



RAYAT CONSULTING

# COMPANY PROFILE

2022-2023

## ABOUT

# RAYAT CONSULTING

Rayat Consulting Company is a Saudi company that was founded in 2010 as professional consulting company providing services in the fields of management consulting.

Over the past 12 years, we worked with many Government, private and non-for-profit clients helping them define and achieve their business objectives.

The Founders of the company enjoy a long and extensive experience, that exceeds 70 years for both of them, in the Saudi market with focus on business, finance, IT and risk management.

Both the Founders worked for large organizations, local and multinational, in different positions before they decided to start their consulting work.

With our qualified and experienced team, our own developed tools and techniques and the large network of professionals those serve with us as subject matter experts, we aim to provide services at International standards with deep local understanding.



## RAYAT CONSULTING **PHILOSOPHY**

We believe that strategy is a main key to success. While startups and entrepreneurs have their strategic directions in their heads and the rest of the strategy keep evolving over time, corporates and organizations with more complicated organizational structure need to have a formal and well communicated strategy.

People in different business areas realized this fact long time ago and started working on formal strategies to improve their performance. However, many complained about the gap between theories and real life that makes strategies look as a “luxury” addition, not an essential part of the business practice.

On the other hand, even with better managed exercises to develop strategies that address the reality and deal with issues effectively, another gap between planning and implementation also appeared, leading strategies to be a waste of resources rather than an excellence catalyst.

Realizing these gaps and the need for local expertise to provide right solutions with the right utilization of global advancements in related practices, Rayat Consulting Company focused since its inception on providing services in the strategy domain and other supporting domains in a practical approach that considers known issues and provides solutions that can be implemented in the local market.



RAYAT CONSULTING

**PHILOSOPHY**

To assist organizations in setting the right path for transformation, then achieve it, we provide a set of integrated services including strategy review and development, strategy implementation through project management and operational excellence, change management and governance.

*We believe that these services are essential for the organization to reach its vision and the right interaction between them is a key success factor in this endeavor.*

**Governance****Strategy Management****Project Management****Operations**

Policies &amp; Procedures

Process Re-engineering

Organization Structure

**Strategy**

Measures and Initiatives

Strategic Objectives

Mission, Values, Vision

Strategic Direction

**Change Management**



# STRATEGY

## MANAGEMENT SERVICES

Strategy management is not only planning. It is the complete cycle that starts with analyzing the strategic factors and deciding on the direction, going through other phases of planning, cascading, managing initiatives and operation, performance management, reviewing, adapting and back to analysis at the end of the cycle.

Using a well-known and tested methodologies and Frameworks are very important to avoid missing some important steps, or going through trial-and-error cycles. However, these methodologies and Frameworks are normally general steps those were developed to suite all situations but not a particular one.

We work with the client to assess the internal and external factors affecting their strategic performance, then we select the right framework with needed modifications to get the best out of the exercise.

### **There are few elements those make us different from others:**

1. Using Frameworks as tools not as strict steps.
2. We believe that our clients understand their businesses better than anybody else.
3. With the external vision we provide and the subject matter experts we engage, our clients can see new perspectives in their business.



## STRATEGY

# MANAGEMENT SERVICES

Most of the consultants in the strategy field use very close methodologies those include: Analysis, Formulation, Planning and Cascading.

The difference normally comes from the tools and techniques used by each consultant. In this context, RCC developed its own set of tools and techniques that helps clients reach the desired outcome with enough clarity and full consensus among the team. In addition to the above, we help our clients set the required tools to develop operational plans, conduct periodical operational and strategic reviews and implement needed strategy checks and adaptations.

For large organizations, we help in setting up a Strategy Management Office (SMO) and define the roles and responsibilities of the SMO in the organization.

Furthermore, we provide on-site consultants to support the strategy implementation and provide required knowledge transfer during the implementation process when required.





## RECENT

# PROJECTS IN STRATEGY MANAGEMENT:

- *Support strategy implementation For a government-owned company*
- *Setup of SMO For a government-owned company*
- *Strategy development For a Saudi Joint Stock Company*
- *Investment strategy development For a Saudi Joint Stock Company*
- *Strategy Development For a Financial company (a Saudi Joint Stock Company that is Regulated by Central Bank)*
- *Strategy Development For a Government entity in light of the Vision 2030 directions.*

## PROJECT MANAGEMENT SERVICES

Most organizations realize the importance of having a professional project management practice as a vehicle for strategy implementation.

Today, there is no strategic plan without strategic initiatives that allows the organization to bridge the gap between its current state and objectives it aim to achieve.

Royat Consulting helps clients identify the most suitable form of project management unit within the organization, setup a project management office (PMO), develops methodology and processes and support in implementing the required IT solution.

In all of our projects, we focus on having a “Business Driven PMO”, as we believe that the needs and roles of the PMO are not the same in all companies. Although that we use the well-known frameworks from leading organizations in the world like PMI and AXELOS, we select the needed roles and steps to make the work more organized, simple and effective.

Royat Consulting team are highly experienced in the project management field. Our consultants participated actively in developing standards for PMI, reviewing and Arabizing some of the International standards, submitting technical papers to different technical conferences and presenting technical presentations to the local project management community.

With the latest focus on Benefit Management, some of our consultants took the initiative to develop a benefit management framework and publish the first Arabic reference in this important field. Our clients also require some support in selecting the right people to run their projects. We normally develop the competencies needed in different team members. We also provide on-site project management consultants on both short and long term engagements to support the practice until the recruitment of the team.



## PROJECT MANAGEMENT SERVICES

As part of the service, we provide project management training and hands-on knowledge transfer practices are key enablers to sustain the success at the organization.

To ensure providing the right level of maturity and enhance it, Rayat Consulting became an authorized AXELOS Consulting Partner providing P3M3 assessment through its certified Assessors.

### Recent projects in Project Management:

Development of Portfolio, Programs and Projects Management methodology for the EPMD of a Saudi ministry.

Providing consulting services for the implementation of PPM (Portfolio, Project Management Software) to reflect the methodology in the system for better governance for a Saudi ministry.

Setup of PMO with complete methodology, policies and procedure handbook, tools templates for a Government-Owned company with the operation for one year.



## OPERATIONAL **EXCELLENCE**

Moving from planning to execution requires certain steps to align the organization.

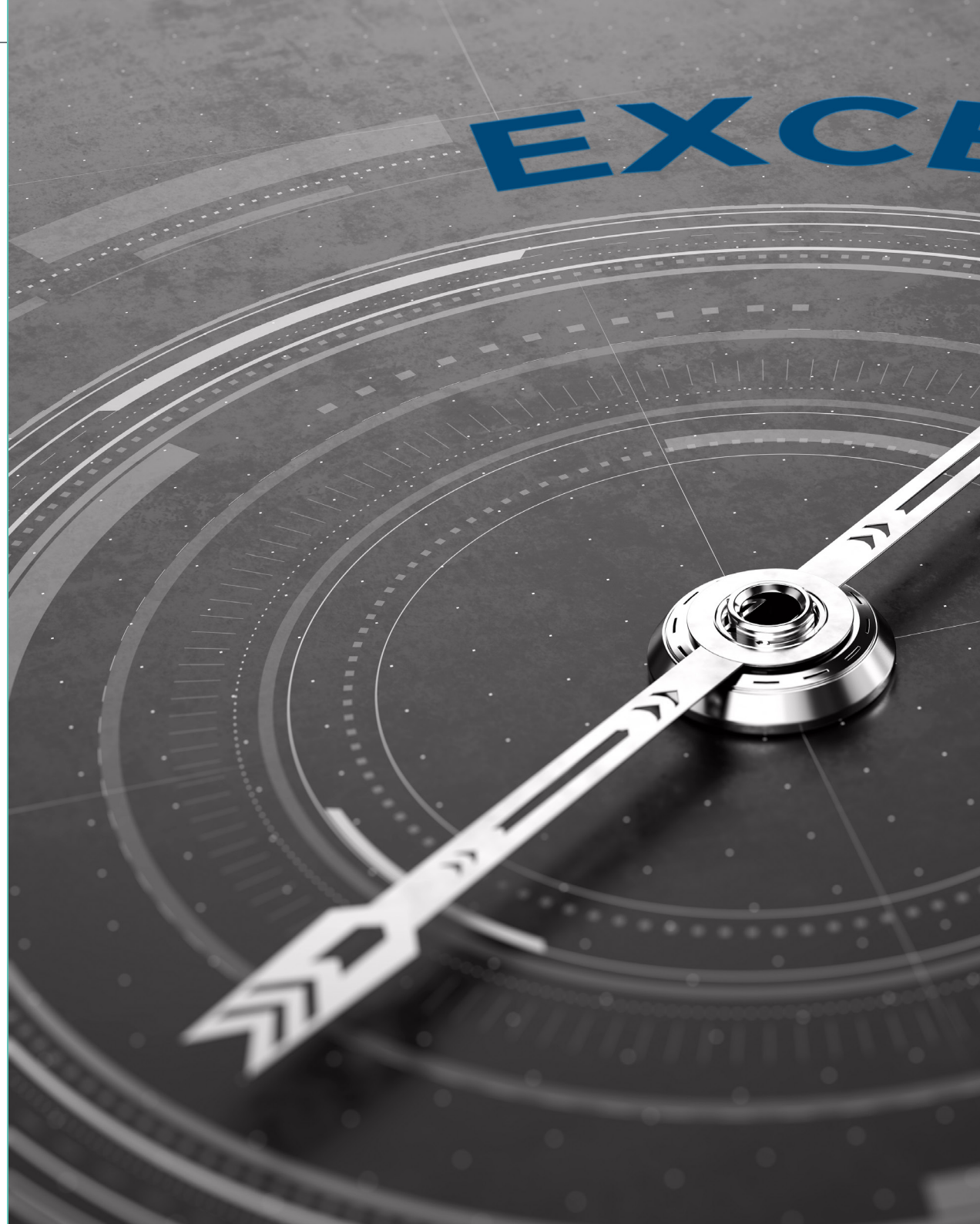
The alignment includes revising the organizational structure to streamline efforts towards achieving the strategic objectives and clarifying responsibilities and areas of interaction.

Also, to ensure reduction of conflict and realization of the benefits, enhancements of, and some times developing new, business processes is a key component in strategy implementation success.

In the same context, we review and update the job descriptions of the employees, update the authority matrix and inspect the overall Governance framework.

We pay special attention to automation possibilities as a tool of governance and enabler of business process implementation.

*To ensure assessing the client's IT infrastructure in the best way, Rayat Consulting became the First AXELOS Consulting Partner in Saudi Arabia authorized to conduct ITIL Maturity Assessment.*





# EXCELLENCE

## Recent projects in Operational Excellence:

Development of Operating model, policies and procedures and job descriptions for a government entity to reflect the new strategy. The work included developing an operational plan template and training of leadership to develop annual plans.

Development of operating model, revision and update of organizational structure, authority matrix and job descriptions for a Saudi Joint Stock company.  
Development of operating model, revision and update of organizational structure for a Financial company (a Saudi Joint Stock Company that is Regulated by Central Bank)

Development of operating model, revision and update of organizational structure, development of a Request for Proposal (RFP) and management of the bidding process for ERP implementation to ensure better governance in a large construction company.



# CHANGE

## MANAGEMENT SERVICES

From time to time, organizations go through internal changes that trigger resistance and need to be managed carefully. Whether it is a new strategy, an implementation of ERP, starting a new business line or even service enhancement in some departments, these plans normally face resistance from some stakeholders and the success of implementation depends to a big extent at the change management approach that the organization uses.

With many studies and statistics addressing the importance of change management in the success of projects. People realize that it is not a “luxury” anymore. As an example on one of the domains of change management, some surveys showed that more than 65% of participants voted that change management role in the success of an ERP implementation project is either very high or high. Those participants worked in organizations that did not have an established change management process. Those who worked in organizations with a formal change management practice scored 90% in the same survey.

It is very important to address change management from the right perspective. It is about managing PEOPLE not managing the change. Managing people requires deep understanding of culture, beliefs, norms, fears, behaviors and the interactions of all these factors in the organization. When an organization start working on a project that will require change management, there is always a possibility that employees will start talking about the project and form a negative idea regarding its outcome before reaching the final phases where the result is about to be announced. Therefore we recommend that organizations shall address the change management at an early stage of the project. Starting a project without proper planning for the change may result in facing resistance even if the organization started to plan for the change before reaching the final result of the project.

Rayat Consulting, in alliance with our strategic partner Elkattan Consulting, developed a practical change management methodology that addresses the challenges with deep understanding of local cultures to help organizations manage change smoothly and effectively.

Recent Projects in Change management

Preparation of change management plans and training of change champions from 40 colleges under a transformation program.

Change management plan for a restructuring and ERP implementation for a construction company.

# ENABLING SERVICES

## Digital Transformation

With the fast and continuous change in business environment and new trends in doing business, organizations find themselves obliged to adopt digital channels, where applicable, to deliver their services.

From our point of view, to have a successful digital transformation journey, it is important that the organization have a clear business strategy with well-defined KPIs as an input for the digital transformation plan.

IT Strategy must be developed with clearly defined areas and levels of automation, technologies to be used and the overall integration of all systems and services.

Proper, and careful, planning for implementation with clear priorities, dependencies and risks is essential for a successful transformation, without forgetting the change management that plays a key role in the success.





## Projects in Digital Transformation

Digital transformation of a government licensing entity that deals with large number beneficiaries. The work included business process reengineering, system analysis and development of technical requirements for system developers.

Complete analysis of a research center, defining business requirements and business success factors and development of technical specifications for internal and external portal and needed systems to be integrated with the portal.

Automation of beneficiaries services for a Saudi ministry. The work included business analysis and managing the system development task carried out by a software company.

Development of strategy management solution for a Saudi ministry. The work included business analysis and managing the system development task carried out by a software company.





## ENABLING **SERVICES**

### **Bid Management**

Many organization suffer of poor outcome of projects, high prices, repeating some projects and other issues resulting from vague requirements or specifications written in a general approach rather than specific.

We help our clients assess their business requirements, detail technical requirements for the project, develop qualification and evaluation criteria and managing the overall bid management cycle.

From the other side, some organizations lack the capabilities of professional bid management internally and they use our services to manage the bidding process starting from analyzing the RFP requirements, forming the bid task force, develop structure of proposals, assess risks and gray areas and completing the final proposal.

### **Recent Projects in Bid management**

*Validating business requirements and development of RFPs with evaluation criteria for a high profile government agency.*

*Requirement gathering and development of RFPs for a Saudi ministry.*

*Bid management services for several companies in the fields of IT, logistics and marketing.*





المراسم الملكية

وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGYشركة عسير  
للتجارة والسياحة والصناعة والزراعة  
والعقارات وأعمال المقاولاتكليات التميز  
Colleges of Excellenceمدينة الملك عبد الله للطاقة  
الذرية والمتجددة K.A.CAREوزارة العمل  
والتنمية الاجتماعية  
المملكة العربية السعوديةوزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture  
المملكة العربية السعودية Kingdom of Saudi Arabiaوزارة الاقتصاد والتخطيط  
MINISTRY OF ECONOMY & PLANNINGمركز الملك سلمان لأبحاث الإعاقة  
King Salman Center For Disability Research  
علم ينفخ الناس Science Benefiting Peopleمجموعة بن لادن السعودية  
SAUDI BINLADIN GROUP

BOYARIN CONSULTING





**RAYAT CONSULTING**

Thank You

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