Technology

At SAL, our commitment to technological advancement is integral to our strategy, driving growth, excellence, diversification, and innovation and solidifying our position as a future-ready organization. Our digital transformation journey transcends the mere adoption of new tools; it represents a fundamental shift in how we operate and deliver value to our customers.

Key Achievements

- SAL's Digital Transformation journey received industry recognition with the Digital Logistics Award 2024.
- Automated 200+ work routines, significantly reducing manual workload and boosting productivity with over hundred thousand hours optimized.
- Leveraged Big Data and real-time dashboards for end-to-end shipment visibility, strengthening decision-making across all stations.
- Implemented Internet of Things (IoT) technology for critical equipment, enabling real-time tracking, uplifting operational reliability and utilization.
- Expanded digital integration with government entities and logistics ecosystem, streamlining customs clearance and data sharing.
- Launched paperless warehouse initiatives, reducing paper consumption by the millions and advancing ESG goals.
- Enhanced strategic partnerships with global and local Technology Leaders such as Microsoft, SAP and ELM to enhance digital customer experience utilizing latest technologies in AI.

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Harnessing Al and Big Data

We are building a data-driven organization by analyzing vast datasets and visualizing insights through real-time dashboards across all stations. These dashboards offer end-to-end shipment visibility, enabling smarter decisions and boosting operational efficiency. Al technologies provide actionable insights, optimizing processes, enhancing customer experiences, and driving innovation.

Advancing Sustainability with Paperless Initiatives

Our Paperless Warehouse Initiatives reflect our dedication to sustainability. By implementing digital tools such as tablets, handheld devices, and analytics screens, we are transitioning towards a paperless environment. This shift not only reduces paper usage and supports our Environmental, Social, and Governance (ESG) goals but also enhances process speed and operational efficiency.

Automating Data Sharing through APIs

We have streamlined the delivery clearance process by adopting automated data sharing via APIs. Seamless data exchange with stakeholders such as the General Authority of Civil Aviation (GACA) and the Zakat, Tax, and Customs Authority (ZATCA) ensures a faster, more transparent, and entirely digital clearance process. This transformation enhances the customer experience while supporting our growth objectives.

Leveraging IoT for Smarter Operations

By integrating the latest Internet of Things (IoT) advancements, we have connected critical equipment, including forklifts and cool dollies. Real-time tracking and tracing enable optimal utilization, promote safe driving practices, and enhance equipment reliability. These IoT-driven innovations not only ensure operational excellence but also foster diversification into more sophisticated logistics solutions.

Strategic Technology Partnerships

To remain at the forefront of innovation, we have established strategic partnerships with leading international and regional technology providers. These collaborations enable us to access and implement the latest advancements, ensuring we stay ahead in a competitive landscape.







SAL has already surpassed key global competitors in several areas and is rapidly delivering tangible results. Our digital strategy prioritizes balancing technological potential with business needs and cost efficiency, ensuring we remain agile, innovative, and customer-centric in the evolving logistics landscape. Through the strategic use of technology, we are driving growth, achieving operational excellence, diversifying our services, and fostering innovation to shape the future of logistics.