

Empowering smarter decisions

and more efficient operational ecosystems

Bareq •• Your partners in digital transformation





Digital Transformation

A fundamental enabler
of Saudi Vision 2030

The world is witnessing
an accelerated transition
toward the digital economy,
driven by:

Data Analytics

One of the most critical strategic assets is enabling informed decision-making and intelligent business operations

Automation

A key driver for enhancing operational efficiency, optimizing workflows, and reducing complexity

Smart Platforms

The foundation for delivering advanced digital services and enabling sustainable digital economies



Bareq actively support the objectives of Saudi Vision 2030 through:

01

Contributing to food security and sustainability through the digitization of agricultural and industrial sectors

02

Strengthening local digital capabilities and fostering national technological innovation

03

Enabling a thriving digital economy powered by AI, Machine Learning, and advanced analytics

04

Accelerating the adoption of intelligent technologies across both public and private sectors

05

Empowering national talent and advancing digital capabilities across the technology labor market

06

Enhancing quality of life and elevating operational efficiency across public and private sector services



About Bareq

Bareq is a leading digital transformation partner

committed to empowering enterprises and government entities to successfully navigate the rapidly evolving digital landscape and achieve transformational business outcomes.

Our deep expertise in digital technologies, combined with Saudi-developed AI-powered solutions, enables our partners to unlock new levels of efficiency, agility, scalability, and data-driven decision-making.

6+ Years of
experience

11+ Saudi
developed solutions

20+ Strategic
partnerships

3+ Developed
AI-powered products



Diverse Portfolio and Project Experience

Extensive experience across industries enabling us to deliver customized, scalable solutions for every project of operational challenges and deliver strategic execution frameworks that ensure sustainable long-term value



Integrated Smart Solutions

AI-powered digital systems and intelligent platforms designed to support business growth, operational efficiency, and strategic objectives



Saudi Expert Team with Diverse Skills

Experts committed to delivering projects with operational excellence, technical precision, and continuous support



Why Bareq?

Saudi-Built Technology

Locally developed technologies aligned with global standards, tailored to the Kingdom's business environment and supportive of Saudi Vision 2030 initiatives



Customer-Centric Approach

We begin with a deep understanding of operational challenges and deliver strategic execution frameworks that ensure sustainable long-term value



Quality and Compliance Excellence

Solutions developed in accordance with international standards (ISO) with proven expertise in government and enterprise projects





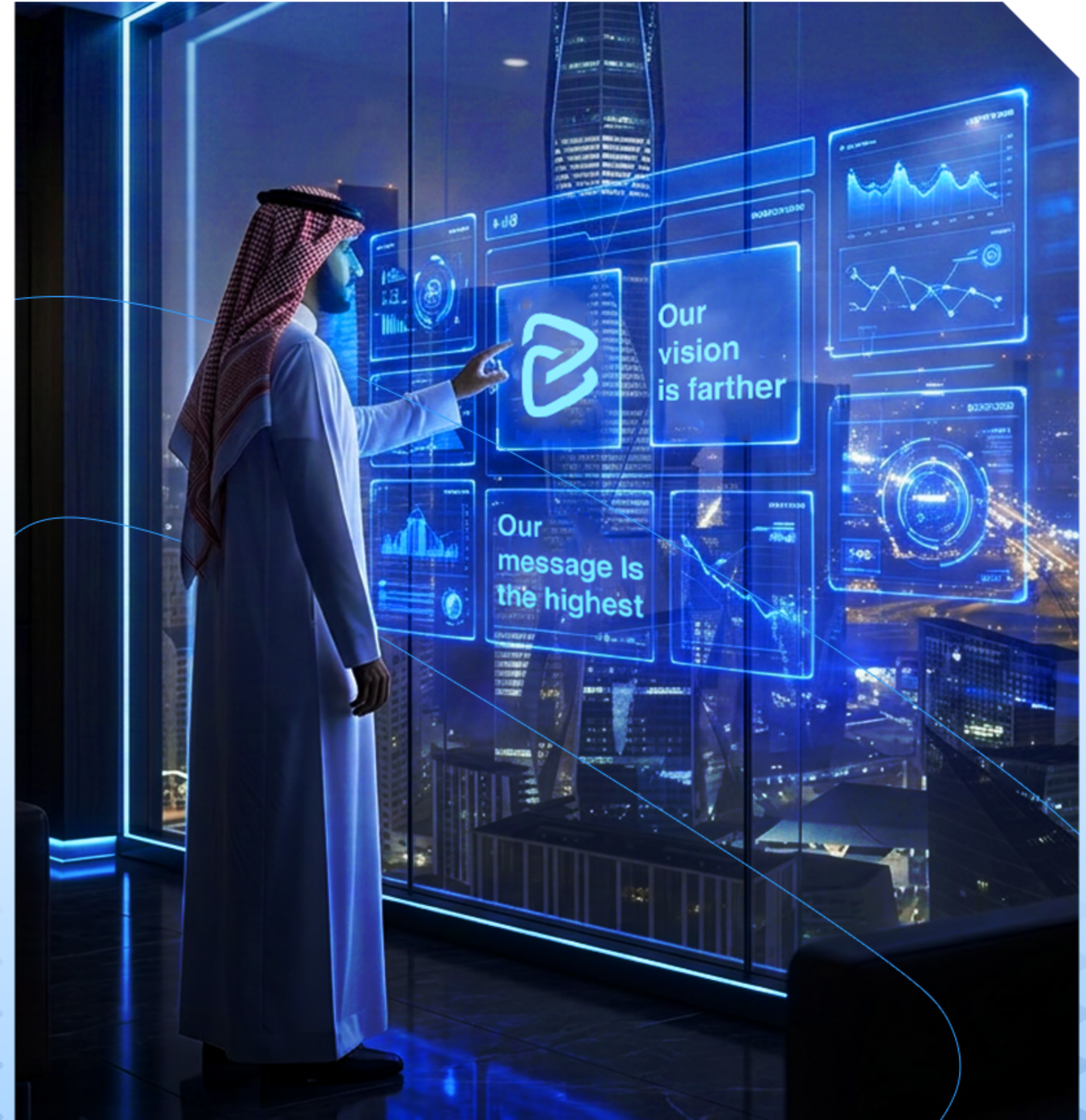
Our Vision

To be the preferred partner for digital transformation in Saudi Arabia. We aim to achieve this by delivering scalable solutions that align with Saudi Vision 2030, leveraging our expertise, and primarily, by our commitment to the success of our clients.



Our Mission

We are committed to driving digital transformation through innovative digital solutions. We are committed to delivering comprehensive solutions that empower businesses to enhance efficiency, optimize performance, enhance customer experiences, and achieve sustainable growth.



Leading
digital transformation
and AI through

 **our values**



Values

Six core values shape Bareq's culture and decision-making:



Ethical Conduct

We adhere to the highest ethical standards, transparency, and professional ethics across all business engagements.



Expertise and Knowledge

Our team of subject matter experts (SME's) possess the skills and experience necessary to deliver successful and sustainable digital transformation projects.



Customer-Centric Focus

We are keen on understanding our clients' operational challenges and needs, providing solutions that exceed their expectations.



Innovation and Continuous Improvement

We are committed to investing in emerging technologies and innovative methodologies to maintain a competitive edge and drive transformative impact.



Excellence and Results

We are committed to achieving the highest quality and performance standards in all our endeavors.



Collaboration and Partnership

We value strong partnerships with our clients, employees, and technology providers, based on trust and result driven in every project.

Tailored solutions for our client's digital journeys.

Bridging the gap between unique business requirements and the latest technological solutions.

At Bareq, we deliver successful digital transformation and AI projects customized to our clients' unique needs by following a four-step approach.

01

Discovery Phase

In-depth assessment of your current operations to identify gaps, opportunities, and areas for improvement

02

Customized Solutions

Development of customized solutions that align with client specific needs and goals

03

Technology Selection

Careful selection of the best technologies from our network of top-tier vendors

04

Implementation and Support

Seamless project management, implementation, and ongoing support to ensure a successful digital transformation

Risk Mitigation

Digital transformation projects involve inherent risks.

At Bareq, we proactively identify, assess, and mitigate potential risks throughout the project lifecycle. Our risk management strategies include:



04

Pro-Active Assessment

Conducting a thorough assessment of all potential technical, operational, and strategic risks during the early stages

03

Preventive Plans

Developing preventive strategies to address challenges before they arise, ensuring the mitigation of unexpected variables and maintaining system workflow

02

Business Continuity Plans

Establishing protocols and leveraging alternative technologies to ensure the continuity of vital operations under all conditions, focusing on data integrity and system stability

01

Regular Monitoring and Evaluation

Continuous monitoring of KPIs and risks throughout the project lifecycle to ensure the effectiveness of protective measures and enable rapid intervention when necessary

Our Solutions

Comprehensive, scalable, and future-ready digital solutions tailored to the unique requirements of each sector.



Technical Consulting

- Digital transformation strategies
- Operational process engineering
- Advanced technology consulting: AI, IoT, and Cloud Computing



Operational Systems Automation

- Digital platform development
- Design and development of custom software systems



Data Analytics and AI Solutions

- Big Data processing and analytics
- Computer Vision systems



Managed Services and Technical Support

- Secure cloud hosting
- Technical project management
- System stability and technical support

Our Solutions

Comprehensive, scalable, and future-ready digital solutions tailored to the unique requirements of each sector.



Domain-Specific LLMs

Developing Domain-Specific LLMs built on the latest AI technologies, enabling organizations to leverage the capabilities of language models in a way that aligns with their business nature and internal data



AI-Powered Software

Developing digital platforms and AI-supported applications to enhance user engagement and drive corporate profitability



Recommendation & Decision Support Systems

Developing recommendation systems by analyzing customer behavior and product interactions, supporting informed decision-making to boost engagement and profit growth



Predictive Analytics

Supporting the business sector with accurate predictive analytics models and building solutions that help decision-makers anticipate customer behavior and foresee future

Our Products



From field data to
supporting strategic
decisions

[Learn more](#)



Advanced Video Analytics
with data-driven insights

[Learn more](#)



Enterprise Resource
Planning system for the
retail sector

[Learn more](#)



Midank

A Comprehensive Saudi Technical Solution

For Field Service Management (FSM),

Midank provides full control over team management, reporting, and workflow adjustments, along with Geographic Information System (GIS) documentation and real-time approvals.

- **Enable Proactive Capabilities**

Reducing response time and improving completion rates.

- **Better Oversight**

Live monitoring of all field operations.

- **Operational Efficiency**

Intelligent management of resources and teams.



Midank Features



- 100% Full automation of field operations
- Business continuity in remote areas without internet connection
- Precise geographic tracking using GIS technology
- AI-Powered for future predictions
- Seamless integration with all systems and software
- Dynamic workflow creation without programming intervention
- Unified inventory management and efficient resource optimization
- A national tech-product built by Saudi experts



Visiontera

The smart platform for image and video analysis

Visiontera relies on Artificial Intelligence techniques to analyze the behavior of visitors and employees

-  Integration with all types of cameras
-  Local data analysis
-  Interactive dashboards
-  Analytics that support decision-making



Visiontera Features



Real-time Analysis
of visitor and
employee
behavior



Heatmaps and
digital diagrams
for decision
support



Integration and
consolidation of
diverse data
sources into a
unified platform



Unique visitor
identification to
ensure data
accuracy



Virtual zones for
precise visitor
monitoring



Marketing
campaigns and
performance
comparison



Bareq ERP

Intelligent Enterprise Resource Planning system

BareqERP integrates financial, administrative, and operational processes into a single platform.

Designed for the retail sector and modern businesses, with full compliance with local systems, integration with national platforms, and AI-powered analytics to boost operational efficiency.



Bareq ERP Features



Inventory management for the retail sector



Compliance with local regulations



Integration with any national platforms and systems



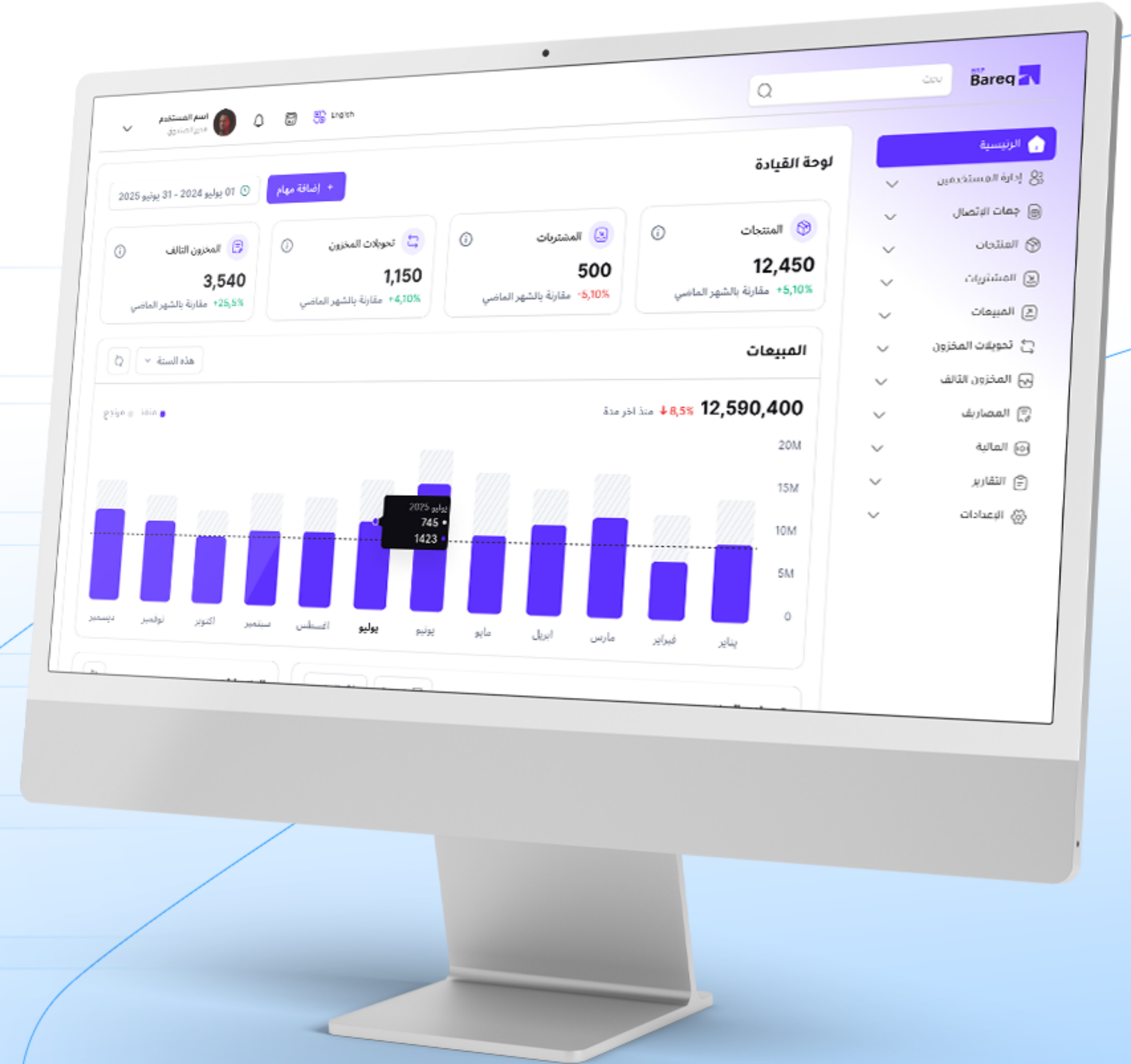
Automation of employee lifecycle



AI-Powered AI-Powered



Financial and Human Resources management



Bareq Clients

Bareq is proud to empower a diverse range of clients to achieve digital transformation with efficiency and sustainable impact.

WEQAA CENTER | مركز وقاء

المركز الوطني للوقاية من الآفات النباتية والأمراض الحيوانية ومكافحتها
National Center for the Prevention & Control Of Plants Pests & Animal Diseases



وزارة البيئة والمياه والزراعة

Ministry of Environment Water & Agriculture



الجامعة السعودية الإلكترونية
SAUDI ELECTRONIC UNIVERSITY
2011-1432



الجمعية السعودية للزراعة العضوية
Saudi Organic Farming Association



شبه الجزيرة لتقنية
نظم المعلومات



MOTADED



سوق السبيعي
Souq Al Subaie

SSA



شركة قاصد المشاعر
لخدمات حجاج الداخل

Bareq Technology Partners

Bareq partnerships with leading technology providers enable us to deliver comprehensive and innovative solutions to our clients in digital transformation and AI.



Contact Us

Let's embark on a journey to build a stronger, more agile, and successful business together.

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