
Making Businesses Extraordinary- Digitally!

Empowering The UAE With Intelligent AI Solutions

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













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 Business

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



Small to Medium Enterprise

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



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+

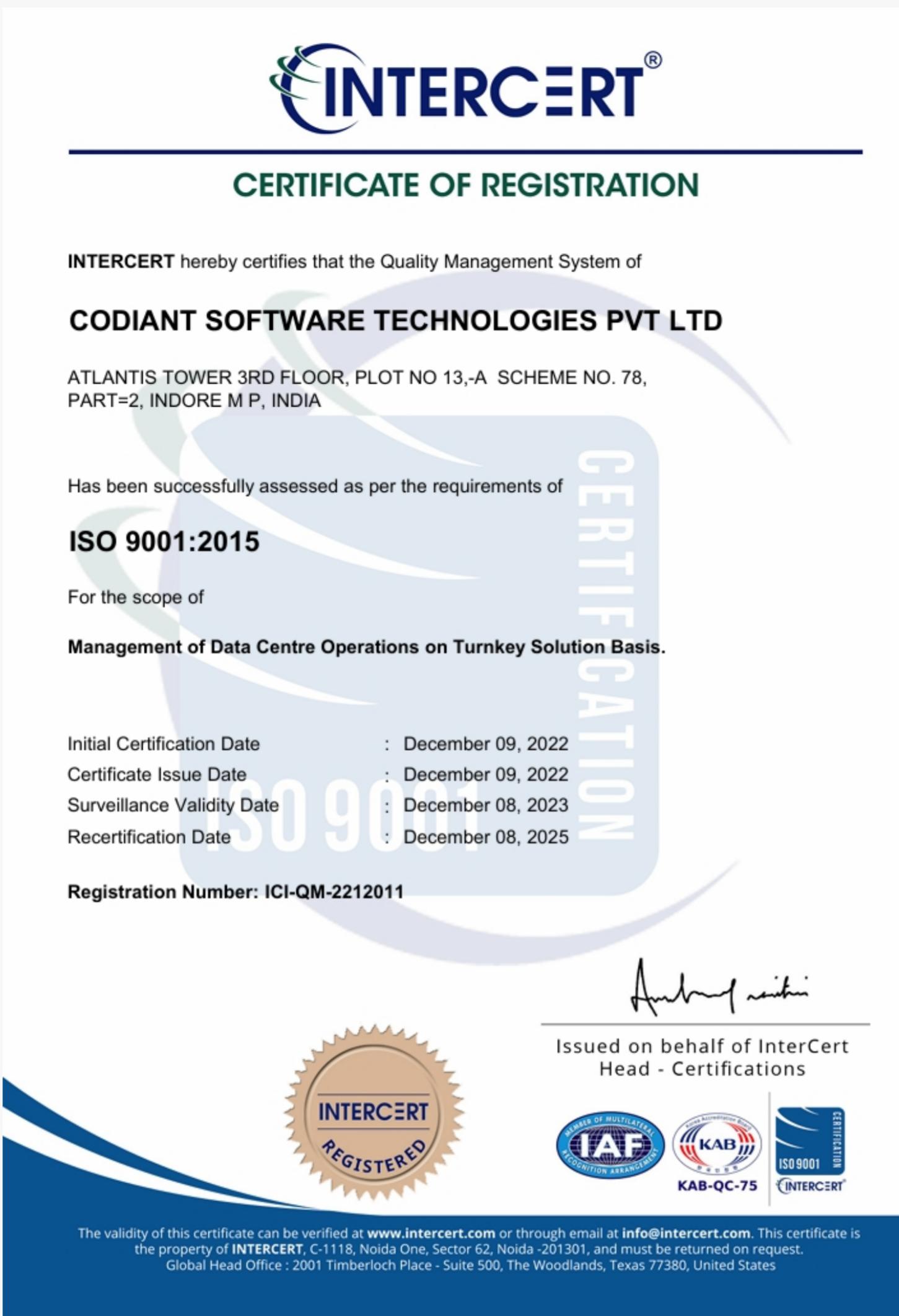
Projects Deployed

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

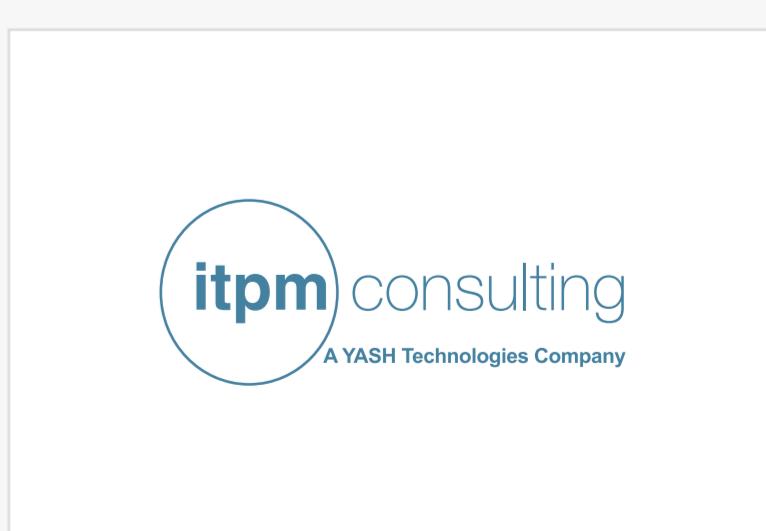
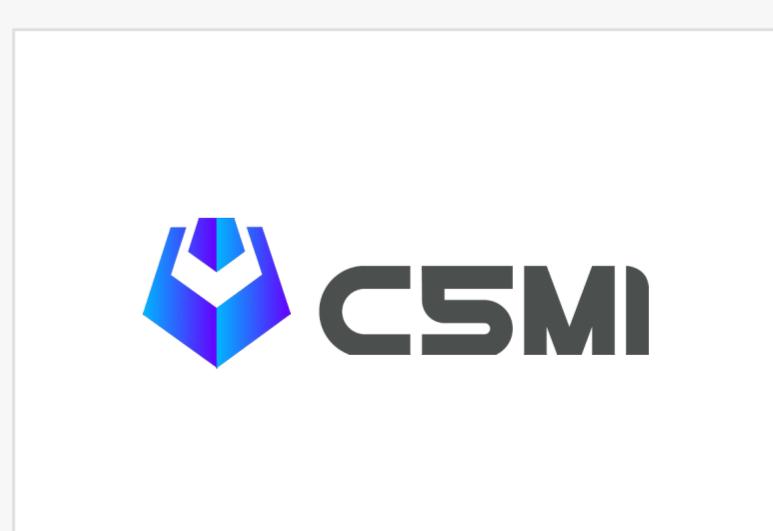
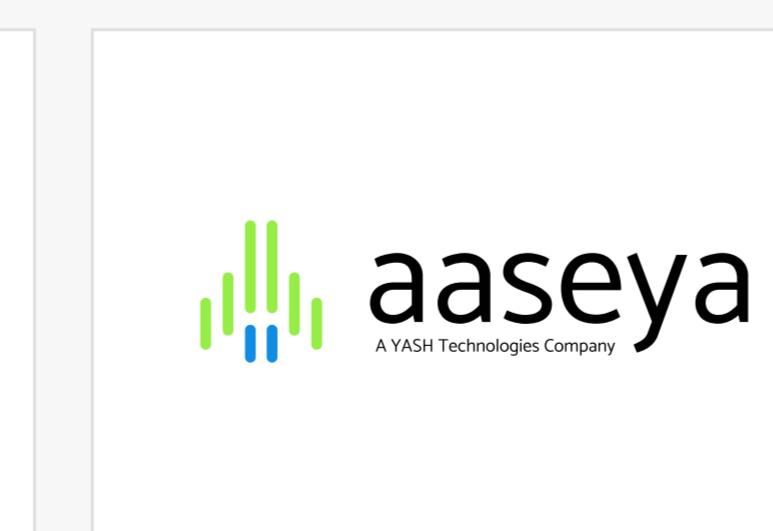
9001:2015
Quality Management

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

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

Education & Learning



Real Estate



Transport & Logistics



Social Networking



On Demand Services



Enterprise Account

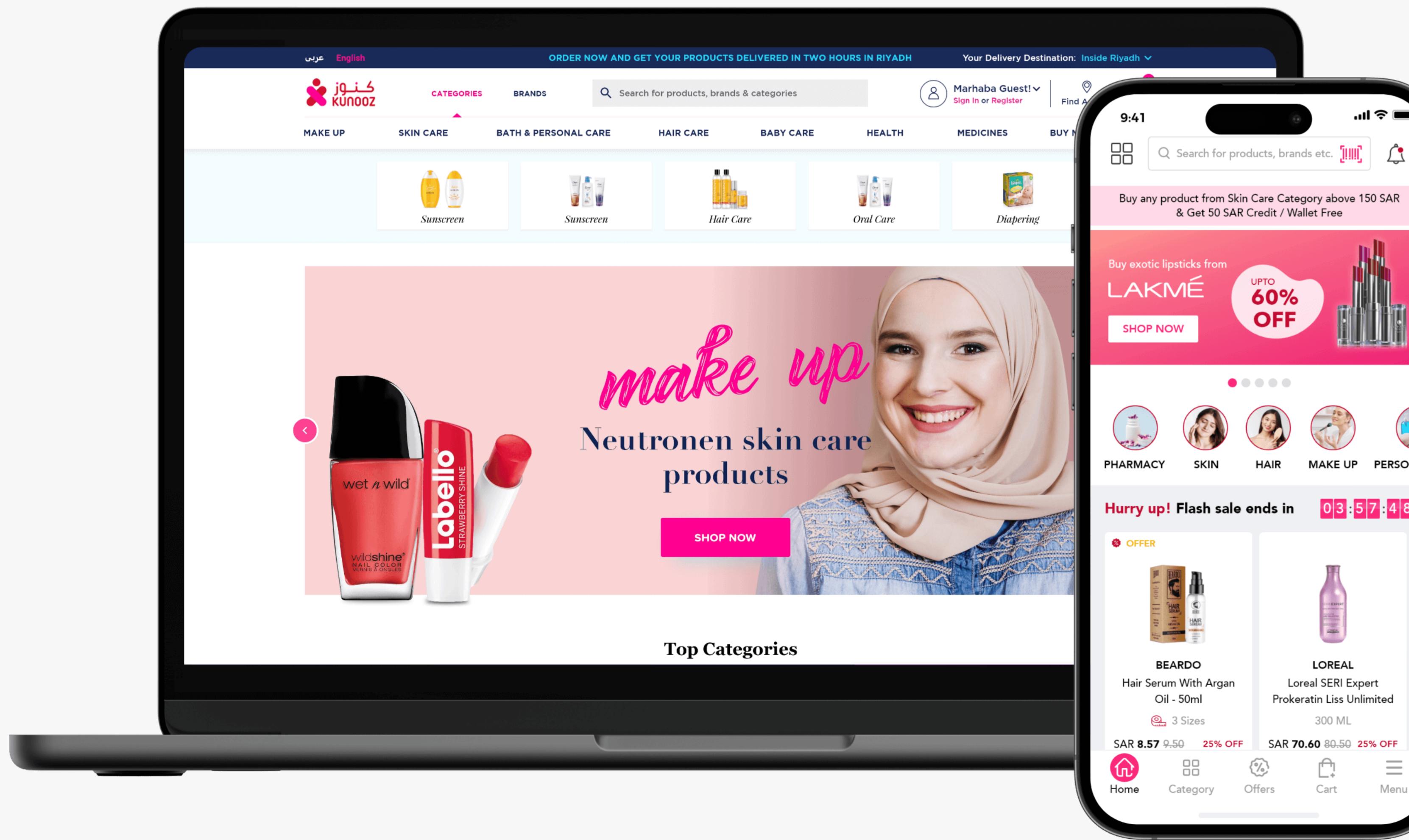


Our Work

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

Kunooz and Whites

How streamlined e-commerce drove growth and customer delight



Overview

Kunooz is a UAE-based e-commerce platform specializing in beauty and personal care products. It offers a user-friendly experience with extensive product categories and convenient payment and delivery options.

Features At a Glance

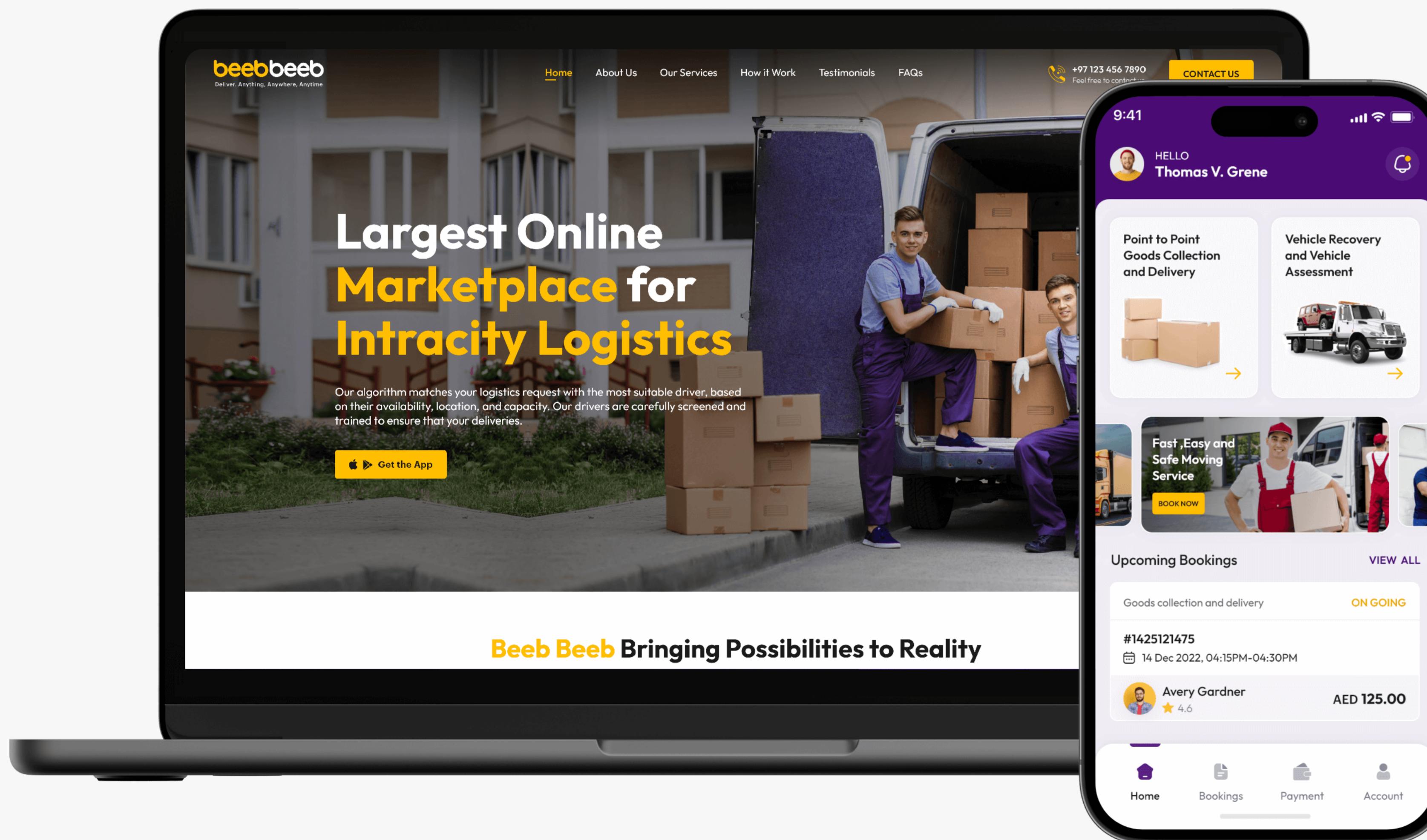
- Centralized e-commerce platform
- Easy product search and comparison
- Multiple payment options
- Home delivery or store pickup
- Order tracking via email and SMS

Project Impact

Kunooz and Whites sets a new benchmark in the UAE e-commerce industry by delivering an exceptional shopping journey with inclusive product choices and a user-friendly interface that caters to all customer preferences.

Beeb Beeb

Logistics on demand - how real-time matching optimized every shipment



Overview

Beeb Beeb is a high-tech platform connecting drivers and shippers in real time, streamlining logistics with features like GPS tracking, easy payments, and efficient vehicle booking.

Features At a Glance

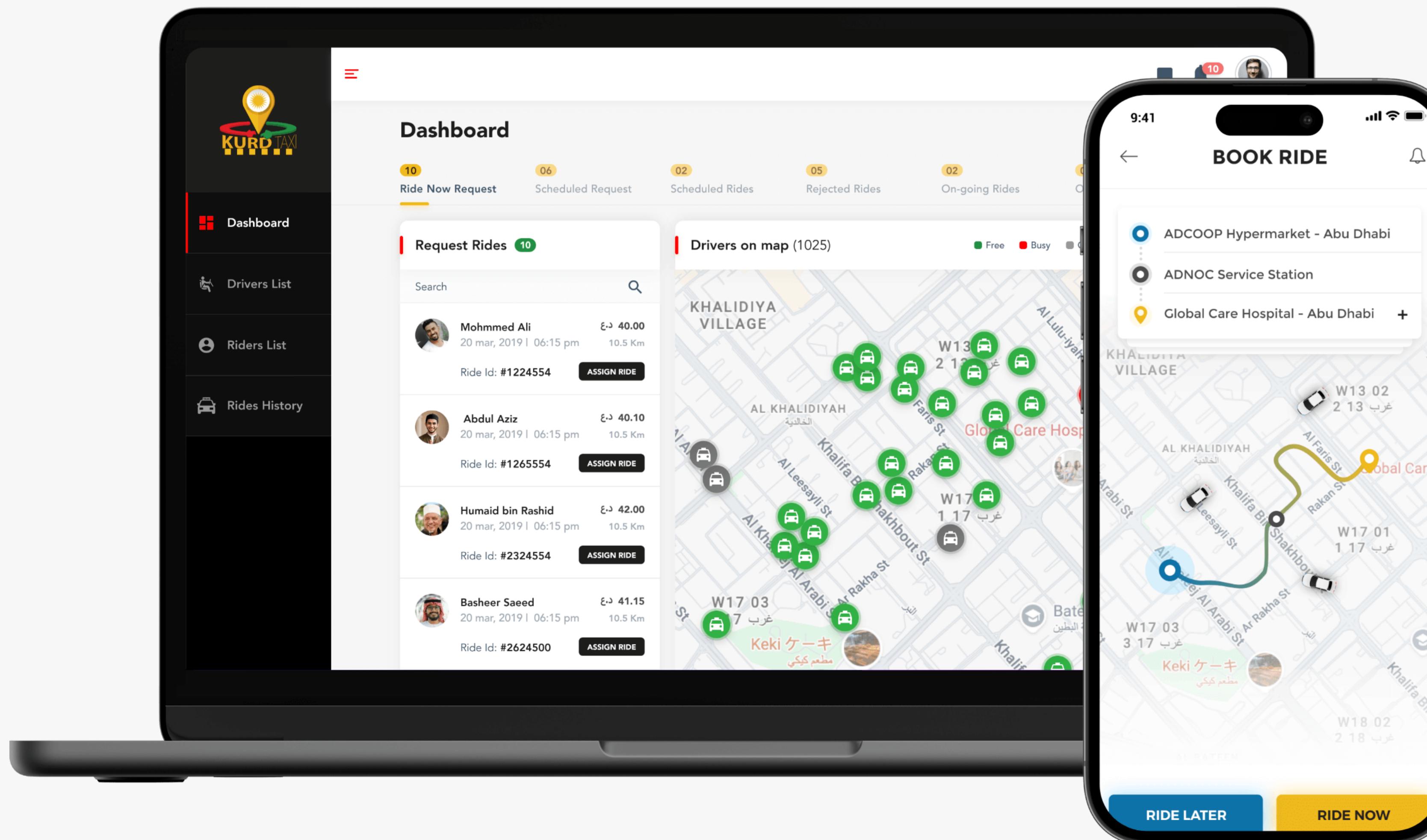
- Connects drivers with shippers instantly
- Allows users to track shipments in real-time
- Facilitates straightforward order placement and vehicle booking
- Offers efficient and secure payment options
- Provides continuous access for booking and support

Project Impact

Beeb Beeb halved delivery times and doubled user satisfaction by streamlining the booking process and optimizing routes through real-time matching.

Kurd Taxi

On-demand rides reimagined: how kurd taxi is transforming airport travel in kurdistan



Overview

Kurd Taxi is a dedicated ride-booking app tailored for travelers across Kurdistan. Serving Erbil International Airport and surrounding cities, it simplifies travel with quick bookings, real-time driver info, and a user-first experience.

Key Features at a Glance

- Easy Ride Booking
- Real-Time Ride Tracking
- Identity-Verified Drivers
- Multi Pickup & Drop-Off Support
- Zone-Based Pricing System
- Call Center Agent & Manager Dashboard

Project Impact

Kurd Taxi improved travel efficiency, safety, and convenience—establishing itself as the go-to ride service for airport travelers and city commuters across Kurdistan.

Taqwea

Learn anytime, anywhere: how taqwea is making tutoring accessible to all



Overview

Taqwea is an education marketplace that connects students with expert tutors for 1:1 and group learning. The platform supports video calls, chats, payments, and class access in both Arabic and English.

Key Features at a Glance

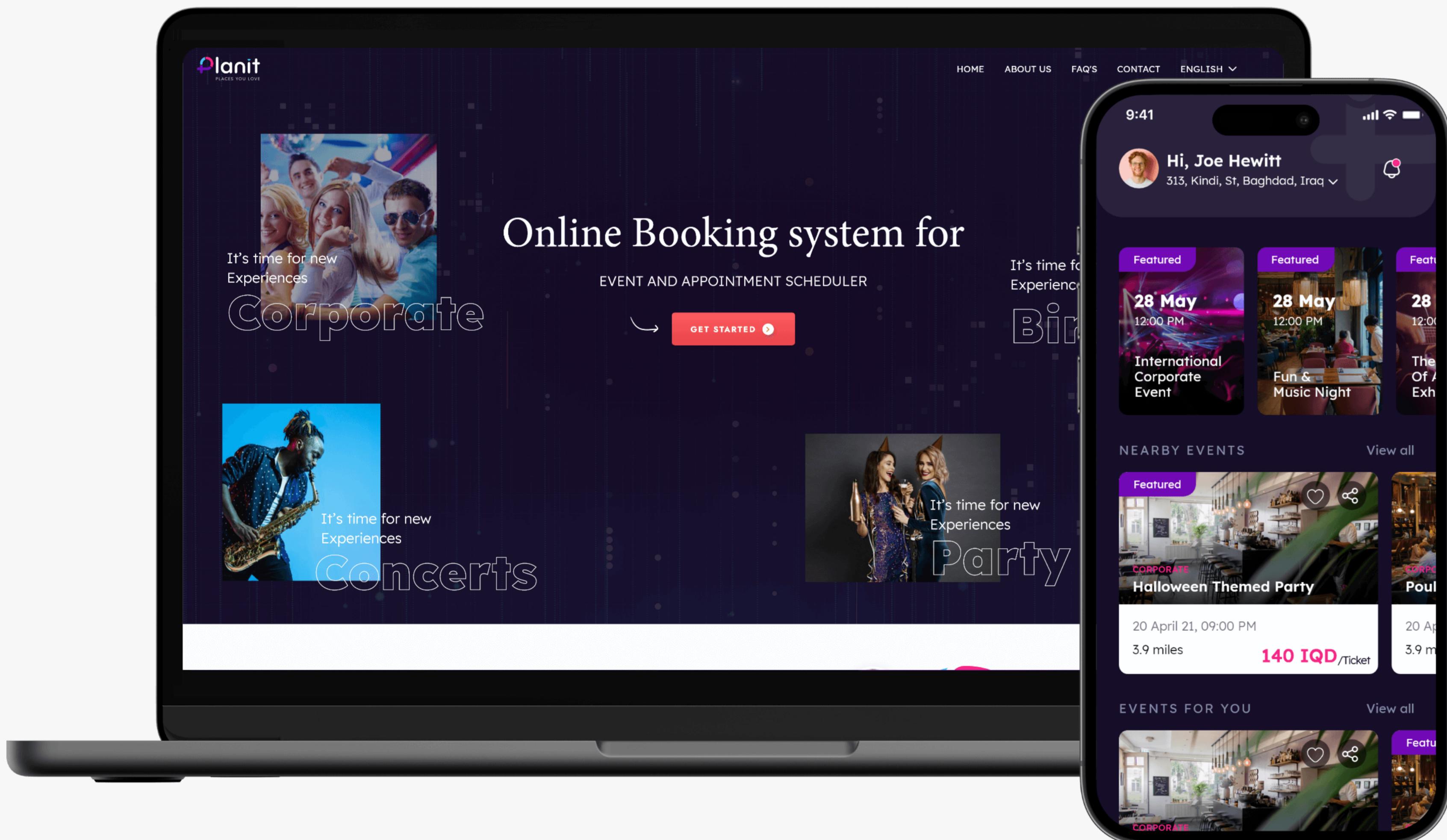
- Subject-Based Tutor Search
- Book 1:1 or Group Classes
- Multi-Mode Learning Options
- Arabic–English Language Support
- Instant Payments

Project Impact

Taqwea improved access to quality learning for students worldwide, especially Arabic users—enabling real-time tutor discovery, multilingual education, and seamless payment management.

Planit

Discover, book, enjoy – how an event finder app is making city life more social



Overview

Planit is a city event finder app that lets users discover, explore, and book local events, concerts, and restaurants. It also helps businesses list events and boost visibility.

Key Features at a Glance

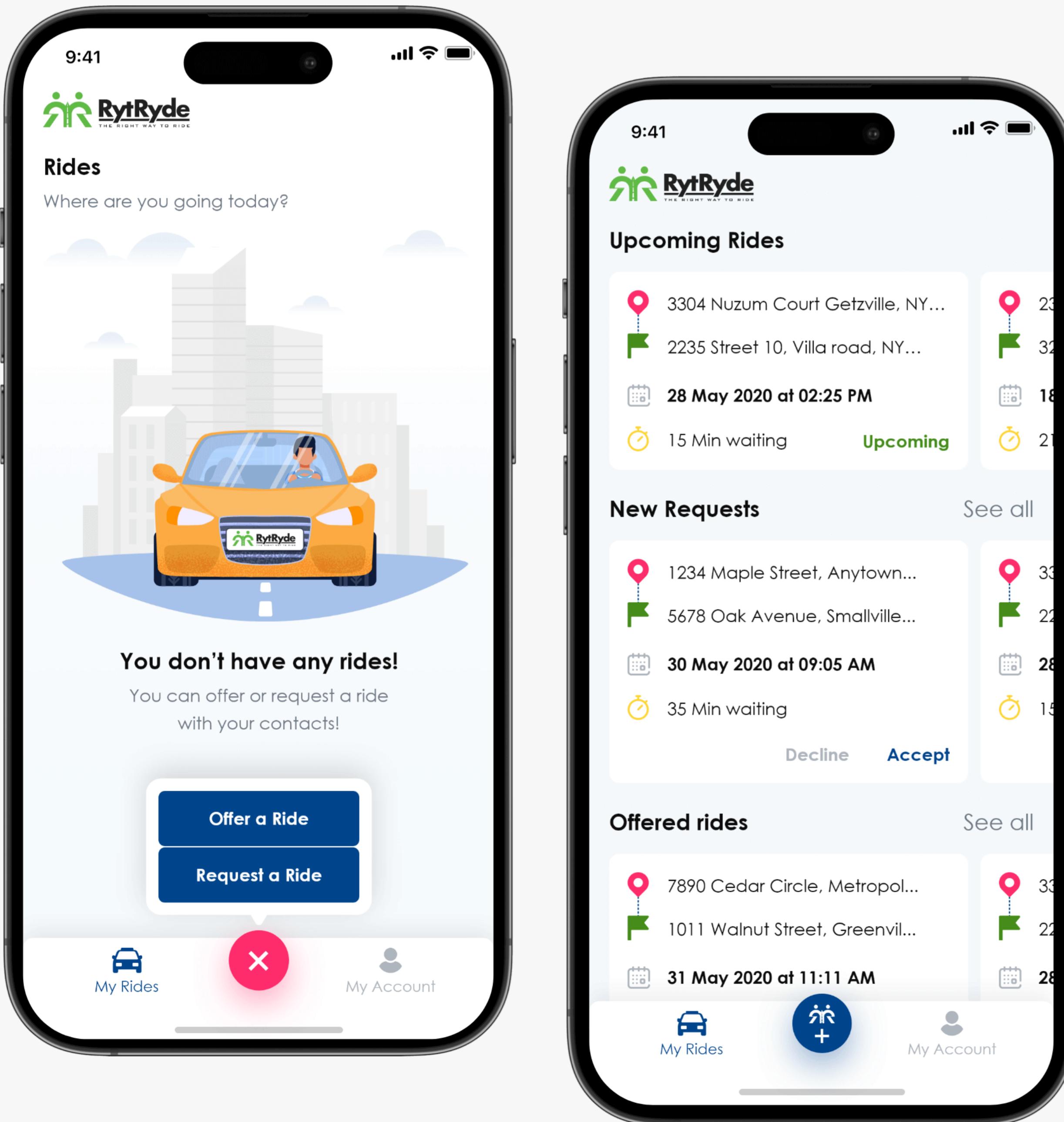
- Smart Event Discovery
- Online Ticket Booking with QR Access
- Multi-Business Listing and Profiles
- Event Previews via Photo Galleries
- Real-Time Notifications: Get updates on bookings, cancellations, and reminders instantly.

Project Impact

Planit increased user engagement and business visibility, becoming the go-to app for discovering events and booking experiences in just a few clicks.

Rytryde

Smart carpooling solutions - how real-time updates and route optimization transformed city travel



Overview

Rytryde is an on-demand carpooling app that simplifies commutes by connecting users for shared rides. It reduces traffic and travel costs with real-time dashboards and geo-location routing for the best routes.

Features At a Glance

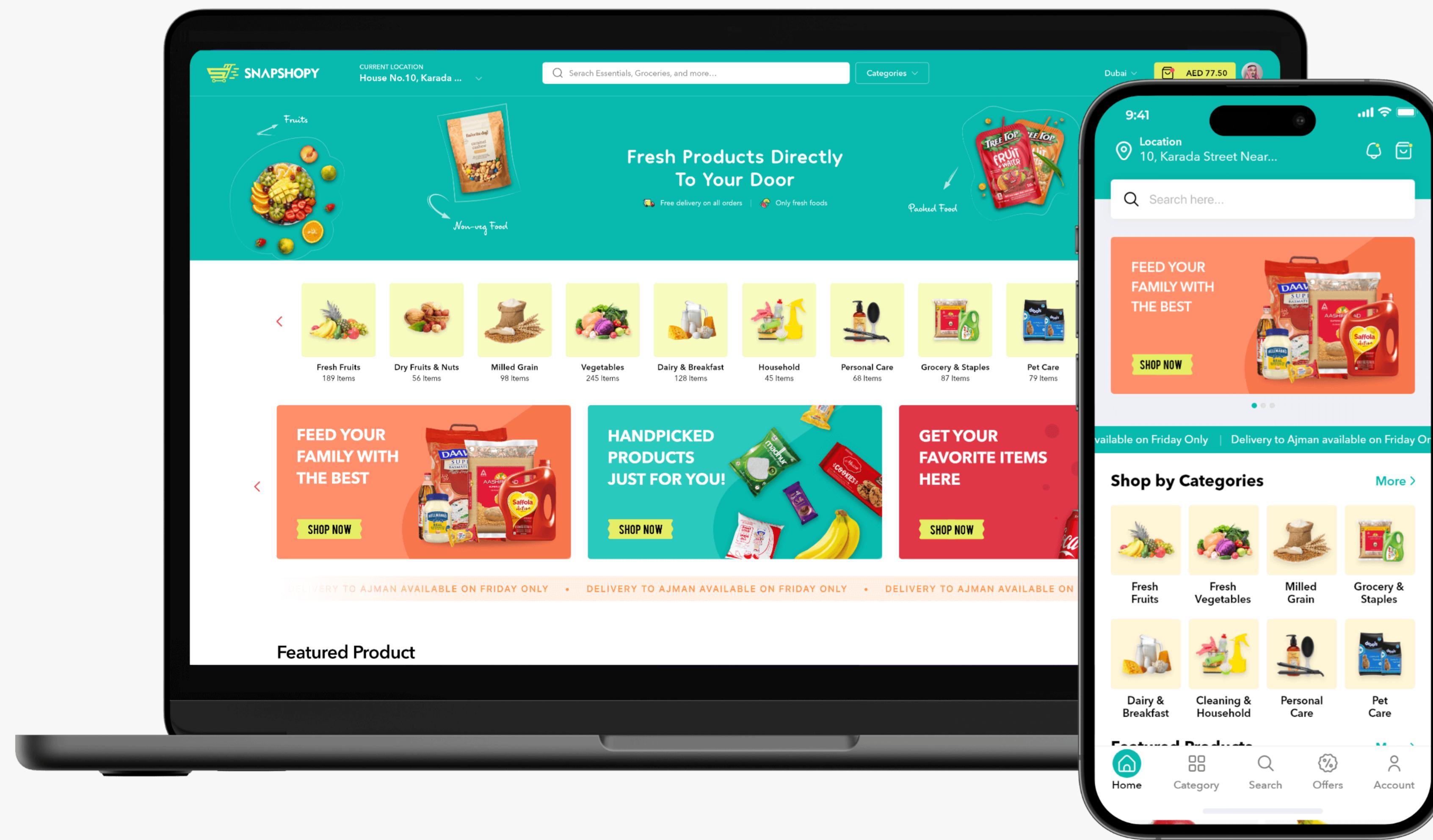
- Provides live updates on ride status and driver location
- Optimizes route planning for efficiency and time-saving
- Simplifies ride booking and management for users
- Offers upfront fare estimates to avoid unexpected charges
- Facilitates secure and convenient payments
- Profile-based trust and ratings

Project Impact

Rytryde redefined urban travel by making carpooling more efficient and affordable, doubling user engagement and cutting down on traffic congestion with its advanced routing features.

Snapshopy

From cart to doorstep: how instant delivery transformed the shopping experience



Overview

Snapshopy is an on-demand grocery delivery app that simplifies shopping for essentials by offering seamless order placement and delivery directly to users' doorsteps. The platform enhances convenience with a variety of payment options and real-time delivery tracking.

Features At a Glance

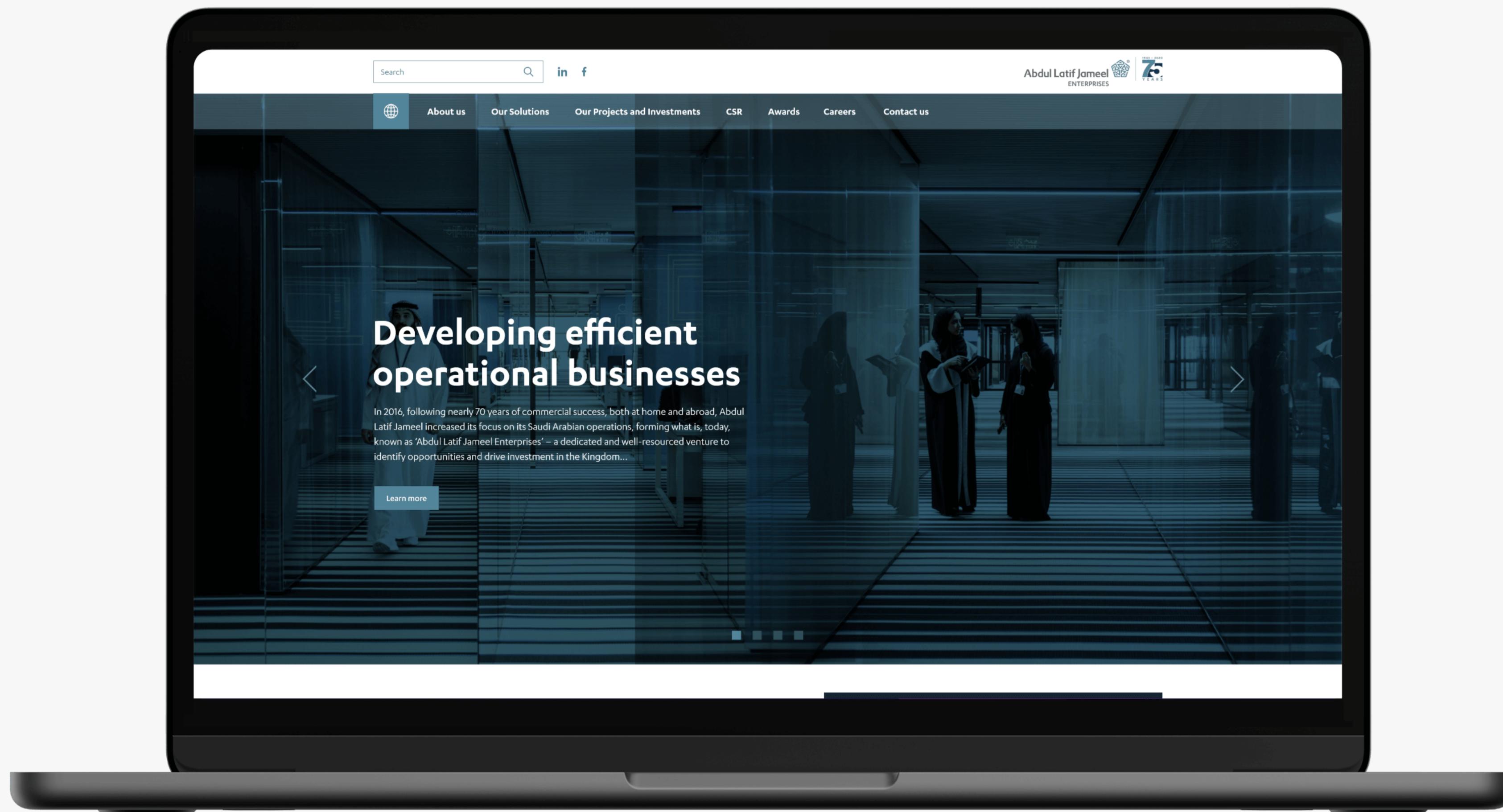
- Comprehensive grocery catalog
- Efficient order delivery system
- Real-time GPS tracking
- Multiple payment methods
- User ratings and reviews

Project Impact

Snapshopy accelerated grocery delivery by five times and doubled customer satisfaction through its user-friendly interface and efficient real-time tracking.

ALJ GROUP

From static to strategic – how a digital makeover for an industry website enhanced user experience and online interaction



Overview

ALJ (Abdul Latif Jameel) is a well-resourced, feature-packed static website developed on WordPress. With a key focus to drive business growth, ALJ offers a range of solutions for diverse industries including automotive, logistics and transportation, media and outdoor advertising, and healthcare.

Features At a Glance

- Unified WordPress platform for multiple industries
- Industry-specific content for automotive, finance, consumer products, and more
- Mobile-responsive and SEO-friendly design
- Bilingual support in English and Arabic
- Clear, organized layout for easy navigation
- Enhanced visual design for better user experience

Project Impact

ALJ GROUP scores a 5X online engagement win by integrating multiple industry sectors into a single, mobile-responsive, and bilingual WordPress platform.

AL Shafe

How secure remote consultations enhanced patient and doctor connectivity



Overview

AL Shafe is a UAE-based, HIPAA-compliant telemedicine app offering bilingual telehealth services for doctors, patients, and clinics, addressing urgent and chronic care needs.

Features At a Glance

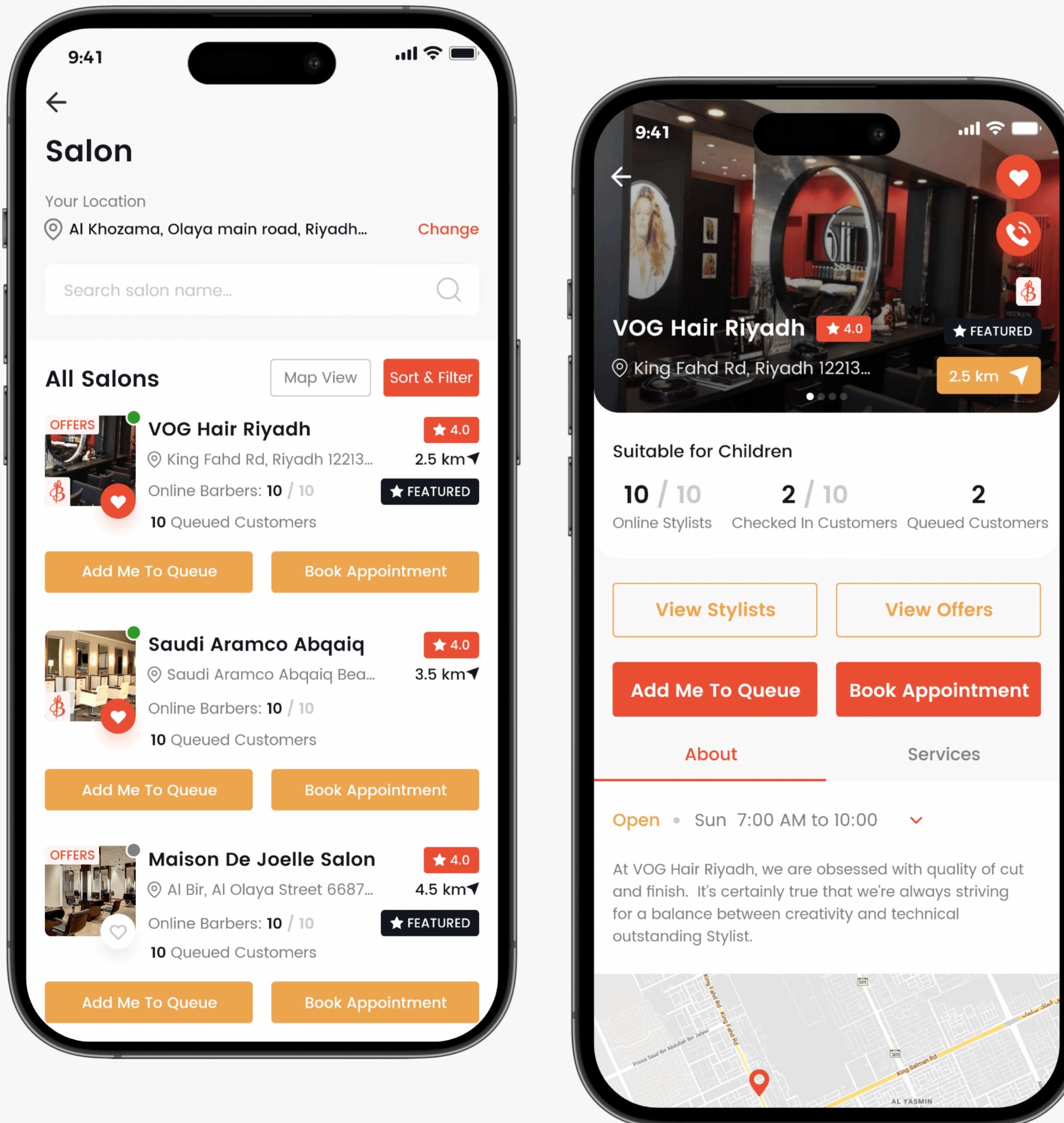
- Online Appointment Scheduling
- WebRTC-Based Video Calling
- Real-Time Messaging
- Medical Records Management
- Lab Test and Prescription Handling
- Online Payments Along with Ratings and Reviews

Project Impact

With secure video calls and real-time messaging, AL Shafe cut urgent care response times by half and saw a surge in online consultations, boosting virtual clinic efficiency.

Barbero

Stop the salon wait: how real-time queues and easy booking revolutionized the salon experience



Overview

Barbero is an online app that modernizes barber appointments by streamlining salon searches, scheduling, and notifications, enhancing the experience for both customers and barbers.

Features At a Glance

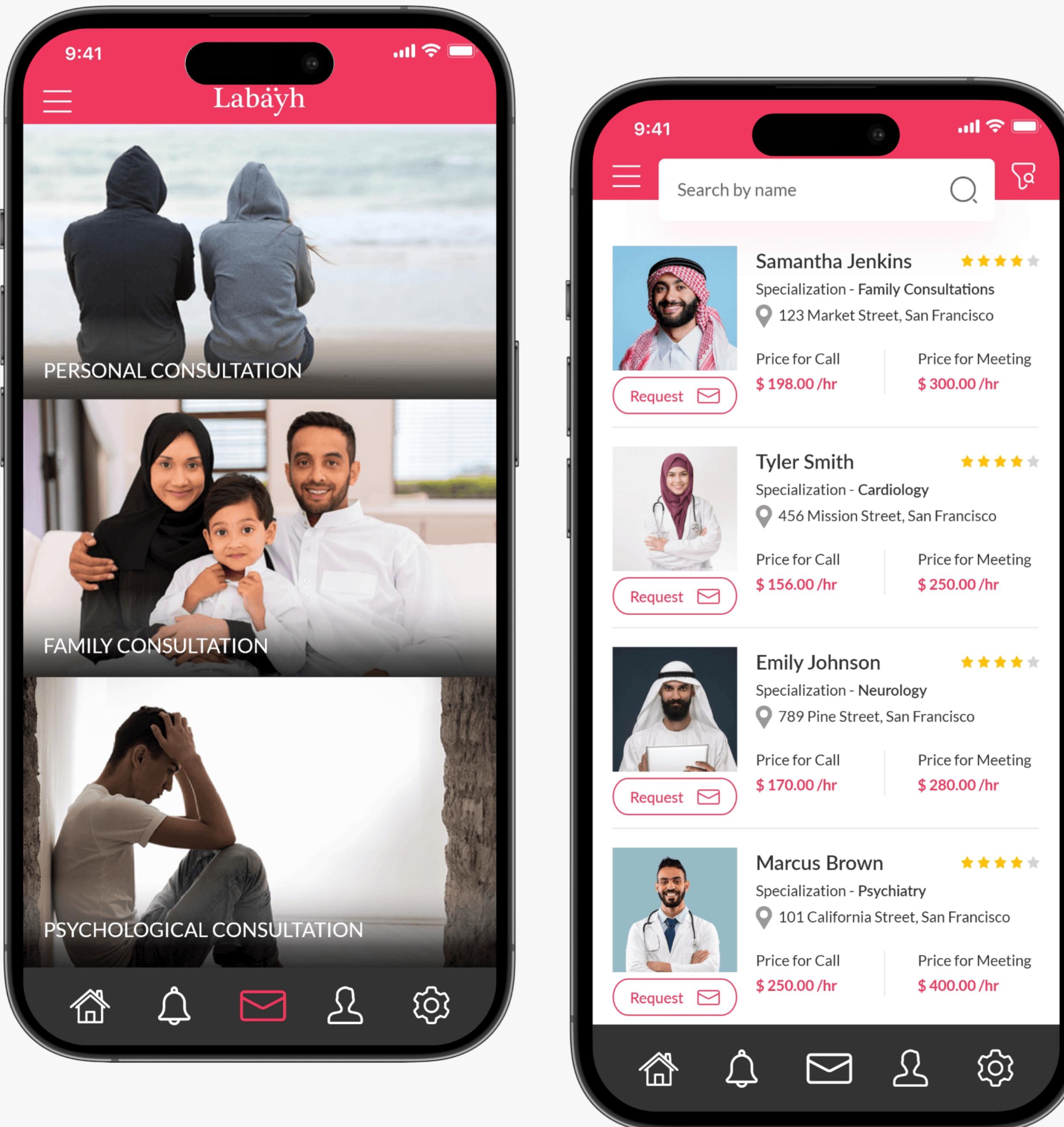
- Online appointment booking
- Real-time queue updates
- Stylist selection
- Salon service catalogue
- Notifications for queue progress
- Easy access to favourite salons and barbers

Project Impact

Barbero's clever booking and queue system led to a double win - a 28% increase in customer loyalty and a much happier experience for clients and barbers alike.

Labayh

Beyond the waitlist: how an on-demand app revolutionized appointment booking



Overview

Labayh is an intuitive online marketplace that connects users with experts for consultations via video calls, chat, or text messaging, streamlining appointment booking.

Features At a Glance

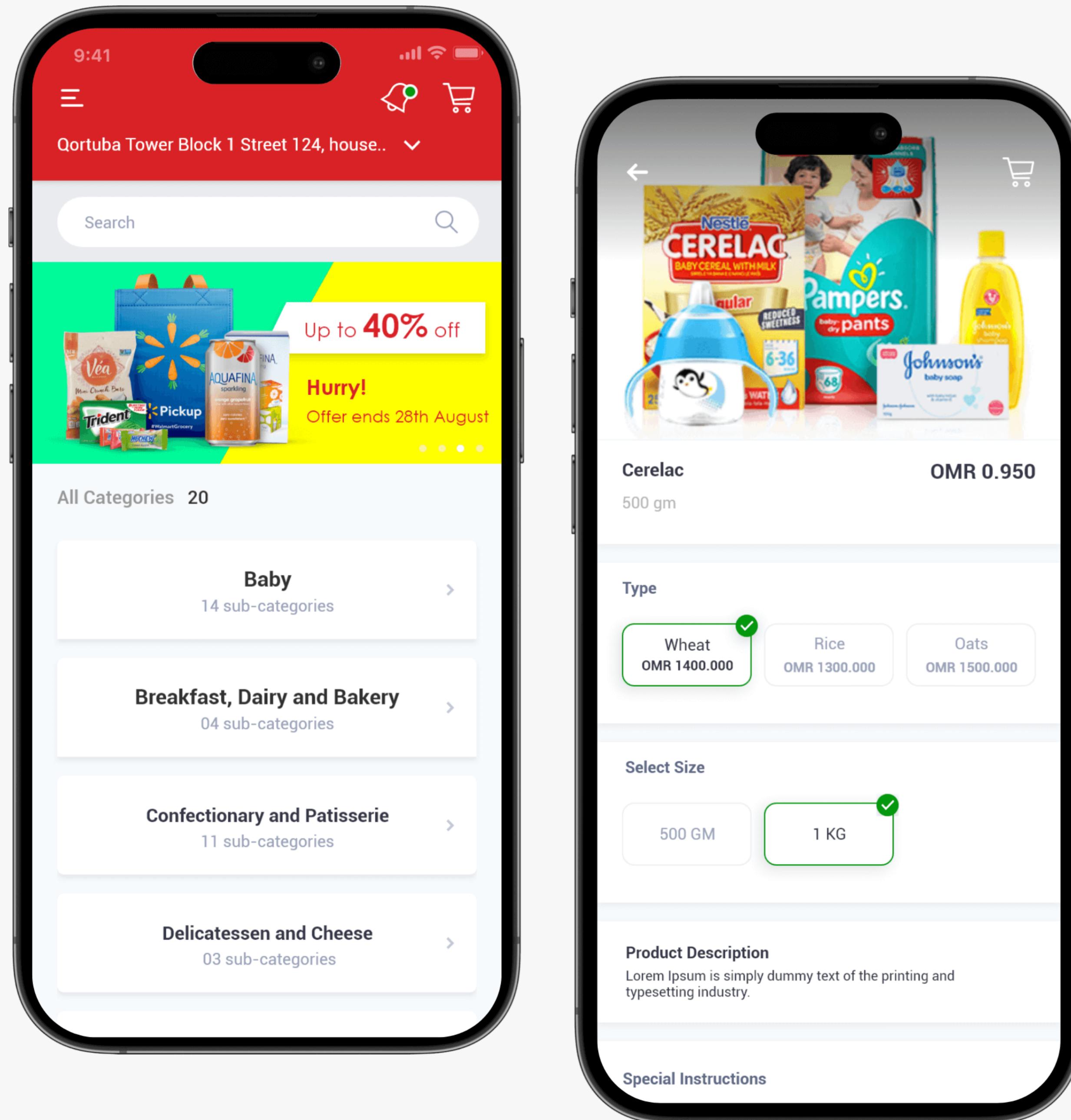
- Expert Search by Category
- Appointment Booking and Scheduling
- Availability Management for Consultants
- WebRTC Integration for Video Calls, Real-Time Chat and Messaging
- Consultant Ratings and Reviews
- Multi-Payment Gateway Support

Project Impact

Labayh's user-friendly app saw a 200% increase in expert consultations and a 3x boost in engagement, winning them "Best Social Company" at Gitex Future Stars.

Azooz

Instant access to essentials: how an on-demand delivery app is changing grocery shopping experience



Overview

Azooz is an on-demand grocery store in Muscat, Oman, providing a user-friendly app and website for purchasing groceries and essentials. It delivers items right to customers' doorsteps with ease, offering a convenient and efficient shopping experience.

Features At a Glance

- Comprehensive Product Catalogue
- Real-Time Delivery Tracking: Track orders live from dispatch to delivery.
- Multi-Language Support
- Easy Payment Options
- User-Friendly Interface

Project Impact

Azooz significantly increased its order volume and improved delivery speed, emerging as a crucial provider of essential goods during the COVID pandemic.

SHOR

From query to clarity: how on-demand legal consultation services simplified access



Overview

SHOR is an on-demand multilingual legal consultation app that connects users with legal experts via text, audio, or video calls. It offers streamlined appointment scheduling and digital payments, enhancing access to legal advice.

Features At a Glance

- Multilingual support for diverse users
- Integration for text, audio, and video consultations
- Quick and secure digital payment options
- Easy appointment scheduling with time and mode selection
- Comprehensive consultant profiles and ratings

Project Impact

SHOR's multilingual support and easy payments led to a substantial user increase and more consultations, simplifying access to legal guidance.

Global Presence

