

— SAUDI AI TRANSFORMATION PARTNER

Operational AI transformation for Saudi enterprises.

We audit operations, validate AI opportunities, and build company-specific AI systems around real workflows.

- Saudi-born. Built for impact.

— WHO TING IS

A Saudi AI transformation company built around operations.

Ting turns **fragmented, manual operations into clear, validated, AI-enabled systems**, starting with the operation, not the tool.

We study how work actually flows, the systems involved, where time and leads are lost, and who owns each decision. Then we identify where AI belongs, where humans stay in control, and what is genuinely worth building.

01 We map the operation

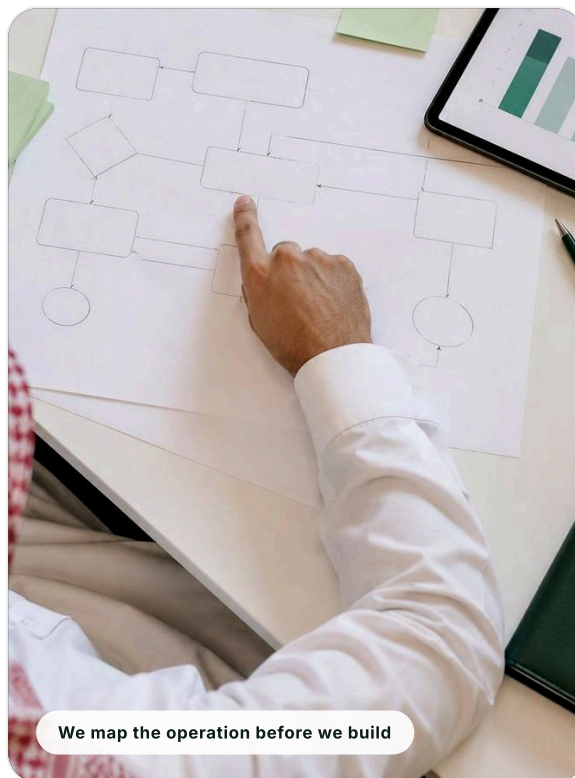
Workflows, systems, data and the people who own each decision.

02 We locate the loss

Where time, leads and accountability quietly slip between the steps.

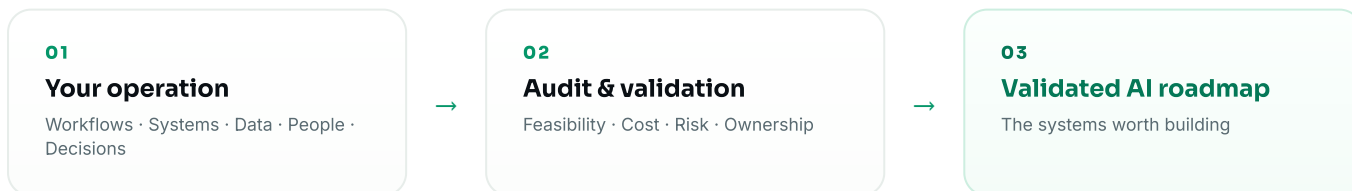
03 We validate before building

Only what is genuinely worth building, grounded in evidence, not hype.



We map the operation before we build

FROM OPERATIONS TO AN AI ROADMAP



We start with the operation, not the tool. Ting maps how work actually flows, finds where value quietly leaks, then validates what AI is genuinely worth building.

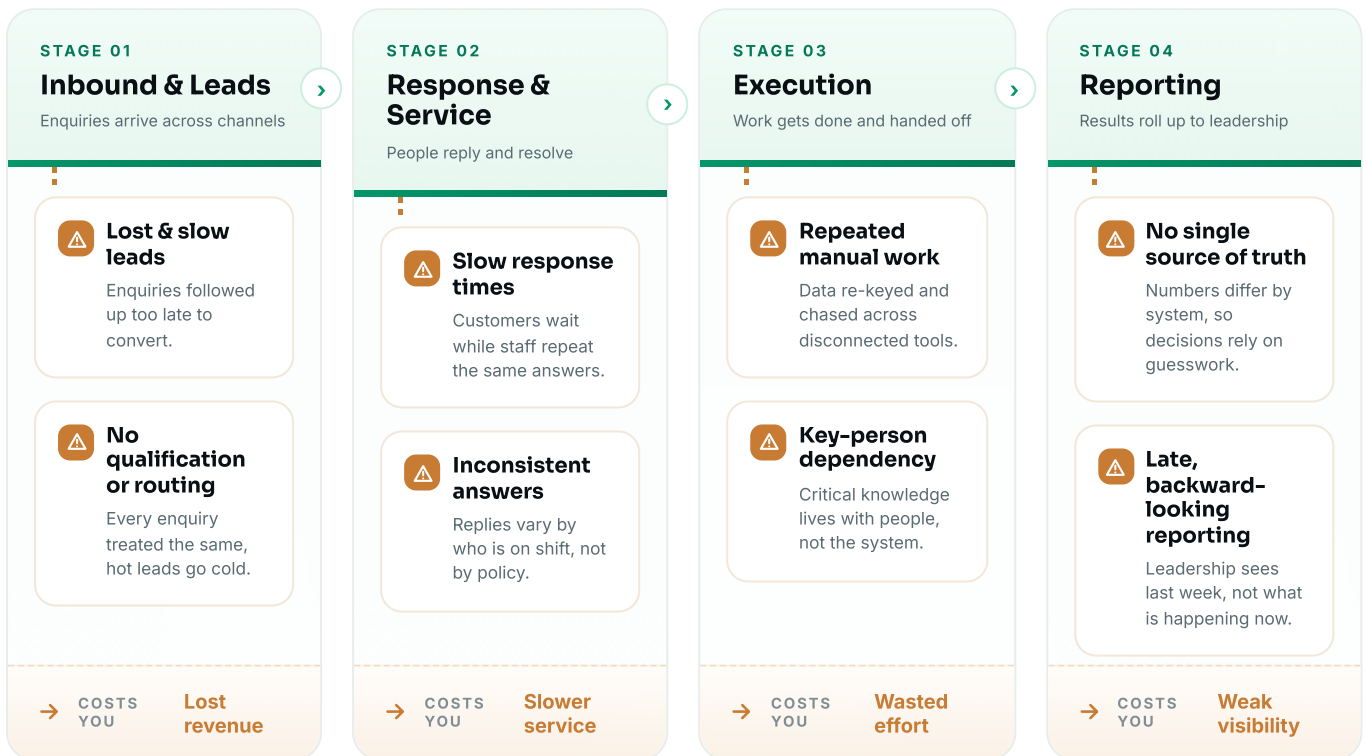
— THE PROBLEM WE SOLVE

Most operational cost is invisible, until you map it.

Before AI can help, most organizations are quietly losing time, leads and accountability inside manual, disconnected workflows. Each gap looks small on its own. Together, they drain revenue and weaken service.

THE OPERATION, AS INTENDED

WHERE VALUE LEAKS AT EACH STAGE ▼



LEFT UNMAPPED, THESE GAPS COMPOUND INTO

” **The most expensive gap of all** is choosing AI before anyone checks feasibility, data, cost or ownership, paying for tools that never fit the operation.

- Lost revenue
- Slower service
- Weak visibility
- Wasted AI spend

— THE TING OPERATING PHILOSOPHY

“

AI is not the strategy. Operational clarity is.

AI creates value only when it is connected to real workflows. Before any agent, automation or dashboard is built, Ting defines the operational foundation: ownership, data, workflow rules, approvals, and the points where humans stay in control.

01

Connected to real workflows

AI is built into how work actually happens, not bolted on top.

02

Tools are not the fix

Ownership, data quality and process come first.

03

Operational layer first

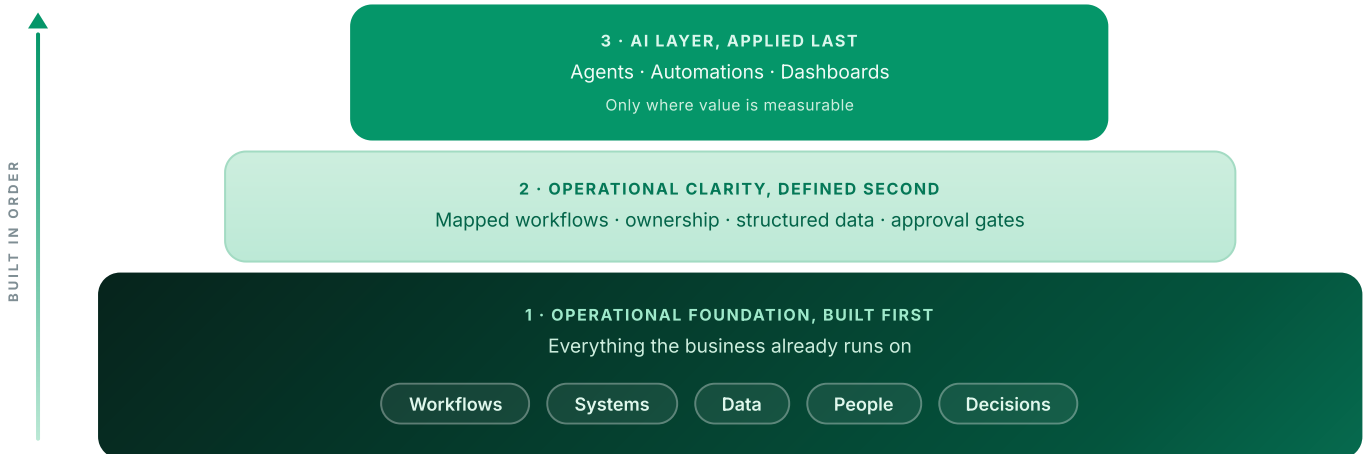
Then AI, applied only where it creates measurable value.

04

Humans stay in control

Wherever approval, judgment or compliance matters.

HOW THE OPERATING LAYER IS BUILT, FOUNDATION FIRST, AI LAST



🔒 Human approval stays at every gate that needs it, judgment, compliance and accountability remain with your people.

IN PRACTICE

A clinic wants an AI Agent to handle bookings. Ting does not start with the agent, first we define the operation, then the AI works as intended.

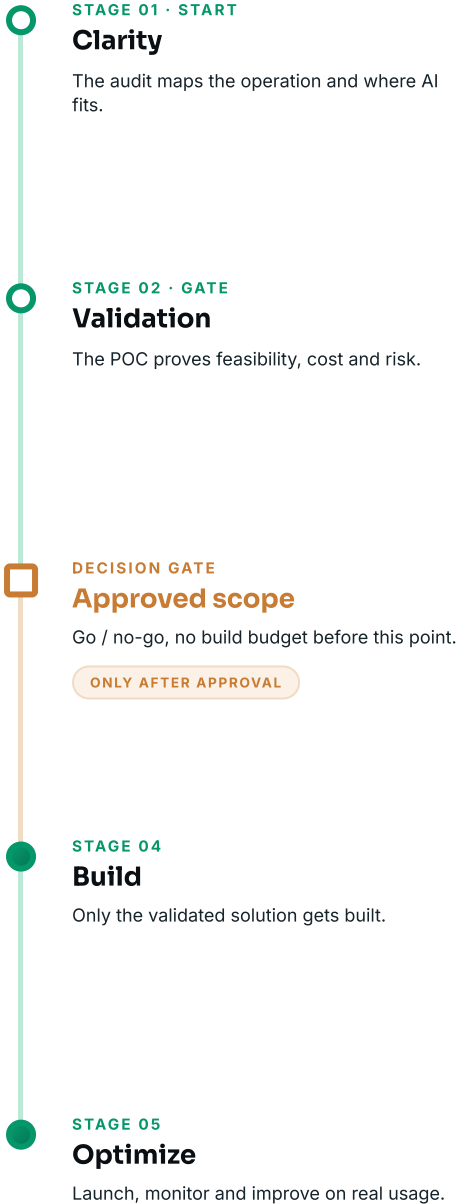
- Ownership**
Who confirms a slot
- Data**
Live calendar access
- Rules**
Hours & no-show policy
- Approval**
Staff override when needed

— WHAT TING DOES

Six capabilities, one operating model.

Six capabilities, delivered through **one risk-controlled operating model**, sequenced so nothing is built before it is validated.

THE OPERATING MODEL



THE SIX CAPABILITIES

- 01 AI Operational Audit** CLARITY

A structured study of workflows, systems, bottlenecks and AI opportunities.
 → A prioritized, validated AI roadmap

- 02 POC / Validation Sprint** VALIDATION

Feasibility, architecture, cost and timeline confirmed before any build.
 → Confidence before investment

APPROVED SCOPE · GO / NO-GO GATE *Only validated scope moves into build*

- 03 AI Agents & Automations** BUILD

Agents and automated workflows for sales, support, HR and operations.
 → Faster response, less manual work

- 04 Dashboards & Visibility** BUILD

Visibility layers that turn activity into trackable performance and KPIs.
 → Decisions backed by real data

- 05 Custom AI Systems** BUILD

Company-specific systems, built only after scope and value are validated.
 → Systems shaped around your operation

- 06 Workshops & Consultation** ADVISORY

Practical advisory and enablement for leaders and teams, available across the engagement.
 → Supports clarity, adoption & optimization

Implementation only begins once scope is validated and approved. Audit and POC are risk-control gates before the build, never optional extras.

CORE ENGAGEMENTS & DELIVERABLES

What you receive at each stage.

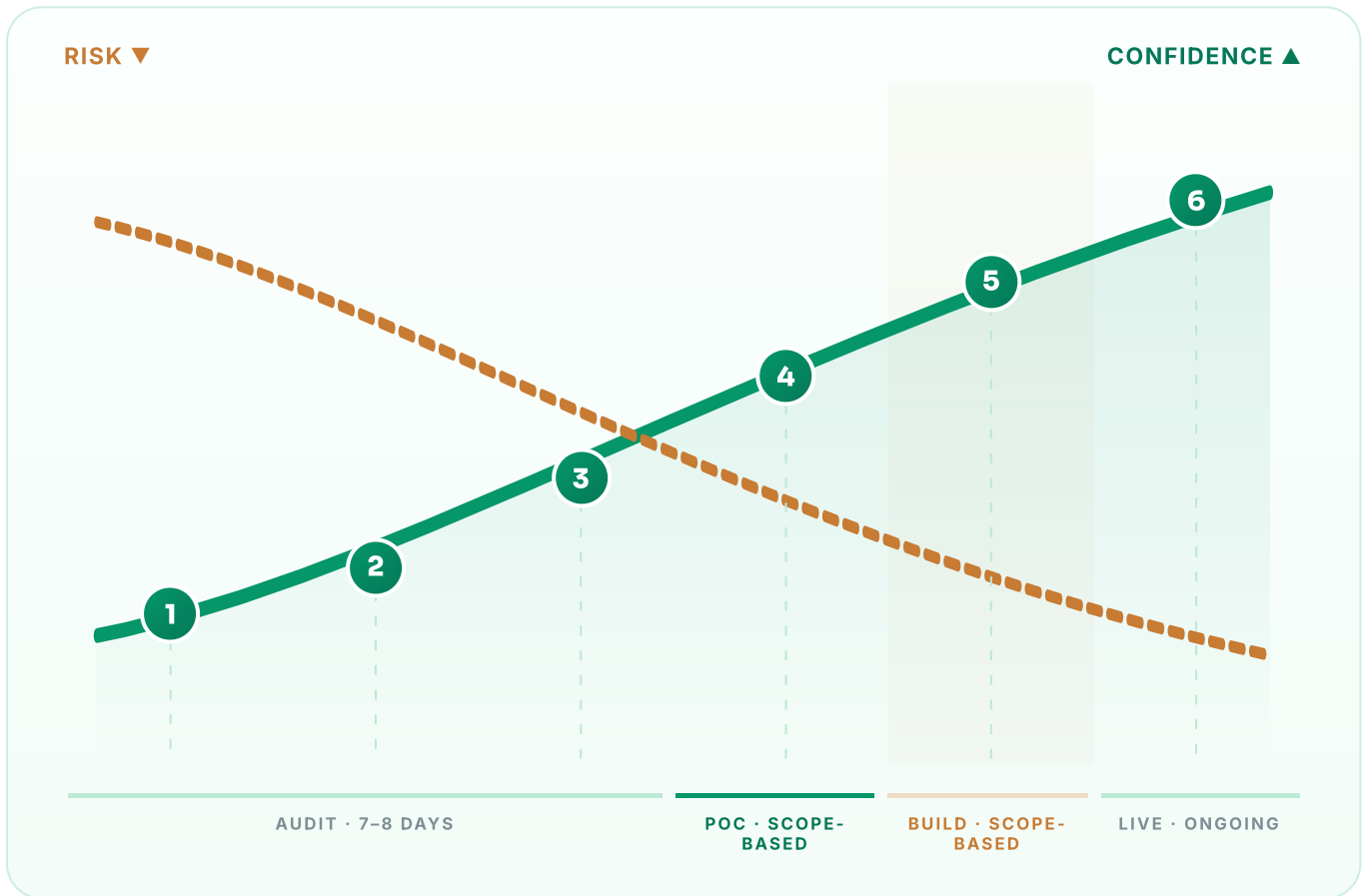
Each engagement is a defined piece of work with a structured set of deliverables, and a specific decision it puts in front of leadership.

ENGAGEMENT	KEY DELIVERABLES	WHAT IT DECIDES
<p>01</p> <p>AI Operational Audit</p> <p>A structured study of the operation and where AI fits.</p> <p>RISK-CONTROL GATE</p>	<ul style="list-style-type: none"> Workflow map Systems review Bottleneck analysis Opportunity matrix ROI estimate 30 / 60 / 90 roadmap Executive report Phase-one scope 	<p>Where AI should focus</p> <p>A prioritized, validated roadmap.</p>
<p>02</p> <p>POC / Validation Sprint</p> <p>Technical & commercial validation before any build.</p> <p>RISK-CONTROL GATE</p>	<ul style="list-style-type: none"> BUSINESS <ul style="list-style-type: none"> Executive summary Final recommendation TECHNICAL <ul style="list-style-type: none"> Feasibility Backbone Architecture ER diagram Data & API requirements COMMERCIAL <ul style="list-style-type: none"> Third-party costs Budget & timeline Team / HR GOVERNANCE <ul style="list-style-type: none"> Servers & compliance Risks 	<p>Whether to build it</p> <p>Confidence before investment.</p>
<p>BUILD BEGINS ONLY AFTER VALIDATED SCOPE, VISIBILITY, SYSTEMS & ENABLEMENT FOLLOW</p>		
<p>03</p> <p>AI Agents & Automations</p> <p>Workflows and agents deployed into real processes.</p>	<ul style="list-style-type: none"> Workflow design Agent logic Human approval rules Integration requirements Deployment plan Monitoring approach 	<p>What to automate</p> <p>Faster response, less manual work.</p>
<p>04</p> <p>Dashboards & Visibility</p> <p>Management visibility over the operation.</p>	<ul style="list-style-type: none"> KPI structure Operations visibility Reporting logic Management view 	<p>What to track</p> <p>Decisions backed by real data.</p>
<p>05</p> <p>Custom AI Systems</p> <p>Company-specific systems built to approved scope.</p>	<ul style="list-style-type: none"> Approved scope Architecture Development roadmap Integration layer Launch plan 	<p>What to launch</p> <p>Systems shaped around your operation.</p>
<p>06</p> <p>Workshops & Consultation</p> <p>Advisory and enablement for leaders and teams.</p>	<ul style="list-style-type: none"> Leadership briefing Team enablement AI opportunity mapping Implementation direction 	<p>How teams align</p> <p>A confident, AI-ready organization.</p>

— HOW WE WORK

A process built to remove risk before the build.

We clarify the business problem, validate feasibility, then build only what is approved, so risk falls at every stage while confidence rises.



- 1**

Understand the operation

Interviews & review of how the business runs.
- 2**

Map workflows & data

Every handoff, owner & data source in one view.
- 3**

Identify AI opportunities

Where AI adds value; where humans stay in control.
- 4**

Validate before build

POC confirms feasibility, cost, data & risk.
- 5**

Build the approved solution

Strictly to validated, approved scope.
- 6**

Launch, monitor & improve

Deploy, track & refine on real usage.

Risk falls as confidence rises. Each stage de-risks the next, no budget is committed to a build until the POC is validated and approved. Investment always follows evidence, never assumption.

— EXAMPLE OPERATING SCENARIOS

How Ting approaches Saudi operating scenarios.

👁 Illustrative, anonymized scenarios based on common Saudi operational patterns. Outcomes are expressed as categories, not measured results.



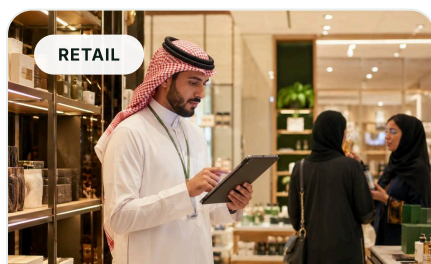
FEATURED SCENARIO

SITUATION A multi-branch dental clinic handling high daily enquiry volume across WhatsApp, calls and walk-ins.

ISSUE Missed messages, slow booking response and the same patient questions answered by hand all day.

SOLUTION An AI Agent for intake, FAQs, appointment handling and reminders, with a live clinic operations dashboard and human override.

OUTCOME **Faster first response and fewer missed bookings.**



SITUATION

A retail group fielding product and availability enquiries across channels.

SOLUTION

Sales-support AI Agent, lead qualification and a management analytics view.

OUTCOME

Better-qualified leads and clearer pipeline visibility.



SITUATION

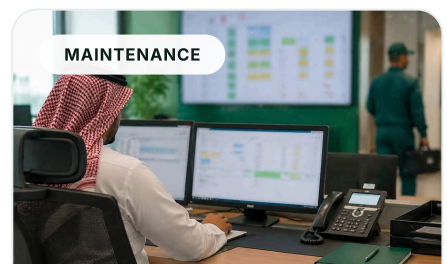
A school managing admissions and high parent communication volume.

SOLUTION

Parent-communication AI Agent and a structured admissions workflow.

OUTCOME

Less manual load and more consistent responses.



SITUATION

A service company coordinating high-volume field visits.

SOLUTION

Ticket classification, status alerts, visit tracking and a dashboard.

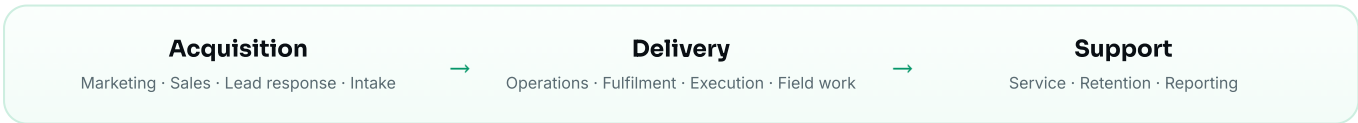
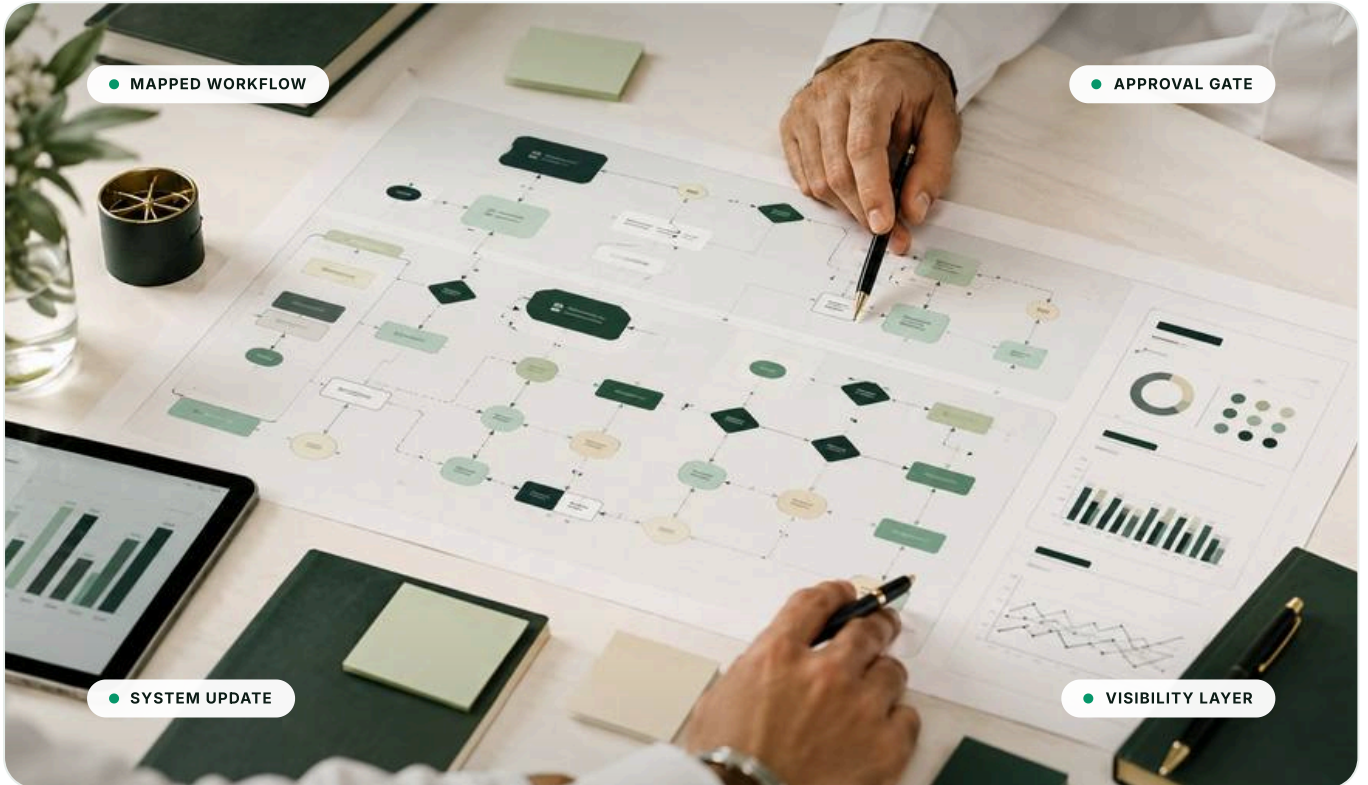
OUTCOME

Clearer daily visibility and fewer dropped tickets.

— EXAMPLE AI SYSTEMS WE BUILD

Operational workflows Ting can transform.

We don't sell disconnected tools, we connect them into one operation. Every business runs on the same three operational phases, acquisition, delivery and support, and every department lives inside them. Ting maps, validates and builds AI across all three.



EXAMPLES OF OPERATION-HEAVY WORKFLOWS TING CAN TRANSFORM

These are examples, not limits, the audit determines which workflows matter for each organization.

- Sales, lead response & qualification
- Customer support & service
- Maintenance, tickets & field operations
- HR, approvals & onboarding
- Documents, knowledge & internal policies
- Reporting, visibility & commerce

Any workflow with **repeated handoffs, manual decisions, system updates, or reporting gaps** can be mapped, validated, and improved.

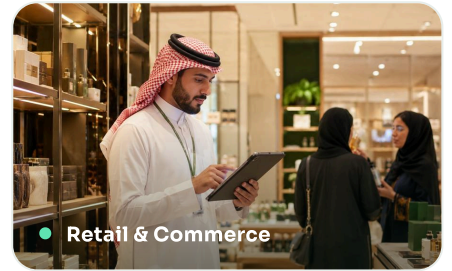
— WHO TING WORKS WITH

Built for operation-heavy organizations.

Ting works with operation-heavy organizations where response speed, workflow visibility, approvals, repeated communication and operational reporting directly affect service quality, execution and revenue, from private-sector enterprises and multi-site service operations to government-facing environments.

SELECTED OPERATING ENVIRONMENTS

Representative examples, not the limit of where Ting applies.



ALSO COMMONLY RELEVANT IN

- Government-facing organizations
- Professional services
- Maintenance & field operations
- Manufacturing & operations
- Real estate
- Operations-heavy SMEs

PATTERN-LED DELIVERY ACROSS ORGANIZATIONS

Ting starts from the operating pattern, then adapts the workflow, approvals, reporting and system design to the organization in front of us.

PATTERN 01

High-volume front office

Where enquiries, bookings, admissions or product questions arrive faster than teams can qualify and respond.

TING IMPROVES intake speed · qualification · follow-up visibility

COMMON EXAMPLES

- Healthcare & Clinics
- Education & Schools
- Retail & Commerce

ALSO APPLIES TO

- Events & public-facing
- Real estate
- Multi-branch service groups

PATTERN 02

Field & service operations

Where work moves through tickets, visits, handoffs and status updates that are easy to miss.

TING IMPROVES ticket classification · dispatch visibility · status reporting

COMMON EXAMPLES

- Maintenance & service
- Manufacturing & operations

ALSO APPLIES TO

- Real estate
- Operations-heavy SMEs
- Service fleets

PATTERN 03

Knowledge & professional operations

Where decisions depend on documents, policies, qualification steps, client context or management reporting.

TING IMPROVES document automation · knowledge access · reporting layers

COMMON EXAMPLES

- Professional services
- Government-facing organizations

ALSO APPLIES TO

- Operations-heavy SMEs
- Education & Schools
- Internal operations teams

Operational patterns repeat across sectors. Ting adapts the **workflow, data, approvals and reporting layer** to the needs of each organization, which is why the same method can serve **enterprises, service operators and government-facing environments** alike.

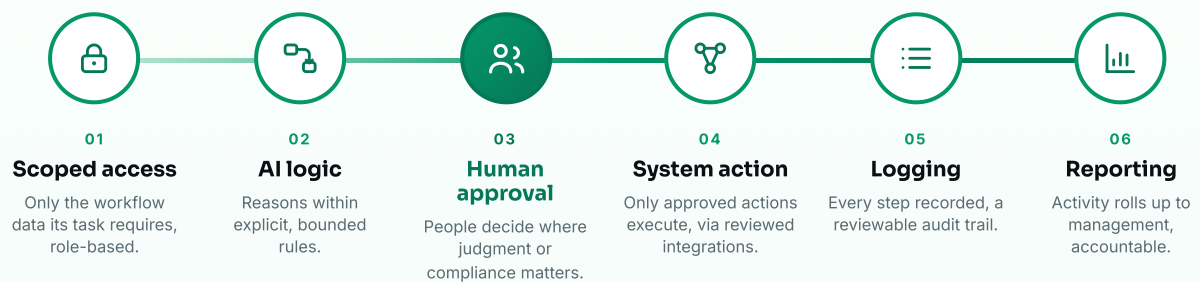
— GOVERNANCE, DATA & RISK CONTROL

AI you can put in front of leadership and auditors.

Ting is not in the business of deploying unmanaged automations. Every engagement is built on scoped access, human accountability and a refusal to build before scope is approved.

THE CONTROL PATH, EVERY AI ACTION PASSES THROUGH THESE GATES

Human approval sits at the centre



Scoped access only
The AI only touches the workflow data its task requires, nothing wider.

No action without approval
Where judgment or compliance matters, nothing executes until a named person signs off.

Logged and reportable
Every step is recorded as a reviewable trail, ready for leadership and auditors.

WHAT THIS GIVES LEADERSHIP

- Auditability**
Every AI action is traceable
- Accountability**
A named owner exists for each workflow
- Compliance-readiness**
Built toward reviewed requirements
- Human control**
People approve what matters

SAUDI DATA & COMPLIANCE



Data privacy, hosting and compliance considerations are reviewed during validation where applicable. Ting designs around scoped access, approval trails and reporting requirements. Specific certifications or regulatory requirements are confirmed per engagement, never assumed.



Ting does not deploy unmanaged AI. Every workflow is scoped, rule-bound, human-approved where it matters, then logged and reportable, built to stand in front of leadership and auditors.

— WHAT OUR WORK LOOKS LIKE

Decision documents, not slide decks.

Ting deliverables are structured decision documents, built so leadership can act on validated operational, technical and commercial information. Representative previews, client-specific figures redacted.

Opportunities & Solutions
AUDIT · §3

OPPORTUNITY	IMPACT	EFFORT
WhatsApp AI intake & triage	<div style="width: 80%; height: 10px; background-color: #2e8b57;"></div>	<div style="width: 20%; height: 10px; background-color: #d2691e;"></div>
Automated status notifications	<div style="width: 70%; height: 10px; background-color: #2e8b57;"></div>	<div style="width: 10%; height: 10px; background-color: #d2691e;"></div>
Lead qualification & routing	<div style="width: 60%; height: 10px; background-color: #2e8b57;"></div>	<div style="width: 30%; height: 10px; background-color: #d2691e;"></div>
Report generation & summary	<div style="width: 50%; height: 10px; background-color: #2e8b57;"></div>	<div style="width: 40%; height: 10px; background-color: #d2691e;"></div>
Operations dashboard	<div style="width: 40%; height: 10px; background-color: #2e8b57;"></div>	<div style="width: 50%; height: 10px; background-color: #d2691e;"></div>
Knowledge base & FAQ automation	<div style="width: 30%; height: 10px; background-color: #2e8b57;"></div>	<div style="width: 60%; height: 10px; background-color: #d2691e;"></div>
CRM ↔ operations integration	<div style="width: 20%; height: 10px; background-color: #2e8b57;"></div>	<div style="width: 80%; height: 10px; background-color: #d2691e;"></div>

*Each opportunity scored on operational **impact** against build **effort**, the basis for what gets sequenced first.*

AI OPERATIONAL AUDIT
OPPORTUNITY MATRIX

Prioritization Plan
AUDIT · §4

QUICK WINS, EXECUTE FIRST

- ✓ WhatsApp AI intake & maintenance bot
- ✓ Automated status notifications
- ✓ Report translation & summary

STRATEGIC, PLAN WITHIN 90 DAYS

- System integration (CRM ↔ operations)
- Predictive maintenance signals
- Pricing & quotation engine

*Sequenced so early wins fund and de-risk the **strategic build**, value lands in weeks, not quarters.*

AI OPERATIONAL AUDIT
QUICK WINS & SEQUENCING

Master Data Model
POC · ARCHITECTURE

```

graph TD
    CUSTOMER((CUSTOMER)) --- REQUEST((REQUEST))
    REQUEST --- AI_ACTION((AI_ACTION))
    REQUEST --- WORKFLOW((WORKFLOW))
    AI_ACTION --- AUDIT_LOG((AUDIT_LOG))
    WORKFLOW --- AUDIT_LOG
            
```

*Five core entities, every write passes a **human-approval gate** and lands in an immutable **audit log**.*

POC / VALIDATION SPRINT
ARCHITECTURE & ER

Budget, Timeline & Risk
POC · §6

PHASE	DURATION	INVESTMENT
Discovery & design	2 wks	<div style="width: 20%; height: 10px; background-color: #ccc;"></div>
Build & integrate	4–6 wks	<div style="width: 40%; height: 10px; background-color: #ccc;"></div>
Test & launch	2 wks	<div style="width: 20%; height: 10px; background-color: #ccc;"></div>
Total programme	8–10 wks	<div style="width: 60%; height: 10px; background-color: #ccc;"></div>

Discovery

Build & integrate

Test & launch

W1 W4 W7 W10

- Third-party API limits & cost MEDIUM
- Source data quality LOW
- Change-management & adoption MEDIUM

CONFIDENTIAL - CLIENT COMMERCIAL FIGURES

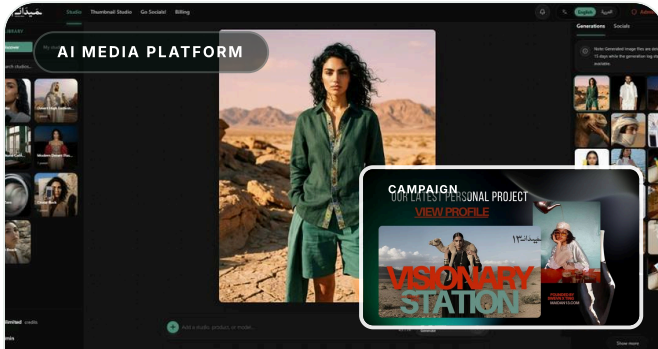
POC / VALIDATION SPRINT
BUDGET · TIMELINE · RISK

Representative of real Ting deliverables. Client-specific information is anonymized or redacted; document structure varies by engagement.

— OUR PERSONAL PROJECTS

Founder-led AI initiatives, built by Ting.

Founder-led and partner-supported initiatives that show how Ting turns ideas into operational AI products, not just advisory work.



Maidan ميدان

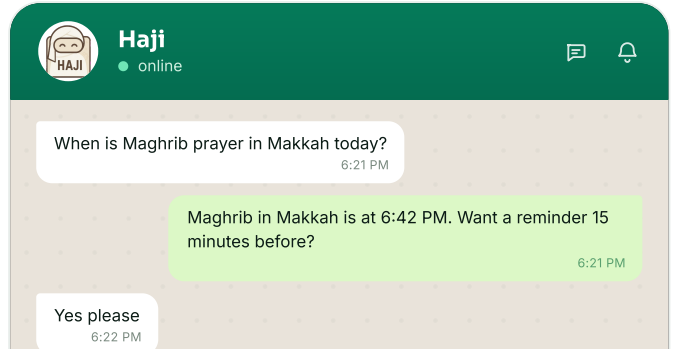
AI MEDIA & CREATIVE OPS

An AI media platform designed to turn creative ideas into structured image and video generation workflows. Ting shaped the product direction, AI workflow logic, provider integration approach and operational model behind the platform.

TING'S ROLE

- Product direction
- AI workflow design
- Platform architecture
- Provider integration
- Launch readiness
- AI media workflows
- Product architecture
- Creative operations
- Provider integration

IN COLLABORATION WITH



Haji HAJJ & UMRAH AI COMPANION

A WhatsApp-based AI companion designed to support pilgrims with accessible Hajj and Umrah guidance, logistics, schedules and health-related information, built for high-volume public-facing operations needing fast, simple, multilingual support.

TING'S ROLE

- AI product architecture
- WhatsApp assistant experience
- Multilingual support
- Pilgrim journey mapping
- Health guidance structure
- WhatsApp AI companion
- Pilgrim support
- Health guidance
- Multilingual assistance

HEALTH-INFORMATION REFERENCE CONTEXT

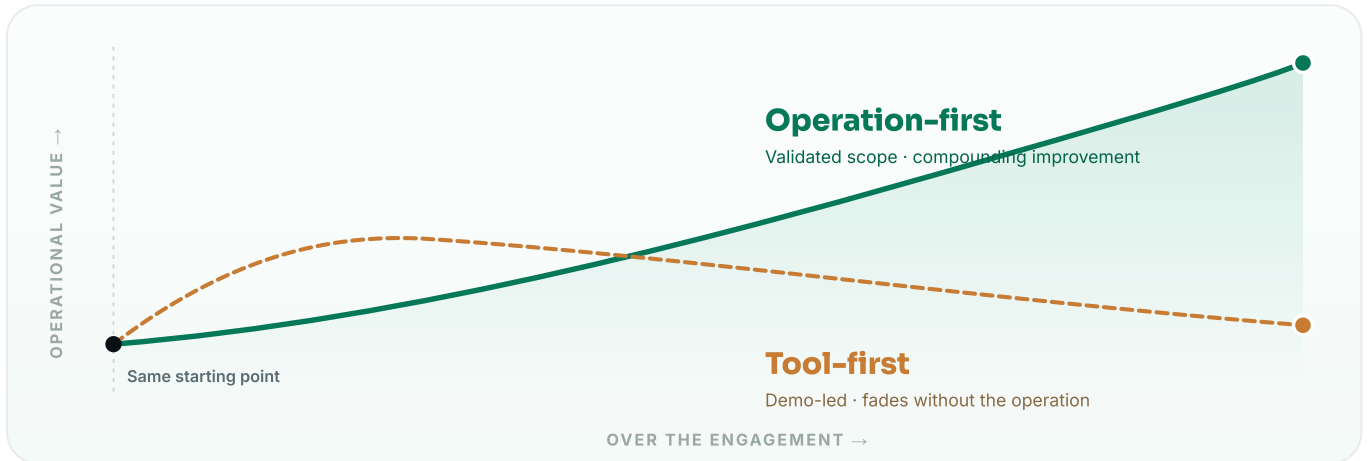


Selected personal and partner-supported initiatives. Health guidance uses official health-information references where applicable. Collaboration scope varies by project.

— WHY TING

The difference is where we start.

Same goal, opposite starting point. Where an engagement begins is what quietly decides ROI, ownership and adoption.



Tool-first approach

TYPICAL AI VENDOR

- ✗ Begins with tools and demos, not the problem
- ✗ Leads with generic, off-the-shelf agents
- ✗ Limited view of the underlying workflow
- ✗ ROI and ownership left unclear
- ✗ Integration planned late, if at all
- ✗ Demo-first, the operation comes later

Ting · operation-first

HOW WE WORK

- ✓ Starts with the operation, not the tool
- ✓ Validates feasibility before building
- ✓ Designs architecture and data flow first
- ✓ Builds around real, mapped workflows
- ✓ Keeps humans in control where it matters
- ✓ Connects every build to measurable outcomes

Saudi context

Built for how Saudi enterprises run

Operational audit

Map the operation before any AI

POC validation

Feasibility & cost proven first

Custom build

Shaped around your workflows

Human control

People approve what matters

Measurable

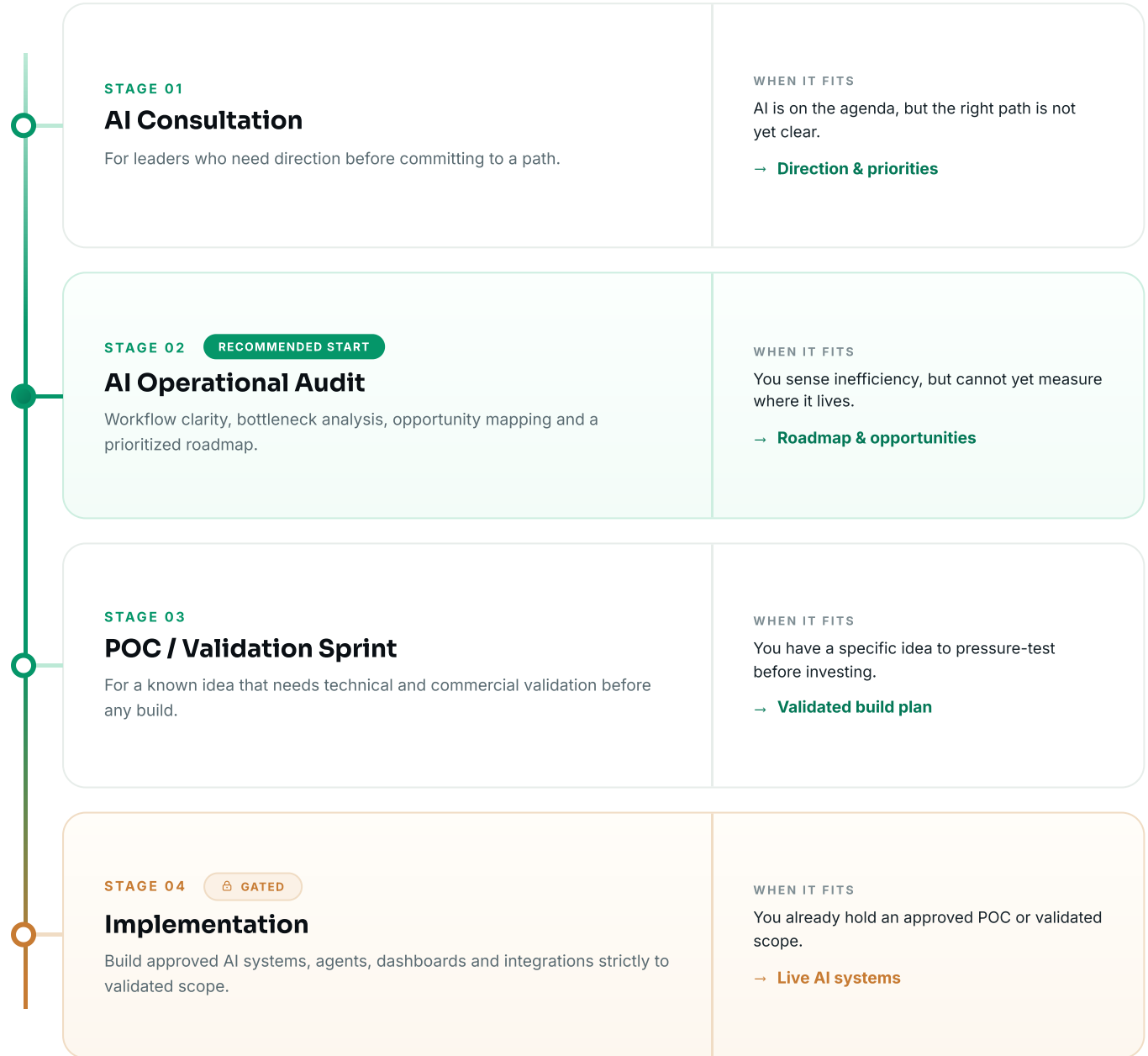
Tied to real operational results

Ting is built for organizations that cannot afford AI experiments without **operational clarity, technical validation and accountable implementation.**

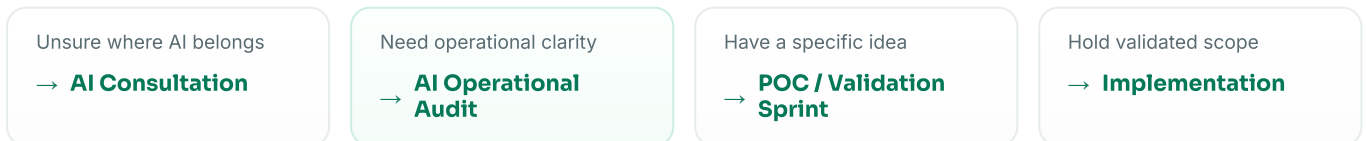
— ENGAGEMENT PATH

How to start with Ting.

Begin wherever you are. Each engagement stands on its own and leads naturally into the next, but implementation is never the default starting point.



CHOOSE YOUR STARTING POINT



START THE CONVERSATION

Start with clarity. Build with confidence.

Begin your AI Operational Audit tingsaudi.com/audit

LEADERSHIP



Abdullah Al-Rashed

CEO & Founder, Ting

Founder of Ting, focused entirely on operational AI transformation for Saudi enterprises.

A NOTE FROM THE FOUNDER

Saudi companies do not need more AI noise. They need operational clarity, validated opportunities, and practical systems that improve real workflows.

Across sectors, I kept seeing the same pattern: organizations were sold AI tools before anyone had understood their operations: wasted budget, weak adoption, and automations that solved nothing.

Ting was built to do the opposite: start with the operation, validate before building, and keep humans in control where judgment and accountability matter. We design the operational layer first, then apply AI only where it creates measurable value.

That discipline is our commitment, practical systems that improve real work, delivered in a way a serious organization can trust.

— Abdullah Al-Rashed

WHAT THAT COMMITMENT MEANS IN PRACTICE

01

Operational clarity

We map how the business actually runs, workflows, handoffs and data, before proposing any AI.

02

Validated opportunities

Every opportunity is pressure-tested for feasibility, cost, data and risk before a build is approved.

03

Practical systems

We build only what improves real workflows, with humans in control where judgment matters.

— LET'S WORK TOGETHER

Let's build the next layer of your operations.

If your organization is exploring AI, Ting helps you move from ideas to practical implementation, through audit, validation and company-specific AI systems.

- 01 Book an AI Operational Audit** →
We map your operation and show exactly where AI fits, the recommended first step.
- 02 Request a POC / Validation Sprint** →
Pressure-test a specific idea for feasibility, cost and risk before any build.
- 03 Discuss Approved Implementation** →
Already hold validated scope? We build the approved systems, agents and dashboards.

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