



SUCCESSFUL GO-LIVE

THE FIRST ENERGY **AGENTIC AI** FOR **ADNOC** INNOVATION HUB

INTO ONE INTELLIGENT
COMMAND CENTER

THE RESULTS

ADNOC DISTRIBUTION'S INNOVATION HUB NOW THINKS, PREDICTS, AND SPEAKS — WITH THAKDA.

30–50%

Faster Executive Decision Cycles

From days of context-gathering to minutes of action

DAYS → MIN

Reporting Speed

What took days now arrives in minutes — through AI chat, voice, or avatar.

1 SOURCE

Of Enterprise Truth

Finance, retail, supply, workforce, operations — one governed data layer.

AI AGENTS

Text. Voice. Video.

Talk to the platform hands-free. Get contextual answers grounded in KPIs.



**ENERGY. INTELLIGENCE. IMPACT.
FOR THE REGION'S ENERGY INDUSTRY.**

THE CHALLENGE

896 STATIONS. THREE COUNTRIES. ZERO PLACES TO SEE BUSINESS ALL AT ONCE.

1. NO UNIFIED REAL-TIME VIEW

No single decision intelligence layer that spanned fuel operations, retail performance, financial health, and workforce — all at once.

2. FRAGMENTED DASHBOARDS

Multiple disconnected dashboards across functions. Each team had its own tools, its own data, its own version of the truth.

3. REPORTS BUILT IN ISOLATION

Insights arrived delayed and out of context. Decisions had often already moved on by the time the numbers landed.

4. LIMITED VISUALIZATION FOR AN INNOVATION HUB

Static visuals in a space designed for immersion. The room was built for a story the dashboards couldn't yet tell.

5. MODERNIZE WITHOUT DISRUPTING

Working dashboards needed to become responsive across executive screens and corporate devices — and AI needed to merge into live Finance, Retail, and Commercial dashboards without breaking what already worked.

Industry:

Energy & Retail. Fuel, lubricants, LPG, aviation fuel, and convenience retail services.

Location:

UAE. Saudi Arabia. Egypt.

Established:

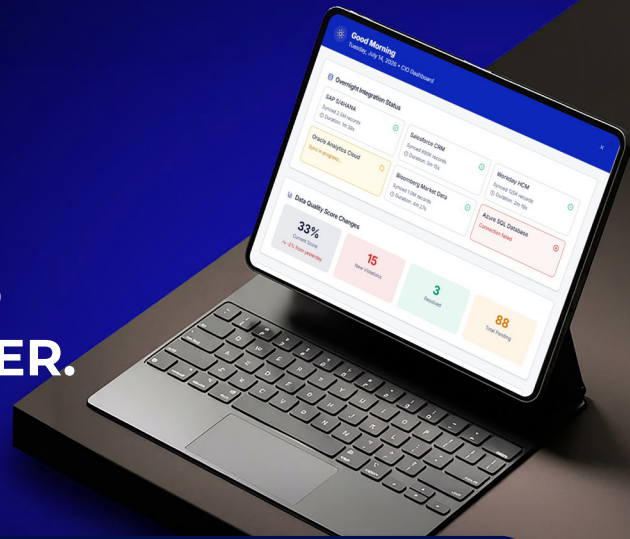
896 across the three markets.

Scope:

3D on-premises AI Executive Command Center inside the ADNOC Innovation Hub.

THE TURNING POINT

FROM STATIC DASHBOARDS TO AN AI-NATIVE COMMAND CENTER.



THAKDA's **Command Intelligence Platform** was deployed to power the **ADNOC Innovation Hub** — a 3D, on-premises Executive Command Center. THAKDA transformed **static dashboards** into **motion-rich, cinematic spatial** analytics delivering **real-time intelligence** visually and interactively. The **AI POC** was then merged directly into existing dashboards — not as a separate application, but as a **native layer inside**

1. 360° BUSINESS VIEW

One governed feed merging Finance, Retail, Commercial, Supply, HR, and Operational KPIs into one real-time visual layer.

2. IMMERSIVE VISUALIZATION ENGINE

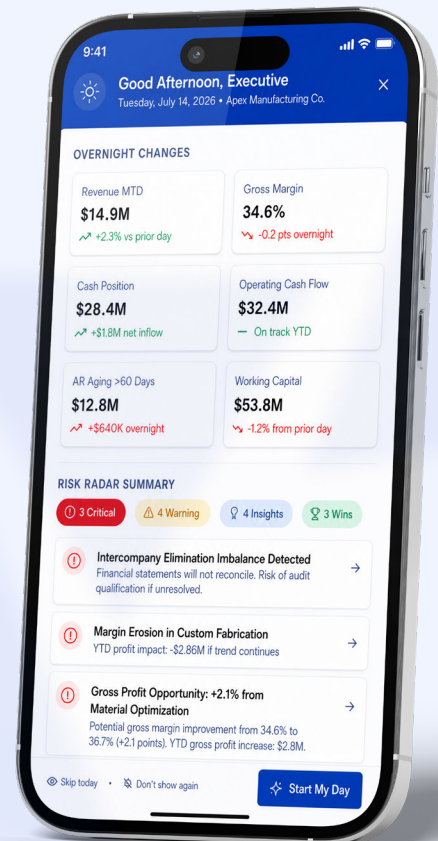
UAE fuel demand on a live map. Finance as a rotating KPI 3D globe. Retail with energy rings. Workforce on a 3D Earth canvas. Transactions as low-poly geospatial flows.

3. GOVERNED DATA INTEGRATION

Direct integration with ADNOC's Oracle Data Warehouse. Fully compliant with IT governance and security policies — on-premises, sovereign, audit-ready.

4. A RESPONSIVE INNOVATION DASHBOARD + FRAMEWORK REFACTOR

Responsive UI across all agreed executive displays and corporate devices. Innovation Hub components refactored within the THAKDA development framework — accelerating future enhancements without disrupting working dashboards.



THAKDA AI EXECUTIVE AGENTS IN ACTION

INTERPRETING. ADVISING. ANSWERING BACK.

Observation	What THAKDA Agentic AI Did
Net profit is above budget	Virtual CFO explains why — not just that it happened. Leadership gets the reasoning, not just the chart.
Non-fuel is underperforming	The system shows exactly where to act — by region, by product, by channel — not just that there's a gap.
Fuel demand is fluctuating	Shortages are anticipated before they happen — not reacted to after. Supply decisions get ahead of demand.
Executive asks a question in Arabic	AI Chat, Voice AI, or Video Avatar answers in natural language — grounded in ADNOC's own KPIs, calculations, and business definitions.

THE CONVERSATION WITH AI

AI Chat - Ask in Plain Language

Users can ask business questions in natural language and receive contextual answers based on KPIs and definitions.

Realtime Voice AI - Talk to Your Business

Executives talk to the platform hands-free and interact with analytics platform through natural voice conversations.

AI Video Avatar - A Human Interface:

A more engaging human-like interface for presenting and discussing business insights.

AI Semantic Integration

Text, Voice, and Video AI merged directly into the existing Innovation Hub dashboards to enhance executive experience.

THAKAA-DPC.AI



INTELLIGENCE EVERYWHERE

CONTACT US

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