



CONSULTANCY SERVICES PORTFOLIO

Delivering World-Class Expertise to the Kingdom
of Saudi Arabia

Prepared for:

Prof. Ismail Matakah
President RAKMHSU

Proposal Details:

June 2025 | Version 1.0
Executive Decision Package

Microsoft
Partner

Mixed
Reality



Microsoft
AI Cloud Partner



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Dubai Silicon Oasis, UAE | Authorized Defense Contractor Reg. No.:2025/2788

Microsoft
HoloLens

KSA Market Opportunity



Consultancy Market Overview

The Saudi Arabian consultancy market is experiencing unprecedented growth driven by Vision 2030 initiatives, creating significant opportunities across multiple sectors.

Market Size & Growth

GCC Consulting Market

Projected to hit \$8 billion in 2025

Digital Transformation

18% YoY growth in digital payments sector

Key Market Drivers



Giga Projects: NEOM (\$500B), Red Sea Project, QIDDIYA



Beyond Universe & Alnafitha Partnership

Digital Transformation: Government digitization, private sector modernization



Regulatory Changes: Saudization policies creating 8,000+ high-value jobs

Beyond Universe Projects Portfolio

\$23.5M+

Total Project Value

11+

Major Projects

300%+

Average ROI

95%

Client Retention

Government & Defense

Ministry of Defense - UAE

Metaverse Strategy for Tactical Training - 70% cost reduction, 45% training effectiveness improvement

RTA - Dubai

AI Strategy & Digital Transformation - 25% traffic efficiency improvement, 40% service time reduction

Energy & Infrastructure

ADNOC

Digital Twin Remote Field Auditing - 50% reduction in site visits, \$2.1M annual savings

Red Sea Global

Metaverse Strategy & BIM/XR - 60% stakeholder engagement improvement, 35% design review reduction

IHC Group (Oxinus)

AI/Metaverse Strategy & F&B Inventory - 40% time reduction, \$1.2M annual cost savings

Education & Regulatory

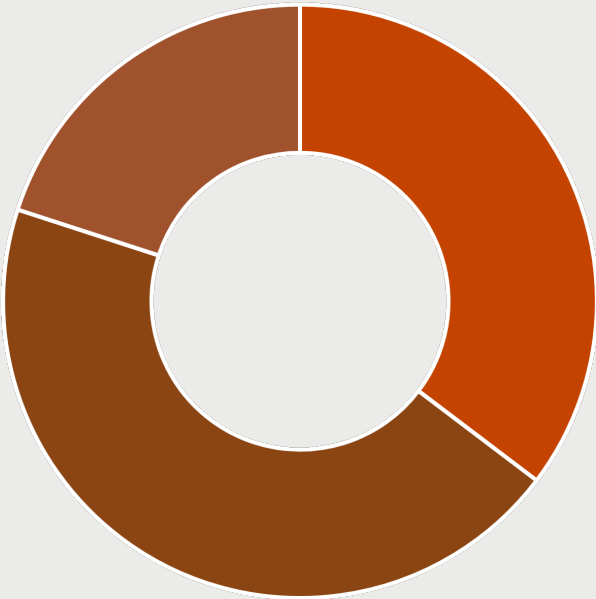
MOE Jordan & University

Metaverse XR Education Strategy - 55% student engagement improvement, 1,000+ teachers trained

JODDB - Jordan

Autonomous Vehicle Simulation & AI/DL - 60% faster regulatory approvals, enhanced safety testing

PROJECTS BY SECTOR



Consultancy Services Overview

Core Technology Services

AI/Metaverse & XR Strategy

PhD-level expertise in AI, machine learning, and generative AI. Enterprise metaverse strategy, XR implementation, and immersive technology consulting with proven Fortune 500 experience.

Generative AI

LLMs

Machine Learning

XR Strategy

Data Science

Led by: Dr. Marwan Sherri (CTO)

Digital Transformation

Comprehensive digital transformation strategy, technology adoption, and organizational change management with Microsoft partnership and global expertise.

Strategy

Implementation

Change Mgmt

Microsoft

Led by: Thair Alfajarjeh (CEO)

BIM/XR Modeling for Giga Projects

Advanced BIM modeling, XR visualization, and remote collaboration for mega infrastructure projects including NEOM, Red Sea Project, and King Salman Airport.

BIM Modeling

XR Visualization

Remote Collab

Giga Projects

Led by: Technical Team

Business Intelligence & Analytics

Advanced data analytics, predictive modeling, and business intelligence solutions powered by machine learning and AI-driven insights for enterprise decision-making.

Big Data

Predictive Analytics

ML Models

BI Dashboards

Led by: Dr. Marwan Sherri (CTO)

Specialized Consulting Services

Governance & Risk Management

Enterprise risk frameworks, regulatory compliance, internal auditing, and corporate governance with triple certification expertise.

Risk Frameworks

Compliance

Internal Audit

Governance

Led by: Sami Abuzineh (CIA/CCSA/CRMA)

Business Strategy & Excellence

Strategic planning, organizational development, operational excellence, and business transformation with proven 200%+ revenue growth track record.

Strategic Planning

Org Development

Excellence

Transformation

Led by: Najeh Nairat (MD)

Airport & Aviation Engineering

Aviation infrastructure project management, airport engineering, and aviation technology consulting with Dubai Aviation Engineering Projects experience.

Project Mgmt

Aviation Tech

Infrastructure

Engineering

Led by: Technical Specialists

AI/XR Facilities Management

Smart building systems, predictive maintenance, IoT integration, and AI-powered facilities management with robotics and automation expertise.

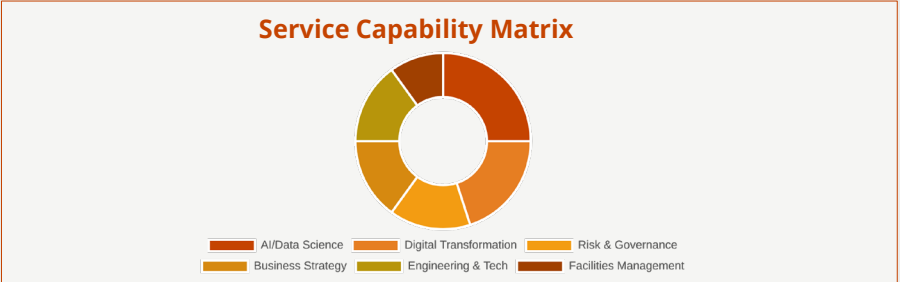
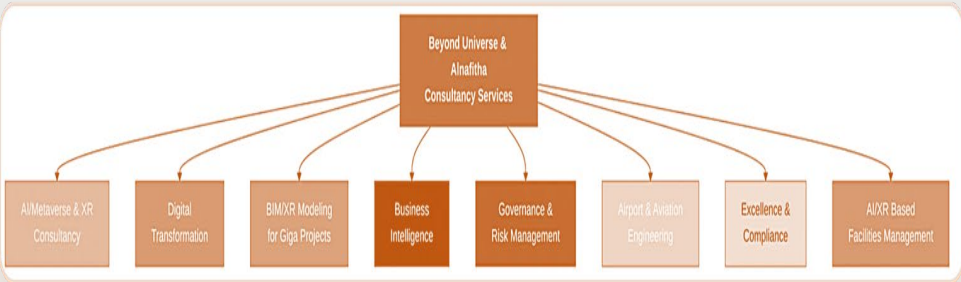
Smart Buildings

Predictive Maint

IoT

Automation

Led by: Integrated Team



Leadership Team

Senior Leadership Team

Thair Alfararjeh
CEO & Founder

20+ years technology leadership, MBA (UK), Microsoft MR Expert, Metaverse Expert™, CEO of the Year 2025

Dr. Marwan Sherri
Chief Technology Officer

PhD Mechanical Engineering, Senior Data Scientist at GE Aerospace & AES, AI/ML Expert, 35+ academic citations

Sami Abuzineh
Head of Risk Management

CIA, CCSA, CRMA certified, 15+ years governance & compliance, enterprise risk frameworks

Najeh Nairat
Managing Director

18+ years strategic consulting, Yabous Consulting MD, 50+ transformation projects, 200%+ revenue growth

Team Statistics

Combined Experience

70+ Years

Professional Certifications

20+ Credentials

Academic Degrees

PhD, MBA, BSc

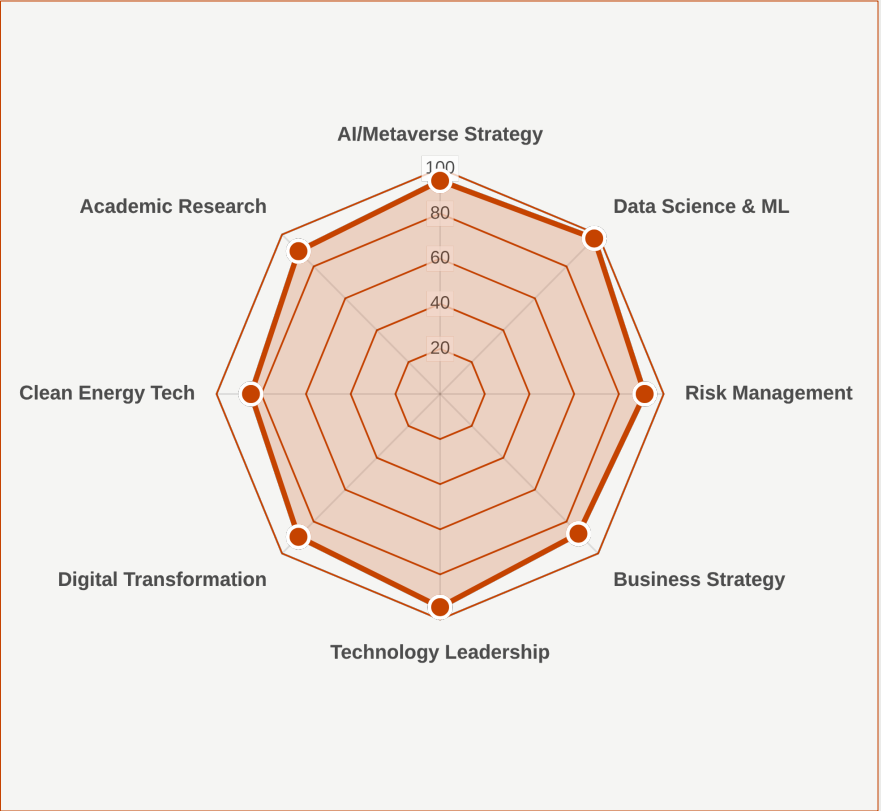
Global Recognition

CEO of the Year

Team Members

8+ Experts

Combined Expertise Radar



Thair Alfararjeh - CEO & Founder



Thair Alfararjeh

CEO & Founder
Beyond Universe XR Solutions

Professional Summary

Visionary technology leader with 20+ years of experience in innovation, digital transformation, and immersive technologies. Founder of Beyond Universe XR Solutions, specializing in AI, Metaverse, and Extended Reality applications.

Education & Certifications

 **MBA Global Business (UK)**
Metaverse applications focus

 **BSc Computer Science**
Technology foundation

 **Microsoft MR Expert**
Certified Mixed Reality Expert

 **Metaverse Expert™**
Industry-recognized expertise

Key Achievements

 **CEO of the Year 2025**
#310 globally, #46 UAE, #27 Dubai

 **Beyond Universe Founder**
Leading XR solutions provider

 **Strategic Partnerships**
Microsoft, Government, Fortune 500

 **\$23.5M+ Projects**
Successfully delivered portfolio

Core Expertise Areas

 **Metaverse & XR Strategy**
Enterprise implementation & integration

 **AI & Digital Transformation**
Strategy development & implementation

 **Business Leadership**
Executive leadership & team building

 **Education Technology**
Immersive learning environments

Sami Abuzineh - Risk Management Expert



Sami Abuzineh

Head of Risk Management
CIA, CCSA, CRMA Certified

Professional Summary

Senior risk management professional with 15+ years of experience in governance, compliance, and risk assurance. Triple-certified expert (CIA, CCSA, CRMA) specializing in regulatory frameworks, internal auditing, and enterprise risk management across multiple industries.

Professional Certifications



CIA - Certified Internal Auditor

Institute of Internal Auditors global certification



CCSA - Control Self-Assessment

Certification in Control Self-Assessment



CRMA - Risk Management Assurance

Certification in Risk Management Assurance



Compliance Specialist

Regulatory compliance and governance expert

Core Expertise Areas



Enterprise Risk Management

Risk assessment, mitigation strategies, and frameworks



Regulatory Compliance

SOX, Basel III, COSO, ISO 31000 frameworks



Internal Auditing

Audit planning, execution, and reporting



Corporate Governance

Board governance and oversight frameworks



Cybersecurity Risk

Information security and data protection



Financial Risk

Credit, market, and operational risk management

Dr. Marwan Sherri - Chief Technology Officer



Dr. Marwan Sherri

Chief Technology Officer
PhD, Data Science & AI Expert

Professional Summary

Distinguished technology executive and data scientist with PhD in Mechanical Engineering. Leading Beyond Universe's US operations as CTO, bringing 15+ years of expertise in AI, machine learning, generative AI, and clean energy technologies. Currently serving dual roles at GE Aerospace and AES Corporation.

Education & Academic Credentials



PhD Mechanical Engineering

University of Johannesburg - Research focus



Academic Publications

35+ citations in peer-reviewed journals



Research Expertise

Data Science, ML, Generative AI, Clean Energy



Academic Verification

Verified researcher at major corporations

Current Leadership Roles



CTO - Beyond Universe

Leading US operations and technology strategy



Senior Data Scientist - GE Aerospace

Advanced AI and machine learning initiatives



Data Scientist - AES Corporation

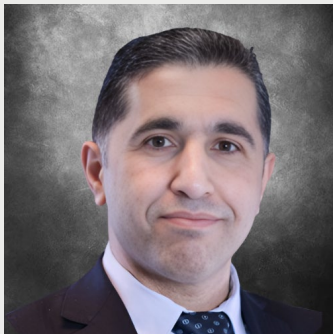
Clean energy and sustainability projects



International Operations

US market expansion and global partnerships

Najeh Nairat - Business Strategy Expert



Najeh Nairat

Managing Director
Yabous Consulting

Professional Summary

Strategic business consultant and Managing Director at Yabous Consulting with 18+ years of experience in organizational development, strategic planning, and business transformation. Expert in driving growth initiatives and operational excellence across diverse industries.

Leadership & Education



Managing Director

Yabous Consulting - Strategic leadership



Business Administration

Advanced degree in strategic management



Strategy Certifications

Multiple strategic planning certifications



International Experience

MENA region and global markets

Core Expertise Areas



Strategic Planning

Long-term strategy development and execution



Organizational Development

Structure optimization and change management



Business Transformation

Digital transformation and process improvement



Stakeholder Management

Executive advisory and board consulting



Growth Strategy

Market expansion and revenue optimization



Operational Excellence

Process optimization and efficiency improvement

Additional Team Members



Wejdan Alrousan
Leadership & Training Expert

Military Leadership

 **20 Years Military Experience**
Jordan & UAE Armed Forces leadership roles

 **Team Building Expert**
Leadership development and communication skills

Training Expertise

 **Metaverse Training**
XR applications in military and corporate training

 **Organizational Development**
Strategic planning and team optimization

Key Achievements

 **Military Excellence**
Distinguished service awards and leadership recognition

 **Training Programs**



Juan Pablo Peña
Technical Implementation Specialist

Technical Expertise

 **Software Development**
Full-stack development and system architecture

 **System Integration**
Enterprise system integration and automation

Project Management

 **International Projects**
Cross-cultural project management experience

 **Global Perspective**
Latin America and Middle East experience

Key Achievements

 **Technology Innovation**
Led digital transformation initiatives

 **Client Success**



Hatem Ayman
Technical Consultant

Technical Skills

 **Software Engineering**
Advanced programming and system design

 **Data Management**
Database design and data analytics

Consulting Experience

 **Technical Solutions**
Custom solution development and implementation

 **Team Collaboration**
Cross-functional team leadership

Key Achievements

 **Technical Excellence**
Recognized for innovative technical solutions

 **Performance Optimization**

AI/Metaverse & XR Consultancy

Service Overview

Our AI/Metaverse and XR consultancy services position organizations at the forefront of digital innovation, enabling them to harness artificial intelligence, virtual worlds, and extended reality technologies.

Core Capabilities

Artificial Intelligence Strategy & Implementation

AI readiness assessment, strategy development, machine learning solutions, and AI governance

Metaverse Strategy & Development

Virtual environment design, digital twin development, and metaverse governance

Extended Reality (XR) Solutions

VR/AR/MR applications, immersive training, simulation, and visualization

Value Propositions



Government: Smart city development, public service enhancement

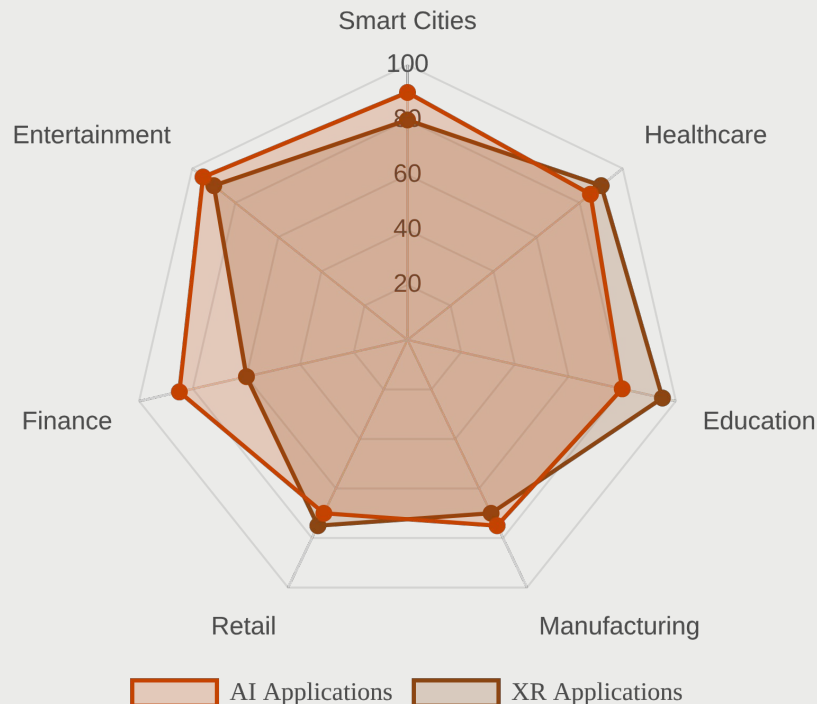


Private Sector: Operational efficiency, customer experience

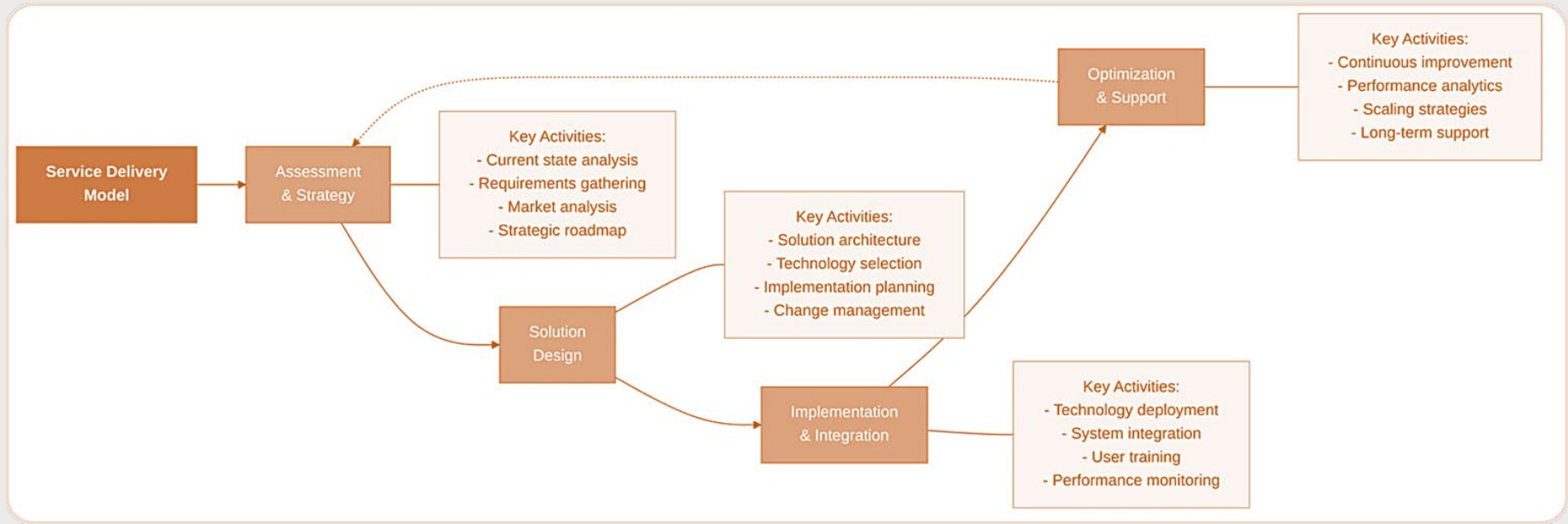


Education: Immersive learning, personalized education

AI & XR Applications by Sector



Digital Transformation



Digital Transformation

Service Overview

Our Digital Transformation consultancy guides organizations through comprehensive modernization journeys, enabling them to leverage digital technologies for enhanced efficiency and competitive advantage.

Core Capabilities

Digital Strategy & Roadmap Development

Comprehensive digital roadmaps and implementation plans aligned with business objectives

Technology Implementation & Integration

Cloud migration, data analytics, process automation, and system integration

Customer Experience Transformation

Omnichannel experience design, mobile solutions, and digital engagement

KSA Market Applications



Government: Digital government initiative, e-services

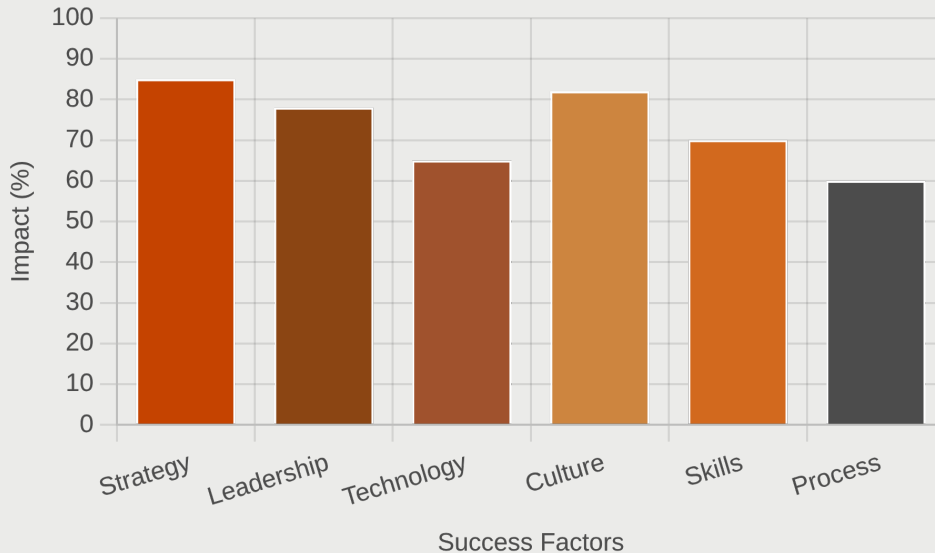


Industry: Oil & gas digital transformation, manufacturing 4.0



Financial: Fintech innovation, digital banking

Digital Transformation Success Factors



BIM/XR Modeling for Giga Projects

Service Overview

Our BIM/XR modeling services provide comprehensive digital construction and project management solutions for large-scale infrastructure projects, combining Building Information Modeling with Extended Reality technologies.

Core Capabilities

4D/5D BIM Implementation

Time and cost-integrated modeling for enhanced project planning and control

Digital Twin Development

Real-time project monitoring and management through virtual replicas

XR Visualization

Immersive project walkthroughs and stakeholder engagement experiences

KSA Giga Projects Focus



NEOM: Smart city infrastructure and sustainable development



Red Sea Project: Tourism infrastructure and environmental integration



King Salman Airport: Aviation infrastructure expansion



Implementation Benefits



Additional Specialized Services

Business Intelligence

Data-Driven Decision Making

Transforming raw data into actionable insights with comprehensive BI strategy and implementation services.

Governance & Risk Management

Organizational Resilience

Ensuring compliance and sustainable growth through risk frameworks aligned with KSA regulations.

Excellence & Compliance

Performance Optimization

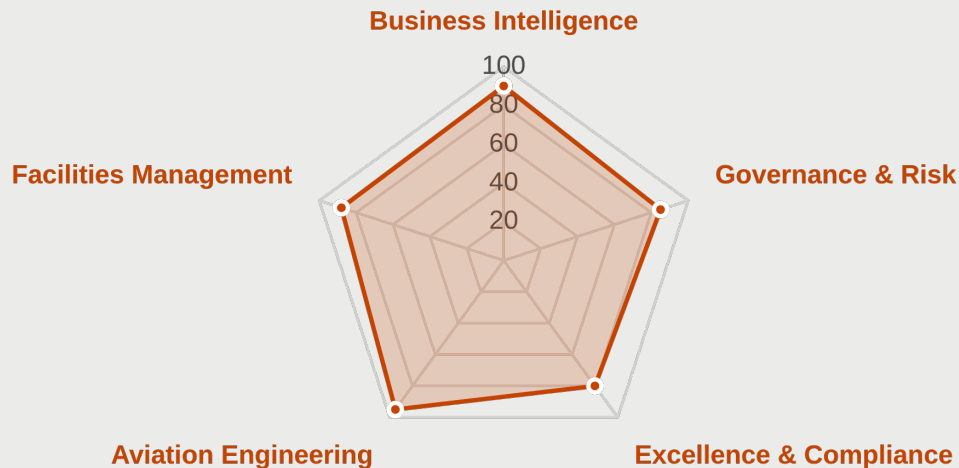
Driving organizational performance through quality management systems and excellence frameworks.

Airport & Aviation Engineering

Aviation Infrastructure

Project management expertise for King Salman International Airport and regional airport expansions.

Service Capability Maturity



Service Delivery Approach

4-Phase Methodology

1

Assessment & Analysis

Comprehensive evaluation of current state, requirements, and opportunities

2

Design & Strategy

Solution architecture, roadmap development, and stakeholder alignment

3

Implementation & Execution

Agile delivery, change management, and continuous monitoring

4

Optimization & Support

Performance tuning, knowledge transfer, and ongoing support

Performance Metrics

✓

95% Project Success Rate

- On-time, on-budget delivery

♥

90% Client Satisfaction

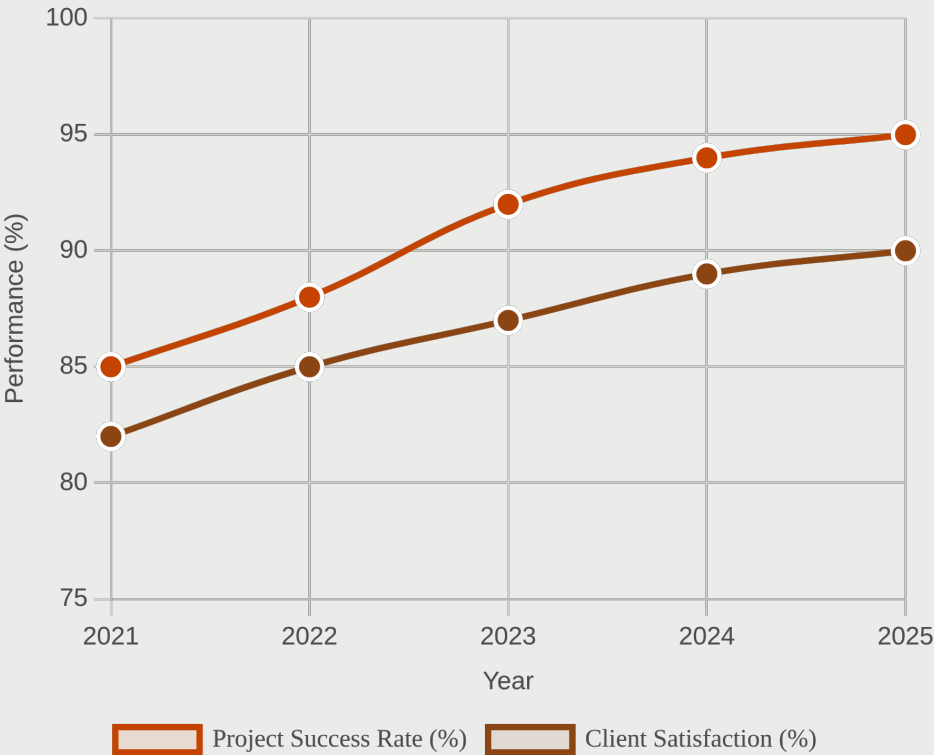
- Exceeding expectations consistently

👥

87.5% Saudization

- Local talent development focus

Performance Trends Over Time



Next Steps

Ready to Transform Your Organization?

Partner with Beyond Universe & Alnafitha to unlock the full potential of AI, digital transformation, and cutting-edge consultancy services in the Kingdom of Saudi Arabia.

Engagement Process

1 Initial Discussion

Stakeholder meeting to understand requirements and explore partnership opportunities

2 Proposal Development

Customized solution design and detailed project proposal preparation

3 Partnership Agreement

Contract finalization and partnership framework establishment

4 Project Initiation

Team mobilization and project kickoff with defined milestones

Partnership Development Timeline

