

COMPANY PROFILE

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 five platforms, one upgrade tier, and a full suite of smart-industry services.

50+

Factories assessed

9+

Industry solutions

100%

INCIT certified

3.4

Avg. SIRI maturity

— Our approach

① ASSESS

② TRANSFORM

③ 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.

— Five platforms, plus a tier

**MasarX**
LEARNING PLATFORM

Learning Management System — courses, training and certification.

**MasarX Plus**
MASARX TIER

Corporate learning and career growth — skills, paths and retention.

**SNAP**
ASSESSMENT PLATFORM

Saudi National Assessment Platform — secure online exams and proctoring.

**Masar Space**
WORKFORCE PLATFORM

Employee engagement and workforce sentiment, measured in real time.

**Masar Connect**
MEETINGS PLATFORM

Virtual meeting platform — HD video, screen sharing and collaboration.

**Masar IQ**
AI PLATFORM

AI-powered industrial readiness assessment — scores maturity and builds the roadmap.

— Services

SIRI Assessment

INCIT-certified, Ministry-endorsed

Transformation Plan

Prioritized roadmap & strategy

Odoo ERP

Unified business platform

Smart Factories

Connected production

Masar Automation

Industrial automation

Industrial IoT (IIoT)

Machine & asset connectivity

Cybersecurity

OT/IT security

Grants & Incentives

Application support

Training & Enablement

Teams and operators

— SIRI assessment & government grants

As a transformation partner under the Future Factories Program, Masar Tech helps factories qualify for Ministry of Industry incentives.

Basic Digitization

SAR 300,000

Up to 80% of solution cost

Innovative Factories Grant

SAR 10M

Up to 25% of project value

Competitiveness Program

SAR 40M

Via the Industrial Development Fund

— Why Masar Tech

- ✓ INCIT-certified SIRI assessors, endorsed by the Ministry of Industry and Mineral Resources
- ✓ A connected family of five platforms and one upgrade tier, 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 and operation

— Get in touch

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MASAR IQ PLATFORM

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