

EMAAR

Case Study

TUNGSTEN
AUTOMATION

EMAAR

Case Study

EMAAR transforms back-office operations and enables digital customer journeys with AI-powered data capture

EMAAR manages a wide range of developments in Dubai, the Gulf Cooperation Council and Middle East, including premium communities, shopping malls, hospitality and leisure facilities. To serve B2C and B2B customers effectively and meet regulatory requirements, EMAAR's back-office teams must validate massive volumes of documentation in a timely manner. By replacing manual work with intelligent automation from Tungsten, EMAAR now processes over five million pages of inbound documents a year with ease, cutting turnaround times for document validation from 48 hours to under three hours.

EMAAR

80%

Improvement in
Operational Efficiency

95%

Faster Document
Retrieval

90%

Faster Application
Processing

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Bino Joseph,
Group CIO, EMAAR

ABOUT EMAAR

Based in Dubai, UAE, EMAAR is a pioneer of master-planned communities. The real estate developer owns and operates some of the country's best-known buildings, including the iconic Burj Khalifa—the world's tallest skyscraper.

REQUIREMENTS:

- Accurately extract data from identification documents
- Process hundreds of thousands of pages per month
- Integrate seamlessly with third-party platforms

PRODUCTS IN USE

- Tungsten Capture™
- Tungsten Real-Time Transformation Interface
- Tungsten Transformation™

Challenge

EMAAR manages a wide range of properties throughout the UAE and internationally, including mixed-use communities, shopping malls, hospitality and leisure facilities.

Binoo Joseph, Group CIO at EMAAR, explains: "We work across a diverse range of real estate sectors, with 36 lines of businesses in total. We provide multiple services to our clients, including the sale and transfer of properties to their new owners."

"The Tungsten team always came through for us when we needed support, especially around change management as we moved from paper to digital processes."

Syed Ashar Ahmed,
Head of PMO & Intelligent
Automation, EMAAR

In the past, retailers operating in EMAAR's malls sent employee work permit applications and supporting documentation such as identity documents to EMAAR's asset management teams on paper. This documentation was processed manually, physically moving from desk to desk until the application was approved and a work permit was issued.

Syed Ashar Ahmed, Head of PMO & Intelligent Automation at EMAAR, says: "The paper-based process was extremely time-consuming, and we had 35 full-time equivalents [FTEs] dedicated to processing these requests. As with any manual workflow, there was the ever-present risk of human error. For example, a reviewer may not immediately notice that an applicant's passport is soon to expire. To improve efficiency and mitigate compliance risks, we looked for a better approach."

First, EMAAR engaged Tungsten to deploy document scanning solutions for its back-office teams, helping the organization to reduce manual document management work. After more than four years of success with Tungsten scanning solutions, the company saw that document volumes were rising sharply, and aimed to reduce the burden on its back-office teams.

“We now process over five million pages of inbound documents each year, around 40% of which are copies of identity documents,” says Ahmed. “We realized that we had outgrown standalone scanning solutions. We turned to Tungsten again to help us streamline our document management processes to enable a more agile back office.”

Solution

To accurately and efficiently process hundreds of thousands of pages every month, EMAAR uses intelligent document processing capabilities from Tungsten Capture and Tungsten Transformation to automatically extract and classify information from work permit applications and other business processes. Using AI and machine learning, the solution enables the company to deliver accurate data to its business process management (BPM) engine—replacing tedious data entry with ultra-efficient digital approval workflows.

“We first began developing our business process management capabilities around 12 years ago, and Tungsten has been a key enabler every step of the way,” comments Joseph. “What started as a small pilot project involving 25 users has now expanded to a true enterprise solution. Today, more than 500 people across the EMAAR back office rely on digital data from Tungsten to support their day-to-day transactions.”

Working together with Tungsten, EMAAR designed a new workflow to capture data from inbound documentation, and began converting more than 20 years of accumulated paper documents into easily searchable digital records.

In the new process, tenants send copies of identity documents in a digital format (for example, as a photo taken on their smartphone), and the Tungsten solution scans and ingests the relevant information. Any paper copies are sent to an offsite records storage facility, and the data is sent to the company’s BPM engine, which collects the necessary back-office approvals and then generates work permits.

“The new way of working dramatically improves the experience for corporate tenants of our malls,” says Joseph. “For example, if a tenant submits a copy of an employee’s passport and later shares another copy of their passport after it has been renewed, we can automatically detect that there are two versions and ensure we only use the latest passport record in our digital workflows.”

He adds: “We’ve also transformed core processes such as requests for work permit extensions. If a tenant has already received a work permit via the digital system, they can apply for an extension with one click. Thanks to Tungsten Capture and Tungsten Transformation, we typically have all the information we need to complete the process—eliminating the need for tenants to re-submit identify documents.”

“Overall, we estimate that we’ve improved the operational efficiency of our back office by approximately 80%, and our Tungsten solutions have made an important contribution to that success.”



Syed Ashar Ahmed,
Head of PMO & Intelligent Automation, EMAAR

BENEFITS

- 80% improvement in operational efficiency
- 95% faster document retrieval
- 90% faster application processing
- 10 million paper records digitized

Throughout the project, EMAAR has found Tungsten to be a knowledgeable and dependable partner. Ahmed confirms: "Working with Tungsten has been a great experience throughout the transformation initiative. The Tungsten team always came through for us when we needed support, especially around change management as we moved from paper to digital processes."

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Results

With Tungsten solutions supporting its back office, EMAAR is reaping the benefits of business process automation. By moving from paper to digital records, the company has accelerated document retrieval from 15 minutes to just 40 seconds on average—an improvement of 95%. Crucially, the company has eliminated the need to manage paper documents, unlocking substantial operational efficiencies.

"In the past, 35 FTEs spent their days printing, stapling and filing records, but now we've redeployed almost all those back-office employees to value-added activities," says Ahmed. "Overall, we estimate that we've improved the operational efficiency of our back office by approximately 80%, and our Tungsten solutions have made an important contribution to that success."

The new approach empowers EMAAR to deliver more responsive services to its tenants. The company has reduced the turnaround time for work permit applications from 48 hours to just three hours, around 90% faster.

"When documents arrive, they are automatically validated, checked by the nominated approvers, and then permits are signed and issued digitally,"

adds Ahmed. "Since we went live with the new process, our scanning volumes have reduced by 70%, which reflects the growing popularity of our digital channels."

EMAAR is continuing to digitize its document archive, so far scanning more than 10 million records using the Tungsten solutions. As a result, the company has converted 10 filing rooms at its headquarters into new employee facilities, maximizing the value of sought-after office space in Dubai.

Ahmed concludes: "Thanks to our work with Tungsten, we're delivering higher-quality services to internal and external stakeholders alike. In the future, we're planning to drive a cloud-first initiative, and we're excited to see how the Tungsten solutions could support us as we take the next phase of our business transformation."

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Bino Joseph,
Group CIO, EMAAR

[Learn more about Tungsten Intelligent Automation](#)



About Tungsten Automation

Tungsten Automation, formerly Kofax, is the global leader in intelligent automation solutions with a trusted legacy of nearly 40 years, with a team of 2,000+ employees in 40 countries, serving 25,000+ global customers. Our dedication to innovation and customer success has earned us industry recognition, including being named a leader in Intelligent Automation (IA), Intelligent Document Processing (IDP) and Process Orchestration by top analysts. We are trusted to help businesses gain unprecedented efficiencies and reduce costs through AI-powered workflow automations that propel their businesses into the future.

To learn more, visit www.TungstenAutomation.com

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