Oracle Success Story On Digital Transformation at RETAL, KSA

CASE STUDY.

Connected World.
Connected Experiences.

RETAL selected Tech Mahindra as a reliable partner to catalyze their digital transformation journey. The digital transformation processes driven by TechM for the client is not only impacting their technology environment but also the culture and business models.

An innovation driven urban development leader Retal chose Tech Mahindra as a reliable partner to catalyse their digital transformation journey. Retal chose Tech Mahindra due to its vast experience and expertise in implementation of Oracle ERP modules. TechM's ECE Practice (Engineering, Construction, and Energy) is transforming and modernizing the value chain, the operating model, and the business processes for organizations. Our industry expertise is enabling CXO's with the latest best practices from both business and technology perspectives.

CLIENT BACKGROUND

Retal Urban Development Company is a group of companies (7 legal entities) that is serving as a major and an innovative player in the Saudi real estate market by offering residential and commercial projects.

RETAL was established in 2012 by Al Fozan Holding Company in the Eastern Province of the Kingdom to build a beautiful life for generations aligning with Saudi Arabia's vision that aspires to build urban buildings and societies that revolves around human experiences.

7 BN+
Saudi Riyals total project value

7K+
Units developed and under development

7+
Legal entities and growing subsidiaries

CHALLENGE

RETAL is implementing a major digital transformation program using different technologies. We're leading the implementation part of Oracle Fusion across the following areas: human capital management, finance enterprise performance management, supply chain management and project portfolio management.

RETAL was facing the following challenges:

01   *Industry Know-how and Reliable Partner*
To find the right implementation partner who can walk the talk and add business value to the digital transformation journey was the biggest challenge. RETAL wanted the added value not only on the technology part, but also the industry know-how and best-practices.

02   *Shared Services Center Model*
The operating model at RETAL is relying mainly on the shared service model to orchestrate, centralizing, and decentralizing some functions that will need certain alignment in technology.

03

Multiple Technologies Ecosystem
With a global vision of modernizing its digital environment, RETAL is facing the challenge of implementing Oracle ERP modules in sync with other 3rd party applications such as: Salesforce, ProCore, Maximo, Time & attendance machines, etc.

04

Local Culture and Change Management Tactics
RETAL has a big ambition to transform not only the business processes but also the culture. This was one of the main challenges that required a reliable partner with diversified skills-set and experienced local consultants who are aware of the local culture and experienced in change management programs.
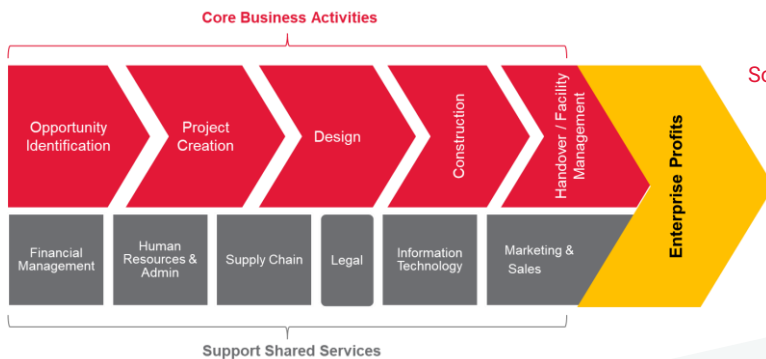
SOLUTION PROVIDED

Tech Mahindra proposed an end-to-end digital transformation solution that is covering:

- **Business and Change Management Advisory:** Providing subject matter expertise before automating the business model in order to establish the best practice and to serve as a trust advisor during the digital transformation journey.

- **Oracle Cloud Implementation and Support:** Leveraging on Oracle Cloud products covering: HCM, Finance, SCM, EPM, PPM, and Digital Assistant, TechM defined Oracle solution blueprints

- **Integration with other 3rd party applications:** Enabling and digitizing the entire business value chain for RETAL while collaborating with other industry solutions.

BUSINESS AND COMMUNITY IMPACT

- Moving from the legacy systems of core and back-office operations to Oracle Fusion smoothly.
- Modernizing business processes, financial and inventories' structures as per the best-practices.
- Applying governance and controls over engineering and construction operations beside the core supporting services (shared services).
- Training and enabling business users in both Arabic and English languages.
- Contributing to the successful launch of RETECH, RETAL Technology initiative to create a real culture transformation program.

As a business and community impact, TechM Process Re-engineering Consulting team renovated and aligned RETAL value chain model as per the industry best-practices to ensure the end-to-end project lifecycle is realized from a process perspective as following:

Core Business Activities

Opportunity Identification	Project Creation	Design	Construction	Handover / Facility Management	Enterprise Profits
Financial Management	Human Resources & Admin	Supply Chain	Legal	Information Technology	Marketing & Sales

Support Shared Services

Source: TechM ECE Industry Practice

"RETAL is committed to its vision towards modernizing its business and operating models digitally and Tech Mahindra was the trusted partner all way long"
Abdullah Al Saleh
Digital Transformation Director – RETAL Group

Tech Mahindra

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