure Data Factory – Kafka – Informatica

What We Changed: In the Digital Card Revenue Dashboard:

- System integration increased operational efficiency by %50

2) Data Architecture

We build flexible architectures that support growth and expansion.

Tools: Azure – AWS – Databricks – TOGAF

What We Changed: In the SAMA Tanfeeth Dashboard:

- The new architecture reduced operational errors by %45.
- Systems became ready for scaling without rebuilding.

4) Data Quality Management

Quality rules that turn data from “raw” to “reliable.”

Tools: Talend – Informatica – Great Expectations

What We Changed: Across major ERP projects:

- Core data accuracy reached %95 after full cleansing.

5) Data Storage

Smart storage optimized for speed, cost, and security.

Tools: SQL Server – Snowflake – Azure Data Lake

What We Changed: In financial transformation projects:

- Long-running queries were reduced to seconds.

THE FOUNDATIONS THAT ENABLE DATA-DRIVEN TRANSFORMATION

6) Master Data Management (MDM)

Every customer, product, and transaction gets a unified definition.

Tools: Profisee – Informatica MDM

What We Changed: Across financial institutions:

- Significant reduction in duplicate records stronger unified reporting.

7) Metadata Management

Every number in a dashboard becomes traceable to its exact origin.

Tools: Alation – Collibra – Manta

What We Changed:

- Executive decision-making became more confident because teams could validate “where each number comes from.”

8) Data Warehouse / Analytics

Robust data warehouses designed to power advanced analytics.

Tools: Power BI – Tableau – dbt – Synapse

What We Changed: In AI Rajhi Digital Banking Dashboard:

- Reports that took days now refresh in seconds.

9) Data Security

Security layers covering encryption, access, and compliance.

Tools: Azure Key Vault – AWS IAM – Splunk

What We Changed:

- Enabled financial institutions to achieve full SAMA and ISO compliance.

10) Data Migration & Backup

Seamless migration with no data loss and zero operational disruption.

Tools: Azure Migration – Veeam – Commvault

What We Changed:

- Critical systems transitioned safely with no downtime.

HOW ALL THIS CONNECTS TO REAL TRANSFORMATION

Data Management is not a “service”...It is the foundation behind every measurable improvement:

40% —
faster decision-making

60% —
faster data processing

25% —
increase in digital channel usage

95% —
data accuracy after governance

50%+ —
improvement in operational efficiency

These are not generic benchmarks —
They are **real results**, achieved in AI Rajhi, SAMA, Digital Cards, ERP projects, and more.

02. SOLUTION DEVELOPMENT

We develop solutions that operate seamlessly and deliver tangible impact.
Example: Digital Card Revenue Dashboard:

- Operational efficiency increased by 50%
- Report accuracy reached 95% after applying data governance



03. ARTIFICIAL INTELLIGENCE AS A SERVICE — TURNING INSIGHT INTO ACTION

Your decisions become faster and clearer — because AI predicts what your teams will need next, highlights risks before they escalate, and guides every action with real-time intelligence instead of assumptions.



TOOLS & TECHNOLOGIES WE USE

Oracle Digital Assistant

Machine Learning Models

NLP / NLU Engines

AI Process Automation

Predictive Analytics Platforms

WHAT WE CHANGED – CUSTOMER 360 ANALYTICS

1) *Reduced processing time by 60%*

We replaced scattered customer data with a unified, real-time analytical model.

2) *Improved customer experience instantly*

Conversational AI now understands queries, responds within seconds, and elevates service quality.

3) *Prediction replaced assumption*

Behavior-based models identify customer needs before they happen – increasing conversions and retention.

4) *Real-time insights for immediate action*

Sales and service teams now make decisions the moment behavior changes.

THE RESULT

AI is no longer a feature – it became a leadership engine inside the organization, providing faster visibility, sharper predictions, and decisions built on clean, reliable data.



04. CONSULTANCY

Your investment decisions in technology become structured, clear, and based on accurate plans – not guesswork.

Example: Working with SAMA (Saudi Central Bank) on Tanfeeth Dashboard:

- Compliance improved
- Operational errors reduced by **45%**

05. SELF-SERVICES HUB

Customers complete their requests instantly – faster and easier than ever.

Example: In a financial services project:

- Transaction time reduced by 60%
- User satisfaction increased remarkably

06. ERP SOLUTIONS

We unify institutional operations under one language – enabling faster, more confident decisions.

Example: ERP projects with major financial entities:

- Data accuracy reached **95%**
- Decision speed increased by **40%**
- Systems fully integrated into one platform



OUR SUCCESSFUL STORIES:

01. Digital Banking Dashboards

"Decisions were taking days... even though the data was already there. This project changed that completely."

What We Changed:

- Reports: Days » Seconds
- Decision-making speed: +40%
- Digital channel usage: +25%
- Full real-time visibility across all digital channels

02. Digital Card Revenue Dashboard

"The challenge wasn't the numbers... It was that each team saw a different truth."

What We Changed:

- Operational efficiency improved by 50%+
- Manual reporting errors eliminated
- Unified all revenue sources into a single accurate dashboard
- Improved marketing decisions with reliable insights

03. Customer 360 Analytics

"The customer is one person... But their data lived in ten different places."

What We Changed:

- Data analysis time reduced by 60%
- Real-time unified customer profile
- Deeper behavioral understanding
- Faster, more precise business actions

04. SAMA Tanfeeth Dashboard

"Compliance was a daily challenge... Until real-time tracking changed the game."

What We Changed:

- Compliance & transparency increased by 45%
- Operational errors significantly reduced
- Real-time monitoring between the bank & SAMA
- Executives gained instant, reliable operational insights

ACHIEVEMENTS IN NUMBERS

EACH NUMBER TELLS A STORY — A STORY OF SUCCESS AND SMARTER TRANSFORMATION.

50+ Digital & Data Transformation Projects Delivered

Including major initiatives such as: **Digital Banking Dashboard, Customer 360, SAMA Tanfeeth Dashboard, Digital Card Revenue Dashboard** These projects formed the backbone of digital transformation in leading financial institutions.

50%+ Improvement in Operational Efficiency

Achieved notably in the **Digital Card Revenue Dashboard**, where system integration and unified data flows boosted operational performance by more than %50.

40% Faster Decision-Making

In the **AI Rajhi Digital Banking Dashboard**, reports that once took days were reduced to seconds —enabling leadership to make faster, clearer, and more confident decisions.

95% Data Accuracy After Governance

Through the governance framework implemented in the **AI Rajhi Digital Banking Dashboard**, data conflicts were eliminated across branches, elevating accuracy to %95 and establishing a new benchmark for information quality.

25% Increase in Digital Channel Usage

Seen across the **Digital Banking analytics programs for affluent and private customers**, where unified dashboards enhanced visibility and digital engagement driving a %25 increase in channel usage within a short period.

15+ Years of Combined Technical Expertise

Applied across complex projects such as **Customer 360, Overdraft Exception Monitor, Fraud & Risk Analytics, Branch Transactions BI** —initiatives that require deep technical architecture, advanced analytics, and high-precision data engineering.

ACCURACY IS NOT LUXURY — IT'S THE WAY SMART WAY OPERATES.

OUR IMPACT ON THE SAUDI MARKET

What we built is not just “projects.”
It is a shift in how institutions interact with their data.

Within five years, we helped organizations in the Kingdom:

- Raise data accuracy to **95%**
- Speed up operational decisions by **40%**
- Transform digital experiences from luxury into standard

We are not just part of the digital transformation journey —
We are one of its engines.

Where data meets decisions — we create the difference.

FUTURE VISION & EXPANSION

We started in Riyadh...But our roadmap extends to every market that believes information is the new currency. Our presence goes beyond technology — We build sustainable digital infrastructure, transfer knowledge, develop talent, and create systems that think, learn, and evolve.

Next Steps:

- Strengthening partnerships in the financial and governmental sectors
- Expanding into Gulf markets with cloud-based smart solutions
- Investing in Saudi SaaS products
- Launching programs to train the next generation of data analysts and developers

We don't follow the future —
We build its language.



THANK YOU FOR YOUR TRUST

At Smart Way Technology, trust is the greatest partnership of all.

Every new client is a responsibility we take seriously – with the same commitment and vision that built our growth.

Thank you for making your data the beginning of a new success story.

Where decisions become smarter...
And the future becomes clearer.

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