

— CASE STUDY · ARENA GROUP

AI-augmented operations, live across UAE and KSA.

A 313-person workforce spread across multiple countries, four languages, and 30 departments. Across two phased engagements we mapped the operation, locked scope, and shipped five AI-enabled workflows now running their day to day.

THE CLIENT



INDUSTRY	Multi-sector services
REGION	UAE & KSA
SCALE	313 staff · 30 depts
LANGUAGES	EN · AR · HI · UR

LIVE · PRODUCTION

The challenge.

- 313-person workforce across UAE and KSA, growing weekly
- Manual onboarding via paper, PDFs and WhatsApp
- Training and policy materials needed in four languages
- Tools and assets tracked on spreadsheets, regular losses
- No centralised view of staff or assets across 30 departments

The approach.

4D METHOD · PHASE 01

- 01 — Discover** Mapped onboarding, training and asset tracking workflows across all 30 departments. Surfaced 30+ AI opportunities.
- 02 — Design** Scored opportunities by impact and feasibility. Locked scope on two workflows: AI-augmented onboarding and centralised asset management.
- 03 — Deploy** Built and deployed both platforms with multilingual AI translation, automated learning paths, QR check-ins and barcode asset tracking.
- 04 — Deliver** Live in production with first cohort of staff. Impact measured. Phase 2 scoped and signed.

What was shipped.

5 WORKFLOWS · 2 PHASES · PRODUCTION

PHASE 01 | The 90-Day Engagement · 2 workflows

AI

Multilingual Onboarding

Claude-powered translation across English, Arabic, Hindi, Urdu.

AT

Asset & Tool Tracking

Barcode and QR scanning across 30 departments.

PHASE 02 | Renewal & Expansion · 3 workflows

LP

Automated Learning

Onboarding and training materials

CQ

Compliance Workflows

Policy updates, QR check-ins and GPS

MD

Manager Dashboards

Centralised view of staff and assets