

Business Unit



In a year marked by remarkable achievements, stc's Business Unit successfully expanded its partnerships on both a global and local scale, introducing innovative products and services. These strategic efforts led to the development and implementation of groundbreaking solutions, significantly contributing to the realization of the objectives set forth in Vision 2030 and affirming the Unit's strong commitment to this transformative initiative.

In line with stc's DARE 2.0 strategy, the Business Unit has successfully positioned itself as the premier digital enabler and the partner of choice for business customers in the region. It has diligently worked to develop world-class offerings, creating a robust ecosystem of capabilities. This has enabled it to serve its customers with advanced digital solutions and verticals, showcasing its commitment to innovation and customer-centric service.

In 2023, the Business Unit made significant strides in establishing both global and local strategic partnerships. A key highlight was the partnership with ROSHN Group, formalized through a Memorandum of Understanding and an agreement during the Cityscape Global exhibition in Riyadh. This collaboration focuses on deploying 5G network towers, implementing smart home and city solutions, and utilizing Big Data and IoT technologies. These efforts aim to enhance communication efficiency and improve the quality of life in ROSHN communities.

Another major development was stc's strategic partnership with Diriyah Company to enhance the historical Diriyah project. Under this agreement, stc will deliver a comprehensive suite of modern technological solutions, transforming the Diriyah Gate project into a smart heritage area equipped with cutting-edge technologies.

A key highlight was the partnership with ROSHN Group, formalized through a Memorandum of Understanding and an agreement during the Cityscape Global exhibition in Riyadh.

Additionally, a pivotal partnership was formed with Red Sea Global. This agreement is set to drive digital transformation and boost tourist destinations along the Red Sea coast through advanced communication technologies and digital services.

The Business Unit also placed great emphasis on sponsoring various global and local events, participating in several exhibitions to showcase stc's capabilities across different sectors like education, health and industry. Notably, stc's involvement in the Future Investment Initiative Conference was a platform to unveil the latest digital technologies developed by stc, particularly in the education and health sectors, alongside artificial intelligence technologies and sustainability solutions. These initiatives reflect the Business Unit's commitment to innovation and its role in advancing digital transformation.

Supporting key industry events

stc is at the forefront of driving innovation in the digital and cybersecurity landscapes. The Business Unit's commitment to a sustainable digital economy and robust cybersecurity was demonstrated through its active participation in key events throughout the year.

At the International Cyber Security Forum 2023, stc showcased advanced cyber solutions, contributing to innovation in cybersecurity. The Company also played a significant role in the Arab Health 2023 conference, presenting cutting-edge digital solutions for the medical and healthcare sectors to enhance digital integration in healthcare.

Furthermore, stc's involvement in LEAP23 highlighted its focus on fostering future technologies through global investments and partnerships. As a major contributor, stc was the diamond sponsor at Capacity Middle East, the largest assembly for transport companies in the Middle East.

stc also supported the World Defense Show, the premier event for the security and military industries, as a partner and digital facilitator. In addition, as a strategic partner and digital supporter at the Global AI Summit organized by SDAIA, stc aided in advancing industry, innovation, infrastructure and the development of smart cities.

This active engagement in various high-profile events underscores stc's pivotal role in shaping a future-oriented digital world.

Business Unit in 2024

In 2024, the Business Unit is dedicated to reinforcing its status as a top-tier telecom provider in the market, leveraging its strong relationships with local customers throughout the Kingdom.

Emphasizing its role as a foremost digital enabler in the region, it is set to sustain its upward trajectory, with a pivotal emphasis on the establishment of mega accounts, tailored specifically to align with Vision 2030. This initiative is a strategic move to aid the Kingdom in achieving its ambitious goals.

stc's involvement in LEAP23 highlighted its focus on fostering future technologies through global investments and partnerships.

These efforts are a testament to the Business Unit's unwavering commitment to delivering premium products, services and experiences to customers nationwide, reflecting its dedication to excellence and customer satisfaction.