

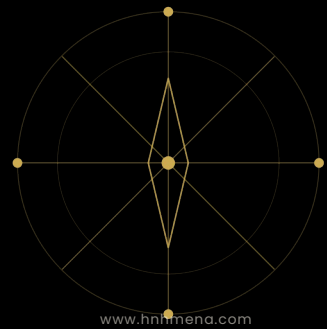


A PLAYBOOK FOR SAUDI BUSINESS LEADERS

The AI Readiness *Playbook*

A practical framework for moving from AI ambition to AI advantage — built for the pace, priorities and regulatory reality of the Kingdom.

2026 EDITION VISION 2030 ALIGNED 5-PILLAR FRAMEWORK



Why we put this together

Every board in the Kingdom now has an AI line item. Far fewer have an honest answer to the question underneath it: is the business actually *ready* to capture the value, or is it about to fund another pilot that never leaves the sandbox?

H&H Technology has spent over a decade building the digital and physical infrastructure behind customer experience in KSA — from AI-guided retail and hospitality touchpoints to spatial data capture for real estate and industrial clients, to custom AI engines trained for Arabic-first markets. This playbook distils what separates the organisations that scale AI from the ones that stall, into a framework you can apply this quarter.

01	The Saudi AI Moment	Page 03
02	The Five-Pillar Readiness Framework	Page 04
03	Score Your Own Readiness	Page 05
04	Five Ways KSA Rollouts Stall	Page 06
05	Where to Start, By Sector	Page 07
06	The 90-Day Roadmap	Page 08
07	About H&H Technology	Page 09
08	Start Your Readiness Conversation	Page 10

The Kingdom is moving faster than most companies are ready for

2026 was named the Kingdom's Year of Artificial Intelligence, and the national numbers back the ambition. The gap that determines who benefits isn't national policy — it's whether an individual organisation's data, people and processes can absorb what's coming.

13th GLOBALLY IN THE IMD WORLD COMPETITIVENESS YEARBOOK 2026 FOR AI — 3RD AMONG G20 ECONOMIES	4th WORLDWIDE IN AI ADOPTION BY COMPANIES	5th WORLDWIDE IN CORPORATE INVESTMENT IN AI	\$19.7B TARGETED ANNUAL AI CONTRIBUTION TO THE NON-OIL ECONOMY BY 2030 (SAR 74BN+)
--	--	--	--

That national momentum is real — and it changes the competitive calculus at company level. Customers, regulators and investors increasingly expect an AI-literate business by default; the organisations that treat 2026–2027 as a preparation window will spend the following three years scaling, while the ones that wait will spend them catching up.

Sources: SDAIA / Saudi Press Agency, IMD World Competitiveness Yearbook 2026; Vision 2030 programme reporting. Figures reflect the most recently published national data at time of writing.

The five pillars we assess before recommending anything

AI readiness isn't a single score. It's the alignment of five things — and in our experience across KSA clients, the pillar that's weakest is rarely the one leadership assumes.

01 Data

Is your customer, operational and Arabic-language data captured, structured and clean enough to train or fine-tune a model on — or does it still live across disconnected systems and paper trails?

02 Process

Are the workflows AI would touch already documented and stable? Automating a broken process only makes it fail faster.

03 People

Do the teams who'll use the tool understand what it changes about their job — and is there a Saudi-based owner accountable for it after the vendor leaves the room?

04 Technology

Can your current stack integrate an AI layer, or does every new tool become another disconnected dashboard nobody opens twice?

05 Governance

Is there a clear position on data residency, PDPL compliance and model accountability before launch — not drafted retroactively after a regulator asks?

Score your own readiness

For each pillar, rate your organisation honestly from 1 (not started) to 4 (fully in place). Shade or tick the boxes as you go.

PILLAR	DIAGNOSTIC QUESTION	1	2	3	4
Data	Core customer & operations data is centralised and reasonably clean	☐	☐	☐	☐
Data	Arabic-language content is structured, not just scanned or archived	☐	☐	☐	☐
Process	The workflow you'd automate first is documented and stable today	☐	☐	☐	☐
People	A named owner exists for AI adoption beyond the IT team	☐	☐	☐	☐
People	Frontline staff have been briefed on what's changing, and why	☐	☐	☐	☐
Technology	Current systems expose data via API rather than locking it in	☐	☐	☐	☐
Governance	Data residency and PDPL position are defined before, not after, launch	☐	☐	☐	☐

7 – 13 · Foundation Stage

Prioritise data and process work before any AI pilot — it will save months later.

14 – 21 · Pilot-Ready

Pick one contained use case and prove the workflow before scaling budget.

22 – 28 · Scale-Ready

Foundations hold. The constraint now is sequencing and change management.

Five ways we've seen KSA rollouts stall



The Arabic-first data gap

Off-the-shelf models are trained overwhelmingly on English-language data. Businesses that skip Arabic data preparation get a tool that quietly under-serves the majority of their own customers.



Dashboard theatre

A polished pilot gets demoed to leadership once, then never touches a live workflow. Impressive in a meeting; worthless on the P&L a year later.



Vendor lock without integration

A capable point solution is bought, but it never connects to the CRM, POS or property system next to it — so someone still re-keys the output by hand.



Governance bolted on afterward

Data residency and compliance get raised only when a regulator or client asks — turning a design decision into an expensive retrofit.



Rollout without the frontline

The team expected to use the new tool daily hears about it for the first time at launch — and quietly reverts to the old way within a month.

A first move worth making, by sector

The fastest way to build organisational confidence in AI is a contained, visible win — not a company-wide rollout. These are the entry points we most often recommend.

REAL ESTATE & RETAIL **Turn your space into structured data first**

Before recommending AI on top of a property or store, we capture it properly — 3D spatial scans used for pre-construction room-sizing validation or retail planogram audits. It's a research instrument, not just a virtual tour, and it gives you a clean dataset to build on.

TOOLS — MATTERPORT CAPTURE · ULTRASCAPE 3D CONFIGURATOR

HEALTHCARE & HOSPITALITY

Let AI carry the first interaction

An AI-guided avatar or smart-mirror touchpoint handles routine front-of-house questions in Arabic and English, freeing staff for the moments that need a human — a low-risk way to put AI in front of real customers.

TOOLS — AINA SMART MIRROR · FORMAI AVATAR

ENTERPRISE & GOVERNMENT

Build the engine before the app

For organisations with proprietary or Arabic-heavy data, we scope a structured agentic development lifecycle and a custom-trained AI engine — so what you build is defensible IP, not a wrapper around someone else's model.

TOOLS — ADLC (AGENTIC DEV LIFECYCLE) · CUSTOM AI ENGINES

A 90-day path from decision to proof

This is the sequence we run with clients who score Pilot-Ready or above. Each phase ends with a decision point, not just a status update.



Built in Jeddah, for how the Kingdom actually works

H&H Technology has been building digital customer experience across KSA since 2012 — with the ambition of becoming the Kingdom's own version of a "Big 4" for digital experience. We work across two streams: custom AI and digital solutions, and physical display technology, so a readiness recommendation always accounts for both the software and the room it has to work in.

CREDENTIALS

- Matterport Certified Service Provider
- Google Cloud Partner
- Etimad-registered, Stream A & Stream B

CAPABILITIES

- Custom AI & LLM development, ADLC
- Matterport & Ultrascape 3D capture
- AINA smart mirrors & FormAI avatars
- Web, app & AI-native experience design

BRANDS

- H&H Technology
- AINA
- Ultrascape
- FormAI

Organisations we've worked with

SABIC · Fakeeh Care Group · Saudi Sailing Federation · Al Habib · Al-Argan Real Estate · Savvy Games Group · Dr Soliman Fakeeh Hospital

Ready to find out *where you actually stand?*

Bring us your scorecard from page 05. In a single working session, we'll turn it into a scoped first move — the same way we do for clients across KSA retail, real estate, healthcare and enterprise.

BOOK A READINESS CONVERSATION

A focused session with our team to review your five-pillar score and map a realistic 90-day starting point — no obligation, no generic slide deck.