



# Saudi Arabia ZATCA

24-25 APRIL 2025  
BRITACOM COUNCIL MEETING



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# About ZATCA



## The Zakat, Tax, and Customs Authority (ZATCA)

is responsible for administering the collection of taxes, Zakat, and customs duties within the Kingdom. The Authority promotes high levels of taxpayer compliance by streamlining processes and adopting international best practices, thereby ensuring a transparent and customer-centric system.



## Scoring high rankings in:

Digital Maturity Index

UN's E-Government  
Development Index

High Performance  
Measurement

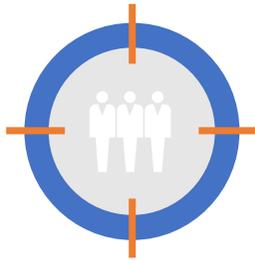
Digital  
Transformation Index



**BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT**

# Taxpayer Segmentation

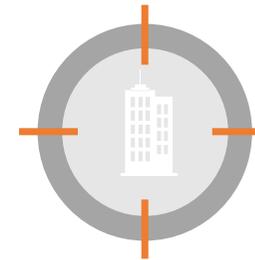
ZATCA takes pride in offering fully or mostly automated, customized journeys tailored to different taxpayers, from login and registration to tax certificate issuance. The Authority provides **proactive, automated services** by **linking client IDs to relevant entities** based on **taxpayer segment, persona**, and other factors, ensuring a seamless experience and enhancing convenience and efficiency for all taxpayers.



Individuals



SME's



Large Taxpayer



**BUILDING A GROWTH-FRIENDLY TAX ENVIRONMENT**

# ZATCA Initiatives

To support its diverse taxpayer segments, ZATCA launched various initiatives designed to enhance compliance and streamline processes, Here we highlight three of them:



Initiatives



E-Invoicing (Fatoora)



AI Enabled processes



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# Part 01

## *Initiatives*

# Initiatives

## EXAMPLES ON ZATCA INITIATIVES

### Proactive Services

Services that are automatically triggered

The screenshot shows a 'Proactive Service' form titled 'Workshop Request Form'. It includes fields for 'Workshop Title', 'Value Added Tax', and 'Proactive Service'. There are also sections for 'Service Publishing' with a date of April 8, 2019, and 'Service Level Agreement (SLA)'. A 'Service User Manual' button is visible. The form contains detailed instructions and a 'Service User Manual' button.

### Installment services

installments if customers are unable to pay the amounts due in full to support compliance

The screenshot shows a 'Request an Installment Plan' service page. It includes a 'Publishing Date' of April 16, 2019. Key service details are listed: 'Time of completion: 5 minutes', 'Service Fees: No fees applied', and 'Service language: Arabic'. A description at the bottom states: 'This service allows individuals to request payment of zakat and income tax in installments if they are unable to pay the amounts due in full.'

### Relationship Managers

Relationship Managers for Large Customers ensuring high customer satisfaction and engagement



### Workshops

50+ workshops in 2024

600+ attendees



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# Part 02

## *E-Invoicing (Fatoora)*

# E-Invoicing (Fatoora)

Electronic invoicing is a procedure that aims to convert the issuing of paper invoices and notes into an electronic process that allows the exchange and processing of invoices, credit notes & debit notes in a structure electronic format between buyer and seller through an integrated electronic solution.



**Efficiency** Less paperwork, faster processes



**Compliance** Easy tax reporting & real-time validation



**Transparency** Clear and traceable transactions



**Security** Standardized and secure invoicing

Public | عام

**Digital Transformation** Aligned with Vision 2030



**Anti-Fraud** Prevents tax evasion



**Better Experience** Easy for both businesses & customers



# E-Invoicing (Fatoora)



Phase ONE

Generation Phase



Phase TWO

Integration Phase

1

One of the World's fastest E-invoicing implementation

2

+800 National & International Solution Providers listed on ZATCA's website

3

+ 300,000 Taxpayers Implemented e-invoicing phase one requirements successfully

4

+7 Billion Invoices Have been shared with Fatoora portal

5

+99% Success rate of invoice sharing and +140,000 E-invoicing Solutions integrated with FATOURA



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# Key Benefit

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01

Speed up transaction through the secure exchange of verified E-invoice with customers and suppliers

02

Cost saving through automation of your accounting operations

03

Reduce time, and risk of error in fulfilling your VAT filing obligation

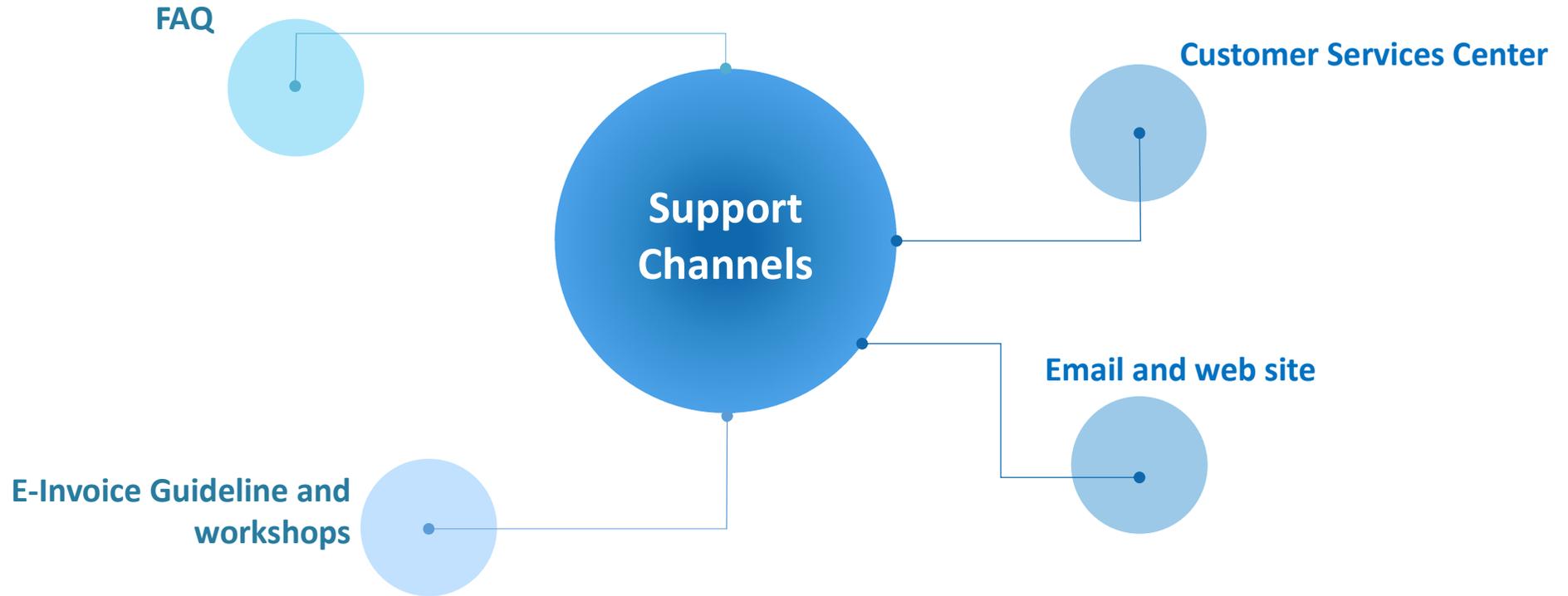


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## *ZATCA offers support to its beneficiaries through multiple channels*





# Part 03

## *AI Enabled processes*

# Key Challenges

## Clarity

Ambiguity in distinguishing between customer interactions under ZATCA's control and ones impacted by external factors and stakeholders

## Accuracy

No standardized method for identifying key pain points, impacting efficiency, data accuracy, and overall reporting accuracy

Challenges in tracking pain points evolution and difficulty to measure the impact of implemented initiatives over time

## Opacity

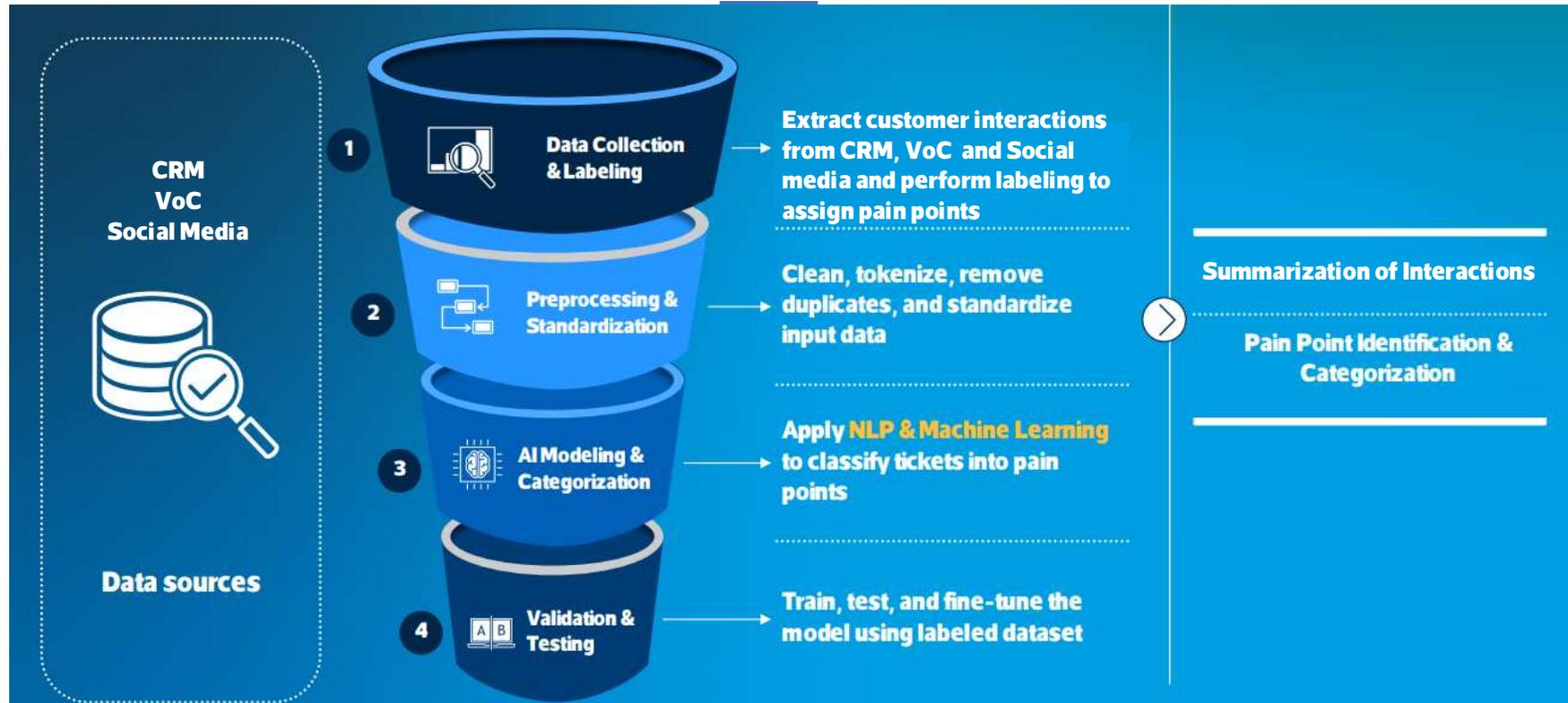
Customer interactions analysis relies on manual efforts, reducing internal productivity and increasing the risk of inaccuracies

## Efficiency



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# AI/ML implementation



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**Thanks**