

Strategic partnerships

Building a stronger ecosystem for innovation

Strategic partnerships at solutions by stc continued to execute a transformative agenda that strengthened our leadership as Saudi Arabia’s premier systems integrator and digital transformation enabler. It was a year defined by strategic expansion, portfolio optimization, and record industry recognition, culminating in the evolution of our partnership model into a value-driven ecosystem that fuels innovation across the Kingdom.

Despite external market pressures, we deepened collaboration with global technology leaders, secured exclusive regional partner statuses, and enhanced profitability while maintaining alignment with Vision 2030’s digital ambitions.

Advancing strategic impact through an ecosystem model

Partnerships remain a cornerstone of our strategy, providing access to advanced technologies, enhancing delivery capabilities, and driving operational efficiency across the business. In 2025, we evolved from a conventional vendor engagement model to a strategic partnership ecosystem designed to unlock shared value and strengthen our market leadership.

This model integrates strategic, alliance, and technology partners into a cohesive framework that amplifies value creation. By segmenting and right sizing our partnerships, we enabled deeper engagement, improved coordination, and sharpened alignment with our business strategy. Our partnership ecosystem now functions as a dynamic business platform that supports every aspect of our operations – from AI infrastructure and cybersecurity to managed services and cloud transformation.

The division’s contribution to overall company performance was significant. Partnerships provided reliable access to cutting-edge technologies and ensured continuity across critical programs. Alliance partners such as Cisco, Dell, and HPE served as stable revenue anchors, while new collaborations expanded our reach into emerging technology domains. Collectively, these relationships enhanced profitability by 2-3%, increased efficiency, and improved competitiveness.

Landmark alliances to drive growth and impact

This year, we established 4 transformative partnerships that positioned solutions by stc at the forefront of next-generation technology domains.

NVIDIA – AI infrastructure and GPU computing

Our collaboration with NVIDIA marked a major milestone in advancing Saudi Arabia’s AI capabilities. The partnership secured exclusive access to cutting-edge GPU technologies and advanced training programs, enabling us to participate in high-value AI transformation projects across both government and enterprise sectors. Recognition as NVIDIA Star Performer for Southern Europe and the Middle East further reinforced our leadership in AI infrastructure and our alignment with Vision 2030’s digital economy goals.

Dynatrace – Application performance management and observability

Partnering with Dynatrace expanded our digital services portfolio through advanced application performance management and observability capabilities. This collaboration addresses the rising demand for cloud-native monitoring solutions and provides customers with end-to-end visibility across applications, infrastructure, and user experience – enhancing reliability and responsiveness in mission-critical digital environments.

DDN – AI-optimized storage and high-performance computing

Our alliance with DDN advanced our position in AI-optimized data infrastructure. Elevated to Tier 2 – Collaborative status, this partnership enables the delivery of comprehensive, high-performance computing solutions combining compute, storage, and networking. The integration of DDN’s storage technologies complements our NVIDIA partnership, creating a seamless platform for large-scale AI deployments across industries.

Armada – Edge computing and distributed infrastructure

The partnership with Armada introduced new capabilities in distributed computing and edge infrastructure, generating 3.95 million during its initial phase. This collaboration opens new opportunities in 5G, the Internet of Things (IoT), and smart city applications, supporting latency-sensitive workloads and extending our service reach into high-growth digital infrastructure segments.

Together, these 4 partnerships strengthened our participation in the 4 technology pillars shaping the future of the Kingdom – AI, cloud-native applications, high-performance computing, and edge infrastructure – creating a powerful foundation for continued leadership in digital transformation.



Strategic partnerships continued

Deepening and optimizing our partner network

Alongside new collaborations, we continued to strengthen and refine our existing partnerships to drive sustained growth and efficiency. Enhancements focused on 3 key areas: capability elevation, financial optimization, and market differentiation.

We achieved exclusive Fortinet Expert Partner status – becoming the only partner in the region and the third globally – and were authorized as a Dell AI professional services provider, reinforcing our technical and service leadership. We also elevated partnership tiers with Cisco (Gold), Dell (Titanium), HPE, Alibaba Cloud (Platinum), and Broadcom, broadening our capabilities across AI, cloud, cybersecurity, and enterprise solutions.

Our partnership ecosystem continued to be a strong lever for financial optimization and brand elevation. Enhanced rebate programs contributed meaningfully to margin improvement across priority portfolios,

while the effective deployment of Marketing Development Funds supported cost efficiencies and strengthened our market presence. Together, these partnership-driven enablers reinforced our ability to deliver greater value, improve competitiveness, and deepen alignment with strategic business priorities.

A major initiative during the year was the strategic rationalization of our partnership portfolio from over 110 to 60 managed relationships across Tier 1, Tier 2, and Tier 3 partners. This deliberate optimization enhanced efficiency, allowed for deeper engagement, and ensured sharper alignment with Vision 2030 priorities. By focusing on fewer, higher-impact partners, we improved revenue per partnership, strengthened collaboration, and streamlined operational management.

This disciplined approach reflects the maturation of our partnership strategy – moving from transactional volume-based relationships to a value-driven ecosystem that prioritizes long-term alliances, innovation, and customer impact.

Future focus

Looking ahead to 2026, we will accelerate the transformation of our partnership program into a fully integrated ecosystem platform. Our priorities include expanding AI leadership, deepening partner satisfaction, driving 25% year-on-year partner-related revenue growth, and advancing technical capabilities across emerging domains. We will also deploy digital tools and automation to enhance partner management, streamline collaboration, and deliver measurable value for all stakeholders.

By maintaining this strategic focus, we aim to position solutions by stc as the undisputed partner of choice for Vision 2030 digital transformation initiatives and a catalyst for sustainable technological progress in the Kingdom.

Our partnerships are not transactions – they are the foundation of an ecosystem that powers innovation, resilience, and growth across every dimension of our business.



Yousef Abdulrahman AlMarshad

Chief Commercial Officer

The Rising Star Partner of the Year 2024*

Our HPE partnership earned "Rising Star" status after achieving the highest revenue in our history.



Recognized by Seclore as the Strategic Partner of the Year 2025

This recognition honors our partnership and shared commitment to securing Saudi Arabia's digital future through advanced data protection.



Saudi Made Partner of the Year 2024*

Partnering with HPE and Alfamar, we led the market as the top integrator for the first Saudi-made servers.



Service Partner of the Year

As the top Dell Technologies partner, we are honored to be named GPU-as-a-Service Partner of the Year.



*these awards were received during 2025 reflecting progress made in 2024.