Company profile · November 2026

INNOVATIVE BUSINESS SOLUTIONS · JEDDAH · SINCE 2005

Where business knowledge meets technical mastery.

Senior-led technology advisory and solutions. Business and operating model architects. Independent of vendors. Accountable through delivery.

2005
established, 100% Saudi owned

17
years, longest continuous client relationship

74
client programs, Saudi Arabia and the US

SAR 1.3B
flagship asset, advised from design to operation

creativebusiness.sa · info@creativebusiness.sa · +966 12 642 0222

CONTENTS

01 At a glance

02 AI enablement

03 How we work

04 Services

05 Case studies

06 Track record

07 Own platforms

08 Contact

Every number in this profile is counted from the IBS engagement record, not estimated.
The live, filterable version is at creativebusiness.sa/map.

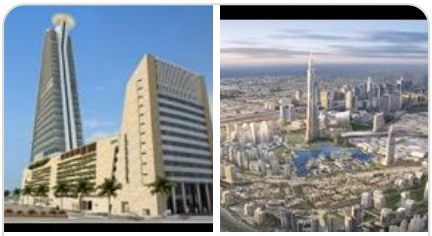
AT A GLANCE

01

Three worlds we know from the inside.

Each one with its own operating model, its own systems and its own measure of success. Across all three, IBS works as one senior team: advisory and delivery under the same roof, independent of vendors.

74	115	12	7	36
client programs	projects since 2008	sectors	practice domains	service lines

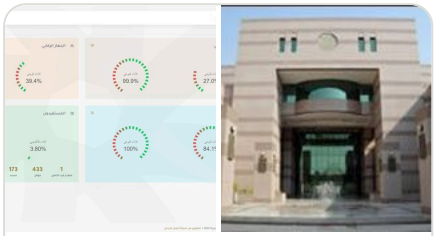


SMART ENVIRONMENT

We make billion-riyal assets run smarter.

Smart buildings and cities from standards to handover, then property and facilities management advisory for the decades after: by-laws, fee structures, owners associations, tenant experience.

23 client programs

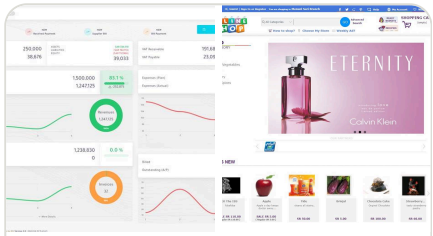


INSTITUTIONS AND PUBLIC SERVICE

We digitise institutions end to end.

Universities, non-profits, endowments, healthcare and government: platforms that run the whole lifecycle and leave leadership with dashboards and KPIs rather than paper.

14 client programs



ENTERPRISE AND GROWTH

We redesign how companies operate and grow.

Operating models, governance and KPIs, then the platforms that make them real: ERP, e-invoicing, e-commerce, recruiting, and ventures structured from idea to equity.

37 client programs

AI ENABLEMENT, ACROSS ALL THREE

02

We walk in and find where AI can be activated.

Two tracks, one objective: quick wins that pay back in weeks, and reformation that rebuilds how the organisation operates. Both measured against the ambition the board set.

Strategic ambition realised | Cost taken out | Revenue added

Quick wins

weeks to a few months

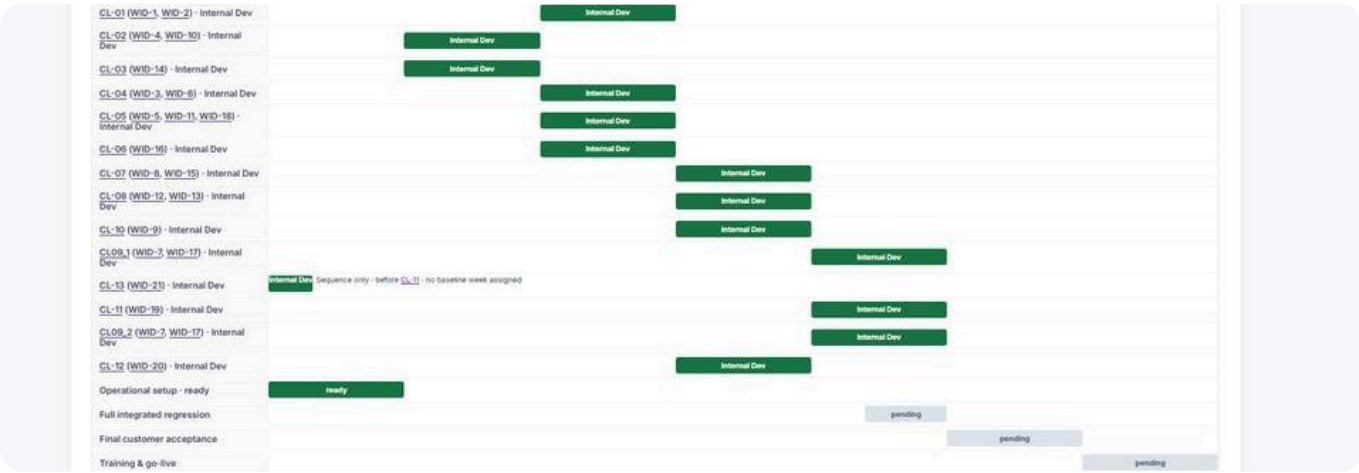
- Document and correspondence AI
- Assistants on existing systems and knowledge
- Automated reporting, KPI dashboards and alerts
- Workflow automation of repetitive approvals

Reformation

6 to 18 months, operating-model level

- Predictive operations and maintenance
- Executive decision-support architecture
- AI-enabled platforms replacing manual environments
- Data architecture, governance and model lifecycle

Proven on our own delivery. A bilingual software product built end to end by AI agents under IBS ownership: dispatcher, coding agents, test radar across parallel environments, programme gates accepted by people. Five weeks, 1,135 regression executions per run. The full case is in section 05.



HOW WE WORK

03

Every engagement lands in one integrated operating model.

Strategy, governance, organisation, process, technology, data and AI designed as one coherent model with clear decision rights and measurable performance, whether the engagement starts from a smart building, a platform or a transformation program.

Advisory

1. Discover
2. Target state
3. Gap analysis
4. Roadmap
5. Initiatives
6. Implementation plan
7. Supervise

Solutions delivery

1. Define
2. Design
3. Determine
4. Deploy
5. Deliver

Every solution runs through the same five stages, whether IBS builds it or supervises the party that does: requirements and BRD, best-fit architecture, RFP and tendering, deployment, and delivery with acceptance.

Engagement models

Advisory retainers

Steering-committee membership and board-level technology oversight

Fixed-scope assessments

Maturity assessments, roadmaps and feasibility studies

Turnkey platforms

Design, build, deployment, hosting and support

Owner's representative

We run the RFP and supervise third-party delivery; we never bid it

SERVICES

04

36 service lines across 7 practice domains.

Each domain is delivered by the same senior team. A = advisory, S = systems and solutions.

01 AI Enablement, Digital Transformation & IT Strategy Advisory

We walk into an environment, find where AI can be activated for quick wins or reformation, and stay engaged through delivery. Vendor and technology independent.

A IT & Digital Maturity Assessment

Current state, readiness, gap analysis

- Assessment of the existing IT environment: systems, tools, data flows, security layers
- Technical and functional gap analysis across business units
- Digital readiness, competitive positioning and technology-debt review
- Assessment report with prioritised improvement opportunities

Examples: FM transformation for a leading FM group (via a Big Four firm) · Strategy roadmap mandate for a holding group (via a Big Four firm) · Executive technology advisor to a multi-campus university · King Abdulaziz University BAMS assessment and roadmap

A Digital Transformation Strategy & Roadmap

Future state vision, architecture, phased plan

- Future-state digital vision aligned with corporate goals through stakeholder workshops
- Target technology architecture and IT portfolio rationalisation
- Phased roadmap built on the four levels of digitisation: standard, adaptive, reactive, predictive
- Investment plan, ROI case, risk mitigation and success metrics

Examples: USEGMAS digital transformation strategy development · Performance project advisory for a government authority (via a Big Four firm) · RED operating model and digital roadmap · KAEC smart city strategy

A Transformation Program Management & Implementation Supervision

PMO, peer review, QA of third-party delivery

- Program and PMO setup, governance and steering committee support
- Implementation supervision and peer review of solution providers
- Milestone and architecture quality review, risk and issue management
- Change management, training and adoption tracking

Examples: ERP selection and project management for an insurer · Sales automation project management for an FMCG manufacturer · Saba Clinics HIS implementation supervision · HQBP technical advisory retainers (OY5 to OY9)

A System Selection & Technology Evaluation

ERP, HIS, CAFM, PMIS, BPM tools

- Business requirements (BRD) and functional specifications mapped from processes
- Market scan, RFI/RFP, scorecard evaluation and recommendation of award
- Scope sizing, contract negotiation support, warranty and SLA closure
- Migration and implementation planning

Examples: ERP selection for an insurer · Saba Clinics Health Information System selection · Reporting and CAFM initiative for a leading FM group · E-commerce platform business case for an electronics retailer

A AI Readiness & Enablement Strategy

Use cases, ML, NLP, intelligent automation

- AI readiness assessment: data maturity, infrastructure, use-case identification
- Use-case design: predictive maintenance, customer intelligence, document processing, chatbots
- AI integration roadmap embedded in the digital transformation plan
- Pilot definition and performance validation

Examples: AI enablement strategy for a US car dealership (via USEGMAS) · Predictive FM proposition for HQBP · AI-enabled FM models for public sector clients (via a Big Four firm) · KAEC decision-support scope

S AI-Agent Software Delivery

Product development run by AI agents under IBS ownership

- Delivery system: dispatcher routing work, coding agents building and fixing in private workspaces, regression test radar across parallel environments, programme board with owner decisions and gates
- Bilingual render package: every feature mapped to screens per role, English and Arabic generated together
- Implementation programme: clusters sequenced by dependency with weekly validation, bug pipeline from received to QA validated with evidence
- Hand-over of the delivery system itself for the client's own product and team

Examples: Bilingual recruiting and onboarding product, delivered by AI agents

S Decision Support Systems, Dashboards & KPI Frameworks

Executive visibility

- KPI modelling and performance measurement framework
- Executive and operational dashboards, reporting layers, exception reporting
- Decision-support systems integrated with HR, finance and QA modules
- Custody of KPIs and mitigation plans for FM and operations

Examples: KPI modelling and performance framework for an endowment entity · Reporting initiative and executive decision support for a leading FM group · RED executive dashboard app · Decision-support engagement for a development fund (via a Big Four firm)

S Data Architecture & Business Intelligence

Data integration, analytics

- Data architecture and integration (ETL, data pipelines)
- BI framework and platform implementation
- Predictive analytics and forecasting on operational data

Examples: BI framework for a national tech company (via a Big Four firm) · Dashboards for a development fund (via a Big Four firm) · TBC ESG dashboards and analytics

02 Business & Operating Model Consulting

Organisation, governance, processes and the Business Evolution Accelerator (venture setup, continuity and growth, exponential growth).

A Operating Model & Organisation Design

Structure, governance, RACI, job profiles

- Operating model, organisation and functional structure, collaboration models
- Governance and risk framework, RACI matrices, delegation of authority
- Job codes schema, job profiles and competency framework
- Implementation or migration plan for the new model

Examples: RED operating model transformation · Operating model and BI framework for a national tech company (via a Big Four firm) · Business plan refresh for a national services company (via a Big Four firm) · Operating models for real estate holdings and groups

A Business Process Management, Policies & KPIs

BPMN 2.0, UML, SIPOC

- Process mapping and optimisation per international notation
- Department policies, processes, procedures and SOP manuals
- Strategic and operational KPIs, balanced scorecard, performance management
- Functional specification that baselines automation

Examples: Saba Clinics business process redesign · Workflow systems consultancy for a community society · Document control process for a distribution company · HQBP property and FM regulations and processes book

A New Business & Venture Setup

Accelerator Stage 1

- Business idea and model validation, market opportunity and feasibility study
- Business case with financial model, ROI and NPV, market entry strategy
- Proof of concept and MVP strategy, prototype support
- Business plan, setup support and investor readiness (pitch deck, due diligence package)

Examples: Start-up evaluation and fund-raising for a private investor · Venture management advisory for an urban developer · General advisory for a start-up · Sports platform MVP and a developer CRM MVP

A Transformation & Turnaround Management

Current state to target state

- Internal environment analysis across all functions
- Transformation plan covering technology, process, legal, functional and financial structure
- SME reform: business development model, financial management control
- Engagement from a few months to multi-year programs

Examples: FM transformation plan for a leading FM group · RED operating model transformation · SME turnarounds cited in profiles (unnamed)

A Growth & Corporate Finance Advisory

Accelerator Stage 3

- M&A strategy, target screening, due diligence support, post-merger integration
- IPO readiness, corporate governance enhancement, investor relations
- Partnership and JV structuring, international market entry
- Portfolio optimisation and ESG integration

Examples: Offered under the Business Evolution Accelerator

03 Custom Software & Platform Development

Bilingual, cloud-hosted platforms built on the IBS module library. The client owns architecture, documents, data and source code.

S Web Portals, MVPs & Mobile Apps

Architecture to hosting

- Solution architecture, theme and system design, UI/UX
- Development, deployment, training, hosting and support
- Arabic/English, responsive, cloud or on-premise
- Module-by-module release so the client uses parts early

Examples: Umm Al-Qura University Makkah Accelerated Program · Abu Ghazalah Foundation scholarships portal (AGSP) · EMCAN legal services online hosting portal · LYAN leasing management system

Enterprise Modules & Workflow Automation

Paperless environment

- Reusable module library: workflow engine, permission matrix, OTP registration, SMS and email notification, logging, DMS, calendar, ticketing, chat
- Business modules: CRM and leads, recruiting and HCM, pre-sales and sales, procurement, accounting, payroll, asset manager, income and expense planners
- Digital approvals with a flexible workflow and report editor

Examples: Society automation platform · IBSERP and PERP · HQBP fit-out workflow and service requests · LYAN leasing workflow and vouchers

API & Systems Integration

Connectivity and compliance

- RESTful API design and third-party integration (payment, SMS and email gateways, social channels)
- ZATCA e-invoicing integration with client ERP and POS
- Integration of core systems with accounting, HR and inventory
- Legacy connectivity and data migration

Examples: E-invoice API and B2C simplified invoice upgrade for a trading company · E-invoice development for a facilities services company · Hypervsn and Quividi API development for an advertising company · Saba Clinics HIS integration with accounting, HR and inventory

E-commerce & Marketplace Platforms

Readiness to operation

- Internal and external readiness assessment and business case
- Technology, supply chain, cash-flow and third-party integration plans
- Online shopping platforms, mobile apps, C2C and B2C models
- Project and operating plan through launch

Examples: Online shopping platform for a retail group · Online marketplace and shopping app · E-commerce design and business case for an electronics retailer · EMCAN C2C and B2C models

Corporate Websites & Content Digitisation

Web presence, courses

- Corporate website design and CMS, bilingual content, annual SLA
- Conversion of training and educational material into governed online courses

Examples: Endowment and association websites · Website for a consultancy · Website for a law office · Abu Ghazalah Foundation website

04 Products & SaaS Platforms

IBS owned IP, bilingual and mobile ready. Each client runs on a dedicated, customised instance configured to its environment, on its cloud or ours, or on-premise.

IBSERP

Cloud ERP

- Income, expenses, assets and payroll
- IFRS-compliant accounting with VAT handling
- Document management (DMS) and HR module (HRIS)
- Recognised by ZATCA as a compatible e-invoicing system

Examples: PERP private ERP platform deployments · IBSERP e-invoice subscribers

IBS E-Invoice

ZATCA Phase 2

- Tax and simplified (POS) invoices, QR generation, customer management
- Dashboards and IFRS-compliant accounting
- SaaS with hosting, backups, maintenance and support
- API integration to client systems

Examples: A strategic communications consultancy · A catering company · A facilities services company · A trading company

S

IBSBOX Apps Suite

Eight PWA business apps

- Recruitment, employee management, collaboration, project management
- Business development leads, expenses, income, petty cash
- Per-app or bundle, unlimited users

Examples: Aquat Food recruiting system and staff portal

S

InterAct

LMS and content digitisation

- Learning management platform with identity verification and time control
- Comprehension monitoring, assessments and certification
- Content digitisation service

Examples: HQBP onboarding course · Sector course pilots

S

RatePal

Customer feedback

- Branded rating forms by email, SMS, social media or QR
- Response, review and competitor benchmarking dashboard
- Hosted at rate-pal.com

Examples: rate-pal.com SaaS · Voice of Associates platform design for a conglomerate

05 Smart Buildings, Smart Cities & ICT Infrastructure

Technology and vendor independent consultancy across passive, active, building-systems and application layers, with single-point accountability.

A

Technology Business Case & Feasibility

Vision to go/no-go

- Vision refinement and end-user profiling, services definition per client vision
- Smart services packaging (standard, gold, platinum) and ROI models
- Financial business case and cost management model

Examples: Building technology business case for a manufacturing group · KAEC smart city service and packaging definition · Blue Bay Plaza smart building recommendations · Hotels development technology consultancy (Al Aqeeq)

A

Smart Environment Standards & Design

Standards, HLD, specifications, BoQ

- Standards and guidelines: ISP/OSP, building management and automation standards, smart building standards
- High-level design and specifications across layers: structured cabling and fibre, telecom rooms, data centre (TIA-942), command centre; LAN, WiFi, broadband, IP telephony, IPTV, in-building wireless and GSM boosters; BMS, BAS, smart metering, lighting, HVAC, elevators; CCTV, access control, PA, parking; tenant portal, consolidated billing, digital media
- Integration model and plan, BoQ finalisation

Examples: HQBP smart building design · Al Barrak turnkey smart building · Al Aqeeq Hotels standards and nine-system design · KAEC ISP/OSP guidelines (FTTH, NOC, NMS, O&M)

A

Vendor Selection, Tendering & Contracts

RFI, RFP, scorecards, BOT

- RFI/RFP, pre-qualification criteria and selection methodology
- Scorecard evaluation, recommendation of award, negotiation
- Contract documentation support, warranty and SLA closure
- BOT modelling for in-building networks and telecom operators

Examples: HQBP RFPs and vendor selection · Al Aqeeq smart building tender · KAEC · BOT contracts for in-building networks and GSM boosters

A

Delivery Management, PMO, Integration & QA

Owner's representative

- PMO and delivery management, procurement and vendor management
- Integration supervision, QA, peer review, acceptance and handover
- Main-contractor (single point of contact) model where required
- Long-term technical advisory retainers

Examples: HQBP delivery 2009 to 2014, technical advisory to 2024, software SLA to 2026 · Al Barrak · Al Aqeeq · Smart building advisory for an urban developer

A

Operation Setup & O&M Readiness

Closure and handover

- Operation plan, O&M organisation, schedules and SOPs
- Warranty registrar, SLA setup and performance management
- Train-the-trainer for operations and maintenance

Examples: HQBP · Al Aqeeq closure · Al Barrak

A

Security & Specialist Advisory

Security, LEED, data centre, site monitoring

- Security strategy and plan: surveillance, access control, intrusion, bollards, command centre
- Green building and LEED advisory
- Data centre tier design and certification path
- Remote construction-site monitoring solutions

Examples: Security strategy for four towers, Makkah · HQBP anti-pass-back enhancement · Data centre designs (Saba Clinics, HQBP) · Construction sites monitoring proposal

06 Real Estate, Property & Facilities Management Advisory

From operating model to tenant handbook, for developers, owners associations and FM operators.

A

PM/FM Operating Model & Governance

By-laws, SOPs, transformation

- FM/PM operating model, organisation design, governance and regulations
- Management by-laws, OPM/SOP standardisation, service-provider framework
- FM transformation and modernisation roadmap, predictive FM and CAFM blueprint

Examples: HQBP property and FM advisory · FM transformation for a leading FM group (via a Big Four firm) · Blue Bay Plaza FM organisation design · RED FM and operating model

A

FM Service-Provider Tendering & Supervision

Scope, tender, supervise

- FM scope definition, RFP, tendering and selection, contract support
- Supervision of FM providers, KPI and SLA monitoring
- Cost model evaluation and benchmarking

Examples: HQBP FM service-provider tendering and supervision · HQBP iFM proposals 2023 · Cost model evaluations alongside JLL

A

Maintenance Fees, Budgeting & Owners Association

Financial governance

- Maintenance fee structure and annual budget modelling
- Owners association setup and financial handover supervision
- Transparency reporting portal for fee collection and spend

Examples: HQBP owners association setup and handover · HQBP AMF transparency package · Blue Bay annual FM budget model · Homeowners association (USA)

A

Tenant Experience & Fit-out Management

Handbooks, kits, workflows

- Tenant handbook or manual, tenant information kit, rules and regulations
- Fit-out management process and fit-out workflow portal
- Tenant service request handling

Examples: AIMS Square retail tenant guide and fit-out process · Blue Bay Mall tenant manual · HQBP tenant and fit-out portal

07 Program, Project & Venture Enablement

Cross-domain enablement services that any engagement or venture can draw on.

A Business Requirements & RFP Development

BRD, RFP, evaluation, contracts

- Business requirements document and functional specifications
- RFP development, bidder Q&A, proposal evaluation and scorecards
- Contract development support, negotiation and BOT modelling

Examples: HQBP · Al Aqeeq · Insurer ERP selection · Saba Clinics HIS

A PMO Setup, PMIS & Procurement Management

EPM, Primavera

- PMO setup, program management methodology and PMIS (EPM, Primavera)
- Schedule, scope, cost, risk, communication and status reporting
- Peer review and delivery management
- Hardware and software procurement on the client's behalf for a fixed fee

Examples: HQBP PMO and procurement management · Al Barrak procurement · Factory setup and ERP implementation PMO

A Venture Management & Partnership Structuring

Equity, in-kind and sweat-equity ventures

- Venture setup and ongoing management support on behalf of the owner (board, operating cadence, reporting)
- Partnership structuring: equity or in-kind stakes against software and advisory delivery, MOU, NDA and shareholder arrangements
- Product company structuring: product line management, R&D, delivery and support organisation, team and cost model
- Investor-readiness supervision and incubation support (serviced offices, start-up community)

Examples: Venture management advisory for an urban developer · New company partnership, software for an equity stake · Start-up evaluation and fund-raising for a private investor · ERP product company structure with a software partner

CASE STUDIES

Evidence, not claims.

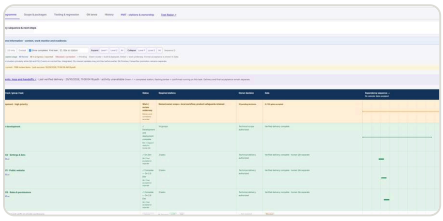
05

Five engagements in depth: the context, what IBS did, what was delivered, and what it means for a client.

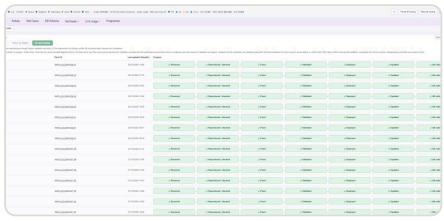
AI ENABLEMENT · PRODUCT DESIGN AND DEVELOPMENT

A software product delivered end to end by AI agents, under IBS ownership.

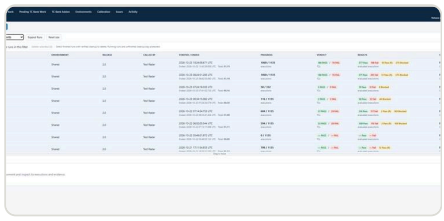
A bilingual recruiting and onboarding product, built for a client in the region. IBS built the delivery system first, then let it build the product: a dispatcher that routes work, coding agents that build and fix, a test radar that regresses every release across parallel environments, and a programme board with gates that humans accept. The team owned decisions; the agents did the work.



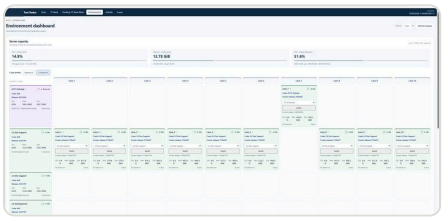
Master programme: 120 gates, owner decisions, named stations per task



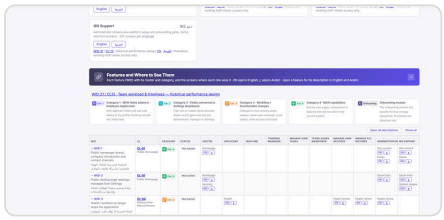
137 issues through received, reproduced, fixed, validated, deployed, QA validated



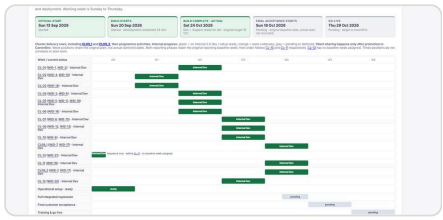
Test radar: 377 test cases, 9 environments, 1,135 executions per regression run



Ten environment lanes with frozen releases, switchable per lane



Render package: every feature mapped to its screens per role, 237 screens per language



Implementation programme: 12 clusters built in five weeks against a four-week baseline

5 weeks
from build start to build complete, 12 clusters, 21 features

1,135
regression executions per run, 30 recorded runs, pass and fail verdicts with evidence

137
issues taken through a seven-stage validation pipeline with recorded evidence

2 languages
English and Arabic screens and descriptions generated together, not translated after

WHAT THE AGENTS DO

Route and schedule work, build clusters in private workspaces, reproduce and fix reported issues, run regression suites, prepare bilingual render packages, write delivery notes.

WHAT PEOPLE DO

Set scope and priorities, accept gates, decide on owner questions, run final acceptance with the client. Every decision is recorded against the task.

WHAT IT MEANS FOR YOU

Faster delivery at lower cost with a complete audit trail, and a system IBS can stand up for your own product, your own team and your own environment.



SMART ENVIRONMENT · ASSET ADVISORY

The Headquarters Business Park, Jeddah

A SAR 1.3B mixed-use tower. IBS designed the smart building, ran its procurement and delivery, then stayed on as the owners' technical advisor and board-level subject-matter expert. One advisor across design, delivery, operation and governance.

CONTEXT

A landmark tower with a developer, an FM operator and an owners association, each needing the building's systems, rules and money flows to work together from day one.

WHAT IBS DID

Smart building and data centre design, RFPs and vendor selection, PMO and procurement management, delivery supervision for every system. Then the property side: management by-laws, maintenance fee structure, regulations and processes book, FM service-provider tendering and supervision, owners association set up and financial handover supervision.

DELIVERED

Property and tenants portal, tenant and fit-out portal with workflow and service requests, maintenance-fee transparency package, access-control enhancements, staff onboarding course, integrated FM proposals, a technical advisory retainer from 2016 to 2024, and a software SLA running to 2026.

One advisor
from design and delivery through operation, governance and the portals that run the asset

SAR 1.3B
asset value, every building system specified, tendered and supervised by IBS

17 yrs
the longest continuous client relationship, renewed every year

5 domains
smart building, FM advisory, software, AI and programme enablement on one asset

WHAT IT MEANS FOR YOU

Knowledge does not leave with the contractor. The advisor who specified the systems is the one who supervises their operation, writes the rules and builds the portals that run them.



SMART CITY · CONSULTANCY

King Abdullah Economic City

Smart city consultancy for the developer of a greenfield city: what digital services the city would offer, how they would be packaged and sold, and what infrastructure had to be in the ground before the first building rose.

CONTEXT

A city planned from scratch, with telecom and smart services to be defined ahead of construction and aligned to international standards and the regulator's requirements, independent of any single vendor.

WHAT IBS DID

Wrote the in-building and outside-plant guidelines, worked directly with Cisco and Ericsson on FTTH, NOC, NMS and O&M design, defined the smart city service catalogue and its packaging for residents and businesses, and prototyped the CRM that would sell and support those services.

DELIVERED

Infrastructure guidelines and design, service and packaging definition, and a working CRM prototype, handed to the developer as the basis for tendering and operation.

FTTH
fibre to the home as the city's baseline, with NOC, NMS and O&M designed around it

2 scopes
in-building and outside-plant guidelines, standards-aligned and regulator-compliant

1 catalogue
smart city services defined and packaged for residents and businesses

1 prototype
CRM built to show how the services would be sold, provisioned and supported

WHAT IT MEANS FOR YOU

Standards set before construction avoid retrofits later. IBS brings vendor-neutral design and the operating view, so what is built can also be run and sold.



INSTITUTIONS · PLATFORM

Abu Ghazalah Foundation scholarships platform

An end-to-end platform governing a scholarship programme, from applicant registration to disbursement and board reporting, built as the first step of a digital transformation roadmap covering every programme the foundation runs.

CONTEXT

A charitable foundation running its scholarships on manual processes, needing governance it could evidence, performance it could monitor, and a board view across programmes.

WHAT IBS DID

Designed and built the scholarships portal: applicant registration, evaluation, agreements, universities, disbursements and reporting, with executive dashboards and KPI tracking for the board. Built the foundation's public website. Drew the roadmap that extends the same model to the foundation's other programmes, each with its own portal and a single executive dashboard over all of them.

DELIVERED

Bilingual portal in production, extended twice as the programme grew, supported under an annual SLA, plus the public website and governance policy pages.

End to end
applicant lifecycle automated from registration to disbursement

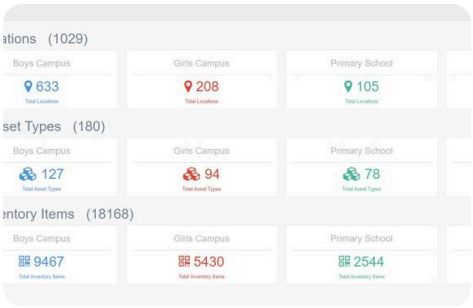
2 extensions
scope grown twice on the same platform, no rebuild

Annual SLA
supported and evolved every year since go-live

5 programmes
in the roadmap, one portal each, one board dashboard over all

WHAT IT MEANS FOR YOU

Governance becomes a by-product of operation: every application, decision and payment is recorded where it happens, and the board sees the programme as it runs.



HOSPITALITY · SMART BUILDINGS

Al Aqeeq Hotels, Madinah

One smart building standard for a hotel group, then two hotels designed, tendered, delivered and closed to it, with IBS managing the critical path between owner, operator, contractor and facility manager.

CONTEXT

A hotel group building in Madinah, with two properties under way and no common standard for the systems that would run them. Decisions had to be made before design freeze and hold through construction.

WHAT IBS DID

Defined the group's smart building standard, finalised the design and bills of quantities for nine smart building systems across two hotels, selected the technologies, managed the tender, then ran delivery management, quality assurance and closure.

DELIVERED

One standard for the group, two hotels delivered to it, and a handover sequenced on the critical path so the operator and facility manager received working, documented systems.

9 systems
smart building systems designed, specified and delivered per hotel

2 hotels
delivered to one group standard

4 parties
owner, operator, contractor and facility manager on one handover plan

Design to closure
standards, BoQ, technology selection, tender, delivery, QA and closure

WHAT IT MEANS FOR YOU

A standard written once and enforced through tender and delivery is what keeps a multi-property portfolio operable by one team.

TRACK RECORD

06

74 client programs, 12 sectors, 7 practice domains.

Client programs by sector and practice domain. A program counts in every domain it drew on.

Sector	AI, DT & IT Strategy	Business & Operating Model	Custom Software	Products & SaaS	Smart Buildings & ICT	RE, Property & FM	Program, Project & Venture	Total
SMART ENVIRONMENT								
Real estate development	1	1	6	1	7	2	3	**11**
Property & facilities management	1	1	2	1	1	5		**7**
Smart buildings & cities	1				2		2	**2**
Hospitality				1	2		1	**3**
INSTITUTIONS AND PUBLIC SERVICE								
Education	2		2		2			**4**
Government & semi-government	4	2	1					**5**
Healthcare	1	1			1		1	**1**
Endowment & non-profit	3	1	3					**4**
ENTERPRISE AND GROWTH								
Banking & insurance	2		1		1		1	**3**
Retail, trading & e-commerce	2	5	9	2	1	1		**12**
Manufacturing & FMCG	1	1	2	1	1			**3**
Professional services, media & ventures	2	3	11	3		1	5	**19**

Selected references



The Headquarters Business Park

King Abdullah Economic City

King Abdulaziz University

Umm Al-Qura University

Al Aqeeq Hotels

Al Barrak

Saba Clinics

Abu Ghazalah Foundation

AIMS Square

Blue Bay Plaza

RED, Retail Experience Destination

Aquat Foods

TRACK RECORD, CONTINUED

Client programs by area.

Grouped by the three areas. The full list of 115 individual projects is online at creativebusiness.sa/map.

Smart environment 23 programs

A facilities management company 2026
Facilities management company: CAFM, profile and website, owners association, international JV bid

A facilities services company 2023–2026
IBS E-Invoice development and subscription

Leading FM group, via a Big Four firm 2021–2026
Leading FM group: FM transformation, reporting initiative, business plan refresh

HQBP developer, FM operator and owners association 2009–2026
HQBP: smart building, PM/FM advisory, portals and technical advisory retainer

A catering company 2021–2024
IBS E-Invoice subscription

An urban developer 2012–2024
Urban developer: sales system, PM portal, smart building advisory, venture management, CRM MVP

A real estate developer 2023
ZATCA e-invoice generation

AIMS Square 2021
AIMS Square retail tenant guide

Blue Bay Plaza 2021
Blue Bay Plaza and Mall: FM consultancy, tenant manual, smart building recommendations

LYAN 2020
LYAN leasing management system

A real estate developer 2020
Technical advisory for a real estate developer

A major Makkah developer 2018
Security strategy for four towers, Makkah

Texas, USA 2018
Homeowners association

Telecom operators 2013
BOT contracts for in-building networks

A master developer 2012
Plot management system for a master developer

Real estate client 2012
Ownership management application

Al Aqeeq Hotels 2011–2012
Al Aqeeq Hotels smart building standards, design, tender and delivery

A residential community developer 2010–2012
Residential community developer: PM, sales and CRM portal, contract automation

A real estate developer 2011
ISP infrastructure design for a real estate developer

Private owner 2011
Smart palace design for a private residence

A residential compound developer 2011
Smart villas design

Al Barrak Shipping 2008–2009
Al Barrak smart building and portal

King Abdullah Economic City 2008
KAEC smart city consultancy

Institutions and public service 14 programs

Abu Ghazalah Foundation 2021–2026
Abu Ghazalah Foundation scholarships portal, website and support

via a Big Four firm 2024–2025
Decision-support engagement for a development fund

A charitable association 2022–2025
Ikram system and subscription

via a Big Four firm 2024
Operating model and BI framework for a national tech company

via a Big Four firm 2022–2023
Performance project advisory for a government authority

via a Big Four firm 2022
Transformation program support

An endowment entity 2022
KPI modelling and performance framework for an endowment entity

Advanced Generation Schools 2019
AGS asset and inventory management

a multi-campus university 2017–2019
Technology advisory and buildings steering committee for a multi-campus university

A community development society 2013–2016
Workflow consultancy and automation platform, community society

Umm Al-Qura University 2013
Makkah Accelerated Program (MAP 1.0 and 2.0)

King Abdulaziz University 2012
KAU building management and automation standards

A chamber of commerce 2010
Electronic visa processing system design for a chamber of commerce

Saba Clinics 2009–2010
Saba Clinics HIS, process redesign and data centre

Enterprise and growth 37 programs

USA, via USEGMAS 2026
AI enablement strategy for a luxury pre-owned car dealership (USA)

Partner company 2026
New company partnership: software against an equity stake

Retail Experience Destination 2025–2026
RED: Dhahran Mall technical services, operating model, executive dashboard app

A trading company 2024–2026
E-invoice development, API, SLA and B2C upgrade for a trading company

Aquat Food Industries 2022–2026
Aquat Food: staff portal, recruiting system, MyTQM and support agreement

via a Big Four firm 2025
Advisory work orders for a technology company and an insurer

A consultancy 2023–2025
Website and SLA for a consultancy

A law office 2023–2025
Law office: website, advisory, HQBP OA support

A strategic communications consultancy 2021–2025
IBS E-Invoice subscription

A start-up 2024
General advisory for a start-up

USEGMAS LLC 2024
Digital transformation strategy development

IBS own IP 2018–2024
IBS product platforms: IBSERP, E-Invoice, RatePal, InterAct, IBSBOX, PERP

via a Big Four firm 2023
Strategy roadmap for a holding group

Private investor 2023
Sports platform MVP

EMCAN LLC 2021–2022
EMCAN legal services online hosting portal

Private investor 2021
Start-up evaluation and fund-raising for a private investor

An advertising company 2020
Hypervsn and Quividi API development

Private investor 2019–2020
PAP platform and SLA

IBS start-up community 2017
Serviced offices and incubation

A major conglomerate 2017
Voice of Associates platform design for a major conglomerate

Marketplace venture 2016
Online marketplace and shopping app

Software partner 2016
ERP product company structure

Services client 2012
Services management application

Trading client 2012
Export management application

A retail group 2011–2012
Online shopping platform for a retail group

National Commercial Bank 2010–2012
NCB digital media infrastructure and sign language dictionary

An insurer 2011
ERP selection and project management for an insurer

An FMCG manufacturer 2011
Sales automation for an FMCG manufacturer

A trading company 2011
Export automation for a trading company

An advertising agency 2011
Publications tracking for an advertising agency

A media studio 2011
Studio management for a media studio

A marketing agency 2011
Team workspace for a marketing agency

A manufacturing group 2010–2011
Building technology business case for a manufacturing group

A media company 2010
Digital media distribution business case for a media company

A distribution company 2010
Document control process for a distribution company

Financial services, consulting, apps and order fulfilment ventures 2010
Shareholdings formed with entrepreneurs

An electronics retailer 2009
E-commerce design and business case for an electronics retailer

OWN PLATFORMS

07

Our own IP, proven in production.

5 platforms of IBS-owned IP in production, from ERP and e-invoicing to learning and feedback.

IBSERP

Bilingual cloud ERP: income, expenses, assets, payroll, IFRS accounting with VAT, DMS and HRIS. Recognised by ZATCA as a compatible e-invoicing system.

IBS E-Invoice

ZATCA Phase 2 e-invoicing as a service: tax and simplified invoices, QR, dashboards, API integration to your ERP or POS.

IBSBOX

Eight business apps on one progressive web app framework: recruitment, HR, collaboration, projects, leads, expenses, income, petty cash.

InterAct

Learning management and content digitisation with identity verification, comprehension monitoring, assessments and certification.

RatePal

Customer feedback and satisfaction benchmarking: branded rating forms by email, SMS, social or QR, with competitor comparison.

Dedicated-instance SaaS. Each client runs on a dedicated, customised instance configured to its own environment, hosted on its cloud or ours, not a shared off-the-shelf tenancy.

08 · CONTACT

Start with a conversation.

Tell us where you are and what you are trying to achieve. The first discussion is with the Managing Principal, not a sales team.

EMAIL
info@creativebusiness.sa

TELEPHONE
+966 12 642 0222

OFFICE
Al Bassam Business Center, Office 51, Building 4262, Ibrahim Shakir Street, Al Baghdadiyah Al Gharbiyah, Jeddah 22234

WEB
creativebusiness.sa