



#### MINISTRY OF HAJJ

The government agency responsible for facilitating the travel of Muslims to holy sites in the Kingdom of Saudi Arabia.

#### Industry: Government

#### Geography: Saudi Arabia

#### Deployment Summary

- Sejel Technology uses TIBCO's software to build an e-government solution for the Kingdom of Saudi Arabia.
- TIBCO's business process management software speeds the approval process for visas and local businesses applying to provide services to pilgrims.
- TIBCO's business-to-business integration software makes real-time information about pilgrims available to government agencies and travel wholesalers.
- TIBCO's portal software supports the intranet that travel agencies and tour operators use to access pilgrim information.

#### Benefits

- Visa approvals, which once took up to six weeks, now occur in less than a day.
- The Ministry of Hajj can bring new service providers on board to serve visitors faster and more easily while qualifying service levels and monitoring quality of service.
- Travel wholesalers make data about pilgrims available online to licensed travel agencies, ensuring that visitors get the high-level services they expect.
- Improvements in hospitality services allow more Muslims to fulfill religious commitments quickly and easily, increasing the number of pilgrims served by 35 percent in the first year alone.



"Every Muslim is supposed to visit Makkah at least once in their lifetime. As host, the Kingdom of Saudi Arabia is now better able to provide uplifting experiences to pilgrims fulfilling this important commitment through the use of the new information infrastructure at the Ministry of Hajj. Because of its great religious significance, this project was a dream for the ministry and all Muslims – and with the help of TIBCO, it became a reality."

**Ahmad Ghamri, CEO, Sejel Technology**

## Ministry of Hajj Uses TIBCO Software to Help Pilgrims Get to Makkah

The Kingdom of Saudi Arabia plays an important role as host to nearly six million Muslims every year – travelers who come from around the world to perform a ritual pilgrimage to the holy city of Makkah, and to visit Madinah and other sites of religious significance throughout the kingdom. Issuing visas and provisioning facilities to these travelers is the responsibility of the Saudi Arabian government's Ministry of Hajj.

A desire to better serve the large – and growing – number of annual pilgrims led the Ministry of Hajj to initiate a plan to improve services to visitors by implementing a new technology infrastructure. Derived from the vision of His Excellency Iyad Madani, Minister of Hajj, the objective of the new project was to build an e-government solution that could benefit Muslims worldwide by enabling seamless information-sharing between government agencies and the vendors that provide accommodations and other travel services to pilgrims.

#### TIBCO Supports Sejel's Globally Visible e-government Solution

Sejel Technology – a consortium of American and local companies – was founded to oversee the development and operation of the new infrastructure, and also to assume responsibility for issuing visas to pilgrims on behalf of the

Ministry of Hajj. As a first step, Sejel evaluated business integration software companies to find one whose product portfolio could address the requirements of the project – in particular, the need for business process management (BPM) software and portal technology. Sejel chose TIBCO Software Inc. because it offers the breadth and depth of products to support Sejel's short-term and long-term IT objectives.

"In addition to its well-integrated, wide range of products, TIBCO has a good relationship with our existing vendors – HP and Cisco Systems – which helps us a great deal," says Zoubair Skiredj, CIO of Sejel. "Throughout the project, TIBCO also provided excellent support and continuously supplied us with information to improve our understanding of the latest technology advancements and research."

Over the course of nine months, Sejel implemented TIBCO's business integration software, BPM software, portal software, and business-to-business (B2B) integration software. Because of its high national visibility and significance to Muslims around the globe, when the project went live it was inaugurated by Saudi Arabia's crown prince and deputy prime minister, Abdullah ibn Abdul Aziz al-Saud.

### Automation Enables Pilgrims to Receive Visas More Quickly

One of the most immediate benefits of the project has been a considerable increase in the speed and efficiency with which visas are issued to pilgrims who plan to visit Saudi Arabia. Using TIBCO's BPM software, Sejel has integrated the systems of different government agencies and consulates with those at the Ministry of Hajj – and the visa application and approval process, which used to take three to six weeks, now takes a mere four to eight hours.

The same processes are also helping enhance the level of services that pilgrims receive. The Ministry of Hajj maintains and monitors a list of approved vendors, which helps ensure that the quality of vendor services is accurately rated. For example, the ministry makes certain that only 4-star hotels receive a 4-star rating. New hotels, tour bus operators, restaurants, and other providers are routinely added to the list – but only after the ministry ensures that these companies meet certain standards. The TIBCO-enabled infrastructure automates the vendor-approval process so that additional providers can begin serving travelers more quickly.

### Online Information Improves Services to Travelers

The new e-government infrastructure also helps improve services to pilgrims by enabling direct B2B contact between Sejel and its major partners. Using TIBCO B2B and portal software, Sejel can share online information with other government agencies as well as travel package wholesalers.

In the past, local vendors serving pilgrims did not know in advance how many people were scheduled to arrive on a given day or which services and accommodations they had requested. Now, B2B integration provides travel wholesalers with up-to-date information about arriving pilgrims. Using TIBCO's portal software to build an intranet, Sejel makes this data available to the thousands of licensed travel agencies that bring visitors into the country. On this site, travel agencies find information about travel packages, including accommodations, transportation, and other travel details. Using this real-time information, they select the appropriate package for each pilgrim. This newfound availability of up-to-date information has raised the level of service that pilgrims receive.

"Assisting pilgrims is key, and the Ministry of Hajj saw an opportunity to enhance the level of service to pilgrims by providing all relevant travel information online in real time" says Ahmed Ghamri, CEO of Sejel. "Using TIBCO, it is now easier for local companies to provide the right number of buses for transportation, hotel rooms – every service that the pilgrims require." Mr. Ghamri added: "This project is considered a cornerstone of the e-government initiative by HRH Crown Prince Abdullah. It integrates the Ministry of Hajj, the Ministry of the Interior, and the Ministry of Foreign Affairs to better process visa data and expedite and improve the level of service to pilgrims."

### External Portal Will Serve Nearly 1 Billion Muslims Worldwide

The number of pilgrims visiting the kingdom has increased by 35 percent since the Ministry of Hajj implemented the TIBCO-enabled e-government solution – perhaps because visitors know that the service levels have increased significantly. The next step for Sejel and the Ministry of Hajj will be a new portal to serve pilgrims directly. Instead of making travel plans through a licensed travel agency, as they currently do, the portal will provide greater convenience by allowing visitors to apply for visas online and book their own travel plans, potentially increasing revenue for Saudi Arabian airlines, hotels, and other companies. The new portal will serve nearly 1 billion Muslims around the world.

"Every Muslim is supposed to visit Makkah at least once in their lifetime," Ghamri says. "As host, the Kingdom of Saudi Arabia is now better able to provide uplifting experiences to pilgrims fulfilling this important commitment through the use of the new information infrastructure at the Ministry of Hajj. Because of its great religious significance, this project was a dream for the ministry and all Muslims – and with the help of TIBCO, it became a reality."



**TIBCO Software Inc.** (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at [www.tibco.com](http://www.tibco.com)

[www.tibco.com](http://www.tibco.com)

**Global Headquarters**  
3303 Hillview Avenue  
Palo Alto, CA 94304

**Tel:** +1 650-846-1000  
+1 800-420-8450  
**Fax:** +1 650-846-1005