



# MBME Excellence Blueprint

## Driving Innovation and Value Creation



# Introduction



MBME Excellence Blueprint represents a comprehensive framework designed to align our innovative solutions and services with key government and organizational excellence criteria. Inspired by the UAE Government Excellence Model (GEM 2.1). This document aims to demonstrate how MBME's portfolio addresses critical pillars, principles, and criteria defined in excellence models to enable measurable impact and sustainable value. Through advanced technologies, customer-centric solutions, and strategic partnerships, MBME delivers outcomes that support government entities, businesses, and communities in achieving their goals. Each solution is tailored to specific needs, ensuring relevance, efficiency, and scalability while adhering to global standards and local priorities.





# Our solutions



## Empowering human capital

through training, wellbeing, and future-oriented skills development.



## Leveraging data and intelligent technologies

to drive decision-making and enhance operations.



## Building trust

through seamless integration and transparent communication

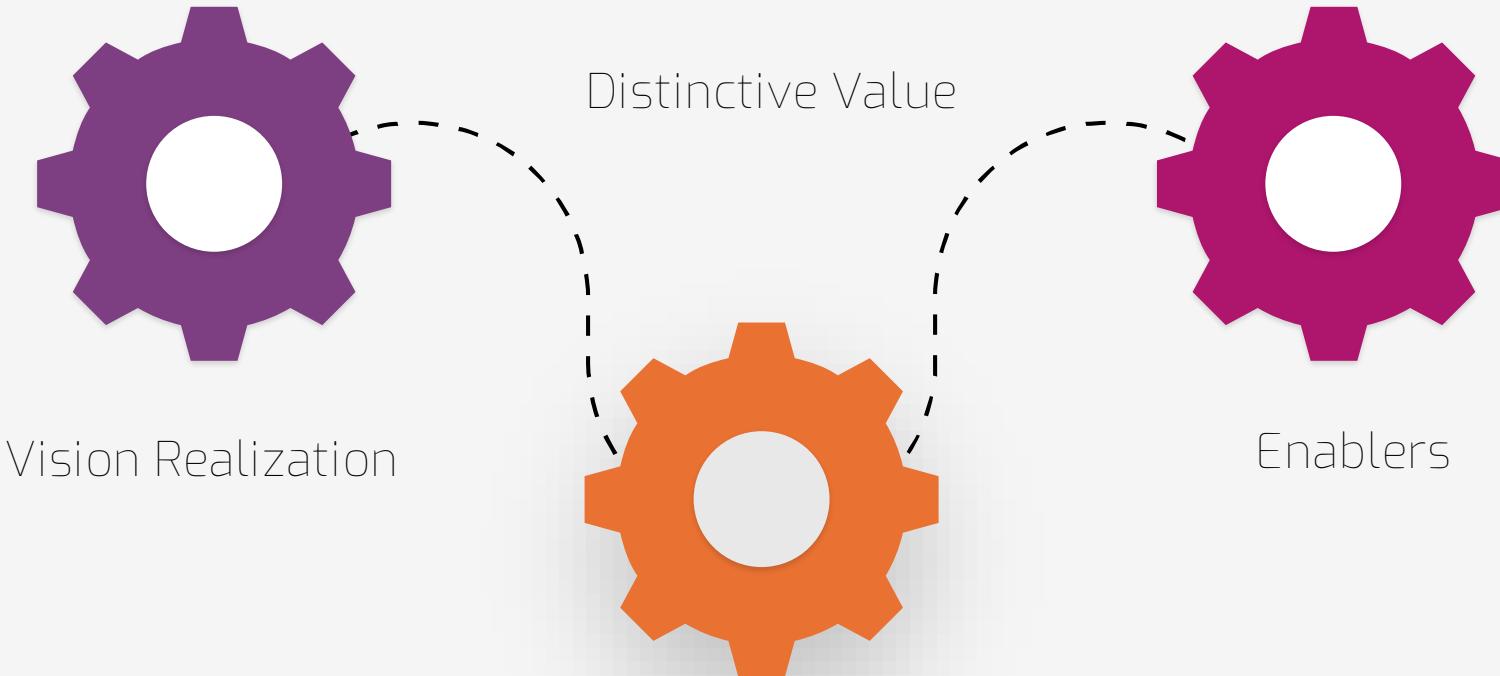


## Aligning with national visions

such as UAE Centennial 2071 and the Sustainable Development Goals (SDGs).



# core pillars of excellence



Each section delves into specific criteria, highlighting how MBME's solutions contribute to achieving excellence. By connecting solutions to measurable outcomes and strategic objectives, this document serves as a roadmap for transformative success.



# Pillar 1: Vision Realization (40%)



## Criterion 1: Enhancing Wellbeing (10%)



## Description:

Focuses on improving the physical, mental, and financial well-being of employees and citizens, supporting sustainable development.



## Main Relevant Principles:



Wellbeing and Sustainable Development Orientation



Wellbeing and Sustainable Development Practices



Integration and Partnerships for Holistic Wellbeing and Sustainable Development



# Solutions:

## Saraya Life – Wellness Assessment

Provides tools to evaluate and monitor employee wellbeing, fostering a healthier and more productive workforce.

## Saraya Life – Immersive VR Meditation Experience

Enhances mental health through innovative, immersive meditation experiences that reduce stress and improve focus.

## Saraya Life – Saraya Meditation pod

Creates private spaces for mindfulness and relaxation, improving workplace mental health and wellbeing..

## Saraya Life - iwell Smart Wellness Academy

Delivers comprehensive wellness education to empower individuals with sustainable health practices



### Saraya Life – Mindfulness and Scenario – Based Courses

to improve resilience and adaptability among employees.

Offers targeted training programs

### Saraya Life – Multi-Lingual Wellness Training

programs across diverse employee bases, fostering inclusivity.

Ensures accessibility to wellness

### Saraya Life – Executive Coaching

coaching to enhance decision making, stress management, and team performance

Provides leadership-focused

### Saraya Life - Leadership and Stress Management Workshops

manage stress and promote a positive work environment.

Equips leaders with tools to





## Criterion 2: Future Readiness (10%)



## Description:

Ensures adaptability and resilience to prepare for future trends, risks, and opportunities by leveraging predictive insights, foresight tools, and scenario planning.





## Main Relevant Principles:

Future Foresight



Risk Management  
and Resilience



Predictive Analysis  
and Insight



Scenarios



Future Ready  
Projects





# Solutions:

## Versology - Extended Reality (XR) Solutions

Uses immersive technologies to train employees and simulate future scenarios, enhancing readiness

## Versology - Metaverse Solutions:

Builds virtual ecosystems for engagement, training, and collaboration, aligning with future organizational needs.

## Versology - Digital Twin Solutions

Enables predictive modeling and scenario testing through digital replicas of physical systems.

## Versology - Augmented Reality (AR) Assist Solutions

Enhances real-time decision-making in complex environments with AR-driven insights.



# Solutions:

## GDI - Advanced KYC Verification Solutions

Strengthens compliance and risk management with AI-powered, future-proof verification tools.

## GDI - AML Compliance and Risk Management:

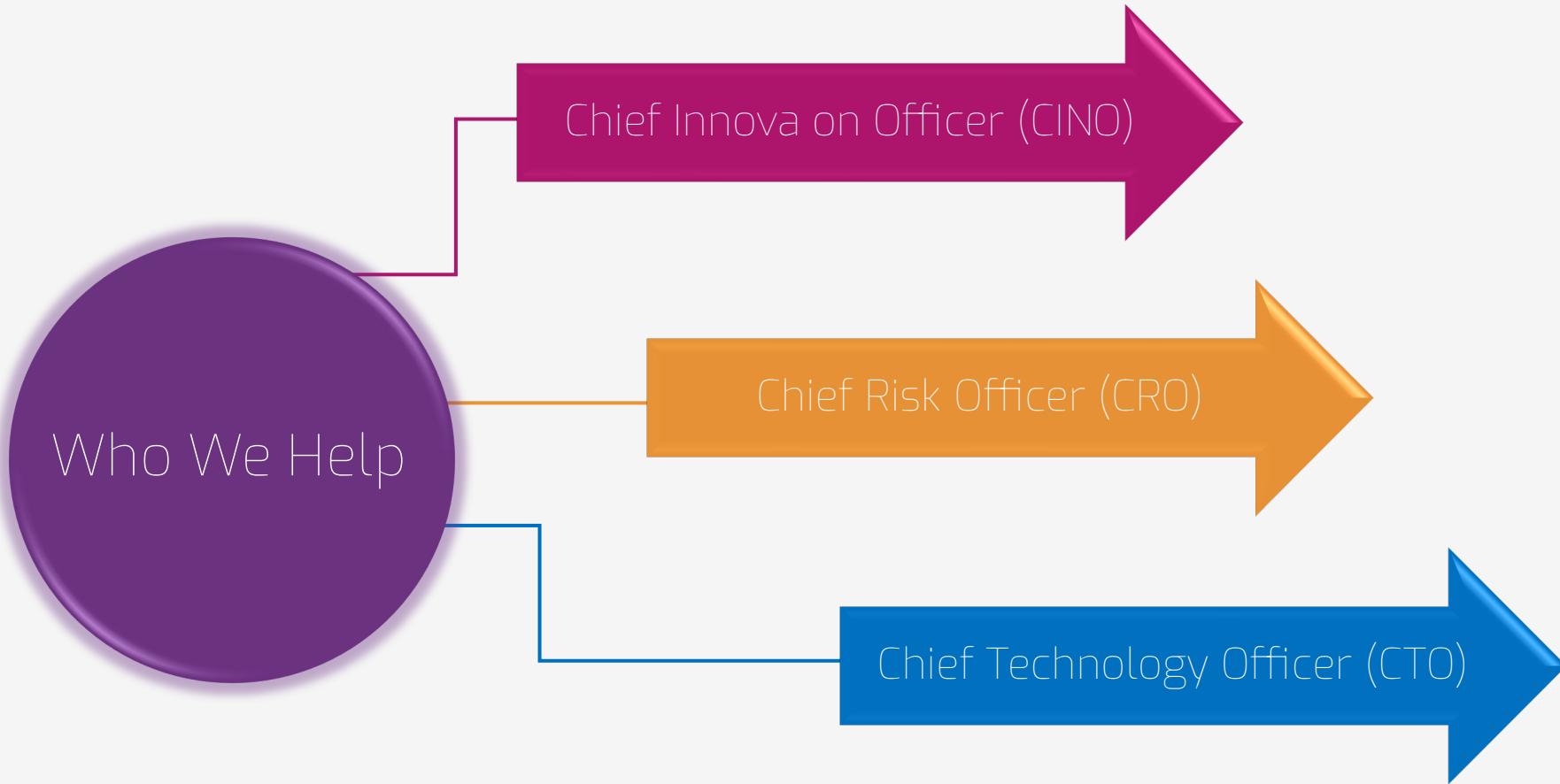
Prepares organizations for evolving financial regulations and threats with intelligent solutions.

## Versology - Digital Transformation Services:

Builds scalable systems to adapt to disruptive technological and operational changes..

## GDI - Generative AI for Digital Safety:

Protects against emerging cybersecurity risks using predictive AI tools.





## Criterion 2: Strategic Direction and Competitiveness (10%)



## Description:

Defines and aligns strategies to achieve competitive national and global positioning by leveraging transformational projects, competitive initiatives, and strategic delivery frameworks.



## Main Relevant Principles:

The UAE  
Centennial  
2071

We The  
UAE 2031

Sustainable  
Development Goals  
(SDGs)

Leading  
Position and  
Competitiveness  
Strategies

Delivery  
(Initiatives  
and Plans)

Transform-  
ational  
Projects



# Solutions:

The FA - Strategic Marketing and Branding Solutions:  
Positions entities for global competitiveness through tailored marketing campaigns.

Versology - ERP Consulting Services:  
Optimizes organizational processes to support strategic alignment and growth.

GDI - Generative AI for Digital Safety:  
Provides innovative tools to protect critical assets and enhance strategic decision-making.

Versology - Digital Transformation Services:  
Aligns digital initiatives with long-term strategic goals for sustained competitiveness.



## Who We Help

Chief  
Executive  
Officer (CEO)

Chief  
Strategy  
Officer (CSO)

Chief  
Operating  
Officer (COO)



## Criterion 4: Main Functions (10%)



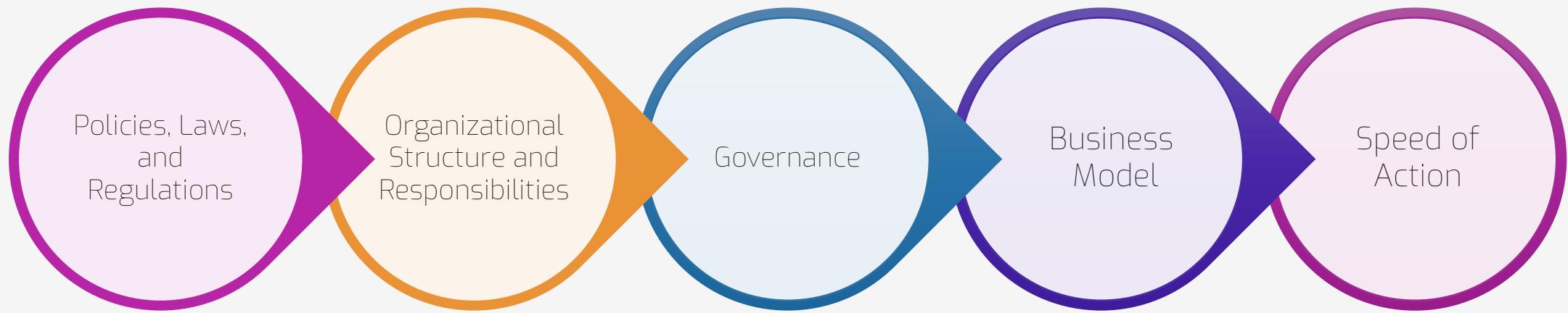
## Description:

Focuses on effective, efficient, and sustainable operations to fulfill the core mandates of entities, ensuring value-driven and citizen-centric services.





## Main Relevant Principles:





# Solutions:

MSIGN - Enterprise eSignatures: Facilitates seamless, secure document approvals to accelerate operational workflows.

MSIGN - Certified Approvals: Enhances governance by ensuring all decisions are securely documented and traceable.

Payriff - Bulk Transaction Processing: Streamlines large-scale financial transactions, reducing delays and errors.

MBME International Pay - Digital Invoicing with Payment Links: Simplifies billing processes, ensuring quick and transparent payment handling.



# Solutions:

Versology - ERP Consulting Services:  
Aligns core operations with organizational objectives,  
boosting efficiency.

GDI - AML Compliance and Risk Management:  
Strengthens regulatory compliance frameworks for  
sustainable operations.

GDI - FATCA/CRS Reporting Solutions:  
Automates tax compliance reporting to improve accuracy  
and reduce administrative burden.





## Pillar 2: Distinctive Value (35%)



## Criterion 5: New Generation Services (10%)



## Description:

Focuses on creating innovative, proactive, and seamless services to meet evolving customer and citizen needs through customer-centric approaches and advanced technologies.



## Main Relevant Principles:





# Solutions:



## GDI - Generative AI for Digital Safety:

- Ensures robust digital safety and proactive threat management through AI-driven solutions.



## Versology - Digital Transformation Services:

- Advances digital ecosystems to deliver user-friendly, citizen-focused services.



## Versology - Metaverse Solutions:

- Enhances engagement and collaboration through immersive virtual environments.



## Versology - Digital Twin Solutions:

Provides real-time, predictive insights for seamless service operations.



## Versology - Extended Reality (XR) Solutions:

Enriches customer experiences with immersive and interactive environments.



# Solutions:



## The FA - Experiential Events and IRL Presence:

- Engages audiences through interactive and memorable real-world events.



## MBME NEO - Digital Banking Solutions:

- Offers advanced, customer-centric banking services through digital platforms.



## MBME NEO - Neobank-in-a-Box Platform:

- Simplifies the delivery of next-gen banking services.



## MBME NEO - AI-Powered Credit Decisioning:

Speeds up credit approvals with AI-driven insights for seamless user experiences.



# Who We Help





## Criterion 6: Intelligent Enablement (10%)



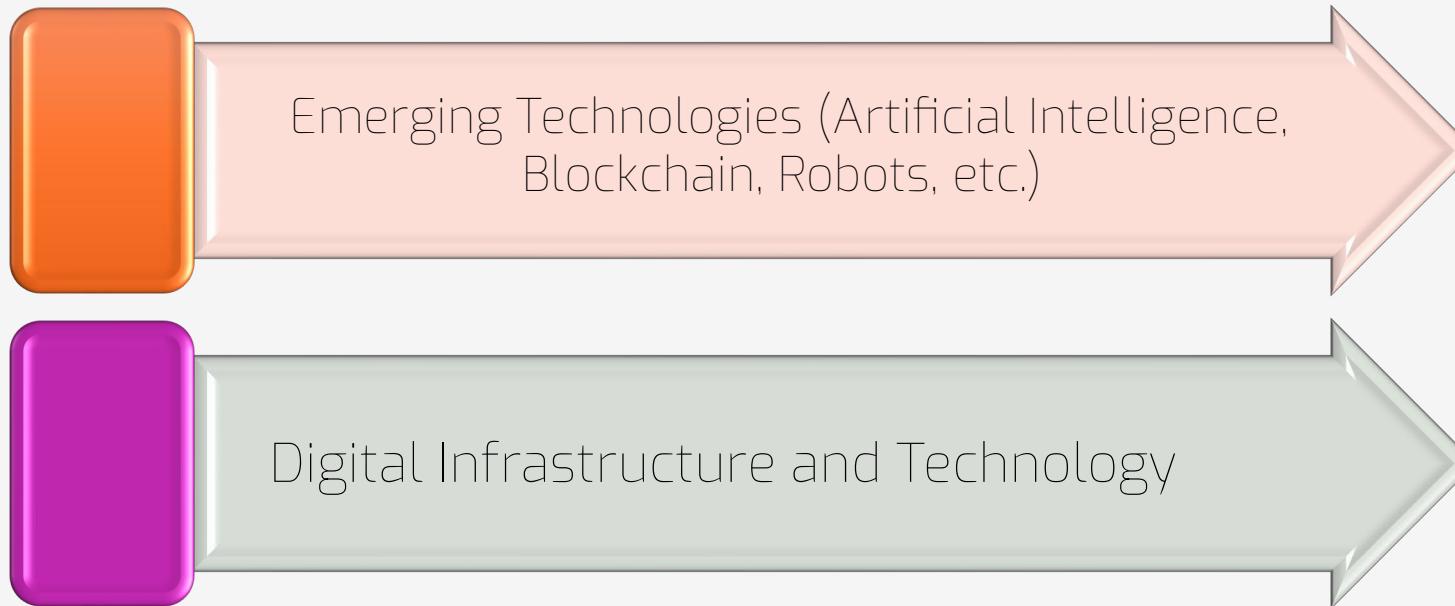
# Description:

Leverages advanced technologies and digital infrastructure to enhance service delivery and operational efficiency, ensuring organizations are equipped with intelligent systems for decision-making and future growth.





## Main Relevant Principles:





# Solutions:



- GDI - Customer Onboarding Automation:
  - Simplifies and accelerates customer onboarding processes through intelligent automation.



- GDI - Advanced KYC Verification Solutions:
  - Provides secure and efficient verification processes to enhance compliance and trust.



- Versology - Bespoke eLearning Solutions:
  - Delivers tailored training programs to upskill employees using cutting-edge digital platforms.



- Versology - Warehousing Solutions with AI and Drones:
  - Improves inventory management and operational efficiency through intelligent technologies.



# Solutions:



- Versology - Extended Reality (XR) Solutions:
  - Supports immersive and interactive learning and operational simulations.



- Versology - Metaverse Solutions:
  - Builds digital environments for collaboration and customer engagement.



- Versology - Digital Twin Solutions:
  - Enables predictive analytics and real-time operational insights.



# Who We Help





## Criterion 7: Talented Professionals (10%)

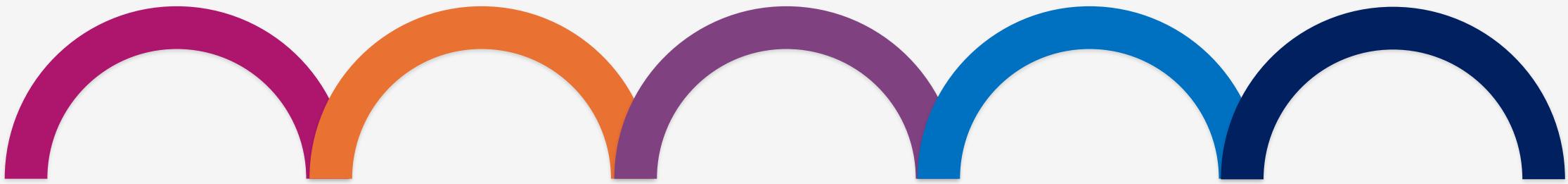


## Description:

The entity recognizes that its human capital is key to success. It nurtures skills, promotes lifelong learning, and empowers talent while prioritizing workplace wellbeing to drive high performance and community wellbeing.



## Main Relevant Principles:



Human Capital

Future Jobs  
and Skills

Wellbeing  
at the  
Workplace

Lifelong Learning

Talent  
Empowerment



# Solutions:

Versology - Bespoke eLearning Solutions

Develops tailored, interactive learning programs to upskill employees and align with future jobs.

Versology - HR Onboarding Application:

Simplifies onboarding, ensuring a seamless integration of new hires.

Saraya Life - Wellness Assessment:

Provides tools to evaluate and monitor employee wellbeing, fostering a healthier and more productive workforce.

Saraya Life - Immersive VR Meditation Experience:

Enhances mental health through innovative, immersive meditation experiences.



# Solutions:

Saraya Life - Saraya Medita on Pod:  
Creates private spaces for mindfulness and relaxation.



Saraya Life - iWell Smart Wellness Academy:  
Delivers wellness education to empower individuals with sustainable health practices.



Saraya Life - Mindfulness and Scenario-Based Courses:  
Improves resilience and adaptability through targeted programs.



Saraya Life - Mul-Lingual Wellness Training:  
Ensures accessibility to wellness programs across diverse employee bases.



# Solutions:

Saraya Life - Executive Coaching:  
Enhances decision-making, stress management, and team performance  
for leaders.



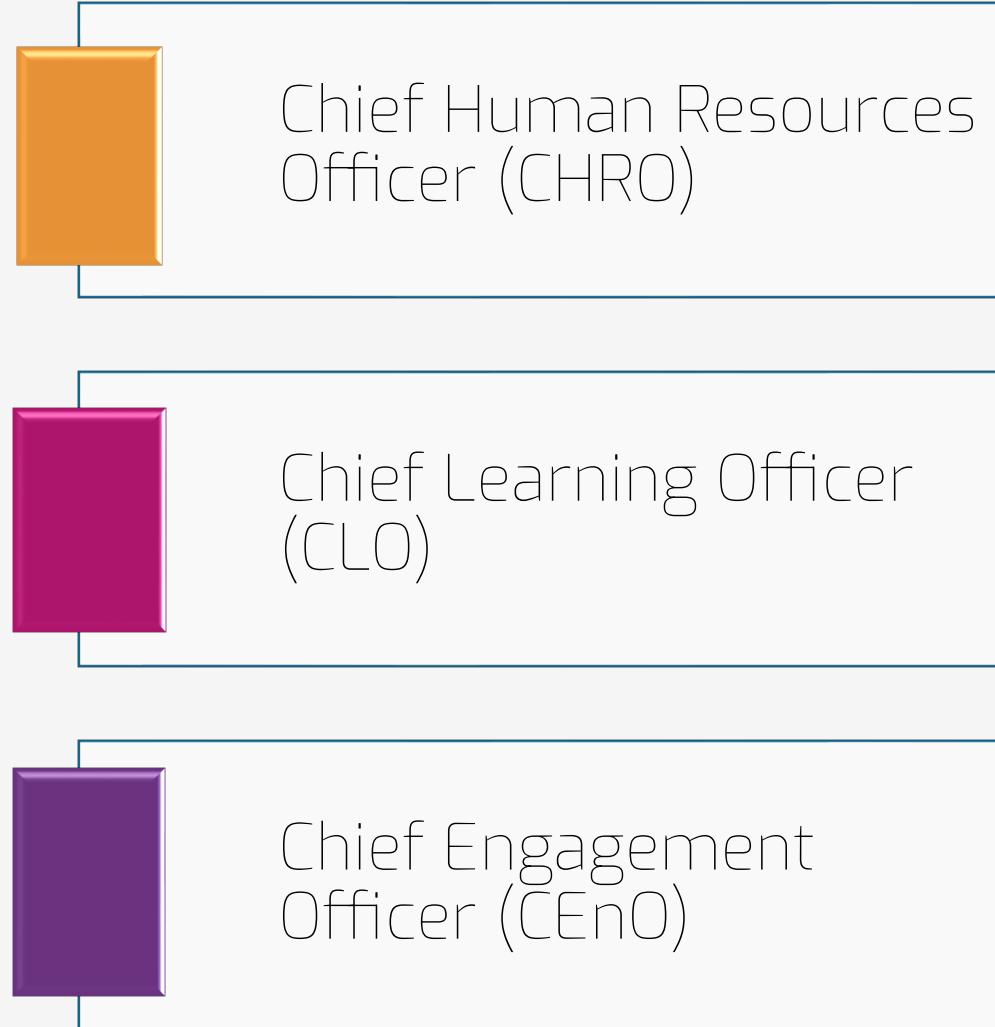
Saraya Life - Leadership and Stress Management Workshops:  
Equips leaders with tools to manage stress and promote workplace  
wellbeing.



GDI - Customer Onboarding Automation:  
Supports seamless integration and onboarding of new talent with secure and  
compliant processes.



# Who We Help





## Pillar 3: Enablers (25%)



## Criterion 8: Resources and Assets (5%)



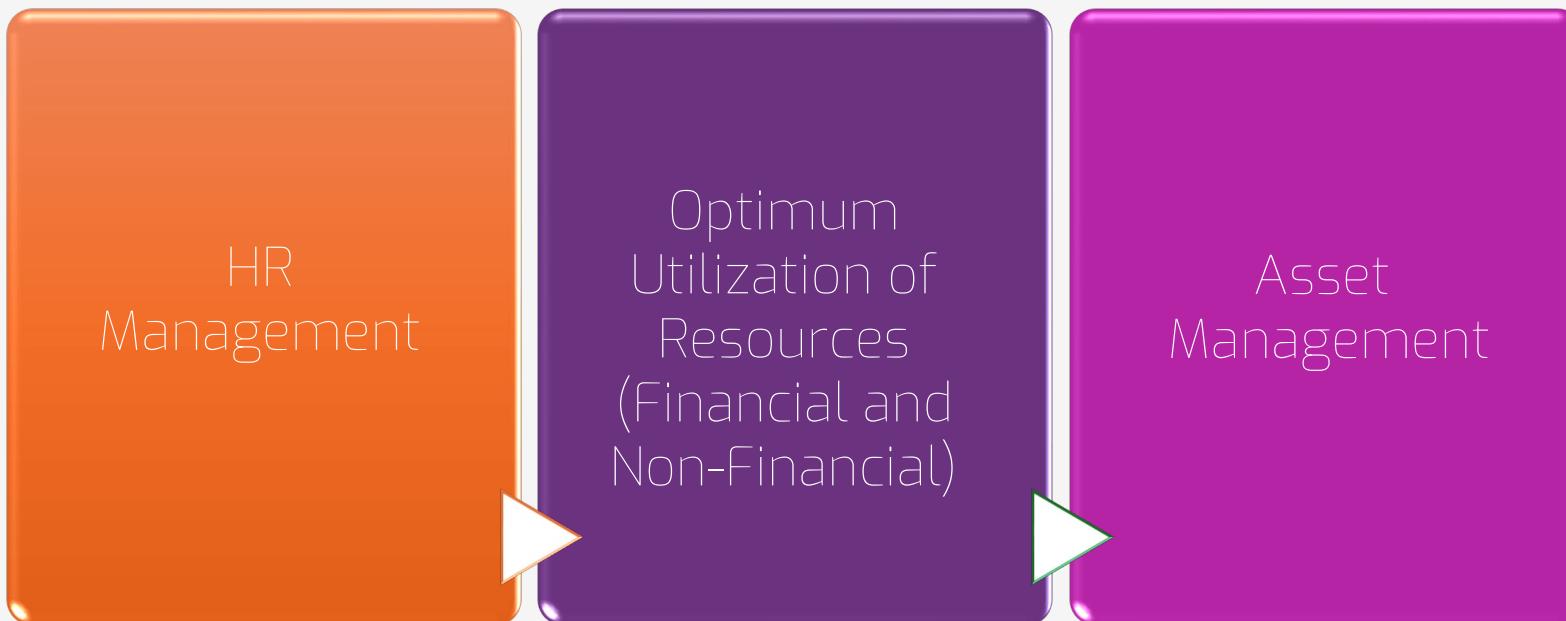
# Description:

Optimizes the utilization of financial and non-financial resources while ensuring effective management of assets and alignment with strategic objectives.





## Main Relevant Principles:





# Solutions:

MSIGN - Secure and Compliant Data Management:

Ensures secure handling of critical documents and data.

Versology - ERP Consulting Services:

Optimizes resource allocation and operational workflows for greater efficiency.

MBME NEO - Flexible Corporate Card Solutions:

Provides flexible and efficient financial management tools.

Versology - Warehousing Solutions with AI and Drones:

Improves inventory tracking and resource optimization through AI-driven insights.



# Who We Help

- Chief Financial Officer (CFO)

- Chief Procurement Officer (CPO)

- Chief Human Resources Officer (CHRO)



## Criterion 9: Data and Knowledge Management (5%)



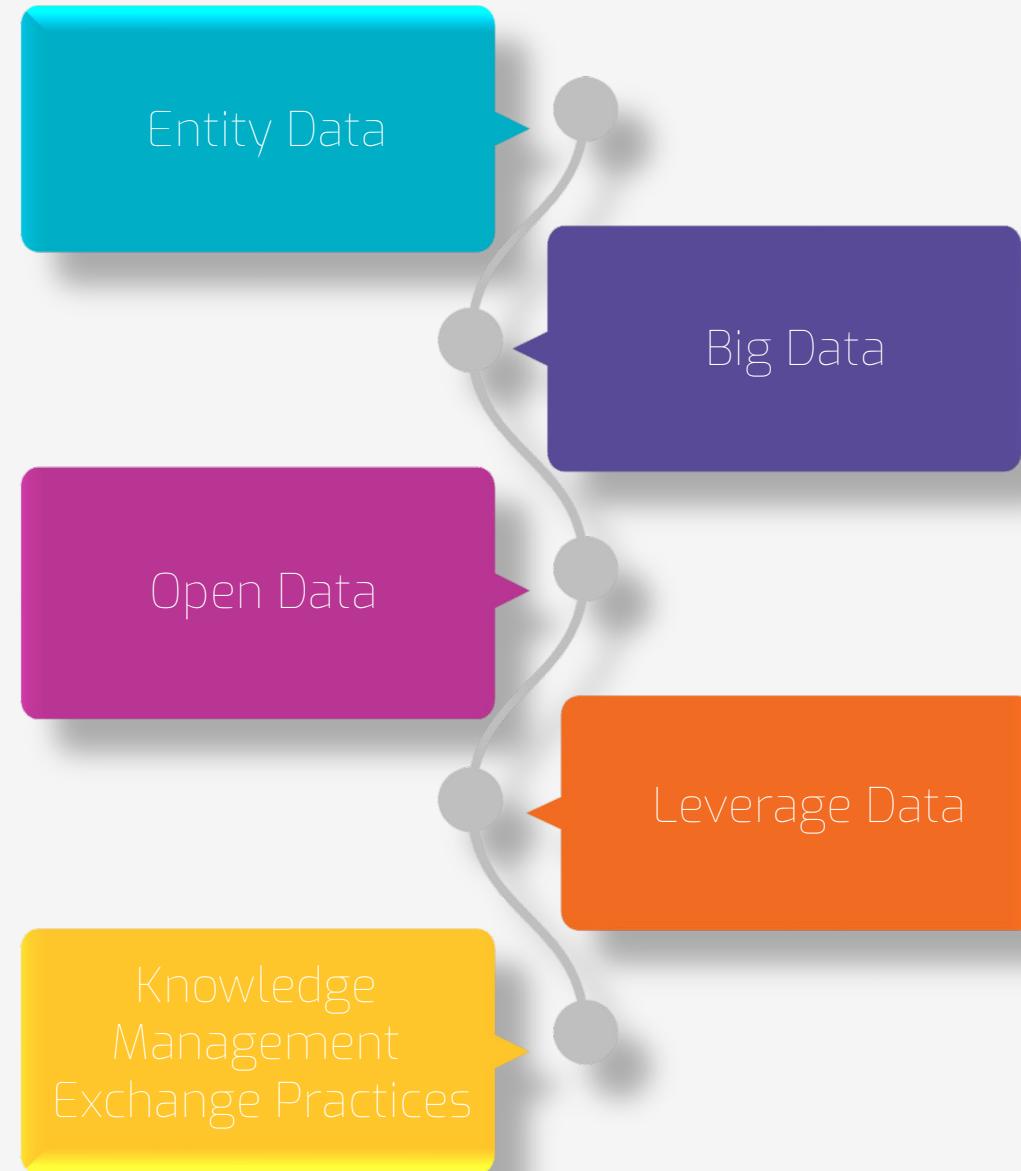
# Description:



Focuses on effective collection, analysis, and use of data and knowledge to support decision-making, improve operational efficiency, and enhance service delivery.



## Main Relevant Principles:





# Solutions:

GDI - FATCA/CRS Reporting Solutions:  
Automates tax compliance and leverages data for accurate reporting.

Payriff - CRM and Payment Tracking Features:  
Provides insights for better decision-making and customer management.

Versology - Information Assurance Services:  
Ensures data integrity and security, fostering trust.

Versology - Bespoke eLearning Solutions:  
Facilitates the sharing and retention of institutional knowledge.

Versology - Digital Twin Solutions:  
Enhances operational decision-making with predictive analytics.



# Who We Help





## Criterion 10: Partnerships and Integration (5%)



## Description:

Builds trust-based, value-sharing partnerships that foster collaboration and integration across entities to deliver holistic and sustainable outcomes.



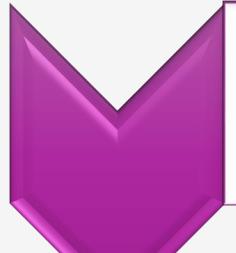


## Main Relevant Principles:





# Solutions:



The FA - Influencer Outreach and Brand Collaborations:  
Drives impactful partnerships to enhance brand visibility.



MBME PAY - Integrated Payment Solutions:  
Facilitates seamless collaboration with payment systems.



MSIGN - Secure and Compliant Data Management:  
Ensures compliance and trust in partnerships.



Versology - ERP Consulting Services:  
Supports effective integration of systems and processes.



# Who We Help





## Criterion 11: Government Communication (5%)



## Description:

Ensures impactful, transparent communication strategies aligned with national priorities, effectively engaging stakeholders and building trust.





## Main Relevant Principles:





# Solutions:

The FA - Public Relations and Media Management:

Creates comprehensive media campaigns to enhance communication.

The FA - Social Media Strategy and Engagement:

Strengthens government presence on digital platforms.

The FA - Crisis Communication and Reputation Management:

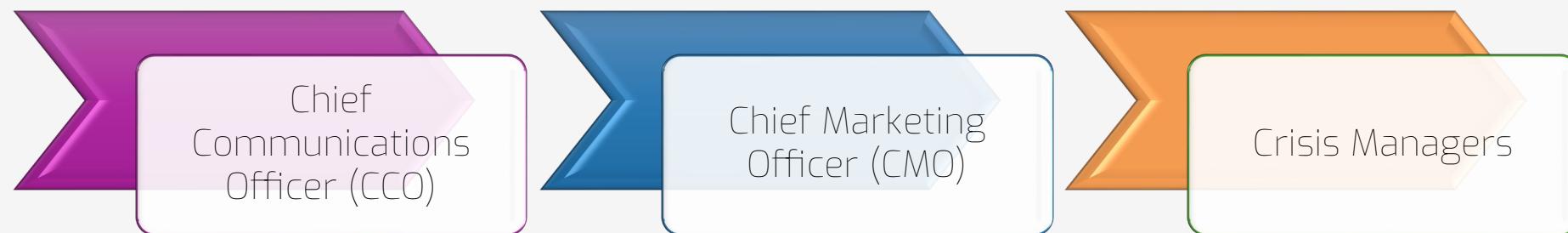
Protects and manages the reputation of entities during crises.

The FA - Experiential Events and IRL Presence:

Engages stakeholders with interactive and memorable events.



# Who We Help





# THANK YOU

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