

3 Enabling a Digital Culture

As a leading IT solutions provider in the Kingdom, elm sees digitalization as a powerful driver of sustainable progress. Its vision is to lead the way in digital transformation, where technology and innovation create lasting environmental benefits, promote social inclusion and reinforce strong governance. By integrating sustainability into its digital strategies, elm is shaping a future where innovation fuels responsible business practices and long-term growth.

Digital Transformation and Innovation

elm’s Research Team develops tailored, pragmatic solutions designed to meet the evolving needs of various industries. With innovation at the core of its operations, the Innovation Department leads the creation of cutting-edge products, services and solutions that address complex challenges across multiple sectors, ensuring that digital transformation drives meaningful impact.

Digital Products

	2024	2023	2022
Investment in research (ﷲ million)	45.7	28.0	14.5
Investment in innovation (ﷲ million)	7.9	6.2	3.2

Customer Centricity

elm works closely with its customers to optimize their journey through digital transformation, ensuring exceptional experiences, satisfaction and long-term relationships. By leveraging data analytics, emerging technologies and innovative approaches, elm gains deep insights into customer needs and preferences. This enables the Company to enhance engagement through personalized digital experiences while providing multiple direct communication channels for continuous feedback. These insights drive ongoing product enhancements and the implementation of customer-centric digital strategies, reinforcing elm’s commitment to delivering seamless and impactful solutions.

Customer Satisfaction

	2024	2023	2022
Customer satisfaction rating (%)	83%	83%	84%
Customer complaints	47,147	45,272	42,037
Customer complaints resolved (%)	93.0%	99.0%	99.8%
First-call resolutions	592,168	537,155	384,405



93%
of customer complaints
were resolved

elm’s investment in research
increased by
63%
to a total of
ﷲ 45.7 million in 2024