

Successful Go-Live

ENERGY. INTELLIGENCE. IMPACT.

**ADNOC Innovation Hub (CCC) Immersive
Dashboards Powered by THAKAA.**

Energy & Retail

About The Client

ADNOC Distribution, established in **1973**, is the **UAE's largest mobility and convenience retailer** and the **leading marketer and distributor of fuels** in the country.

With over **896 service stations** across the **UAE**, Saudi Arabia, and Egypt, ADNOC Distribution serves millions of customers daily—offering **fuel, lubricants, LPG, aviation fuel**, and **convenience retail services**.

Listed on the **Abu Dhabi Securities Exchange (ADX: ADNOCDIST)**, the company continues to expand regionally across the **GCC, MENA, and Asia**, while reimagining what the **future of fueling** looks like **seamless, digital, and customer-centered**.

The Challenge

ADNOC Distribution aimed to transform its Command & Control Center (CCC) into a next-generation, interactive environment. Leadership needed a **unified, near real-time, immersive view** of performance across finance, retail, commercial, wet stock, HR, and customer transactions.

Existing reporting tools were fragmented, slow, and unable to support rapid, in-room decision-making. The challenges included:

- No single, governed enterprise-wide view
- Multiple disconnected dashboards
- Limited visualization capabilities for an Innovation Hub environment
- Need for a secure, compliant, on-premises analytics platform

Our Solution

Diamond Professional Consultants (DPC) deployed THAKAA Immersive Analytics Modules (Qarar) to power ADNOC's 3D, on-premises Executive Command Center inside the Innovation Hub.

THAKAA's modules transformed static dashboards into motion-rich, cinematic spatial analytics that deliver real-time intelligence visually and interactively.

Key THAKAA Capabilities Delivered



THAKAA 360° Business View

A single governed feed that merges finance, retail, commercial, supply, HR, and operational KPIs into one real-time visual layer.



THAKAA Interaction Layer

- Touch-friendly
- Motion-aware
- Optimized for large LED walls and CCC environments



THAKAA Immersive Visualization Engine

- UAE fuel demand rendered on an immersive live map.
- Finance modeled as a rotating KPI 3D globe.
- Retail & Commercial performance shown with energy rings and animated metrics.
- Workforce distribution mapped on a 3D Earth canvas.
- Transactions converted into low-poly geospatial flows.



THAKAA Governed Data Integration

- Direct integration with ADNOC's Oracle Data Warehouse
- Fully compliant with ADNOC IT governance and security policies

The Results

With THAKAA modules deployed, ADNOC's Innovation Hub achieved

Real-Time Decision Making

Executives can act immediately, supported by always-live, unified 3D insights.

Dramatically Shorter Inquiry Cycles

What used to take long time can now be understood in minutes.



One Truth Across the Organization

All decisions are backed by consistent, governed enterprise data through wall screens



Regional Benchmark for Immersive Analytics

THAKAA positioned ADNOC's Innovation Hub as a leading example of next-generation, data-driven command centers.



About Us

Founded in 2012, Diamond Professional Consultants (DPC) is a top management consultancy in the Middle East. We help businesses grow better, develop better, and deliver better.

Our services cover AI, Oracle EPM, Business Intelligence, Business Analytics, Data Science, and Management Consultancy - to make data work for you, not against you. Because when you see your business clearly, you can lead it confidently.

We've worked in various sectors like government, oil and gas, finance, manufacturing, healthcare and more - gaining deep insights into each industry's unique needs.

We are more than just consultants—we are your partners. We believe that when people work together, everything works better. Talent gets smarter, and communities become happier. This is our journey, and we invite you to join us. Let's keep moving forward together.

Diamond Professional Consultants — Grow Better. Develop Better. Deliver Better.

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