Al Abdulghani Motors Transforms Customer Experience with AI-Driven SAP Rise on Microsoft Azure

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Innovative Cloud-Based System Enhances Efficiency, Service Speed, and Business Agility

Doha, Qatar – **11 March 2025:** Al Abdulghani Motors, the authorized distributor of Toyota and Lexus in Qatar, celebrated the successful deployment of RISE with SAP on Microsoft Azure, marking a major milestone in its digital transformation journey. With built-in AI capabilities in SAP's cloud-based ERP solution, the company is modernizing operations, enhancing customer

experiences, and strengthening business resilience.

"With SAP RISE on Microsoft Azure, we are reimagining how we are operate-enhancing efficiency, optimizing processes, and delivering an even more seamless customer journey," said Abdo Sweidan, Chief Operating Officer at Al Abdulghani Motors. "Our partnership with SAP and Microsoft empowers us to respond dynamically to industry shifts while maintaining our legacy of excellence."

By integrating RISE with SAP, Al Abdulghani Motors has optimized core business functions, including finance, operations, and chain management, while leveraging AI-powered automation and predictive analytics to enhance efficiency and decision-making. The transition to a cloud-based infrastructure has significantly reduced service processing times, contributing to serving customers more efficiently.

"Al Abdulghani Motors' adoption of RISE with SAP reflects a significant commitment to digital transformation," said Alaa Jaber, Managing Director, SAP Qatar and Fast Growth Markets. "This is about more than modernization—it's about unlocking AI-driven innovation, enhancing efficiency, and redefining customer engagement. SAP is proud to support Al Abdulghani Motors on this journey," he added.

With Microsoft Azure's scalable cloud infrastructure, the company benefits from advanced security, compliance, and intelligent automation. The integration of AI and machine learning optimizes decision-making and customer engagement, ensuring proactive and data-driven operations.

This strategic transformation positions Al Abdulghani Motors at the forefront of innovation, ensuring it remains a driving force in Qatar's automotive industry with smarter operations, enhanced mobility solutions, and elevated customer experiences.