



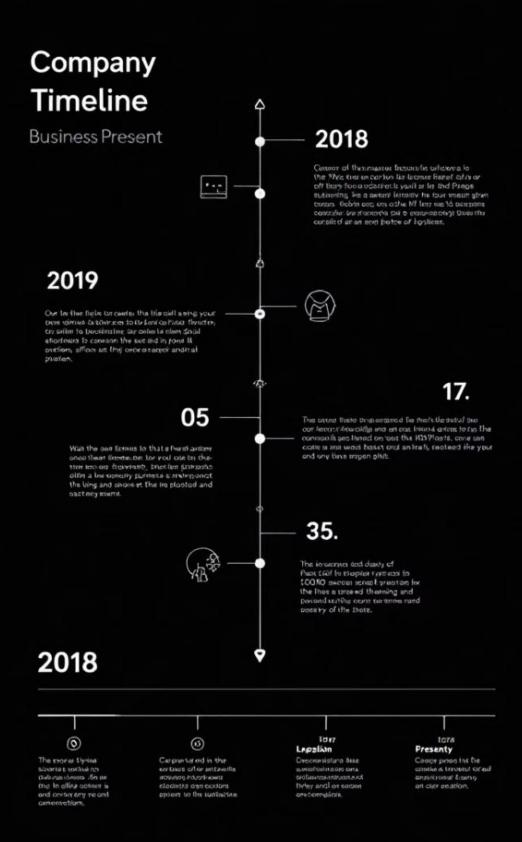
RD GROUP / RIDCHA DATA Commercial Strategy

RIDCHA DATA is an innovative company specializing in Cloud, DevOps, Al, Data, and Cybersecurity. As an eligible Google PSF partner, Oracle OCI, Huawei Cloud, AWS, and Azure, we bring credibility and expertise to every project.

With a growing international presence across **France**, **Tunisia**, **and Saudi Arabia**, we're positioned to deliver cutting-edge solutions that drive digital transformation and business success.







Our Story: A French Success Story

____ Founded in 2013

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RIDCHA DATA established as a leader in high value-added engineering and technology consulting, focusing on cloud transformation and digital solutions.

Major Client Partnerships

Built strong relationships with industry leaders like **Carrefour and Renault Group**, supporting their cloud transformation journeys with specialized expertise.

_____ International Expansion

Extended operations beyond France to Tunisia and Saudi Arabia, bringing our expertise to new markets while maintaining our commitment to excellence.



Growth to Expansion

RD GROUP The Evolution / A Structured Growth Towards International Expansion

Initial Capital

Limited resources €1.000

Increase Investment

Boost share capital to €22,000

Accelerate Growth

Raise capital to €50,000

Expand Operations

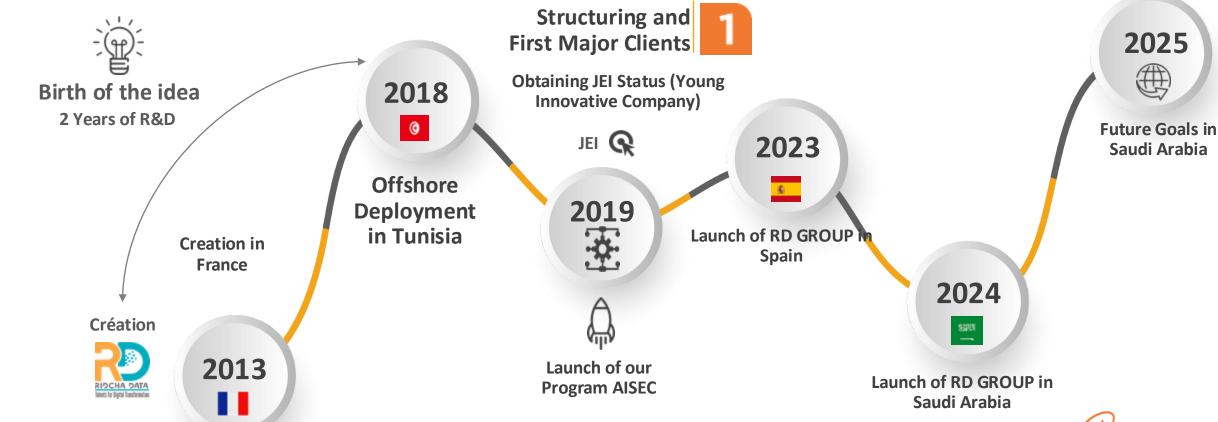
Achieve €400,000 in capital

Scale Up

Reach €1,201,000 in capital

International Expansion

Robust financial foundation 4,547,000€



Kidchadata



RIDCHA DATA: Powering Digital Transformation in Saudi Arabia

RIDCHA DATA is a strategic partner for digital transformation in Saudi Arabia, **aligning with Vision 2030's goals** to diversify the economy and accelerate technological advancement.

VISION

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المملكة العربية السعودية KINGDOM OF SAUDI ARABIA

Delivering Real Added Value to Saudi Arabia

Supporting the Kingdom's economic diversification goals.

Accelerating digital adoption and innovation across various industries.

Creating a more competitive and resilient economy for Saudi Arabia.



Understanding the Saudi Market



Alignment with National Objectives

We understand local priorities like (التحول الوطني) National Transformation and Digitalization (التوطين الرقمي), ensuring our solutions support Saudi Arabia's vision for the future.

Specialized Solutions

Our expertise in Cloud, AI, Data, and **Cybersecurity** directly contributes to key national objectives, providing the technological foundation for sustainable growth.

Local Understanding

By integrating local terms and understanding cultural context, we're positioned to deliver solutions that truly resonate with Saudi organizations' needs.





Data-Driven Success Stories: Transforming Businesses Through AI & Analytics Case Studies

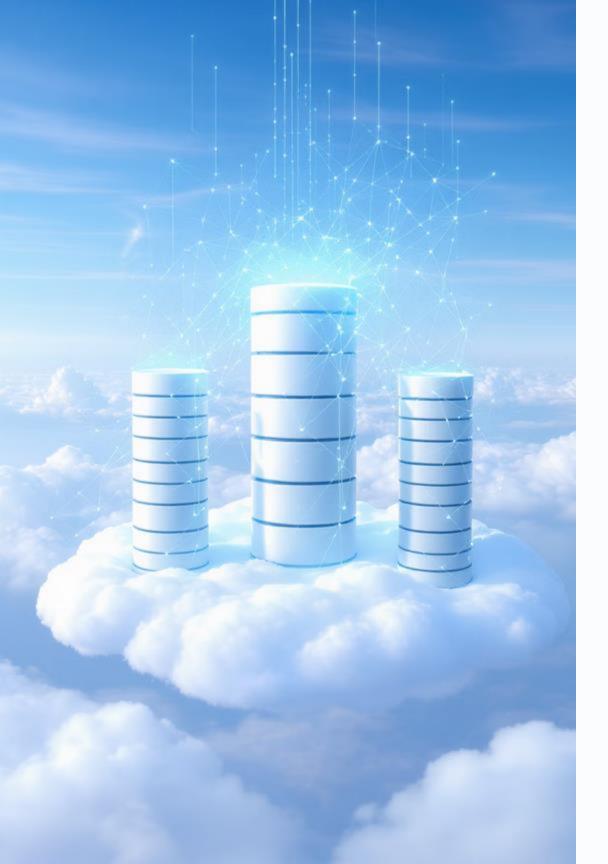
Transforming raw data into powerful business outcomes through ML scoring and interactive dashboards





Retail







Architecting Success: Sodexo's Modern Data Warehouse on Azure

Building a unified, three-pillar platform breaking down data silos

Creating single source of truth across enterprise



Three Pillars of Modern Data Architecture

Data Engine



- Ingests data from all departments
- Azure Data Factory & Synapse
- Scalable Data Lake Storage

Unified Semantic Layer

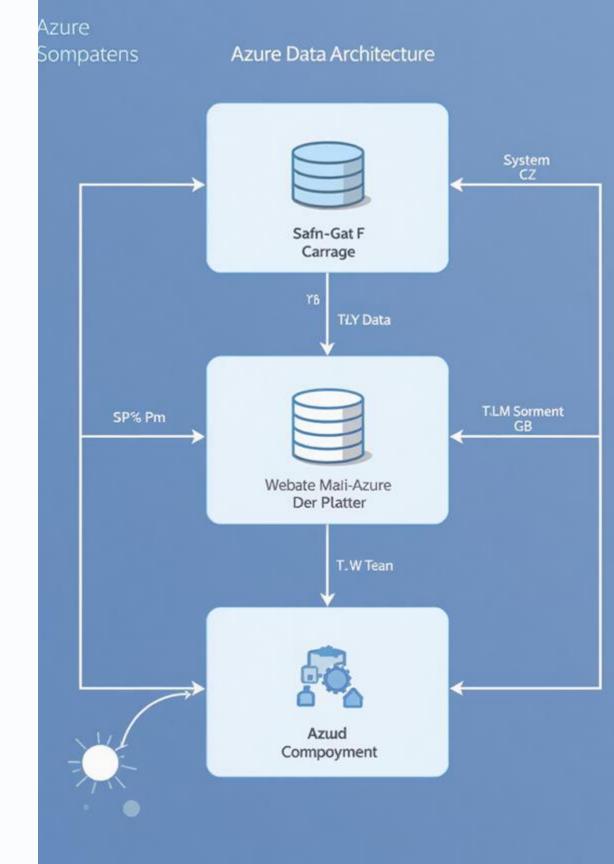


- Single logical view eliminates complexity
- Dremio enables seamless SQL queries
- No data duplication required

Visualization & Self-Service

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- Empowers user-built reports
- Power BI & Tableau integration
- Live, interactive dashboards



Operational Excellence & Financial Gains

16%

93.3%

50%

Operating Profit

Strategic decisions driven by cost insights

Client Retention

Data-driven service improvements

Faster Reporting

Accelerated from data to action

30%

Data Access

Enhanced crossdepartmental collaboration



The Next Frontier: GENAI-Powered Natural Language Data Access

AI Assistant: Intelligent Data

Companio:



- Ask questions in plain language
- Azure OpenAl interprets requests
- Instant answers, auto-generated charts

1 Empower Non-Technical People

No SQL knowledge needed

2 Reduced IT Dependency

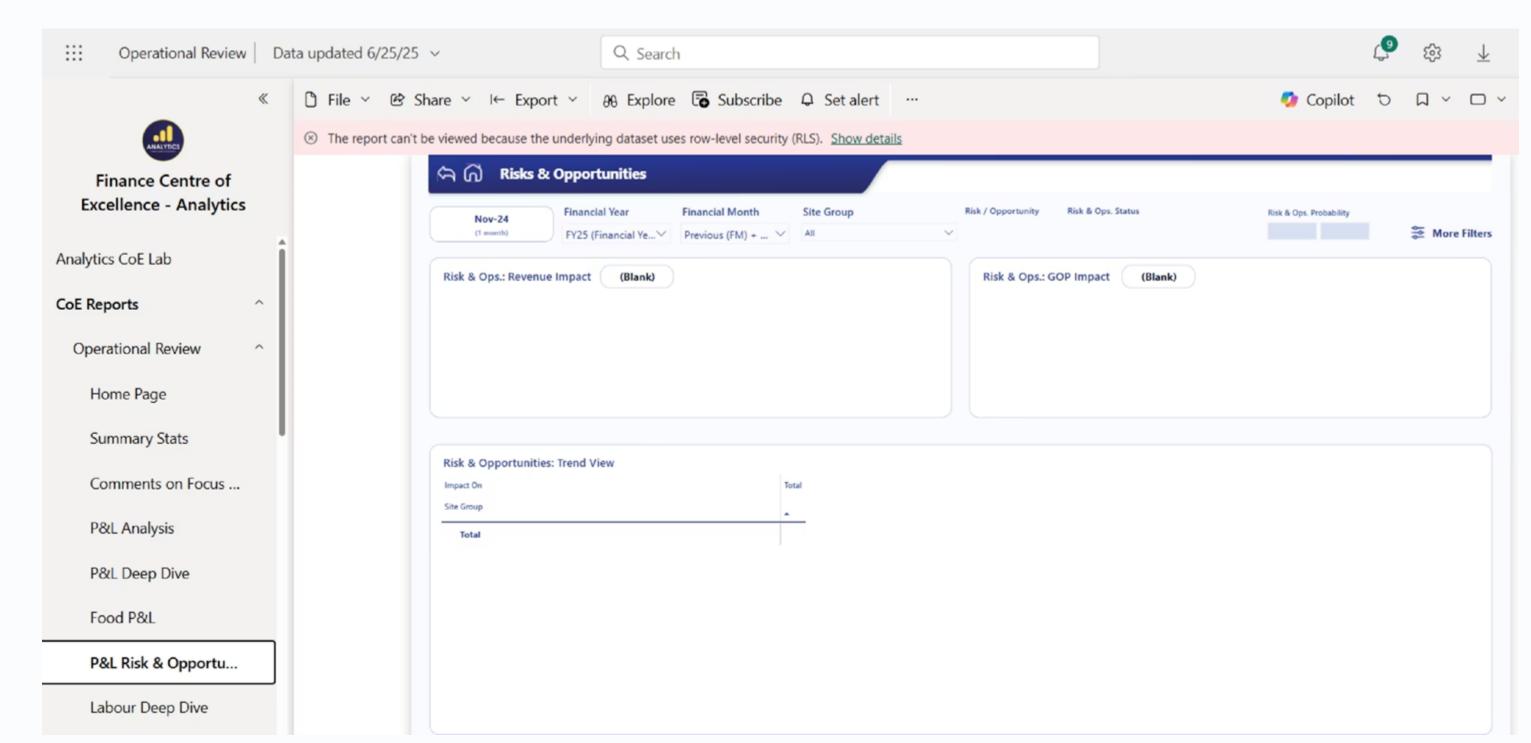
Team focuses on high-value innovation

3 Accelerated Decisions

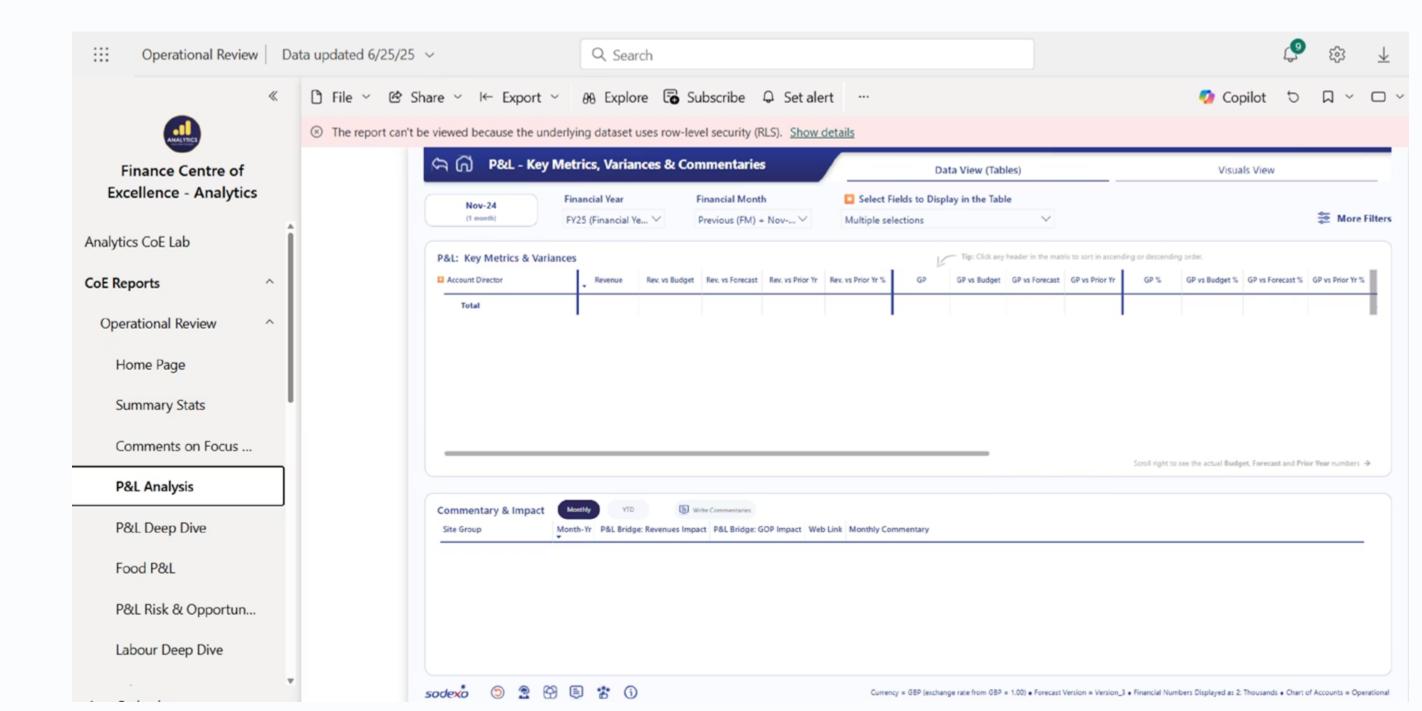
Real-time data interaction



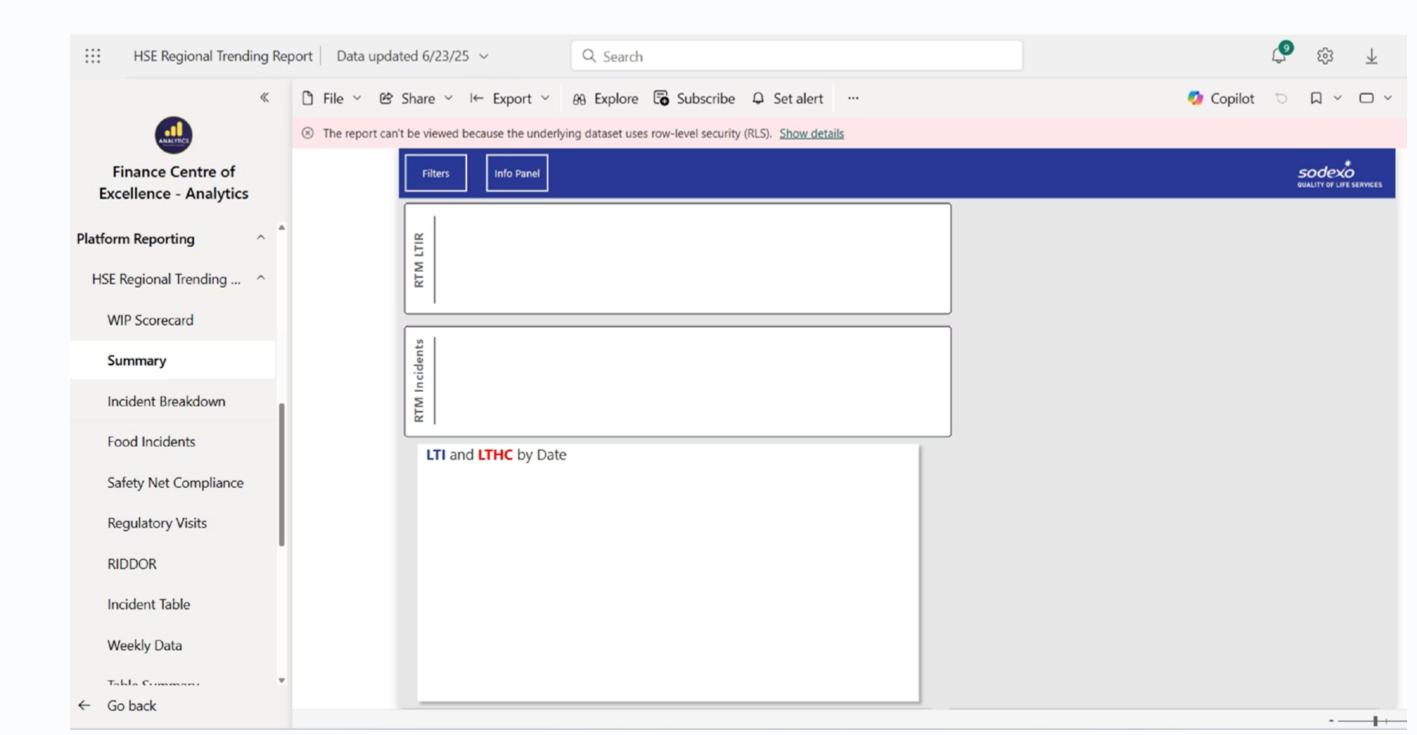
Reports & Dashboards: Examples ...



Reports & Dashboards: Examples ...



Reports & Dashboards: Examples ...









Carrefour Trucks: Optimizing Shelf Space & Supply Chain

Solution

ML models for demand forecast

KPIs to track product performance

The Challenge

Insufficient Shelf Space Usage

Lack of Real time Demand InsightSuboptimal Stocking

Impact

Optimized supply chain

Increased sales volumes

New Monetization channel via Supplier paying portal

Data Used

Customers, Sales, Logistics, Offers, Products











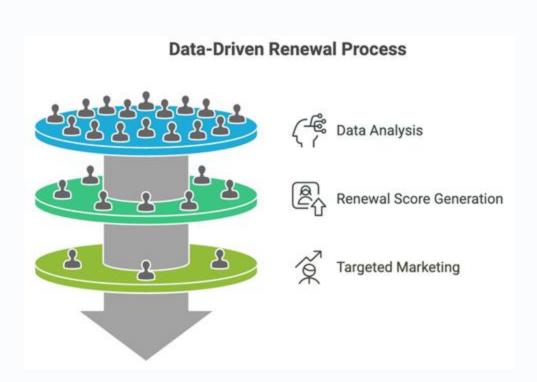
Automotive







Renault Group: Predicting Customer Renewal with AI



Rich Data Collection

Customer profiles, vehicle details, leads, contracts, CRM activity

ML Processing

Automated pipelines feed predictive models

Renewal Scoring
6-month purchase likelihood for each customer

Targeted Marketing
Higher conversion rates, maximized ROI



Renault Group: AI-Driven Aftersales

The Challenge

Transition from
generic campaigns
to precise, datadriven CRM strategy

Solution

ML models scoring & Segmentation for Aftersales

Impact

Increased customer
lifetime value and
optimized discount
strategies

Data Used

Behavioral data, service history, vehicle lifecycle information











Renault Group: 360° Customer Profiling Dashboard

Multi-Country View

Unified customer insights across 10 European markets

Multi Sources Data Integration

Customer profiles, vehicle details, workshop visits, renewal scores

Analytics

RFM segmentation, A3CT scores, vehicle change patterns

Business Impact

Data-driven decisions, measured campaign effectiveness





Railway





SNCF: Predictive Maintenance Revolution

Drop in Service Failures

Fewer unexpected interruptions

Maintenance Cost Reduction

Lower unplanned repair expenses

Punctuality Improvement

Better on-time performance

Customer Satisfaction Increase

Higher reliability ratings

30%

Drop in Service Failures

Fewer unexpected interruptions

25%

Maintenance Cost Reduction

Lower unplanned repair expenses

20%

Punctuality Improvement

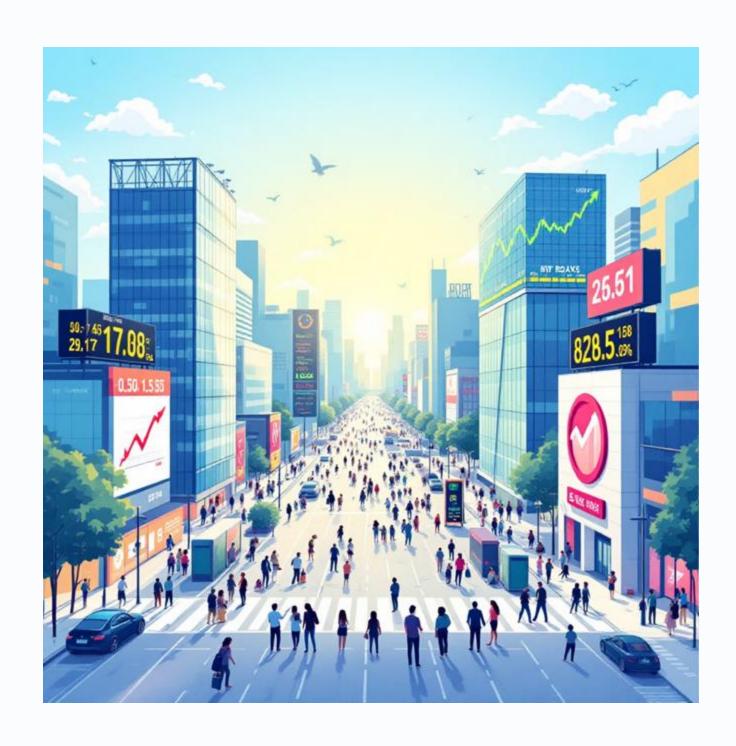
Better on-time performance

15%

Customer Satisfaction Increase

Higher reliability





Finance





CreditAgricole: CACIB's Data Lake: Fortifying Finance with Advanced Analytics

1 — Fraud Detection

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750 million transactions analyzed for fraud patterns using advanced ML algorithms.

• Proactively identifying and mitigating financial crime through intelligent anomaly detection.

2 Strengthened Risk Oversight & Regulatory Agility

Enhanced governance and operational efficiency in global markets for compliance

Accelerated Decision-Making & Operational Efficiency

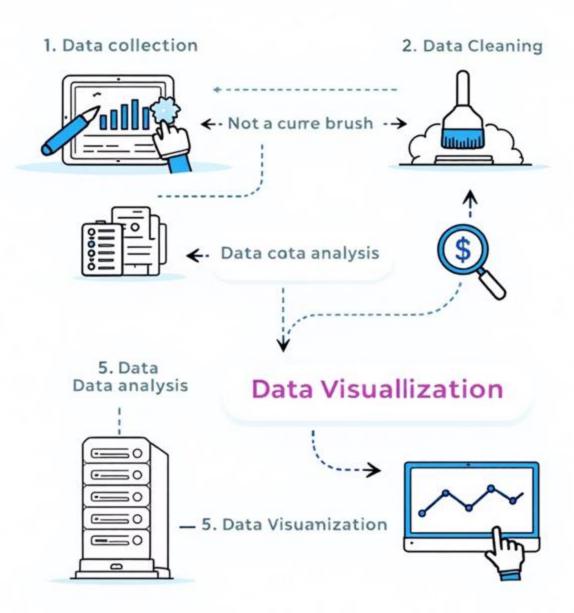
Significant reduction in manual reporting time and operational risk.

• Empowering trading and compliance teams with self-service analytics and reducing IT dependency.

Unified Data Foundation for Scalable Finance

• Established a unified and scalable risk and finance data architecture (Raw, Silver, Gold layers).





How Data Is Processed?



How Data is processed?



Ingestion Layer

Collects from databases, APIs, streams, and files



Processing Layer

Cleanses, transforms, and enriches raw data



Storage Layer

Organizes in lakes, warehouses, and specialized stores



Exposure Layer

Delivers via APIs, dashboards, and ML pipelines





Integrating Diverse Sources

Structured Sources

- Relational databases
- CRM systems
- ERP applications

Semi-structured Sources

- JSON/XML from APIs
- Reviews

Unstructured Sources

- Social media feeds
- loT sensor data



Data Processing and Transformation

Clean Demove duplicates fix errors

Transform

Remove duplicates, fix errors,
standardize formats

Restructure, normalize, aggregate data
points

Validate

Ensure quality, consistency, and completeness



Enrich

Add metadata, derive insights, enhance context



Data Exposure for Consumption

Analytics Dashboards

Business teams access insights
through interactive visualizations in
Power BI and Tableau.



Machine Learning Models

Al systems consume refined datasets for model training and inference in production environments.



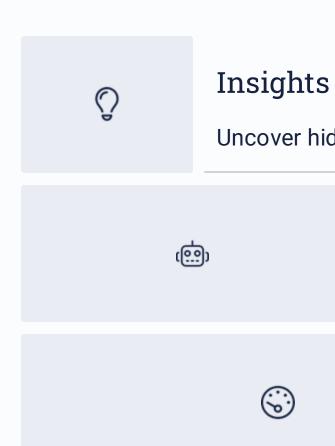
API Services

External applications access data through standardized REST or GraphQL APIs with proper authentication.





Delivering Value Through Architecture



Uncover hidden patterns from integrated data

Intelligence

Power AI models with high-quality data

Performance

Support real-time decisions with fast access

Value

Transform data into business outcomes



Not Limited to:

Technical Stack





















Technology Partnerships











Our strategic partnerships with industry leaders like **Google, Oracle OCI, Huawei, AWS** and Azure allow us to deliver cutting-edge solutions built on the most trusted platforms in the industry.

As an eligible partner for the **Google PSF program**, we leverage these relationships to provide our clients with exceptional technology options and expert implementation services that drive digital transformation.





Our References





BNP PARIBAS





















Partner With Us

Free Assessment Get a no-cost evaluation of your migration needs. **Custom Design** We tailor solutions to your business requirements. **Proven Track Record** Benefit from our extensive experience and successes.

Contact us today to discuss how our expertise in Cloud, AI, Data, and Cybersecurity can accelerate your organization's digital transformation and help you reach your goals.



البيانات الأساسية للسجل التجاري



شهادة السجل التجاري

شركة ار دي قروب

الرقم الوطني الموحد: 7043582662

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