



IT Solutions **Delivered Fresh!**

www.acutebusiness.com

WHAT is Acute Business?

Acute Business is the first of a new generation consultation, system integration, business process, sales and information technology outsourcing company.

What Do We Aim For?

Our ultimate goal is to help your business increase its operational effectiveness, decrease costs and expenditure and increase opportunities. Subsequently, guide your business towards generating more revenues and profits. We have been in the industry since 2006 and have worked with many reputed organizations, assisting them to build their brand and business.

How Do We Work

Why do we excel? Because we work this way:

Listening...
Listening...
Listening!



Discussing Possibilities
Checking on Alternative Solutions



Weighing Options
Picking the Optimum Option



Implementing
Moving on to Next
Steps



Consulting & **Services**



Consulting and Services

Reasonable service packages for your business needs



01. Digital Transformation Consultation

DT, using AI & Emerging Tech as enabler to the underserved industries.

02. Corporate GRC & Corporate Excellency Consultation

Insuring compliance and proper governance practices.
Hacking growth of the organizations.

03. Outsourcing

Top notch team with decades of experiences.

04. Software and Apps Development as a Service

Decades of development experiences.
Block chain, electronic bill, payment gateways,
invoicing and payment collections

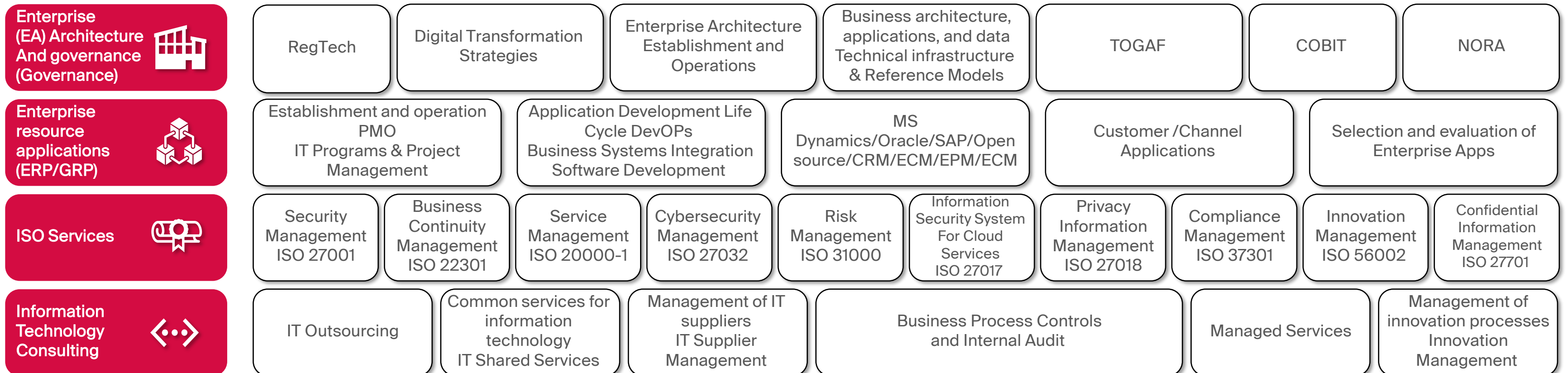


Services and Consulting

Consulting

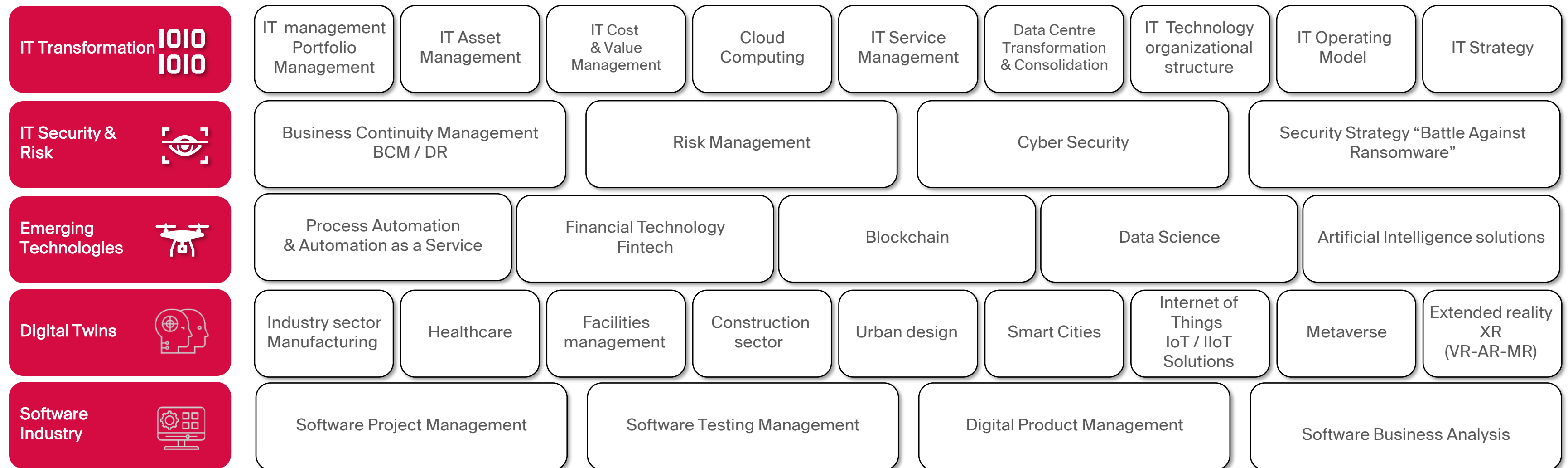
Consulting Experiences

Our **digital transformation** experts and consultants have advanced and diverse skills and international experience that achieve the optimal value of the work of large institutions and bodies, characterized by a balanced combination of a high level of technical knowledge and accurate perception of facts and business aspects, while relying on communication skills and persuasion in adapting challenges excellently at the executive level



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Globally Recognized Frameworks



This methodology is summarized in the development of 42 administrative processes that ensure the maximum types of control and quality so that they are distributed during the project periods (initiation period, planning, implementation, monitoring and control and closing the project), which is a global methodology followed in most international projects and presented by the International Project Leasing Institute (PMI).



It is the global and realistic standard in service management, as it was used as (a guide to the work of British government departments), and hence its usefulness in all organizations during the stage of its use as a base for service management. This was used to approach the procedures for improving the level of service and providing the best customer service requirements within the frameworks of cost and service control



This methodology provides a strategic management tool to help business entities translate an organization's strategy and mission into accurate performance measures that provide a framework for a strategic management and measurement system



The COBIT framework is a standard framework consisting of several tools that help enterprise managers reduce the gap and reduce risks between information systems, technical needs, and basic business needs of the organization. This framework also helps to provide an advance roadmap for communication between the activities of the information and communication systems departments with the organization's managers, shareholders and other parties that may have a relationship or interest in the governance of information systems.



The TOGAF work methodology has been quoted in applying the best practices followed globally and locally with regard to electronic and structural transformation to document the current and future components of the institution and provide tools for transformation and development of the institution to serve its various interests



The IT4IT methodology deals with information technology as if it is a business administration that provides its services to the beneficiaries. Therefore, the operating model will be based on specific work procedures that cover all the value chain of information technology, including the following axes:

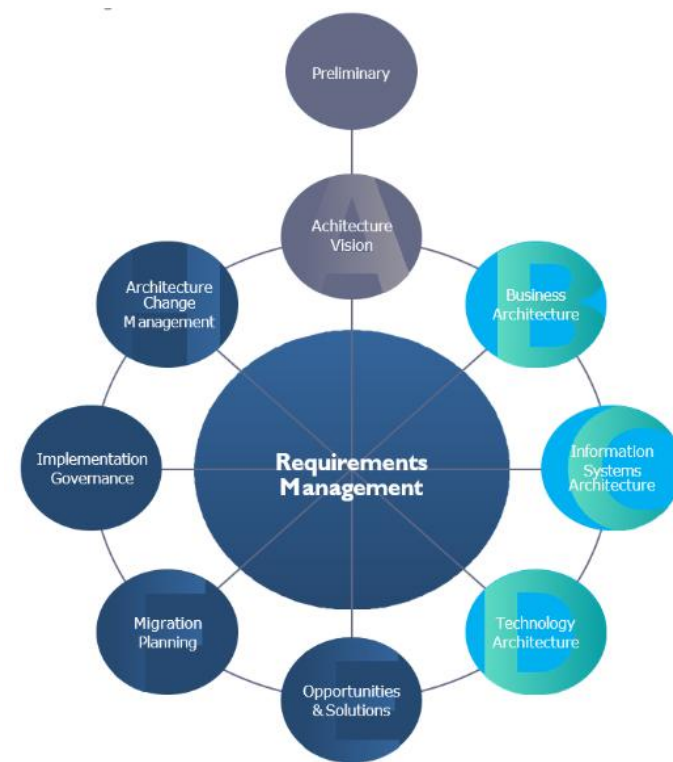
- The strategy
- Requirements and projects
- Manage orders and services
- Operating and Maintenance



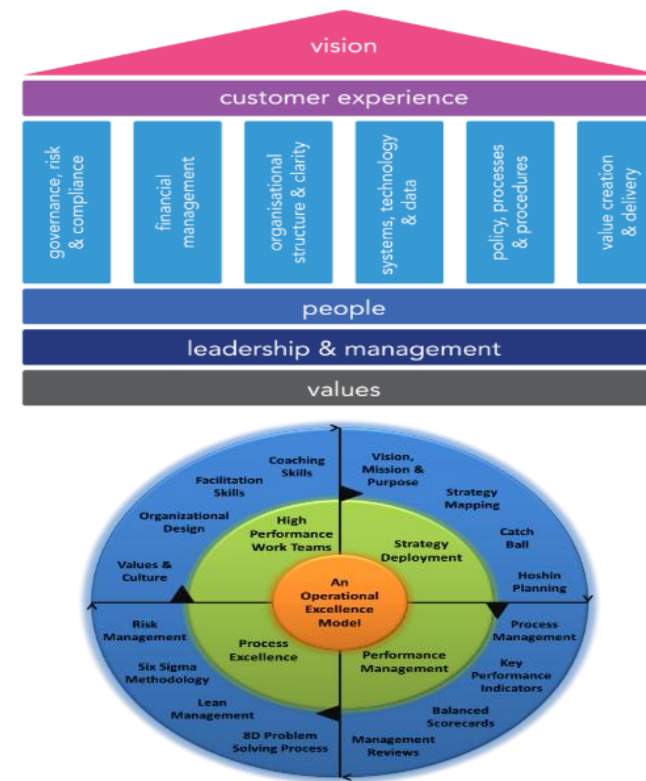
The term innovation management refers to the managerial processes in innovation. It can be used for both product development and organizational innovation. Without proper processes in place, research and development (R&D) cannot be efficient; Therefore, innovation management includes a set of tools that allow managers and engineers to collaborate in order to reach a common understanding of goals and processes

Globally Recognized Methodologies

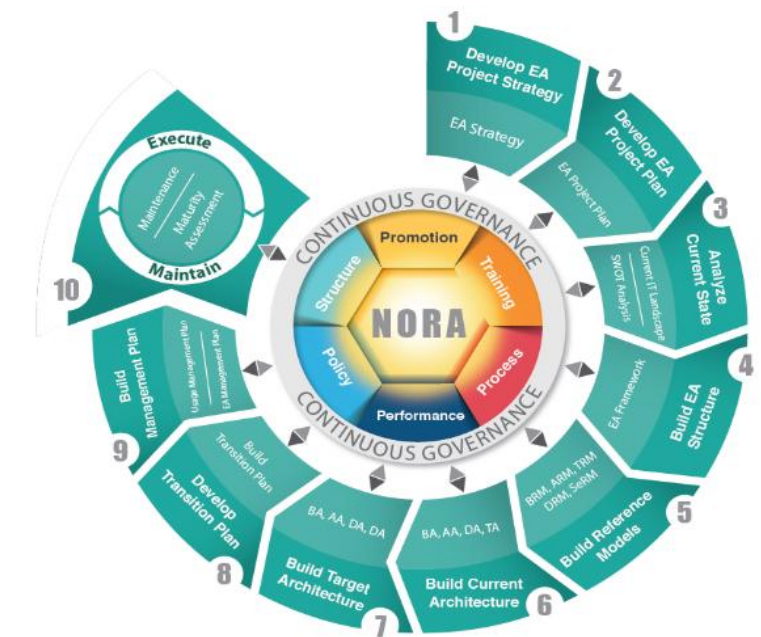
We rely on a variety of global effective methodologies that vary across the globe, including, for example:



The Open Group Architectural Framework (TOGAF)



Operational Excellency Methodology



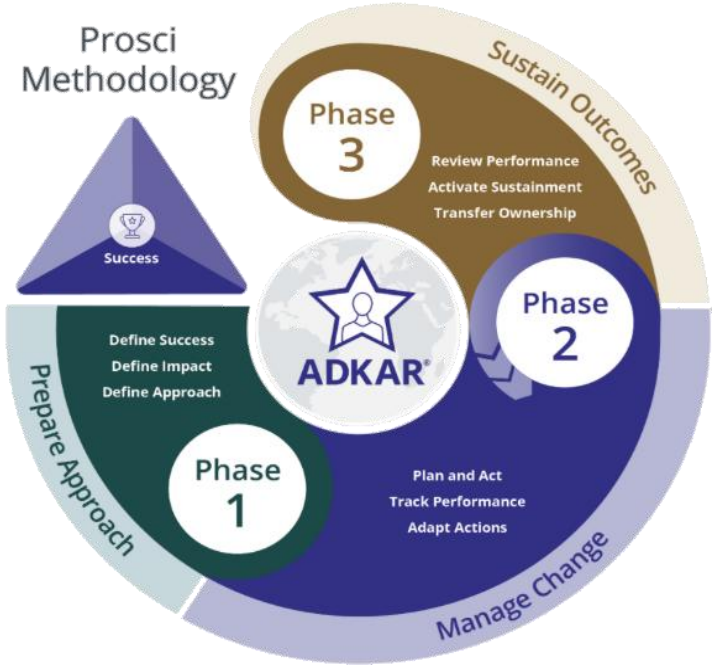
National Overall Reference Architecture (NORA)

Globally Recognized Methodologies

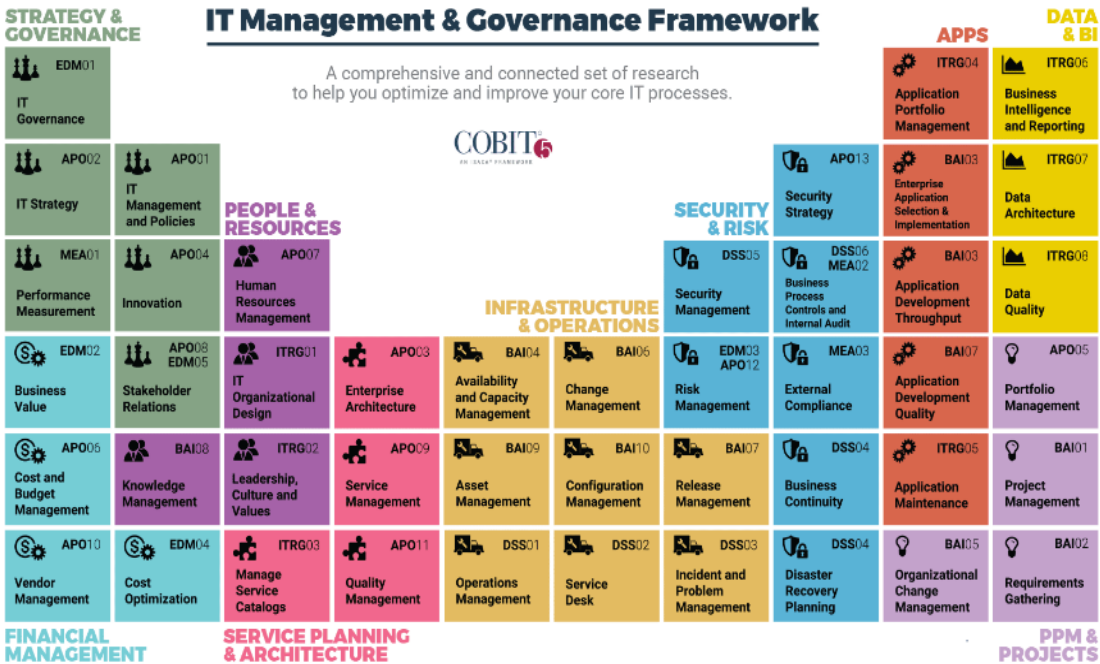
We rely on a variety of global effective methodologies that vary across the globe, including, for example:



IT PMO Methodology



Prosci Change Management Methodology



Governance & Compliance
Control Objectives for Information and Related Technology (COBIT)

Saudi National Digital Transformation

In line with Saudi Arabia's Vision 2030, we follow a number of key pillars have been identified for designing the national digital government strategy.





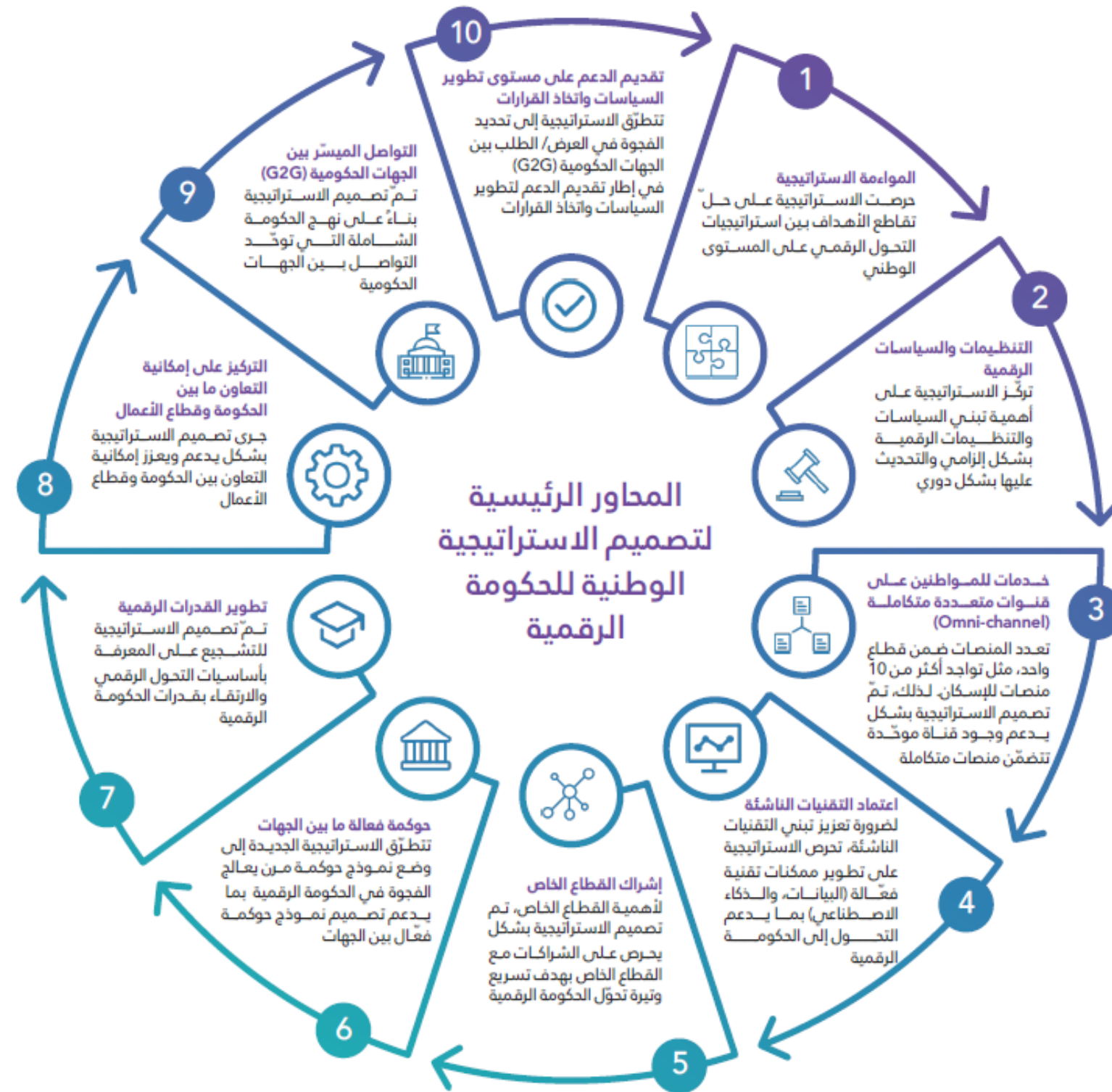
أرفع أسمى آيات الشكر والعرفان لمقام خادم الحرمين الشريفين وسمو ولي عهده الأمين حفظهما الله للدعم الكبير الذي تحظى به مسيرة الحكومة الرقمية في المملكة.

معالي رئيس مجلس إدارة هيئة الحكومة الرقمية
م. عبدالله بن عامر السوايدة



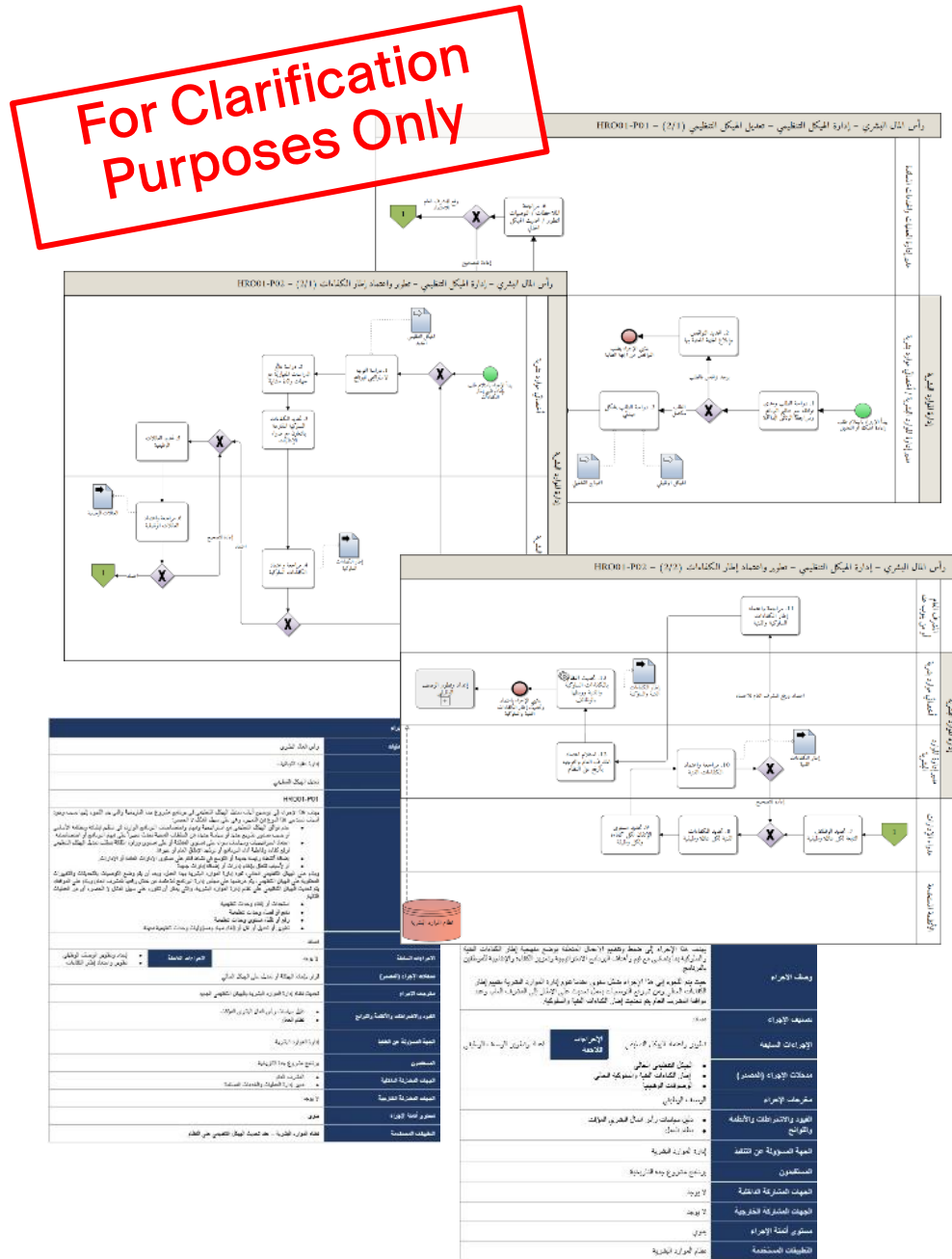
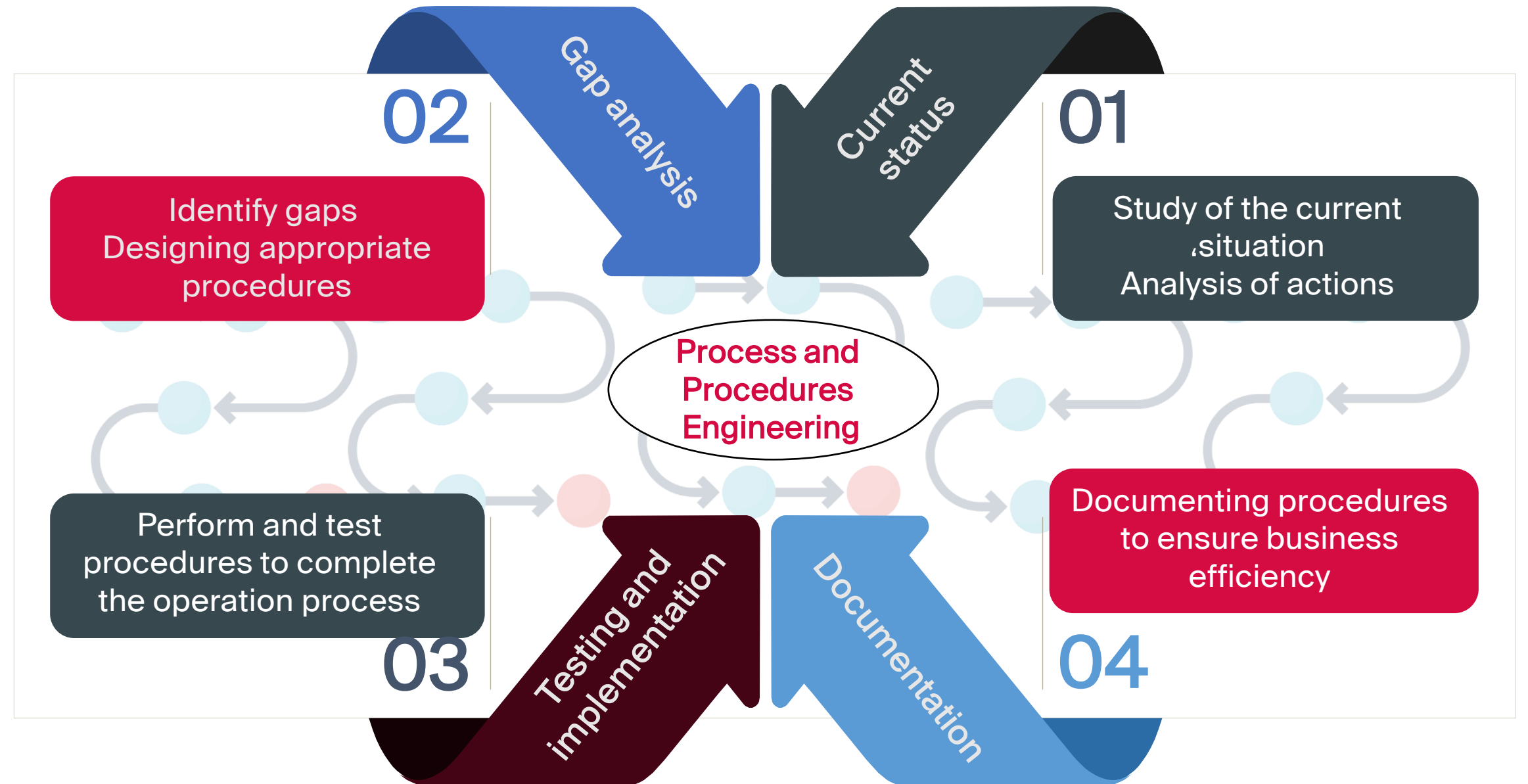
تساهم التوجهات الاستراتيجية في تحسين جودة الحياة ورفع نسبة رضا المستفيدين، وتسهيل ممارسة الأعمال وتعزيز التنافسية، ورفع كفاءة الأداء الحكومي، وتفعيل المشاركة المجتمعية، إضافة إلى زيادة المساهمة في الناتج المحلي الإجمالي، ودعم استدامة الموارد الطبيعية من خلال تقليل الانبعاثات الكربونية، لتكون المملكة ضمن أفضل 10 دول في الحكومة الرقمية على مستوى العالم بحلول العام 2030.

معالي محافظ هيئة الحكومة الرقمية
م. أحمد بن محمد المويان



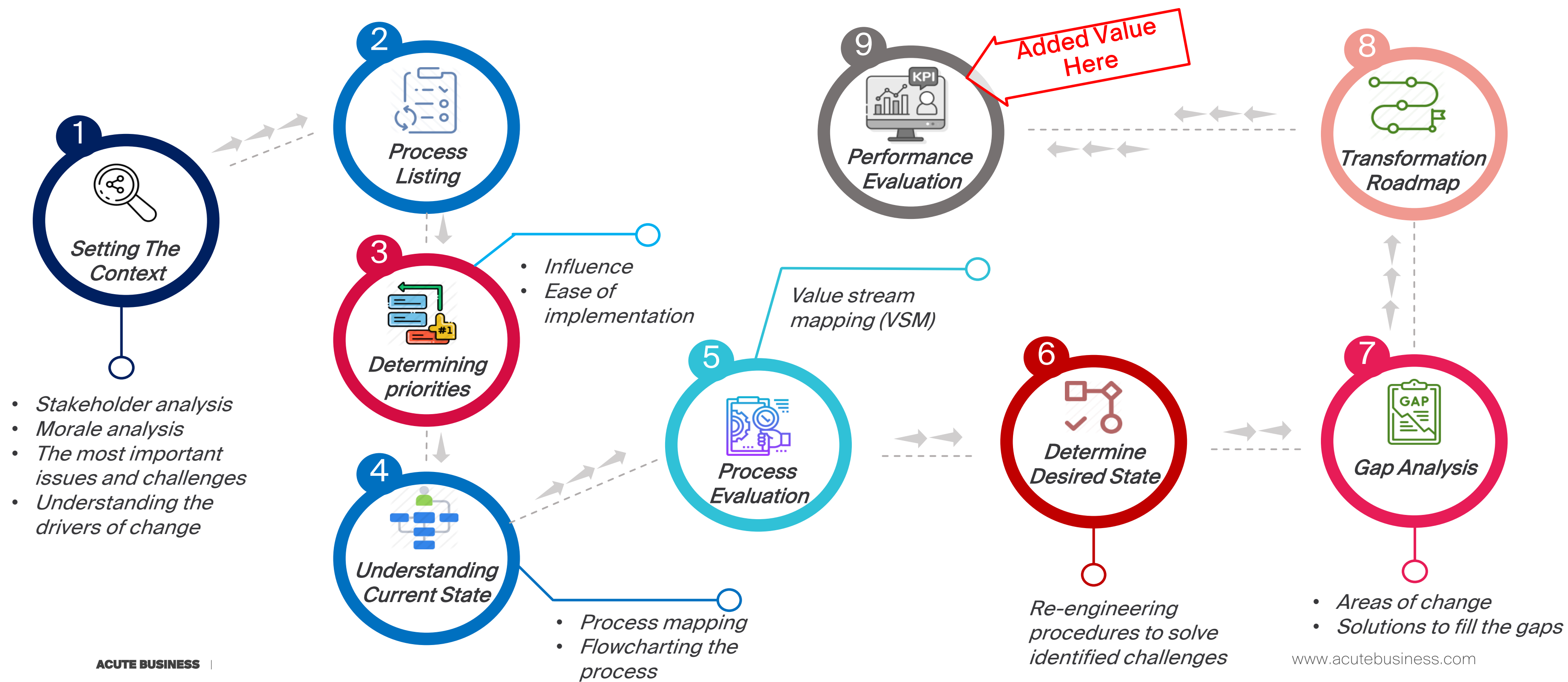
Process & Procedures Re-engineering

The development of procedures and processes is one of the most important foundations for achieving operational efficiency and governance. We have a distinguished consulting team in the re-engineering of procedures and operational processes: (1/2)



Process & Procedures Re-engineering

The development of procedures and processes is one of the most important foundations for achieving operational efficiency and governance. We have a distinguished consulting team in the re-engineering of procedures and operational processes: (2/2)

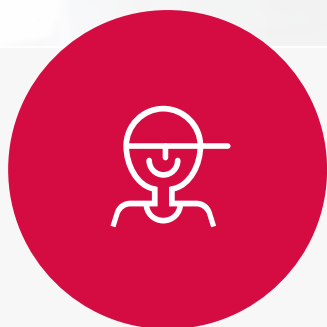




Services and Consulting

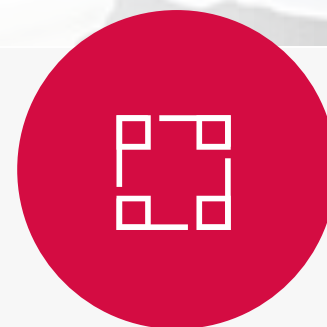
Outsourcing

Resource **Augmentation**



01. **Skilled Resource Allocation**

- Provided **200+** specialized managers, developers, designers, security and technical experts to supplement client internal teams
- Delivered niche expertise in emerging technologies: **AI/ML, blockchain, IoT**, and advanced **data analytics**
- Maintained talent pool across 15+ technology stacks with rapid deployment capabilities (15-30 days)



02. **Technology-Focused Engagements**

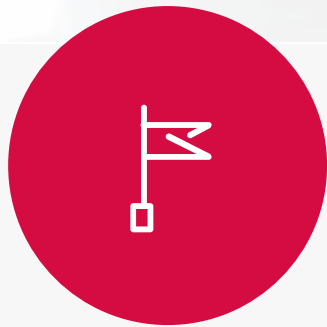
- **AI & Machine Learning:** Deployed data scientists and ML engineers for predictive analytics, NLP, and computer vision projects
- **Development:** Java, NodeJS, .NET, PHP, iOS, Android, React, Angular, Vue.js developers, UX/UI designers for modern user experiences and cross-platform specialists for rapid application development
- **Cloud & DevOps:** ServiceNow, ITSM, STCs, AWS, Azure, GCP certified engineers for infrastructure optimization and automation



03. **Agile & Scalable Delivery Model**

- **Rapid Scaling:** Ability to scale teams up/down by 30-50% within 1-2 weeks based on project demands
- **Direct Client Integration:** Resources work directly with client teams using their processes, tools, and methodologies
- **Specialized Skills On-Demand:** Access to rare expertise (blockchain developers, cybersecurity specialists, data architects) without long-term commitments
- **Cost Optimization:** Reduced overhead costs by 20-40% compared to local hiring while maintaining quality standards

Managed **Outsourcing**



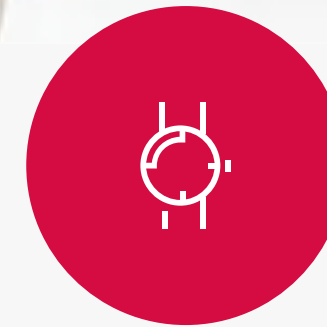
01. End-to-End Project Management

- Led 50+ complex technology projects with dedicated project managers, solution architects, and delivery teams
- Managed cross-functional teams of 10-200 professionals across **multiple time zones** and regions
- Delivered enterprise-level solutions with 98% on-time delivery rate and 95% client satisfaction scores



02. Industry Expertise Across Verticals

- **Financial Services:** Built payment platforms, digital banking solutions, and regulatory compliance systems for 15+ financial institutions
- **E-commerce & Retail:** Developed omnichannel platforms, inventory management systems, and customer experience solutions for major retailers
- **Healthcare:** Delivered HIPAA-compliant systems, telemedicine platforms, and patient management solutions



03. Comprehensive Service Portfolio

- **Custom Software Development:** Web applications, mobile apps, enterprise software, and cloud-native solutions
- **Digital Transformation:** Legacy system modernization, cloud migration, and process automation
- **Quality Assurance:** Automated testing frameworks, performance optimization, and security auditing
- **DevOps & Infrastructure:** CI/CD implementation, cloud architecture, and 24/7 monitoring solutions

Solutions & Products



Solutions & Products!

For demanding markets

We have shown a great deal of ownership and sincerity!

10 Products so far, and counting..



We Build **AI Solutions!**

Transforming Bold Ideas into Intelligent Products

What We Deliver

End-to-End AI Product Development

From concept to production-grade systems — we don't just prototype, we ship.

Industry-Specific Expertise

Fintech • Healthtech • E-commerce • Logistics • SaaS • Climate Tech

Responsible AI by Design

Bias audits, explainability frameworks, and compliance-ready architectures built in, not bolted on.

Scale-Ready Infrastructure

Cloud-native, cost-optimized, and designed to handle your next funding round's growth targets.

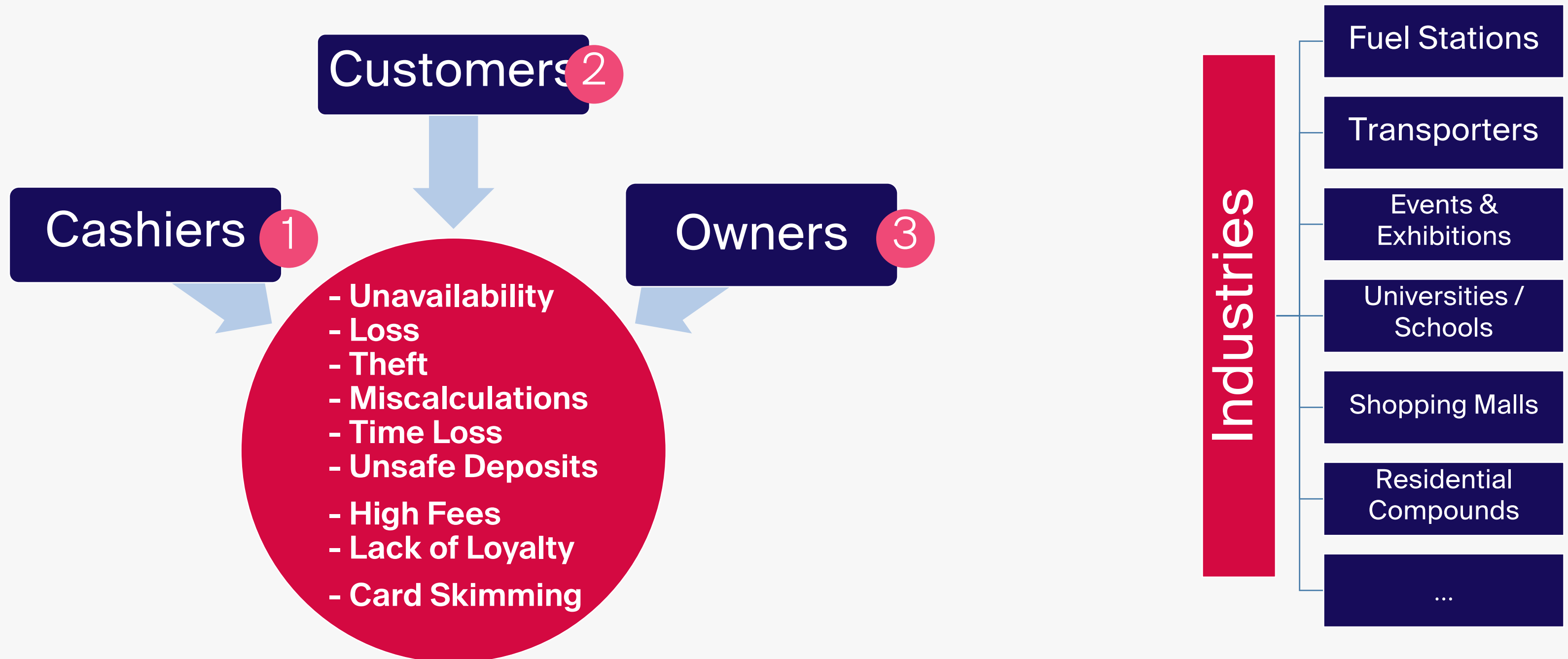


Products Overview





Community owners struggle using cash and plastic!



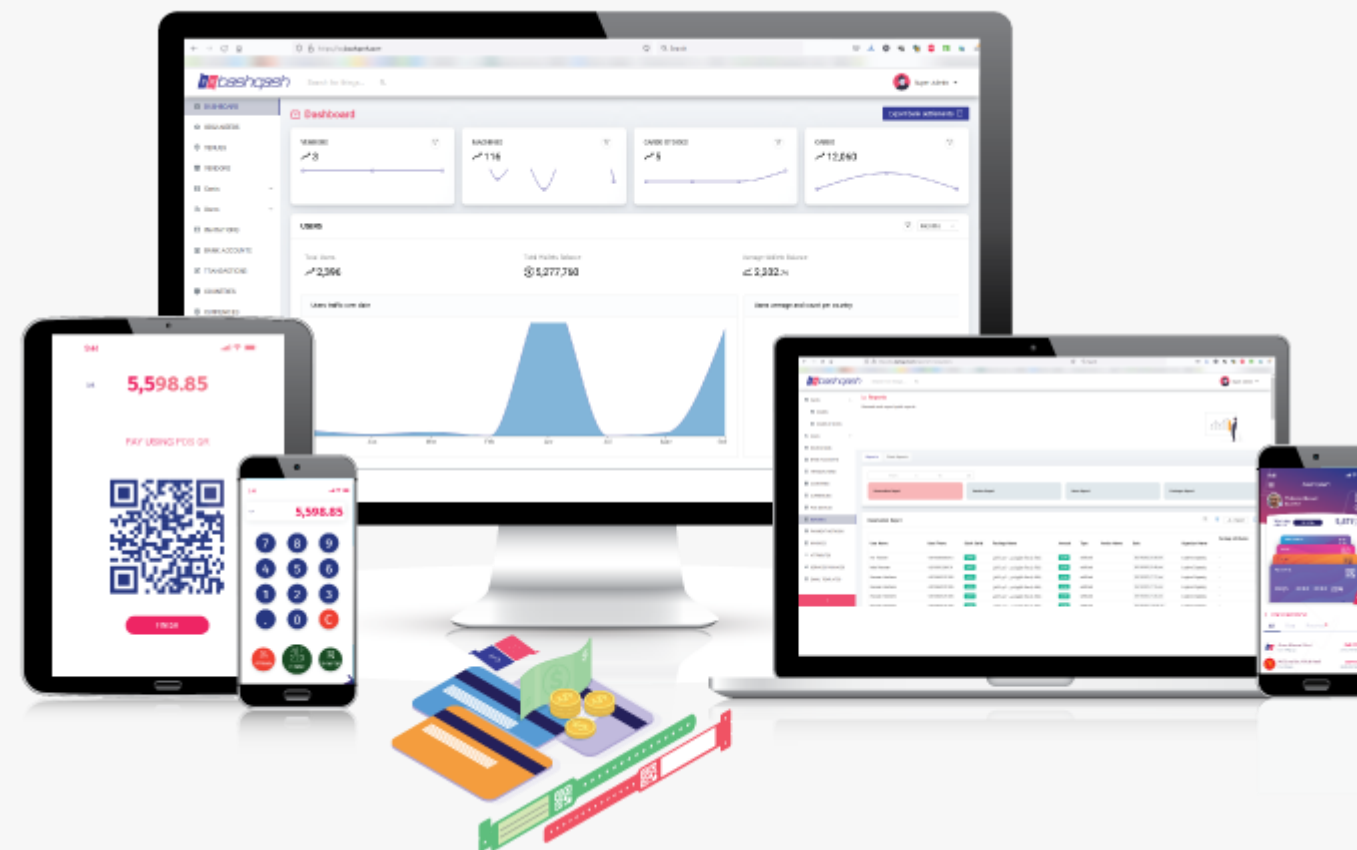
Bashqash... Peace of Mind!



Payments



Discount Offers
Cashback Offers
Coupons
Easy Map Allocation
Sales Monitoring
Full Control Dashboard
...



Control



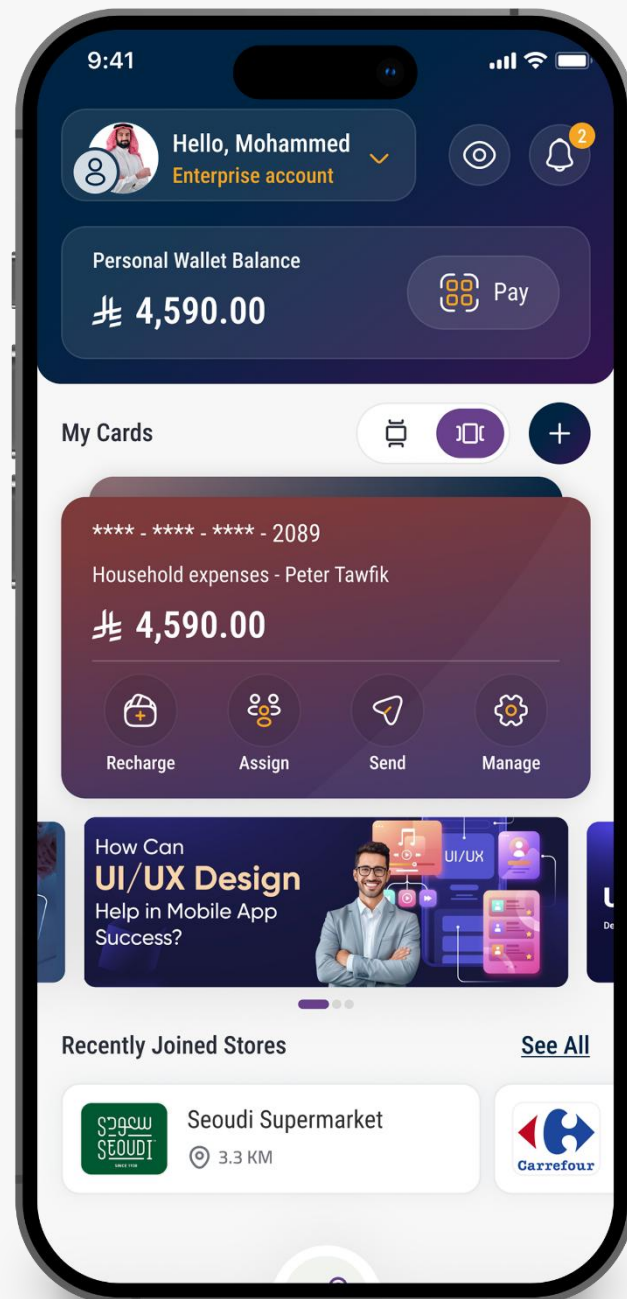
Social



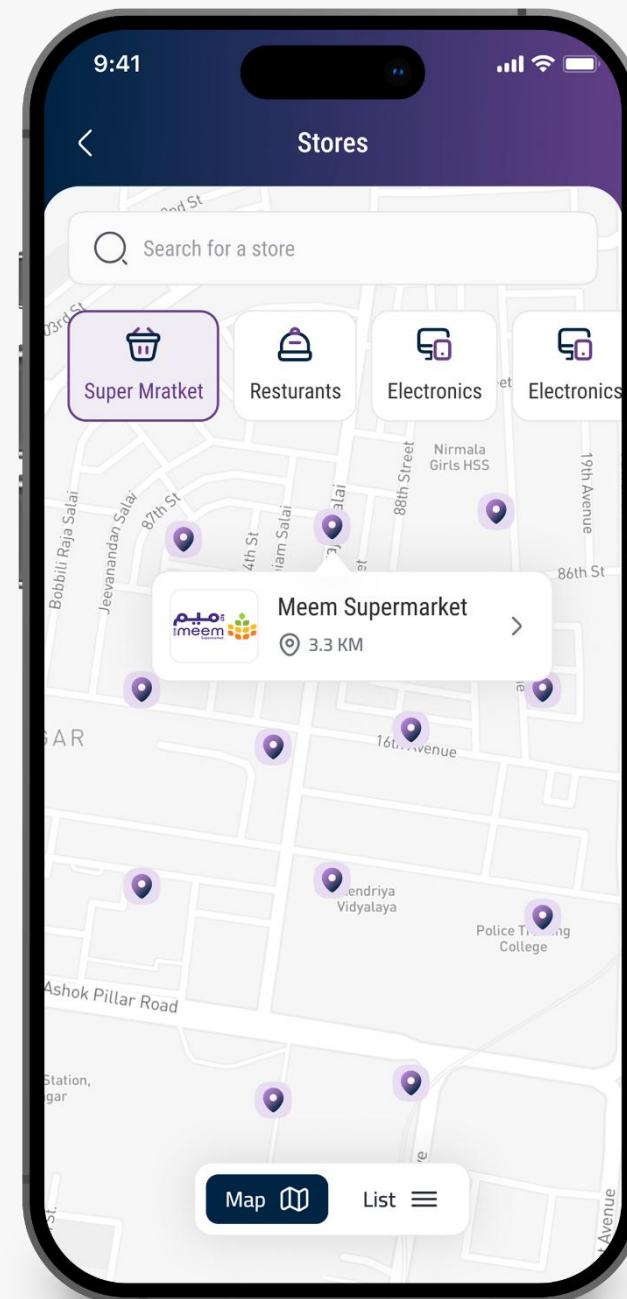
Direct Communication
Reviews
High Use Base
Social Marketing Channel
Charity Considerate
Customer Loyalty

What End Customers See...

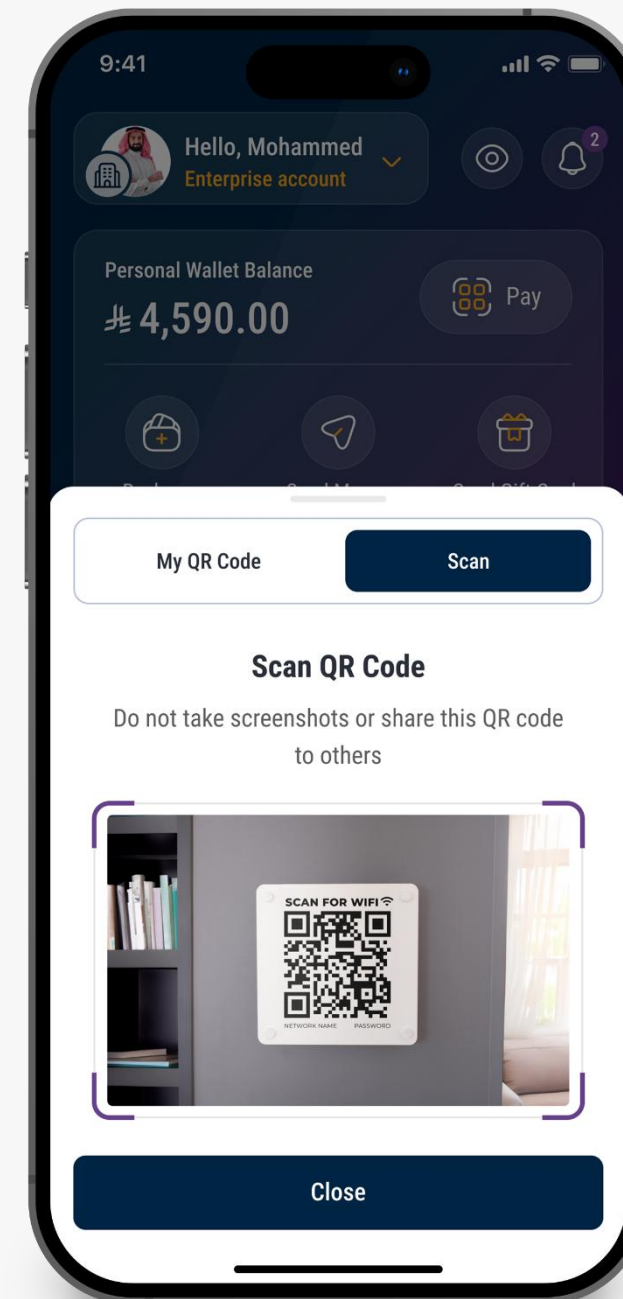
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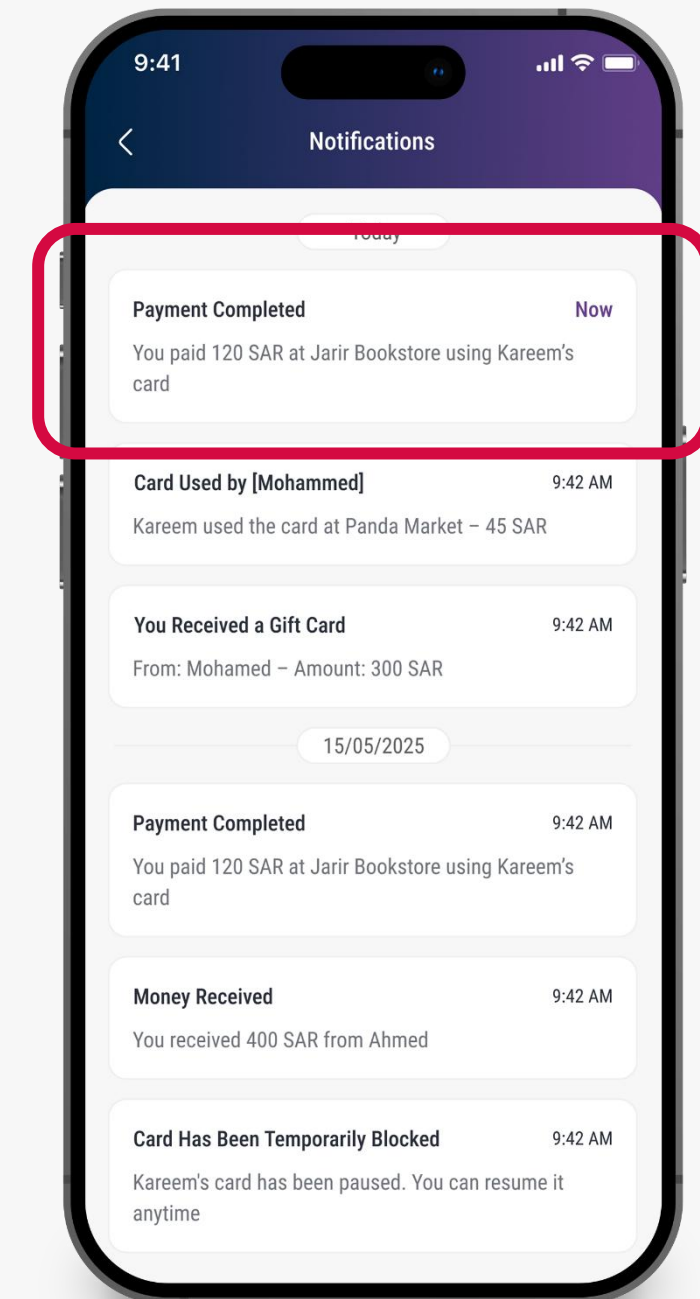
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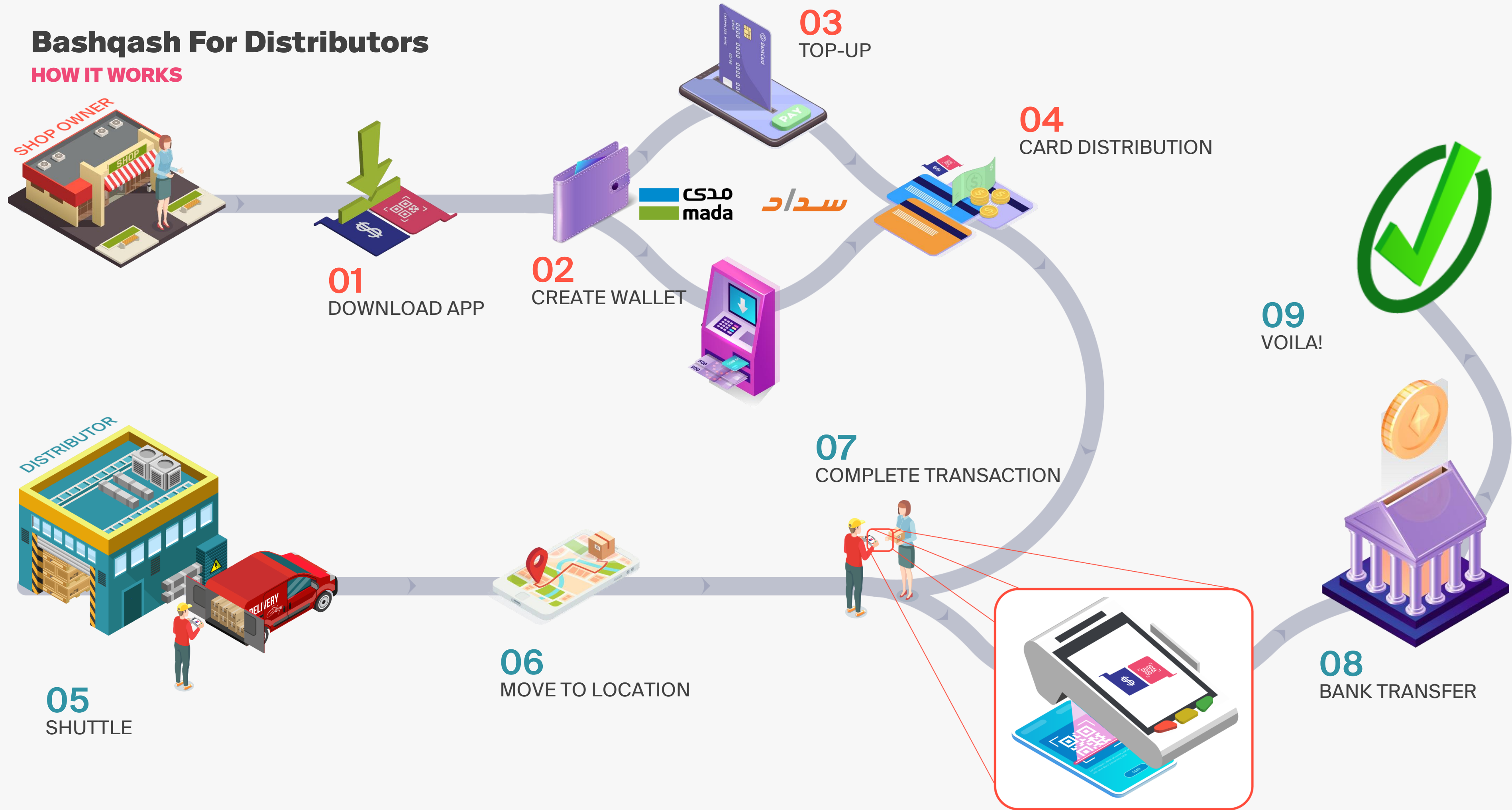


4



Bashqash For Distributors

HOW IT WORKS



Bashqash Helps You

Bashqash is a relief to the distributors in many ways.

Reduce Handling-cash Risks

It will eliminate the cash theft or loss. It will reduce cash mis-calculations (change and refunds)



Reduce Transaction Time

Transaction times gets reduced by 60% at least. Contactless and fast balance transfers and instant alerts

Specially with COVID-19



Reduce Payment Challenges

How many times the shop owner did not have enough cash on him to pay for the goods on the spot for example?

Bashqash Helps Your Customers

Bashqash is a relief to the shop owners (your customer) in many ways.

Autonomy, One Card Per Account

Shop owners with multiple outlets can create a separate card for each outlet and assign it to outlet/store manager to enhance autonomy



Reduce Transaction Time

Transaction times get reduced by 60% at least. Contactless and fast balance transfers and instant alerts

Specially with COVID-19



Fast, Secured & Assured Payment

Payment will be secured and a bill will be issued automatically once completed

Products Overview



Fuel Stations

In Your Own Pocket



Integrated Solution for Businesses and Individuals

Enterprises could easily control their fleets fuel expenses; End users will enjoy free offers and cashbacks when they use the app



Ultimate Control for Fuel Stations Owners and Their Tenants

The owners can instantaneously see their stations sales, receipts and dispensers amounts; tenants receive more visits and new customers!



5 Control Dashboard



The main control and analytics center that allows fuel stations owners to fully monitor and operate their stations, users, offers and authorizations

1 User Mobile App



That is used to purchase fuel and earn points and collect offers

4 Vendors POS App



Used by tenants/vendors to market their products/services and offer fuel cashbacks as well as allowing end users to topup their account in person.

2 Fuel POS Mobile App



Used by operators to collect payment (it is used by other station services operators)

3 Instant Fuel Ordering App



Used by fuel stations owners to instantly order fuel in bulk and receive transporter bids



Woqody Fast Facts

Since its start on June 2022:



450_K

USERS

Using iOS and Android
Platforms



8000₊

Daily

Transactions

Fuel purchases, top-ups and
credit transfers



426_{M+}

SAR

GMV (Trx Volume)

The traction is incredible on
Woqody platform!



48₊

Onboarded

Enterprises and Partners

With large names on boarded
and several fleets operated.

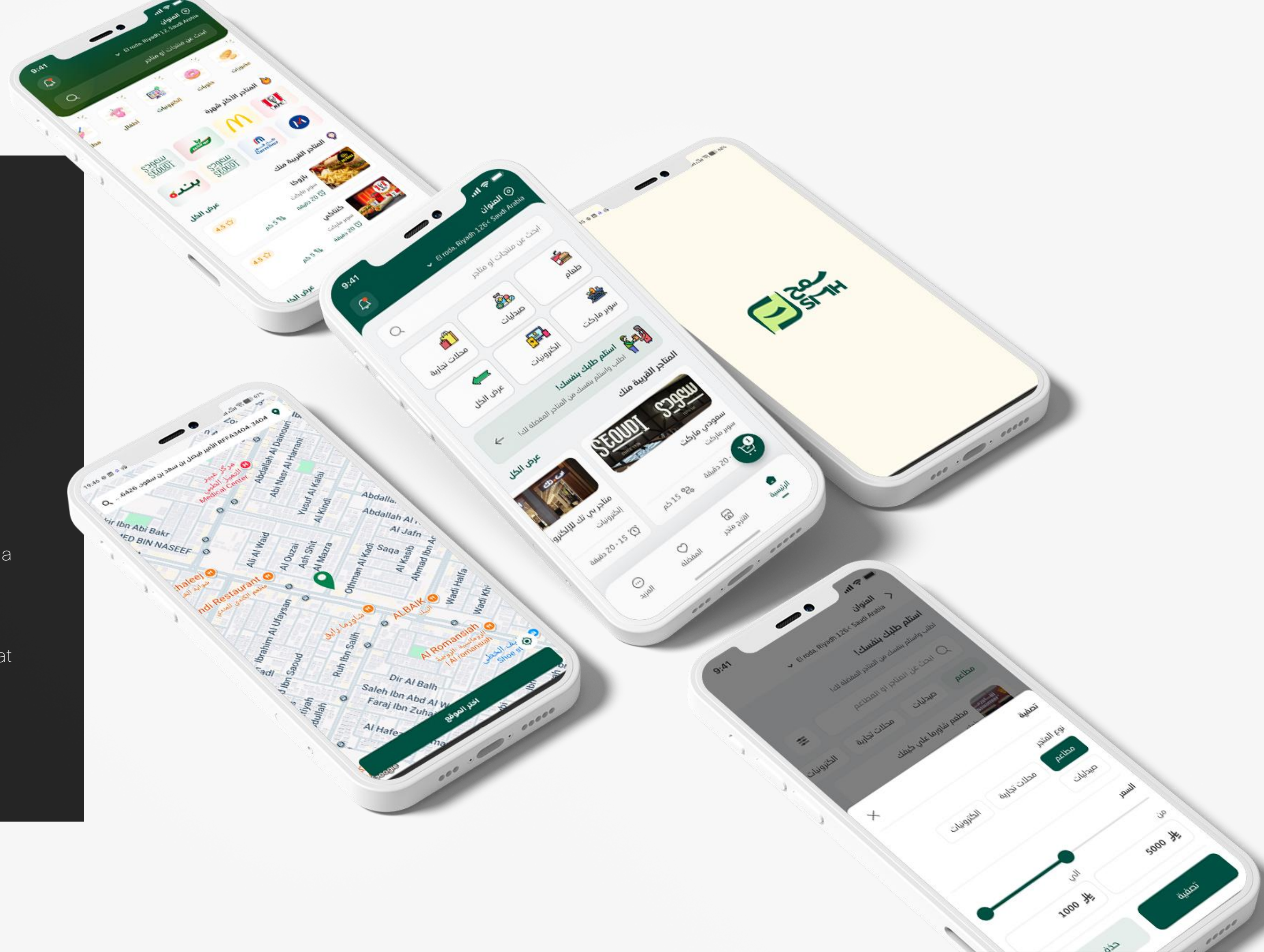
Recent Mobile Apps Portfolio

We have produced over 32 mobile apps which gave us a large exposure to different mobile app business needs. Whether it was B2C, B2B or even B2B2C requirements. We know how to tackle your business needs.



SMH App

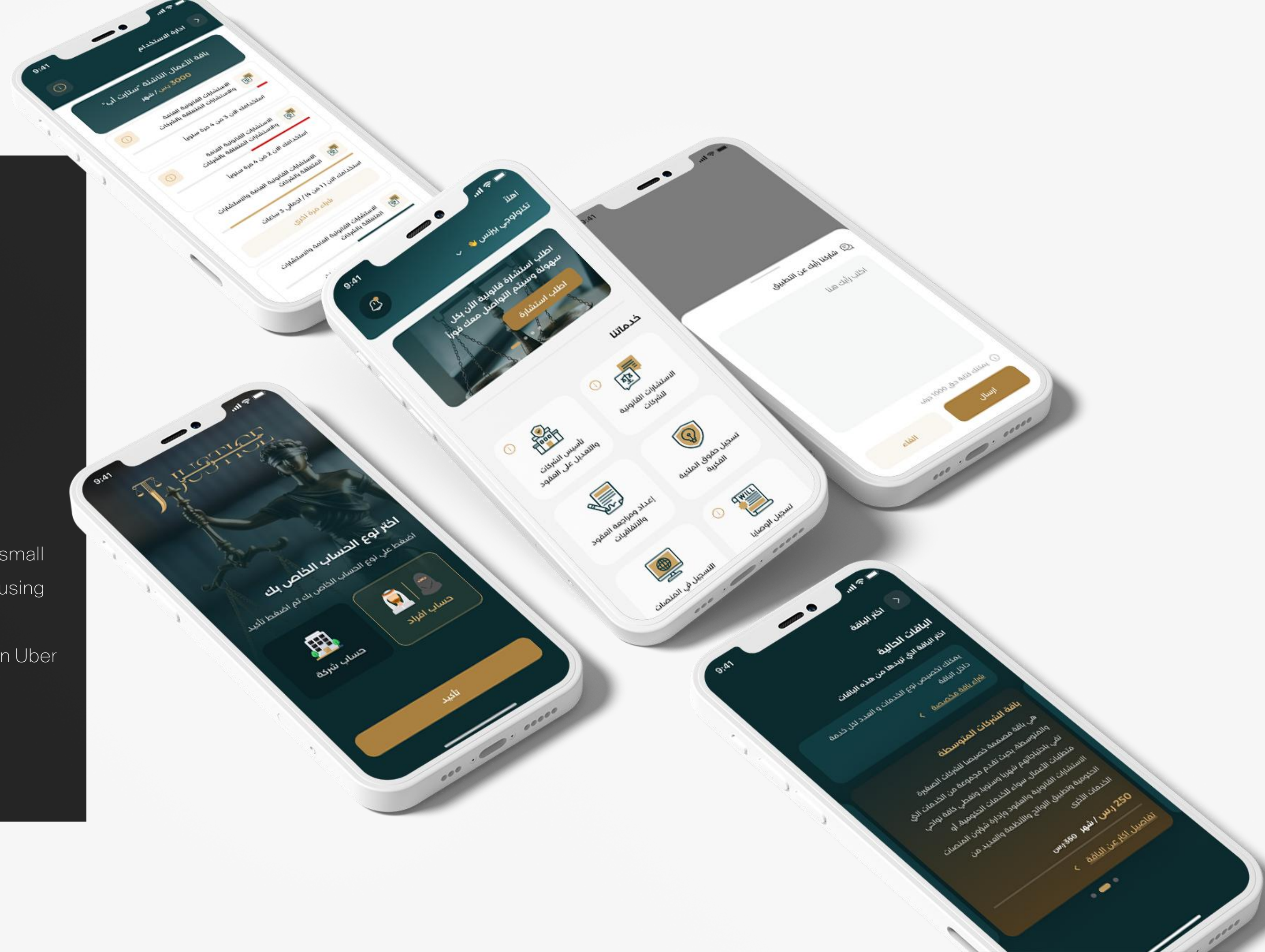
First of a kind, 3 Apps and a platform to support local vendors to manage their delivery process to combat delivery apps rising fees.



Justice

Offering legal services to small and medium businesses using subscription packages.

Delivering the service in an Uber style.



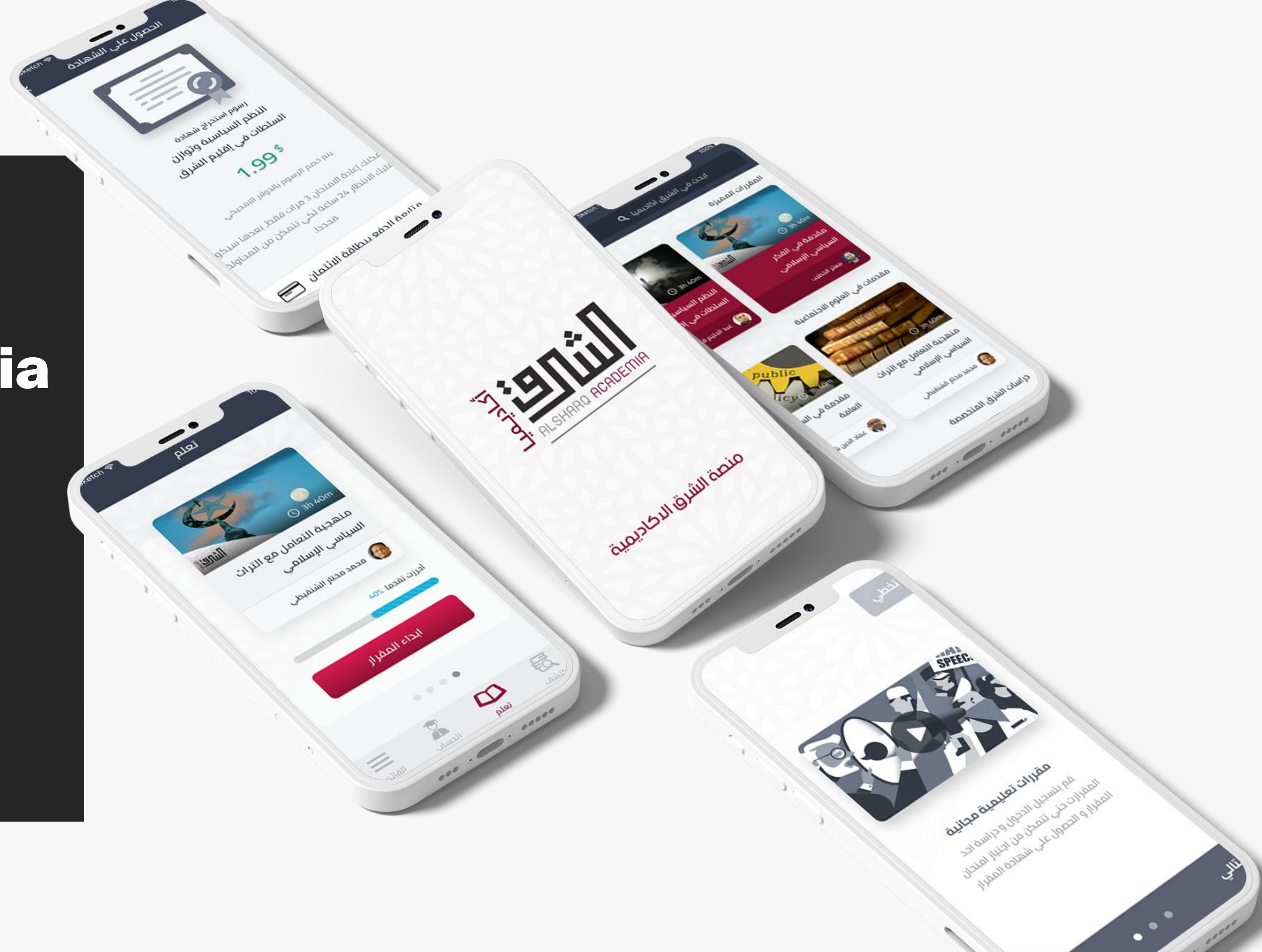
Pharmacy App

an Uber-like app for ordering and delivering medicine from nearby pharmacies:



Sharq Academia

Social and political online
courses



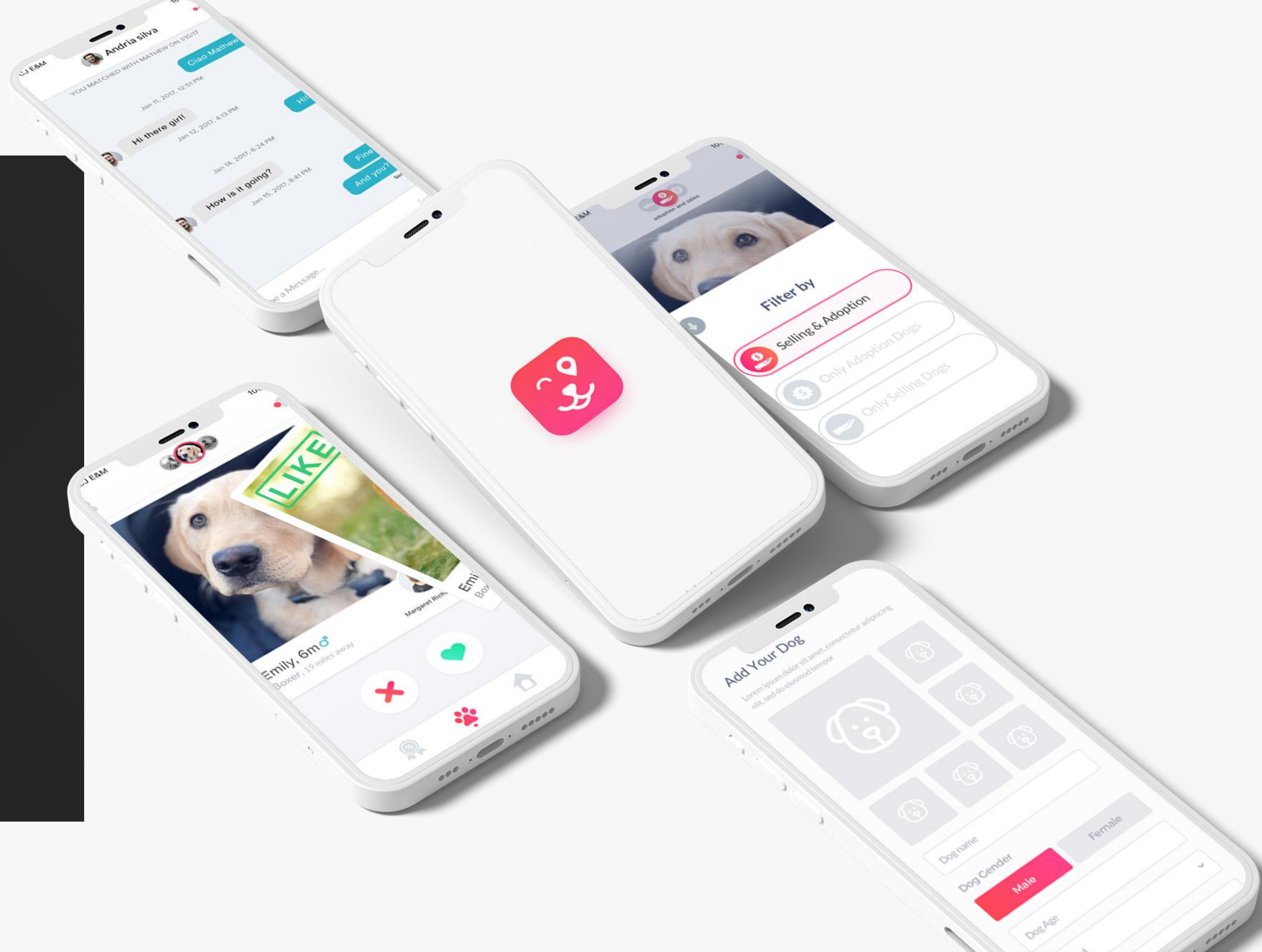
CrowdAid

Charity crowd-funding
platform



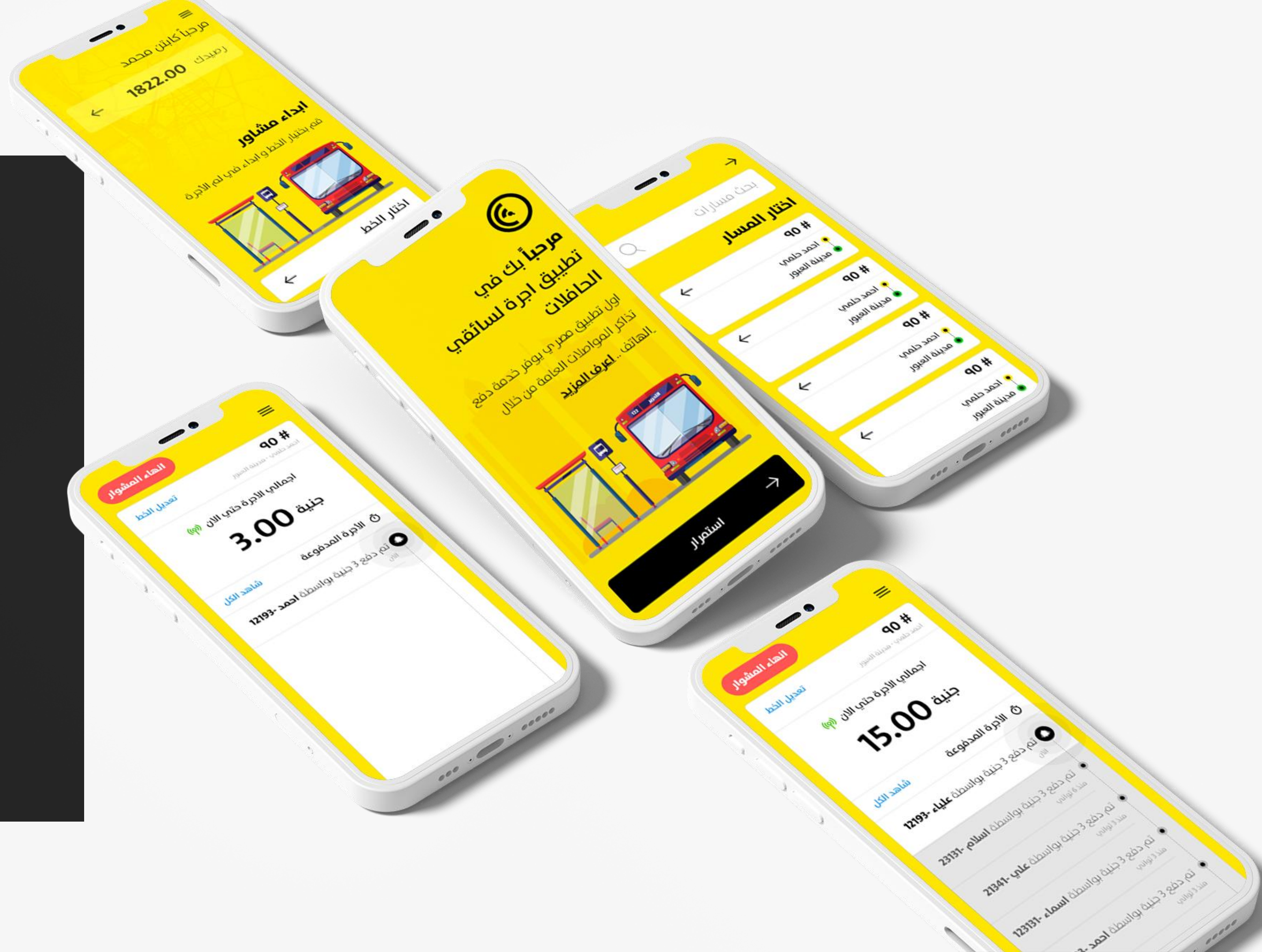
Pets Map

A social app for pets lover to, allow them to find their next beloved pet, or find mate for their current own one.



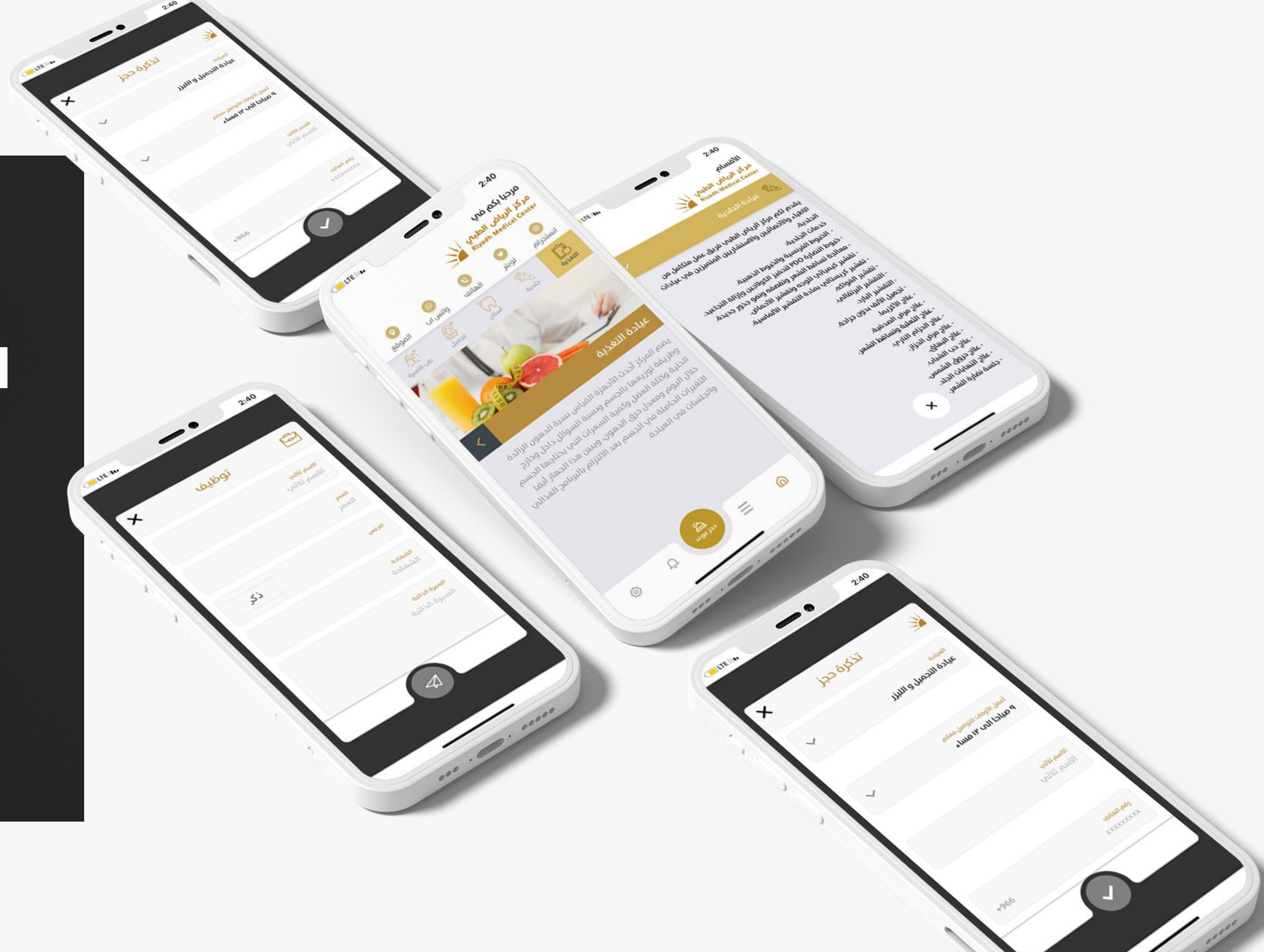
OGRA

Ogra is a mobile app that will enable people to pay cashless for public and private transportation



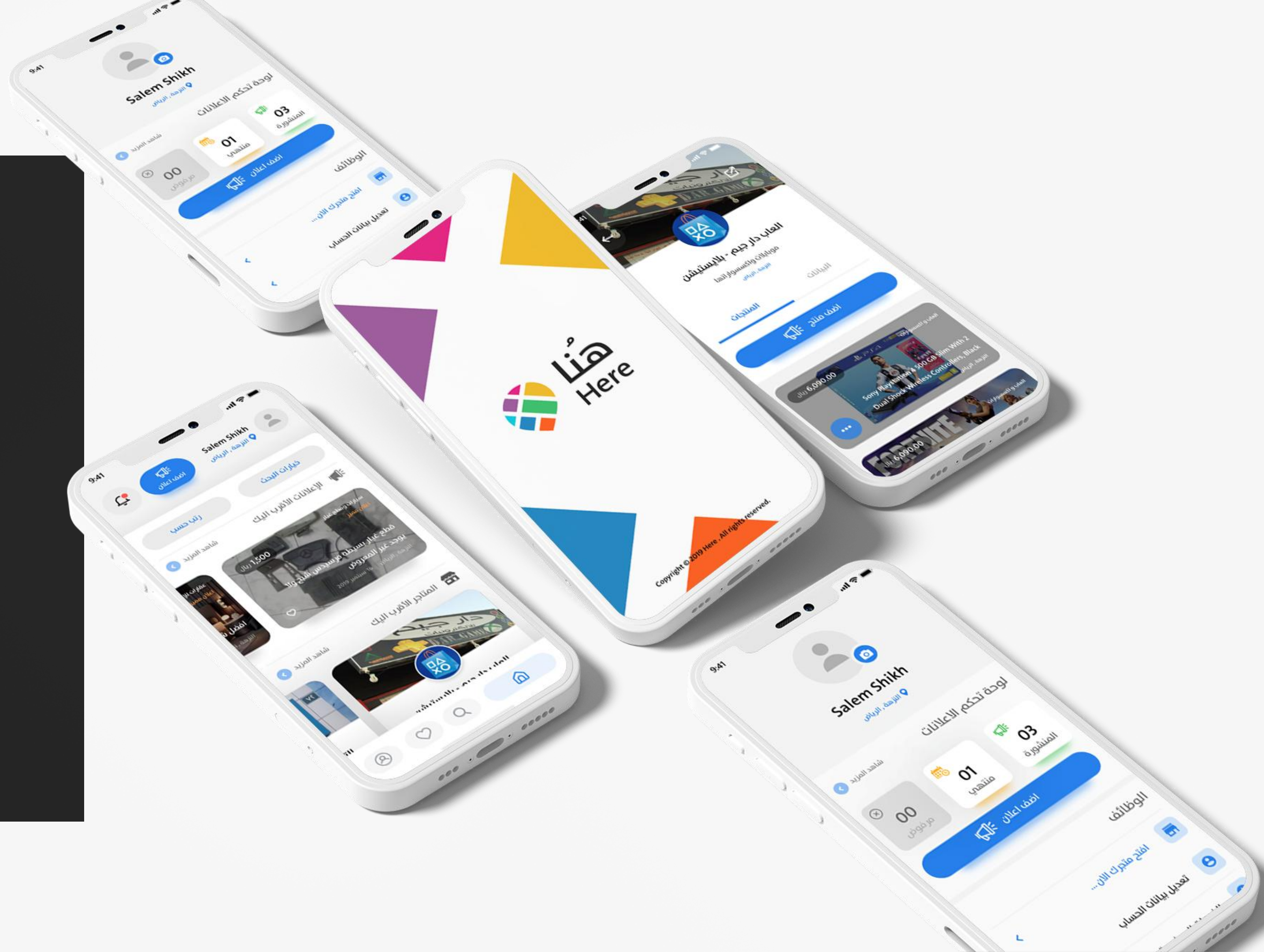
Riyadh Medical Center

Riyadh Medical Center,
know the services of the
center and request an
appointment



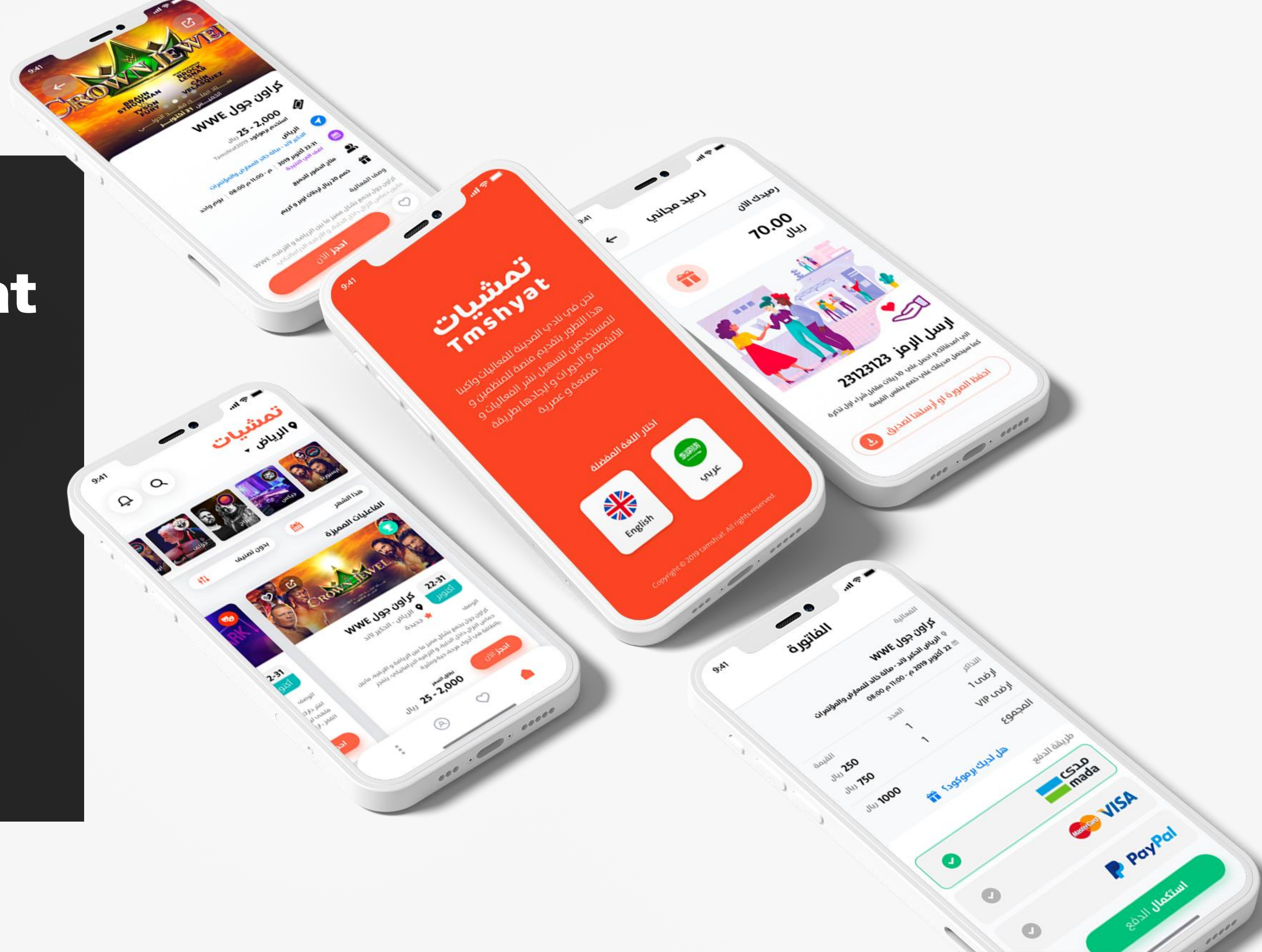
Here

Watch ads, shops and products in a specific city and neighborhood:



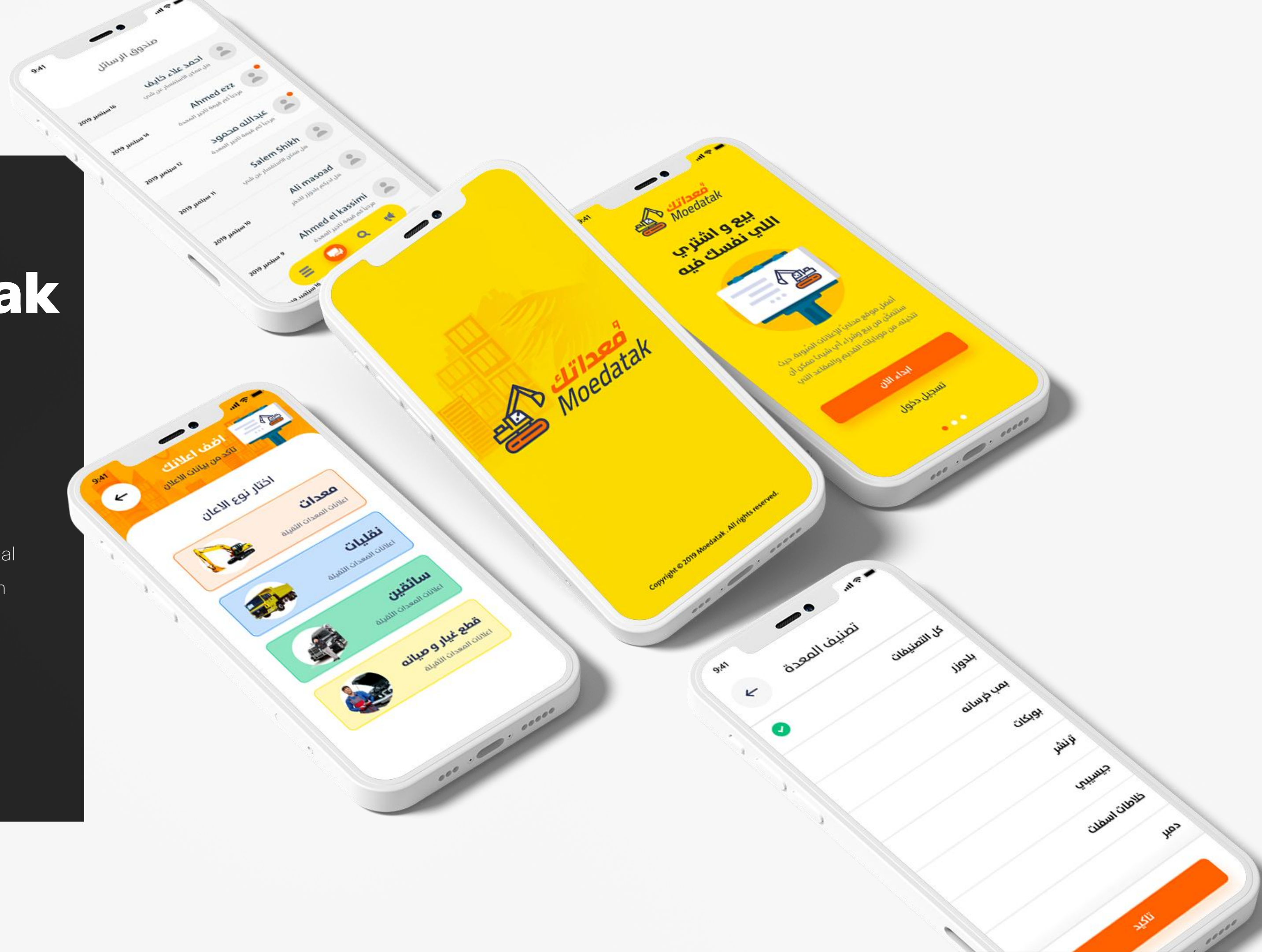
Tamshiat

Events around you, ticket sales and review management. Marketing platform as well.



Moedatak

Heavy vehicles sales, rental
and maintenance platform



Case Studies

Case Study: **IPA**

Overview and Customer Story

Institute of public administration (IPA) wanted to convert more than 15 courses into digital format as well as create a special/custom player for the newly created content. In addition, they wanted the player to integrate with their future-to-be-used LMS (which we helped building as well)



INTEGRATION

CODE

LMS

CONTENT

Challenges

- Conversion of multiple courses into digital format with animation and voice overs in a **very tight time frame**
- Guaranteeing a **fully functional** browser based video player with subtitles
- Integration with LMS and guaranteeing **SCORM** based course and video countnt will fit in.

Actions

- A lot of **research** on the possible approaches.
- Proper **customer education** and raised awareness of the challenges within
- Hired a genius team of **34** members along with more than **174** years of experiences

Outcomes

Delivered the promised solution. A little bit later than planned (due to IPA readiness issues)

The IPA **granted us two more projects** and were officially ready to reference us whenever needed.

Case Study: Saudi Aramco



Overview and Customer Story

Saudi Aramco had one of their greatest top-notch engineering heads Dr. Yuv Mehra onboard and wanted to convert 4 class led courses of him into digital format as well as create a special/custom player for the newly created content. We had to fly to Dhahran and record the courses on video for three full weeks. Then went back to re-produce the digital version of those courses.

Challenges

- **Timing** was a very critical challenge. The head of engineering had to deliver the course **himself**.
- Subject Matter Experts (**SMEs**) in the selected topic are rare
- Lots of different moving parts of the entire project. Voice over resourcing was a challenge as well

Actions

- Assigned a SME to travel and meet Dr. Yuv. Trained the SME to record and use the equipment in hand
- Built the team and availed a testing squad
- Ran the entire project from Cairo with careful customer interaction

Outcomes

Delivered the course on time. Won an award for best content in the category back then.

Case Study: **EELU**

Overview and Customer Story

Egyptian E-learning University was getting established. They decided to offer 4 majors with around **160 syllabuses**. They wanted us to create 160 digital version of those syllabuses. We took the challenge as a sub-contractor to **IBM** and we had to use the IBM content creation tool to go through the process.



INTEGRATION

CODE

LMS

CONTENT

Challenges

- IBM content creation tool was new and had some flaws
- We needed to properly **train and re-skill** our resources.
- **Large number of courses** with several phases of each unit and part of the delivered syllabus

Actions

- Hired specialties from IBM itself to train our team.
- Generated proper channels with **several academic SMEs** to cover the syllabuses in hand
- Built the team and availed a testing squad
- Ran **Agile** based project methodology

Outcomes

Delivered on time and under budget.
We allied with IBM in several other projects

Case Study: IBM

Overview and Customer Story

IBM was running a **proof of concept** with the Egyptian Ministry of Justice to basically **archive case paper works** and automate the process of filing cases as well as linking them to their relevant verdicts. They also were trying the newly invented **Dr. Watson** intelligent recognition features



INTEGRATION

CODE

ERP/DB

KPIs

Challenges

- Ministry's **mindset** versus technology offerings
- Paperwork and **processes of clearance** and proper handling
- Integration with **scanners** and proper template recognition
- Dr. Watson was a **very new technology** at the time

Actions

- A lot of **research** on the possible approaches.
- Proper **customer education** and raised awareness of the challenges within
- Hired a genius team of 7 developers, 4 testers and other members along
- **Planning** the project properly

Outcomes

Delivered the promised solution. The POC didn't fly however due to some budget issues from the ministry.

We discovered that a lot of old technologies can still deliver and can get integrated with.

Case Study: ITS

Overview and Customer Story

ITS had got a new US-based core banking software partner that both were willing to re-factor the source code of which. The original software was written in “Centura”. The software was using MS-SQL for database management and using several object-connection modules to integrate with satellite solutions. We got the task to localize and refactor the code to the Dot Net equivalent!



INTEGRATION

CODE

ERP/DB

Challenges

- Centura was a **deprecating** programming language
- Very hard to find properly trained/skilled resources. Not to mention resources who can excel at Dot Net at the same time to refactor
- Too many **connection modules** to convert and communicate with satellite systems

Actions

- Ran into different parallel tracks. System analysis while recruiting the skilled resource pool
- Built the team and availed a testing squad
- Ran the entire refactoring process in Agile based project methodology

Outcomes

The entire process was a challenge. Yet when managed properly, **it went smoothly with no hiccups.**

We could even get **acknowledgement letters** from the US-based company for the efforts.

Case Study: **Al Rajhi Bank**

Overview and Customer Story

Al Rajhi wanted to integrate a new java-based code based (called ADF) to integrate with their newly adapted Oracle framework. The framework was meant to serve the enterprise needs rather than the core banking. The project had a considerable amount of data migration work as well



INTEGRATION

CODE

ERP/DB

Challenges

- Old data, old database, new code base and new requirements all within the same project scope
- Customer team were new to the technology and a lot of education was needed in a very short time
- Data migration was to be done in a very short time frame

Actions

- Assessed the old data **schemes/structure** and created the proper **one-to-one maps** needed
- Built the team and availed a testing squad. **Onshore!**
- Ran the entire implementation and migration project in **Agile** based project methodology

Outcomes

We delivered on time and on budget.
We got proper acknowledgements from the customer for our efforts.

Case Study: SEC

Overview and Customer Story

Saudi Electric Company wanted a **new dashboard** that will integrate with the current setup from their **data center** and display the most important **KPIs** from the devices listing status and availability. Some thing similar to the todays common **NOC Ops** or **SIEM** packages.



INTEGRATION

CODE

ERP/DB

KPIs

Challenges

- Hardware-software integration was a challenge at the time
- Log reading, monitoring and management in a split second was essential
- Accessing the system from outside the location was a **huge security challenge** at the time

Actions

- Ran into different parallel tracks. Researching Logs and analysis, security measures while recruiting the skilled resource pool
- **Created the KPIs** and got customer approval on which
- **Built the team** and availed a testing squad

Outcomes

We have successfully built a fantastic KPIs with a very appealing interface.

SEC was very happy of the outcome and recommended us to hardware vendors as well.

Case Study: **Atheeb**

Overview and Customer Story

Atheeb holding owns several subsidiaries with so little common grounds between each. Whether it was the industry difference or management styles or others. We had the task to create a proper **KPIs matrix** for the organization along with creating proper mechanism for **data integration** so the KPIs would reflect the status on-time



INTEGRATION

CODE

ERP/DB

KPIs

Challenges

- Several industries and managements styles
- KPIs creation within a limited time frame
- Grabbing the essential requirements to integrate several data inputs: some used Excel and some used ERP systems..etc.

Actions

- Contracted experienced consultants with deep knowledge
- Created the KPIs in discussion and gathered management buy in and approvals
- Ran several versions of the solution until we reach the desired outcome.

Outcomes

The entire process was a challenge. Yet when **managed properly**, it went **smoothly** with no hiccups.



Our Valued Customers

We take you as the main success partner



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Acute Business Core Skills



Consulting

Business Process Transformation

We drive comprehensive organizational change by integrating strategic visions, operational excellence, workforce empowerment and designing innovative solutions to achieve sustainable growth and create competitive advantage.

Technology Innovation

We provide integrated technological solutions, improve efficiency, innovation and growth through advanced technologies, provide strong protection and security, adapt and align strategies with business goals.

We provide comprehensive project management solutions, ensuring strategic alignment, operational efficiency and risk minimization to achieve project success and organizational goals.

01



Communication

Brand development

Create a unique brand identity and strategy to differentiate your company from competitors, ensuring a strong market penetration and access to a large segment of customers.

Growth, marketing and sales

Driving business growth through strategic marketing and upgrading sales operations, enhancing market positioning and maximizing return on investment.

Stimulation and activation

Transform strategies into actionable initiatives through interactive experiences and innovative technologies to achieve measurable results and lasting customer engagement.

04



Solutions

A platform for DT

It is an integrated platform dedicated to driving digital transformation through innovative technologies and strategic solutions. These technologies include Smart Cities, Digital Twins, and the Fourth Industrial Revolution to promote efficiency, sustainability, and growth.

02



Analytics

Acute Business analytical capabilities include nine specialized platforms, each specifically designed to address different aspects of data management, integration, automation, and analytics.

03



Acute Business App Studio (Venture Building)

AB App studio focus its efforts promoting innovation and creativity, utilizing industry-leading practices and cutting-edge technologies. We accelerate new solutions, turning ambitious ideas into practical reality with a strong impact.

05

Customer Success & Products Support

CX Services

We ensure that customers achieve their desired outcomes while using our products or services.

Effective Customer Success strategy done by providing different services like:



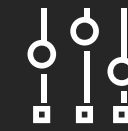
Training & Mentorship

- Drive faster adoption with change management and training programs for users.
- Practical workshops and hands-on training.
- Create awareness programs to engage stakeholders.
- Sharing best practices and quick-wins implementation.



Support Services

- Providing help services through online help videos and users' guides.
- Help desk support services around the clock.



Performance & Insights

- Manage upgrades and other major events successfully with proven strategies.
- Make sure performance and important insights are shared for better decisions.

We Listen!

We would love to hear from you:

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Thank You!

thank
you

