

Smart City Solutions for a Large Tourism Hub in Saudi Arabia



Saudi Arabia has demonstrated a commitment to staying at the forefront of technology and development, with a rich history of embracing modern advancements to drive progress and growth. From implementing smart traffic management systems in Jeddah, to the capital city Riyadh deploying a comprehensive smart city solution, "Riyadh Municipality Portal", that enables citizens to access more than 1,500 e-services, the Middle Eastern state has remained committed to incorporating the latest smart solutions to enhance life and business.

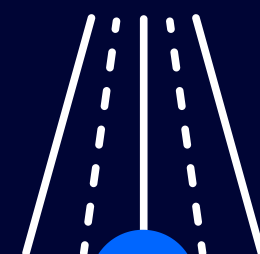
This case study features the digitisation of systems and providing smart services in a large city, transforming it from traditional operating models based on non-connected vertical silos, to a new integrated model that drives innovation and collaboration for improved city management, enhanced quality of life for residents, enriched experiences for visitors, and better business operations.

**1.5 million**

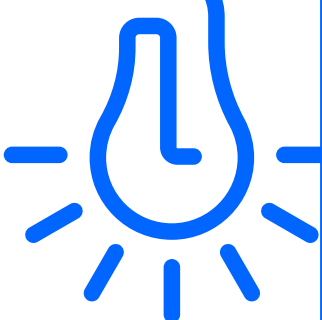
Approx. population

**3**

Major universities

**4**Expressways
connecting to the city

Did You Know?



According to the Saudi Arabian Monetary Authority, The King Abdullah Financial District (KAJD) in Riyadh has embraced smart technologies to enhance energy efficiency and sustainability. With the integration of intelligent systems for lighting, cooling and monitoring, the district has achieved a 38% reduction in energy consumption and a 25% decrease in water consumption.

Objectives

- Digitise existing data, systems and resources from various sensors and departments onto a common platform to improve efficiency and effectiveness.
- Transform work methods and processes to drive innovation and collaboration across vertical silos.
- Provide smart services that enhance user journeys and enable the introduction of new revenue-generating services.
- Create a common base for approved third parties to implement their applications and solutions, while protecting existing investments in systems and infrastructure.

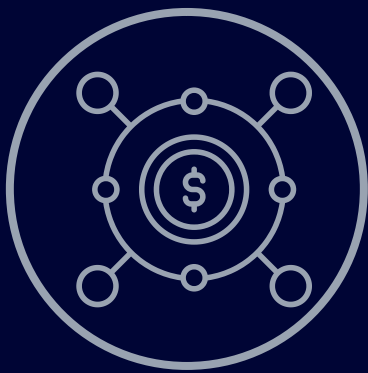
Solutions



Integration of existing data, systems and resources onto a unified platform for seamless access and utilisation.



Restructuring work methods and processes to foster innovation and collaboration among various city departments and stakeholders.



Implementation of smart services to enhance citizen experiences and facilitate the introduction of new revenue streams.



Development of an open platform for approved third-party applications and solutions, ensuring compatibility with existing systems and infrastructure.

RESULTS AND BENEFITS

Enhanced visibility of specific customer groups, allowing for targeted city services.

Improved engagement between city authorities, citizens and businesses in the creation and delivery of city services.

Encouragement of stakeholder-led innovation from citizens, communities, private sectors and voluntary sectors, leading to more sustainable and citizen-centric services.

Enhanced visibility of specific customer groups, allowing for targeted city services.



CHALLENGES

- Legacy operating models based on non-connected vertical silos.
- Lack of user-centric service provision.

SUCSESSES



Efficient data management and collaboration.

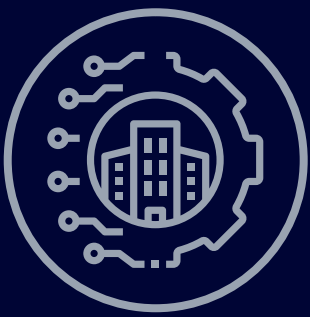


Citizen and business engagement in service delivery.



Stakeholder-led innovation and sustainable services.

RESULTS AND BENEFITS



Transform the city's operating model, fostering innovation and collaboration across vertical silos.



Treat city data as a valuable asset, collaborating with other data owners.



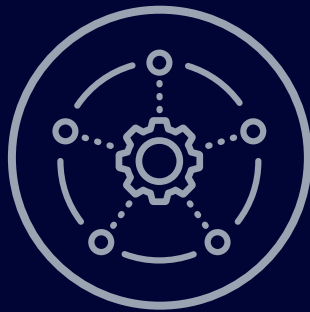
Empower citizens and organisations to drive innovation by opening up data and services.



Drive internal innovation for sustainable, citizen-centric services.



Provide accessible public services based on user needs, engaging citizens and businesses.



Establish an integrated architecture for a comprehensive view of customer groups.



Actively involve citizens and businesses in creating and delivering services.



Encourages cross-silo collaboration for citizen-centric services.

A BIT OF TRIVIA



Saudi Arabia's planned NEOM ("New Future") project aims to cover an area of around 26,500 square kilometers, which is larger than the total land area of countries like Belgium or Switzerland. The project envisions creating a futuristic city-state on the northwestern coast of Saudi Arabia, with a focus on technology, innovation and sustainability. (NEOM.com Official Website, Project Overview)