

AI-Powered Technology Capability Statement

AI Strategy · Data Engineering · GenAI · Cloud · ERP

Discover · Transform · Thrive

Mudassir Saleem Malik — CEO & Founder

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Offices: TX, USA · Bahrain · Lahore · Lisbon · Leeds · Dubai

16+

Years in Business

150+

Live Products

585

Software Engineers

Who We Are

AppsGenii Technologies is a Dallas, Texas-headquartered AI and digital transformation company with 16+ years of global delivery across the USA, Bahrain, UK, UAE, Pakistan, and Portugal.

Founded by Mudassir Saleem Malik, we partner with enterprise clients, government bodies, and scaling startups, delivering AI strategy, data engineering, GenAI systems, cloud platforms, and proprietary ERP products.

We are one of the fastest-growing technology companies with amazing year-on-year growth, built on disciplined SMART delivery, AI-first engineering, and genuine long-term client partnerships.

Vision: In pursuit of excellence and customer satisfaction.

Mission: Enabling people and processes through technology.



AI-First by Design

AI is the core, not an add-on. Every engagement is architected for intelligence at scale.



End-to-End Delivery

Strategy to deployment — AI, data, cloud, ERP, and mobile under one roof.



Global Offices, Local Depth

5 offices across 4 countries with follow-the-sun Agile delivery.



Quality-Driven Process

SMART objectives, continuous client feedback, ISO 9000-aligned QMS.



Proprietary Product Suite

PACT ERP (F&B + Manufacturing) and QuickHCM (GCC HR) — owned and battle-tested.

OUR VISION

In pursuit of excellence and customer satisfaction — delivering technology that empowers businesses to outperform, innovate, and lead.

OUR MISSION

Enabling people and processes through technology — building intelligent, scalable, and connected digital products that deliver tangible ROI.

QUALITY POLICY

AppsGenii is committed to providing services that are consistent, reliable, and cost-effective, meeting and exceeding customer expectations at every engagement. We operate on SMART objectives and timelines, continuously improve based on client feedback, and ensure the right skillsets are deployed on every project.

We are actively targeting ISO 9000 certification to formalize our quality management system. Our process covers all measures required for planning, development, and deployment of products and services.

— *Mudassir Saleem Malik*
Founder & CEO

Our Integrated Data & AI Service Offerings

CORE SERVICES

AI Strategy & Roadmap

Align AI with business goals and create a structured, outcome-driven path to measurable value

Data Engineering & Analytics

Build robust, governed data foundations that enable AI/ML use cases at enterprise scale

AI, ML & GenAI

From predictive intelligence and agentic systems to GenAI copilots — operationalize AI end-to-end

SUPPORTING SERVICES

Cloud & Platform Engineering

Scale intelligence through cloud-native architecture across AWS, Azure & GCP with DevOps + MLOps integration

Digital & Software Solutions

Build AI-embedded digital products — web, mobile, portals — that automate workflows and elevate user experience

Business Applications (ERP/CRM)

AI enablement within SAP, Salesforce, and custom ERP for intelligent workflows and process automation

We help organizations become AI-ready enterprises through a structured, outcome-driven strategy that aligns business priorities and technical readiness with long-term value creation.

Key Capabilities

- AI Maturity Assessment & Gap Analysis
- Prioritized Use Case Discovery & ROI Modeling
- Data & AI Architecture Design
- Governance Frameworks & Operating Models
- Total Cost of Ownership (TCO) & Value Realization
- AI Training & Organizational Upskilling
- Actionable Roadmaps & Implementation Plans

The AppsGenii Advantage

Business Aligned,
Outcome-Driven

Frameworks Rooted
in Best Practices

Future-Proofing
AI Investments

Actionable
Blueprints

Identify
Quick Wins

Capacity Building
at Scale

We develop advanced AI and GenAI solutions that learn, reason, and act — enabling organizations to predict, personalize, and automate decisions at scale.

Key Capabilities

- Predictive & Prescriptive Modeling (Forecasting, Optimization)
- Natural Language & Vision AI (Chatbots, OCR, Voice Analytics)
- GenAI Copilots & Agentic Systems (Knowledge, Service, Insight Agents)
- RAG Architecture, LangGraph & Multi-Agent Orchestration
- MLOps, Explainability & Continuous Learning
- Fine-Tuning Custom LLMs & Embedding Models
- AI-Powered Recommendation & Personalization Engines

The AppsGenii Advantage

Autonomous
Orchestration

Context-Aware
Intelligence

Responsible AI
Design

Business-Driven
ML Pipelines

Scalable Model
Deployment

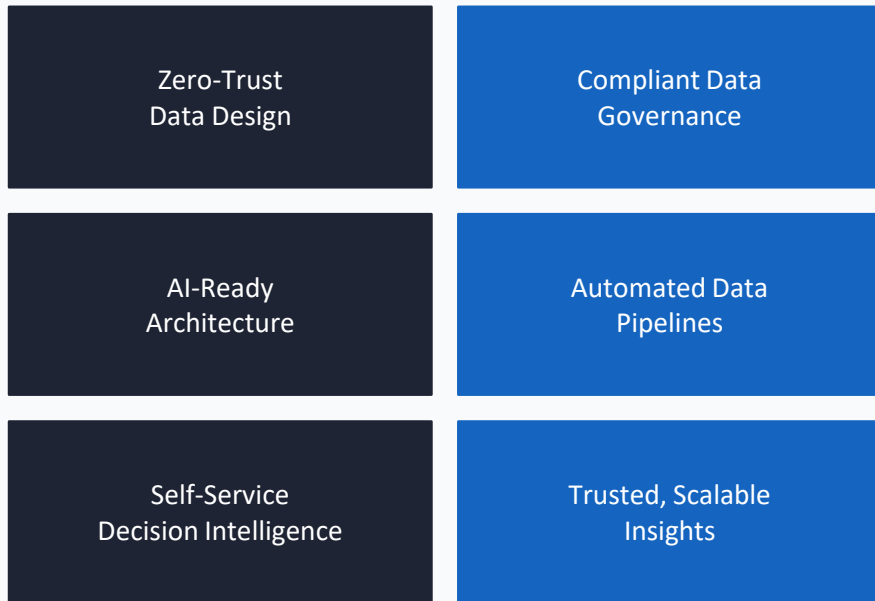
Measurable ROI
through Automation

We build intelligent, governed, and scalable data ecosystems that connect lakes, warehouses, and analytics into one unified platform for decision intelligence.

Key Capabilities

- Cloud-Native Data Platforms (Databricks, Snowflake, BigQuery, Synapse)
- Self-Service & Search-Based Analytics
- AI-Assisted Insights & Real-Time Dashboards (Power BI, Tableau, Looker)
- Data Quality Automation, Lineage & Observability
- MDM, DataOps & Unified Governance
- Automated ETL/ELT Data Pipelines
- Predictive Analytics & Business Intelligence Reporting

The AppsGenii Advantage



Cloud & Platform Engineering

Design and implement secure, high-performance cloud ecosystems that unify data, AI, and applications across AWS, Azure, and GCP.

- Cloud Strategy, Migration & Infrastructure-as-Code
- Microservices & API-Driven Architecture (Docker, Kubernetes)
- Data Platform Modernization (Databricks, Snowflake, Synapse)
- Cloud Security, FinOps & Cost Optimization
- Cloud-Native ML & AI Services (SageMaker, Vertex AI, Azure ML)
- DevOps + MLOps Integration & CI/CD Pipelines

Digital & Software Solutions

Merge modern software engineering with AI and data intelligence to build digital products that automate workflows and elevate user experience.

- Frontend & Mobile Development (React, Flutter, Swift, Kotlin)
- Backend & API Engineering (Python, Node.js, Java, Go)
- Salesforce Clouds (Sales, Health, Service, Marketing)
- Data-Driven UX & Intelligent Interfaces
- AI-Embedded Products (Recommendation, Conversational, Predictive)
- ERP & Business Applications (PACT ERP, QuickHCM)

Cross-Functional Applications of AI & GenAI

Sales & Marketing	Customer Service	Finance & Risk	Operations & IT	HR & Compliance
AI Sales Forecasting	AI-Powered Chatbots	Fraud Detection	Code Review & Audit	Automated KYC
Lead Scoring AI	Predictive Service	Credit Risk Scoring	Resource Optimization	AML Monitoring
Personalized Pitches	Sentiment Analysis	AI Financial Reports	Contract Lifecycle AI	Compliance Monitoring
Marketing Automation	Proactive Outreach	Portfolio Optimization	AI Client Onboarding	Customer Due Diligence
Customer Journey AI	Ticket Routing AI	Predictive Cash Flow	Report Drafting AI	Document Synthesis

Our Agentic AI Platform — Dynamic AI Agents

Knowledge Agent

Resolves 70% of employee and customer queries across 5,000+ policy documents — with 85% accuracy in Phase 1 alone. Replaces time-consuming manual policy lookups.

- Culturally Aligned
- Authentic & Referenced
- Performance-Driven

Use Cases:

- Internal Policy & Manuals
- Product Catalog Queries
- Contract & Document Intelligence

Service Agent

Operates 24/7 across web, app, and SMS — handling 50K+ customer interactions per day across 15 service flows. One deployment replaced 180 live support agents.

- Triage Enabled
- Agent Copilot
- Persona-Driven Dialogue

Use Cases:

- Customer Service Automation
- Order Booking & Management
- Omnichannel Support 24/7

Insights Agent

Transforms raw business data into actionable intelligence through natural language queries. Delivers cognitive analytics, sentiment analysis, and automated insight reporting.

- Understands Data Catalog
- Text-to-SQL Intelligence
- Summarizes Insights

Use Cases:

- Natural Language Analytics
- Sentiment & Feedback AI
- Dashboard Narration & KPI Alerts

Proprietary In-House Products — White-Label & Licensed

PACT ERP — F&B

Restaurants · Cafés · Multi-Branch F&B

End-to-end ERP for food & beverage operations — POS, kitchen display, AI inventory, menu engineering, multi-branch control, staff management, and real-time BI analytics.

Key Modules:

POS Integration	Kitchen Display (KDS)
Inventory AI	Menu Engineering
Multi-Branch Control	Staff & Payroll
BI & Reporting	Supply Chain Mgmt

PACT ERP — Manufacturing

Smart Factory · Supply Chain · IoT Automation

Industrial-grade ERP for manufacturing — IoT-enabled shop floor automation, predictive maintenance, quality control checkpoints, and full production lifecycle management.

Key Modules:

Production Planning	Shop Floor IoT
Quality Control	Supply Chain AI
Cost & Budget Control	Sales Order Mgmt
BI & Reporting	Asset Utilization

QuickHCM

GCC HR & Payroll · KSA · UAE · Bahrain Compliant

Cloud-based HCM built for the GCC. Compliant with KSA, UAE, and Bahrain labor laws. Bilingual (Arabic/English), modular, enterprise-grade secure. 1,000+ HR professionals trust it.

Key Modules:

GCC Labor Compliance	Bilingual Interface
Payroll Automation	Modular & Scalable
Employee Self-Service	Performance Mgmt
Secure Cloud	Local Support Team

Mobile App Portfolio — Live Delivered Products

GharPar

Pakistan

Beauty & Home Services



Pakistan's #1 at-home salon platform. Full booking, service management, beautician tracking, and payment integration.

- Booking & Scheduling
- Service Catalog
- Live Tracking
- Secure Payments

StcPay

Bahrain / GCC

FinTech / Digital Banking



Leading GCC FinTech super-app. Digital wallet, payments, bank-grade security, biometric login, and contactless transactions.

- Digital Wallet
- Biometric Auth
- Card Management
- P2P Payments

Bata Pakistan

Pakistan

Retail & E-Commerce



Official mobile app for Bata Pakistan. Seamless shopping, AI recommendations, click & collect, loyalty rewards.

- AI Recommendations
- Click & Collect
- Store Locator
- Loyalty Rewards

PerfectPay

UAE / GCC

Digital Payments



Comprehensive AED digital wallet with dual card system (digital + physical), gift card marketplace, and utility payments.

- Dual Card System
- Utility Payments
- Gift Card Market
- Cashback Rewards

Almoosa Health

Saudi Arabia

HealthTech



Full patient-facing healthcare app for Almoosa Health Group KSA. Appointments, digital records, video consults, vitals tracking.

- Appointment Booking
- Digital Records
- Video Consults
- Wearable Sync

OLE: Create Lineup

UAE

Sports & Stadium Tech



UAE's #1 stadium booking & team lineup app. Instant field reservations, live availability, squad management.

- Instant Booking
- Lineup Creation
- Real-Time Slots
- Secure Payments

Track Record & Proven Experience



16+

Years in Business

150+

Live Apps & Platforms

40%

Annual Growth Rate

5+

Countries Served

150+

Valued Clients

Sectors & Geographies

- FinTech & Digital Payments (UAE, Bahrain, KSA)
- Government & Public Sector (UAE Fujairah HR Dept)
- Education Technology (Middle East & Pakistan)
- Real Estate & Property Management (UAE, UK)
- Healthcare & HealthTech (Saudi Arabia, UAE)
- Retail & E-Commerce (Pakistan, UAE, KSA)
- Transport, Logistics & On-Demand Services (UAE, USA)
- F&B, Manufacturing, HCM (GCC Region)

Notable Clients & Brands Served

Bata Pakistan

StcPay Bahrain

Almoosa Health KSA

Bank Respublika

GharPar

800CarGuru UAE

Fujairah HR Dept

Petromin KSA

Shell Pakistan

Abu Dhabi Chamber

Mobily KSA

Bahrain Telecom

Our End-to-End Delivery Methodology

01

Discovery & Requirements

Stakeholder workshops, requirements gathering, SMART goal setting, feasibility assessment and business case definition.

02

Architecture & Design

UI/UX wireframes, visual storyboards, system architecture, technology selection, and AI capability blueprint.

03

Agile Development

Sprint-based iterative development with continuous client visibility, milestone reviews, and quality checkpoints.

04

AI Integration

Embed intelligence at the right layers — predictive models, NLP, recommendations, automation, and agentic workflows.

05

Testing & QA

End-to-end testing, performance benchmarking, security review, UAT, and compliance verification before deployment.

06

Launch & Scale

Production deployment, hypercare support, SLA management, feature enhancements, and ongoing AI model improvement.

AppsGenii is led by a hands-on founding team combining AI strategy, engineering excellence, and global delivery expertise.



Mudassir Saleem Malik

Founder & CEO

15+ years driving AI strategy, enterprise technology, and digital transformation across USA, UAE, and Pakistan. Leads AppsGenii's vision, US market expansion, government tender pursuits, and Fractional CXO services for SMBs.

- AI Strategy & Roadmap
- US Enterprise & Gov Tech
- Fractional CXO Services



Adnan Tahir

Chief Technology Officer

Technology architect overseeing all engineering decisions. Leads AI, mobile, web, and cloud strategy. Owns development of PACT ERP, QuickHCM, and Microsoft Based AppsGenii's flagship proprietary products.

- Full-Stack Architecture
- AI/ML Engineering
- Cloud Infrastructure



Tauqir Ahmed

Chief Strategy Officer

Operations leader responsible for delivery excellence, resource management, team scaling, and client engagement across AppsGenii's global projects. Ensures SMART methodology, on-time delivery, and cross-functional alignment.

- Delivery Operations
- Resource Planning
- Agile Execution

Our Advisory Team — Partners & Specialists

Experienced domain partners and specialists driving Appsgenii's product discovery, GCC market presence, and social tech impact.



Mahrukh Qadir

Internal Specialist

Project Discovery Specialist & Advisor

Lahore, Pakistan

[linkedin.com/in/mahrukhqadir](https://www.linkedin.com/in/mahrukhqadir)

Mahrukh Qadir is Appsgenii's Project Discovery Specialist — the critical first touchpoint in every client engagement. She leads structured discovery sessions that translate client visions into clear, actionable product requirements, scope definitions, and delivery roadmaps. Her expertise bridges the gap between business intent and technical execution — ensuring projects start right, risks are identified early, and client expectations are aligned before a single line of code is written.

Project Discovery & Scoping · Requirements Engineering · Client Engagement



Faisal Saleem

Regional Partner — Bahrain

Bahrain Partner & GCC Business Advisor

Bahrain — Kingdom of Bahrain

[linkedin.com/in/faisal-saleem-a23b5014](https://www.linkedin.com/in/faisal-saleem-a23b5014)

Faisal Saleem is Appsgenii's strategic partner and market anchor in Bahrain and the wider GCC. With deep roots in the Kingdom's technology and business ecosystem, Faisal drives client development, institutional relationships, and enterprise partnerships across Bahrain, Saudi Arabia, and the Gulf. His local market intelligence and network give Appsgenii direct access to Bahrain's government, FinTech, and enterprise sectors — underpinning the company's active GCC regional office and ongoing client engagements including StcPay Bahrain.

Bahrain & GCC Business Development · Enterprise Partnerships · FinTech & Banking Sector



Shameelah Ismail

Technology Partner — GharPar

Co-Founder GharPar · Social Tech & Impact Advisor

Lahore, Pakistan

[linkedin.com/in/shameelah-ismail](https://www.linkedin.com/in/shameelah-ismail)

Shameelah Ismail is the Co-Founder & CEO of GharPar, Pakistan's #1 on-demand at-home beauty platform, featured in Marie Claire and recognized globally as a social enterprise empowering women micro-entrepreneurs. Shameelah brings a founder's lens on product-market fit, social impact tech, and women's economic empowerment, advising on consumer app strategy, marketplace dynamics, and community-driven platform growth.

Social Enterprise & Impact Tech · Consumer Marketplace Platforms · Women Entrepreneurship

Seasoned global advisors bringing AI expertise, government technology leadership, and European market access to AppsGenii.



Antonio Martins

Technology & European Market Advisor

 Lisbon, Portugal

[linkedin.com/in/antonio-martins](https://www.linkedin.com/in/antonio-martins)

Senior technology professional and AppsGenii's strategic anchor for the European market. Based in Lisbon, the heart of AppsGenii's EU office, Antonio brings deep expertise in software engineering, digital platform development, and technology delivery. He bridges AppsGenii's global engineering capabilities with European enterprise clients, driving market access, technical partnerships, and delivery excellence across the EU. Join AppsGenii in 2022

European Market Strategy · Software Engineering · Digital Platforms



Dr. Atif Farid Mohammad, PhD

AI, Data Science & Academic Advisor

 Washington D.C., USA

[linkedin.com/in/atifmfarid](https://www.linkedin.com/in/atifmfarid)

Dual PhD — Cyber Security & Scientific Computing. Quantum Computing Chair at Capitol Technology University (DC) and Chief Advisor, AI Center of Excellence (AICE). Adjunct Professor of AI/ML & Quantum Computing across multiple US universities. Advises AppsGenii on responsible AI governance, GenAI architecture, and emerging technology roadmaps — ensuring solutions are grounded in academic rigor and real-world enterprise applicability. Joined AppsGenii in 2020.

Generative AI & Deep Learning · Quantum Computing · Responsible AI Governance



Meer Anwar

Government Technology & Digital Transformation Advisor

 Canada · USA

[linkedin.com/in/meeranwar](https://www.linkedin.com/in/meeranwar)

20+ years of strategic Agile digital transformation across gov, enterprise, and international development. Former CTO of BISP, Pakistan's largest social protection program. Senior ICT Advisor to the Speaker of the National Assembly of Pakistan. GITEX 2021 Best Creativity Economy award winner. Active startup mentor across Pakistan and the USA. Advises AppsGenii on government tech strategy, public sector digital transformation, and US & South Asian market access. Joined us in 2014.

Government & Public Sector Tech · National ICT Policy · Enterprise Digital Transformation

Trusted by Enterprises & Growing Brands Worldwide



From FinTech giants to government portals — AppsGenii has delivered technology that performs, across 5 countries and 15+ industries.

Bata Pakistan	StcPay Bahrain	PerfectPay UAE	Almoosa Health KSA	Bank Respublika	GharPar Pakistan
800CarGuru UAE	Mozakrah Education	Fujairah HR Dept UAE	Petromin KSA	Shell Pakistan	Shell Oman
Abu Dhabi Chamber	Mobily KSA	Bahrain Telecom	Zabeel Investments	Asteco UAE	Atkins UK
Woods Bagot UAE	Remire / S4 Digital	HrWays Portugal	HomeAdvisor USA	FirstData USA	Lahore Chamber

Technology & Platform Partners



16+ Years Delivery

150+ Live Projects

40% Annual Growth

6 Countries

150+ Enterprise Clients

Accreditations, Memberships & Legal Registrations

AppsGenii Technologies operates as a formally registered, compliant, and accredited technology company across Pakistan and the United States.

Memberships & Registrations

P@SHA

Pakistan Software Houses Association

Industry Member

Member of Pakistan's premier IT industry body representing 1,000+ technology companies. Affirms AppsGenii's standing as a credible, industry-recognized software firm.

PSEB

Pakistan Software Export Board

Registered Exporter

Registered under the Ministry of IT & Telecom as a verified IT services exporter, with access to government facilitation and international market development programs.

LCCI

Chamber of Commerce & Industry

Chamber Member

Registered member of one of Pakistan's most influential business chambers, demonstrating active participation in Pakistan's formal business and trade ecosystem.

SECP

Securities & Exchange Commission of Pakistan

Incorporated Company

Incorporated as AppsGenii Technologies (Pvt) Ltd — confirming legal corporate standing, compliance with Pakistani company law, and transparent governance.

US United States — Legal Incorporation

US C-Corporation — Wyoming, USA

AppsGenii Technologies Inc.

C-Corp · Wyoming

Active & Compliant

AppsGenii Technologies Inc. is incorporated as a C-Corporation in the State of Wyoming, USA — providing a formal US legal entity for enterprise contracts, government engagements, and client partnerships across North America.

Wyoming C-Corp status gives AppsGenii full legal standing in the United States, enabling contracts under US jurisdiction and engagement with federal, state, and private sector clients.

Wyoming C-Corp: Business-friendly jurisdiction · Strong legal protections · Recognized globally for US market entry



Let's Build Something Intelligent.

Your vision + our AI execution = outcomes that matter.

Mudassir Saleem Malik — CEO & Founder

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OUR OFFICES

US Dallas, Texas — USA

Headquarters

Uk Leeds, United Kingdom

UK Regional Office

BH Bahrain — Kingdom of Bahrain

GCC Regional Office

PK Lahore — Pakistan

Engineering Center

PT Lisbon — Portugal

European Office

AE Dubai — UAE

UAE Office