

COMPANY PROFILE

Masar Tech

Transforming Saudi Factories into Smart Industries

Masar Tech is a Saudi industrial digital-transformation company helping factories assess, plan and execute their Industry 4.0 journey — aligned with Vision 2030 and the Ministry of Industry's Future Factories Program. We combine INCIT-certified SIRI assessment with a connected family of six platforms and a full suite of smart-industry services.

50+ Factories assessed	9+ Industry solutions	100% INCIT certified	3.4 Avg. SIRI maturity
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Our Approach: Assess → Transform → Operate

Every engagement begins with a certified SIRI assessment that benchmarks your Industry 4.0 maturity. We convert the findings into a prioritized transformation roadmap, then deploy the platforms and services to execute it — supported by available Ministry of Industry grants and incentives.

Six Platforms

MasarX	Learning Management System — courses, training & certification.
MasarE	Employee Career Development — career paths, skills, retention.
SNAP	Online Exam platform — secure, smart, seamless assessments.
Masar Pulse	Workforce engagement — the heartbeat of your workforce.
Masar Connect	Virtual meeting platform — HD video, screen sharing.
Masar AI Ecosystem	AI tools platform — five specialized bots + dashboard.

Services

SIRI Assessment (INCIT-certified, Ministry-endorsed), Transformation Plan development, Odoo ERP, Smart Factories, Masar Automation, Industrial IoT (IIoT), and Cybersecurity — covering the full Assess-Transform-Operate lifecycle.

SIRI Assessment & Government Grants

As a transformation partner under the Future Factories Program, Masar Tech helps factories qualify for Ministry of Industry incentives — including Basic Digitization support (up to 80% of solution cost, max SAR 300,000), Innovative Factories Grants (25%, up to SAR 10M), and the Competitiveness program (up to SAR 40M via the Industrial Development Fund).

Why Masar Tech

- INCIT-certified SIRI assessors, endorsed by the Ministry of Industry
- A connected family of six platforms covering people, operations and AI
- Arabic-first, built for the Saudi industrial context and Vision 2030
- End-to-end: from maturity assessment to grant application to deployment

Get in Touch

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Aligned with Saudi Vision 2030 · PDPL-compliant · INCIT-certified SIRI assessors