



winning the Tech Battle:

THE ART OF WAR FOR AUDITORS AND ACCOUNTANTS



“Every battle is won
BEFORE
it is fought.”

Sun Tzu



ALIA NOOR

Associate Partner Taxation & Compliance Advisory
FCMA, CGMA, MBA, Oxford Fintech Programme, certified,
UAE Corporate Tax Dip, GCC VAT Compliance Dip, COSO Framework,

احمد الاغبري | التدقيق الحسابات
HAMAD ALAGBARI
CHARTERED ACCOUNTANTS



THE ART OF WAR

“IF YOU KNOW THE ENEMY AND KNOW YOURSELF, YOU NEED NOT FEAR THE RESULT OF A HUNDRED BATTLES.

IF YOU KNOW YOURSELF BUT NOT THE ENEMY, FOR EVERY VICTORY GAINED YOU WILL ALSO SUFFER A DEFEAT.

IF YOU KNOW NEITHER THE ENEMY NOR YOURSELF, YOU WILL SUCCUMB IN EVERY BATTLE.”

~ SUN TZU



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | التدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS

LEA
global

Tech is Our Friend Or Foe

"Tech isn't our enemy—it's **our greatest ally**. But to conquer it, we **must first understand it**. Begin by knowing the **strengths and weaknesses** of **your own skills and your tools**. Self-awareness is your first weapon."



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

TECHNOLOGICAL BATTLEFIELD: EVOLVING FINANCIAL LANDSCAPE



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

The Financial World is now a Digital Battlefield,
demanding mastery of Technology
for Strategic Advantage

- ❑ Rapid advancements are reshaping the financial terrain.
- ❑ New technologies are the "weapons" of modern finance.
- ❑ We must adapt our strategies to conquer new challenges.



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

"IN THE MIDST OF CHAOS,
THERE IS ALSO OPPORTUNITY."

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS

LEA
global

The Rapid Tech Evolution- Breeds Innovation

"The rapid tech evolution may feel overwhelming, but this chaos breeds innovation. Leverage it! Look for gaps where others see challenges. "



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

KNOWING THE ENEMY & OURSELVES (SWOT ANALYSIS)



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

THE CHANGING BATTLEFIELD

Key Trends in Technology:

- ❑ AI & Machine Learning in Auditing
- ❑ Blockchain and Real-time Transactions
- ❑ Cloud Computing & Cybersecurity Challenges
- ❑ Data Analytics for Strategic Decision-Making



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

SWOT ANALYSIS: KNOW YOUR ENEMY, KNOW YOURSELF

STRENGTHS (KNOW YOURSELF)

- Data Analytics Mastery
- Regulatory Expertise
- AI-Driven Audits

WEAKNESSES (KNOW YOUR WEAKNESSES)

- Resistance to Change
- Legacy Systems
- Skills Gap in AI

OPPORTUNITIES (KNOW ENEMY'S WEAKNESS)

- Automation & AI Expansion
- Blockchain for Transparency
- Cloud-based Compliance

THREATS (KNOW ENEMY'S STRENGTH)

- Cybersecurity Risks
- Regulatory Uncertainty
- Tech Disruption by Startups



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

FORTIFYING OUR POSITION
DEFENDING OUR FORTRESS



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

"TO KNOW YOUR ENEMY, YOU
MUST BECOME YOUR ENEMY."

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | التدقيق الحسابي
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS



Cybersecurity is Our New Frontier

"Fraudsters are leveraging tech to exploit vulnerabilities. To defend against them, we must understand their methods.

Partner with ethical hackers, invest in cyber audits, and think like a tech-savvy fraudster."



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



**IN A WORLD WHERE
EVERY CLICK MATTERS**

**FROM DATA BREACH
TO DEFENSES**

**STAYING INFORMED IS YOUR
FIRST LINE OF DEFENSE**



Aliya Noor

**Associate Partner
Ahmad Alagbari Chartered
Accountants**



Follow @Aliya Noor on
LinkedIn



احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS

LEA
global

ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ Cybersecurity Weapon	◆ Purpose in Battle	⚡ Technology Power	🛡️ Combat Advantage
AI-Powered Threat Detection (SIEM)	Detects and mitigates cyber threats in real-time	Artificial Intelligence & Machine Learning	Prevents breaches by identifying anomalies and suspicious activities early.
Biometric Authentication	Enhances security by verifying user identities	AI-Driven Biometric & Identity Security	Eliminates password-based risks, strengthens identity verification through AI pattern recognition.
Automated Security Testing (AST)	Automates security testing to detect vulnerabilities	AI & ML-Powered Vulnerability & Penetration Testing	Speeds up vulnerability detection with AI automation, ensuring proactive security measures.



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

CYBERSECURITY



Relation to Sun Tzu:

*"Like Sun Tzu's advice on **choosing battles wisely**, cybersecurity tools **empower** auditors to **focus on protecting critical data** while knowing when to **call for reinforcements**."*



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

"ALL WARFARE IS BASED ON
DECEPTION."

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



Fraudsters Thrive on Deception

“Hiding behind **complex systems** and manipulative practices. **Technology**, however, gives us the **upper hand**. **Blockchain** isn't just a tool; it's a **fortress of transparency**. By mastering it, auditors and accountants can expose the hidden and rebuild trust. Knowledge of this tool is your first step in **winning the battle against deception**.”



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



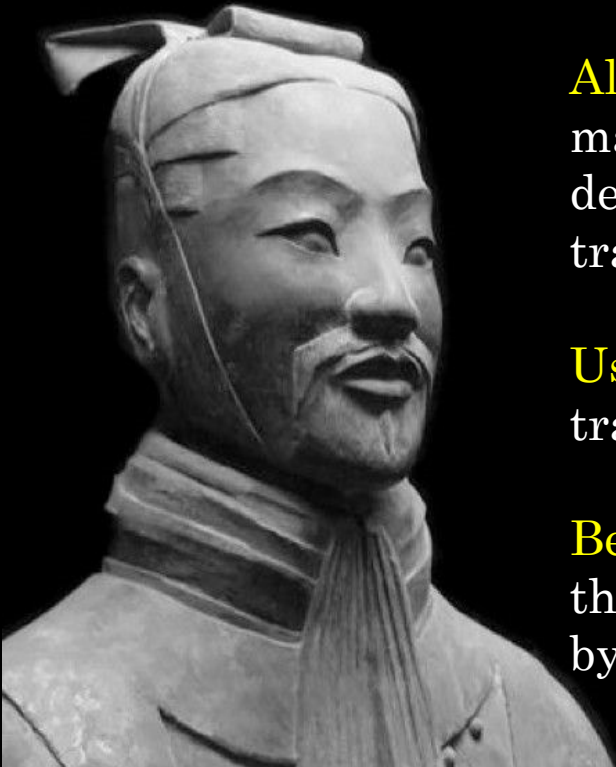
BLOCKCHAIN

Practical Takeaway for Auditors and Accountants:

All warfare is based on deception: Fraudsters use intricate techniques to manipulate systems and obscure their tracks. Blockchain eliminates this deception by offering an immutable ledger, ensuring transparency in transactions.

Use blockchain as a shield: Leverage blockchain tools to validate ownership, track transactions, and uncover anomalies with unparalleled accuracy.

Be proactive, not reactive: Deploy blockchain systems to preempt fraud rather than simply responding to it. The battle is won by anticipating deception, not by falling victim to it.



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ Blockchain Audit Tool

◆ Purpose in Battle

⚡ Technology Power

🛡️ Audit Advantage

EY Blockchain Analyzer	Enables auditors to analyze blockchain transactions	AI, Machine Learning, Data Analytics	Enhances risk assessment and fraud detection in crypto transactions
PwC Halo	Validates cryptocurrency transactions for audits	Blockchain Forensics, Smart Contracts	Provides real-time assurance and transaction integrity
Deloitte Blockchain Audit Suite	Monitors and verifies digital assets	Distributed Ledger Technology (DLT), AI	Ensures transparency and accuracy in financial reporting
KPMG Chain Fusion	Integrates blockchain data with financial systems	AI, Cloud Computing, Data Standardization	Bridges compliance gaps and improves blockchain audit efficiency



Aliya Noor

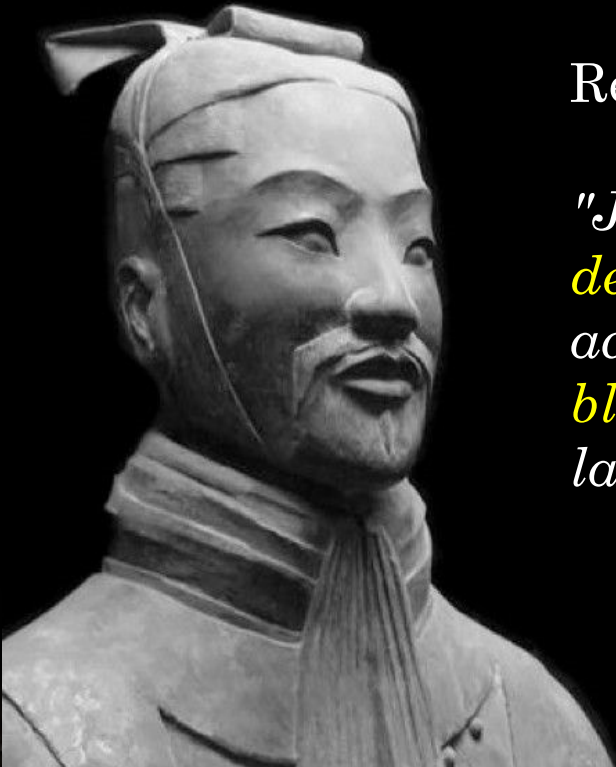
Associate Partner
Ahmad Alagbari Chartered Accountants



Follow @Aliya Noor on LinkedIn

THE ART
OF WAR

BLOCKCHAIN



Relation to Sun Tzu:

*"Just as Sun Tzu **reveals** the importance of **uncovering hidden deceptions** in **battle**, blockchain allows auditors to **expose** fraudulent activity and **secure trust** through **transparency**. By understanding **blockchain's strengths**, auditors can **unveil** truths **buried beneath** layers of complexity."*



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

"EVEN THE BEST SWORD NEEDS TO BE
SHARPENED FROM TIME TO TIME."

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS



Rapid Changes in Tax Regulations

"Tax professionals, CFOs, and auditors **operate** in a rapidly **evolving regulatory landscape** where **compliance** is a **moving target**. The **best tax strategy** is **not static**—it requires **continuous adaptation** and **refinement**.

AI-powered **taxation** software tools **help** businesses **stay updated** with **changing tax laws**, **automate compliance**, and **optimize tax planning**, ensuring that their **financial strategy** remains as **sharp** as ever."



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ Taxation Software Tool	◆ Purpose in Battle	⚡ Technology Power	🛡️ Combat Advantage
Thomson Reuters ONESOURCE	Automates tax compliance & reporting	AI, Cloud Tax Solutions, Data Analytics	Reduces errors and ensures global tax compliance
Avalara AvaTax,	compliance automation, and data-driven tax planning	Artificial Intelligence (AI), machine learning, and cloud computing	ensure real-time tax regulation updates,.
SAP Tax Compliance	Integrates tax compliance with ERP systems	AI, Predictive Analytics, Automation	Enhances real-time tax monitoring and regulatory adherence
Vertex Cloud	Handles indirect taxes (VAT, GST, Sales Tax)	AI, Cloud-Based Tax Automation	Simplifies complex tax calculations and improves accuracy



Aliya Noor

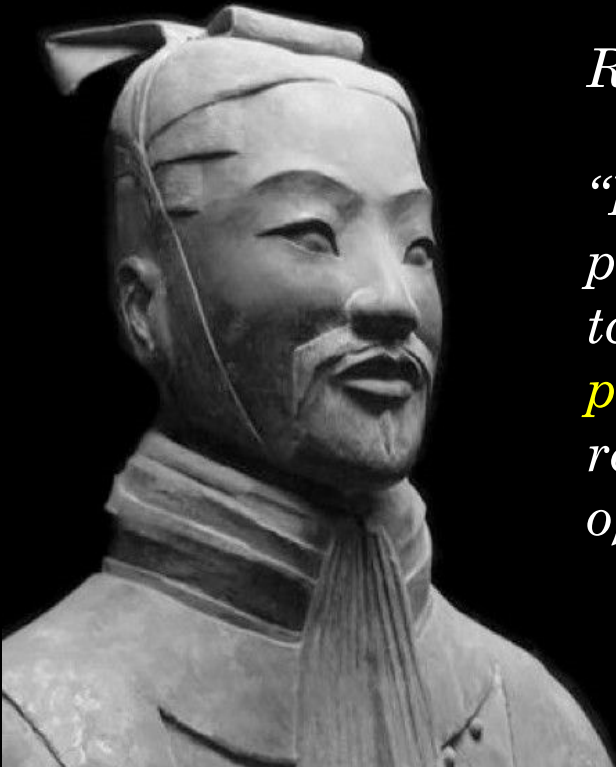
Associate Partner
 Ahmad Alagbari Chartered
 Accountants



Follow @Aliya Noor on LinkedIn

THE ART
 OF WAR

ARTIFICIAL INTELLIGENCE



Relation to Sun Tzu:

*“Like a warrior **sharpening his sword** to stay battle-ready, tax professionals must **refine** their **compliance strategies** with **AI-driven** taxation tools. Just as Sun Tzu emphasizes the need for **constant preparation**, AI-powered tax software **ensures** that **businesses** remain **agile, precise, and compliant** in the **ever-changing battlefield of taxation.**”*



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

"OPPORTUNITIES MULTIPLY AS
THEY ARE SEIZED."

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



AI is Eating Wall Street?

"The financial industry is experiencing a rapid transformation driven by AI, reshaping traditional banking operations and decision-making.

AI-powered tools enable banks to optimize document processing, enhance productivity, and provide data-driven insights, significantly reducing the time and resources required for regulatory filings and investment analysis.

Those who embrace AI are gaining a competitive advantage, streamlining processes, and maximizing efficiency."



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



AI is Eating Wall Street?

CEO David Solomon highlighted that AI can now draft **95%** of an **IPO prospectus** in **minutes**, a task that previously required a **six-person** team **two weeks** to complete.

The last **5%** now **matters**, because the rest is now a **commodity**.

last 5 percent **highlights** the growing **interplay** between **automation** and **human oversight**.

where **AI handles** repetitive work, and **humans** provide the **critical judgment** and **ethical considerations** that **machines** lack.



Goldman Sachs CEO says that AI can draft 95% of an IPO prospectus in minutes



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ AI Software Tool	◆ Purpose in Battle	⚡ Technology Power	🛡️ Combat Advantage
JPMorgan AI Chatbots	Automates day-to-day tasks & improves efficiency	AI, Natural Language Processing (NLP)	Enhances workflow automation and investment insights
JPMorgan AI Portfolio Models	Identifies investment opportunities	Machine Learning, Predictive Analytics	Supports portfolio managers in optimizing investments
Morgan Stanley 'Debrief'	AI-generated meeting summaries & insights	AI, NLP, Generative AI	Improves executive decision-making and documentation
Wells Fargo AI Chatbots	Enhances customer service with automated responses	AI, Virtual Assistants, NLP	Provides faster and more personalized banking support



Aliya Noor

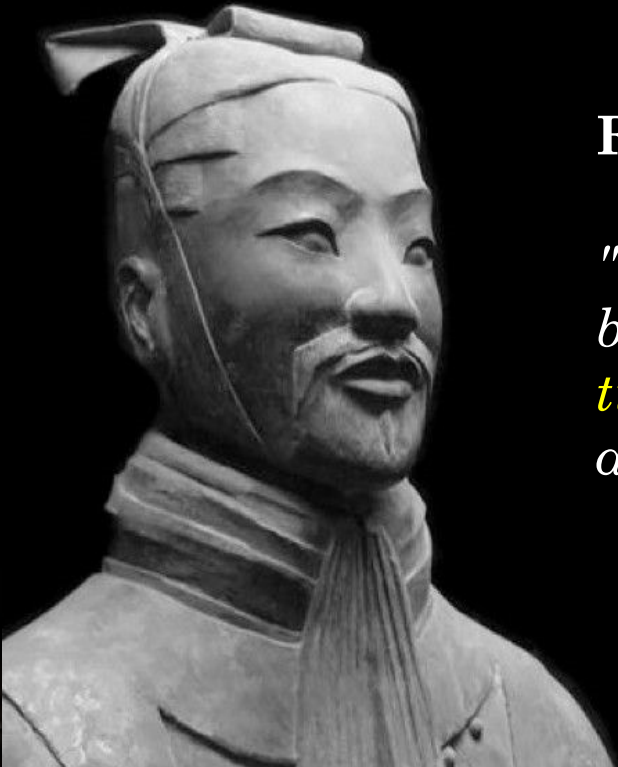
Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

FINANCIAL INDUSTRY



Relation to Sun Tzu:

*"Success belongs to those who **act swiftly** and **seize opportunities** before others. By **leveraging AI**, financial institutions can transform **time-intensive tasks** into **near-instant processes**, staying ahead in an increasingly **competitive industry**."*



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

"THE OPPORTUNITY OF DEFEATING
THE ENEMY IS PROVIDED BY THE
ENEMY HIMSELF.."

~ SUN TZU



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS



Money launderers Leave Traces Illicit Activities

"Money launderers leave traces in their attempts to hide illicit activities. Advanced AML software takes advantage of these subtle inconsistencies, using them as opportunities to detect and prevent financial crime before it escalates."



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ AML Weapon	◆ Purpose in Battle	⚡ Technology Power	🛡️ Combat Advantage
Oracle Financial Services AML	Intelligence-driven risk detection	AI & Machine Learning	Identifies patterns & anomalies in real-time
Actimize AML Suite	Real-time fraud prevention	AI & Big Data Analytics	Adapts to evolving laundering tactics
Thomson Reuters CLEAR	Deep investigative analytics	Big Data & Cloud Computing	Aggregates vast data, uncovers hidden connections



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants

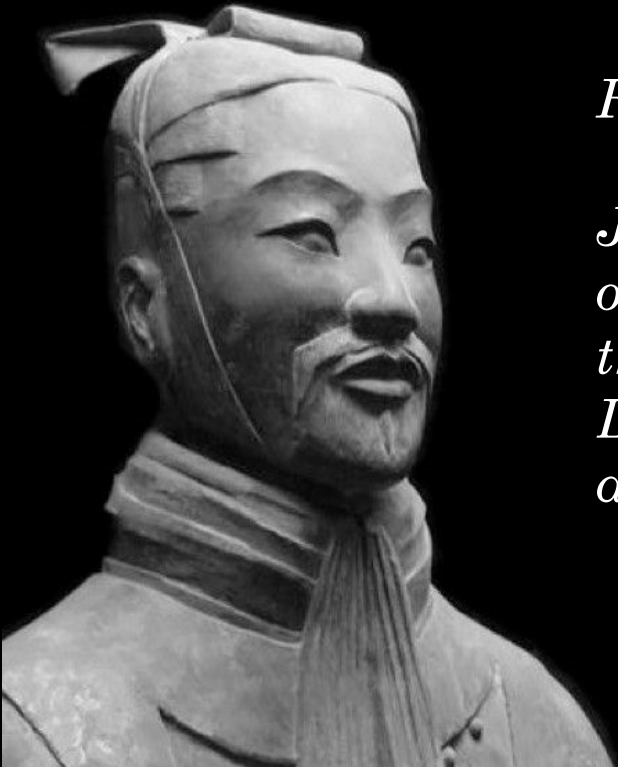


Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

GOOGLE CLOUD'S ANTI MONEY LAUNDERING AI





Relation to Sun Tzu:

*Just as Sun Tzu emphasizes that an enemy's own actions create the opportunity for defeat, money launderers leave **digital footprints** in their **attempt to conceal** illicit activities. **Modern AML** (Anti-Money Laundering) technologies **leverage** these **inconsistencies** to **detect** and **prevent financial crime** before it escalates.*



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ KYC/CDD Software Tool

◆ Purpose in Battle

⚡ Technology Power

🛡️ Combat Advantage

Refinitiv World-Check	Identifies high-risk individuals & entities	AI, Global Risk Intelligence, Data Analytics	Enhances AML compliance and reduces fraud risks
Trulioo GlobalGateway	Digital identity verification for global customers	AI, Big Data, API Integrations	Automates compliance across multiple jurisdictions
LexisNexis Risk Solutions	Customer risk assessment & transaction monitoring	AI, Predictive Analytics, Risk Scoring	Strengthens KYC compliance with real-time risk insights
ComplyAdvantage	AI-driven AML screening & transaction monitoring	Machine Learning, NLP, Adverse Media Checks	Detects suspicious activities and enhances due diligence



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

THE ART OF DATA WARFARE MASTERING THE FLOW OF INFORMATION



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

"STRATEGY WITHOUT TACTICS IS
THE SLOWEST ROUTE TO VICTORY.

TACTICS WITHOUT STRATEGY IS
THE NOISE BEFORE DEFEAT."

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS



Think strategic!

"Think strategic! Your tech strategy should be a fortress—secure, innovative, and adaptable. And when you execute, let your competitors hear the roar of your innovation."



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ Big Data Analytics Tool	◆ Purpose in Battle	⚡ Technology Power	🛡️ Combat Advantage
Google BigQuery	Processes massive datasets for financial insights	Cloud Computing, SQL-based Analytics	Enables real-time financial reporting and fraud detection
Amazon Redshift	Data warehousing for scalable financial analytics	AI, Machine Learning, Predictive Analytics	Enhances cost efficiency and revenue forecasting
Tableau	Visualizes financial trends and anomalies	Data Visualization, Business Intelligence	Improves decision-making with clear financial insights
Microsoft Power BI	Integrates and analyzes e-commerce financial data	AI, Cloud Integration, Data Mining	Enhances financial planning and revenue optimization



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

BIG DATA ANALYTICS

Relation to Sun Tzu:

*"Like Sun Tzu's **victorious warriors**, who **secure success** through **preparation**, Finance professionals using Big Data analytics can **foresee** and **address risks** before **stepping** into the field."*

- Data analytics is our **strategic intelligence**.
- Identifying patterns, anomalies, and risks is **crucial for victory**.



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

AUTOMATING THE TROOPS DEPLOYING OUR AUTOMATED FORCES



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

"THE SUPREME ART OF WAR IS
TO SUBDUE THE ENEMY
WITHOUT FIGHTING."

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS



Automation is your Silent Ally

"Automation is your silent ally. Let technology handle the grunt work—data entry, reconciliations, compliance checks. Free your time for what matters: strategy, analysis, and growth.

Win the battle without lifting a finger."



er
artered



Follow @Aliya Noor on
LinkedIn



In the ever-evolving landscape of artificial intelligence, three powerful forces are reshaping our world: predictive, prescriptive, and generative AI.

PREDICTIVE AI: THE CRYSTAL BALL OF THE DIGITAL AGE

AI uses historical data and machine learning algorithms to **forecast future** outcomes with **remarkable accuracy**.

PRESCRIPTIVE AI: THE DIGITAL DECISION-MAKER

If predictive AI is the crystal ball, then prescriptive AI is the **wise sage** your **personal AI strategist** telling you what to do with that knowledge. recommending **specific actions** to **achieve desired outcomes**. It can weigh **pros and cons**, **calculate risks**, and suggest the **best course of action** in **complex scenarios**. It is a tool to **aid decision-making**, not replace human judgment entirely



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



GENERATIVE AI: THE DIGITAL ARTIST AND INNOVATOR

If predictive AI is about forecasting the future and prescriptive AI is about making decisions, generative AI is all about **creating something entirely new**.

In this **AI-powered future**, those who can **effectively leverage** these **technologies** – understanding their **strengths**, **limitations**, and **interplay** – will be **best** positioned to **thrive**.

So, whether you're a business leader, or simply a curious individual, **now is the time** to **familiarize** yourself with these **AI powerhouses**.

The **future is here**, and it's being **shaped** by predictive, prescriptive, and generative AI.



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

ADVANCED BATTLEFIELD TACTICS (TECHNOLOGY IN ACTION)

◆ Finance Automation Software Tool

◆ Purpose in Battle

⚡ Technology Power

🛡️ Combat Advantage

UiPath Finance Automation	Automates financial processes & reporting	AI, Robotic Process Automation (RPA), ML	Reduces manual tasks and improves accuracy in financial workflows
BlackLine	Streamlines financial close & reconciliation	AI, Cloud Computing, Automated Workflows	Enhances efficiency in month-end closing and audit readiness
SAP Intelligent Robotic Process Automation	Automates repetitive finance tasks	AI, RPA, Cloud ERP Integration	Increases productivity and ensures compliance in financial operations



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

ROBOTIC PROCESS AUTOMATION (RPA)



Relation to Sun Tzu:

*"Just as Sun Tzu emphasizes **winning without** direct confrontation, **AI-powered tools** helps Finance professionals achieve **efficiency without** unnecessary effort."*



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

THE GRAND STRATEGY PLANNING THE CAMPAIGN



Aliya Noor
Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

“VICTORIOUS WARRIORS WIN
FIRST AND THEN GO TO WAR.”

~ SUN TZU



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS

LEA
global

Secret To Success

"The Secret To Success? Preparation. Before adopting new technologies, master their potential. Invest in training, study trends, and ensure your tech stack is battle-ready. Only then can you step into the field with confidence."

- Develop a clear technology strategy aligned with business goals.
- Prioritize investments based on strategic importance.
- Implement incrementally and effectively.



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS



VICTORIOUS WARRIORS



Relation to Sun Tzu:

*“Just as Sun Tzu emphasizes that a **victorious warrior** prepares meticulously **before entering battle**. Similarly, Finance professionals must **master their tech arsenal before implementation**.”*



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

TRAINING OUR WARRIORS DEVELOPING THE SKILLS FOR VICTORY



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



THE ART OF WAR

"THE SKILLFUL FIGHTER PUTS HIMSELF INTO A POSITION WHICH MAKES DEFEAT IMPOSSIBLE."

~ SUN TZU



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS



Be the Indispensable Strategist

"The technological landscape is **constantly changing**. We must **remain agile** and adapt our strategies as needed. To **future-proof your career**, **position yourself** where **technology cannot replace you**—focus on **advisory roles, strategy, and critical decision-making**. Be the **indispensable strategist, not just the executor**"



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري
HMAD ALAGBARI
CHARTERED ACCOUNTANTS



SKILLS BUILDING



Relation to Sun Tzu:

*“Sun Tzu’s focus on establishing an **unassailable position**.
Positioning yourself as **irreplaceable** ensures you **remain valuable**,
even in a **tech-driven landscape**.”*



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

THE ART OF WAR

"IF QUICK, I SURVIVE. IF NOT QUICK, I AM LOST."

~ SUN TZU



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

احمد الاغبري | تدقيق الحسابات
AHMAD ALAGBARI
CHARTERED ACCOUNTANTS

LEA
global

Speed is the Currency of Today's World

"Speed is the **currency** of today's world. In a world where delays are unacceptable, let **speed be your edge**."



Aliya Noor

Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



Not Every Tech Trend is Worth Your Resources

"Not every tech trend is worth your resources. Learn to distinguish between shiny distractions and transformative tools. Focus your energy where the ROI is undeniable."



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn



FINAL TAKTIK

Relation to Sun Tzu:

“Sun Tzu focuses on speed as the essence of victory. In finance and auditing, delay is defeat.”

Fraud evolves, risks multiply, regulations shift—those who hesitate are already lost.

The strongest warriors are those who harness AI, automation, and real-time analytics to strike first and adapt fast.

THE SLOW REACT. THE SWIFT LEAD.”

🔥 ADAPT. ACT. CONQUER. 🔥



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

THE ART
OF WAR

Thank you



Associate Partner
Ahmad Alagbari Chartered
Accountants



Follow @Aliya Noor on
LinkedIn

