



Challenges and Future Vision Towards a Smart Holy Makkah Neighborhood

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Introduction

The Challenges of Holy Makkah

What do we expect?

What are we doing?

SMART PEOPLE, NO SMART CITIES

Intelligence (also called **intellect**) is an umbrella term used to describe a property of the mind that encompasses many related abilities, such as the capacities to reason, to plan, to solve problems, to think abstractly, to comprehend ideas, to use language, and to learn.

Technology is "the practical application of knowledge especially in a particular area" and "a capability given by the practical application of knowledge".

SMART PEOPLE, NO SMART CITIES

For us the concept of smart cities is to apply the technology to **empower with "Just-in-Time" information** that will help us to:

- 1- Take the best decisions.
- 2- Speed up processes and services.
- 3- Increase the security.
- 4- Automate activities.
- 5- Enter in a continuous improvement cycle.

"Computers are useless; they can only give you answers."



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Our main challenge is our main source of proud, more than 2,000,000 pilgrims every year for performing HAJJ and more than 3,300.000 Umrah Visas have been issued by the Saudi Embassies around the world.

Challenges:

- Provide capacity to increase the number of pilgrims.
- To provide world class services to Holy Makkah citizens.

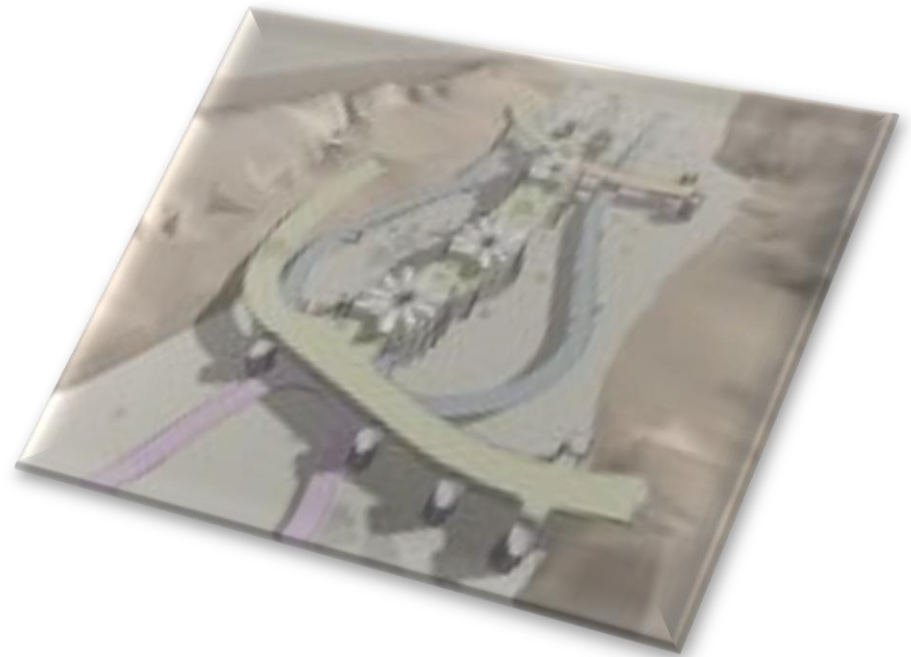


In Holy Makkah the service to the pilgrims is our main challenge and proud

CHALLENGES WITH PILGRIMS:

The management of pilgrims requires:

- Crowd and security control :
 - Control of number of pilgrims.
 - Good planning system.
 - Health support.
- Transportación :
 - GPS controlled fleet
 - Planning system
 - Movement coordination
- Logistics:
 - Water, food
 - Accommodation
 - Planning slots



Other Challenges:

- The complex geography of Holy Makkah and the difficulties for the Communications.
- The combination of the old Makkah and the new Makkah inside the Smart City Concept
- To promote the use of electronic services by the people.
- To enhance the level of the Public Servants towards services and the Continuous Improvement .



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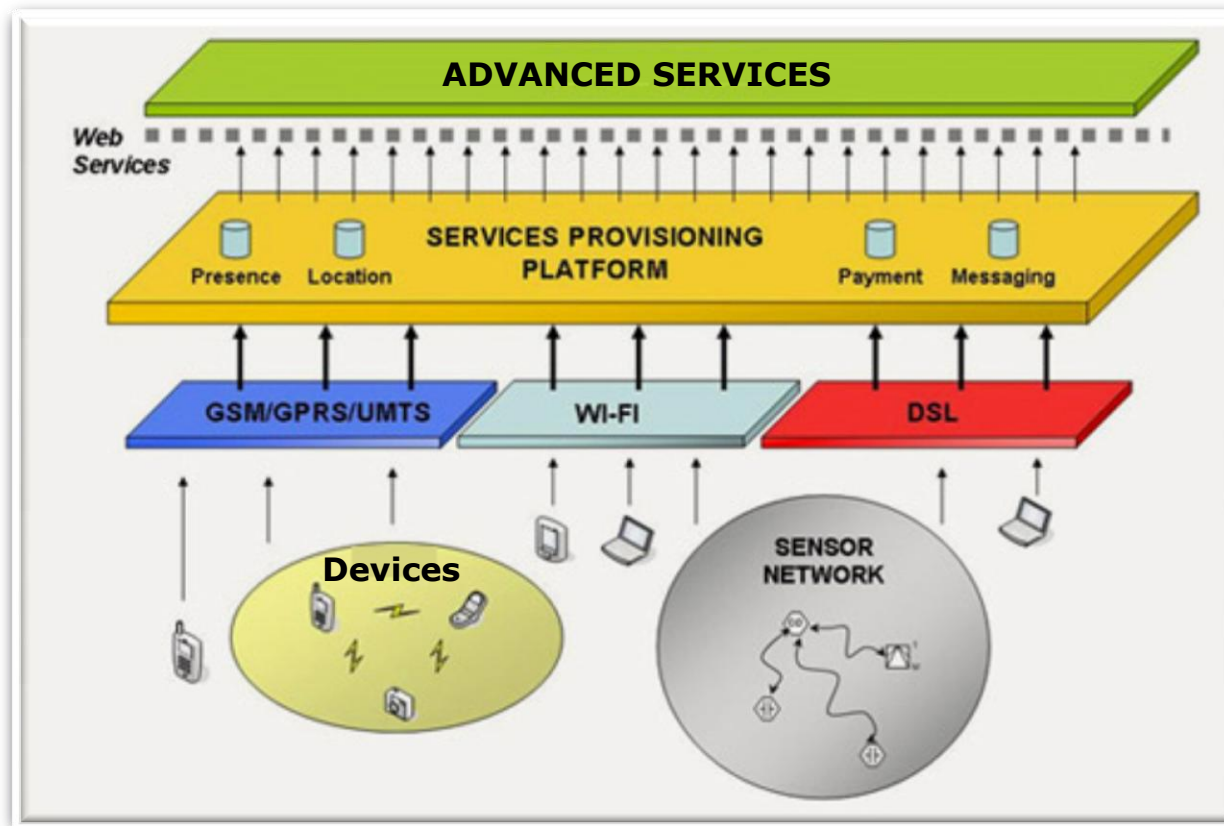
What do we expect out of the Smart Cities concept applied to Holy Makkah?

- 1- Obtain the maximum information to take the best decisions.
- 2- Practical and feasible approaches.
- 3- The understanding of the industry that Holy Makkah is unique by our challenges.
- 4- Help us to automate processes that are current bottlenecks as pilgrims control and registration process.

What we do expect?

To implement an infrastructure that will help us to achieve our goals of transforming our city knowledge-based society and a digital economy.

intelligent city facilities will speed up communication with the outside world and boost cultural, economic and commercial development.





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What do we expect?

What are we doing?

What are we doing?

And we are doing...

1. We are convinced that by applying technology we will improve our efficiency and efficacy.
2. We have developed our Strategic Plan to boost internally our services and to create an IT infrastructure to support them.
3. We have developed our Geographical Management System to improve our information level.
4. We are working together with public and private organizations for improving the services to the pilgrims and increase the control and security.
5. We are working in strong collaboration with MCIT – Yesser to coordinate our activities with the Kingdom initiatives.
6. We are developing plans to increase the capacity of our public servants that are the true engine of change.
7. We are implementing measures towards the continuous improvement.
8. We want to be the world reference for the service to the Pilgrims and to our citizens.

