شركة الاتجاهات العالمية
GLOBAL DIRECTIONS CO
Your Vision, Our Direction

GLOBALDIRECTIONS.SA

# COMPANY PROFILE

Saudi Arabia's single-source digital partner for small and medium-sized businesses—web, software, AI, marketing, hosting, design, and print.

IN-HOUSE TEAM ■ KINGDOM OF SAUDI ARABIA ■ GLOBALDIRECTIONS.SA

SEVEN SERVICE LINES · ONE PARTNER

- Web Design
- Custom Software
- Digital Marketing
- Web Hosting
- Graphic Design
- Printing
- AI Solutions

ALIGNED WITH رؤية VISION 2030 المملكة العربية السعودية KINGDOM OF SAUDI ARABIA

# Digital, end to end.

**Global Directions** is a Saudi digital services company built for small and medium businesses. We handle the work that growing companies can't afford to fragment — websites, custom software, AI, marketing, hosting, design and print — through a single team accountable for all of it.

Most businesses juggle four or five vendors to stay visible online. We replace that with one partner who understands the whole picture, so every piece of your digital presence is built to work with every other piece.

Registered in the Kingdom of Saudi Arabia as **Al-Global Directions Co. (شركة الاتجاهات العالمية للمقاولات)** · Commercial Registration 7025084596 · VAT 311867121100003

**200+**
Projects delivered

**100+**
Clients served

**6**
Integrated service lines

**10**
In-house specialists

# Artificial intelligence, built into how you work.

We don't sell AI as a standalone product. We integrate it into your website, systems, and the daily workflows your business already relies on, so the results show up as faster customer responses, quicker quotations, and hours given back to your team — not just as a demo.

### 01
**Assess**

We map where time and enquiries are lost today and choose the one workflow where AI pays back first.

### 02
**Integrate**

We connect the AI to your website, WhatsApp, CRM or ERP — with your data staying under your control.

### 03
**Automate**

Replies, quotations, documents, and reports drafted by AI, approved by your team.

### 04
**Run & improve**

We monitor, tune, and report every month, then expand only what earns its place.

**From your first assistant to a fully connected business:** One partner for the website, the systems and the AI between them.

# What drives us forward.

VISION

Making world-class digital capability affordable and accessible for every growing business.

MISSION

To give small and medium businesses one trusted partner for their entire digital presence — building, marketing, and maintaining it so owners can focus on running their business.

**Single-source.**

One vendor, one invoice, one point of accountability. Instead of a web developer, a printer, a hosting reseller, and a marketing freelancer who all blame each other, you deal with one team that owns the outcome.

WHY GLOBAL DIRECTIONS?

# One partner. Every advantage.

## 01

### Everything under one roof

Web, software, AI, marketing, hosting, design and print from a single team. One vendor, one invoice, one point of accountability.

## 02

### Built for SMEs

Our pricing, scope, and timelines are designed for growing businesses, not enterprise budgets and enterprise delays.

## 03

### In-house delivery

Design, development, and marketing are handled by our own specialists. No subcontracting, no handoffs, no surprises.

## 04

### Focused on SMEs from day one

Built to serve this market and no other, we know what actually works for a small business and what only sounds good.

## 05

### Direct access

Reach the people doing the work on WhatsApp or phone, without a ticket queue in between.

## 06

### Digital and physical

The only partner that takes your brand from screen to print — same identity, same standards, same team.

7 SERVICE LINES

# Seven services, one digital partner.

01

## Web Design

Fast, responsive websites built to convert visitors into customers.

02

## Custom Software

Business applications built around how you actually work.

03

## Digital Marketing

Visibility that brings the right customers to your door.

04

## Web Hosting

Fast, secure, managed hosting with real support behind it.

05

## Graphic Design

Brand identity and visuals that make you look established.

06

## Printing

Professional print production, from business cards to signage.

07

## AI Solutions

Assistants that answer your customers, and automation that clears the routine work.

SERVICE 01 · WEB DESIGN

# Websites built to be found, trusted and acted on.

Websites designed to be found, trusted and acted on — built fast, built responsive, and built to be maintained without calling a developer for every change.

| | |
|---|---|
| **Website Design & Development** | Business websites • Corporate websites • Landing pages • Multi-page brochure sites • Responsive & mobile-first design • UI/UX design • Wireframing & prototyping |
| **E-Commerce** | Online store design • WooCommerce & Shopify builds • Payment gateway integration • Product catalog setup • Shipping & tax configuration |
| **CMS & Platforms** | WordPress • Custom CMS • Theme development • Plugin configuration • Multilingual (Arabic/English) websites • RTL design |
| **Redesign & Optimization** | Website redesign • Speed optimization • Core Web Vitals • Accessibility improvements • Conversion rate optimization |
| **Care & Maintenance** | Content updates • Security patching • Backups • Uptime monitoring • Monthly care plans |

**Arabic-first when you need it:** Full RTL design and bilingual builds for the Saudi market.

SERVICE 02 · CUSTOM SOFTWARE DEVELOPMENT

# Software shaped around the way you work.

Software built around your process instead of forcing your process into someone else's product — from internal tools to customer-facing platforms.

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|---|---|
| **Business Applications** | ERP • CRM • Inventory & POS systems • HR & payroll systems • Booking & appointment systems • Invoicing & accounting tools |
| **Web Applications** | SaaS platforms • Customer portals • Admin dashboards • Marketplace platforms • Workflow automation |
| **Mobile Applications** | Android & iOS apps • Cross-platform development • App store deployment • Push notification systems |
| **Integration & APIs** | Third-party API integration • Payment gateways • Government & compliance integrations • Data migration • System-to-system connectors |
| **Support & Engineering** | Requirements analysis • Prototyping • QA & testing • Deployment • Ongoing maintenance & feature development |

**Built to your workflow:** discovery, prototype and phased delivery so you see progress before you commit to the next stage.

SERVICE 03 · DIGITAL MARKETING

# Found by the customers already looking for you.

Getting found by customers who are already looking — across search, social and now AI assistants — and turning that attention into enquiries.

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|---|---|
| **Search Engine Optimization** | Technical SEO • On-page optimization • Local SEO & Google Business Profile • Keyword research • Content strategy • Link building • SEO audits |
| **AI Visibility (AEO/GEO)** | Optimization for ChatGPT, Google AI Overviews and Perplexity • Structured data & schema markup • Entity and citation building • AI-answer monitoring |
| **Paid Advertising** | Google Ads • Meta (Facebook & Instagram) Ads • TikTok Ads • Snapchat Ads • Remarketing campaigns • Landing page & conversion optimization |
| **Social Media** | Account setup & optimization • Content calendars • Post design & copywriting • Community management • Bilingual (Arabic/English) content |
| **Content & Email** | Blog & article writing • Product descriptions • Email campaigns & automation • WhatsApp marketing • Newsletter management |
| **Measurement** | Google Analytics 4 • Search Console • Conversion tracking • Call tracking • Monthly performance reporting |

**Beyond rankings:** we optimize so search engines *and* AI assistants name your business when customers ask who to trust.

SERVICE 04 · WEB HOSTING

# Always on, with a human behind it.

Fast, secure, monitored hosting with a human on the other end — so your website and email stay up without you thinking about them.

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| **Hosting Plans** | Shared hosting • Business hosting • VPS • Dedicated servers • WordPress-optimized hosting • Reseller hosting |
| **Domains** | Domain registration • .sa & .com.sa domains • Transfers • DNS management • Domain privacy |
| **Email** | Business email hosting • Microsoft 365 • Google Workspace • Spam & malware filtering • Email migration |
| **Security** | SSL certificates • Firewall & DDoS protection • Malware scanning & removal • Daily backups • Disaster recovery |
| **Management** | 24/7 uptime monitoring • Server maintenance & patching • Performance tuning • CDN setup • Migration from other hosts |

**99%** Uptime commitment on all managed plans

**< 1 hr** Support response time during business hours

**24/7** Uptime monitoring with daily backups

**Free migration:** we move your existing site, email and data across with no downtime.

SERVICE 05 · GRAPHIC DESIGN

# An identity that makes you look established.

Visual identity that makes a young business look established — designed once, applied consistently everywhere your customers see you.

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|---|---|
| **Brand Identity** | Logo design • Brand guidelines • Color & typography systems • Rebranding • Brand collateral kits |
| **Marketing Design** | Brochures & flyers • Posters • Presentations & pitch decks • Company profiles • Catalogs & menus |
| **Digital Design** | Social media graphics • Ad creative • Email templates • Banners • Motion graphics & short-form video |
| **Print-Ready Design** | Business cards • Letterheads & stationery • Packaging • Signage & banners • Vehicle branding |
| **Illustration & Production** | Custom illustration • Icon sets • Photo retouching • Product mockups • File preparation for print |

**Designed for both:** every identity is delivered in digital and print-ready formats from day one.

SERVICE 06 · PRINTING

# From screen to press, without losing a thing.

In-house print production that closes the loop — the same team that designed your brand produces the physical material, so nothing is lost between screen and press.

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| **Business Print** | Business cards • Letterheads & envelopes • Invoice & form printing • Folders • Certificates |
| **Marketing Materials** | Brochures • Flyers & leaflets • Catalogs • Posters • Booklets & company profiles |
| **Large Format** | Roll-up & pull-up banners • Backdrops • Exhibition stands • Outdoor signage • Vinyl & window graphics |
| **Branded Merchandise** | Apparel & uniforms • Mugs & drinkware • Bags • Pens & giveaways • Corporate gifts |
| **Signage & Environment** | Reception & office signage • Directional signage • Acrylic & metal letters • Vehicle wraps |
| **Finishing** | Lamination • Foil & embossing • Die-cutting • Binding • Packaging & fulfillment |

**Design and print together:** one team, one file, no reprints because the colors didn't match.

SERVICE 07 · AI SOLUTIONS

# AI, connected to the tools you already use.

We design, build, and run the AI layer of your business — from the assistant that answers your customers to the automations that clear your team's routine work. Everything connects to the systems you already have, and your data stays yours.

| | |
|---|---|
| **Customer Response & Chat** | AI chat on your website • WhatsApp auto-reply • Instagram & Facebook messages • Arabic and English • Handover to a person at the right moment • Out-of-hours cover |
| **Sales & Enquiry Handling** | Quote and booking capture • Lead qualification • Automatic follow-up • Routing to the right person • Conversation summaries written into your CRM |
| **Business Automation** | Invoice & document data extraction • Report generation • Email drafting and triage • Data entry into your ERP or CRM • Scheduled workflows • Approval steps kept with your team |
| **Documents & Knowledge** | An assistant that answers from your own files • Contract & invoice extraction • Internal knowledge base • Search across years of documents • Bilingual summaries |
| **Content & Marketing AI** | Bilingual copy drafting • Product descriptions • Social captions & calendars • Ad variants • Campaign imagery • Review responses |
| **Integration, Training & Support** | Connection to your existing systems • Private and in-Kingdom deployment options • Prompt libraries for your team • Staff training • Monitoring, tuning, and monthly reporting |

**Built on your data, under your control:** we start with one workflow, measure it against real numbers, and expand only what works.

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LET'S BUILD WHAT'S NEXT

# Your Digital Partner in Saudi Arabia.

Helping small and medium businesses across the Kingdom build, market and run their digital presence — and grow toward Vision 2030.

**01**
**Talk to us**
Call, WhatsApp or email us with what you need.

**02**
**Get a clear scope**
One proposal, one price, one timeline.

**03**
**One team delivers**
We build, launch and maintain it.


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ALIGNED WITH VISION 2030 رؤية المملكة العربية السعودية KINGDOM OF SAUDI ARABIA


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