



Data Governance, DS242T- Project

Title: Saudi Telecom Company(STC)



Section: 41S

Group no. 3

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Project overview and Background

The Company's Governance mean the rules that regulate the management, direction, and control of the Saudi Telecom Company ("STC" or "Company"). The structure of the Corporate Governance regulates the various relationships between the Board of Directors, Executive Stakeholders, etc. These Regulations establish ,Management, Shareholders rules and procedures to facilitate the decision-making process in all the Company affairs and activities alongside the structure used to set objectives, means of achieving

These Regulations aim at achieving .them, and monitoring performance the optimal use of the Company assets and resources by creating a business environment of responsibility, control, and commitment based on clarity and transparency, whether in setting its goals, business, and strategic plans or in stating the rights and obligations of each of the Company entity, or in managing its relationship with suppliers, financiers, consumers, and authorities regulating it and its businesses. Such business environment shall interact with the framework of national regulations and laws applicable to the Company, and shall integrate therewith to protect the Company against any violation or infringement.

Applying Porter's five forces framework

Porter's definition of the "five forces" that deals with the structure of industries and, to a large degree, determines the competitive conditions, rules, and the real reasons for profitability in the industry and how it affects companies. The five forces are the followings: the bargaining power of the supplier, bargaining power of the buyer, threats of substitutes, Threats of new entries and rivalries among existing firms

1

The bargaining power of the supplier :

The why we will analyze this part with the latest telecommunication technology that STC use, which is 5G. There are many suppliers of this technology globally, like Nokia, Huawei, Cisco, and Ericsson. STC is using them all and has the power to choose any one of them STC uses all the companies available in the market and does not rely on one supplier because it did not want them to have the upper hand. The same thing applies to 4G and other coverages and technologies that they use. So, the bargaining power of suppliers is low for STC . *[1] (STC Industry Analysis, 2020)

2

The bargaining power of the buyer :

STC targets the same customers that other companies in the market target with the same services. The number of users of cell phones and other carrier services in Saudi Arabia is about 32.23. All the major players in the market want to have a share of this dish, but customers can choose whomever they want, feel comfortable with, and give better value for the money they spend. Other carriers offer almost the same type of packages as prepaid and postpaid at almost the same price and services. So, the bargaining power of the buyer is high. *[1] (STC Industry Analysis, 2022)

3

Threats of substitutes :

People almost must use the internet and have a cell number to renew the passport, driver, license, or car registration paper. All these services can be obtained via Abshir. The cell phone number must be under the same actual person, and if they want to log in, an SMS message and OPT (one-time pin) code will come from the cell phone user. Without this code, none of the services could be obtained. Even if a person goes to a government office to get the service he needs, the government office will refer him to Abshir and other e-government services. As a result that everyone in Saudi must use STC service in order to get the government service.

So, the threats of substitutes are low or even not existed. *[1] (STC Industry Analysis, 2022)

4

Threats of new entries :

The three major competitors to SCT are Zain, Mobily, and ITC. However, there is a smaller player in the market like Virgin Mobile and labara. They are working as wireless communications providers; however, they do not own or invest in infrastructure. They rent another telecom companies. The government makes it easier for companies to enter the Saudi market because of the vision 2030 and the need for more advanced telecom infrastructure. However, since the market is almost full, there is no more customer in the market, and the telecom industry is expected to be driven by intense rivalry over the coming years, which may discourage investors from investing until the industry has consolidated. We think that the threats of new entries in a medium because of the easy government policies and the heated competition. *[1] (STC Industry Analysis, 2022)

5

Rivalries among exciting firms :

The industry is expected to grow by 10% from 2021 to 2026. However, almost all the players give the same services with the same quality and almost theme price. The competition is very high in the market. The switching cost is free for the customer, but they need to wait for a maximum of 72 hours, and the number is transferred. Exit from the market is very costly as each company spent a lot on the infrastructure. So, the rivalries among exciting firms are high. *[1] (STC Industry Analysis, 2022)

STC mission

Provide innovative telecommunication services to our customers

STC has continuously offered innovative products and services to customers. Launching various creative bundled offers on Prepaid & Post-paid Services, introducing the fastest broadband services, being the 1st operator in Bahrain to deploy the 4G network and establishing key strategic business partnerships, are but few examples of how STC delivers better value to customers than competitors offering similar services. *[2]

Provide superior customer service to build a strong relationship with customers

We strongly believe that our business continuity is purely based on achieving high levels of customer satisfaction to further strengthen our relationship with them. This is why we place paramount importance on understanding and addressing the needs of our customers. *[2]

Offer businesses, products & services that enable them to operate more effectively and efficiently

Our business services offered to corporate clients aim to provide solutions that deliver value, decrease costs and develop strategic capabilities. *[2]

Engage in promoting a knowledge-based society and participate in community development programs

We strongly believe that apart from achieving our set business objectives, we are morally responsible for the well-being of the local community. We take extra care of the society at large through volunteering programs that support active community service. *[2]

STC objectives

Of STC inspired us with a daring strategy that outlines the key pillars to create value with greater efficiencies, for a better future to be a Digital and telco leader, enabling the society and economy to thrive, in KSA and beyond. *[2]

dare

digitize STC

- Instill digital mindset and unlock the potential of digital and analytics capabilities
- Transform into an agile technology company and embrace new ways of working

accelerate performance

- Maximize shareholder returns by transforming costs and monetizing assets
- Connect our market through leading next-gen technology and digital offerings
- Be a role model for sustainability and corporate governance
- Lead company-wide culture change and be the employer of choice for top digital talent

reinvent experience

- Excite customers with a seamless, personalized and secure experience
- Be the trusted partner-of-choice for business in the region

expand scale and scope

- Grow by expanding into selected growth pillars within digital services and core

Relationships responsibilities

1 Board of Director responsibilities :

Is responsible for preparing and reviewing this Policy and to ensure that all members of the Board and its Standing Committees' have reviewed this Policy. *[3]

2 Board Secretary responsibilities :

Is responsible for publishing this Policy and bringing in the notice of all members of Board of Directors and its Standing Committees for reviewing and ensuring of this Policy. *[3]

3 General management of the human resources responsibilities :

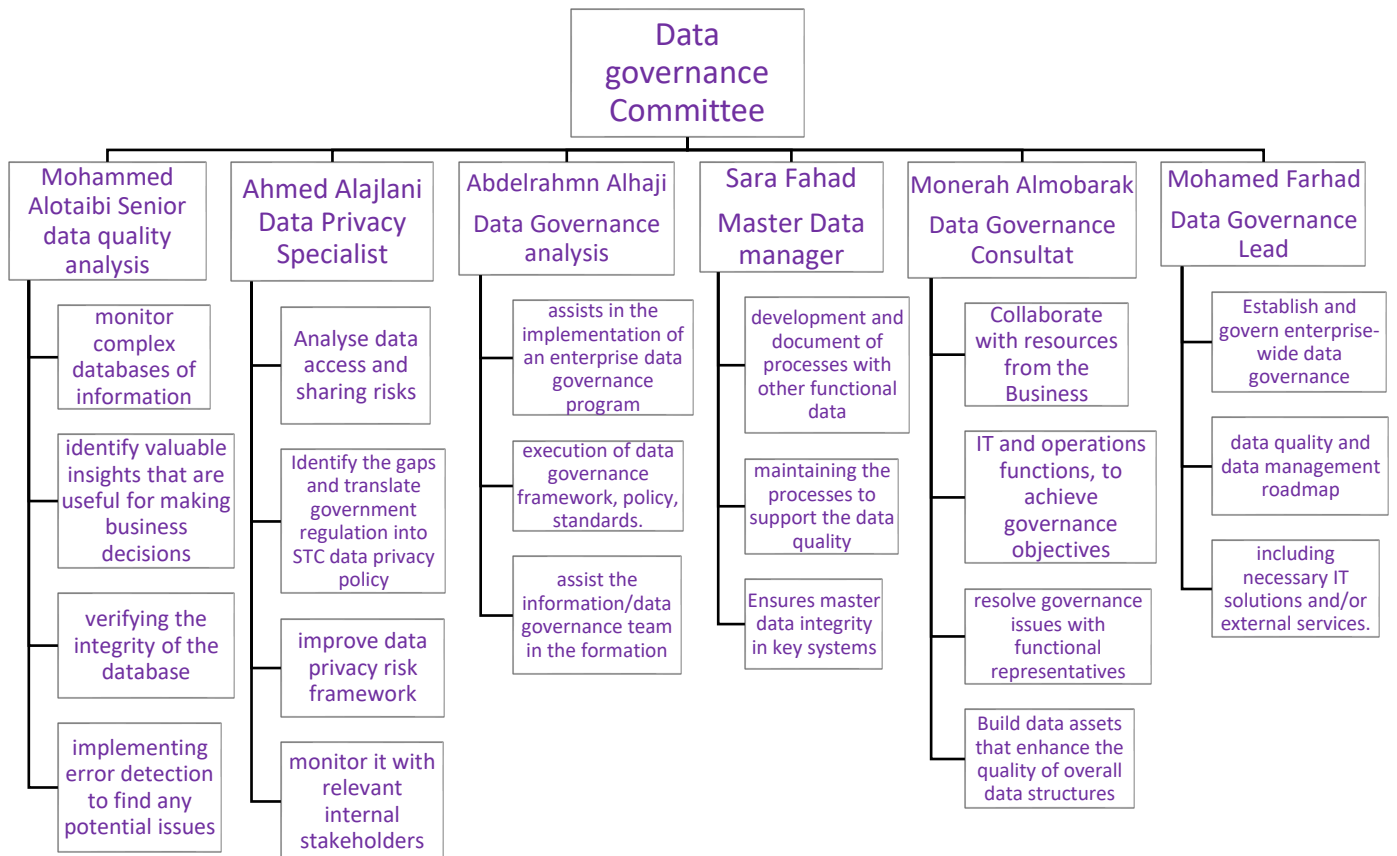
- ▬ Publishing this Policy for the Company's employees and enables them to review it. *[3]
- ▬ Ensures all Company employees sign the non-disclosure agreement for this Policy. *[3]

4 Procurement Performance and Operations responsibilities :

Publishing this Policy to all Company's Suppliers and Contractors, for review and compliance. *[3]

5 Social responsibilities :

The Board shall establish a social responsibility and social initiatives policy that guarantees a balance between the Company's objectives and those of the community for purposes of developing the social and economic conditions of the community. *[3]



[4] (Roddewig, 2022),[5],*[6],*[7]

Implementing rules and regulations of data privacy

The Kingdom of Saudi Arabia has recently issued its first comprehensive national data protection law. The Saudi Data & Artificial Intelligence Authority **SDAIA**, is the supervisory authority for data privacy.

Businesses should note several important requirements contained in the law:

- **Residency:** The law applies to the personal data of all Saudi residents – both citizens and non-citizens.
- **Restrictions on Cross-Border Transfers:** Transfers of data outside of the Kingdom may be made for limited explicit purposes, as set out in the law.
- **Registration:** Data controllers must register with SDAIA and pay an annual fee.
- **Consent:** Consent is the primary legal basis for processing personal data.
- **Sensitive Data:** All sensitive personal data, which includes genetic, health, and credit and financial data, will now be governed under the law.
- **Records of Processing Activities:** Data controllers must prepare and register data processing activities with SDAIA.

Aside from the government law, the organization itself should have its own law to protect their data and the employee's privacy. The data privacy laws aim at securing individuals' data while also giving them control over their data.

*[8] (Saudi Arabia Issues New Personal Data Protection Law, 2022)

In order for an organization to best accommodate these laws, it is important to have a familiarity with some of the popular international data privacy laws existing globally, some of the well-known of these include the following:

GDPR EU – The General Data Protection Regulation of the European Union is one of the most popular international data privacy laws. it governs the processing of the personal data of citizens of the EU.

Australia Privacy Act – The Privacy Act is a legislation of Australia. Established to protect the personal information of Australian citizens, The law, enacted in 1988, governs the way private organizations and government organizations process personal information.

CCPA – The California Consumer Privacy Act seeks to protect the personal data of California residents. It is a one-of-a-kind law in the United States that regulates the processing of consumer data and gives consumers full control over the use of their data.

After the organization is well informed of the local and global data privacy laws the organization should have its own law to protect their data.

Best Practices to Ensure Data Privacy:

- **Data Privacy Policies**

It is a legal document that guides employees of the organization to follow specific rules and guidelines in alignment with various legislation.

- **Minimum Data Collection**

Organizations must ensure that only data necessary for the execution of the business is collected and stored. *[9] (Tripwire, 2022)

- **Maintain Transparency**

Customers always appreciate transparency when it comes to how their data is processed and stored. *[9] (Tripwire, 2022)

- **Training & Awareness**

Every employee should be given adequate training about industry best practices, prevailing cyber threats, data privacy requirements, guidelines, and relevant data security principles. *[9] (Tripwire, 2022)

Establish a single source of truth

There are six steps involved in the process of the creation of a single source of truth. The following details explain such steps.

1. Identify data requirements

Many organizations learn to find the data requirements at this time. They have to know how the overall data can be accessed and used by different applications. They must be able to find, define, and describe the entire data elements they require and must include techniques for cleaning, formatting, and standardizing such elements. *[10]

2. Data analysis

Data analysis is helpful to businesses to find and map data sources and identify domain standards. It also maps the source data elements to their targets and finds how the overall data can be represented.

3. Integration design

Integration design helps a lot to pull data from different sources. It is more than data retrieval and useful to match and merge various processes. It makes decisions as per the data collected. It helps design the complete extraction and transformation processes for gathering valuable customer insights. *[10]

4. Integration development

Integration development is all about how to extract and transform the data. It implements the logic designed in the design stage where the single source of truth development takes place.

5. Verify & validate

If the organization stage is complete, then you have to verify whether the data conforms and adheres to the reception and qualifications criteria. It confirms the incoming data and lets every user verify the solution before implementation. *[10]

6. Deploy a solution

If the complete requirements are verified and validated, then the deployment of the single source of truth makes the overall data available for the enterprises to use by the customer data extraction and linking it to the application. *[10]

Data Supply Chain

The data supply chain comprises three distinct data phases: raw data; transformation and integration; and consumption and analysis. *[13] (What Is the Data Supply Chain? | Immuta, 2022)

The people responsible for moving data through the supply chain fall into two general categories: data suppliers and data consumers. *[13] (What Is the Data Supply Chain? | Immuta, 2022)

data suppliers are the people and tools within an organization that prepare data for use by data consumers. Data engineers, data architects, data stewards, and governance teams are all considered data suppliers, while data scientists, data analysts, and business intelligence teams fall into the data consumer category. *[13] (What Is the Data Supply Chain? | Immuta, 2022)

These are the main types of personal data collected and used from the consumer:

- Data supply chain in STC starts with the customer when registering, with the services (such as name, e-mail address, address, phone number, date of birth, nationality, gender).
- Data collected from the use of the services, websites or mobile apps (such as cookies and usage data).
- Data exchanged during communications with the costumer (such as customer support requests and feedback from costumer).
- Data from devices that helps in products recommendations and solving technical complaints (such as Device ID).
- Customer location data that helps in improving network related complaints resolution and any operational services. *[14] (stc - stc - Privacy Notice, 2022)

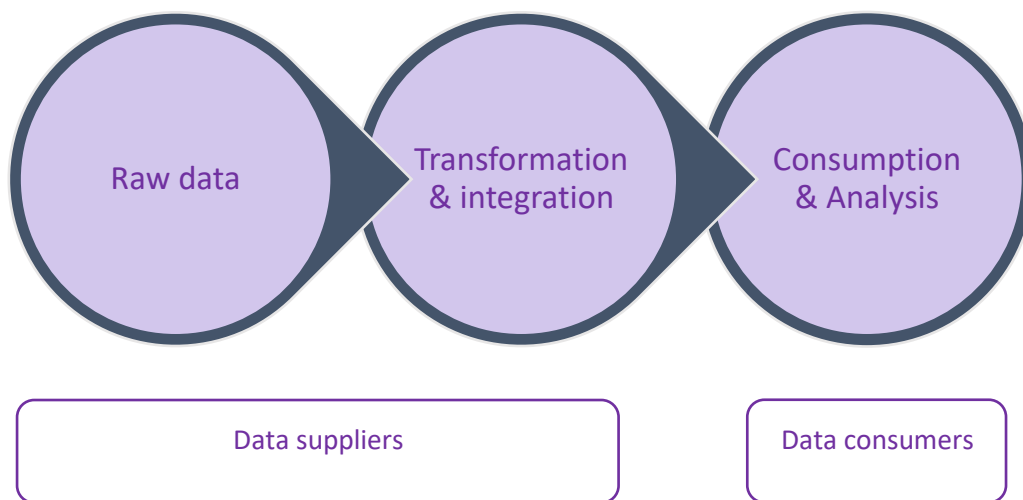
There is different ways to collect personal data , including:

- Product and Services
- Direct Interactions
- Social Media Interactions
- Browsing
- Web Surveys
- Telecommunication Network

*[14] (stc - stc - Privacy Notice, 2022)

How Long does the costumer personal Data is stored ?

personal data is only stored for as long as it is necessary, for the purposes for which it was collected, and for satisfying any legal, regulatory, accounting or reporting requirements. This length of time may vary depending on individual circumstances. *[14] (stc - stc - Privacy Notice, 2022)



data security

Setting up a firewall In order to protect the STC network, firewalls are an important initiative. They are a must-have for the data security insurant, as they control the internet traffic coming and leaving the company. *[12]

Updating The company systems must be properly patched and updated, Recent updates allow your Data to be more secured. *[12]

Schedule backups The company should schedule backups to external hard drives or in the cloud in order to keep the company data stored safely, The frequency of STC is weekly backups. *[12]

Protect the Company's assets Protect and ensure the safety from theft or destruction and report to security management in the occurrence of such cases. *[12]

Monitor steadily Data, Software, technologies, everything Keep track of them, keep in touch, and ensure their safety and stability, and quality to support and advice company goal. *[12]

Encrypt Everything Encrypting is the company way to defend against a security breach and secure the company data from outsiders. *[12]

Risk Management

Endorse the Risk Appetite that defines the acceptable levels of risks that the Company may be exposed to, review and maintain these levels periodically, and ensure that the Company does not exceed them. *[11](Roddewig, 2022)

Overseeing the risk management framework and related risk management policies, business continuity policy, Internal control policy, and the methodology of evaluating the control systems that align with the nature and volume of the Company's activities, or the regulations regulating its business or its strategic objectives or other related factors. *[11](Roddewig, 2022)

Overseeing the business continuity program, analysing its impact on the Company's business and business continuity arrangements, and taking decisions in this regard, Regularly reassessing the Company's ability to take risks and be exposed to such risks (through stress tests executed by Executive Management as an example). *[11](Roddewig, 2022)

Study the periodic reports prepared by the Risk Management function and take decisions where needed regarding them, and provide recommendations to the Board on matters related to risk management. *[11] (Roddewig, 2022)

Oversee the Company's risk management system and assess its effectiveness and mechanisms for determining and monitoring the risks that threaten the Company to determine areas of inadequacy, Ensure the organizational structure of the Risk Management and the availability of adequate resources. *[11] (Roddewig, 2022)

Verifying the independence of the risk management employees from activities that may result in Company exposure to risks and working to increase awareness of the risk culture and Reviewing any issue raised by the audit committee that may affect the Company's risk management. *[11](Roddewig, 2022)

FUTURE

STC seeks to provide high quality communications and information technology services in line with Saudi Arabia's Vision 2030 and the National Transformation Program 2020. The company is keen to meet the aspirations and needs of its customers by providing comprehensive and innovative solutions based on local and international quality standards and using the latest technologies digitize STC.

It aims to achieve the following goals and aspirations:

- Reviewing and developing the necessary means to implement the company's corporate governance regulation that includes strategic powers, policies and procedures that are compatible with the rules, regulations and instructions regulating the company's internal and external work, best practices and international standards.
- Working on developing and mechanizing strategic and operational procedures to achieve the highest rates of operational efficiency, monitoring procedures and activating the role of quality control.
- Meet the aspirations of customers by providing the latest technologies in the field of communications and information technology in terms of services and solutions with internationally approved standards
- Listening to customers' observations and visions and working on continuous improvement of services to gain customer satisfaction.
- Building solid and long-term relationships with suppliers, contractors, and partners to provide high quality services.
- Raising the level of awareness among employees and consolidating their concept of quality by developing and training the latest technologies in the field of communications, information technology, customer solutions, quality standards and administrative concepts to raise the level of quality and ensure the achievement of the company's goals. *[12]

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Conclusion

Data is arguably the most important asset that organizations have. Data governance helps to ensure that data is usable, accessible, and protected. Effective data governance leads to better data analytics, which in turn leads to better decision making and improved operations support. Further, it helps to avoid data inconsistencies or errors in data, which lead to integrity issues, poor decision making, and a variety of organizational problems. Data governance also plays an essential role in regulatory compliance, ensuring that organizations are consistently compliant with all levels of regulatory requirements. This is key for minimizing risks and reducing operational costs.

At its core, data governance leads to improved data quality, decreased data management costs, and increased access to data for all stakeholders. The result is better decision making and better business outcomes.

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