



SEE Holding: Building Scalable Net-Zero Cities With Data-Driven Operations

Dubai-based SEE Holding pioneers net-zero urban development, renowned for scalable, eco-friendly projects like The Sustainable Cities in Abu Dhabi, Dubai, Sharjah, and Yiti in Oman. Their vision is to design infrastructure that balances social, environmental and economic factors with an exceptional quality of life.

As the company advanced its ambitious sustainability agenda and global growth plans, SEE Holding saw a clear opportunity to unify operations, strengthen data-driven decision-making, and create a scalable digital backbone for future innovation. Through Cloud ERP with the GROW with SAP journey, SEE Holding established a cloud ERP foundation to automate processes, support real-time visibility, enable financial consolidation, and prepare the business for long-term, AI-enabled growth.



Driving Sustainable Urban Innovation Through Unified Operations And Real-Time Visibility

Before: Challenges and opportunities

- Consolidating separate software systems to reduce complexity in demand planning and daily operations
- Modernizing manual financial reporting to unlock real-time data visibility across a growing portfolio of entities
- Upgrading existing technology to establish a scalable, AI-ready foundation for rapid global expansion
- Automating time-intensive administrative cycles, such as payroll and multi-jurisdiction compliance

Why SAP and inflexion

- Comprehensive enterprise cloud platform offering the security, deep scalability and flexibility needed for global expansion
- Ability to ingest multi-source data into a comprehensive customer data platform
- Global compliance and proven capability to easily handle new multi-jurisdiction mandates, such as e-invoicing
- Seamless integration with inflexion solution extension propertyzone and community management tools

After: Value-driven results

- Streamlined core processes across Finance, Supply Chain, Project Systems, HCM, and asset management
- Real-time data visibility to instantly understand the group's net position and automate intercompany transactions
- Enhanced planning, budgeting, and financial forecasting accuracy
- Improved cross-division collaboration and resource management to support net-zero ambitions
- Established an AI-ready backbone to enhance both internal maintenance cycles and end-user community experiences

"With GROW with SAP, we chose no one else but the best tool available. Being a mid-market company with potential to grow, it was perfectly suited to our needs, accepting the fact that we will benefit from any future AI capabilities SAP introduces. Together with inflexion, we put this matter to rest in just seven months."

Ihab Ismail, Head of Technology, SEE Holding

1 day

Running fully stabilized, error-free HR payroll cycle

7 months

Completed implementation of Cloud ERP alongside inflexion solution extension propertyzone management tools

Featured Partner
 inflexion

SEE Holding Ltd.
Dubai, United Arab Emirates
www.seeholding.com

Industry
Real Estate and Property
Management

Products and services
Master planning, advisory,
investment, engineering, and
sustainable asset
development

Employees
200

Featured solutions
SAP Cloud ERP
SAP SuccessFactors
SAP Business Data Cloud
SAP Business Technology Platform

Accelerating Smart Community Innovation Through an Agile Cloud Architecture

SEE Holding faced a strategic opportunity as it expanded its global footprint in sustainable real estate and urban innovation. Managing complex, eco-friendly mega-projects like the Sustainable Cities across the UAE and Oman required an operational excellence that outpaced traditional, disconnected software tools. The company sought a modern digital core to unify its diverse business units, from contracting to property management, and establish a foundation for future innovations in smart city living.

While some mid-market organizations hesitate to adopt comprehensive cloud solutions due to perceived complexity or scale, SEE Holding chose a proactive path. Embracing GROW with SAP, they proved that adopting a best-in-class, enterprise-grade cloud ERP is not only feasible for a mid-market company but essential for rapid, sustainable growth.

Working in close, high-trust collaboration with their partner inflexion, SEE Holding achieved a broad, multi-module go-live in just seven months. Rather than a stressful "emergency" cutover, the implementation was seamless, driven by inflexion's on-site presence, clear methodology, and responsive support.

Today, SEE Holding operates a unified digital platform that connects finance, procurement, HR, project systems, and inflexion's solution extension propertyzone management module in real-time. This integration has dramatically accelerated core processes, for example reducing the payroll cycle to just one day, and provided leadership with immediate, centralized visibility into the group's net financial position and cash flow.

With a stabilized, highly automated backend now in place, SEE Holding has freed its teams to focus on scaling its net-zero mission globally and seamlessly integrating the next generation of AI-driven community experiences.

