



Saudi Arabian ministry of economy and planning



INTRODUCTION

The Saudi Arabian Ministry of Economy and Planning (MEP) has proved to be one of the strongest forward-thinking and collaborative organizations in the Kingdom of Saudi Arabia. Created in 2003 to unite the Ministries of Economy and Planning to be housed under one director, their charter is to align the goals and strategies and drive continued success and growth of the business community within the Kingdom of Saudi Arabia.

THE CHALLENGE

The MEP has given themselves lofty, yet achievable, goals in order to continue their economic success, and innovation. They aim “to achieve leadership and excellence through sustainable and inclusive national development; with a diversified, competitive, and globally leading economy.” Their plan states that their journey aims “to move towards effectiveness, responsiveness, and collaboration in formulating national development strategies and plans; designing economic programs, as well as, initiatives; through an approach that is anchored in excellence, innovation, and partnerships with stakeholders.” In order to achieve these goals, and continue the growing success of Saudi Arabia, the MEP has found the need to effectively manage their many complex projects, and assessments in an easy and efficient manner.

THE SOLUTION

Within the last year, under the charge of Bilal Husain, Advisor to the Minister, the MEP has added collaboration Unified Communication App to its technology arsenal, in order to equip the organization with a tool that can be as collaborative as they are. By working through this smart App, Bilal and the MEP have been able to more effectively manage and assign tasks, host virtual meetings from anywhere or any device, and have a persistent, constantly accessible overview of all of their current projects by simply opening up the app. Not to mention that their resources are all accessible via the virtual medium, as well as acting as an internal and external rolodex to be able to connect with the right people within their organization.

MOBILITY + VERSATILITY + RICH COLLABORATION

“With executives, you don’t have extra time,” states Bilal. So being able to connect at any time, in a way that very closely mimics face-to-face conversations, is paramount for projects to move quickly and efficiently. Also, many times users are on-the-go, so having a tool that is “mostly mobile” but still just as effective on desktop is key to

success of their projects. As Bilal had claimed, “Video Conferencing is a great feature... and the ability to record sessions of audio and video for later viewing and review is a very good add-on.” Highlighting that the complete experience, going from messaging, to documents, to video, is very akin to how everyday interactions happen at the office, in-person.

TASK MANAGEMENT

The MEP has found that the “Task Management” is most used out feature, this is due to its simplicity while accommodating all the functions needed in a To-Do application.” In addition to this, “Sharing documents” became very easy” for the MEP. Now, with just the tap of a finger, a document can be sent, revised, and reviewed in a matter of minutes, as opposed to waiting until one can meet in person to go over the relevant content. This tremendously speeds up their overall processing time for everything from internal communication, to document sharing and review, to meetings. Also, the fact that all the communications are encrypted is a big plus.

THE RESULTS

The Ministry of Economy and Planning has the charter of developing and implementing five-year plans, which reflect the long-term economic targets of the country. Through the ever growing implementation of Smart Collaborative Apps like this within the MEP they have been able to boost their internal collaboration, make content review more efficient, and cut down both the frequency of meetings, and the length. Rich capabilities allows the team to spend more of their time engaging and completing their projects.