

Strategic Partnerships

In a year of successes that surpassed any other in our 25-year history, solutions by stc forged new industry partnerships and alliances which have added dynamic new dimensions to our business.

They have provided us with even more scope to reach additional markets, in terms of both territory and technology, continuing our ongoing strategy of bold but sustainable expansion. With an even greater spectrum of products, services, and expertise, solutions by stc will play an essential role in the digital future of businesses in the Middle East and Africa.

Our primary focus in 2023 centered on new and emerging technologies, particularly cyber security, data and artificial intelligence, the Internet of Things, and new business models. Working with many of our new partners, we have made significant inroads into those fields, creating a major impact on businesses across the region, that have more opportunities to reach new markets, expand their customer base, and increase brand visibility.

Strengthening Strategic Alliances in 2023

Our partnerships in 2023 were truly global, as we aligned ourselves with some of the most successful and best-known ICT businesses in their fields. In an exclusive partnership with San Francisco-based SingleStore, the premier database and real-time data analytics service, we were appointed as their exclusive distributor across the market in the Middle East.

A Memorandum of Understanding was agreed with GENESYS to deliver digital solutions and develop client experience products using cloud technology. Highlighting its ambition to provide customers with every aspect of digital integration, solutions by stc signed a further MoU with the Saudi E-sports Federation and the Saudi Arabian Industrial Investments Company (Dussur) to develop solutions in outsourcing, human capital management, and training.

As part of our ongoing contributions to Saudi Vision 2030, we partnered with the National Center for Government Resources to enable digital transformation. As part of its strategy to establish a greater presence in other markets, the Company signed a contract with Nile Secure to provide enterprise network technology to accelerate digital transformation in the Kingdom of Saudi Arabia, Kuwait, Bahrain, Oman, and Egypt.

Furthermore, a collaboration with Samsung to drive digital transformation in the Kingdom of Saudi Arabia has given us the opportunity to provide secure, fast, and reliable communications to meet the requirements of this ever-growing market.

In an additional drive towards incorporating artificial intelligence in regional businesses, we formed an exclusive partnership with Uniphore, an enterprise-class multimodal AI and data platform which unifies all elements of voice, video, text, and data.

“A partnership’s vision is a description of the ideal future that it will work to achieve over time and provides both guidance and inspiration to the group. It encompasses how things would look if the issues or problems that brought the partners together were successfully addressed.”

Hatem Abdulhalim Elkady
Chief Partnerships and Synergies Officer

Marketing Development Fund

solutions by stc uses a Marketing Development Fund (MDF) model to grow our business in collaboration with our partners. MDFs are funded by our partners and used for a range of mutually beneficial activities, including:



Training for solutions by stc employees.



Participating in sales campaigns, such as events and round tables.



Marketing or sales activities that drive more sales, such as demos and proofs of concepts (PoCs).

solutions by stc is currently enrolled in over 20 MDFs with key partners. In 2023, we invested 60% of available MDFs, for a total value exceeding SAR 1.9 million.

Creating Value Together

Through the acquisitions, partnerships, and agreements we signed in 2023, not only is our portfolio of products and services greater than ever before, but we also have the opportunity to exchange knowledge with each other and innovate together. As we share our expertise and pool our resources, there is a greater opportunity to foster innovation and encourage professional development, ultimately resulting in more advanced digital solutions over a shorter timeframe with reduced costs.

To ensure that our partners continue to derive the greatest benefit from our relationship, we have prioritized communication and transparency as pivotal to our success. We are meticulous in measuring satisfaction, including experience surveys and regular meetings to discuss and resolve any operational or administrative issues. Our alignment and clearly defined common goals are paramount to maintaining and nurturing our partnerships and we positively encourage open dialogue in order to identify any areas for improvement.

Measuring Partnership Success

The success of our partnerships is measured along 3 main pillars: Revenue Growth, Partnership Level, and Profit Growth.



Strategic Partnerships continued

Furthermore, we also promote collaboration at every opportunity and celebrate our successes, achievements, and milestones together, including our Recognize and Reward Partners Day event.

This philosophy of a true two-way relationship has ensured that solutions by stc is as much of a benefactor as a beneficiary. In 2023, we were once again identified as a significant factor in the success of many of the region's most successful innovation, technology, and digital transformation companies in the region.

Highest Level of Partnership achieved with Global ICT Giants



Having access to a broad spectrum of high-quality global products and services, the Company is able to construct comprehensive technological solutions for its customers. At the same time, a Partner Ranking Process is used to continuously measure and evaluate the performance of the Company's partners on a regular basis. The process evaluates partners according to; revenue, transaction volume, profitability, partner investment and incentives, status of the partner, alignment with Company objectives, and level of communication and trust.

Looking Forward to 2024

Following an outstanding year of growth and results in 2023, solutions by stc will continue exploring new opportunities to build strategic partnerships in digital and emerging technology, with a particular focus on data, AI, and engineering services.

As the preferred choice for innovative collaboration, we will enhance our agility with value-driven new technology, maximizing and diversifying our top line, while gaining even greater market exposure and visibility.

In 2024, solutions by stc will also broaden its horizons in the ever-growing and rapidly developing environmental market. As the sector begins to play a greater part in ESG policies across the region, our new alliances with emerging tech eco-partners will open up a vast number of opportunities.

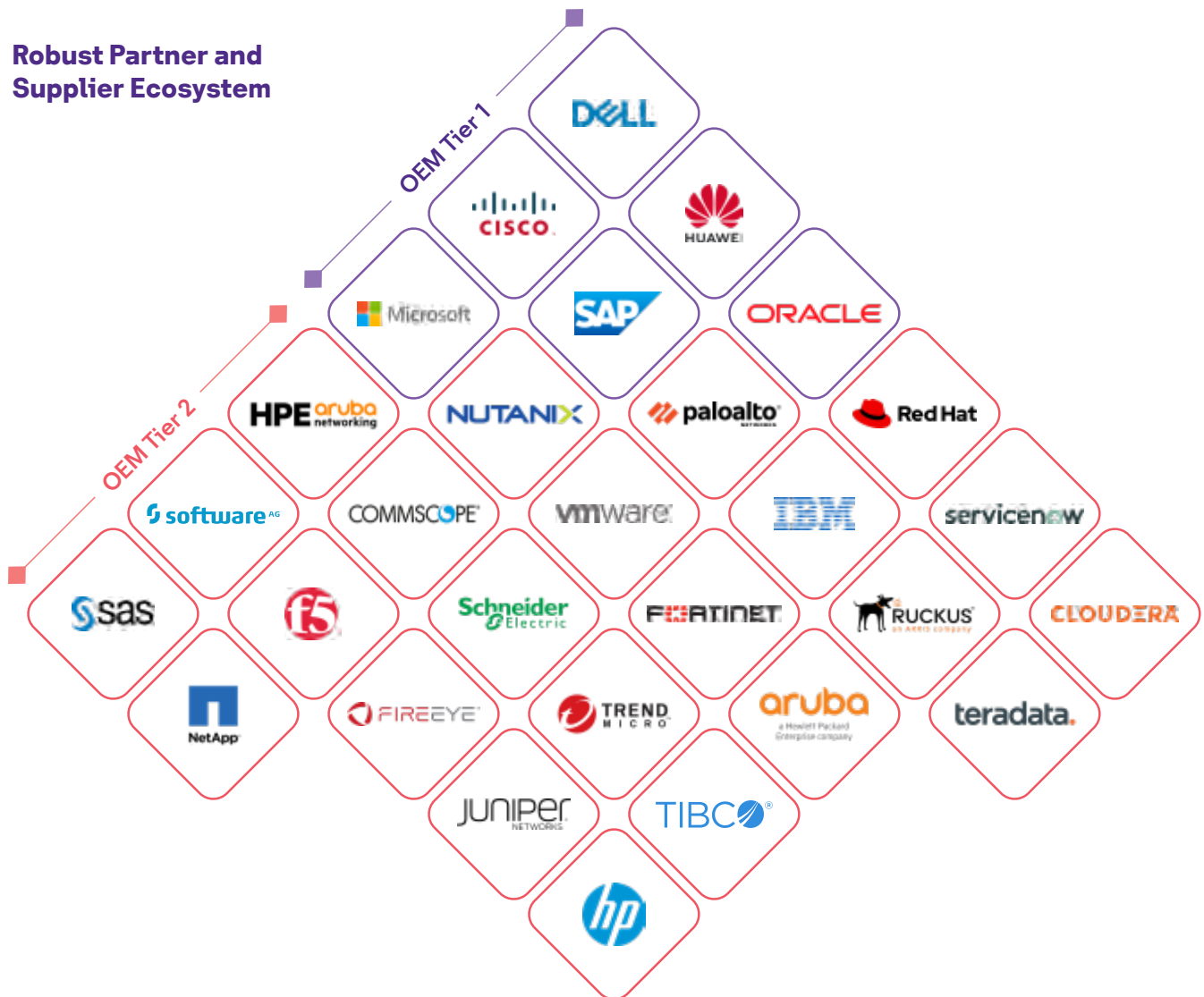
Our strategic partnerships in 2023 added exceptional value to the Company, providing us with enormous scope to collaborate and innovate. There is a race for advanced digital transformation across the region and there is no doubt that those businesses that fall behind will be at a significant disadvantage. In contrast, those that embrace emerging technology will increase their competitive edge.

At solutions by stc we have the tools and the expertise to create and maintain these essential digital elements and our partners, both long-standing and newly acquired, provide an even greater range of skills to provide those services.

Key Partnerships

SingleStore Data and Analytics	Scandit Data and Analytics	Hikvision Physical Security	AMD Data and Analytics	RealTyme SA Collaboration
CNL Everbridge Physical Security	SCCC Hyperscalers	Nile Secure Managed Service	Infoblox Cyber Security	Informatica Data and Analytics
Eaton Platform Engineering	Veritas Backup and Storage	Google Hyperscalers	Uipath Data and Analytics	Netskope Cyber Security
Dahua Physical Security	Thales Physical Security	Forcepoint Cyber Security	Timwetech Advisory	Uniphore Collaboration

Robust Partner and Supplier Ecosystem



Tier 3 > 100 Partners