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Big Data. Bold Intelligence. Brilliant Results.

# AI-Driven Innovation Across the MENA



# About Us

Every day, we embrace continuous reinvention. We create value for all our clients in every part of the world. Our global partnerships fuel us to deliver value beyond mere compliance and cruise towards the sustainable growth and change.

## Overview


 **550+**  
Employees

 **05**  
Development Centers

 **08**  
Global Offices

 **18+**  
Years of Experience

## Achievements


 **800+**  
Mobile Apps Published

 **50+**  
In-house Products

 **1500+**  
Applications Developed

 **30+**  
Millions of users touched

## Clientele

 **1200+**  
Clients

 **30+**  
Industry Verticals

 **50+**  
Countries

 **95%**  
Client Retention

## Partners

**Microsoft®**

**aws**

**SAP**

**Magento®**

 **Google Cloud**

  
**Google Partner**

# Empowering Businesses Beyond the Digital Frontier

## Our Mission

To deliver exceptional software products and services that solve our clients' challenges and drive sustainable success through strong partnerships, ensuring lasting value and growth.

## Our Vision

To make a lasting impact on clients' success by empowering their businesses with advanced digital solutions, driving growth, improving efficiency, and fostering innovation globally.

## Our Values

Integrity, Innovation, Collaboration. We prioritize transparency and trust, innovate with purpose, and collaborate closely with clients to deliver impactful software solutions that drive mutual success.



### Large Enterprises

Build enterprise-grade apps and web platforms designed to reduce complexity and costs.



### Small to Medium Enterprise

Reduce operational costs and minimize risks and complexities with our custom integration services.



### Small to Medium Business

Find the right technologies to execute mission-critical projects in limited costs.



### Start-ups

Bring clarity and uniqueness to your brand with our fresh and creative branding ideas.



# Our Team

550+

Tech Talent

250+

Senior Level Engineers

50+

Technologies Expertise

1500+

Projects Deployed

Our team consists of over 550 dedicated professionals who excel in Agile methodologies to deliver flexible, on-demand solutions tailored to your needs. We offer self-managed teams that ensure seamless execution and high-quality results.

AI/ML Engineers	iOS	Android	React Native	Flutter
Node.js	PHP	Python	Database Administrator	Shopify
ASP.NET	Frontend	Backend	FullStack	DevOps Engineer
Project Manager	UX/UI Designer	Cloud Engineer	Product Owner	Quality Analyst
Business Analyst	Scrum Master	Cross Platform	WordPress	Laravel



# Certificate & Group Overview

We're ISO certified, which means we meet the highest quality and reliability standards.



## ISO

9001:2015  
Quality Management

## ISO

27001:2013  
Information Security

## Group Overview

Building a new tomorrow with our group of companies to support universal access to quality products, innovation and collaboration.





# Our Service Expertise

We bring you agile solutions to navigate your digital transformation. We deliver on the promise of personalization.

## Artificial Intelligence

AI Consulting and Integration

MLOps

NLP

Chatbot Development

Deep Learning

Generative AI

## Digital Transformation & Modernization

UI/UX Consulting

Web & Mobility Solutions

Data Analytics & BI

Cloud Migration

Legacy Modernization

Process Automation

Customer Experience Enhancement

## Digital Product Engineering

Product Design and Prototyping

Software Development

Data Engineering

API, Full Stack Development

UI/UX Design

## Application Development

Custom Software

Web Application

Mobile App

PWA

SaaS

CMS

Quality Assurance and Testing

## IT Staff Augmentation

Developers

Designers

BA

Project Managers

QA

Data Scientists

## Internet of Things

IoT Applications

Wearable App

Voice Enabled Technology Solutions

## Cloud Computing

Cloud Management Services

Cloud Infrastructure & Implementation

DevOps As A Service

## Data Analytics

Data Science

Big Data Implementation

Big Data Analytics



# Industry Impact

1500+ Projects

Delivered Globally

30+ Industries

Serving Worldwide

From healthcare to logistics, our intelligent solutions scale effortlessly. We tailor every experience to meet industry demands and drive measurable impact.



## Healthcare & Lifesciences

Get built custom health & wellness solutions



## E-Commerce Solutions

Create high-performance & robust applications



## Transport & Logistics

Fasten the pace of order fulfilment



## Social Networking

Connect, communicate & collaborate



## Real Estate

Automate buying and selling of properties



## Education & eLearning

Custom eLearning app solutions for all



## Banking, Finance & Insurance

Powering you with new efficiencies & innovation



## Travel & Hospitality

Solutions to delight customers digitally



## Enterprise Retail & Manufacturing

Take a leap in performance & productivity



## Oil & Gas

Unlock the potential of our digital solutions



## Media & Entertainment

Enhance your content value



## On Demand Delivery

Deliver goods/services anytime, anywhere



# Value Proposition

We integrate expert talent, agile workflows, future-ready solutions, and precision execution to deliver scalable, customer-centric digital outcomes—every time.

■ TALENT ■-----■ WORKFLOW ■-----■ DIGITAL SOLUTIONS ■-----■ PLANNING ■-----■ EXECUTION ■

## Responsive Development Team

- Agile Experts
- Long-Term Partnership
- Customer-Centric Approach
- Transparent Communication
- Collaborative Environment
- Customer-Centric Approach
- Results-driven Mentality

## Streamlined Delivery

- Agile Delivery Models
- Streamlined Efficiency
- Data-Driven Decisions
- Negligible Operational Overheads
- Multiple ISO Certifications
- Robust Governance Model

## Empowering Innovation

- Dedicated team for technology enablement
- Pre-built components for rapid development
- Active development community
- Future-Proof Solutions
- Platform Agnostic Expertise
- Security at the Forefront
- Continuous learning

## Clear Vision, Defined Path

- Data-Backed recommendations
- Scalability for Growth
- Collaborative Innovation
- Unified company mission
- Proactive market responsiveness
- Scalable team structure
- Execution-oriented leadership
- Best-in-breed solutions through strategic alliances

## Quality Assurance

- 95% client retention
- Proven Track Record
- Dedicated Project Management
- Passionate and results-oriented teams
- Collaborative decision-making
- Open communication and conflict resolution
- Metrics-driven performance



# Our Clientele

Our partnerships span industries and continents—delivering future-ready digital solutions that drive growth, performance, and customer impact at scale.

Banking & Financial Services



Media & Entertainment



Digital Product & Platforms



Ecommerce



Healthcare

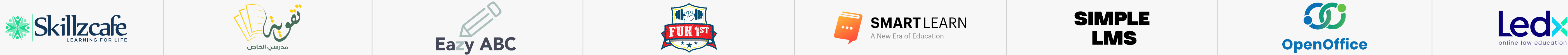




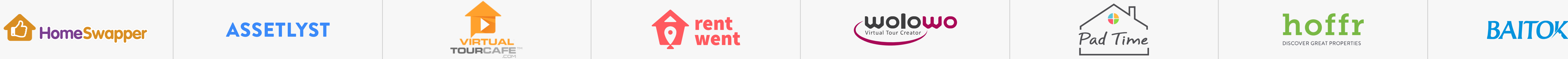
# Our Clientele

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Education & Learning



Real Estate



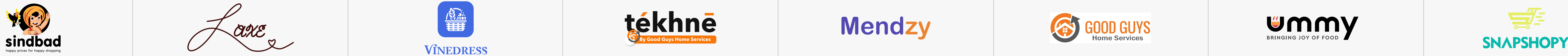
Transport & Logistics



Social Networking



On Demand Services



Enterprise Account







# Our Work

See the real-world results of our commitment to excellence and digital transformation.



# Taqwea

From static to interactive – how real-time tutor-student connection transformed the online learning experience



## Overview

Taqwea is an education marketplace platform connecting students with specialized tutors through virtual consultations. It enables booking one-to-one classes or webinars, supports multiple learning modes, and offers seamless online payments.

## Features At a Glance

- Virtual consultations via chat, audio, and video
- Class and Webinar Management
- Bilingual support: English and Arabic
- Integrated online payment system
- Class recording and replay options
- Real-time notifications and referral system

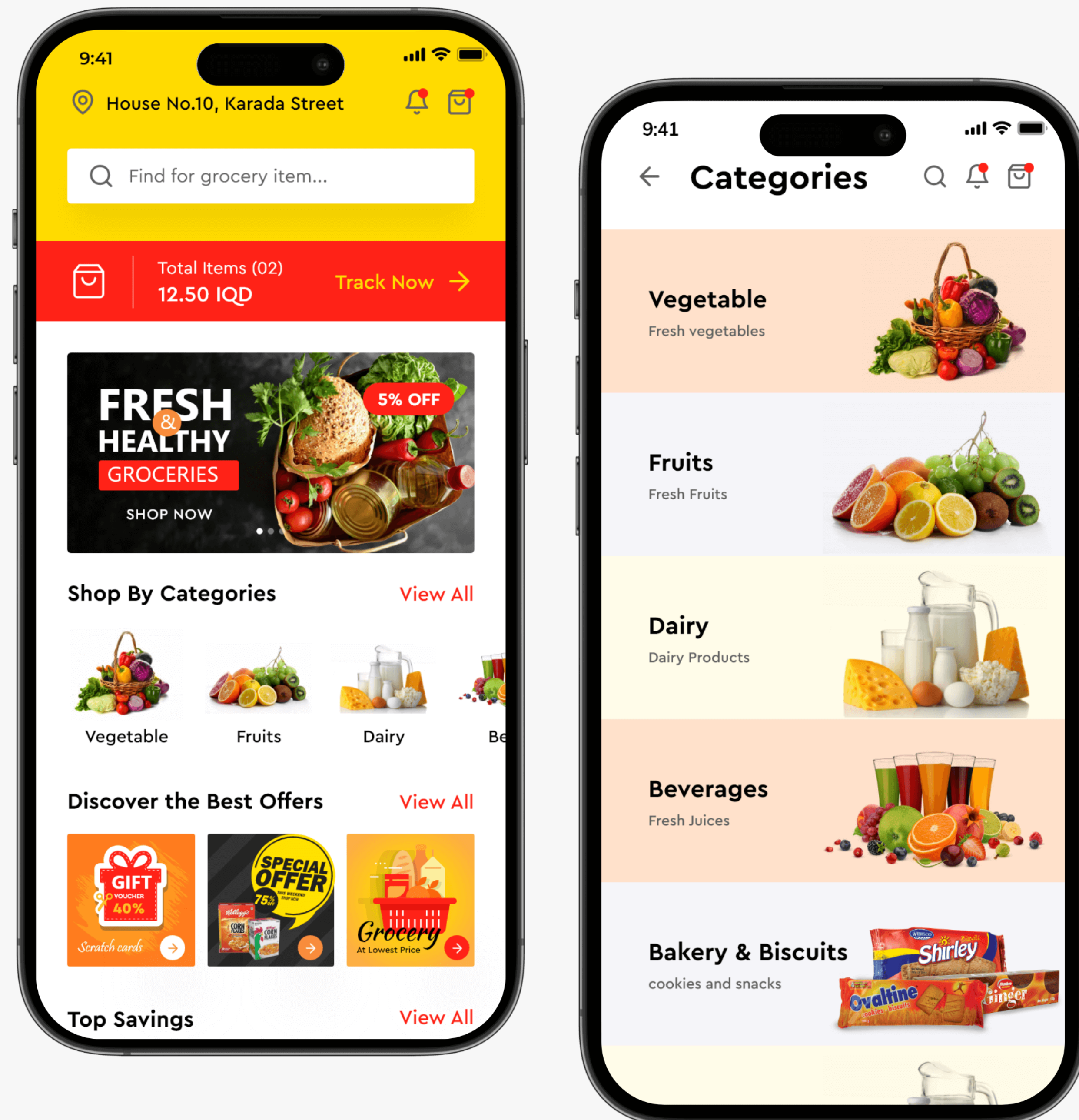
## Project Impact

By combining virtual consultations, class management, and bilingual capabilities, Taqwea boosted student participation by 160% and improved the effectiveness of educational content delivery.



# Sindbad

Grocery shopping reinvented – how personalized packages and speedy delivery changed grocery shopping experience



## Overview

Sindbad is an on-demand grocery delivery app connecting users, delivery personnel, and vendors to deliver daily essentials right to customers' doorsteps.

## Features At a Glance

- Family Grocery Packages
- Customizable package options
- Rich product views with secure payments
- Order tracking and history
- Vendor and delivery management
- Multi-role access: Customer, Delivery Boy, Vendor, Admin

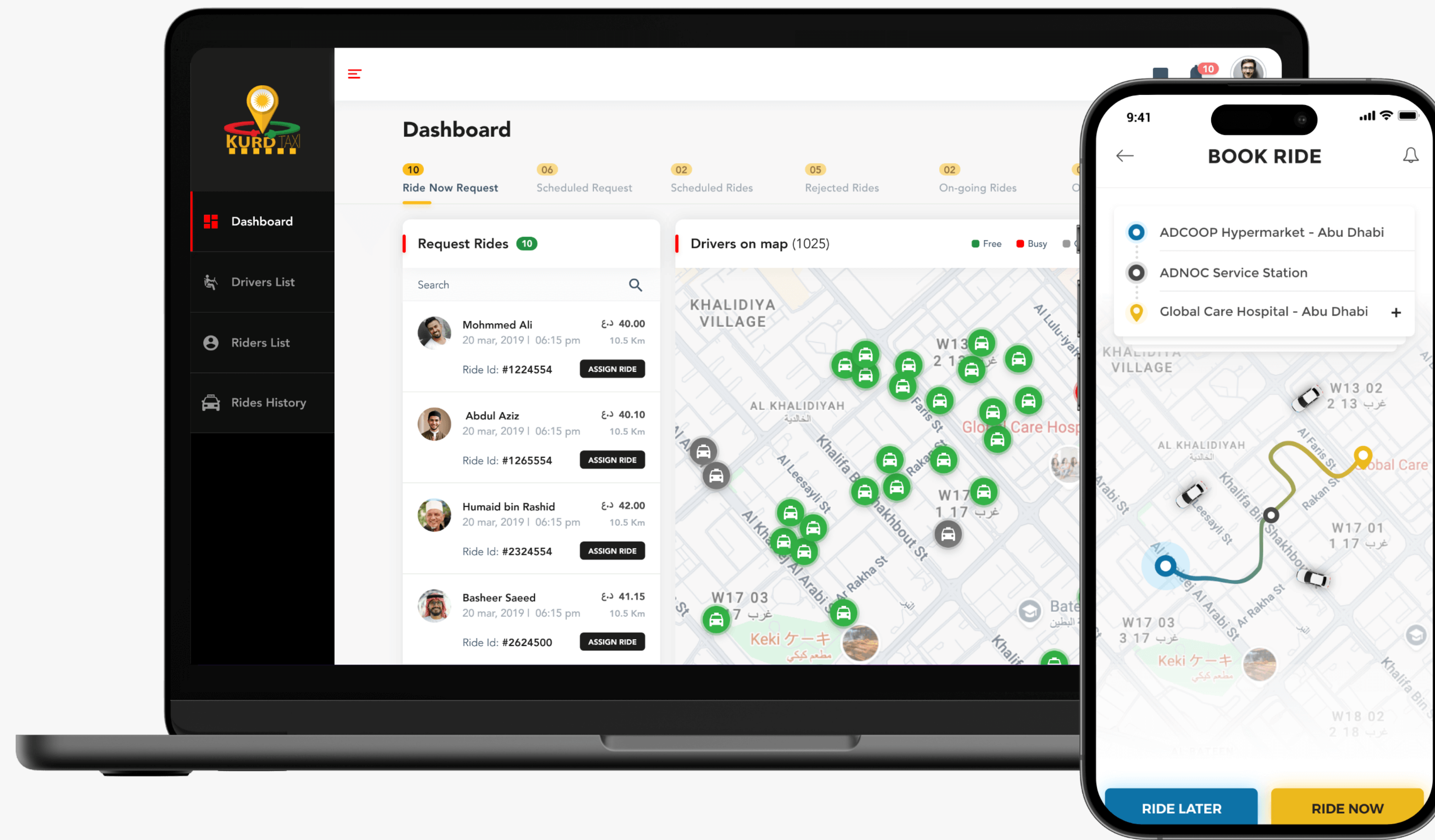
## Project Impact

By reducing order times and introducing grocery packages, Sindbad achieved a notable 2X increase in sales and strengthened its presence in the local market.



# Kurd Taxi

Faster, easier, everywhere – how a modern taxi solution streamlined rides and boosted travel convenience in kurdistan



## Overview

The Kurd Taxi App is a taxi booking solution designed for smooth travel within Kurdistan. This app is specifically designed to be easy to use and hassle-free, with the main goal of improving the quality of airport taxi services.

## Features At a Glance

- Easy onboarding for users, drivers, and agents
- Real-time ride tracking and status updates
- Flexible ride request and cancellation options
- Communication channels between drivers and users
- Detailed fare calculation and discount options
- Efficient ride assignment and payment management

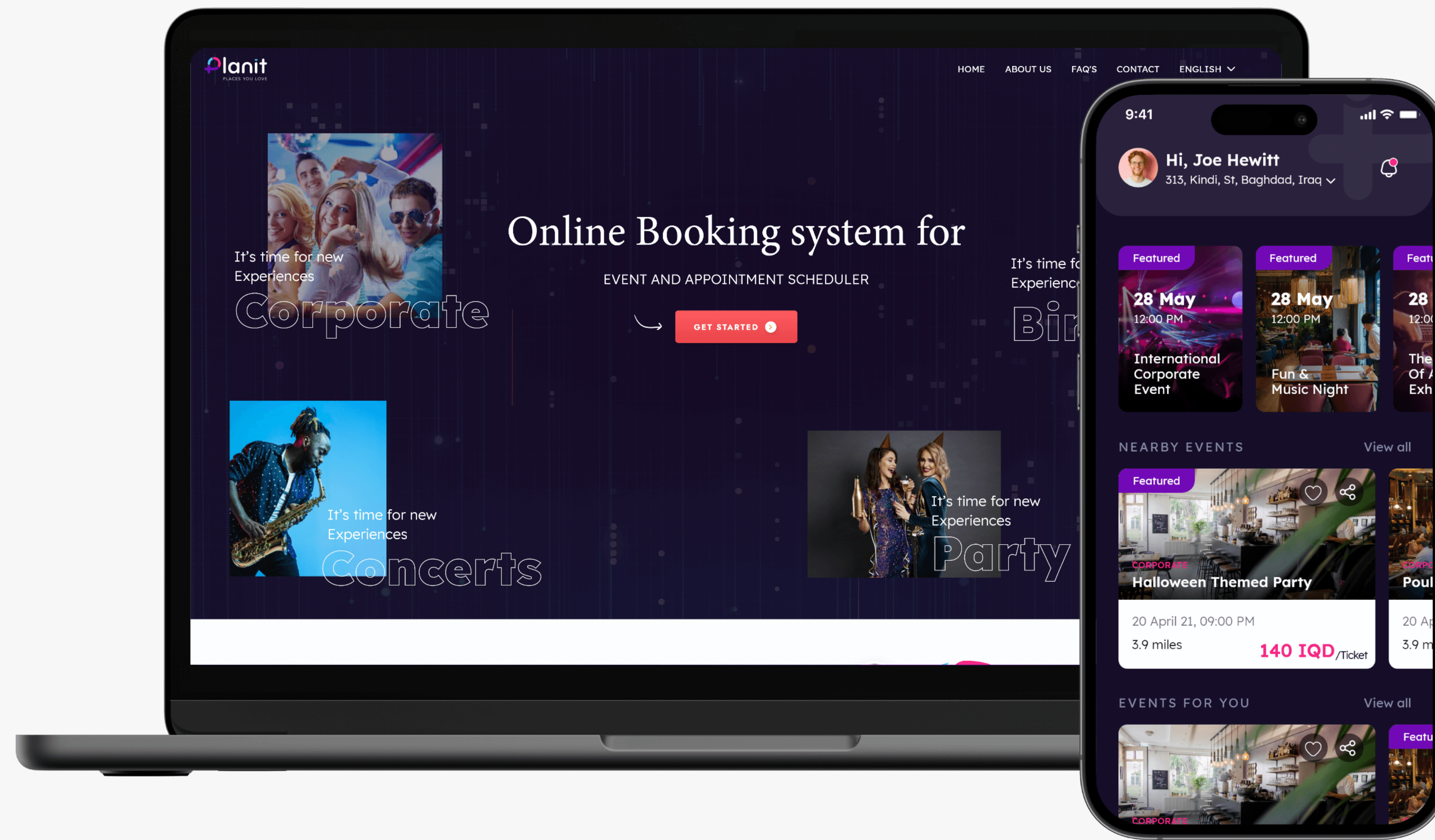
## Project Impact

With detailed fare calculation and flexible ride requests, the Kurd Taxi App greatly improved transportation in Kurdistan, boosting user satisfaction by 40% and enhancing operational efficiency.



# Planit

No more fomo – how effortless event discovery and instant qr ticketing redefined entertainment access



## Overview

PlanIt is a dynamic app designed to help users discover local events and popular hotspots. It simplifies finding and booking events, restaurants, and activities, offering a seamless experience for both tourists and locals.

## Features At a Glance

- Event Discovery
- Ticket Booking
- QR Code Integration
- Detailed Listings
- Notifications

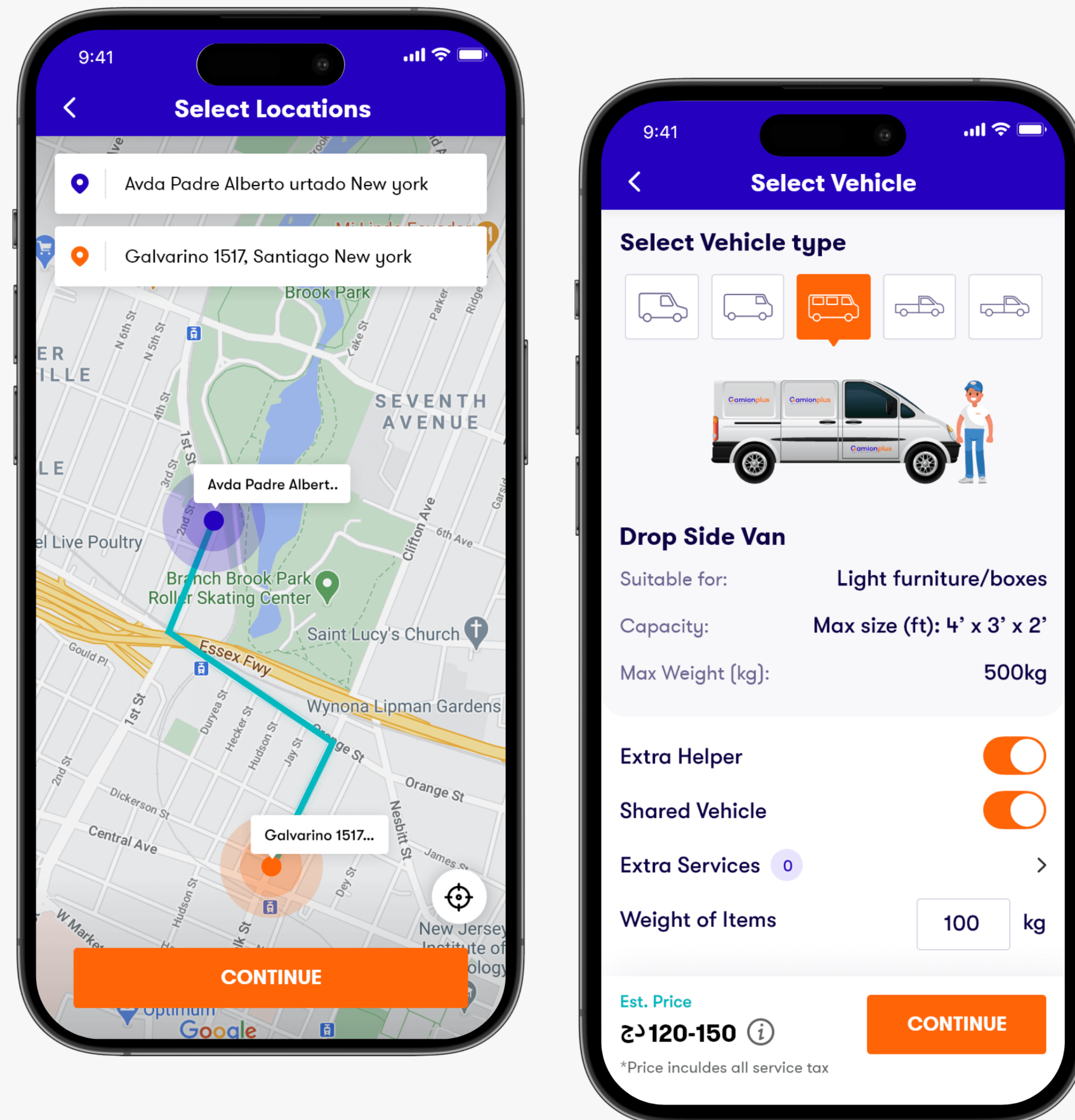
## Project Impact

PlanIt significantly increased the volume of local event bookings by 80% and enhanced user satisfaction by simplifying the discovery and booking process, leading to greater visibility for local businesses and popular hotspots.



# Camion Plus

Next-gen trucking logistics: seamless booking & live tracking improved delivery processes for camion plus



## Overview

Camion Plus is designed to simplify trucking deliveries. Users can select and book trucks or vehicles based on their needs, ensuring timely and efficient product delivery with a user-friendly interface and comprehensive features.

## Features At a Glance

- Easy Vehicle Booking
- Accurate cost calculations
- Live GPS route monitoring
- Flexible Payment Options
- Direct communication with drivers

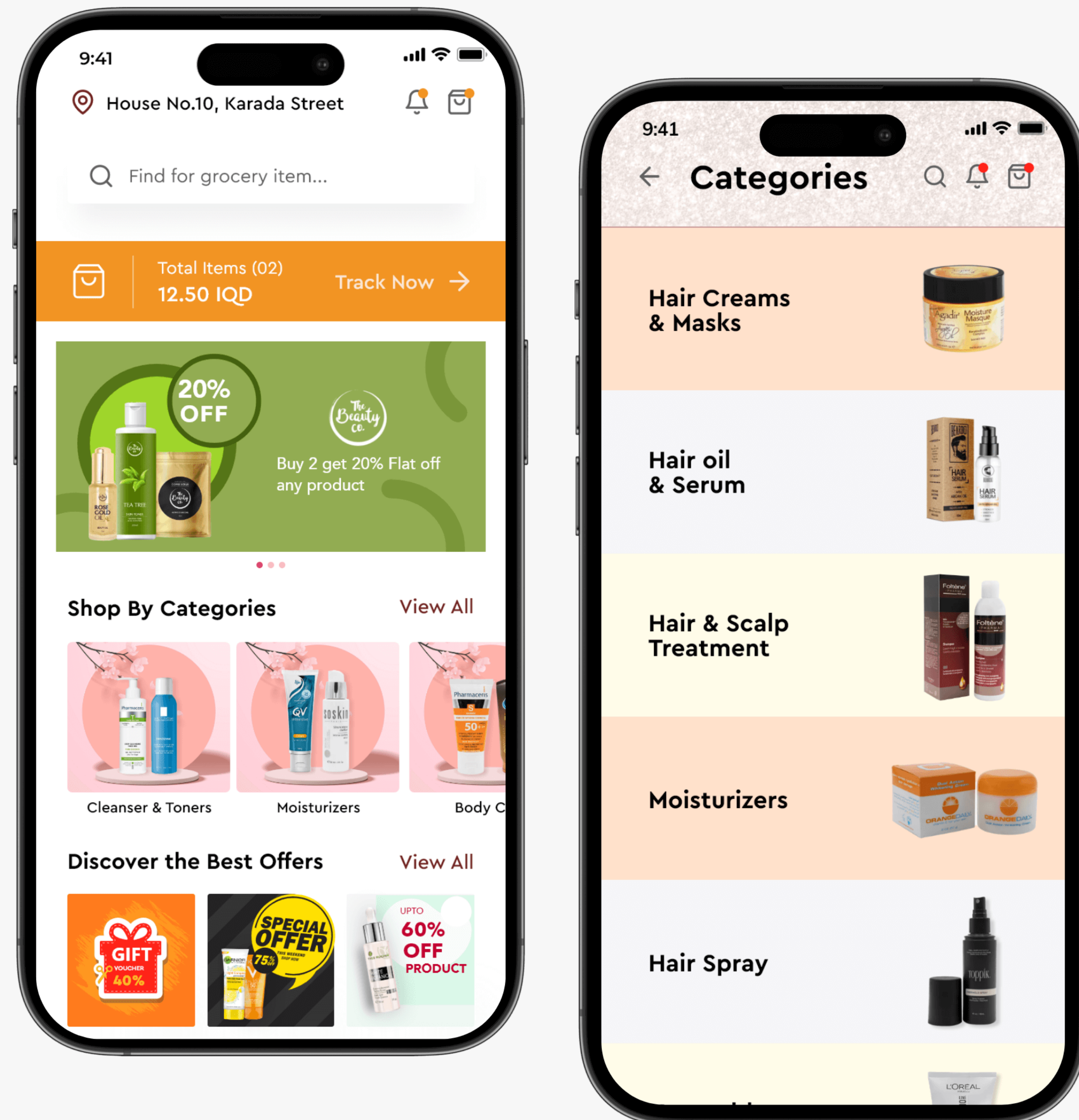
## Project Impact

Camion Plus achieved 5X faster booking processes and increased customer engagement by 120% and sustained 15% cost reduction through its efficient, automated delivery system and accurate route monitoring.



# Laxe

How real-time delivery and personalized filters boosted cosmetic company's sales by 145%



## Overview

Laxe is an on-demand app designed to revolutionize cosmetic shopping by delivering a wide range of products directly to users' doorsteps.

## Features At a Glance

- Quick and simple user registration and access
- Comprehensive Product Listings
- Personalized Product Searches
- Access to special promotions and discounts
- Multiple Payments Options
- Product Reviews and Ratings

## Project Impact

With a customer-focused strategy, which included personalized search options and streamlined order management, Laxe boosted customer engagement by 300% and doubled their repeat purchases.



# Tryndx

From reactive to proactive: a precision trading platform transformed the approach for financial professionals



## Overview

Tryndx is a sophisticated trading journal platform designed to help traders analyse their stock market performance.

## Features At a Glance

- Personalized Analytical Dashboard
- Performance reports & Insights
- Trade Evaluation
- Community Access
- Emotional Tracking

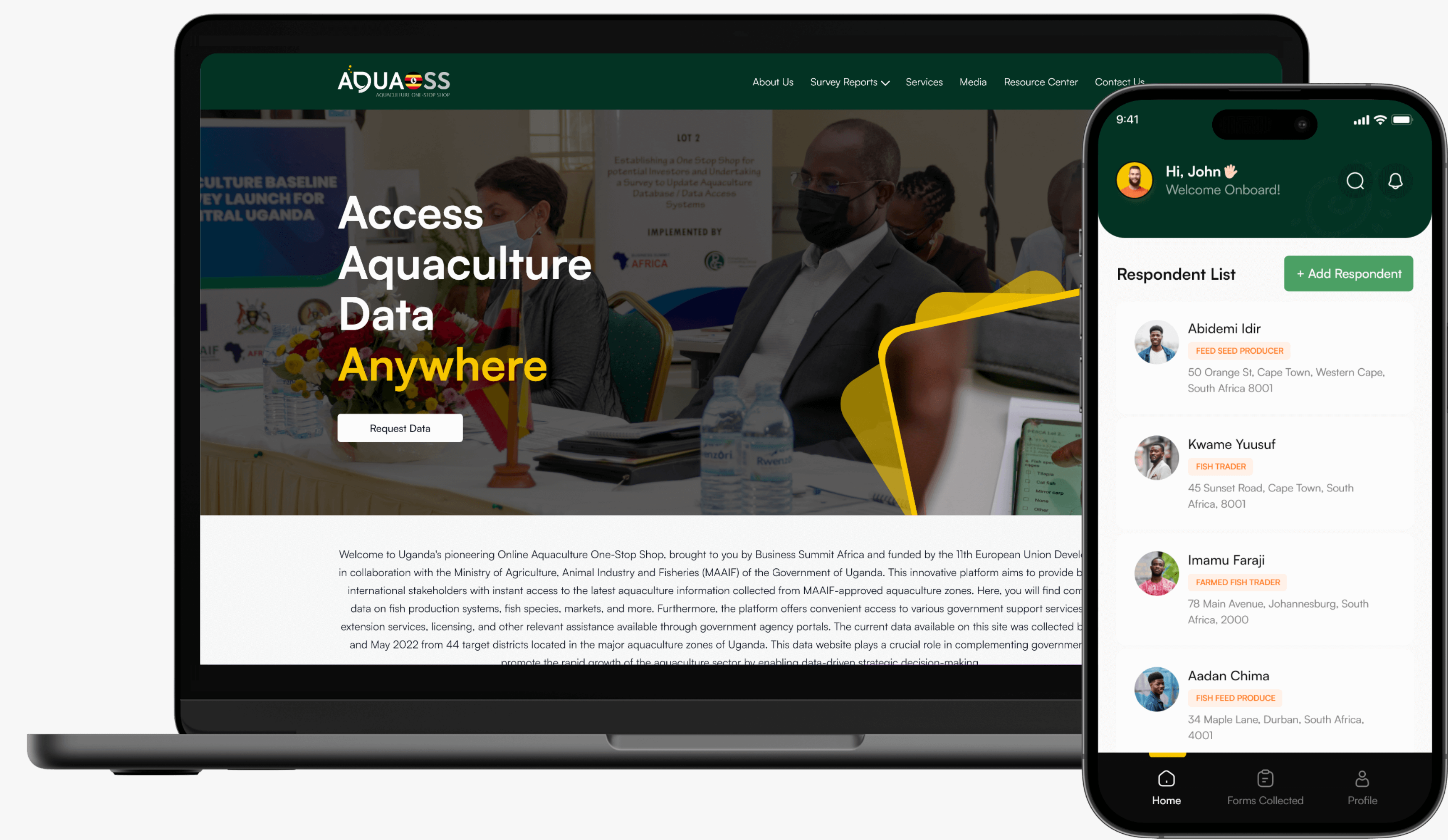
## Project Impact

Tryndx increased trading strategy effectiveness fivefold and significantly boosted user confidence with its comprehensive analytical dashboard and active community support.



# Business Summit Africa

Aquaculture evolution: the role of real-time data and analysis in modernizing fish farming



## Overview

Business Summit Africa developed a state-of-the-art app called AquaMIS to optimize aquaculture data management in Uganda, facilitating accurate data collection from fish farmers nationwide.

## Features At a Glance

- Comprehensive Data Collection
- Real-time Data Synchronization
- Offline Data Entry
- Efficient Respondent Management
- Detailed Reporting and Analytics

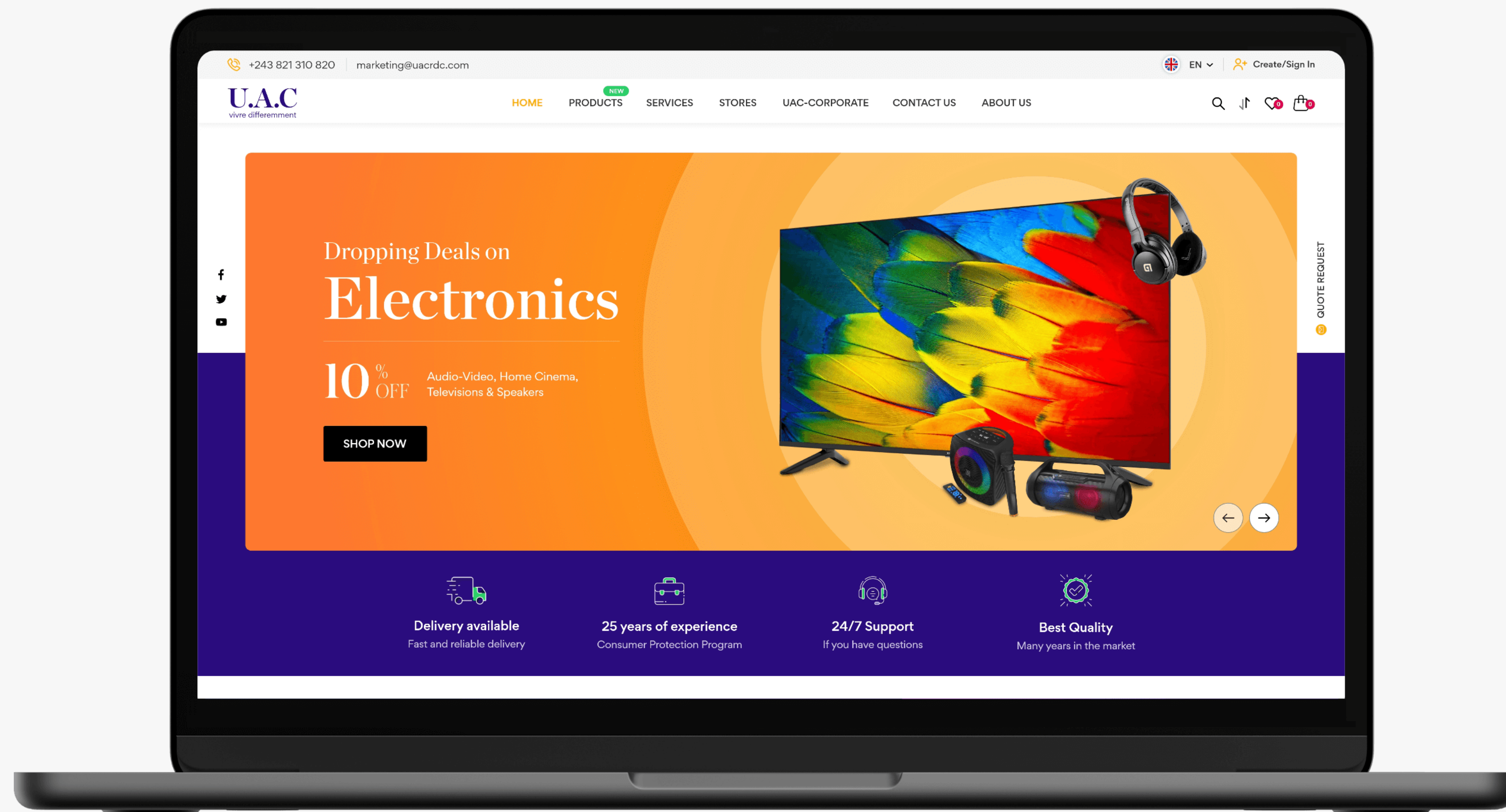
## Project Impact

AquaMIS's efficient respondent management and detailed analytics increased data accuracy by 70%; cutting down the data entry time by half.



# UAC

Driving conversions – an ecommerce company improved its online sales by 75% with real-time data integration



## Overview

UAC is a single-vendor e-commerce website that allows customers to browse products and make online purchases, with integration for inventory and pricing updates from the client's ERP system.

## Features At a Glance

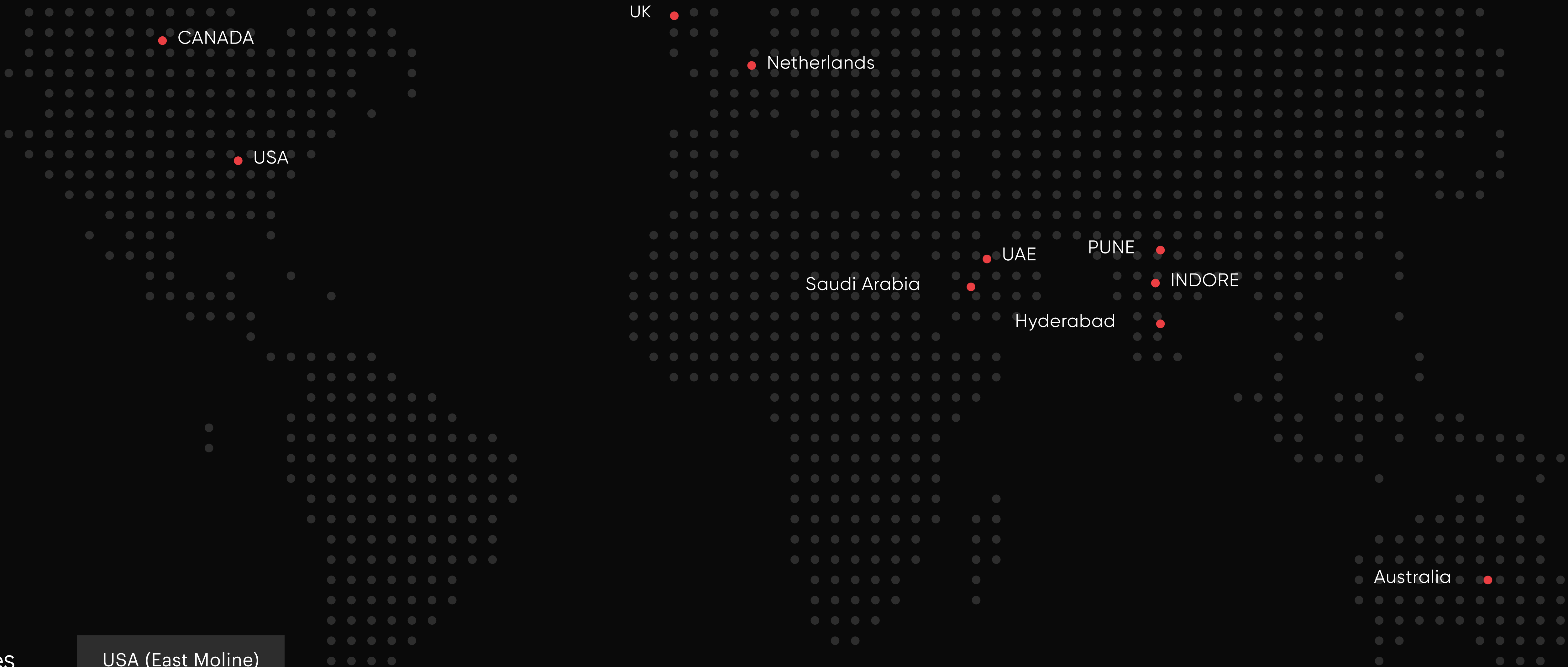
- Product Browsing
- Online Purchasing
- Real-Time Inventory Updates
- Detailed Product Information
- Responsive Design

## Project Impact

UAC's real-time inventory updates and secure purchasing significantly improved operational efficiency and drove conversions by 75%.



# Global Presence



International Offices

USA (East Moline)

Development Centers

Indore

Pune

Hyderabad

USA (East Moline)

UAE

International Offices

USA (HQ)

Canada

UK

Australia

Saudi Arabia

UAE

India

Netherlands

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