IBM Newsroom

Riyadh Air and IBM Sign Collaboration Agreement to Establish Technology Foundation of the Digitally Led Airline

The airline to work with IBM Consulting to create and build mission-critical technology and business capabilities to support the path to their first flight

Left to right: John Granger, Senior Vice President, IBM Consulting and Adam Boukadida, Chief Financial Officer, Riyadh Air

RIYADH, Saudi Arabia and ARMONK, N.Y., Nov. 6, 2023 /PRNewswire/ -- Today, Riyadh Air and IBM (NYSE:IBM) announced the signing of a strategic agreement in which IBM Consulting will be the lead systems integrator to support creating, building and orchestrating the technology foundation that can help the digitally native airline offer exceptional and seamless travel experiences.

Together, Riyadh Air and IBM Consulting have already created the airline's digital and technology strategy. Now, Riyadh Air has selected IBM Consulting to support building the key business and technology capabilities that underpin the strategy. That includes implementing and integrating more than 50 airline industry solutions and core technology capabilities, including security, infrastructure, integration and data platforms, using a hybrid cloud approach. IBM will also orchestrate the work of over 40 partners by providing program and technical governance, project management, quality assurance, change and communications management and training.

The collaboration is expected to help position Riyadh Air strategically within the broader ecosystem to offer digital innovations and exceptional experiences for travelers and guests. Riyadh Air aims to create a world class airline with personalized and seamless guest experiences powered by AI and state of the art digital technology, taking obsessive care for details that create memorable micro-moments across the traveler journey. It also includes empowering employees with data-driven insights and new ways of working to help Riyadh Air better serve their guests.

"Our ambition is to launch our first flight in 2025 and put Riyadh Air at the cutting edge of digital technology and innovation within the aviation industry, adopting the best international sustainability and safety practices to deliver an exceptional travel experience, for our guests locally and internationally," said Adam Boukadida, Chief Financial Officer, Riyadh Air. "IBM Consulting will be our principal partner driving us towards our vision with their deep expertise in managing large complex systems and integration programs as well as their expertise in the travel industry."

"We're proud to be Riyadh Air's partner and help them bring this new era of the Kingdom's aviation industry to life," said John

Granger, Senior Vice President, IBM Consulting. "A technology foundation built with an open, hybrid cloud approach and AI can help them achieve the flexibility and agility needed to support their goal of delivering an exceptional travel experience for their guests."

IBM Consulting will also establish and maintain Riyadh Air's hybrid cloud integration platform. WithIBM CloudPak for Integration and Red Hat OpenShift, this platform will provide integration tools to connect applications and data within a unified and simple user experience.

Riyadh Air's digital and technology strategy supports its mission and is aligned to the Kingdom's Vision 2030 to lead the aviation industry by transforming Saudi Arabia, given its unique strategic location, into a global aviation and trade hub.

IBM Consulting helps accelerate business transformation for our clients through hybrid cloud and AI technologies, leveraging our open ecosystem of partners. With deep industry and business expertise spanning strategy, experience design, technology, and operations, we have become a trusted partner to the world's most innovative and valuable companies, helping them modernize and secure their most complex systems. Our 160,000 consultants embrace an open way of working and apply our proven co-creation method, IBM Garage, to scale ideas into outcomes. As the only major global systems integrator inside a technology company, we don't just advise -- we invent and build what's next together with our clients. Find out more at IBM.com/consulting.

About Riyadh Air
Riyadh Air is a world-class airline owned by the Public Investment Fund (PIF). Launched in March 2023, the airline will be a digitally-led, full service airline that adopts the best global sustainability and safety practices across its advanced fleet of aircraft. Riyadh Air will equip its aircrafts with the most advanced, state-of-the-art features with innovative, best-in-class cabin interiors and experiences, including next generation digital in-flight entertainment systems and connectivity solutions. Riyadh Air will connect guests to over 100 destinations around the world by 2030 through offering an exceptional guest experience with an authentic, warm Saudi hospitality at its heart.

For more information please visit our website:www.riyadhair.com - and for any media inquiries please contact us at: media@riyadhair.com

About IBM
IBM is a leading provider of global hybrid cloud and AI, and consulting expertise. We help clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries. More than 4,000 government and corporate entities in critical infrastructure areas such as financial services, telecommunications, airline, and healthcare rely on IBM's hybrid cloud platform and Red Hat OpenShift to effect their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in AI, quantum computing, industry-specific cloud solutions and consulting deliver open and flexible options to our clients. All of this is backed by IBM's long-standing commitment to trust, transparency, responsibility, inclusivity and service.

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