

Qiddiya Builds Entertainment City in Desert with Clarity

When you build something totally unique, you need to manage it with Clarity.

Business

One of the three giga projects, under the overarching Saudi Vision 2030, Qiddiya will be the kingdom's capital of entertainment, sports and the arts, attracting millions of visitors. Once open, this project will create numerous jobs across new sectors, generate revenue for the kingdom and play a key role in economic diversification.

Challenge

With a multi-year construction and operating investment of billions of dollars, combined with diverse projects and programs covering everything from a theme park to a speed park to a water theme park, the challenge was to find an effective solution and partner to support decision making.

Solution

Clarity was selected through consulting and resell partner Ignite Technology, who acted as a key partner to Qiddiya, integrating data from a variety of sources to help inform decision making across the portfolio of projects.

Benefits

Clarity is providing transparent information to stakeholders to make the right decisions at the right time with the confidence that those decisions are enabling the right outcomes.



Client Profile

Organization: Qiddiya Investment Company

Industry: Construction



Business

There has never been anything like Qiddiya. It will be the capital of entertainment, sports and the arts in Saudi Arabia, an integrated destination offering unparalleled, disruptive and immersive experiences. It creates a new baseline for what can be achieved, not just in Saudi Arabia, but globally, and in so doing, will enhance the quality of life for all who experience it.

Drawing heavily on Saudi Arabia's rich heritage, Qiddiya is one of several key elements of the kingdom's vision. Qiddiya brings economic diversification, massive job creation and a huge contribution to Saudi Arabia's long-term prosperity.



Challenge

Qiddiya is being built around five cornerstones: parks and attractions, sports and wellness, nature and environment, arts and culture, and motion and mobility—in addition to its real estate offering. Programs combine the development and operational elements and involve numerous vendors as well as Qiddiya Investment Company (QIC) and subsidiaries.

Qiddiya management needs to have a clear and complete view of all data—not just the progress against constraints, but also the impact of any delays or challenges on the work. And they needed that across every element of the giga-project.

At the same time, they needed to find a partner to provide an effective investment planning tool that would support them, and who understood these challenges and could deliver an impactful solution.

Solution

QIC selected Clarity from Broadcom, delivered by consulting and resell partner Ignite Technology. Ignite Technology and Qiddiya implemented Clarity as the solution that could pull information from multiple sources—including financial, project tracking, and demand management. Clarity presents this data to executive stakeholders in a way that enabled easier decision making.

The information presented through Clarity has enabled QIC's executives to make more informed decisions. At the same time, Ignite Technology has ensured that the implementation of Clarity has occurred without disrupting Qiddiya's business. The project management teams at QIC deliver hundreds of programs, projects, and sub-projects. Automation, governance, and the elimination of manual data collection and benefit tracking have all helped to create a platform that supports success and allows the project management teams at QIC to focus on delivering these projects successfully.

Benefits

With a project the scale of Qiddiya, there are countless moving parts at any given time. Executives in charge of these types of giga-projects must always be focused on making the right decisions at the right time to keep things moving towards their highly visible goals.

To do that, there must be clear and timely information provided to give a 360 degree view of everything that is happening and real-time data—all presented in a way that enables effective and efficient decisions.