



H&H
TECHNOLOGY

2026 EDITION · SAUDI ARABIA & GCC

The AI Readiness Playbook

A practical framework for moving from AI ambition to AI advantage: score your readiness in ten minutes, avoid the five ways rollouts stall, and plan your first 90 days.

H&H Technology

Enterprise AI, Immersive Tech & CX, Delivered.

Jeddah, Saudi Arabia

www.hnhmena.com

WHY THIS PLAYBOOK EXISTS

Every board has an AI budget line. Fewer know if they're ready.

Most organisations in the Kingdom are funding AI. The hard question is whether the business can capture value from it, or is about to pay for another pilot that never leaves the sandbox. This playbook condenses what separates the organisations that scale AI from the ones that stall into a framework you can apply within one quarter.

Who it's for

Executives and boards in Saudi Arabia and the GCC who own AI investment decisions or the customer experience, in real estate, retail, healthcare, hospitality, enterprise and government.

How to use it

Read section 02, fill in the scorecard in section 03 with your leadership team, then use sections 05 and 06 to pick one first move and a 90-day plan around it.

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01 · CONTEXT

2026 is the Kingdom's Year of Artificial Intelligence.

SDAIA has designated 2026 the Year of AI, and the national ambition is concrete: AI is targeted to contribute around 12% of GDP by 2030. Saudi companies are already among the world's fastest adopters. The gap that remains is inside individual organisations, between buying AI and being ready to use it.

4th

worldwide for AI adoption by companies

5th

worldwide for corporate investment in AI (IMD World Competitiveness Yearbook 2026)

13th / 70

in overall competitiveness, IMD World Competitiveness Yearbook 2026, and 3rd among G20 economies

12% of GDP

national target for AI's contribution to the economy by 2030 (SDAIA)

What this means for you

Your competitors, customers and regulators are all moving. Readiness, not budget, is now the constraint: clean Arabic-aware data, documented workflows, accountable owners and a clear PDPL position decide who captures value first.

Sources: SDAIA, 2026 Year of Artificial Intelligence designation (reported by Arab News and Argaam/Sharikat Mubasher, 2026); IMD World Competitiveness Yearbook 2026 (reported by Sharikat Mubasher and TradeArabia, 2026); SDAIA State of AI report, 12% GDP target (reported by AGBI, Sept 2024). Figures reflect the latest public data at time of writing, October 2026.

02 · FIVE-PILLAR READINESS FRAMEWORK

Five pillars decide whether AI scales or stalls.

Score each one honestly. The weakest pillar is rarely the one leadership expects, and it sets the pace for everything else.

01

Data

Is customer, operational and Arabic-language data captured, structured and clean enough to train or ground a model, or is it scattered across disconnected systems and paper?

Ask: Could we hand a vendor one clean dataset tomorrow?

02

Process

Are the workflows AI will touch documented and stable? Automating a broken process only makes it fail faster.

Ask: Can we draw today's workflow on one page?

03

People

Do the teams who will use the tool understand how their work changes, and is there a named Saudi-based owner who stays accountable after the vendor leaves?

Ask: Who owns this on day 91?

04

Technology

Can the current stack take an AI layer through APIs and integrations, or will each new tool become another dashboard nobody opens?

Ask: Does our data leave our systems through an API or a spreadsheet?

05

Governance

Are data residency, PDPL compliance and model accountability defined before launch, rather than after a regulator or a customer asks?

Ask: Where does the data live, and who signs off on model decisions?

03 · SCORE YOUR OWN READINESS

Ten minutes. Seven questions.

One honest number.

Score each statement from **1** (not started) to **4** (fully in place). Do it with two or three colleagues and use the lowest score you agree on.

PILLAR	STATEMENT	1	2	3	4
DATA	Our core customer and operations data is centralised and reasonably clean.	☐	☐	☐	☐
DATA	Our Arabic-language content is structured, not only scanned or archived.	☐	☐	☐	☐
PROCESS	The first workflow we would automate is documented and stable today.	☐	☐	☐	☐
PEOPLE	A named owner for AI adoption exists outside the IT team.	☐	☐	☐	☐
PEOPLE	Frontline staff have been briefed on what will change and why.	☐	☐	☐	☐
TECHNOLOGY	Our systems expose data through APIs instead of locking it in.	☐	☐	☐	☐
GOVERNANCE	Our data residency and PDPL position are defined before launch.	☐	☐	☐	☐

Your total (7 to 28)

7 – 13

Foundation stage

Fix data and process first. A pilot now will mostly prove that the foundations are missing.

14 – 21

Pilot-ready

Pick one contained, measurable use case and prove the workflow before scaling budget.

22 – 28

Scale-ready

Foundations hold. Your constraint is now sequencing and change management across sites.

04 · FIVE WAYS AI ROLLOUTS STALL IN KSA

Most AI projects don't fail. They quietly stall.

These are the patterns we see most often across Saudi rollouts, and what to do instead.

01 The Arabic-first data gap

Most models are trained mainly on English. Skip Arabic data preparation and the tool under-serves most of your customers.

Fix: Audit and structure Arabic content, including dialects, before you choose a model, and test with real Arabic queries.

02 Dashboard theatre

A polished pilot is demoed to leadership once and never touches a live workflow.

Fix: Build on live data from week one and put the pilot in front of real staff and real customers.

03 Vendor lock without integration

Point solutions don't connect to the CRM, POS or property system, so staff re-key outputs by hand.

Fix: Make integration with your systems of record part of the scope and the contract, not a phase two.

04 Governance bolted on afterwards

Data residency and PDPL questions arrive after launch and become expensive retrofits.

Fix: Settle residency, retention and human sign-off rules during scoping, before any data moves.

05 Rollout without the frontline

Staff first hear about the tool at launch and drift back to the old way within a month.

Fix: Brief and involve frontline teams early, and track adoption weekly, not just at go-live.

05 · WHERE TO START, BY SECTOR

One contained first move beats a grand strategy.

Real estate & retail

THE PROBLEM

Physical spaces and off-plan projects aren't captured as usable data, so buyers can't see them and AI has nothing to work with.

FIRST MOVE

Capture the space in 3D first, then layer AI on top: off-plan sales configurators, room-size validation before construction, or planogram audits in store.

[Matterport virtual tours](#)[Ultrascape 3D configurator](#)[Price it in 2 minutes](#)

Healthcare & hospitality

THE PROBLEM

Skilled staff spend hours on routine front-of-house questions: directions, bookings, opening times, preparation steps.

FIRST MOVE

One AI touchpoint that answers in Arabic and English, such as a smart mirror, a video assistant or a voice agent, freeing staff for the moments that need a person.

[AINA smart mirror](#)[FormAI video assistant](#)[AI voice agents \(live demo\)](#)[Hospital virtual tours](#)

Enterprise & government

THE PROBLEM

Organisations with proprietary or Arabic-heavy data risk building on someone else's model and losing control of their IP and data.

FIRST MOVE

Build the engine before the app: a custom AI engine trained on your own data, delivered through a governed, human-reviewed development lifecycle.

[Custom AI engines](#)[ADLC \(agentic development lifecycle\)](#)[AI consulting](#)

06 · YOUR FIRST 90 DAYS

Assess, pilot, decide.

Thirteen weeks, three gates.

Each phase ends with a clear decision, so budget follows evidence rather than enthusiasm.

WEEKS 1 – 3

Assess

Diagnose and scope

- Score the five pillars against your real systems, not slides.
- Audit data quality and Arabic-language readiness.
- Choose one contained, measurable use case and its success metric.

Decision gate Is there one use case with clean enough data and a named owner? If not, fix the foundations first.

WEEKS 4 – 9

Pilot

Prove the workflow

- Build and integrate with live data, not a demo dataset.
- Deploy to real staff and real customers at one site.
- Track adoption and outcome metrics every week.

Decision gate Are people using it, and is the metric moving? If not, adjust or stop before spending more.

WEEKS 10 – 13

Scale

Decide and expand

- Review pilot results against the original business case.
- Lock down governance, data residency and ownership.
- Extend to the next site, sector or workflow with a trained team.

Decision gate Does the business case hold? Expand with a plan, or redirect the budget to the next-best use case.

07 · ABOUT H&H TECHNOLOGY

The tech layer behind Saudi Arabia's smartest experiences.

H&H Technology has built enterprise AI, immersive technology and customer experience solutions for organisations across the Kingdom since 2012. A team of 25+ works from Jeddah, with offices in Dubai and the United States, delivering for clients in Saudi Arabia and across the GCC.

CREDENTIALS

Matterport Certified Service Provider

Google Cloud Partner

Etimad registered (Stream A & B)

Est. 2012, Jeddah

What we build

- Custom AI engines and AI voice agents in Arabic and English
- Ultrascape 3D configurators for off-plan sales
- Matterport virtual tours and Google Street View
- AINA smart mirrors and FormAI video assistants
- Software delivered through ADLC, our agentic development lifecycle

Selected clients

SABIC

Fakeeh Care Group

Dr. Soliman Fakeeh
HospitalSaudi Sailing
FederationSavvy Games
GroupMohammed Al
Habib Real Estate

Alargan

Alawaly Real Estate

08 · START YOUR READINESS CONVERSATION

Bring your score. Leave with a first move.

Book a readiness session with our team. Bring your scorecard from page 05, and in a single working session we'll help you choose one contained use case, the data it needs and a realistic 90-day plan. No obligation.

[Book your readiness session →](#)

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