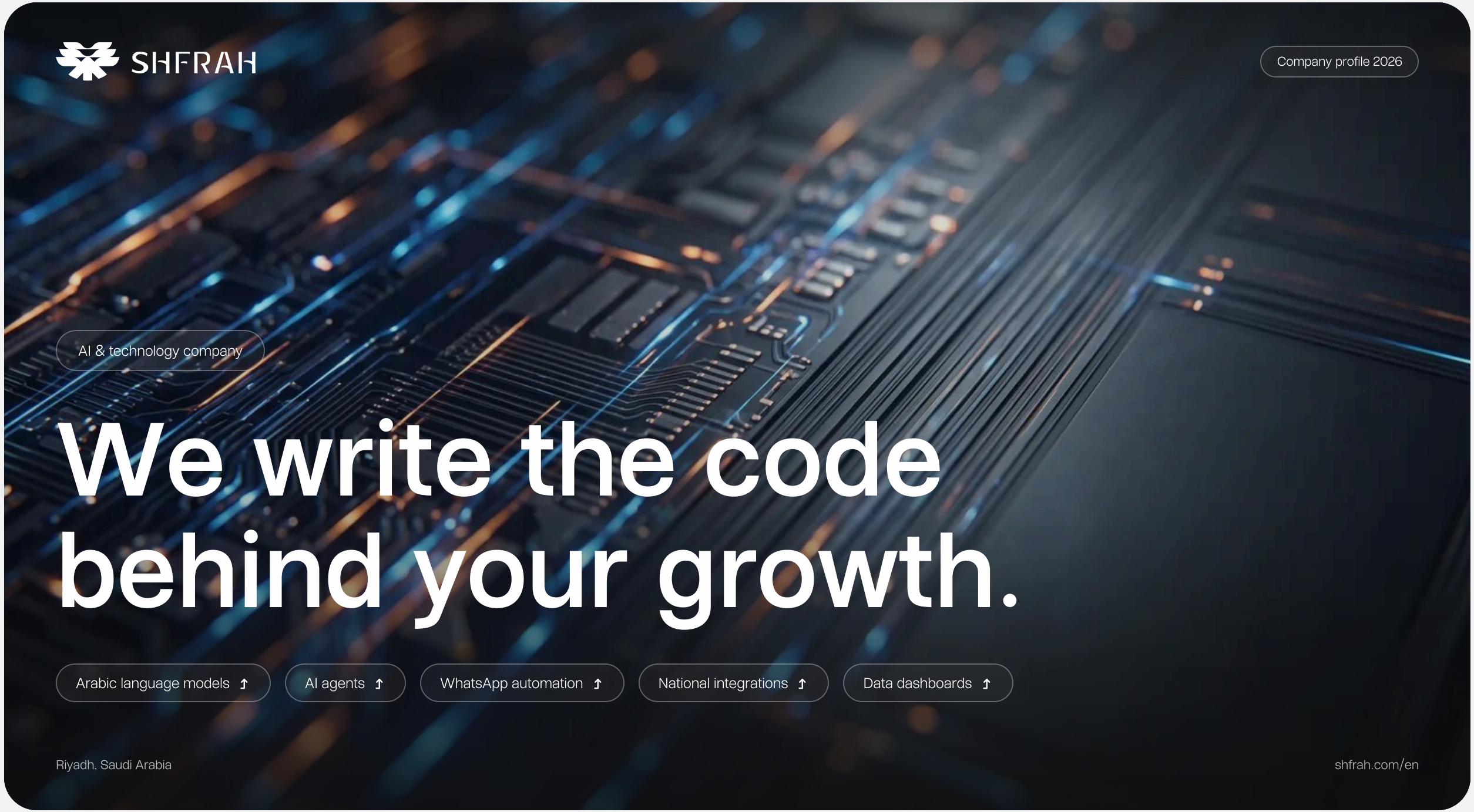

SHFRAH
Company profile 2026
AI & technology company
We write the code behind your growth.
Arabic language models
AI agents
WhatsApp automation
National integrations
Data dashboards
Riyadh, Saudi Arabia
shfrah.com/en

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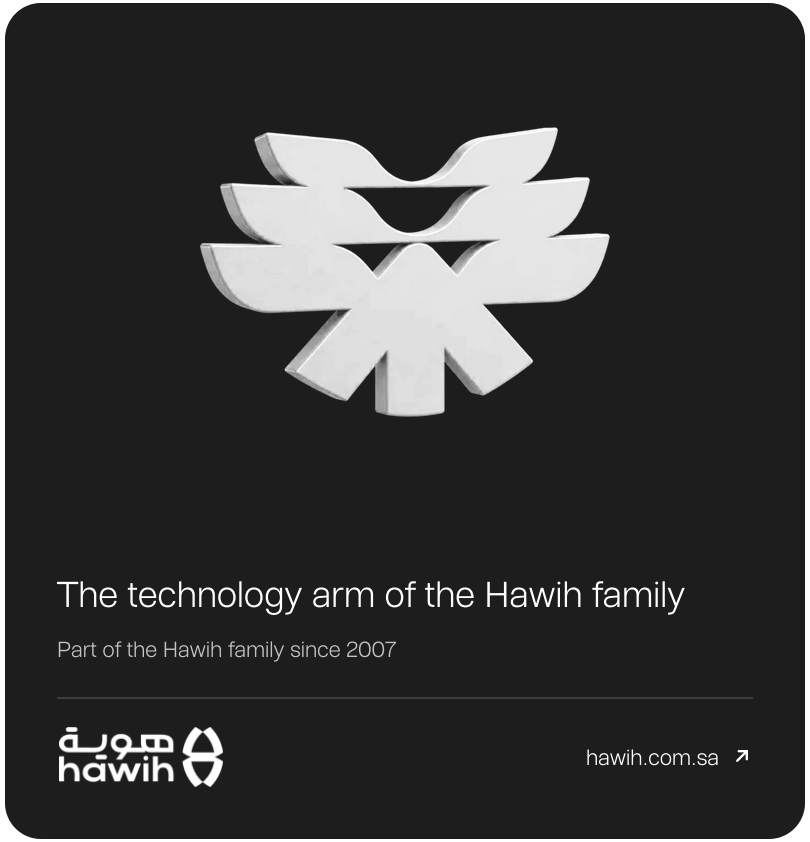
Technology Company · Riyadh

A Saudi company in Riyadh, specialised in technology solutions and AI.

Shfrah is a technology company in Riyadh building systems and products with AI, software engineering and experience design for the Saudi and GCC market.

We build digital systems and products that make an impact. We think like strategists and deliver clear, creative, high-performing work.

Based in	**Riyadh, Saudi Arabia**
Since	**2007**



SHFRAH IN NUMBERS

20	11	9	7
Products in our work	Fields we build for	Services we offer	Platforms we integrate with

ORIGIN ↗

Why Shfrah?

We believe code is craft, design is language, and impact is a choice. We build what is worth building, and we build it properly.

The start

A shared frustration

Shfrah started from a shared frustration: tech teams building products that barely work, selling slide decks more than shipping code. We wanted to prove there's another way.

The name

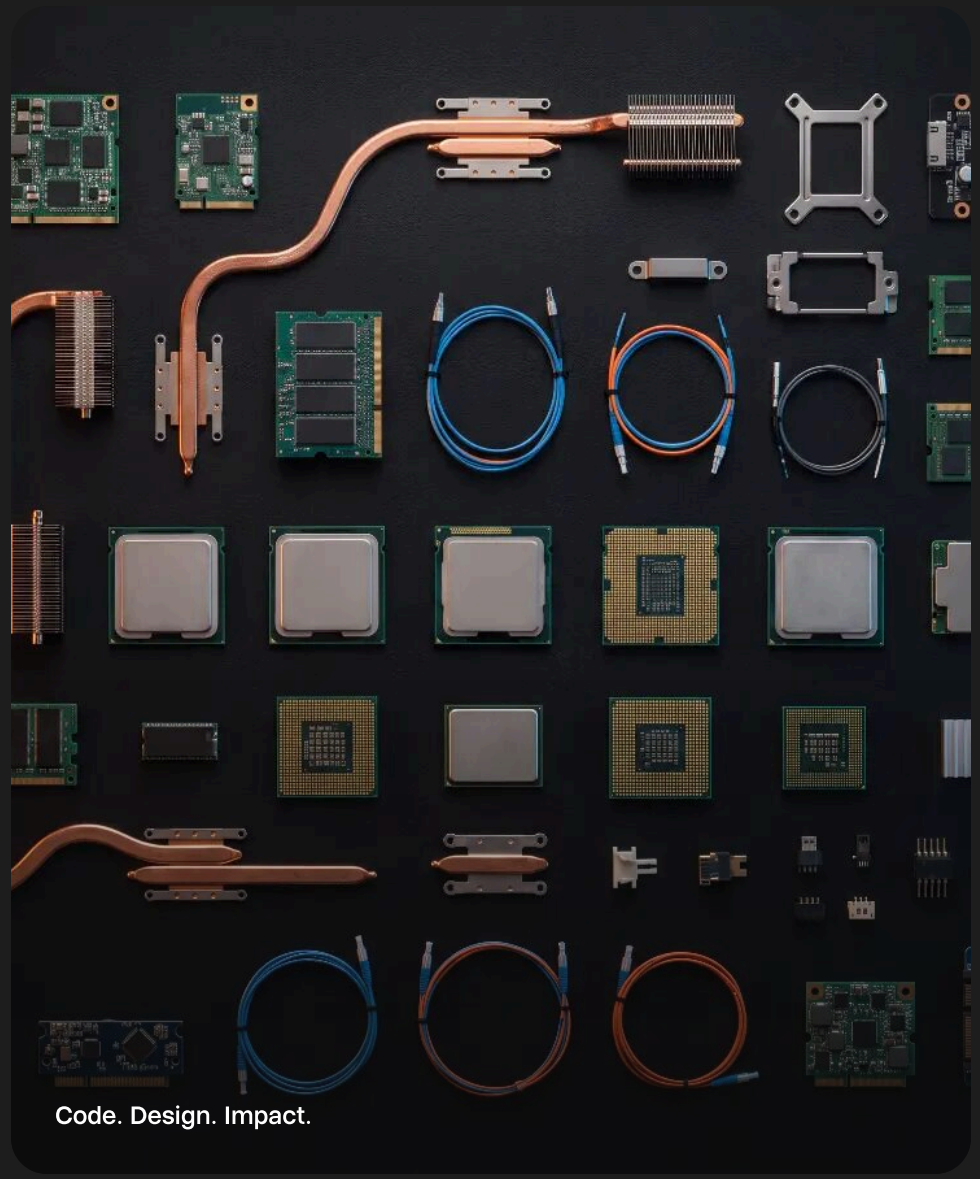
Two meanings, one word

We chose the name "Shfrah" because it carries two meanings: the code you write, and the secret language you learn when you master a craft. We write both.

Since then

Learning from every project

Since then, we've shipped dozens of products for startups and enterprises across the Saudi and GCC market. We learn from every project, and give each one the care it deserves.



Code. Design. Impact.

PRINCIPLES ↗

Four decisions we make every day.

01

We ship.

A product that never reaches users means nothing. We reject perfectionism when it delays launch.



02

Code is craft.

Every line is written with care. Shortcuts today cost a week tomorrow.



03

Design is a verb.

Design is not a layer on top of the product. It is the product.



04

Impact before output.

We don't measure success by feature count. We measure it by whose life or work we changed.



The difference

01 Engineering that lasts

Clean code, tests and reviews — a system you build on for years, not months.

02 A Saudi team that gets your context

We speak your business's language and respect the local market and compliance.

03 Full ownership is yours

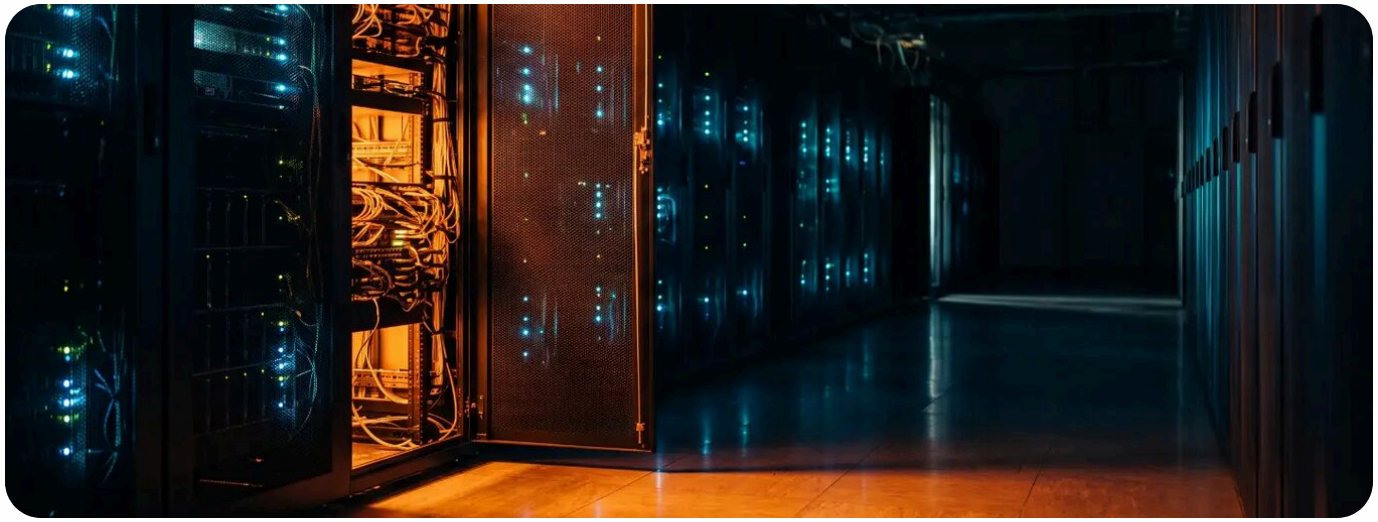
The code and data are entirely yours — no vendor lock-in.

04 Incremental delivery

You see results every two weeks, not after months of silence.

HOW WE WORK ↗

Focused, present, committed.



Team



A cross-functional team.

A dedicated team on every project, led by one accountable lead.

Cadence



Weekly demo. Bi-weekly review.

No meetings consumed without purpose.

Presence



Hybrid.

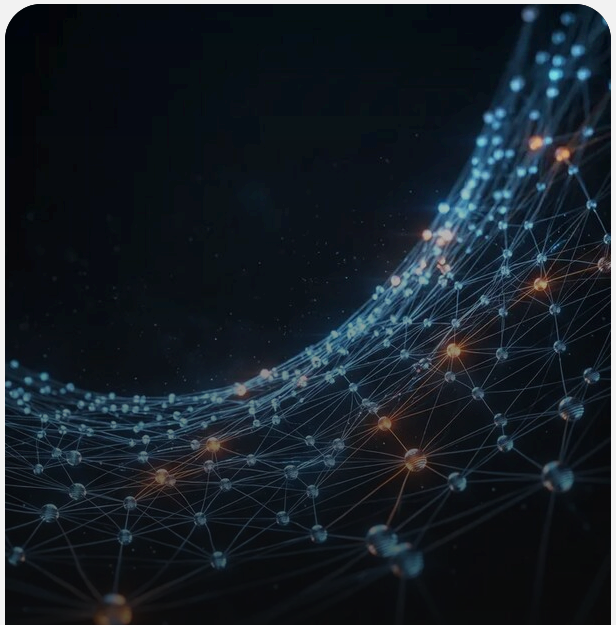
We work remote but show up in person when it matters.

WHAT WE DO ↗

We turn ideas into digital systems that perform in the real world.

We design intelligent systems that help businesses think, decide and grow faster.





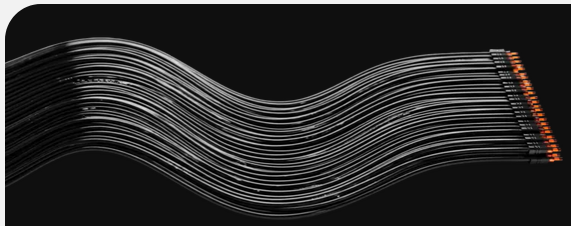
Strategy & research

Through research, analysis and an understanding of the market, we build a clear foundation for meaningful digital growth.



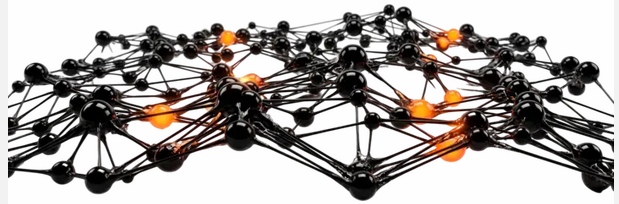
Design & experience

We design every interaction to balance beauty, ease of use and your brand's personality.



Integration

From on-premise servers to the cloud, we connect your systems to national and commercial platforms, reliably and ready to scale.



Build & launch

We turn ideas into products with clean, scalable code, and stay with them from development to launch and growth.

SERVICES ↗

Nine services. One methodology. Results you can measure.

Every service here rests on a single contract: we deliver what we promised, on time, at a quality you can build on.

Full brand identities are led by Hawih — When your project is a complete brand — strategy, visual identity, print applications — it's handled by Hawih, our specialised sister agency since 2007.

AI & Machine Learning 01

LLMs, vision and predictive analytics inside your products.

- Trained & evaluated models
- Inference APIs
- Data & feature pipelines

Software Engineering 02

Rigorous backends, built for scale and maintainability.

- Documented APIs (REST/GraphQL)
- Automated test coverage
- CI/CD pipelines

Mobile & Web Apps 03

Apps that move smoothly on any screen, full Arabic support.

- Native iOS & Android apps
- Fast, responsive web app
- Full Arabic + RTL support

Tech Consulting 04

Expertise on demand to pick the tech and build teams.

- Technical audit & risk report
- Technical roadmap
- Fractional / interim CTO

Brand Identity 05

Complete identities — logo, colour, type and voice.

- Logo & full logo system
- Primary & secondary palette
- Typography & type hierarchy

UI / UX Design 06

Clear, fast, beautiful interfaces people love.

- Design systems & components
- Interactive prototypes
- Responsive across every screen

MVP Development 07

Idea to launch in weeks — a real, working product.

- A real, working product — not a mockup
- A clear, agreed scope
- Transparent weekly delivery

Big Data 08

Pipelines that handle scale and bring you closer to decisions.

- Ingestion & streaming pipelines
- Data lake & warehouse
- Orchestration & scheduling

Data Analysis 09

From scattered numbers to actionable insight.

- Interactive dashboards
- KPIs & scorecards
- Trend analysis & forecasting

PROCESS ↗

A clear methodology built for real impact

Free consultation ↗

"We bring strategy, design and engineering together in a clear, repeatable methodology that reduces risk and multiplies results."



Discover & diagnose

We analyse your market, audience, data and current performance to uncover real growth opportunities.



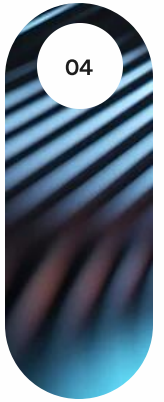
Strategise & plan

We build a data-driven strategy tailored to your goals, so every decision rests on evidence.



Execute & optimise

We execute with precision and keep optimising to raise impact and return.

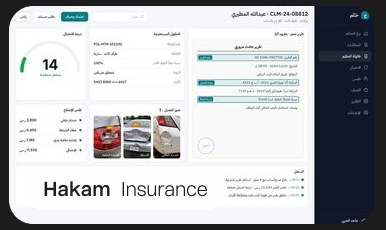


Scale & sustain

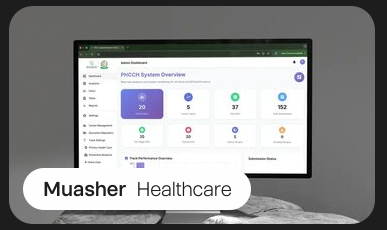
We scale what works and build sustainable systems for long-term growth.

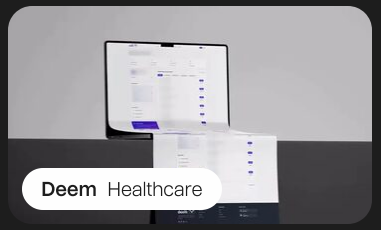
SHFRAH PRODUCTS ↗

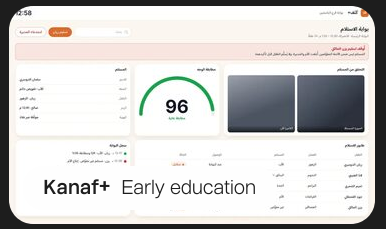
Systems we build to run, in every sector.



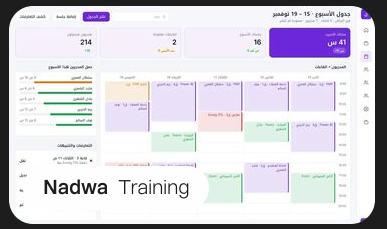




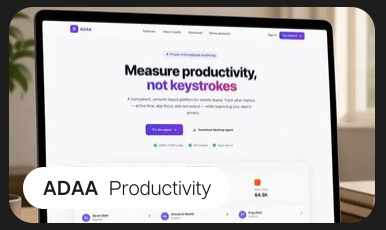




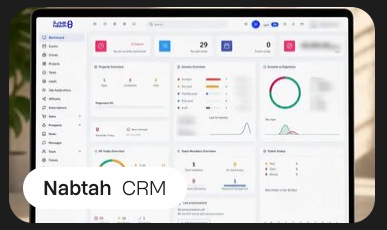


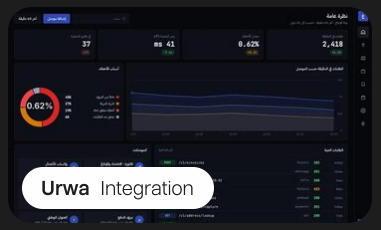


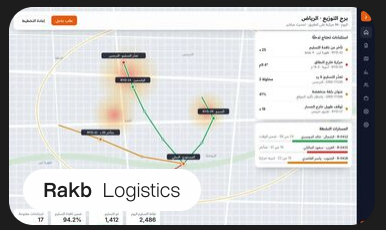




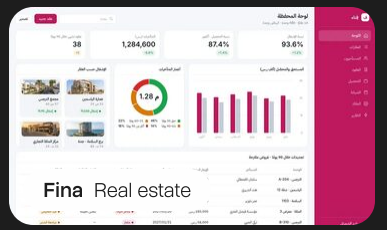


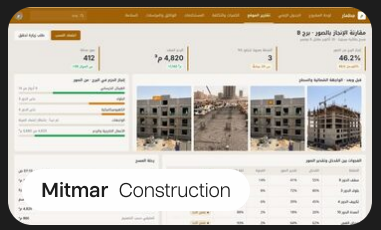




















Our work in numbers

20 Products in our work

60 Integrations with national and commercial platforms

54 Designed screens

A Shfrah product | Insurance | Web • iOS • Android • WhatsApp

View product ↗ shfrah.com/en/work/hakam/

01

Hakam

AI claims platform for motor and medical insurance, from first notice to payout

Hakam takes the first notice of loss on WhatsApp or the app, reads Najm reports and medical invoices automatically, estimates damage from photos and flags fraud patterns before payout. Adjusters work from one desk, medical claims flow to NPHIES, and the customer follows every step.

Where the AI works

AI · 01

An Arabic document model extracts the report number, fault ratio and vehicles from Najm reports, and line items and codes from medical invoices.

AI · 02

A vision model finds damaged parts in vehicle photos and proposes repair lines from the approved workshop price list.

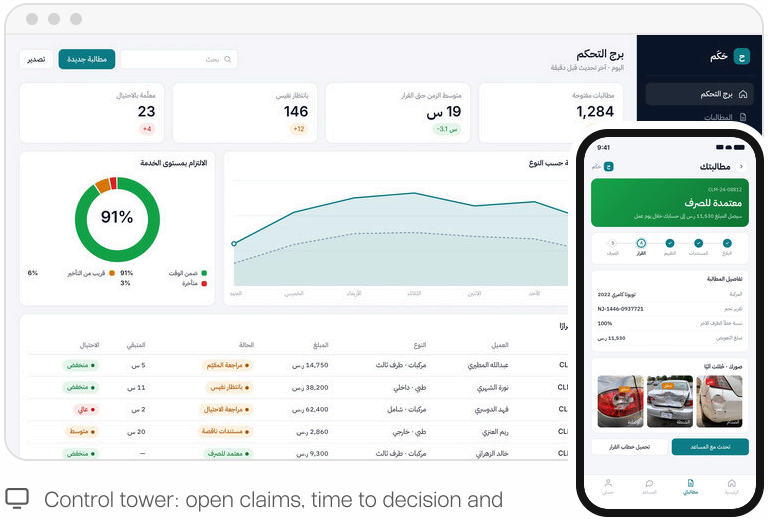
PERFORMANCE

< 24h
First decision on a simple claim

90%+
Najm fields captured automatically

95%+
Medical claims sent complete

99.9%
Availability



Control tower: open claims, time to decision and fraud-flagged claims on one screen.

Customer app: report in under two minutes with photos and location, then follow every stage.

Modules

- First notice of loss
- Damage estimation
- Adjuster workbench
- Payouts & settlement
- Document AI
- Fraud engine
- NPHIES gateway
- SLA control tower

Integrations

- Najm
- Yakeen
- WhatsApp Business
- Core policy system
- NPHIES
- Nafath
- Bank payouts

A Shfrah product | Healthcare | Web • iOS • Android • WhatsApp

View product ↗ shfrah.com/en/work/rifq/

02

Rifq

An AI clinic assistant, from WhatsApp booking to the signed note and the claim

Rifq books patients on WhatsApp and the app and triages their symptoms before the visit, then listens to the doctor-patient conversation and drafts a structured SOAP note that the doctor reviews and signs; after the visit it explains the condition and treatment to the patient in plain language, from content the doctor approves. Prescriptions go out through Wasfaty, eligibility and pre-authorisation run through NPHIES, and the clinic manager sees utilisation, no-shows and rejected claims on one dashboard.

Where the AI works

AI · 01

A speech-to-text model tuned for Saudi dialects and mixed Arabic-English medical terms, separating the doctor's voice from the patient's.

AI · 02

A private in-Kingdom language model drafts the SOAP note from the transcript and suggests ICD-10 codes, linking each suggestion to the sentence it came from; nothing is saved until the doctor signs.

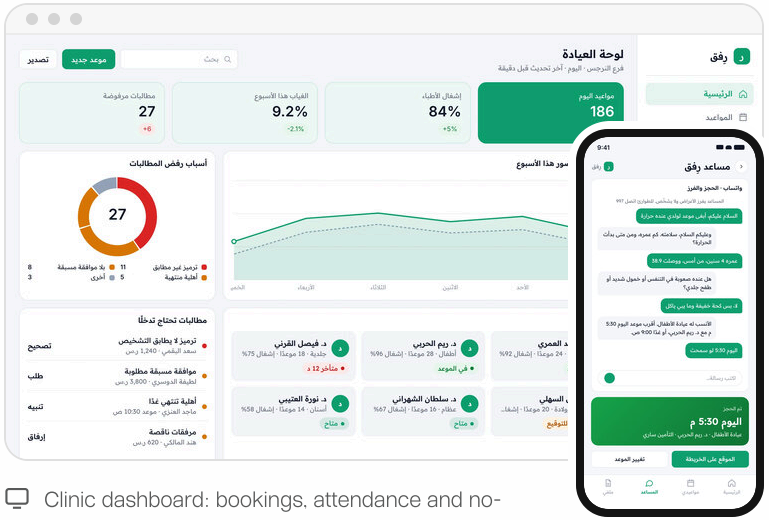
PERFORMANCE

< 60s
Note ready for review after the visit

70%+
Appointments booked without front-desk help

95%+
Claims accepted on first submission

-30%
Reduction in no-shows



Clinic dashboard: bookings, attendance and no-shows, claim rejection reasons and each doctor's day on one screen.

The patient on WhatsApp: short triage questions, then the nearest slot in the right specialty with insurance checked.

Modules

- Smart booking
- Ambient scribe
- Eligibility & pre-auth
- Results & follow-up
- Manager dashboard
- Symptom triage
- Coding & e-prescription
- Front desk & queue
- AI patient education

Integrations

- NPHIES
- Nafath
- Lab LIS
- mada • Apple Pay
- Wasfaty
- WhatsApp Business
- Clinic EMR / HIS
- ZATCA Fatoora

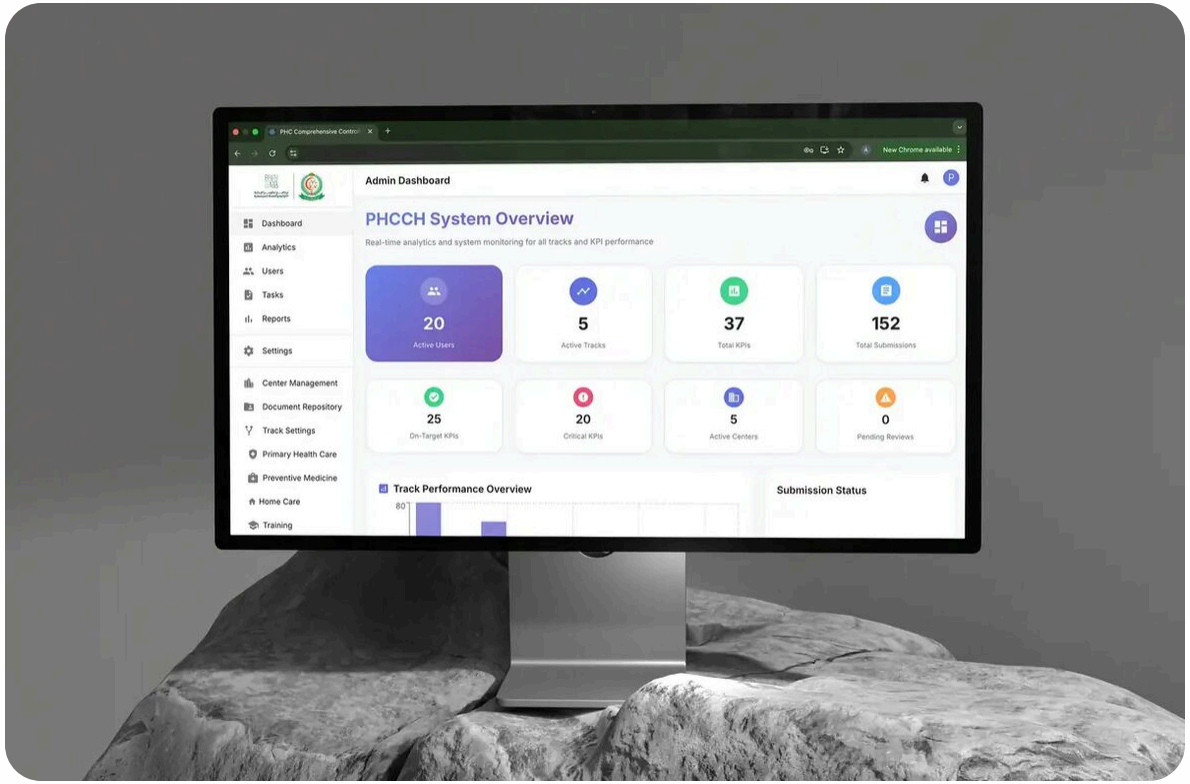
A Shfrah product | Healthcare

View product ↗ shfrah.com/en/work/muasher/

03 Muasher

Medical-centre performance

A platform that tracks the performance of multi-branch medical centres, bringing their metrics into one dashboard.



Overview

Muasher brings a medical group's branches together in one place, so management can compare branches, follow their metrics, and make decisions from clear numbers instead of scattered reports.

At a glance

Year	**2024**
Region	**Saudi Arabia**
Sector	**Healthcare**

What it does

+ Track each branch's metrics
+ Compare branches from one dashboard
+ Performance reports and insights

Built with

React | Node.js | Express | PostgreSQL

Related product **Rifq** 12

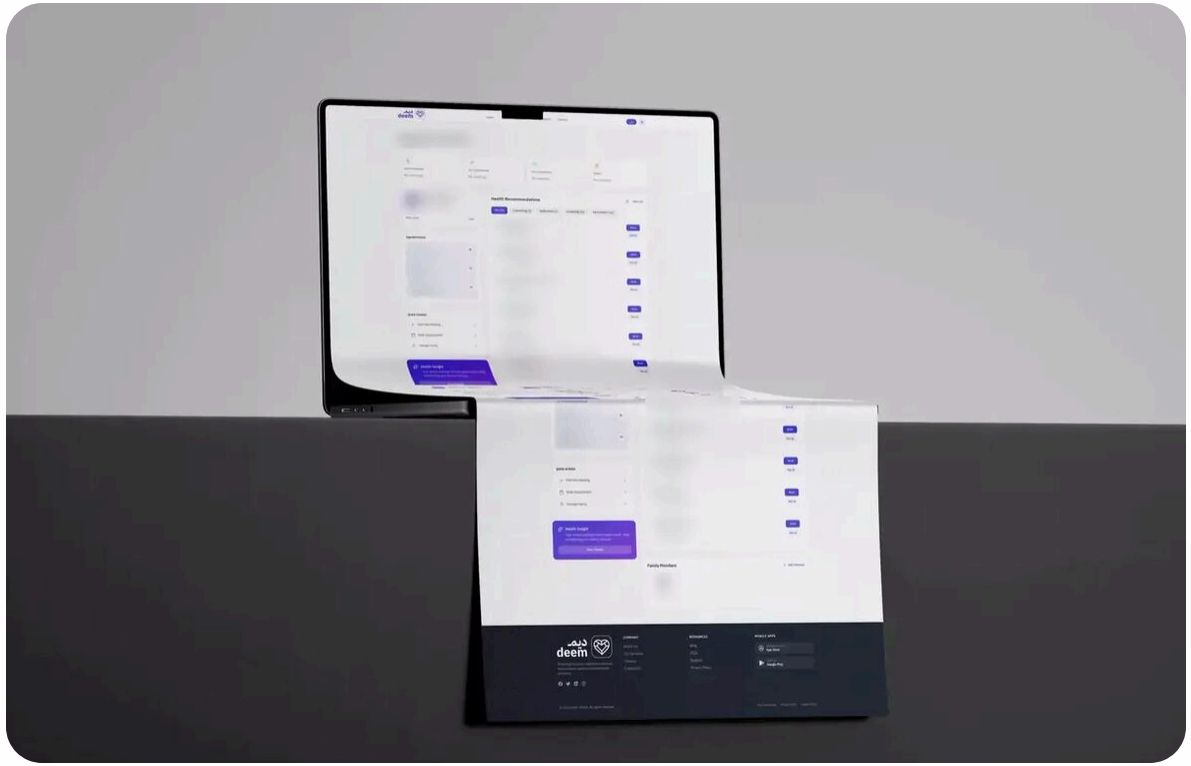
A Shfrah product | Healthcare

View product ↗ shfrah.com/en/work/deem/

04 # Deem

AI-powered preventive health

An AI-powered preventive-health platform that helps people catch risks early and look after their health.



Overview

Deem is built on prevention before illness: a user logs their health readings, gets personalised recommendations suited to their age and situation, and can ask an AI assistant to explain those readings in light of their own data.

Users can also follow their family members' health, reach care providers and book appointments — in an Arabic experience built for the Saudi market.

At a glance

Year	**2024**
Region	**Saudi Arabia**
Sector	**Healthcare**

What it does

+ Risk screening and personalised prevention
+ Track health readings and their trends
+ An AI assistant that explains readings
+ Family-member health tracking
+ Provider directory and appointment booking

Built with

React | TypeScript | Node.js | MongoDB | OpenAI

Related product **Rifq** 12

A Shfrah product | Early education | Web • iOS • Android • Tablet

View product ↗ shfrah.com/en/work/kanafplus/

05

Kanaf+

The next Kanaf: daily reports from the teacher's voice, and safe pickup at the gate

Kanaf+ is the next generation of the Kanaf kindergarten and nursery system. A teacher records a short voice note and a few photos, and the system drafts each child's daily report for her to approve before it is sent. Gate staff verify the authorised guardian with a QR code and a photo match, and managers follow attendance, fees, incidents and buses for every branch on one dashboard.

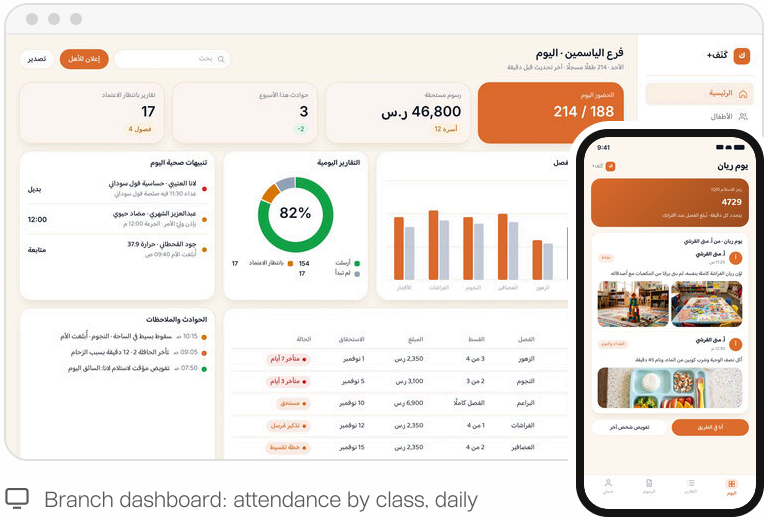
Where the AI works

AI · 01

A private in-Kingdom language model writes a short, warm report for each child from the teacher's note and the meal and nap log only; nothing is sent until she approves.

AI · 02

A vision model recognises children in activity photos so each photo reaches only that child's parents, blurs other faces, and matches the pickup person to the registered photo at the gate.



Branch dashboard: attendance by class, daily reports, health alerts, fees due and incidents on one screen.

Parent app: today's report and photos, a pickup code that refreshes every minute, and a notice to the class on approach.

PERFORMANCE

< 10 min
Daily reports for a full class

100%
Handovers verified and logged

95%+
Reports delivered before pickup

90%+
Fees collected on time

Modules

- AI daily report
- Attendance
- Meals & naps
- Transport
- Noor link
- Safe pickup
- Health & allergies
- Fees & instalments
- Branch dashboard

Integrations

- Noor
- mada • Apple Pay
- ZATCA Fatoora
- Bus GPS
- Nafath
- Instalment provider
- SPL National Address
- Kanaf

A Shfrah product | EdTech

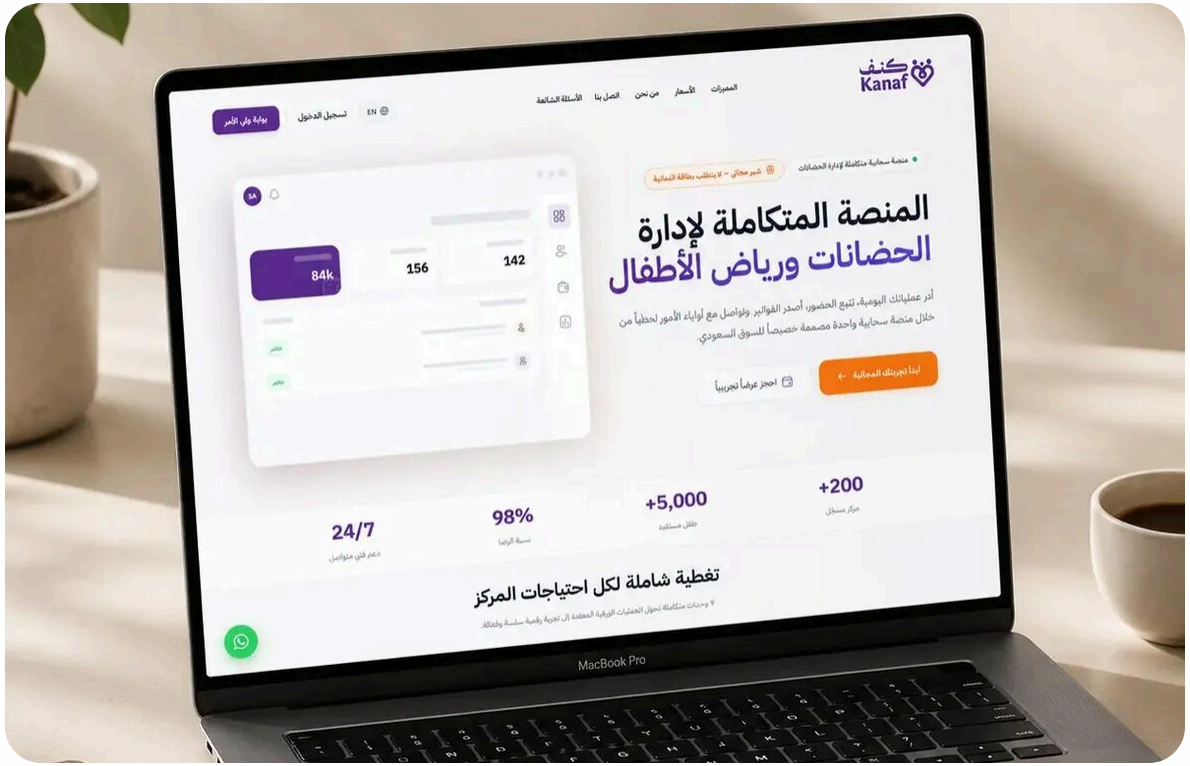
View product ↗ shfrah.com/en/work/kanaf/

06

Kanaf

Kindergarten & nursery management

A system for running kindergartens and nurseries — bringing daily operations, parent communication and finances together.



Overview

Kanaf helps a nursery run its entire day: enrolling children and keeping their records, tracking attendance and activities, communicating with parents, and managing subscriptions and invoices — in one simple, organised system.

It's designed to serve more than one nursery, each managing its data independently and securely, with a public page for every centre that parents can reach.

At a glance

Year	**2024**
Region	**Saudi Arabia**
Sector	**EdTech**

What it does

+ Child enrolment and records
+ Daily attendance and activities
+ Parent communication
+ Subscriptions and invoicing
+ A public page for each nursery

Built with

Node.js | Express | React | PostgreSQL | Vite

Related product **Kanaf+** 15

A Shfrah product | Training | Web • iOS • Android • WhatsApp

View product ↗ shfrah.com/en/work/nadwa/

07

Nadwa

One operating system for private training centres, from enrolment to certificate

Nadwa runs a training centre from one system: in-person, online and blended cohorts, enrolment and payment by mada, Apple Pay, Tabby or a ZATCA-compliant corporate invoice, trainer and room scheduling, and attendance by QR code and face check at the classroom door. Client companies track their staff from their own portal, and HRDF subsidised-programme claims and TVTC reports are built from the same records. AI recommends each trainee the next course and drafts the weekly progress report for every client company.

Where the AI works

AI • 01

A recommendation model suggests the next course for each trainee from history, results and job track, and proposes programmes that close skill gaps for client teams.

AI • 02

A private in-Kingdom language model drafts the weekly report for each client in Arabic and English from attendance and grades; a coordinator reviews it before it is sent.

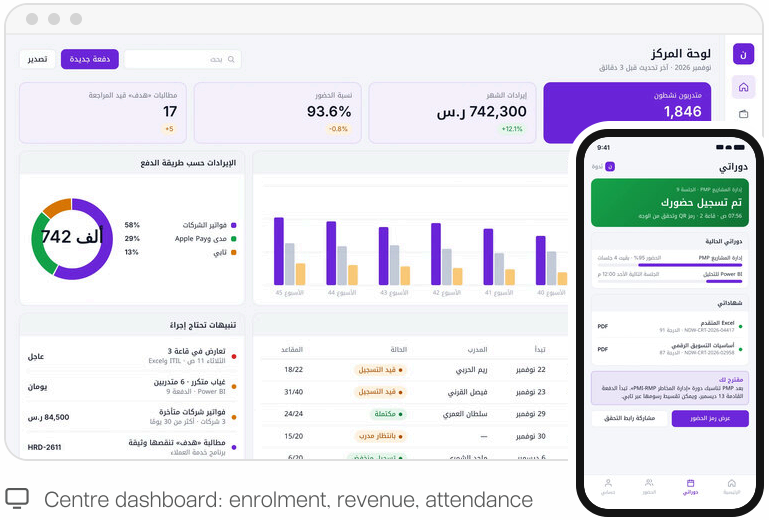
PERFORMANCE

100%
Scheduling clashes caught before publishing

< 3s
Check-in time at the door

< 10 min
Time to review a weekly client report

99.9%
Availability



Centre dashboard: enrolment, revenue, attendance and upcoming cohorts, with the alerts that need action today.

Trainee app: QR check-in with a face check at the door, progress in every course and verifiable certificates.

Modules

- Catalogue & cohorts
- Corporate portal
- Smart attendance
- HRDF claims
- Billing & finance
- Enrolment & payments
- Scheduling & rooms
- Assessment & certificates
- TVTC reporting

Integrations

- HRDF (Hadaf)
- ZATCA Fatoora
- Zoom • Microsoft Teams
- Tabby
- TVTC
- Moodle
- Payment gateway
- Nafath

A Shfrah product | Human resources | Web • iOS • Android • WhatsApp

View product ↗ shfrah.com/en/work/sawaed/

08

Sawaed

HR and payroll platform for Saudi companies, from field check-in to the Mudad file

Sawaed records office and field attendance from the phone, inside the site geofence, with a selfie and liveness check. It runs shifts, leave and approval chains, calculates payroll and GOSI contributions, and prepares the wage-protection file for Mudad, while tracking contracts in Qiwa, iqamas in Muqeem and Saudisation in Nitaqat. A WhatsApp assistant answers staff questions and files their leave requests.

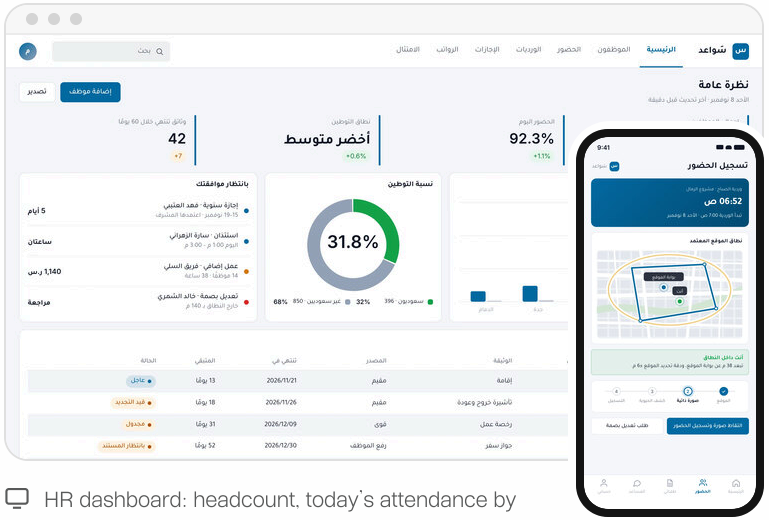
Where the AI works

AI · 01

A face-match and liveness model compares the check-in selfie with the enrolled photo and rejects pictures of screens or printouts.

AI · 02

A private in-Kingdom language model answers from company policy and the Labour Law, citing the article, and turns a message like "I need Sunday to Thursday off" into a request ready for approval.



HR dashboard: headcount, today's attendance by site, the Saudisation band and documents nearing expiry on one screen.

Employee app: check in from the phone inside the site geofence with a selfie and liveness check, with no time clock on site.

PERFORMANCE

< 5s
Check-in including the face check

< 48h
Payroll closed after attendance cut-off

98%+
Mudad file accepted on first upload

70%+
Questions answered without HR hand-off

Modules

- Geofenced attendance
- Leave & permissions
- Wage protection
- End of service
- Self-service & assistant
- Shifts & rosters
- Payroll & GOSI
- Contracts & documents
- Saudisation board

Integrations

- Mudad
- Qiwa
- Nafath
- Bank payroll
- GOSI
- Muqeem
- WhatsApp Business
- ERP

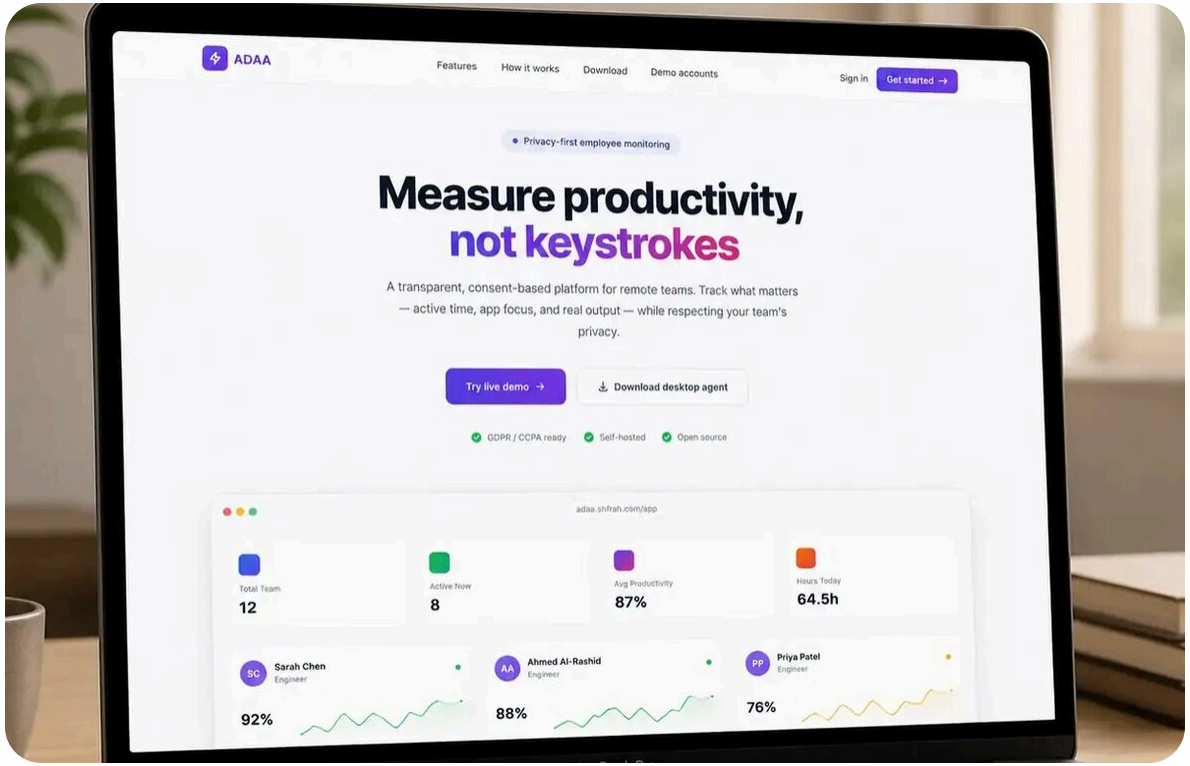
A Shfrah product | Productivity

View product ↗ shfrah.com/en/work/adaa/

09 # ADAA

Productivity for remote teams

A tool for measuring remote-team productivity, giving managers clear visibility while respecting employee privacy.



Overview

ADAA helps companies understand how their team spends its time while working remotely. A lightweight app on each employee's device tracks activity, categorises it and turns it into a productivity score, giving managers a clear, live picture without manual follow-up.

Privacy sits at its core: clear employee consent, adjustable privacy modes, and policies each organisation controls for itself.

At a glance

Year	**2025**
Region	**Saudi Arabia**
Sector	**Productivity**

What it does

+ Automatic activity tracking and categorisation
+ A clear productivity score per employee
+ A live dashboard for managers
+ Per-organisation privacy and consent
+ A multi-platform desktop app

Built with

Electron | React | Node.js | PostgreSQL | MongoDB | Redis

A Shfrah product | KPIs

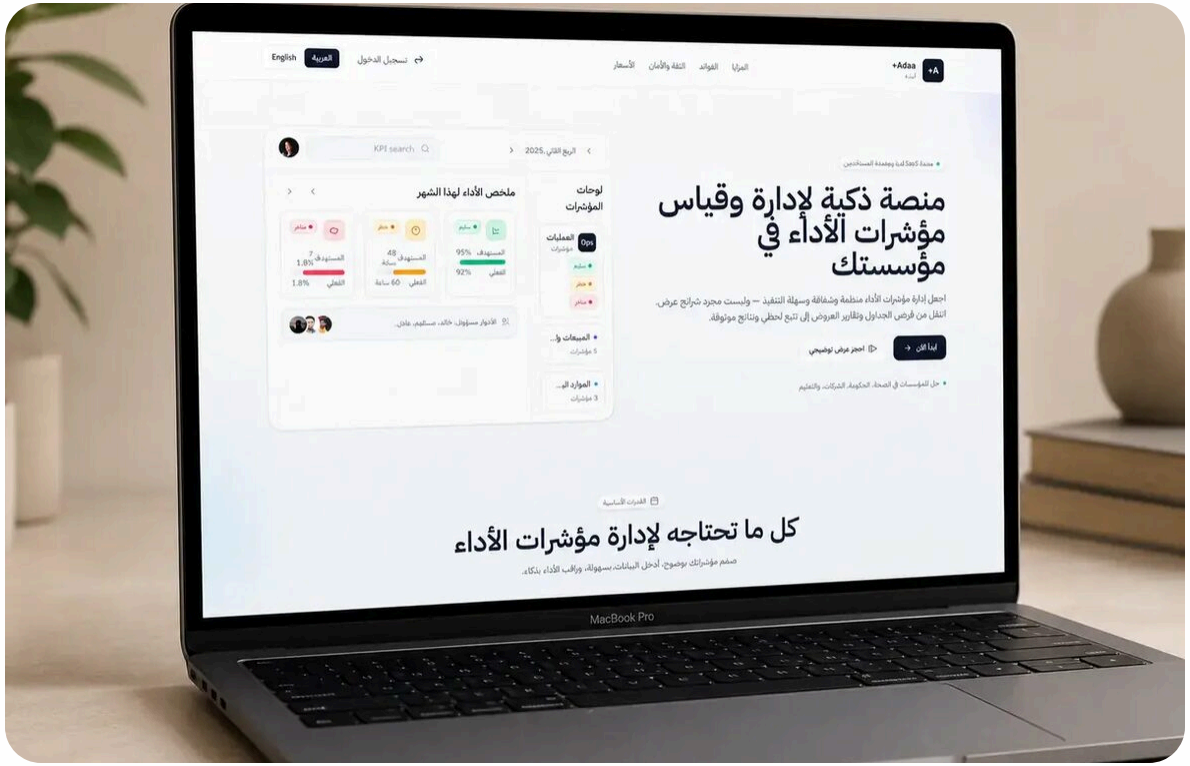
View product ↗ shfrah.com/en/work/baseer/

10

Baseer

KPI management

A KPI-management platform that lets organisations set their goals and track progress, Arabic-first.



Overview

Baseer lets an organisation define its KPIs, set periodic targets, and log progress as it happens. It then turns those numbers into clear dashboards that show each metric's status — on track, or needing attention — so leadership can act early.

It's built for multiple organisations and teams, with tiered permissions from leadership down to contributors, so everyone sees only what concerns them.

At a glance

Year	**2025**
Region	**Saudi Arabia**
Sector	**KPIs**

What it does

+ Define KPIs and their targets
+ Track progress and each metric's status
+ Clear dashboards and charts
+ Role-based permissions
+ Arabic-first, bilingual interface

Built with

Next.js | React | NestJS | PostgreSQL | Recharts

A Shfrah product | CRM

View product ↗ shfrah.com/en/work/nabtah/

11

Nabtah

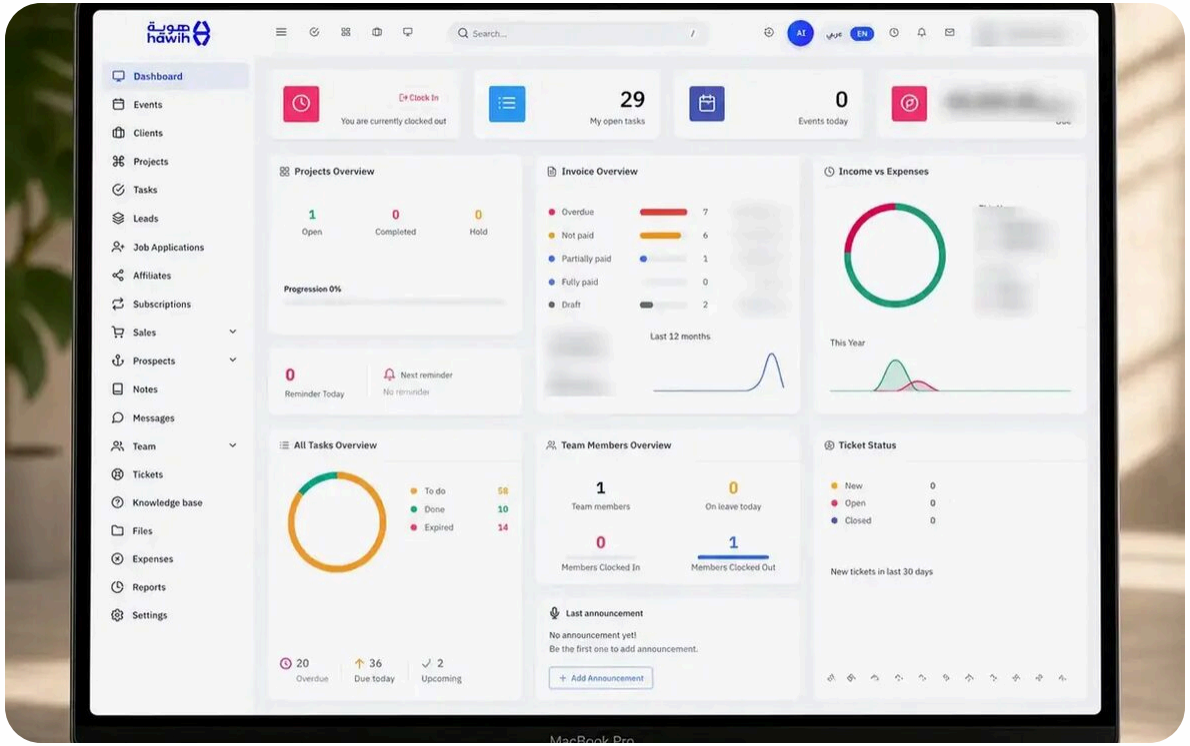
A CRM for creative agencies

A CRM tailored for creative agencies — organising clients, projects, proposals, invoices and contracts.

Overview

Nabtah is a creative agency's operational backbone, following a client from first contact to a signed contract. It produces elegantly branded proposals and invoices, signs contracts electronically with trusted verification, and keeps projects and follow-ups in one fully Arabic place.

It serves more than one agency from a single system — each with its own branding and settings — with a built-in AI assistant that answers business questions from the platform's own data.



At a glance

Year	**2025**
Region	**Saudi Arabia**
Sector	**CRM**

What it does

+ Clients, projects and follow-ups
+ Professionally branded proposals and invoices
+ E-signed contracts with verification
+ A built-in AI assistant
+ Accounting-system integration
+ Serves multiple agencies from one system

Built with

PHP | CodeIgniter | MySQL | jQuery | Bootstrap | nginx

A Shfrah product | Integration | Web • REST API • SDKs • Webhooks

View product ↗ shfrah.com/en/work/urwa/

12

Urwa

One API that connects any system to e-invoicing, WhatsApp, online stores and payments

Urwa connects any system — ERP, POS, e-commerce, hospital or government — to ready-made connectors over one REST API: ZATCA e-invoicing, WhatsApp Business, Salla, Zid, Foodics, payments, SMS, Nafath and the SPL National Address. The platform handles signing, retries, observability and usage metering, so engineering teams build each integration once and ship it with confidence.

Where the AI works

AI · 01

A private in-Kingdom language model explains ZATCA validation messages such as BR-CO-15 and BR-KSA-37 in plain language and points to the field to fix.

AI · 02

Anomaly detection on per-connector error rate, latency and volume alerts on unusual drift before a static threshold trips.



- Operations console: requests per minute, error rate, latency and the health of every connector on one screen.
- Developer portal: sandbox keys, a ready SDK sample and the sandbox request log, from sign-up to the first invoice.

PERFORMANCE

99.95%
API availability

< 80 ms
Platform overhead at p95, excluding provider time

99.99%
Webhooks delivered after retries

< 15 min
Sign-up to first successful sandbox call

Modules

- Ready connectors
- Unified API & SDKs
- Keys & access
- Developer portal
- E-invoicing engine
- Webhooks
- Observability
- Metering & billing

Integrations

- ZATCA Fatoora
- Salla • Zid
- Payment provider
- Nafath
- WhatsApp Business Cloud API
- Foodics
- SMS gateways
- SPL National Address

A Shfrah product | Logistics | Web • Android • iOS • WhatsApp

View product ↗ shfrah.com/en/work/rakb/

13

Rakb

Smart dispatch and fleet management, from order intake to proof of delivery

Rakb takes orders from Salla, Zid and shipper ERPs over API, cleans addresses and matches them to the SPL National Address, then builds optimised routes that respect delivery windows, vehicle capacity and driver shifts. Dispatchers follow the fleet on a live map, drivers prove delivery with a photo, signature or OTP, and truck waybills are issued electronically through Bayan.

Where the AI works

AI • 01

An Arabic language model parses descriptive and colloquial addresses such as "Al Narjis, past the petrol station", matches them to the National Address and asks the recipient to confirm the pin on WhatsApp when confidence is low.

AI • 02

An optimisation engine solves the vehicle routing problem with time windows (VRPTW) for thousands of stops, and re-plans during the day when an urgent order arrives or a vehicle breaks down.

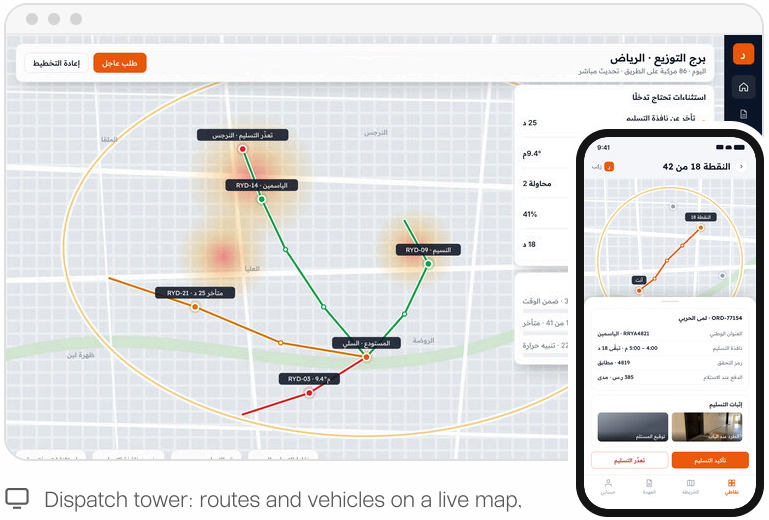
PERFORMANCE

90%+
Addresses matched automatically to the National Address

< 60s
Re-plan after an urgent order or breakdown

95%+
First-attempt delivery success

99.9%
Availability



Dispatch tower: routes and vehicles on a live map, with exceptions ranked for action.

Driver app: the next stop with its National Address, then proof of delivery by photo, signature and OTP, and collection by mada.

Modules

- Order intake
- Route optimisation
- Driver app
- Bayan e-waybills
- Performance & cost
- Address intelligence
- Live dispatch
- Cash on delivery
- Cold chain

Integrations

- Salla • Zid
- Bayan (TGA)
- mada payments
- Telematics & sensors
- SPL National Address
- Shipper ERP
- WhatsApp Business • SMS
- Fuel cards

A Shfrah product | Municipalities | Web • iOS • Android • WhatsApp

View product ↗ shfrah.com/en/work/jiwar/

14

Jiwar

Municipal reports and field operations, from a citizen photo to a verified fix

Jiwar takes citizen reports from the app, WhatsApp and web with a photo and a location resolved to the National Address. AI classifies the photo and the text, merges nearby duplicates and routes each report to the right department or contractor, with an SLA set for its category. Field crews work from their own app with before-and-after evidence, citizens rate the fix, and leadership follows a live district heat map, SLA compliance and contractor performance.

Where the AI works

AI • 01

A vision model classifies the report photo (pothole, broken street light, waste, water leak, damaged sidewalk), rates severity and rejects unusable photos.

AI • 02

Duplicate detection combines distance, category, time and image similarity, attaching a new report to an open one instead of opening a new task.

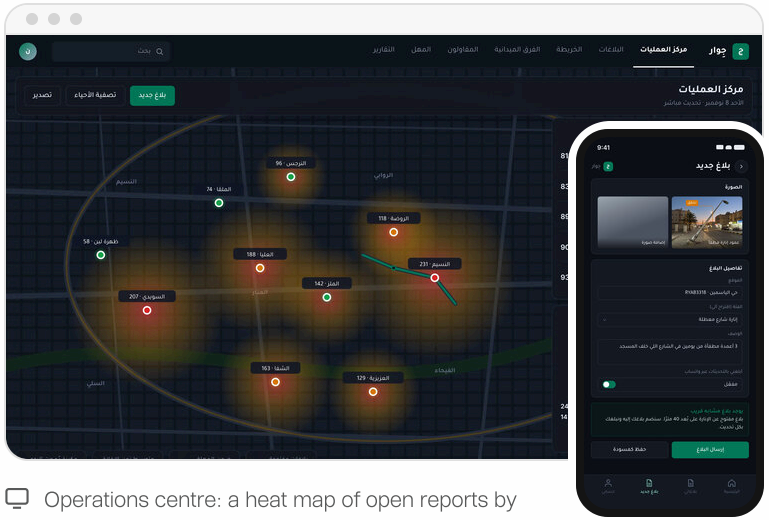
PERFORMANCE

< 2 min
Automatic triage and routing

85%+
Duplicates caught before assignment

100%
Reports closed with an after photo

99.9%
Availability



- Operations centre: a heat map of open reports by district, SLA compliance and the districts falling behind.
- Citizen app: a photo, a location on the National Address and automatic classification, with a notice when a similar report already exists.

Modules

- Omnichannel intake
- Duplicate clustering
- Field crew app
- GIS & heat maps
- Executive dashboard
- AI triage
- Routing & SLAs
- Contractor management
- Citizen feedback

Integrations

- Nafath
- Balady
- Esri ArcGIS
- Call centre (CTI)
- SPL National Address
- WhatsApp Business
- Contractor systems
- SMS gateway

A Shfrah product | Real estate | Web • iOS • Android • WhatsApp

View product ↗ shfrah.com/en/work/fina/

15

Fina

Property management from the Ejar lease to collected rent and closed repair jobs

Fina brings buildings, units and tenants into one platform, registers leases on the Ejar network, and generates rent schedules collected through SADAD, mada and Apple Pay, with bank transfers matched automatically. It chases arrears with WhatsApp reminders, routes repairs to technicians under an SLA, issues owner statements and e-invoices for commercial units, and flags likely late payers before the due date.

Where the AI works

AI • 01

A model scores the risk of each instalment being late before it falls due, from payment history, transfer patterns and open repair requests, so early reminders go only to those who need them.

AI • 02

Smart matching links each bank transfer to the right lease and instalment from name, amount and reference, even with spelling variants or partial payments.

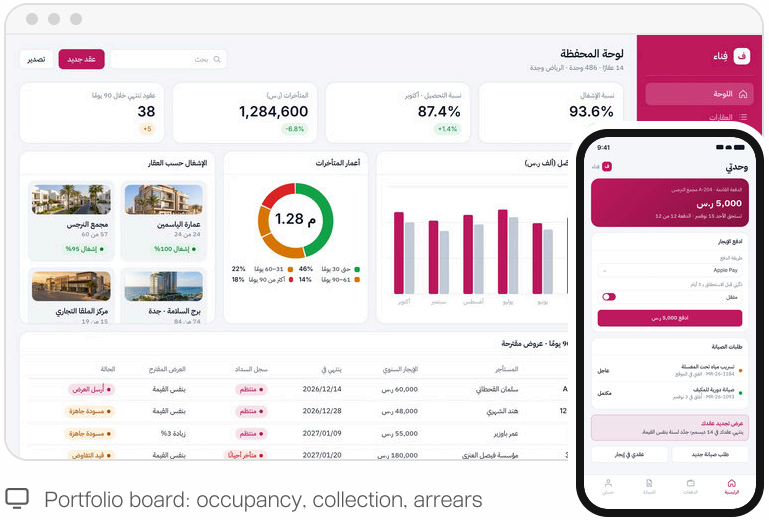
PERFORMANCE

95%+
Transfers matched to a lease automatically

< 24h
Owner statement sent after month close

< 4h
Technician on site for an urgent request

99.9%
Availability



Portfolio board: occupancy, collection, arrears ageing and upcoming renewals, with a suggested renewal offer for every lease.

Tenant app: pay rent with Apple Pay, mada or SADAD, follow a repair request and receive the renewal offer.

Modules

- Properties & units
- Schedules & collection
- Arrears follow-up
- Owner statements
- Portfolio dashboards
- Leases & Ejar
- Bank reconciliation
- Maintenance
- Meters & e-invoicing

Integrations

- Ejar
- mada • Apple Pay
- ZATCA Fatoora
- National Address
- SADAD
- Bank API
- Nafath
- WhatsApp Business

A Shfrah product | Construction | Web • iOS • Android

View product ↗ shfrah.com/en/work/mitmar/

16

Mitmar

Construction project controls: schedule, cost, site and payments on one platform

Mitmar ties the schedule and bill of quantities to what is actually happening on site: engineers file daily reports from their phones, and AI estimates progress from photos and flags slippage before it compounds. Earned value is calculated automatically, subcontractor certificates, RFIs, submittals and Balady permits run from one platform, and owners receive a monthly report drafted by AI.

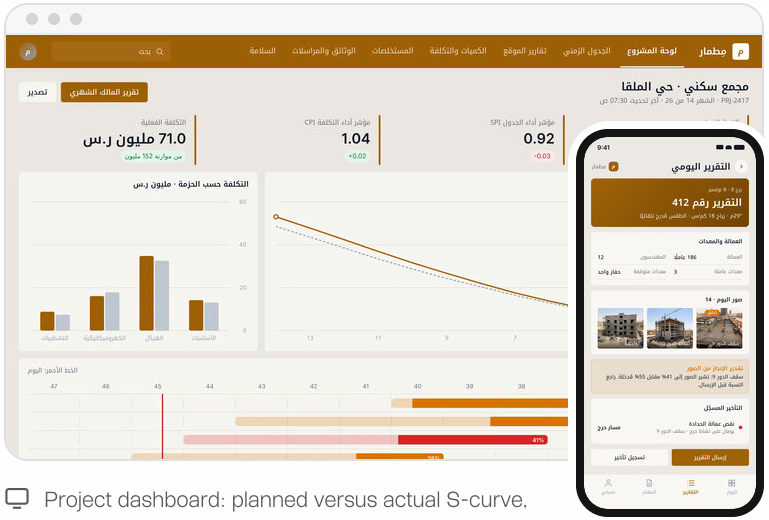
Where the AI works

AI • 01

A computer-vision model recognises site elements in photos, such as rebar, formwork, poured concrete, blockwork and finishes, estimates progress per activity, compares it with what the engineer entered and flags the gaps.

AI • 02

A delay model reads the schedule, the critical path and daily reports, such as labour shortages, idle equipment and weather, and identifies activities likely to slip weeks ahead.



Project dashboard: planned versus actual S-curve, SPI and CPI, cost by package and critical delays.

Site app: a daily report with manpower, equipment, photos and weather, with progress estimated from the photos before sending.

PERFORMANCE

< 10 min
A complete daily report from the phone

± 5%
Photo-based progress versus field measurement

< 5 days
Subcontractor certificate from submission to approval

99.9%
Availability

Modules

- WBS & schedule
- Photo progress
- Subcontractor certificates
- Safety & permits-to-work
- Owner portal
- Daily site report
- BOQ & earned value
- Documents, RFIs & submittals
- Balady permits

Integrations

- Balady
- Nafath
- ERP (SAP • Oracle)
- BIM (IFC)
- Etimad
- Primavera P6 • MS Project
- Drone imagery
- Weather service

A Shfrah product | Restaurants | Web • iPad • Android • iOS

View product ↗ shfrah.com/en/work/simat/

17

Simat

Multi-branch restaurant platform: POS, kitchen, delivery, stock and demand forecasting

Simat brings every branch and the central kitchen onto one system: tablet POS that keeps selling when the internet drops, a kitchen display, delivery-app orders in one inbox, and stock tied to recipes and food cost. It forecasts demand per branch and hour to propose a prep and purchasing plan every morning, and shows owners the profit of each branch day by day.

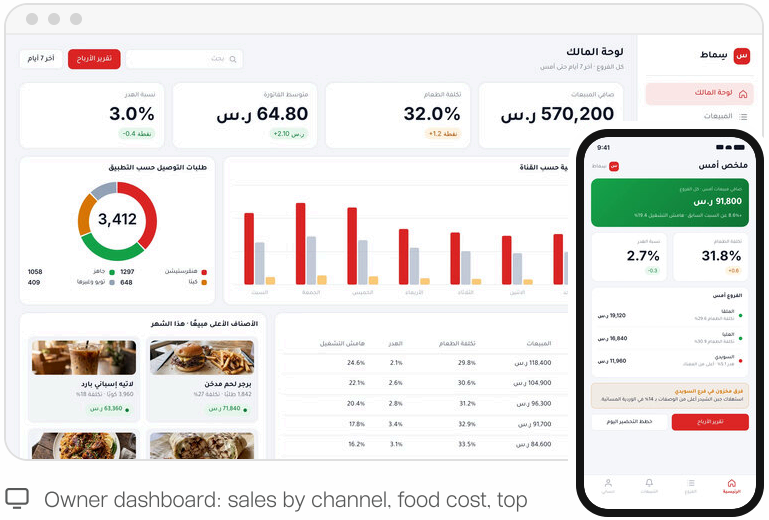
Where the AI works

AI • 01

A gradient-boosted time-series model (LightGBM) forecasts each item per branch and hour from sales history, weather, holidays, paydays, Ramadan, seasons and match nights.

AI • 02

A planner turns the forecast, through recipes, into prep quantities per station and purchase orders that respect stock on hand, supplier lead time and shelf life.



Owner dashboard: sales by channel, food cost, top items and branch ranking.

Owner app: yesterday across all branches, with a stock-variance alert before it piles up.

PERFORMANCE

24h
Offline selling per branch

< 5s
Delivery order on the kitchen display

< 15%
Daily forecast error per branch (WAPE)

99.9%
Cloud availability

Modules

- Point of sale
- Delivery inbox
- Inventory & recipes
- Forecast & prep plan
- Invoicing & P&L
- Kitchen display
- Menu sync
- Central kitchen
- Loyalty & offers

Integrations

- HungerStation
- Keeta • ToYou
- Payment provider
- Accounting system
- Jahez
- ZATCA Fatoora
- WhatsApp Business

A Shfrah product | Marketplace

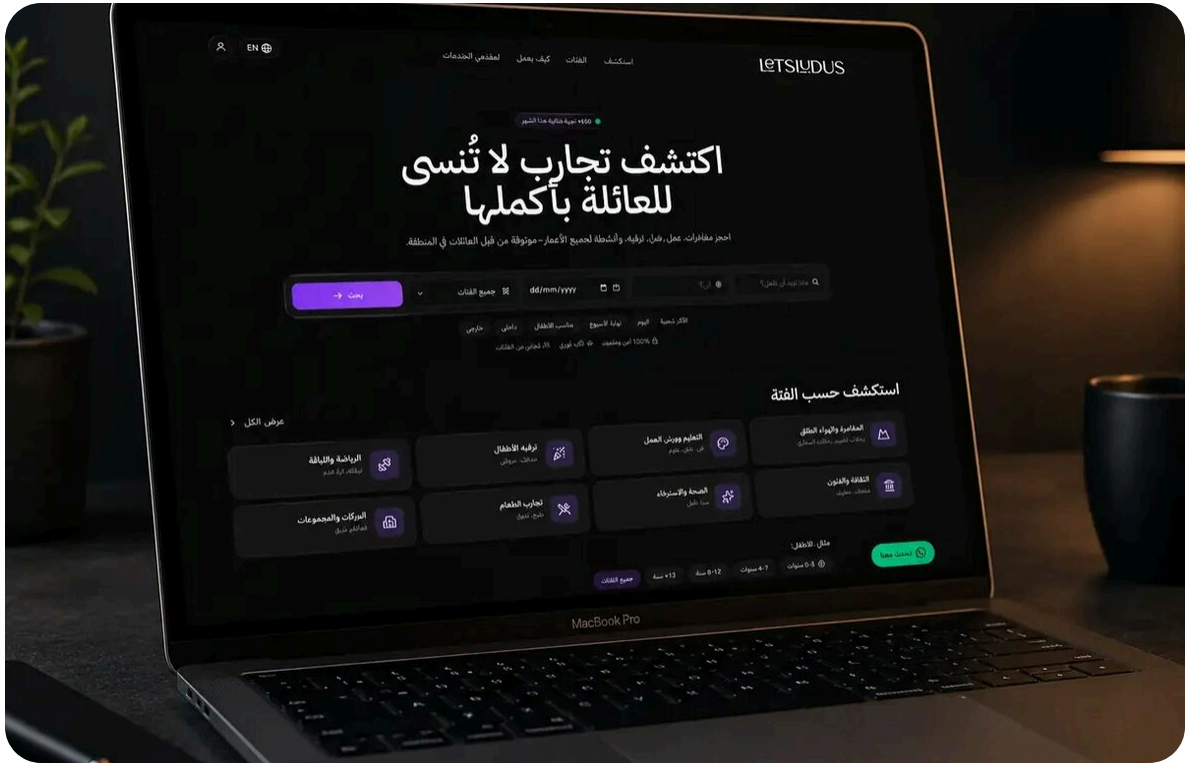
View product ↗ shfrah.com/en/work/letsludus/

18

LetsLudus

A family-experiences marketplace

An online marketplace where Saudi families easily book curated experiences and activities.



Overview

On LetsLudus, families browse a wide range of experiences — adventure, workshops, kids' activities, sports, culture and wellness — and book them in a few simple steps with fully transparent pricing.

Experience providers list and manage their offerings, while the platform safeguards quality by reviewing listings before they go live — bringing families and organisers together in one trusted place.

At a glance

Year	**2025**
Region	**Saudi Arabia**
Sector	**Marketplace**

What it does

+ Discover and book experiences
+ Transparent pricing, simple booking
+ Customer, organiser and admin dashboards
+ Provider review before listings go live
+ Smart filtering by category, age and city

Built with

Next.js | React | Prisma | NextAuth | Tailwind

A Shfrah product | Events

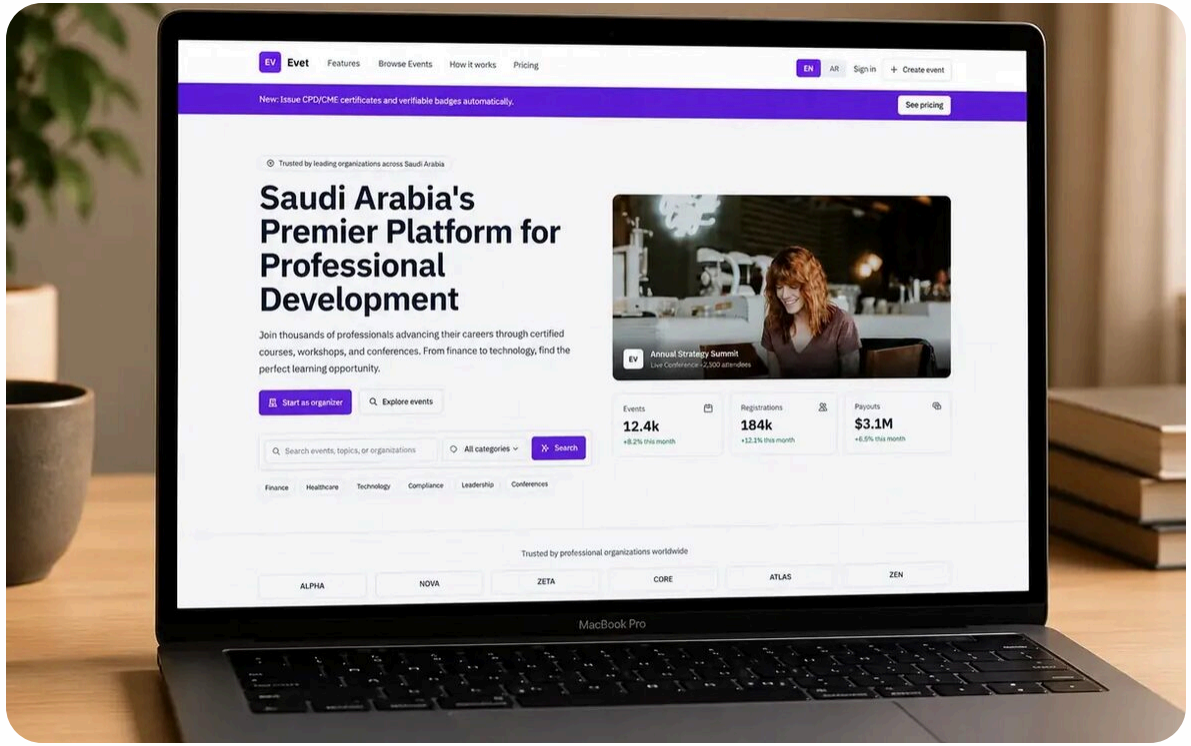
View product ↗ shfrah.com/en/work/evet/

19

evet

An all-in-one event platform

An all-in-one platform for running events, conferences and courses — from selling tickets to check-in and finances.



Overview

We built evet to cover the entire journey of an event in one place. Organisers create and sell tickets, manage registration and attendee check-in, follow revenue, payments and invoicing, and coordinate speakers, sessions and sponsors — all from a single dashboard.

For attendees it's effortless: quick registration, code-based entry, live interaction during the event, and attendance certificates — making any event simpler and more professional to run.

At a glance

Year	**2025**
Region	**Saudi Arabia**
Sector	**Events**

What it does

+ Online ticketing and registration
+ Attendee check-in and verification
+ Full finances: payments, invoices and refunds
+ Speakers, sessions and agenda
+ Sponsors, engagement and reviews
+ Live dashboards and reports

Built with

Next.js | React | Express | TypeScript | PostgreSQL | Redis

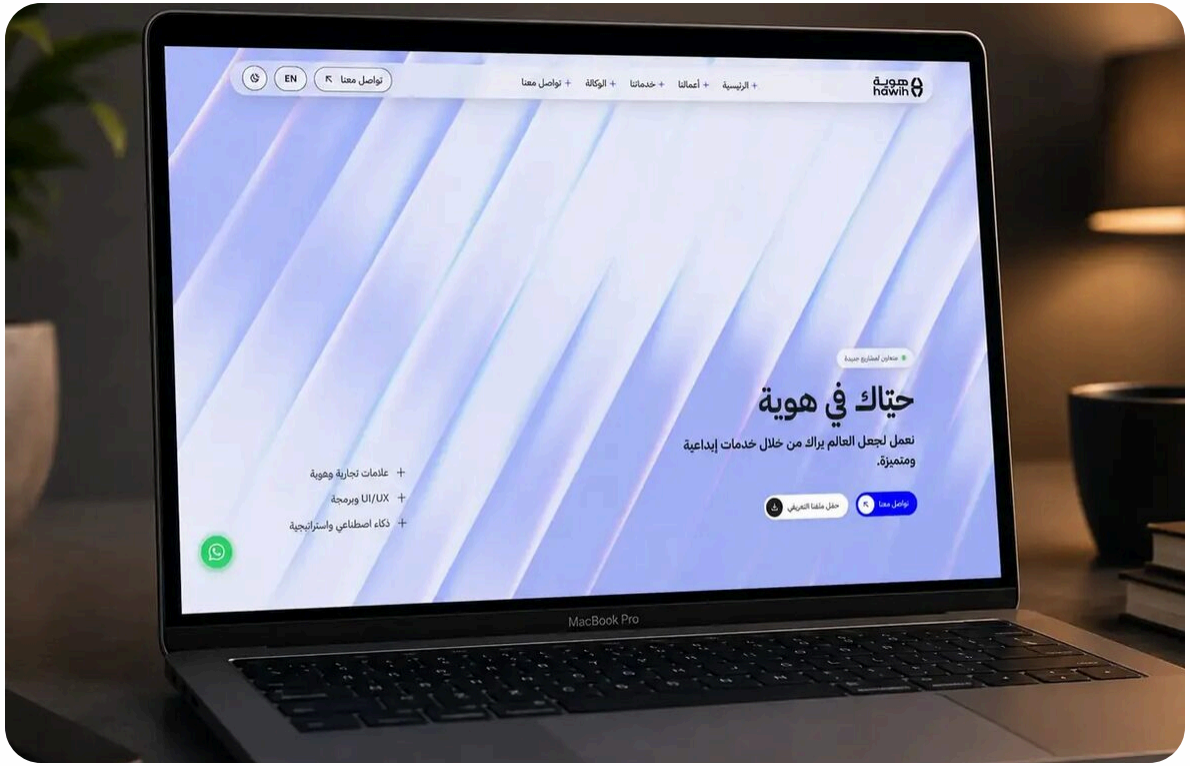
A Shfrah product | Agency site

View product ↗ shfrah.com/en/work/hawih/

20 Hawih

A Saudi creative agency's website

A bilingual website for a Saudi design agency, with a striking visual experience and complete Arabic/English content.



Overview

For the Hawih agency we built a site that captures its character: an opening section with a live 3D scene that reacts to the visitor, a fully custom design, and a seamless switch between Arabic and English that instantly flips the page's direction and theme.

The site spans dozens of work and service pages with a consistent style and fast performance, plus smart contact forms that route every enquiry to the right team inside the agency.

At a glance

Year	**2025**
Region	**Saudi Arabia**
Sector	**Agency site**

What it does

- Bilingual, with instant direction and theme switching
- An interactive 3D opening scene
- Fully custom design and a consistent identity
- Dozens of work and service pages
- Smart, routed contact forms

Built with

HTML | CSS | JavaScript | GSAP | WebGPU | PHP

Our clients

Organisations that have trusted our work

مركز الملك سلمان للإغاثة والأعمال الإنسانية
KING SALMAN HUMANITARIAN AID & RELIEF CENTRE

جامعة الملك سعود
King Saud University

KACST
مدينة الملك عبدالعزيز للعلوم والتقنية

مدينة الملك فهد الطبية
King Fahad Medical City
تجمع الرياض الصحي الثاني

د. سليمان الحبيب
DR SULAIMAN AL HABIB
medical group المجموعة الطبية

SPTA
الجمعية السعودية للعلاج الطبيعي
Saudi Physical Therapy Association

مجموعة الهوشان
hoshan GROUP

نادي الإبل
CAMEL CLUB

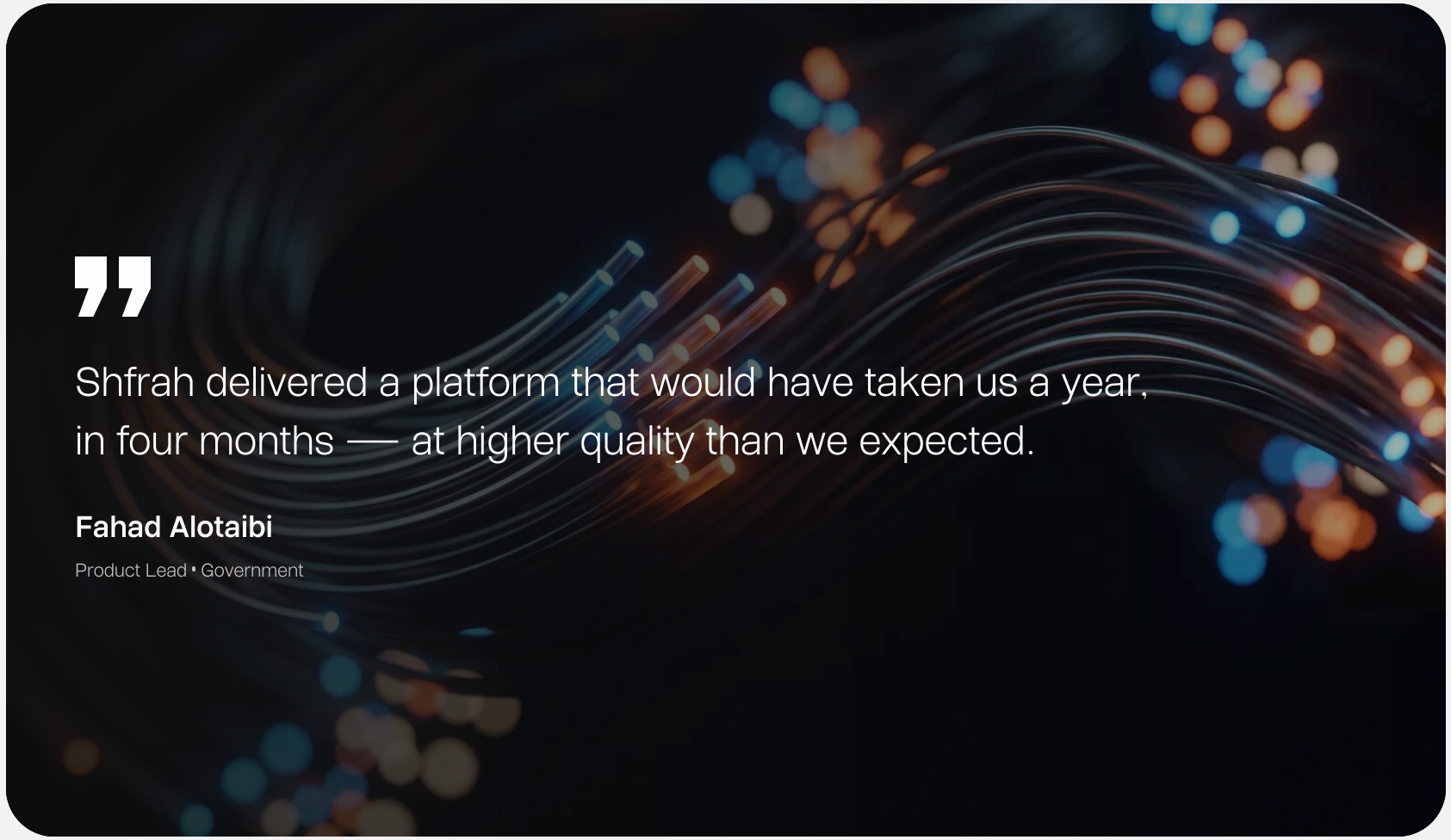
PLATFORMS WE INTEGRATE WITH ↗

Nafath	ZATCA Fatoora	NPHIES	Najm	Qiwa	Ejar	National Address

TESTIMONIALS ↗

What our partners say

From our Saudi partners



"Shfrah delivered a platform that would have taken us a year, in four months — at higher quality than we expected.

Fahad Alotaibi

Product Lead • Government

CONTACT ↗

Work with us?

We believe work done right outlasts work done in a hurry, so we give every project our full focus. Let's start with your idea.

Tell us about your idea. We read every message and reply within 1–2 business days.

Start a project ↗ | Free consultation ↗

Email

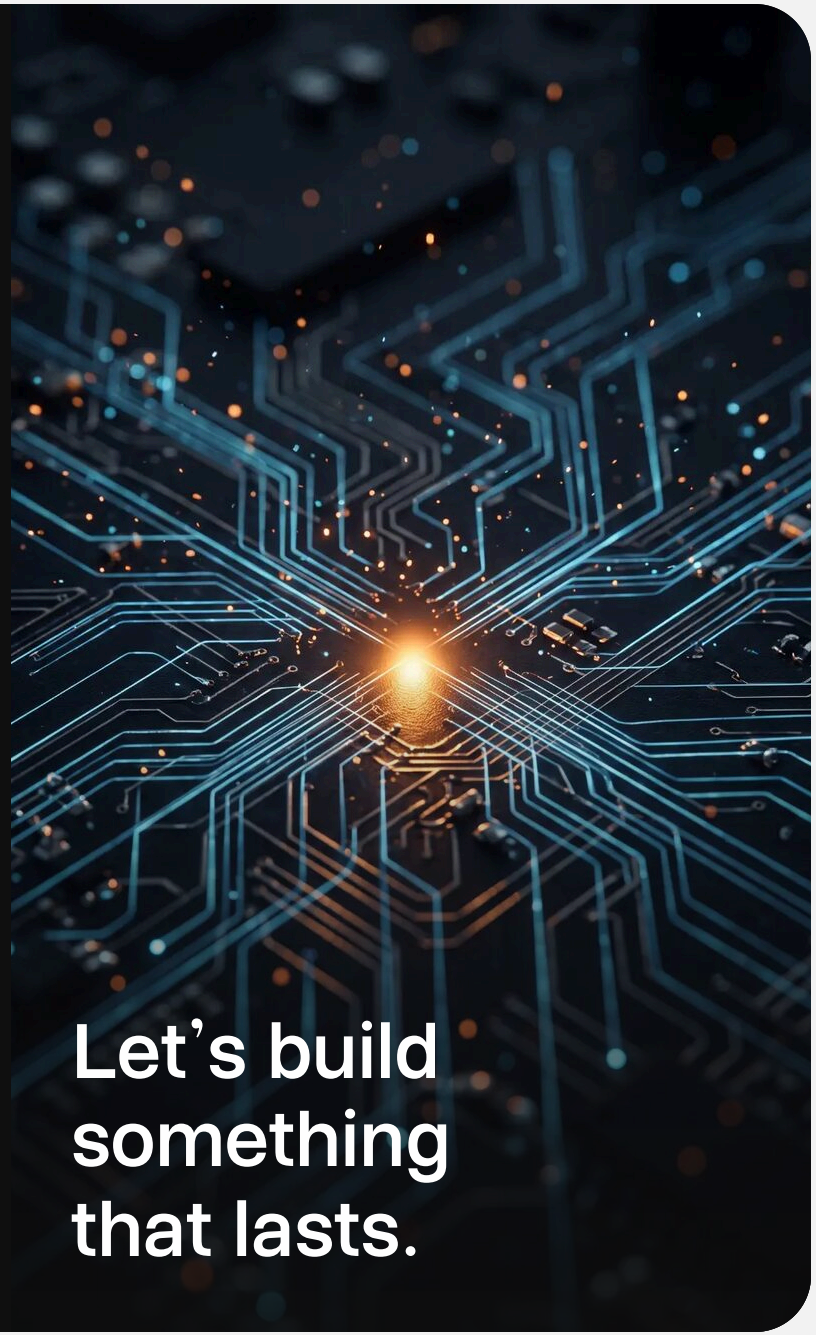
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