



# Success Story AD Ports Group



AD Ports Group



9K+ employees



Performance Management & Excellence Maturity Platform



Trade, Industry, and Logistics



Abu Dhabi, UAE



[adportsgroup.com](http://adportsgroup.com)

## AD Ports Group enhances strategy and execution with SEIDOR and Corporater's integrated platform

**AD Ports Group** is a leading integrated enabler of trade, logistics, and economic diversification, operating across five clusters: Digital, Economic Cities & Free Zones, Logistics, Maritime & Shipping, and Ports.

Established by Emiri Decree and owned by ADQ, the group connects global trade routes and supports industrial growth through strategic infrastructure and innovation.



### Why SEIDOR?

SEIDOR is a technology consulting firm offering a comprehensive portfolio of solutions and services in innovation, customer experience, ERP, analytics, employee experience, cloud, workplace, and cybersecurity.

With a revenue of 1,125 million euros in 2024 and a workforce of over 10,000 professionals, SEIDOR has a direct presence in 45 countries across Europe, the United States, Latin America, the Middle East, Africa, and Asia. The consulting firm is a partner of leading technology companies.



# Objectives

As a global trade and logistics enabler, AD Ports Group aims to strengthen infrastructure and performance. To support growth across five clusters, it focused on enhancing strategy alignment, visibility, and operational excellence.

## Key improvements include:

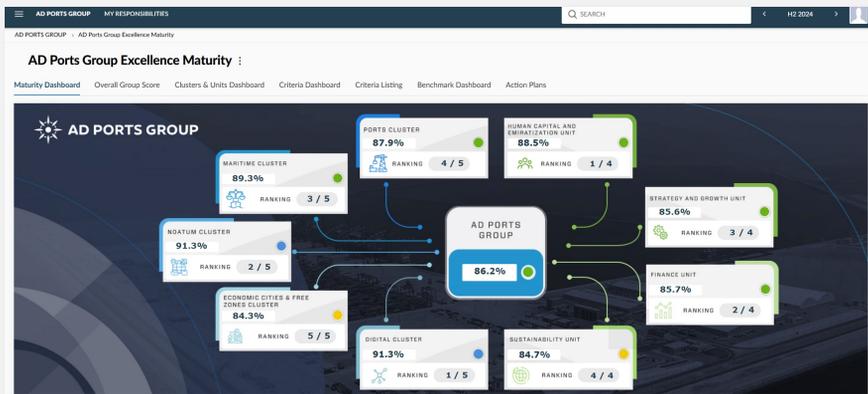
- **Unify** strategy, performance, and execution in one platform
- Enable **real-time visibility** across key business areas
- **Align** objectives and initiatives at all levels
- **Benchmark performance** against global standards
- Support **continuous improvement** and operational excellence

# Approach

SEIDOR implemented the Corporater platform using the Balanced Scorecard, aligning strategy and performance to drive operational excellence across AD Ports Group.

## Critical success factors:

- **Balanced Scorecard** used to govern KPIs and strategic objectives
- **Unified platform** enabling performance and alignment across functions
- **Real-time dashboards** to support faster, data-driven decisions
- **Integrated ecosystem** connecting strategy to execution
- **Global standards framework** for benchmarking and improvement



Dashboard contains sample data for illustrative purposes.

## Bobby Varghese

SVP – Group Finance, AD Ports Group

“At AD Ports Group, performance management and excellence guide how we operate. Given the scale and diversity of our operations, having a single, trusted view of performance is imperative.”

## Salwa Al Breiki

Manager – Corporate Performance- Group Finance, AD Ports Group

“Across AD Ports Group, corporate performance management delivers the clarity and transparency required to operate at scale. Through the Corporater solution, delivered by SEIDOR, and a unified performance framework, we oversee execution, align initiatives, and maintain consistency across the organization.”

# The result

## Unified View and Operational Impact

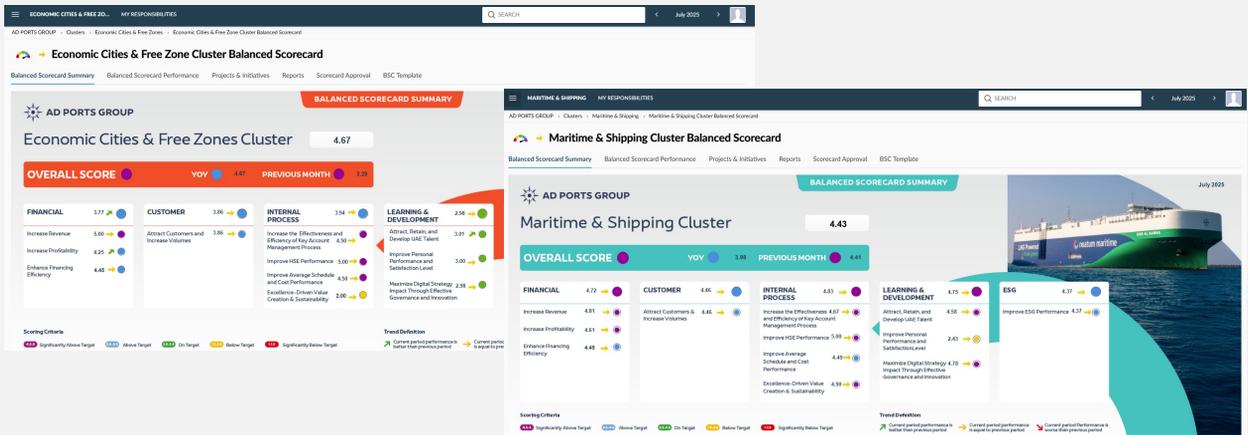
AD Ports Group gained a unified, real-time view of performance across projects and functions. The new platform improved strategic alignment, increased operational agility, and strengthened execution, driving continuous performance and organizational excellence.

### Key results:

- **Unified performance governance** framework
- **Increased clarity and transparency** in operations
- **Faster, smarter decision-making** processes
- **Stronger alignment** of KPIs and initiatives
- **Scalable** foundation for digital transformation

## Why the Performance Management & Excellence Maturity Platform matters:

- **Centralized platform** for unified performance oversight
- **Real-time visibility** into KPIs, projects, and operations
- **Strategic alignment** across all business clusters and initiatives
- **Continuous improvement** through maturity benchmarking
- **Enhanced decision-making** with data-driven insights



Dashboards contain sample data for illustrative purposes.

## Youssef Najim

Regional Sales Director – SEIDOR

“In partnership with SEIDOR, AD Ports Group is advancing its transformation journey. By implementing the Corporater platform, we bring strategy, performance, and excellence together in one integrated ecosystem.

This partnership enables AD Ports Group to operate with greater clarity, agility, and long-term impact, creating a strong foundation for disciplined execution and continuous performance improvement.”

## Bobby Varghese

SVP – Group Finance, AD Ports Group

“This integrated view of performance empowers leaders to navigate operations with confidence, make informed decisions, and deliver sustained value to our shareholders and stakeholders.”