

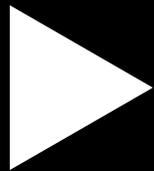


Strategy₿

The State of AI+BI Analytics Global 2025 Survey

Saudi Arabia

Start



Executive Summary



In 2025, organizations in Saudi Arabia are in the early-to-mid stages of AI-powered analytics adoption, with engagement evenly split between technical and business users. The private sector leads participation, followed by technology providers and government agencies. Most organisations are still building foundational capabilities, with advanced and enterprise-wide use cases emerging but not yet widespread.



Moderate-to-high confidence: Most respondents rate their confidence in AI-powered analytics accuracy as “Confident” (52%) or “Very Confident” (28%).



Top expected outcomes: Competitive advantage, cost savings, and employee productivity each cited by 35% of organizations.



Department-level maturity: 33% use business intelligence tools for advanced analytics; 31% have integrated departmental data across systems.



Scaling barriers: Compliance (42%), integration challenges (33%), and lack of corporate data strategy (22%) are the most common obstacles.

What Sets Leaders Apart?

Leaders in Saudi Arabia integrate AI+BI into the core business model rather than treating it as a standalone initiative. They prioritize governance and scalability alongside innovation. This ensures analytics remains both compliant and impactful across the organization.

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AI+BI Maturity

Saudi organisations are spread across multiple stages of data maturity, with most activity concentrated in departmental analytics and early enterprise integration. A third (33%) use business intelligence tools for advanced analytics, and 31% have standardised and integrated departmental data across systems. Only a small proportion have reached enterprise-wide governance or proactive AI adoption, indicating significant room for growth.

Data Foundation

A semantic layer ensures all departments use the same definitions and metrics, preventing inconsistencies and enabling reliable decision-making. In Germany, its adoption is a hallmark of mature AI+BI programs.

Analytics Maturity Snapshot

Saudi data maturity remains concentrated at departmental and early integration stages.

AI proactively drives data and decision across the organization.

Our employees can use natural language to interact with data.

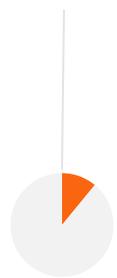
Data experts leverage AI to expedite their workflows.

We have a corporate data strategy and organization-wide data governance with a semantic layer.

We employ BI software with advanced analytics.

We standardize and integrate data across departments.

We harness data in departments.



11%



11%



22%



22%



33%



31%



19%

Percent of Responses

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Expected Outcomes

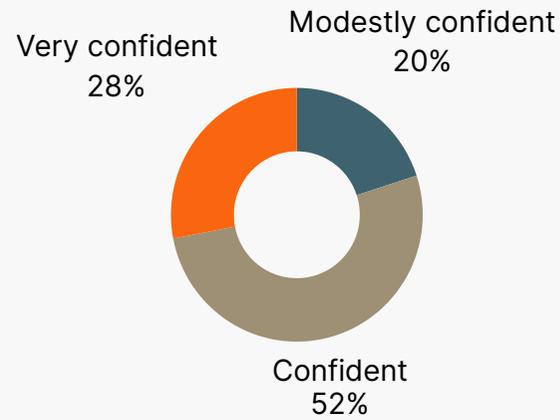
Saudi organizations see AI-powered analytics as a strategic tool for driving competitive positioning, operational gains, and workforce performance.

The top five expected outcomes—each cited by over a third of respondents—emphasize both efficiency and strategic advantage.

Confidence levels are encouraging, with 80% of respondents rating their trust in AI-powered analytics for critical decisions.

Strong Confidence, but not Absolute

Most Saudi organizations report moderate to high confidence in the accuracy and reliability of AI-powered analytics, with none indicating either complete distrust or absolute certainty.



Top 5 Anticipated Outcomes

Expected outcomes from AI-powered analytics focus on advantage, savings, and productivity.



Competitive advantage

36%



Risk management

36%



Employee productivity

36%



Cost savings

36%



Customer satisfaction

28%

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Adoption Plans

Saudi organizations are at different points in adopting AI-powered analytics for natural language interaction and AI agents/bots. Most are still evaluating options or running pilots, while about a quarter have fully operational natural language tools for non-technical staff.

Over the next 12–18 months, investment will center on cloud data solutions, BI dashboards and self-service analytics, as well as data governance through semantic layers.

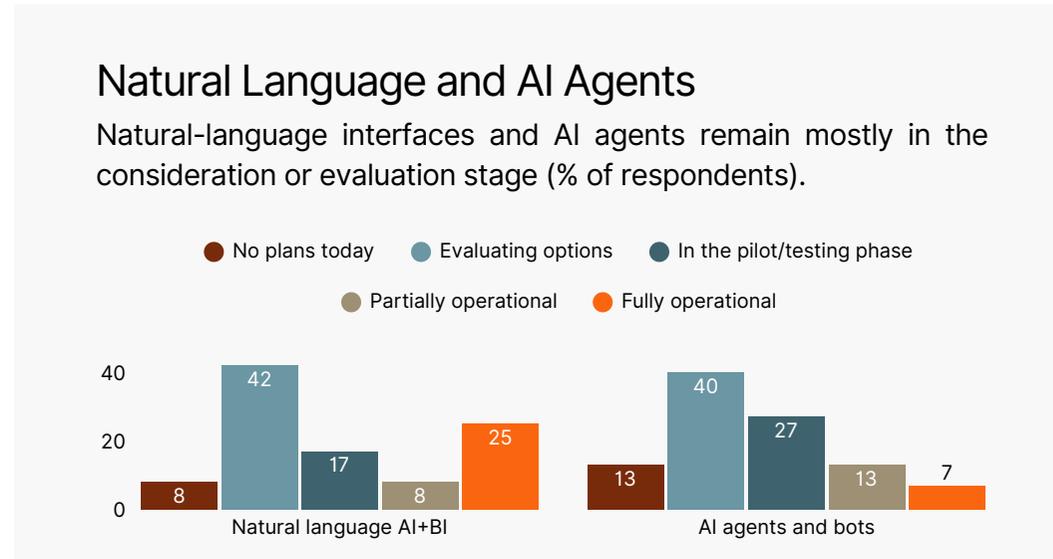


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Areas of Investment in 12-18 Months

Cloud and self-service lead Saudi organizations' investment plans.



Cloud-based data warehousing or data lakes

39%



BI dashboards & self-service analytics

36%



Data governance (semantic layer)

32%



Enterprise reporting

25%



AI-powered analytics tools

18%

Challenges

Scaling AI-powered analytics in Saudi Arabia is hindered by a combination of compliance requirements, technical limitations, and strategic clarity gaps. Compliance tops the list, reflecting the strict regulatory environment companies operate in, while integration issues and confusion over AI+BI versus general-purpose GenAI also feature prominently. Addressing these issues will require stronger governance and better semantic data layers.



Compliance Concerns

Meeting regulatory and policy requirements are top of mind for **42%** of respondents.



Integration Gaps

Limited interoperability hinders seamless analytics for **33%** of organizations.



Confusion about GenAI

Concerns around AI bias and hallucinations is slowing adoption for **25%** of organizations.



Lack of Corporate Data Strategy

Missing governance frameworks hinder data quality, which poses a major concern for **22%** of organizations.

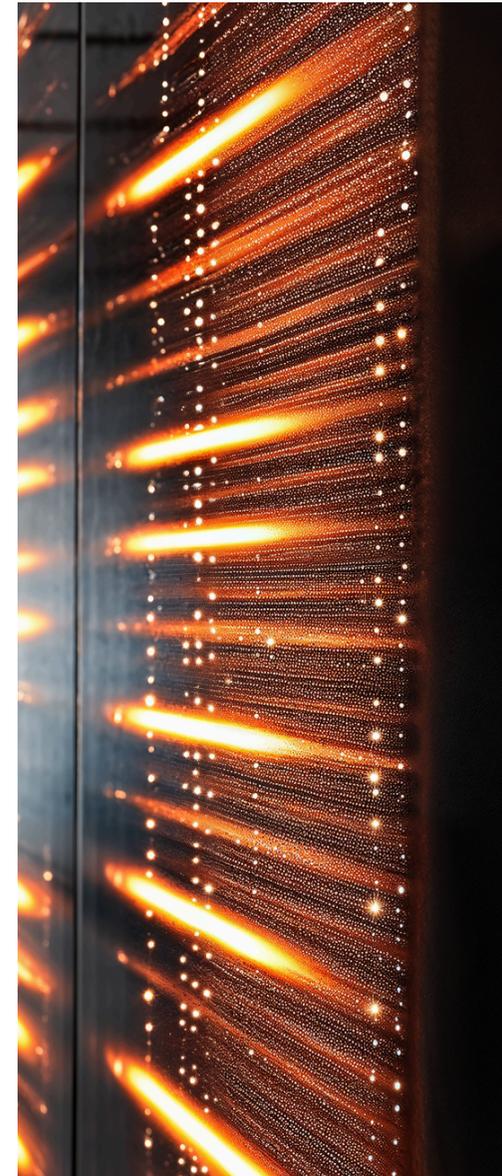


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Pfizer: Empowering a SMART Global Workforce

Pfizer is a leading global biopharmaceutical company, operating 37 manufacturing sites and a distribution network spanning approximately 200 countries, serving millions of patients worldwide.

Challenge & Solution

Pfizer set out to unify its analytics processes and reporting tools into a single, governed solution accessible to every market. By standardizing KPIs, streamlining reporting, and aligning definitions, the company aimed to accelerate decision-making and improve consistency.

Partnering with Strategy, Pfizer:

- Built SMART International, a unified analytics product delivering real-time, governed insights tens of thousands field representatives.
- Standardized KPI definitions and measurement processes globally, enabling consistent performance tracking.
- Automated reporting and embedded self-service analytics, reducing manual effort and accelerating decision-making.

Impact

Global Consistency

SMART apps and HyperIntelligence deliver uniform KPIs worldwide.

Faster Decisions

AI-powered insights speed actions across teams and markets.

Scalable Reach

Deployed across 27 markets and 6 business units, serving tens of thousands of employees.

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The value behind the Strategy platform is that it's all based on a governed semantic layer. It allows us to scale global reporting solutions across 27 markets, 6 business units, and thousands of customer-facing colleagues worldwide.

Joseph Simrany, Director of Integrated Insights and Strategy, Pfizer

[Find out more >>](#)

Hilton: Unifying Data to Elevate Guest Experiences Worldwide

Hilton is a global hospitality leader serving millions of guests annually at over 8,500 properties worldwide. They are renowned for offering innovative, customer-centric experiences across their property portfolio that build brand loyalty.

Challenge & Solution

Hilton consolidated data across dozens of sources and legacy reporting systems to help team members consistently deliver exceptional guest experiences around the globe. Hilton partnered with Strategy to democratize access to customer preferences and critical insights across corporate, property, and global teams, and remove roadblocks caused by data siloes—accelerating decisions that address customer needs in real-time. Hilton implemented the Hilton Reporting Hub to enable:

- A single, governed source of truth for enterprise-wide reporting.
- Custom dashboards and performance-optimized analytics for all user levels.
- Real-time insight delivery for faster operational and strategic decisions.
- Data democratization to empower business users with self-service access.

“

Strategy was foundational in our ability to democratize our data and give our business users the ability to understand how we're performing.

Becky Polebaum

Vice President of Enterprise & Customer Analytics, Hilton

[Find out more >>](#)

Impact

Faster Decisions

Accelerated onsite services and operational adjustments based on real-time insights

Consistent Insights

Eliminated redundant systems to ensure accurate, governed reporting worldwide

Enhanced Guest Experiences

Personalized stay offerings like preferred room selection, and rapid response times to deliver custom services during crises

20K

hotel room nights donated to families impacted by the 2025 LA wildfires—coordinated using real-time insights from the Hilton Reporting Hub

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Conclusion

Saudi Arabia's AI-powered analytics market is in the early stages of scaling, with a strong balance between technical and business stakeholders shaping adoption strategies. Most organizations remain at departmental and early integration maturity levels, but targeted investments in governance, self-service, and cloud-based infrastructure signal readiness to advance.

The market's priorities are clear: deliver competitive advantage, reduce costs, and boost productivity, all while strengthening risk management and customer satisfaction. Moderate-to-high confidence in AI-powered analytics accuracy provides a solid foundation, yet progress will depend on overcoming compliance requirements, integration challenges, and gaps in strategic direction.

What to Expect Next

In the next 12 months, Saudi organizations will:

- Expand natural language capabilities and AI agents from pilots to production.
- Increase focus on data governance to meet compliance and accuracy needs.
- Foster greater cross-sector collaboration between private, public, and technology providers.
- Advance toward enterprise-wide adoption and proactive AI use cases.

Research Methodology

This report is part of the Global AI-Powered Analytics Survey 2025, which surveyed over 270 organizations from 38 countries, including an extended cohort of 36 organizations from Saudi Arabia (over 13% of total responses). The sample is evenly split between technical and business users, and covers private sector, technology providers, and public sector. All responses were anonymized and analyzed to highlight adoption trends, expected outcomes, and key obstacles.

Explore more insights from the Global Survey, including regional findings and industry-specific reports, at: strategysoftware.com/survey



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