

**Prepared by:** Magure

**For:** Emarat Petroleum  
**Scope:** Establish an AI Department and deliver value under three pillars: AI Data Readiness, AI/ML & Computer Vision Solutions, and AI Governance & Compliance.:

**Executive Summary**

Emarat will establish an AI Department that delivers measurable business value—cost savings and employee efficiency—while upskilling our people and protecting customers. The program is data‑first and governance‑by‑design, executed through a company‑wide AI Center of Excellence (AI CoE) so every function participates in AI innovation.

**1) Data‑First Foundation with a Semantic Layer**

* Enterprise AI Data Layer: Curated, governed data products from Oracle Fusion, LS Retail, Salesforce, and EmKan, exposed through a shared semantic layer (common entities & metrics for SKU, site/pump, basket, fleet vehicle, vendor, employee, and time). This creates one source of truth for analytics, copilots, and computer‑vision events.
* Readiness by design: Reliable pipelines (event + micro‑batch), data SLAs on freshness/quality, lineage & catalog, privacy classification, and consent‑aware processing. A document/RAG hub provides policy & SOP knowledge with citations.

**2) Company‑Wide AI CoE (Hub‑and‑Spoke)**

* Hub: Sets standards, platform, MLOps/LLMOps, security, evaluation, and training. Owns the use‑case intake, portfolio, and ROI tracking.
* Spokes (domains): Retail Ops, Finance/AP, Fleet/Commercial, HSE, HR—cross‑functional squads that build and operate solutions on shared platforms.
* Innovation pipeline for all: Anyone can propose ideas. MagLabs fast‑tracks proofs in weeks; quarterly reviews promote winners to scale.

**3) Foundational Principles for All AI Work**

* Cost‑saving AI: Prioritize shrink, promo waste, penalties, dead stock, inefficient miles.
* Functional over flashy: Ship useful tools in 12‑week increments with hard KPIs; avoid science projects.
* Efficiency, not FTE cuts: Tools that augment employees—copilots, decision support, automation with human‑in‑the‑loop—so teams resolve issues faster and safer.

**4) Governance & Compliance from Day One**

* Policies & controls: Acceptable use, model lifecycle, data protection & retention (incl. CCTV), vendor review, and segregation of duties.
* Assurance: Human‑in‑the‑loop for consequential actions, evaluation & red‑teaming, bias & robustness checks, full audit trails (inputs/outputs/citations), drift monitoring, incident response runbooks. Align with UAE data protection and HSE guidance.

**Emarat AI Department & AI Centre of Excellence (CoE): AI Ethos**

In today’s fast evolving world of AI, where models can become outdated in weeks rather than months or years, an AI-centric company must be anchored by a set of **non-negotiable guiding principles**. These principles ground not only Emarat, but also its partners, vendors, suppliers, and employees.

**Principal 1 - Functional, Not Flashy AI**

Focusing on AI that solves real business problems and delivers measurable value, instead of chasing trendy demos or hype-driven features that look cool but don’t move the needle.

* **Practical over gimmicky:** We care less about AI that makes headlines, more about AI that quietly makes teams faster, reduces costs, and improves decisions.
* **ROI-driven:** Every AI initiative should tie directly to business outcomes — efficiency, revenue growth, customer satisfaction — not just technology for technology’s sake.
* **Sustainable adoption:** Flashy pilots often fizzle out; functional AI integrates into workflows and keeps delivering value over time.

**Principal 2 - AI that saves money**

AI that is designed to reduce costs and increase efficiency by automating repetitive tasks, cutting waste, and making smarter use of resources

* **Efficiency first:** AI takes over routine, time-consuming work so teams can focus on higher value tasks.
* **Optimization:** AI finds savings opportunities humans might miss.
* **Measurable ROI:** Every dollar spent on AI implementation should result in clear savings in labor hours, operating expenses, or avoided risks.

**Principal 3 - AI that Improves employee efficiency, not FTE cuts.**

AI that helps employees work smarter and faster, rather than replacing them. The goal is to augment people, **not eliminate jobs.**

* **Productivity boost:** AI removes repetitive, low-value tasks (data entry, report generation, scheduling), so employees can focus on strategic, high impact work.
* **Talent retention:** Employees spend more time on meaningful work, higher job satisfaction, lower turnover.
* **Scalability without headcount:** You get more output from the same team without immediately needing to hire more staff.

**Principal 4 - AI governance from day One**

Building AI responsibly putting the rules, safeguards, and accountability in place before scaling AI. That way, AI is trustworthy, compliant, and aligned with business goals from the start.

* **Risk management early:** Avoids compliance issues, data misuse, or reputational damage by building guardrails from the beginning.
* **Clear accountability:** Defines who owns AI decisions, who monitors models, and how outcomes are reviewed.
* **Policy + technology alignment**: Security, privacy, and ethical standards baked into the AI stack from the start.
* **Business trust:** Ensures stakeholders (board, regulators, customers) have confidence in how AI is used.

**Emarat AI Foundation Sprint : 0-3 months : October to December 2025**

The building blocks of AI for any organization begin with data. Data readiness is critical, yet most enterprises have data scattered across ERP, CRM, and multiple siloed systems.

At Magure, we are not a data company — we are an AI company. Our role is to design and deliver AI solutions that create measurable business value. To achieve this, we partner with:

**Data companies** - to own and prepare the data layer.

**AI Governance specialists** - to define and enforce AI compliance, governance, and trust frameworks.

This segregation of duties ensures independence, accountability, and focus — each partner delivers in their area of expertise.

**Scope: 0–3 Month Sprint**

**1. Data Readiness & Maturity (Data Partners)**

* Conduct **data assessment** across ERP, CRM, and other systems.
* Build a **data inventory** and assess quality, availability, and gaps.
* Deploy **semantic integration and virtualization solutions** to unify data.
* Define a **data readiness roadmap** for AI consumption.

**2. AI Use Case Discovery & Prioritization (Magure)**

* Engage business and IT stakeholders to **identify AI opportunities**.
* Deploy **MagLabs** AI backed Innovation platform & create **Emarat AI CoE** around this
* Prioritize **high-ROI, quick-win use cases** that align with business goals.
* Develop a **phased implementation roadmap** for AI pilots.
* Ensure alignment with available and ready data sources.

**3. AI Governance & Compliance (Governance Partners)**

* Define **AI principles, compliance guardrails, and ethical standards**.
* Establish **roles, accountability, and monitoring processes**.
* Ensure **explainability, transparency, and risk management** for AI use cases.
* Build a **baseline governance framework** that scales as AI adoption grows.

**Clear Segregation of Duties**

| **Area** | **Owner** | **Scope of Work** |
| --- | --- | --- |
| Data Readiness & Maturity | Data Partners | Assessment, integration, semantics, readiness roadmap |
| AI Use Case Discovery | Magure | Identify, prioritize, and roadmap AI use cases |
| AI Governance | Governance Partners | Compliance, ethical guardrails, monitoring, governance framework |

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AI-generated content may be incorrect.**

**Potential Outcomes (by end of 0–3 months)**

* Unified view of enterprise data - scattered data organized and ready for AI.
* AI use case portfolio - 3–5 high-value pilots identified and prioritized.
* AI governance baseline - clear guardrails for compliance, ethics, and monitoring.
* Segregated operating model - ensures transparency, accountability, and trust across data, AI, and governance.
* Roadmap for scale - foundation in place for both immediate pilots and long-term AI maturity.

In short: Data made ready, AI use cases uncovered, governance embedded from day one.

**Emarat AI Implementation Phase: 4-6 months : Jan to Mar 2026**

**1. Data Partners – Implementing the Bedrock for AI**

* From readiness to deployment: Move from assessments and roadmaps to actual implementation of data integration, semantics, and pipelines.
* Unified data layer: Establish a trusted, accessible, and scalable data foundation across ERP, CRM, and other systems.
* Enablement for AI: Ensure data is delivered in a ready-to-consume format (semantic layer, APIs, or virtualization) so Magure’s AI platforms can operate effectively.
* Outcome: A production-grade data platform that acts as the bedrock of all AI initiatives.

**2. Magure – Deploying & Productionizing AI Platforms**

* Platform implementation: Deploy Mag AI Platform (core AI engine) and MagVisionIQ (analytics, insights, dashboards).
* Pilot to production: Move prioritized AI use cases from discovery into production environments (not just PoCs).
* Integration with business workflows: Embed AI into operational systems so end-users experience value (e.g., automated reporting, intelligent decision support, predictive models).
* Outcome: AI solutions are live, delivering ROI, and fully integrated into enterprise processes.

**3. AI Governance Partners – Operationalizing Governance**

* Baseline to enforcement: Take the governance framework defined in 0–3 months and implement controls, monitoring, and compliance workflows.
* Ongoing oversight: Continuously monitor AI models for bias, drift, and compliance violations.
* Checks & balances: Provide independent governance oversight to hold Magure and data partners accountable, ensuring ethical and transparent AI.
* Outcome: A trusted governance layer that scales alongside AI adoption, ensuring compliance and long-term trust.

**Clear Segregation of Duties (4–6 months)**

| **Area** | **Owner** | **Focus in 4–6 months** |
| --- | --- | --- |
| Data Solutions | Data Partners | Implement scalable, unified, production-grade data platform |
| AI Platforms & Productionization | Magure | Deploy Mag AI & MagVisionIQ; productionize use cases |
| AI Governance | Governance Partners | Implement governance controls, monitoring, and continuous oversight |

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**Potential Outcomes by End of 6 Months**

* Bedrock data foundation implemented and scalable.
* Magure AI platforms deployed and delivering production-grade AI solutions.
* Governance operationalized, ensuring ethical, compliant, and auditable AI.
* Enterprise-ready AI ecosystem where data, AI, and governance reinforce one another.