appzzon

YOUR TECH VISIONARIES
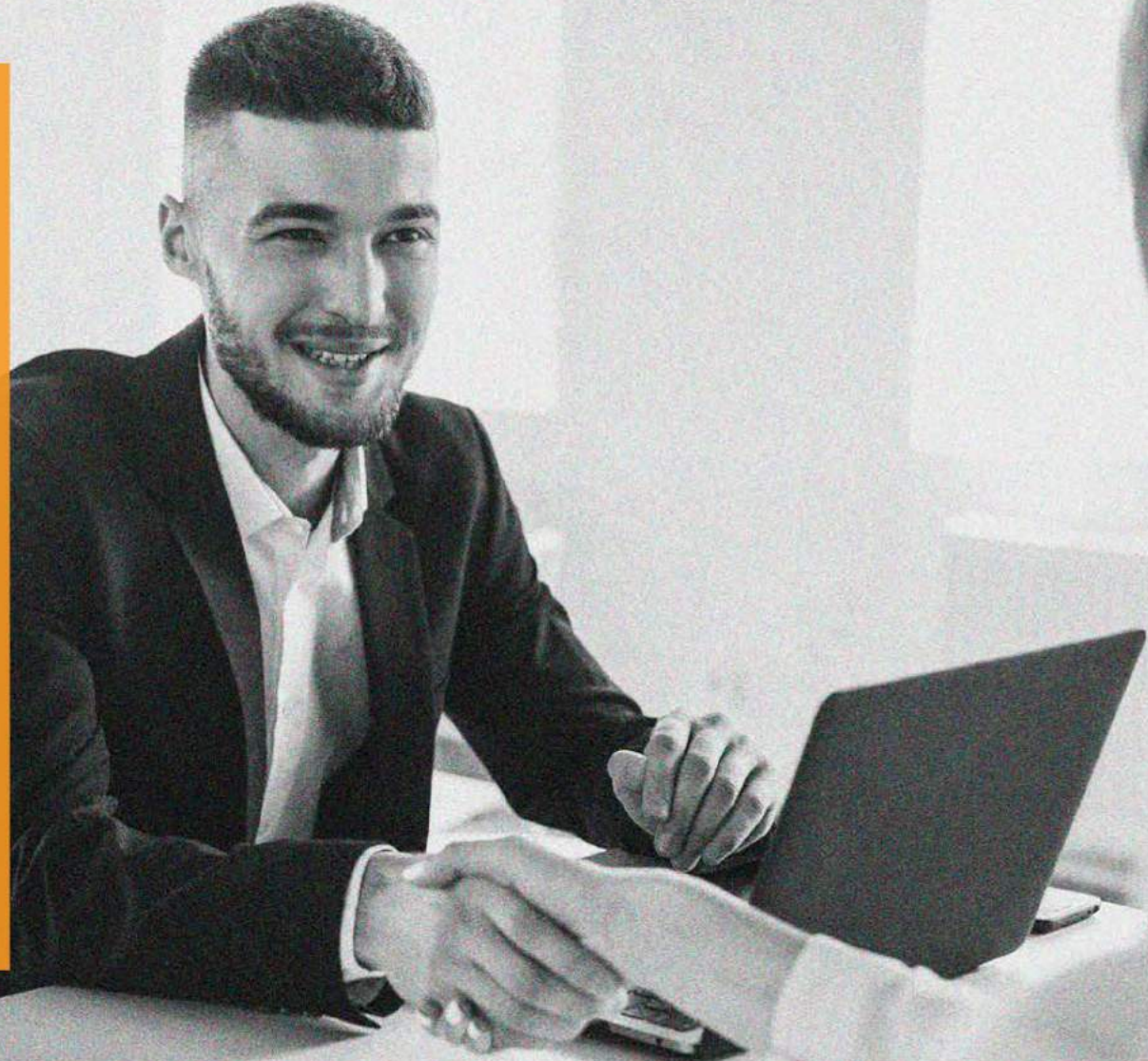
Company Profile

2019-2020

Mission

To provide the best-in-class IT solutions to clients, by relentlessly pursuing technology that's effective, delivered through customer service, that earns their lifelong loyalty.

Vision

To empower companies across the MENA region with breakthrough IT solutions that redefine the way they do their business.

About Appzzon

Appzzon is a leading software development and IT consultation firm, headquartered in Dubai, UAE. The company was founded in the year 2001 to provide advanced end-to-end solutions to enterprise clients. Over the years, our firm has won the trust of a loyal client base spread across the MENA region. Apart from the UAE, Appzzon has offices in Jordan and Turkey.

Redefining Education & Government Software

Appzzon's solutions and expertise lies in a wide range of industries such as healthcare, government, public utilities, private enterprises and education. The firm has developed breakthrough solutions that are changing the way these industries functions, especially the academic sector and government sector.

Lead by Innovation

While Appzzon creates customised software solutions for enterprise clients, the company's USP lies in innovation and creation of new solutions. The team's strength lies in envisioning the needs of sectors way before the users can see it and creating breakthrough solutions that address these needs. Appzzon's proprietary solutions such PSMS, BEE Hive, HAWAZ system and CERTVERI have re-defined their clients' information systems, supply chain, human resource practices and operations.

In the year 2017, Appzzon achieved consistent growth and expansion across the geography with a commendable 35% increase in revenue compared to 2015. Appzzon currently has more than 100 active clients and earns 70% of its turnover from developing nations.

OUR TAM OF PROFESSIONALS

Holding many winning solutions in the MENA region APPZZON's team envisioning the needs of different sectors way before the users can see it and creating breakthrough solutions that support these needs. Appzzon's proprietary smart education management systems, virtual academic learning systems, digital archiving systems, document management systems, anti-fraud digital document certification solution and more, have re- defined their clients' information systems, supply chain, human resource practices and operations.

Our Services

Appzzon prides itself in its unique development services rendered to clients in UAE and other countries in the MENA region. Our capability to conceptualize and deliver proprietary solutions has over time, given us the edge in addressing anytime type challenge that a client may pose to us.

Software Development

Appzzon prides itself in its unique custom software development services rendered to clients in UAE and other countries in the MENA region. Our capability to conceptualize and deliver proprietary solutions has over time, given us the edge in addressing anytime type challenge that a client may pose to us.

From e-Commerce platforms, MIS systems, CRM platforms to advanced project management suites, you name it and Appzzon can code it. Our strength lies in addressing the needs of government entities and academic institutions and more.

A unique combination of expert software developers and experienced client servicing managers ensures that we are agile in our approach and able to deliver solutions which embody the latest in technology, user experience and security.

Appzzon's developers are equipped to manage full-stack software development, product maintenance, app development, testing and QA. Our dedicated in-house development centre enables quick deliveries and quality control.

Over the years, we have delivered successful custom products such as:

- Business Intelligence Tools (BI)
- Customer Relationship Management Software
- Project Management Software
- Administrative Software
- Collaboration Systems
- Customer Portals
- Payment Systems
- Self-service Portals
- Billing & Invoicing Software
- Order Management Systems

Our turn-key in-house solutions includes BEE Hive (a unique administrative system), HAWAS system (a digital education platform), CERTVERI (educational certificate verification system), Value Knights (Educational Software) and more. Our software development solutions stand apart from our competitors due to our quick turn-around time, cost-effectiveness and our ability to understand our client's requirement effectively. Thus, when it comes to a reliable software development partner in the MENA region, Appzzon is your way to go.
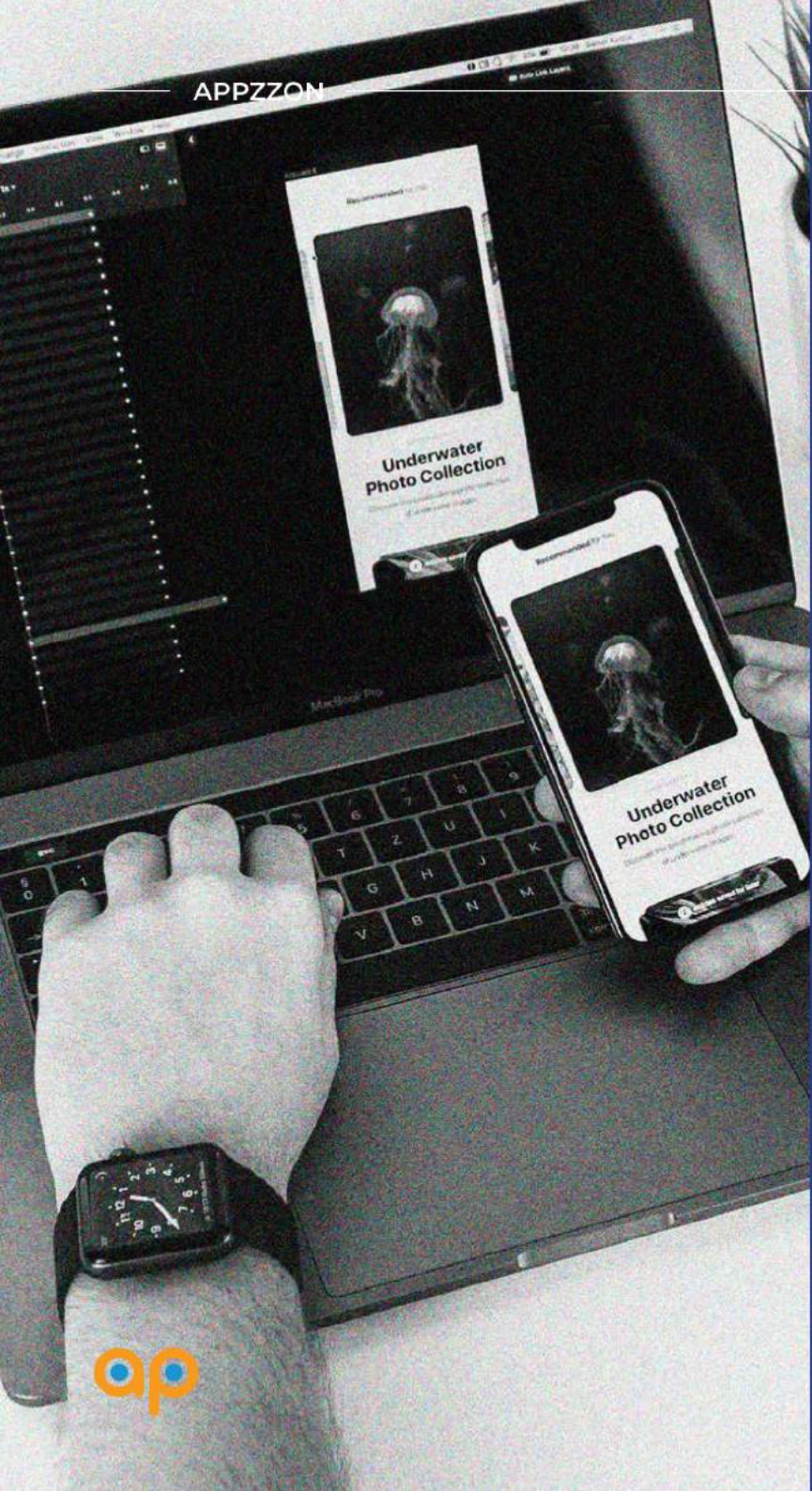
Web Development

A website is an online window to your company, it's the ideal way your customer can know you better in just a few clicks. A well-designed website leaves a good first impression and often, helps convert the traffic into sales. At Appzzon, we design websites which help build your brand and help grow your business. Over the years, we have produced quality websites for companies in the GCC with much success.

Our team of web developers and designers are trained to get the basics of a business website right, every single time.

- **User Interface Design** - An intuitive, smooth and meaningful design helps uplift your customer's interaction with your brands.

- **Collaborative Development** - Understanding your competition, your business needs, and your objectives for owning a website is a must.

- **In-Built SEO Optimisation** - We need to be digital marketing ready from the start.

- **In-Built Reporting** - Making you capable of analysing and taking business decisions using data at hand.

Eventually, your website should have an impact on your customer in a manner that affects your business positively. Appzzon's competency lies in creating websites that deliver and we have done so, repeatedly for our clients in UAE and Saudi Arabia.

App Development

The world today is going mobile and apps are an effective way to be present on your customers' personal screens - be it to engage them, sell your product or simply have them use your services. A well-developed application can help you build long-term loyalty with consumers. However, a poorly developed app most likely gets uninstalled. At Appzzon, we help design apps that outlive the rest.

Our mobile design & development team is agile, lean and able to rapidly deliver any kind of customised app solutions for our client in the MENA region.

- ▸ **iOS Apps** - We develop solutions for a cross section of Apple products like iPhones, iPad and Apple Watch.

- ▸ **Android Apps** - Our developers are trained to stay ahead of the curve and capitalise on every new development in Google platforms.

- ▸ **System Architecture Expertise** - In the world of mobile, experienced architects are key to ensure back-end to front-end integration. Our architects help clients to evaluate all available alternatives and select the best option there is, to bring their projects to life.

Our ground-breaking in-house apps are PSMS, IMS (Indicators Measurement System), BEE Hive, Value Knights and more. Our premium mobile app solutions are adaptable across platforms and have shown record success with every deployment that we have done for companies operating in the MENA region.
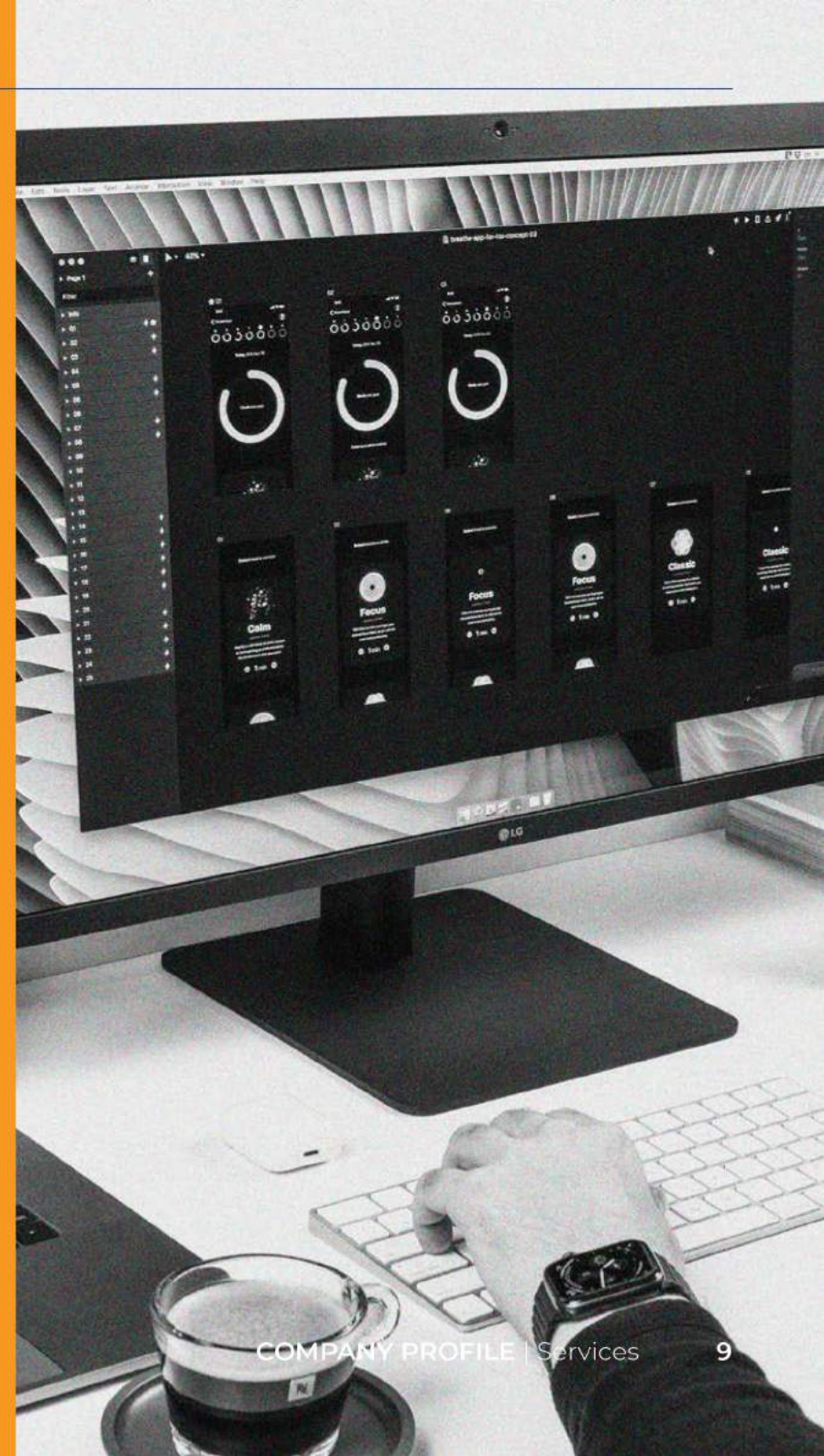
UI and UX Design

Being empowered with impeccable skills in both user interface and user experience design, helps us deliver our client's business objective in a form that their customers love. We believe that consumer insight and data should back every technological development, otherwise it has no meaning.

Our UI & UX projects incorporate meaningful insights into awe-inspiring designs that wow our client's customers. We have earned multiple testimonials from our clients in UAE, Saudi Arabia and Turkey for our breakthrough UI and UX implementation.

▶ **Backed by Research** - UX that is backed by research to create user-centric designs. It involves benchmarking competitors, understanding workflows and design personas.

▶ **Collaborative Feedback Loop** - A design & development phase which includes wireframes and workflow approvals, clickable prototypes and numerous mock-ups.

▶ **Advanced Front-End Development** - Customers experience the seamless result of industry standard codes that are tested across systems and hardware.

▶ **Continuous Support** - Support that hand-holds clients through the change process.

Appzzon's robust UX and UI capabilities have appealed to numerous enterprise clients in industries such as education, e-Commerce, services and more. Be it a brand-new product or a complete over-haul of an existing one, Appzzon can be trusted for any and every of your UI and UX needs.

E-Commerce

Appzzon's custom e-Commerce development services are geared to give our clients in the MENA region, the business results they desire. From pure digital entities to those adopting an omnichannel strategy, our seasoned developers can deliver e-Commerce stores that are rich in functionality and that cater to both B2B and B2C customers.

We are focussed on building store fronts which are user-oriented, intuitive and designed to drive conversions.

Our end-to-end services encompass:

- **Strategy** - Helps define business goals, brand identity, supply chain, choice of core technology, mapping of workflows, timelines and resources.

- **Optimization** - Web stores are meant to drive business, hence, need to be optimized for customer acquisition, conversion, re-engagement and retention.

- **Omnichannel Design** - Online stores need to sync well with offline operations.

- **Enterprise Ecosystem Integration** - It's not just about the e-Commerce front, but integrating payment gateways, data analytics and warehousing with the store.

A comprehensive suite of offerings, quality assurance, post-launch training and most importantly, our experience in launching multiple e-Commerce sites, puts Appzzon in the rare position of being able to take on any challenge in the e-Commerce space for customers operating out of Dubai & surrounding areas.

Enterprise Mobile App Development

Appzzon has over years delivered multiple successful mobile apps for enterprise customers. Our advanced capabilities enable us to deliver apps compatible with not just Android and iOS but also hybrid platforms.

Our cutting-edge mobility solutions are secure, efficient, advanced and extremely reliable. We understand the need for top quality solutions when addressing commercial requirements and our teams are aligned for exactly that. Our flawless execution for clients operating out of GCC countries, is a testament to the same.

▸ **App Development** - Ground up design and coding of enterprise level apps across platforms and devices assisted by seamless integration with corporate systems.

▸ **App Mobilization** - Extension of existing desktop and web compliant enterprise solutions to mobile, enabling efficiencies in the system.

▸ **App Upgrades** - Optimization of existing apps by resolving issues with performance, upgrades and migration.

Appzzon experience has shown that enterprise mobile apps when executed well can empower clients and greatly improve employee productivity. We are here to help.

IT Consulting

Appzzon's experienced IT consulting services adopts a multi-pronged approach to enable clients in Dubai and beyond, to make the best of their information systems. Our services span IT strategy, advisory on enterprise architecture and software portfolio consulting. The aim is to enable clients boost their profitability, improve productivity and achieve a high ROI in technological investments.

▶ **Infrastructure Consulting** - Smooth transition from outdated systems to cloud based systems or ground-up IT architecture establishment.

▶ **Up-to-date Portfolio** - In-depth analysis based recommendation on the most optimum software suites for clients.

▶ **Digitising the Supply Chain** - End-to-end solutions to taking the entire supply chain online, ushering in an IT-enabled business transformation.

▶ **Security Consulting** – Complete cyber-security solutions that encompass strategic security, cloud security, security assessment, regulatory compliance and more.
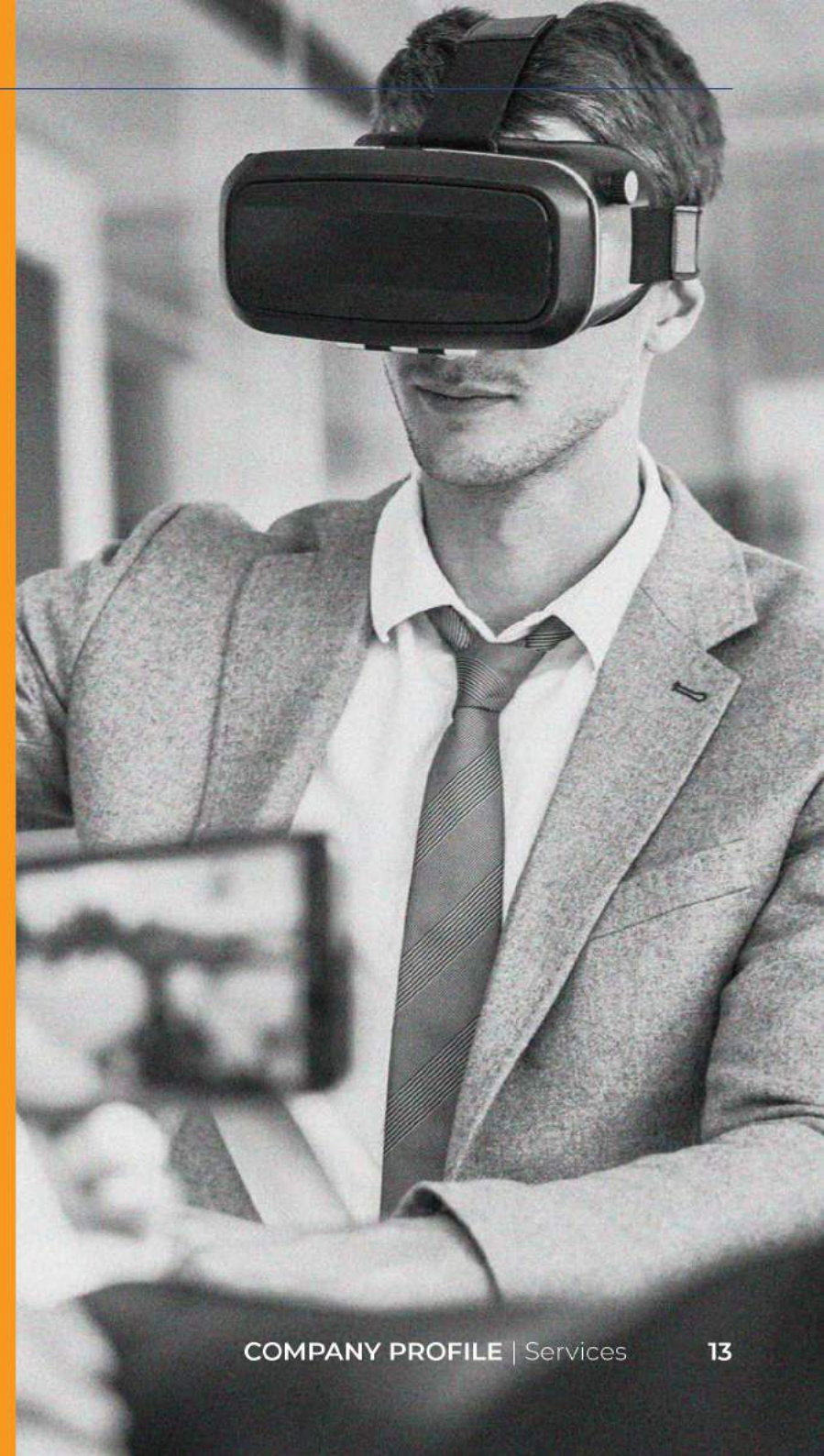
At Appzzon, we have in-depth knowledge of industry best practices, compliance codes, data protection and governance. Our result-oriented approach has helped us gain continuing contracts with most of our clients in the MENA region.
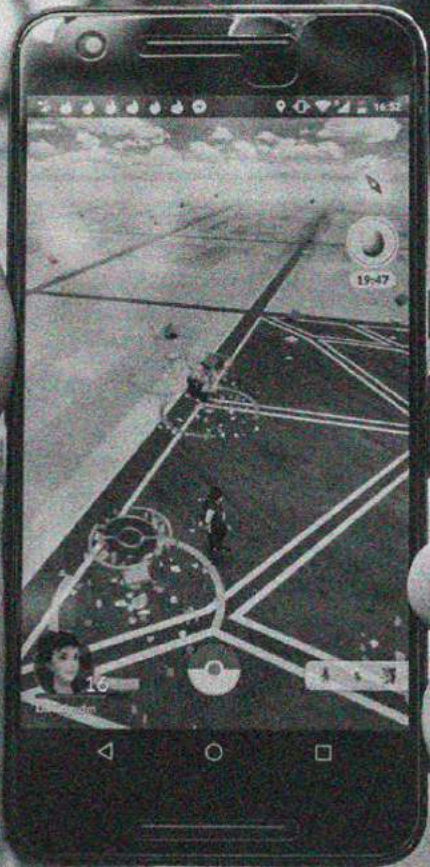
Virtual Reality

Businesses are increasingly using virtual reality for numerous applications such as marketing, simulation, gaming, training and most importantly for innovative approaches to education. Appzzon has built together a robust team of virtual reality experts capable of conjuring breakthrough virtual reality applications in record turn-around time for our clients in Dubai and beyond.

▶ **Cross-Sector Appeal** - VR Apps that cater to a cross section of industries, from academic, real estate, healthcare to government projects and tourism.

▶ **Multiple-Applications** - VR that enhances training programs, educational programs, product visualisation and more.

▶ **Cross-OS Compatibility** - Immersive and non-immersive solutions by Appzzon that are compatible across operating systems i.e., Android, iOS and Windows.

▶ **VR Support Solutions** - Not just development of VR apps but provision of creative ideas, content development and communication development.

Virtual reality applications are one of the many strong suites of Appzzon. We believe that customers and target audiences recall more when they not just see or hear, but experience a training, product or concept. Appzzon's work in the education sector is backed by virtual reality to a fair degree. We have recognised the importance of VR in engaging students, making learning more impactful and most importantly, enjoyable. All of this has resulted in early adaptation of VR applications by Appzzon and hence makes us a dependable expert in the field.

Augmented Reality Applications

Augmented Reality is an effective way of transforming services and products into a memorable interactive experience for customers and target audiences. Appzzon has created remarkable AR applications and products for numerous brands and educational institutions in the MENA region.

- **Emerging Technologies** - The latest trends in motion capture, AR and computer are used to create immersive solutions that make a mark.

- **Mixed Reality** - Educational tools and brand activations that mix the virtual and real world to create impactful experiences.

- **Cost-Effective** - AR that can transform most devices into content augmentation tools - we use widely available hardware making our AR accessible and cost effective.
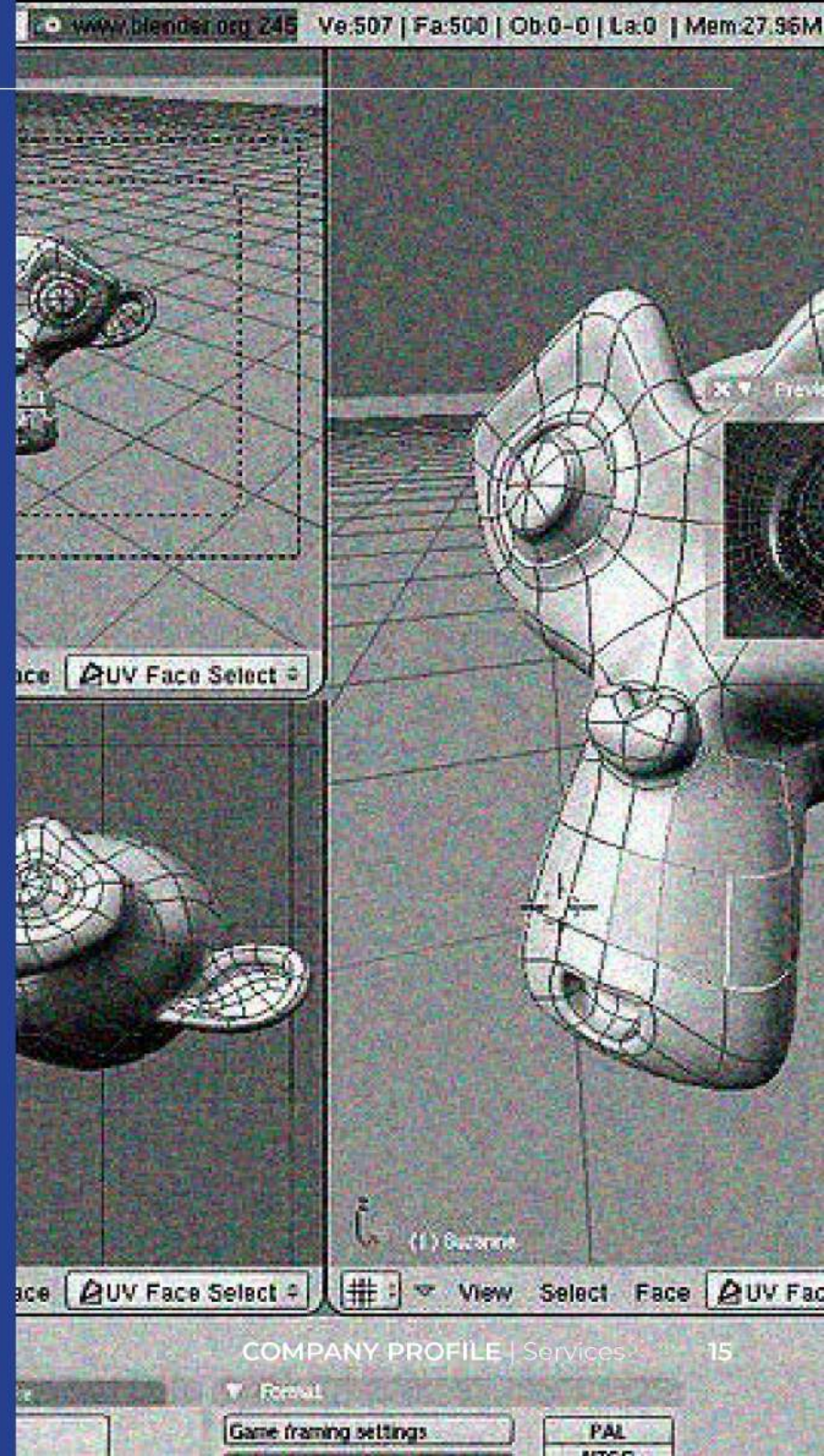
Our expertise and unique algorithm ensures that our AR projects have a quick turnaround time. Our flexibility gives our customers the power to use the developed AR for multiple experiences. Our strengths make us one of the most leading AR solution providers for countries belonging to the GCC.

3D Modeling

Stunning visuals, superior design and technologically advanced output – Appzzon's 3D modelling services deliver all these and more. Our well-trained team of in-house developers, graphic designers and animators have over the years delivered superior 3D animation and videos which have enhanced the work of our clients from the education and business sectors, in the MENA region.

- ▶ **3D Modelling** – We have a team of 3D artists with keen sense of aesthetics who can stay true to the brand's positioning and deliver stunning results.

- ▶ **3D Rendering** - Photo-realistic renderings which cater to multiple sectors such as e-Commerce, construction, real-estate and tourism.

- ▶ **3D Animations** - Impactful animation and videos that make learning and brand communication memorable.

Appzzon's expertise, quick turnaround time, affordability and most importantly, an enviable portfolio, makes us a reliable service provider for end-to-end 3D Modelling needs of our clients in UAE, Saudi Arabia and beyond.

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