

Vendor Profile

Realising the Full Potential of Data and AI in the Middle East: A Consulting-Led Life-Cycle Approach by PwC Middle East

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IDC OPINION

PwC Middle East's data and AI practice has played a crucial role in supporting the region's strong growth in technology innovation and transformation. With key acquisitions like NSI and investments in Zero&One, PwC Middle East has developed a comprehensive portfolio of data-driven solutions. The firm's commitment to local talent development and regional partnerships, which have culminated in the establishment of the AI Centre of Excellence (CoE) in Riyadh and the Dubai Experience Centre, highlights its dedication to innovation.

The company adopts a comprehensive, end-to-end approach to solution delivery, ensuring seamless execution across every stage of the process. Its business strategy is anchored on several key pillars:

- **An innovation-driven and consultative approach:** PwC Middle East prioritises a consultative methodology, working closely with clients to understand their current business processes, objectives, and challenges. This collaboration enables the identification of relevant use cases and their impact on existing workflows. Leveraging its innovation labs in the region, PwC Middle East takes ownership of the entire transformation journey — from ideation to implementation and life-cycle management — and thereby delivers tailored solutions to customers.
- **Industry and functional subject matter expertise:** A distinguishing strength of PwC Middle East is its ability to bring in subject matter experts with deep industry and functional knowledge. These specialists bring the expertise required to understand each client's unique needs. They can deliver tailored solutions that address specific business objectives and drive meaningful results. They have also developed a host of proven industry-specific use cases that are already in use across multiple organisations. As such, they can assure clients that a solution will be successful and deployed in record time.

- **Full-stack technology capabilities:** Developing AI-enabled solutions requires a robust understanding of full stack IT architecture, from the infrastructure to the application layer. PwC excels in redesigning architectures to support new business processes and align with strategic objectives. This holistic approach ensures that technology implementations are scalable and future proof.
- **Local talent capacity:** Building a local team of data and AI specialists has been a priority for PwC Middle East as it supports innovation and delivery excellence. The firm invests in hiring and reskilling initiatives to strengthen local talent capabilities, enhance AI literacy across the ecosystem, and deliver solutions more effectively (e.g., by combining the expertise of Arabic-speaking local talent with its global specialists).
- **High-quality service delivery:** PwC Middle East ensures high-quality service delivery to regional and European markets through its regional business and technology services centres. Its structured client engagement programs and innovation centres foster co-creation and advanced AI application development. By emphasizing ecosystem-driven partnerships and a business consulting-led approach, PwC leverages its comprehensive data platforms and AI capabilities to meet diverse client needs.

The CoE in the Middle East, coupled with labs and delivery centres across the UAE, Saudi Arabia, Qatar, Egypt, and Jordan, underscores PwC Middle East's advanced AI capabilities and continuous skill development. The CoE generates tailored AI use cases for each client, and PwC Middle East's digital factory supports the rapid scaling of these use cases to deliver impactful projects.

By aligning with governments' digital agendas and expanding its regional workforce, PwC Middle East is well positioned to lead the region in AI and data transformation. Together with its strategic global and local partnerships, PwC Middle East's strategy solidifies its role as a prominent business-driven technology solution provider that propels digital transformation and AI excellence in the region.

IN THIS VENDOR PROFILE

This IDC Vendor Profile offers a comprehensive overview of PwC Middle East's data and AI practice, emphasizing its dedication to developing end-to-end data and AI-driven business solutions tailored to meet specific customer requirements. It details PwC Middle East's background in the region, illustrating how the firm initiated its data and AI practice, made organic and inorganic investments, and developed an AI engineering practice to build the capabilities and skills that address the rapidly growing AI needs of clients in the region.

The profile also examines the technology partnerships and investments in skills development programs supporting PwC's data and AI practice in the region. Lastly, it highlights PwC Middle East's client engagement model for its data and AI practice.

SITUATION OVERVIEW

Company Overview

PwC's presence in the Middle East region dates back to the early 1990s, when its strategy and consulting business was established in Abu Dhabi in 1993 and its Dubai operations were launched in 1995. Since its inception, PwC Middle East has continuously expanded its footprint and capabilities, emerging as one of the leading providers of business and technology services across the Middle East. It employed over 10,000 individuals at the end of 2023. Today, PwC Middle East has offices in 12 countries, including Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, the Palestinian territories, Qatar, Saudi Arabia, and the UAE.

The firm's services encompass the assurance, advisory, tax, and technology domains. PwC Middle East has demonstrated proven capabilities across the entire technology stack, employing an industry-centric approach across all digital transformation projects.

In the Middle East, the company has made organic and inorganic investments to enhance its capabilities, initially focusing on data and later expanding into AI to align with customer maturity and demand. PwC Middle East created an organisation-wide data platform strategy that emphasizes design, architecture, and data governance, enabling AI practitioners to develop practical use cases.

To further its presence and build capabilities in the region, PwC Middle East has committed to hiring local talent, acquiring companies, establishing technology labs, and introducing nearshore and onshore delivery centres as well as CoEs. Below, IDC provides a structured overview of PwC Middle East's key strategic initiatives, along with descriptions of global initiatives that impact regional solution delivery.

PwC Middle East's AI Strategy

PwC Middle East's strategy is built on the idea of driving regional innovation, delivering differentiated business value, and contributing to the development of a globally competitive digital economy. The firm believes that AI is a source of huge excitement and apprehension, both globally and in the Middle East. It is thus partnering with key AI innovators, such as OpenAI, to bring cutting-edge technologies to the region. PwC Middle East's relationship with OpenAI strengthens its long-standing commitment to AI, building upon an initial three-year, \$1 billion investment announced in April 2023. This investment has paved the way for unprecedented advancements in upskilling people and delivering better services for clients through an expanded technology ecosystem.

AI is attracting significant investments across the Middle East, with governments and private enterprises allocating substantial resources to AI research and development (R&D) and innovation hubs. AI is especially transforming the energy sector by enhancing operational efficiencies, bolstering predictive maintenance, and improving resource optimisation.

AI will also continue to be a key enabler of innovation and productivity across industries. Investing in AI allows PwC Middle East to remain at the forefront of technological advancements. The firm's AI deployment strategy focuses on enhancing organisation productivity by 15% to 20% and helping businesses innovate and grow with tailored AI solutions. The firm implements robust governance frameworks to ensure AI is responsibly and safely utilised. PwC Middle East aims to:

- Pursue a business consulting-led full-stack technology solution delivery approach.
- Leverage global and regional acquisitions and other strategic investments to improve its regional footprint.
- Leverage global and regional technology partnerships to introduce regional initiatives and create an ecosystem enabled go-to market model to drive regional innovation at a global level.
- Build innovation centres to drive co-creation and co-innovation-based engagements with the private and public sectors.
- Build regional business and technology services delivery centres to serve the region and Europe.
- Invest in local talent through structured human resource (HR) programs

Key Acquisitions and Investments

PwC Middle East has bolstered its technology consulting capabilities through strategic acquisitions.

- **PRTM:** In 2011, PwC Middle East announced its acquisition of the global management consulting firm PRTM. This acquisition brought significant expertise in strategy, supply chain management, product development, customer value management, and business model innovation, thereby enhancing PwC Middle East's operations.
- **Booz & Company:** In 2014, PwC Middle East completed the acquisition of Booz & Company. This acquisition bolstered PwC Middle East's strategic consulting capabilities globally and within the UAE.
- **NSI DMCC:** In 2016, PwC Middle East acquired NSI DMCC, a technology company based in Dubai, to strengthen its technology and digital consulting offerings in the Middle East.
- **Teambase:** In 2019, PwC Middle East acquired the consulting division of Teambase, a data and digital transformation consultancy based in the UAE with operations throughout the Middle East. Teambase's consulting division is a multidisciplinary team specializing in data science, analytics, AI, and technology. It offers a variety of data insight solutions for today's digital enterprises.

- **Tyconz:** In 2020, PwC Middle East acquired the enterprise business application division of Tyconz, a prominent SAP partner in the UAE. Tyconz has a strong track record in end-to-end SAP service offerings, including implementation, development, training, and support across the Middle East and North Africa region.
- **Zero&One:** In 2022, PwC Middle East announced a strategic investment in Zero&One, a leading Amazon Web Services consulting partner in the region. Zero&One specialises in cloud adoption, encompassing both infrastructure and data and AI platform capabilities.

Key Organic Investments

- **Dubai Experience Centre:** In 2020, PwC Middle East announced the launch of the Dubai Experience Centre. This centre is used to develop innovative ideas and transform them into impactful digital transformation projects. It serves as a key driver for delivering business value through digital transformation opportunities.
- **Centre for Government Digital Excellence in the UAE:** PwC Middle East, Microsoft, and the UAE government signed a memorandum of understanding (MoU) to establish the 'Government Digital Excellence Centre.' The centre supports the government's digital transformation by enabling authorities to leverage global best practices and modern technologies to enhance government services and operations.
- **Strategic initiatives with Saudi Arabia's government authorities:** At LEAP 2023, PwC Middle East signed an MoU with Saudi Arabia's Digital Government Authority and made a strategic agreement with the Institute of Public Administration. These partnerships will help authorities realise their digital agendas aligned with Vision 2030.
- **Saudi Arabia AI CoE:** In 2024, PwC Middle East and Microsoft opened their first AI CoE in the Middle East region. Located in Riyadh, the centre has already started recruiting and training Saudi talent in local AI technologies, including Azure OpenAI and open source models.
- **PwC Middle East Egypt Technology and Innovation Centre:** In 2023, the Egyptian Minister of Communications and Information Technology announced the opening of PwC Middle East's Technology and Innovation Centre located in Cairo, Egypt. The \$10 million centre serves as a strategic location, delivering cloud, data analytics, AI, and cybersecurity solutions to clients across the Middle East and Europe.
- **PwC Middle East CoE in Jordan:** In 2013, PwC Middle East established a multi-disciplinary Arabic CoE in Amman, Jordan, in close collaboration with local authorities. The centre serves clients in the region, and PwC Middle East plans to expand it further by hiring talent across different technology domains.

PwC Middle East continues to expand its regional team by hiring resources at different seniority levels across the technology and business domains. For example, the company plans to add 1,000 roles to its managed services teams in Saudi Arabia, Qatar, the UAE, Jordan, and Egypt over the next three years to support the transformation agendas of public and private sector organisations.

In 2024, PwC Middle East, in partnership with the Labour Fund of Bahrain (Tamkeen), announced the establishment of a regional service delivery centre. This centre will serve clients in the region, providing advisory and operational services across different vertical markets.

PwC Middle East has been expanding its business and technology services delivery capacity and capability in the region through various investments. Data and AI-related investments have been at the forefront of PwC Middle East's commitment to driving regional AI innovation at scale.

Laying the Foundation: Full-Stack Data and AI Technology Capabilities

Recognising the growing importance of data and AI, PwC Middle East has been building its regional data capabilities, both organically and inorganically. As mentioned in the "Key Acquisitions and Investments" section, acquisitions of and investments in local technology companies have been essential for building capabilities in the Middle East.

Similarly, development of robust data platform capabilities has been instrumental in driving national and organisational data initiatives. PwC Middle East's approach involves creating full-stack data platforms, underpinned by business and technology consulting capabilities, to support Big Data and analytics projects and lay the foundation for AI projects. The data and AI practice of the firm has a team of 300 professionals with a diverse set of technology capabilities, including 130 professionals dedicated to AI.

In the past two years, PwC Middle East has focused on enhancing its AI engineering capabilities in the region, based on its full-stack approach to AI projects. This includes designing and deploying national-level compute environments, utilising cloud-based, hyperscale, and scalable computing infrastructures, implementing AI platforms for managing the entire life cycle of AI projects, and driving innovation at the application layer by leveraging global and regional technology partnerships.

PwC Middle East's efforts to build AI capabilities are quite aligned with the region's ambitious targets for technological advancement. Over the years, PwC Middle East has developed a strong track record in the market, leveraging its global expertise and regional capabilities to significantly improve the technological readiness of its clients.

On the AI front, PwC Middle East initially focused on smaller projects (as the primary goal for many organisations was to modernise IT infrastructure and data architecture). However, PwC Middle East's AI initiatives have evolved substantially over time, and further accelerated with the advent of general-purpose generative AI (GenAI) models. These advancements have made AI more practical and expanded opportunities for diverse sets of use cases with better business outcomes.

Spearheading GenAI innovation in the Middle East

PwC's "Client Zero" Approach to GenAI

PwC's approach to AI has been designed to address business goals of organisations and drive employee experience and productivity. In the context of GenAI, PwC made itself "Client Zero" by adopting the new technology to improve its internal operations.

By adopting a "Client Zero" approach, PwC ensured that it was the first company to internally experiment with GenAI and successfully deploy solutions tailored for client use. This hands-on experience allowed PwC to leverage lessons learned from its internal GenAI applications and instil confidence in customers navigating this emerging technology. PwC has also extended these global learnings and capabilities to the Middle East region.

In addition, the firm ensures that its customers are fully enabled to leverage AI. PwC empowers clients by providing them with all the necessary AI tools, solutions, and training programs; it also allows clients to take over the life-cycle management of a solution after implementation (if they prefer to do so).

Notably, PwC's U.S. and U.K. branch organisations signed an agreement with OpenAI in 2024. PwC subsequently became OpenAI's first reseller of ChatGPT Enterprise and its largest user. This partnership has enabled PwC to equip a significant portion of its employees around the world with OpenAI's ChatGPT-enabled solutions, further demonstrating its commitment to driving internal innovation and replicating those advancements across its customer base.

Through these initiatives, PwC not only transforms its own operations but also empowers its clients to embark on their AI journeys, ensuring they are well-prepared for the dynamic and evolving AI landscape.

Driving Full Stack GenAI Innovation in the Middle East

PwC Middle East employs a range of tools and frameworks to build and deploy AI models, including:

- **Applications:** PwC Middle East utilises readily available GenAI-enabled applications, both general purpose and domain specific (such as Harvey for legal applications and Midjourney for image and text generation), to drive customer transformation. Moreover, the implementation of these applications requires domain expertise across the various industries where PwC Middle East actively collaborates with clients.

- **Platform:** PwC Middle East provides platforms and solutions for building and developing AI models. It also provides advice on model design. PwC Middle East maintains a complete set of technical capabilities and leverages the Retrieval Augmented Generation (RAG), fine tuning, and custom model development frameworks to implement GenAI systems capable of acting autonomously to achieve specific goals.
- **Large Language Models (LLMs):** PwC Middle East works with global and local providers of open source and commercial LLMs such as G42 and Technology Innovation Institute. It can ground and fine-tune these models to meet client needs. PwC Middle East can also develop custom models. Although OpenAI is one of its strategic partners, the company selects models based on the needs of specific use cases.
- **Compute:** PwC Middle East's partnerships with local and international companies aim to address the insufficient amount of compute resources in the region by securing necessary infrastructure and exploring alternative architectures.

PwC Middle East's team is skilled in ideation, application development, model building and customization, data management services, and enablement of GenAI compute infrastructure, ensuring a holistic approach to GenAI solutions implementation.

The most demanded use cases by clients in the Middle East include:

- **Knowledge augmentation:** Enhancing HR and customer service operations.
- **Process automation:** Automating processes while guiding decisions through GenAI.
- **Content creation:** Developing proposals, creative assets, and more.
- **Advanced analytics:** Utilizing pattern recognition and analysis augmented with GenAI.

Although the current use case implementations deliver measurable business impacts, most have not been integrated with different processes, systems, and applications. According to PwC Middle East, the next GenAI use case implementations will evolve to trigger actions that initiate different workflows and drive further efficiency gains. PwC Middle East is moving toward an "action model" and working with its clients to create a bigger impact with GenAI.

Partnership Strategy for Data and AI Excellence

PwC Middle East has adopted a multi-pronged approach to developing technology partnerships for its data and AI practice. While maintaining strong relationships with traditional and established technology companies, PwC Middle East is increasingly partnering with niche global and regional technology companies that possess strong capabilities in specific data and AI areas. These emerging companies show promising potential to significantly impact the technology ecosystem in the data and AI age. Additionally, PwC Middle East collaborates within the open-source ecosystem to drive AI innovation in multiple areas.

- **Global technology companies:** In addition to maintaining strategic global partnerships with leading providers of AI, cloud services, data and analytics, and business applications technology, PwC Middle East prioritises partnerships with technology companies that provide in-country services. PwC Middle East is investing in developing skills based around these global technology vendors. This ensures that AI technologies of global vendors can be deployed utilising PwC Middle East's vendor-specific expertise, all while addressing the data sovereignty and residency requirements of regional clients.

Below are some of the key global technology partnerships and open-source technologies leveraged by PwC Middle East.

- **Platforms and applications:** Microsoft, SAP, Salesforce, Adobe, Oracle, Havery.ai, Midjourney.
- **Cloud and infrastructure:** Microsoft, AWS, Kubernetes, Google Cloud, Oracle Cloud.
- **Development technologies:** Microsoft, ASP.NET, Angular, Python, React Native, Spring, Node.js, Flutter, Docker, Langchain, crewai, Taskweaver.
- **Data analytics and AI:** Microsoft, SQL Server, Oracle Data Integrator, Informatica, TensorFlow, Databricks, MongoDB, Google, AWS, Cloudera.
- **Start-up ecosystem:** The company is also partnering with numerous start-ups globally to bring the best AI technology to clients in niche areas. These collaborations enable PwC Middle East to stay at the forefront of AI innovation and offer cutting-edge solutions to clients.
- **Regional partnerships:** In addition to global technology partnerships, PwC Middle East focuses on developing regional partnerships and signing MoUs with technology companies, governments, and corporations to drive innovation in the data and AI space. The partnerships with governments and corporates allow PwC Middle East to access the data needed to develop AI use cases. Through these partnerships, technology companies can also leverage PwC Middle East's strong AI engineering capabilities to jointly scope and develop AI use cases. PwC Middle East has already forged partnerships with Saudi Arabian and UAE government entities to jointly drive innovation and develop AI use cases. For instance, PwC Middle East launched the U-Ask AI-enabled chatbot for the UAE government. Other regional partnerships include collaborations with G42, Technology Innovation Institute (TII), the Saudi Data and AI Authority, and TONOMUS. By engaging with these entities, PwC Middle East ensures it remains at the forefront of AI technology development in the region.
- **Partnership with global and regional GenAI model providers:** PwC Middle East collaborates with open-source and proprietary GenAI model providers, in line with its model agnostic approach. The company is working with companies such as OpenAI, TII, and Aleph Alpha to drive

innovation in the AI space. Such global and regional partnerships are crucial as they allow PwC Middle East to bring cutting-edge innovations to clients in the region and deploy them effectively. This collaboration has enabled PwC Middle East to become an early adopter and implementer of these models in the region.

Customer Engagement: A Business-Centric Approach to Driving Data and AI-Led Digital Transformation

PwC Middle East adopts a CoE approach to AI and offers end-to-end guidance to clients across industries, ranging from strategy development to execution and project life-cycle management. The company has established three regional data and AI solutions delivery centres in Egypt, Jordan, and Saudi Arabia to support this mission. PwC helps clients identify, design, and scale tailored use cases, ensuring they maximize the value of their investments in data and AI initiatives through continuous engagement and adaptability. Below is PwC Middle East's life-cycle approach for driving organisation-wide AI adoption.

- **Ideate use cases** by brainstorming potential applications that address specific challenges and focusing on innovative and practical applications of AI.
- **Prioritize use cases to define the road map** through feasibility and impact analysis, align use cases with business strategy, and create an actionable road map.
- **Provide in-depth analysis and technical specifications** for selected use cases; in addition, ensure clarity and alignment with stakeholder expectations.
- **Define and develop a step-by-step implementation plan**, including timelines, resources, and milestones, and address risks and dependencies to ensure smooth execution.
- **Deliver the use cases** through a well governed execution plan and leverage regional and global technology and project management expertise.
- **Provide ongoing support through managed services** to maintain, optimize, and evolve the implemented solutions.

A Closer Look at PwC's Solution Delivery Approach

The emergence of transformer model architecture has enabled organisations to utilise AI solutions more readily since they no longer need to ensure data availability and readiness. Consequently, PwC Middle East has customised several general-purpose models and adopted a consultative approach to assess the applicability of different models to clients' industries and specific business scenarios.

PwC Middle East considers several parameters, such as the impact of use cases, time and cost of deployment, autonomy and human dependency, and data readiness. This helps prioritize and develop use cases at scale in collaboration with clients that use PwC Middle East's GenAI factory. PwC Middle East's unique approach not only involves jointly conceptualizing a list of potential AI use cases but also prioritizing those that will provide the maximum business impact.

This strategy enables PwC Middle East to build organisation-level AI capabilities for clients, augmented by its research and past global client engagements. PwC Middle East ensures organisations are agile enough to develop and deploy AI solutions for their current and future needs. PwC also prepares clients for AI-led disruptions that will affect their business models, operations, investments, and technology platforms. As such, it enables business model reinvention.

During the design process, PwC Middle East defines the architecture, technology, operating model, and other essential parameters to develop a proof of concept. This proof of concept is rigorously tested and subsequently scaled to meet the client's AI solution requirements. Accordingly, PwC Middle East has made significant investments in building AI engineering capabilities in the Middle East.

By leveraging its end-to-end AI capabilities in the region, PwC Middle East successfully guides customers through their AI journeys. This includes advising on compute and data processing requirements by either leveraging cloud services or on-premises solutions, fine tuning and utilizing open source or licensed LLMs, and developing and implementing AI applications with advanced development toolsets. PwC Middle East's domain experts across various industries bring valuable industry knowledge to the AI engineering team, ensuring the development and implementation of the most suitable AI use cases for clients.

Leveraging its AI capabilities, PwC Middle East is impacting business in two key areas: digital workforce transformation and AI automation. PwC Middle East develops bespoke solutions by using its CoEs and industry-specific domain experts to engage with clients. PwC Middle East not only develops and deploys AI solutions but also provides ongoing support for product marketing and usage. The PwC Middle East GenAI factory plays a crucial role in supporting the rapid development of these AI solutions once they have been conceptualized and taken through the proof-of-concept stage and client acceptance testing.

In addition to developing business solutions for customer organisations, PwC Middle East leverages its advisory and AI engineering capabilities to collaborate with the R&D divisions of innovative product companies in the region, such as G42 and TII. This collaboration helps these companies develop their advanced AI products and bring them to market.

FUTURE OUTLOOK

Investments in data and AI technologies are revolutionizing business operations, both globally and in the Middle East. With the initial challenges surrounding data availability, architecture, and governance being addressed, governments and organisations are now evaluating AI use cases and deploying AI solutions for specific tasks. As organisations and governments realize productivity and cost gains and accelerate their innovation, they will likely adopt a platform-led approach to drive AI-led business transformation strategies.

According to IDC's 2024 IT Services Survey, building an AI-infused cloud platform to accelerate the adoption of business use case-driven applications remains the top priority of CIOs in the Middle East. CIOs are engaging experienced service providers to adopt AI-infused cloud platforms and data architectures, which will become the foundation for implementing business-driven AI use cases at speed and scale.

To succeed in this emerging and promising area, business and technical skills will play a crucial role. With the increased involvement of business users in driving AI strategies linked to business outcomes, it becomes essential for service providers to develop deep industry knowledge. By developing such knowledge, providers can help business users apply AI technology to their operating environments. With an understanding of different business scenarios, providers can prioritize cost-effective AI use cases that deliver the most business benefits within a reasonable time frame. Such speed will be instrumental in improving the decision-making processes of organisations engaging with AI implementation partners. AI service providers with strong technology capabilities and partnerships with global, niche, and regional AI technology vendors will have an advantage in developing optimal AI solutions for clients. Additionally, as AI skills remain sparse, technology service providers that can develop robust AI skills hiring, skilling, and retention strategies are likely to be preferred partners to clients on AI journeys.

PwC Middle East understands the needs of its clients and the broader regional market. Accordingly, its investments in its data and AI practice can be compared to the critical success factors needed in the AI space. Due to this deep understanding, PwC Middle East has been selected as a preferred partner by several government and corporate clients in the region. The company is thus positioned to remain the partner of choice for many organisations in the region going forward.

ESSENTIAL GUIDANCE

Advice for PwC Middle East's Data and AI Practice

- Continue to reskill local talent, acquire niche companies, and build regional technology labs and delivery centres. This approach not only strengthens the firm's presence in the Middle East but also ensures that services are tailored to meet the specific needs of the region.
- Leverage and expand strategic partnerships with global and regional technology companies as well as government entities. These partnerships are crucial for driving innovation and developing AI use cases that are aligned with regional requirements and can significantly impact the technology ecosystem in the data and AI age.
- Focus on expanding full-stack data and AI capabilities, from conceptualization to deployment, emphasizing the development of robust data platform capabilities and AI engineering practices. This comprehensive approach will enable the firm to effectively address the rapidly growing AI needs of clients in the region.

- Continue to adopt a client-centric engagement model that prioritises the development of AI use cases based on their business impact, leveraging internal AI capabilities to guide clients through their AI journeys from strategy development to execution. This includes investing in AI skills development to ensure the delivery of cutting-edge solutions to clients.

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Related Research

- *Running a Digital Business in the AI Everywhere Era: An Enterprise Perspective* (IDC #META51845824, March 2024)
- *Data and AI Technology Services Company Profile: Artefact Middle East* (IDC #META51895324, March 2024)
- *PwC Middle East Analyst Day, 2023: PwC Middle East Is Transforming the Middle East Through Innovation, Growth, and Digital Leadership* (IDC #META51389323, November 2023)
- *United Arab Emirates IT Services Market Shares, 2022: Competitive Landscape in the Digital Business Era* (IDC #META50178023, October 2023)
- *Generative AI: The Path to Impact* (IDC #EUR151153223, August 2023)

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