

Ali Bin Ali Holding (ABA) Modernizes Operations with Intrasoft

Introduction

NCIS's expertise and Oracle ERP have transformed Ali Bin Ali (ABA)'s operations, achieving unparalleled efficiency, compliance, and scalability. This transformation solidified ABA's position as a leader in the Gulf's commercial landscape

Founded in 1945, Ali Bin Ali Holding (ABA) has established itself as one of the Gulf region's largest privately-owned conglomerates. With operations spanning **FMCG, Luxury Retail, Manufacturing, Real Estate, Hospitality, and more**, ABA has been instrumental in driving Qatar's economic growth. The Group's commitment to quality, innovation, and market leadership has positioned it as a trusted partner for global brands and a key player in regional markets.



Business Challenges

ABA expanded its operations across **88 entities in Qatar, Saudi Arabia, and Kuwait**, it encountered several operational and strategic challenges

Fragmented Systems: Managing 88 entities across three countries with inconsistent processes created inefficiencies and hindered collaboration.

Lack of Real-Time Insights: Decision-making was constrained by limited access to integrated data and advanced analytics.

Regulatory Compliance: Increasing tax and regulatory requirements, including VAT and excise taxes, demanded robust and flexible systems.

Operational Scalability: The Group's rapid growth required a scalable ERP solution to unify processes and support future expansion.

Manual Processes: Legacy systems relied heavily on manual workflows, increasing the risk of errors and inefficiencies.

The challenges faced by ABA necessitated a comprehensive ERP transformation to modernize operations and sustain ABA's competitive edge

The Solution

Financial Management Enhancements

Streamlined financial operations with integrated tools for transparency and compliance
Automated tax compliance features for regulatory adherence

Human Resources Optimization

End-to-end solutions for payroll processing, performance management, and workforce tracking
Simplified employee data updates and status management

Supply Chain Improvements

Enhanced procurement processes and inventory accuracy
Improved order fulfillment efficiency

Manufacturing Solutions

Tailored modules for industry-specific manufacturing needs
Streamlined production processes to support diverse business requirements

Budgeting and Forecasting

Detailed financial planning with integrated SKU-level data and cost analysis
Precise management of operational and capital expenditures
Tools for rolling forecasts and financial statement consolidation

Integrations

interfacing with external systems, including financial and operational applications.
Custom tools for managing excise tax calculations, trade promotions, and employee prepayments
Automated processes for updating customer records and handling credit memos.

Results

Through the implementation of the solution, ABA achieved **streamlined operations, empowered decision-making, and established a future-ready platform** for sustained growth and innovation



Operational Efficiency: Automated processes reduced manual tasks, minimized errors, and improved productivity

Integrated Ecosystem: Seamless integration across 88 entities enabled consistent workflows and enhanced collaboration.

Enhanced Decision-Making: Real-time insights and advanced budgeting tools supported strategic planning and adaptability.

Regulatory Compliance: The solution ensured adherence to VAT and excise tax regulations in Qatar and KSA.

Scalability for Growth: The ERP system provided a robust foundation to support ABA's expansion into new markets.