

Link Development Creates Modon's Core Dynamics 365 System to Boost Economy



Amidst a thriving economy in the Kingdom of Saudi Arabia, the Saudi Authority for Industrial Cities and Technology Zones - Modon is responsible for providing all services and products needed to grow investments in industrial cities across the nation. With Link Development, they replaced a technology provider, multiple legacy solutions and core Oracle systems, to move into an entire new central system with +40 reengineered e-services and processes and +40 integrations with KSA's government systems using a customized, central Dynamics 365 solution for Sales Management, Field Services, tailored billing, and more.

Customer	Saudi Authority for Industrial Cities and Technology Zones (Modon)
Industry	Government
Country	KSA
Technology	Dynamics 365

Modon: Building a Prosperous Industrial Scene in KSA

Established in 2001, the Saudi Authority for Industrial Cities and Technology Zones' (Modon) mission is to develop and manage industrial cities and technology zones to enable sustainable growth in an optimal economic environment. Today, it oversees 35 industrial cities across KSA plus private industrial cities and complexes, while serving 3,600 operational factories and 6,301 logistics and service contracts and employing 500,000 employees.

A New Digital Ecosystem, a Strategic Business Move

In the midst of an ongoing global industrial transformation, Modon is responsible for stimulating the participation of small and medium enterprises, entrepreneurs, and major local companies in the Kingdom's industrial development sector, thereby contributing to the realization of Vision 2030's industry-dependent economic diversification goals. They are also responsible for attracting foreign investments and international industrial companies to open in KSA.

It's an undertaking that requires a huge magnitude of operations, services and products to make, for example, the process of buying, building and operating a factory, with its needed licenses, geo-examinations, government permits, quality compliance and others, extremely easy, fast and efficient.

Modon's existing digital environment was short to efficiently support the load and its eminent growth.

With a number of disparate, siloed technology solutions and data sources, legacy Oracle BRM Oracle Property Management solutions, an old online portal, in addition to outdated and incomplete integrations with needed government entities to clear licenses, permits and so on, serving a customer involved a lot of complexities and took a lengthy time. The overall experience wasn't up to aspired levels of excellence.

With an intelligent leadership in Modon realizing the strategic role of digital in drastically transforming performance, they decided to shift into a new, reliable and scalable digital landscape.

Mega Transformation with Microsoft Dynamics 365

Shifting to a new D365 system was definitely a sound yet challenging step. Modon's leadership sought an experienced D365 technology partner capable of such a macro level of digital transformation with keenness on extreme quality of details.

A partner with excellent track record in D365 implementations and customizations especially in the public sector; one that is flexible and responsive to dynamic changes when it comes to government regulations.

Modon selected Link Development to undertake the mission, replacing their current technology provider, and entrusted them with a critical business transformation.

D365, Modon's New Digital Core

Link Development delivered Modon a new, customized and centrally managed D365 solution with a powerful backend for process management, sales management, contract management, e-billing, e-service roll-out, field services and inspections, and more.

On the front-end, a self-service portal was able to serve customers in new ways. Resting on a set of restructured business processes and services, the system was built anew. With a plethora of integrations with government entities and internal systems, the system provided seamless experience to Modon's customers.

Reengineered Processes to Match New Transformation

To retire the old systems and move to a new one, Link Development consultants visited existing business process and service workflows to explore technical and experience areas to recraft.

To map to the new technology and provide a customer-centric experience, all processes underwent detailed analysis. They were restructured and redesigned in accordance with industry best practices and Modon's business needs.

Architecting 40 Modernized eServices

Following a deep understanding of Modon's core business and by using agile methodologies and conceptual architecture, Link Development team simplified and optimized the scenarios of over forty core and supporting e-services such as licenses & permits, factory panels, appointments scheduling, buildings evaluations, contractors & consultation offices qualifications and much more.

The Benefits

- Significantly enhanced customer relationship management
- Higher level of customer satisfaction
- Increased opportunities accessibility of foreign direct investors
- Reduced costs for investors and vendors
- Higher level of conversion from potential investors to contracted investors
- Streamlined faster processes, raised workflow efficiency and reduced requests waiting time
- Higher levels of quality in information, reports, and statistics
- Increased trust from investors

A Central Backend to Manage the Entire Ecosystem

Through the backend, all systems, services and processes are managed efficiently. The backend facilitates requests placements, submissions, approvals cycles, and tens of other interlocked processes, workflows and much more.

New D365 Billing & Invoicing System

Replacing Oracle BRM, Link Development created an entire new billing system for bills, invoices, receipts, deposits, refunds and more. The system was tailored to meet Modon's business-specific scenarios ensuring accurate financials and great experience by all stakeholders whether Modon's staff or customers.

An Intelligent Self- Service Portal: eModon

Link Development created a new, customized self-service portal for Modon's customers. It's a hub for efficient e-service delivery and is built with modern UX/UI and engaging digital experiences.

Customers can register, access service catalogues, submit and follow-up on service requests. They can manage their profiles, activities, licenses, documents, notes and permits through personal workspaces.

Industrial Contracts Reshaped

From inception to sealing, and mounting to hundreds of thousands in number, contracts are core to Modon's operations and involve many parties.

Link Development created multiple contract templates and types within a new intelligent system that sends real-time notifications and alerts across the contract lifecycle including contract submission, versioning, editing, merging, splitting, renewing, extension, reopening, closing and more.

360° Customer Understanding and Relationship

Modon's customers include: investors, foreigner investors, government entities, private city owners, consultation offices, contractors, etc.

Every customer dealing with Modon is thoroughly captured with their complete information including interaction history with CR & IL versioning.

Streamlined Sales and Product Management

To organize the sales process and make it easier for both Modon and their customers, all services and products are listed in catalogs with the ability to provide customers on-demand quotations, price lists and discounts.

Inspections for Compliance to Industrial Standards

Monitoring quality is imbedded in every single part of the process. Using the D365-based product developed by Link Development: InspAction, Modon inspectors can perform filed services and quality inspections.

They can visit, review, and report on customer, construction, licenses, permits, safety regulations and more through their engagement cycle with any industrial city.

An Infrastructure that Copes with Regulatory Changes

As the government is continuously taking needed decisions to improve and optimize the economy scene, sudden rules and polices may emerge.

Even though its a large framework covering many stages, the new system is intelligently built to flexibly accommodate a range of government regularity changes as they arise.

Intelligent Shifting of Customers from Old to New

In an innovative approach, and right from the planning phase, Link Development team worked with Modon's leadership on an intelligent change management plan that focused on segmenting customers and the packages of e-services they consume.

To avoid service interruption for a huge existing customer base, the development of their relevant e-services was moved to a later stage in the project's roadmap.

Services that are consumed by new users were prioritized. Together, they identified a gradual roll-out of e-services that syncs with data migration till everyone can use the system at the same time within an intact experience.