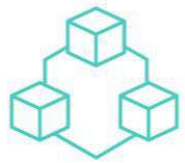


blockassetit  
Digital Innovations

Company Profile





**BLOCKASSETIT**  
DIGITAL INNOVATION

# Who We Are

Block Asset , Dubai's leading software development company, holds a firm reputation in delivering superior design and development services across a wide range of industry domains.

Having built over 100+ mobile applications and websites we hold a firm reputation in delivering superior design and development services. Our bespoke solutions are fully equipped to promote your brand with a guaranteed return on your investments.

We have been featured in The **Manifest**, **Clutch**, **TrustPilot**, and **GoodFirms** for providing outstanding digital transformation services.





# Web Development

One thing that sets our solutions apart from the rest is that we keep an eye out for all new technologies, tools, and resources in the field of web development. From cross-platform functionality, robust navigations and UI/UX design to seamless checkouts and secure payments, Appster transforms your brand to an industry leader with its out-of-the-box digital solutions.

- **Full-Scale Website Design and Development.**
- **Multiple Payment Gateways.**
- **Secure transactions.**
- **Round the clock support and maintenance of the website.**
- **Multi-lingual sustenance.**
- **Cross-platform compatibility.**
- **Comprehensive UI/UX support.**



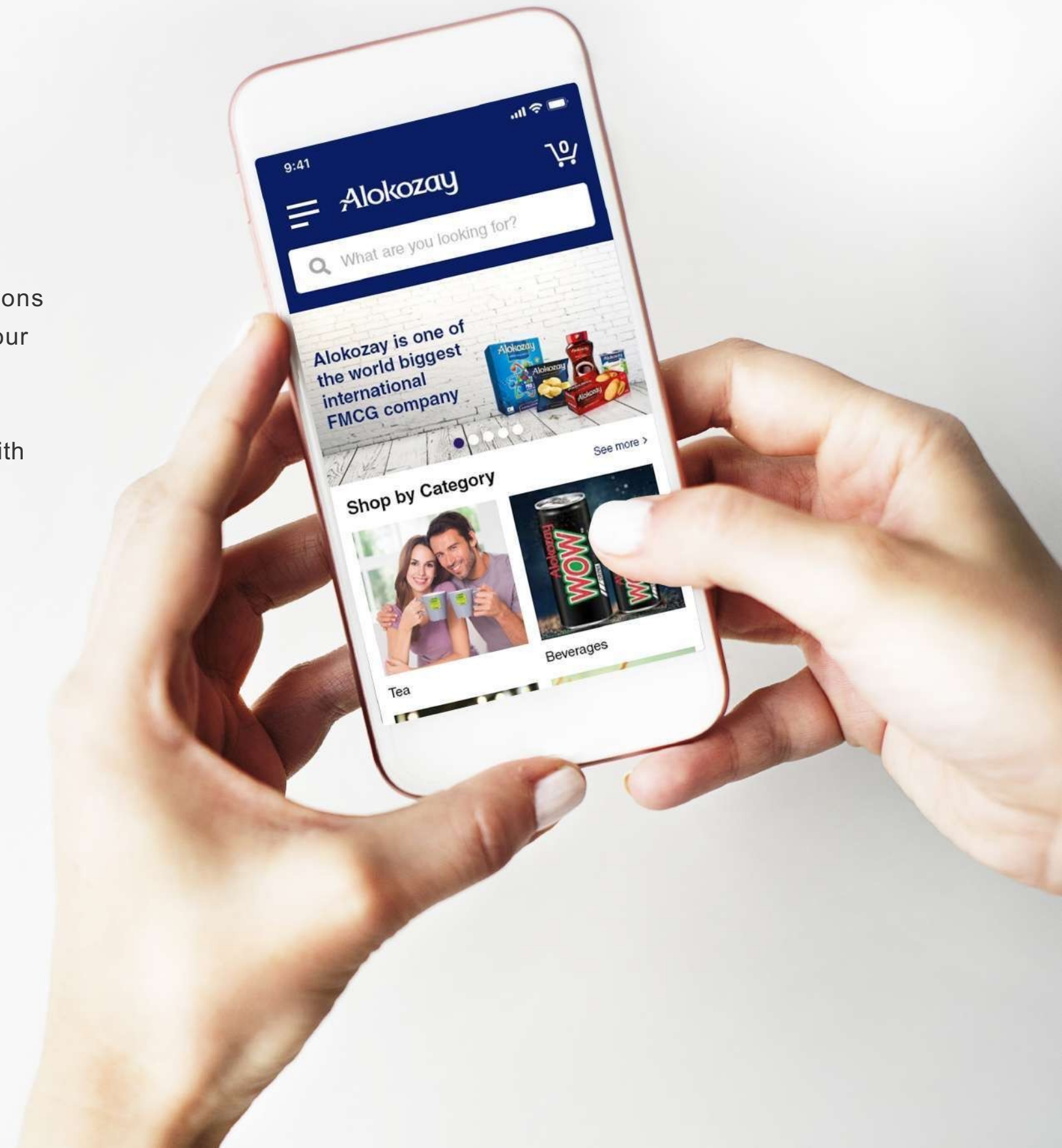


# Mobile App Development

Over the two decades, we have been successfully delivering the finest mobile applications to Middle East's top industry leaders and have maintained the level of loyalty through our robust, scalable, and technically savvy mobility solutions.

Our team of professionals work diligently to provide responsive cross-platform apps with HA (high-availability) architecture.

- Native Mobile Applications
- Web apps
- Hybrid Mobile Applications





# Minimum Viable Product

Using lean startup methodology, we launch a simplified yet fully functional version of your product to examine its value proposition. This helps in gaining feedback, building functionality and streamlining a product that resonates with its target audience.

- Allows your product to reach its desired outcome and verify the product's demand.
- Builds a strong relationship with the target market.
- Achieve optimized longevity, functionality and lifetime value of your product.

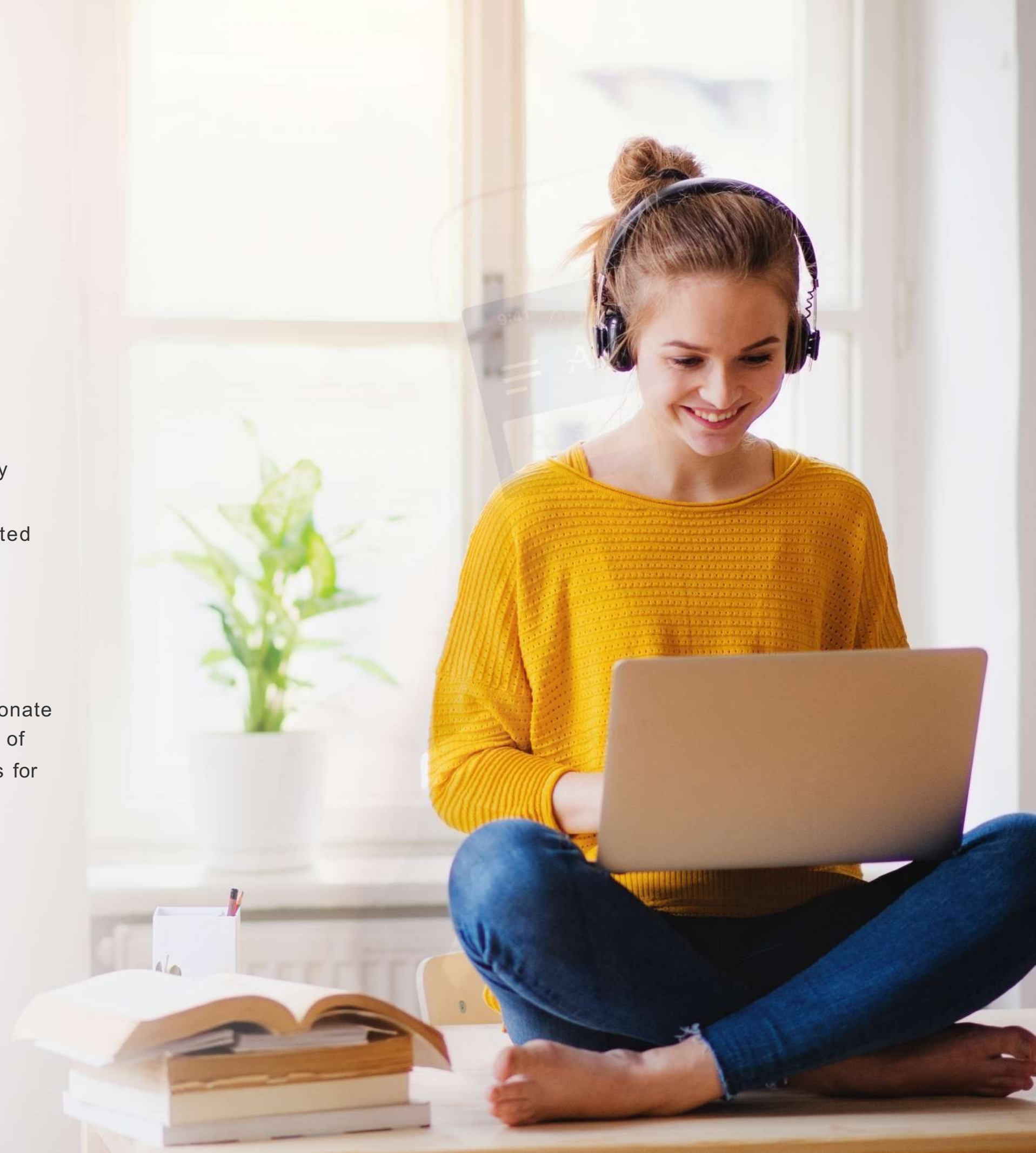




# Staff Augmentation

Appster is all about business – our digital services can take care of any aspect of your business with ease and efficiency. We love tackling challenges with innovation and expertise which is why we hire dedicated teams for you to ensure maximum convenience, affordability, and efficiency.

An enthusiastic team works like a well-oiled engine. Workflows run smoothly when every single member of a team is dedicated and passionate about their work. Our dedicated teams are unrelenting in their pursuit of success- success for our clients to grow their businesses and success for themselves to be the better versions of who they were.





# Product Design

At Appster, we are all about innovation and originality. Our team comprises of expert developers who offer our valued customers with web and mobile solutions that are market competitive, aesthetically and technologically superior to the other market players.

We assist our customers to develop a tailored implementation with pure intent to maximize effectiveness in providing operational outcomes in accordance with their requirements.





# Digital Marketing

Our digital marketing strategies are pragmatic in strategy as well as methodical in execution. Through leveraging the power of SEO, PPC, Google, Facebook, Instagram, Bing, Snapchat, Twitter, LinkedIn, TikTok, digital ads, influencer marketing, and other marketing strategies, we help your business scale.

- On-site & Off-site Search Engine Optimizations
- Search Engine Marketing
- Social Media Advertisements
- Display Network Advertisements
- AppStore optimization
- External and Internal Blogs & Articles
- Content Marketing
- Ecommerce email marketing
- Google Analytics





# Our Core Services

## Technology Solutions for SMEs

We recognize that SMEs face unique challenges, from limited resources to rapidly changing market conditions. We offer tailored technology solutions designed to address these specific challenges and empower businesses to achieve their full potential.

**Custom Software Development:** We design and develop bespoke software solutions tailored to meet the specific needs of each client, ensuring that technology serves as a catalyst for business success.

**Web and mobile applications development:** We help businesses streamline their operations by creating web and mobile applications to suit their business requirements.

**Data Analytics and Business Intelligence:** Leveraging advanced analytics tools, we provide insights that help businesses make data-driven decisions, optimize performance, and identify new opportunities for growth.

**Cloud Computing Solutions:** We offer cloud-based services that provide SMEs with flexible, scalable, and cost-effective access to technology resources, enabling them to operate efficiently and securely.

# Our Core Services

## Strategic Media Services

Our media services are crafted to elevate and extend your brand's presence across multiple channels. We ensure your message resonates with the right audience, using tailored strategies that enhance visibility and engagement. By addressing every aspect of media—from digital platforms to traditional outlets—we ensure a cohesive and powerful brand narrative that reaches your target market effectively.

**Digital Marketing:** We create targeted campaigns that drive traffic and engagement across digital platforms.

**Content Creation:** From compelling videos to impactful graphics, our content resonates with audiences and drives action.

**Public Relations & Influencers:** Our PR strategies ensure your brand's narrative is consistently positive and influential.

**Event Management:** We manage and promote events that align with your brand's goals, ensuring maximum impact.



# Our Core Services

## Automation & IOT Solutions

At Appster, we are at the forefront of the digital transformation wave, offering cutting-edge Automation and Internet of Things (IoT) solutions tailored to the specific needs of SMEs. Our expertise in this domain allows businesses to integrate advanced technologies into their operations, driving efficiency, reducing costs, and opening new avenues for innovation.

**Smart Office Solutions:** Transform your workplace into a smart environment with IoT-powered systems that improve energy efficiency, security, and employee comfort.

**Connected Devices:** Our IoT solutions enable the seamless integration of connected devices, providing real-time data and insights that empower better decision-making and predictive maintenance.

**Automated Supply Chain Management:** Leverage automation to optimize your supply chain operations, reducing lead times and improving inventory management through real-time tracking and data analytics.

**IoT-Enabled Customer Experiences:** Enhance customer satisfaction by deploying IoT solutions that offer personalized experiences, whether in retail, hospitality, or other service-oriented industries.

# Our Clients

We are a company who pride ourselves on the expertise and knowledge we have of the market and the loyalty of our invaluable customers. Our clients are our most valued assets and we flourish in maintaining this partnership.





# NRTC

NRTC was founded in 1973 with the sole mission to help the society in large for maintaining a healthy lifestyle by supplying fresh goods. NRTC Fresh wanted to revolutionize the traditional way of buying fruits and vegetables by making it a hassle-free online process.

Appster started on the project by conducting a thorough analysis of the market and succeeded in developing an online platform for NRTC Fresh that boosted customer engagement by 65%.

Ecommerce website

Mobile App

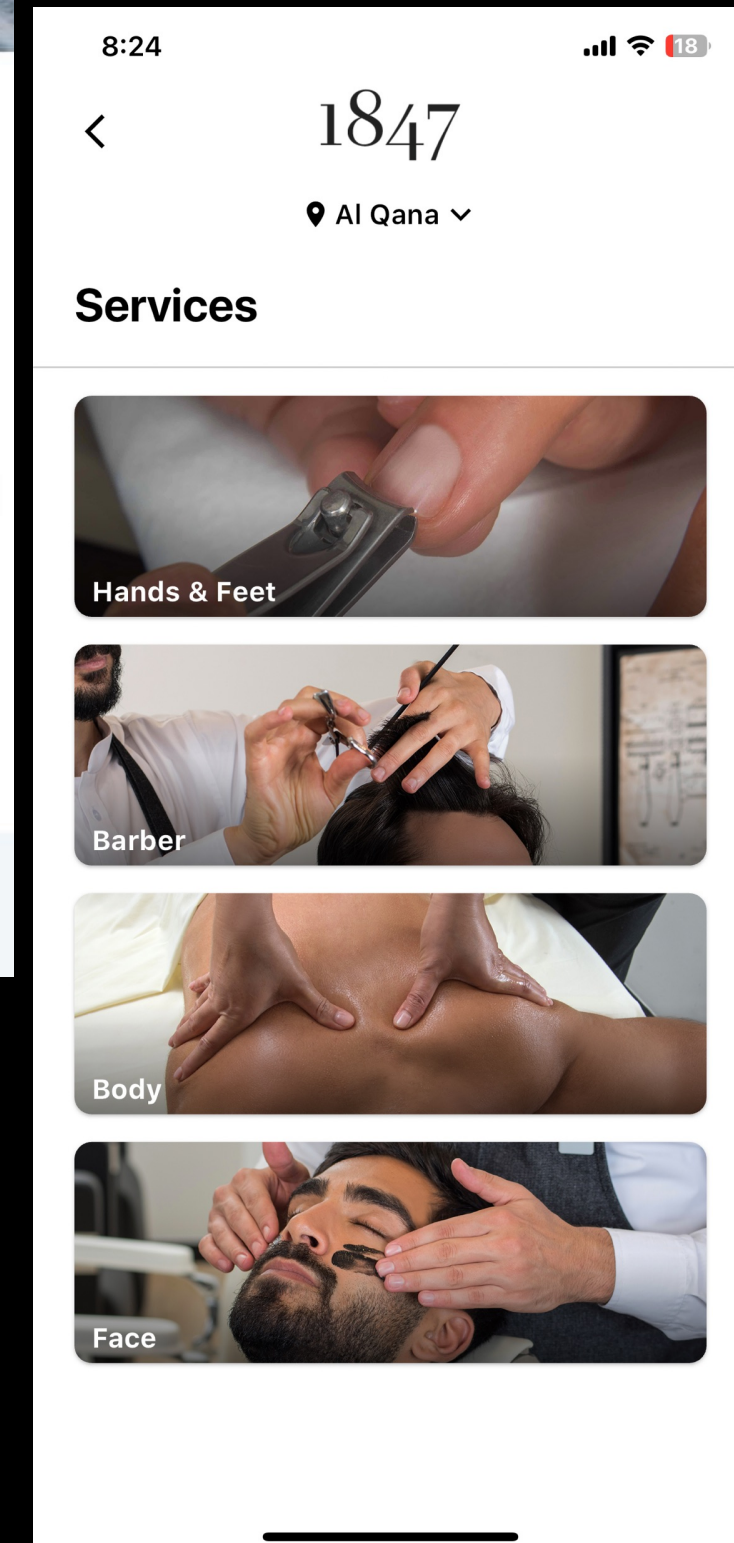
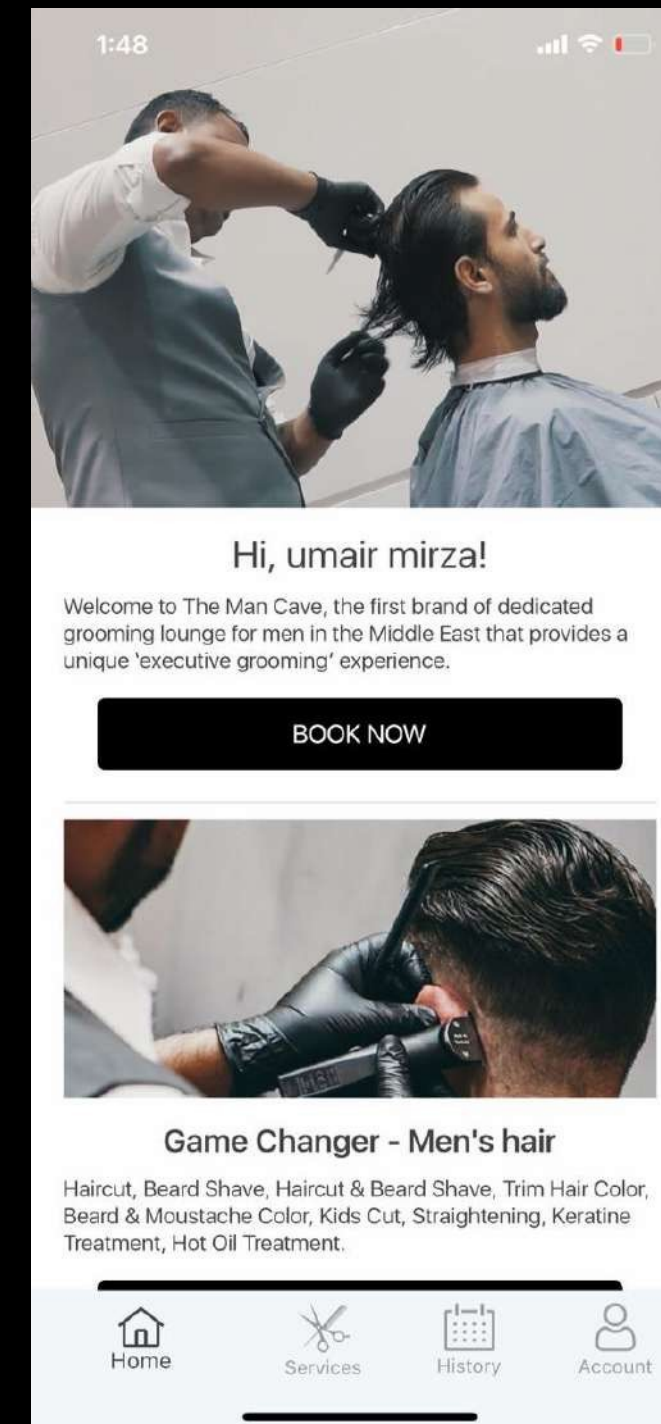
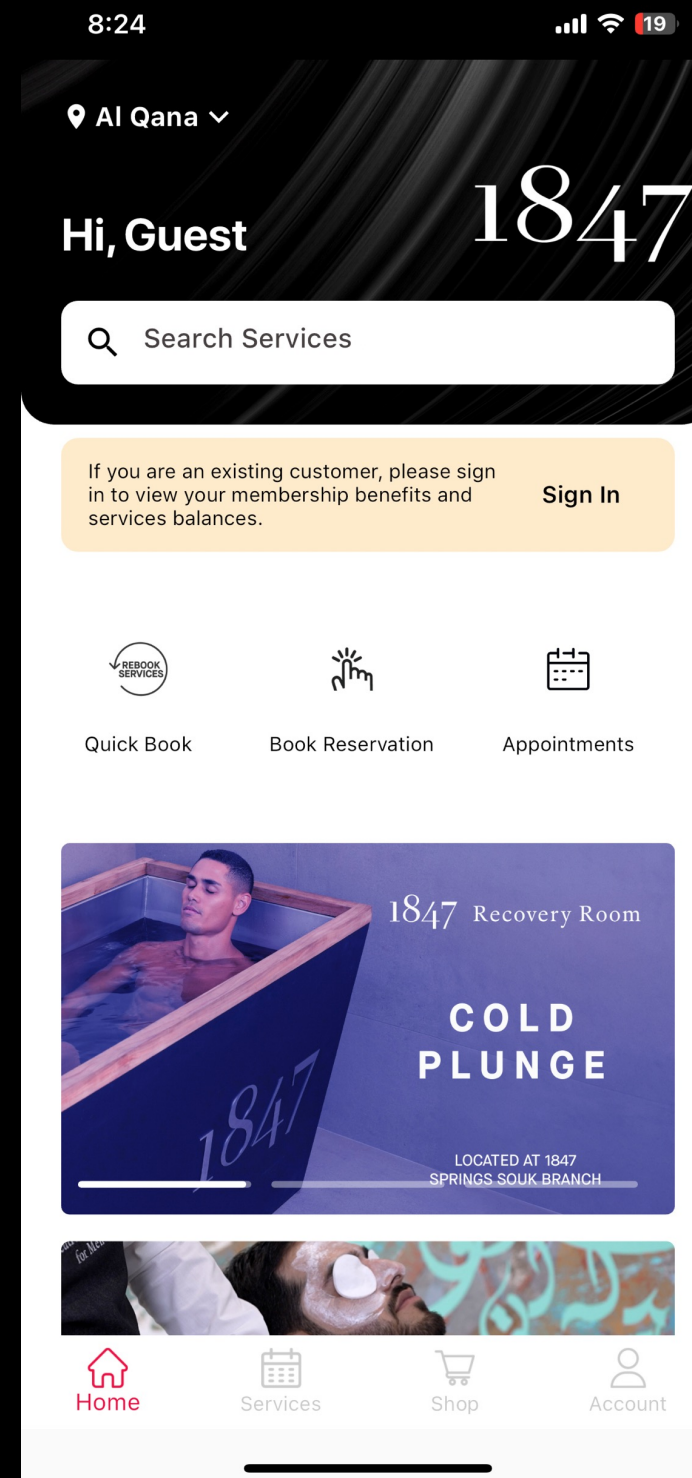




# 1847 for man

1847 is a mobile based platform that allows users to instantly book their appointment with their favorite barbers.

- Make booking online.
- Purchase Products online
- Book home services
- Choose preferred staff.
- Choose preferred service time.
- Pay online or in shop for the service.
- Check history of the availed services
- We have white label similar app and provided on subscription basis to around 20 saloons across dubai





# Minutes

Minutes Co is UAE's largest repair shop offering quick-fix-repair services and a wide range of accessories. It first operated in 1984 as a small repair shop, offering shoe and key cutting services. They wanted a website that puts their services at the forefront and creates awareness among their audience.

Appster conducted in-depth research and analysis of the brand, its goals, its market, and the main issues they dealt with. With the results gathered, we built an aesthetically and technologically superior eCommerce website that offers cross-platform responsiveness, and efficient checkout system, robust navigation, is PWA optimized and meets the overall standards of Minutes Co.

Website

Company logo





# Alokozay

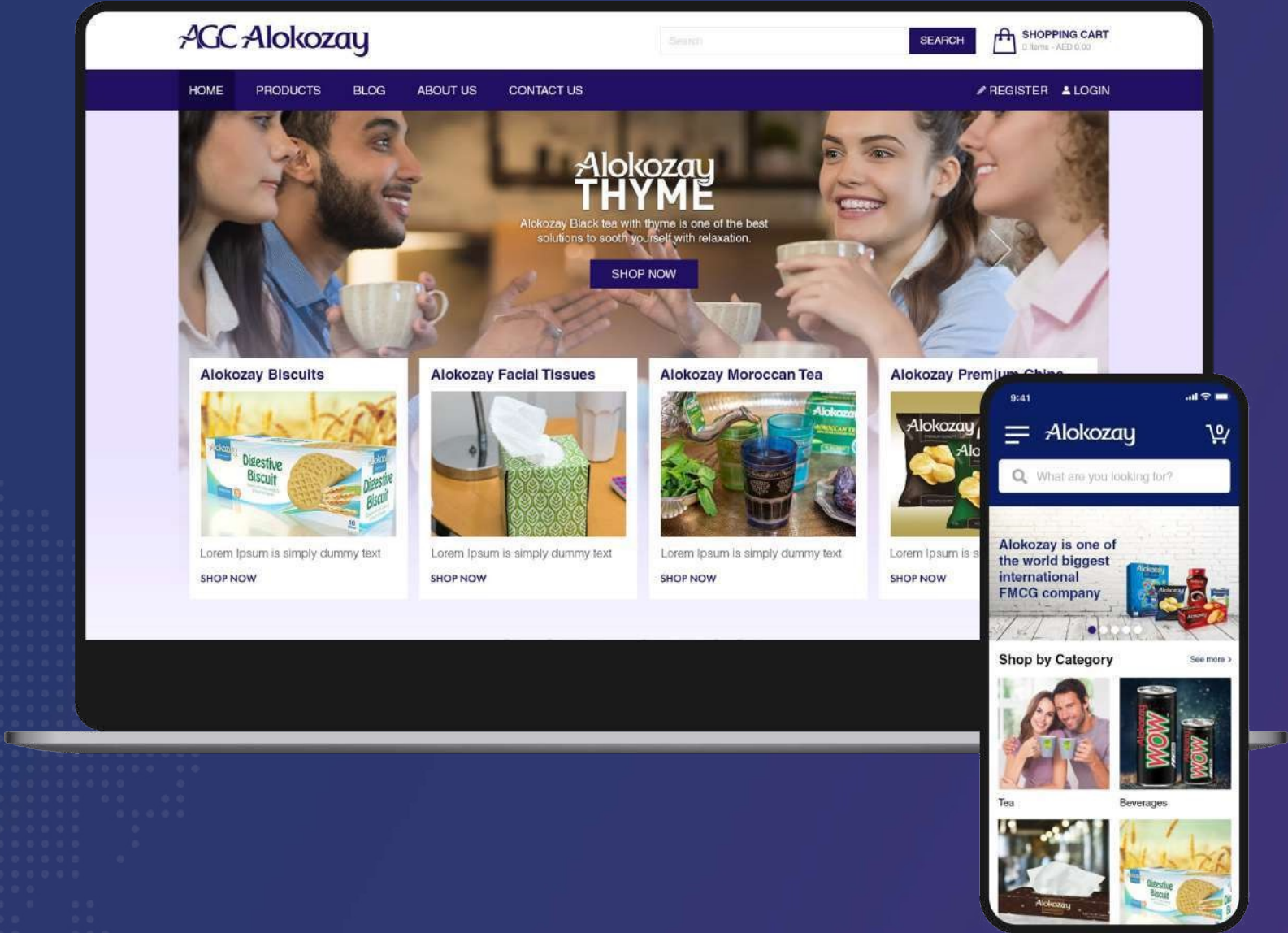
Alokozay is UAE's most well-reputed FMGC that manufactures and distributes premium quality goods- adding value to millions of lives. Alokozay wanted complete digital transformation for their brand and engaged Appster to build their mobile app, ecommerce website and corporate website.

Our team conducted inductive analysis and built a multi-functional yet powerful mobile app that puts its business and customers at the very heart of its vision. Not only our mobile app helped Alokozay increase customer engagement, maximize revenues, collect valuable data, but pushed them ahead of the competition.

Mobile App

Ecommerce website

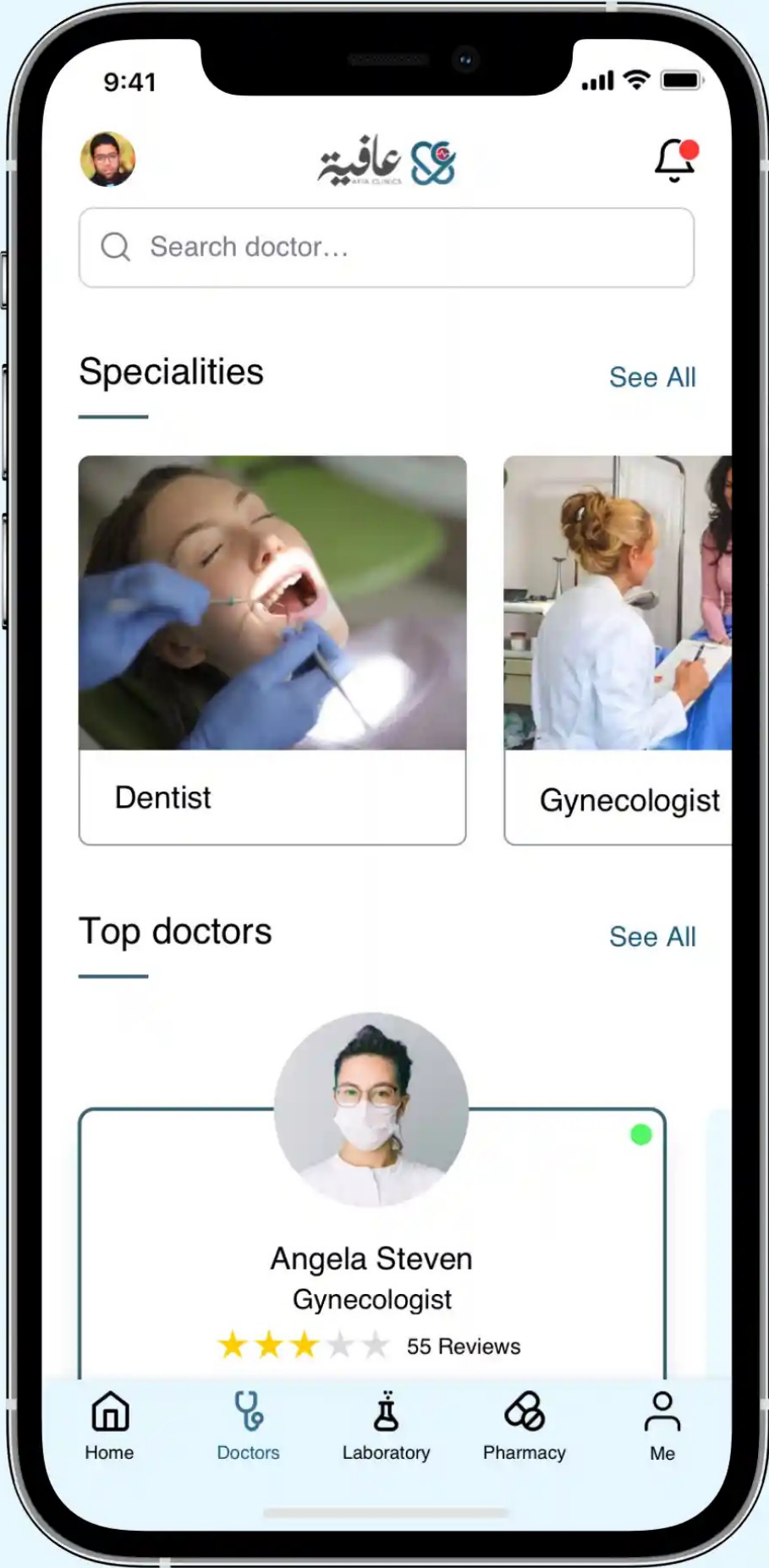
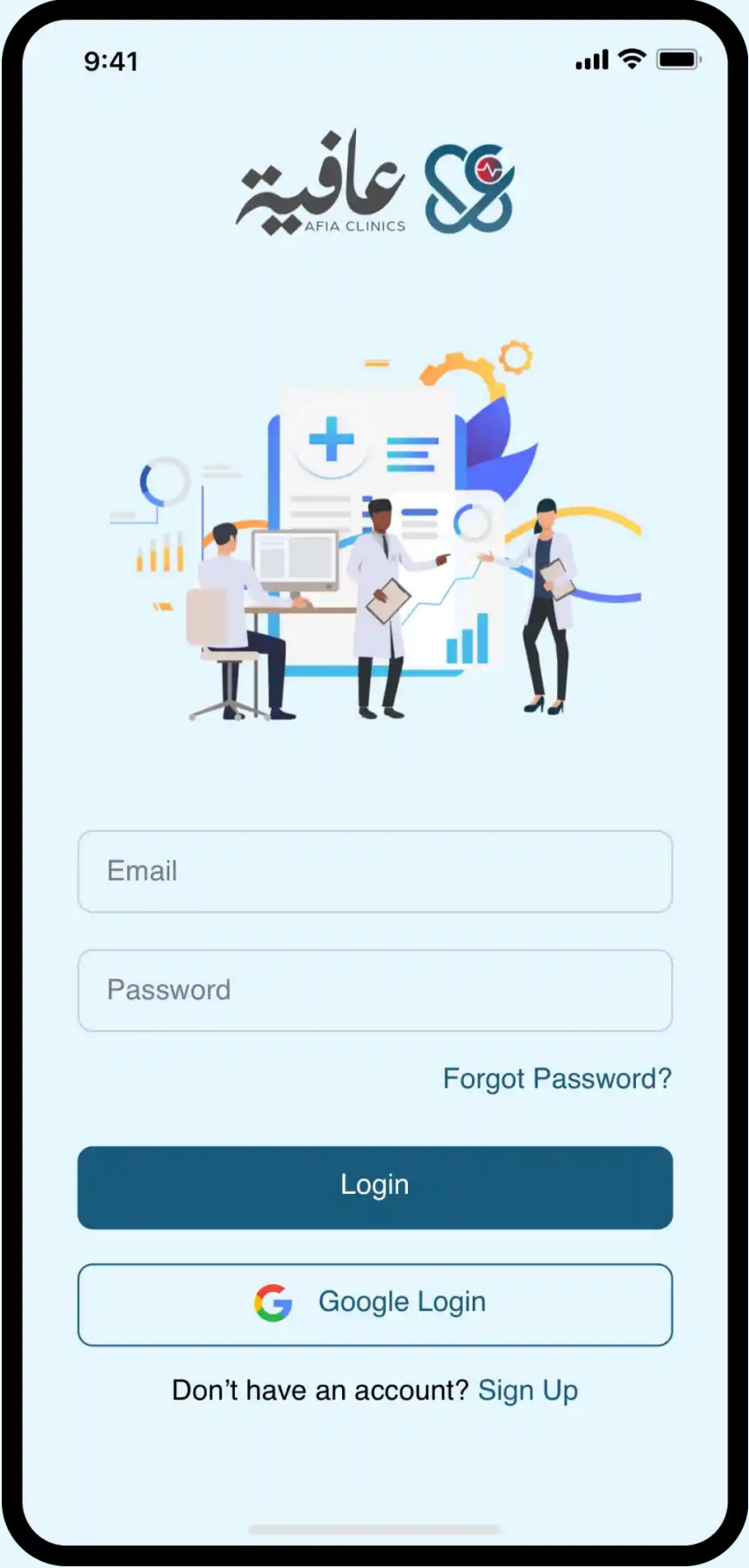
Corporate website





# Afia Clinics

Afia aims to bridge the gap between patients and physicians through an innovative digital solution. The vision is to streamline appointment scheduling via an intuitive platform, harnessing geolocation capabilities and enabling users to seamlessly search and select nearby clinics or doctors available with ease.



# Keno

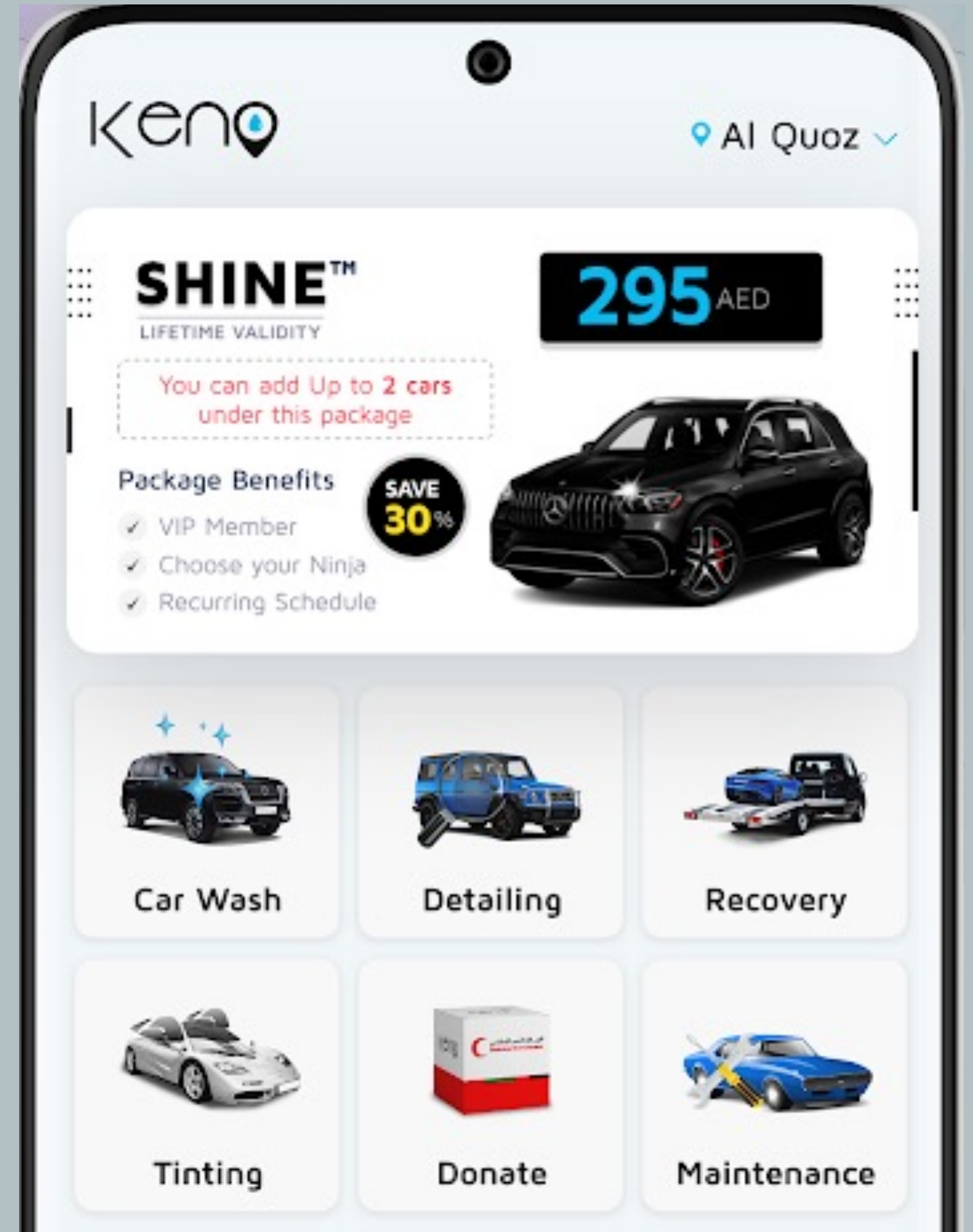
All your automotive services and needs will now be a few taps away and attended to by the best professionals in the field. With Keno you will never worry about washing and taking care of your beloved vehicles anymore.

The highlight of this release is our all new and improved car care subscription package that provides the best value for your money in the market.

Check out our app for more detailed information on our subscription packages

Our new super app is also packed with new features and enhancements over our older versions such as:

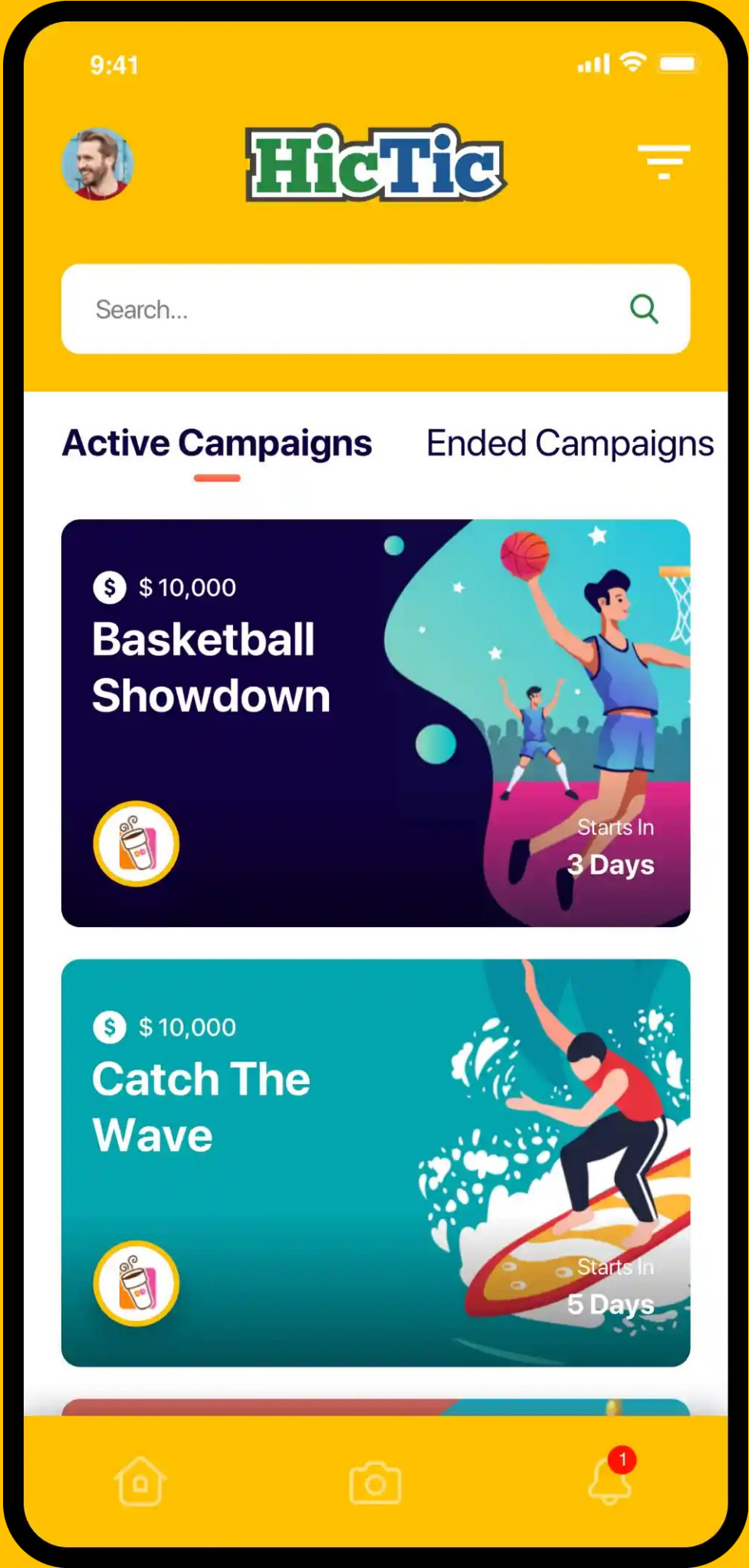
- Monthly Fixed Scheduling
- Live Tracking
- Flexi Order
- You can now choose your favorite ninja
- You can also order for multiple vehicles at once





# Hictic

HicTic is an innovative advertisement platform that offers brands an engaging alternative to promote products and services. By leveraging the mobile interface, franchises can launch interactive campaigns featuring gameplay rewards to captivate target audiences.



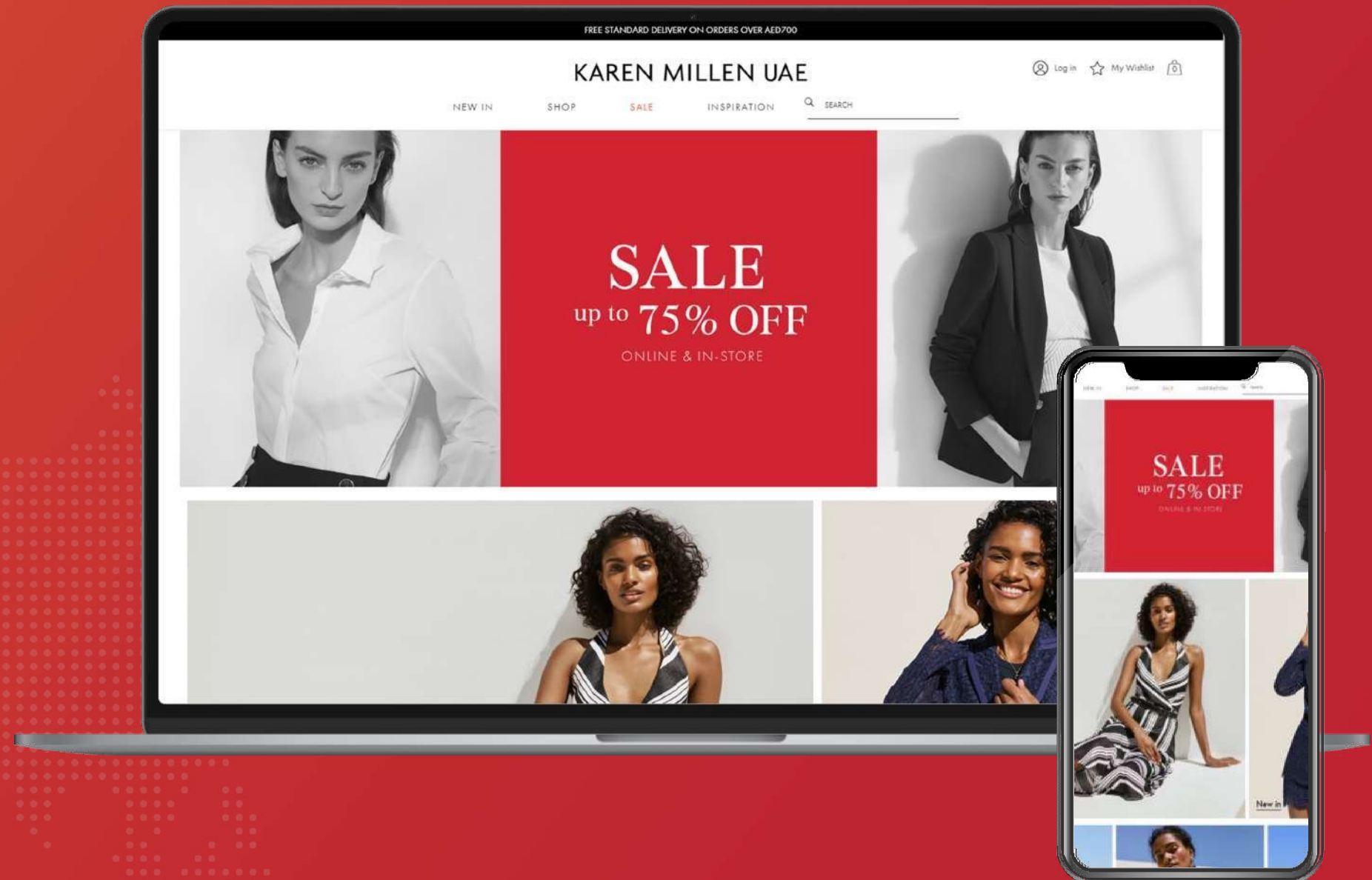
# Karen Millen

Karen Millen is a modern clothing brand for women that creates an all-inclusive and trendsetting piece of clothing that stands out at every occasion. Karen Millen wanted an online platform that portrays their services at the forefront, spread awareness and builds an online store with seamless functionality.

Appster successfully built an ecommerce website with cross-platform responsiveness, efficient checkouts and product categories.

Ecommerce website

Company logo



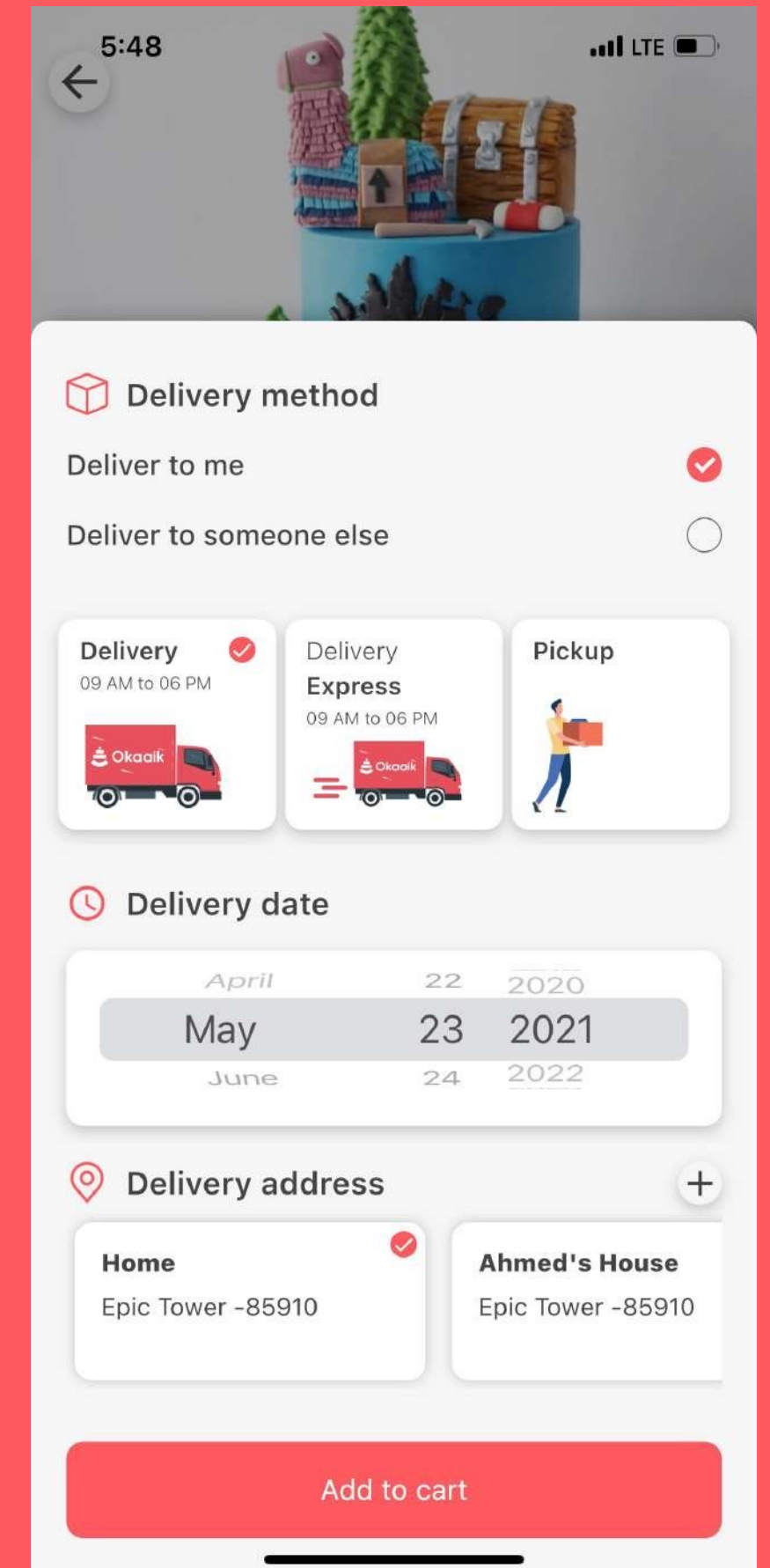
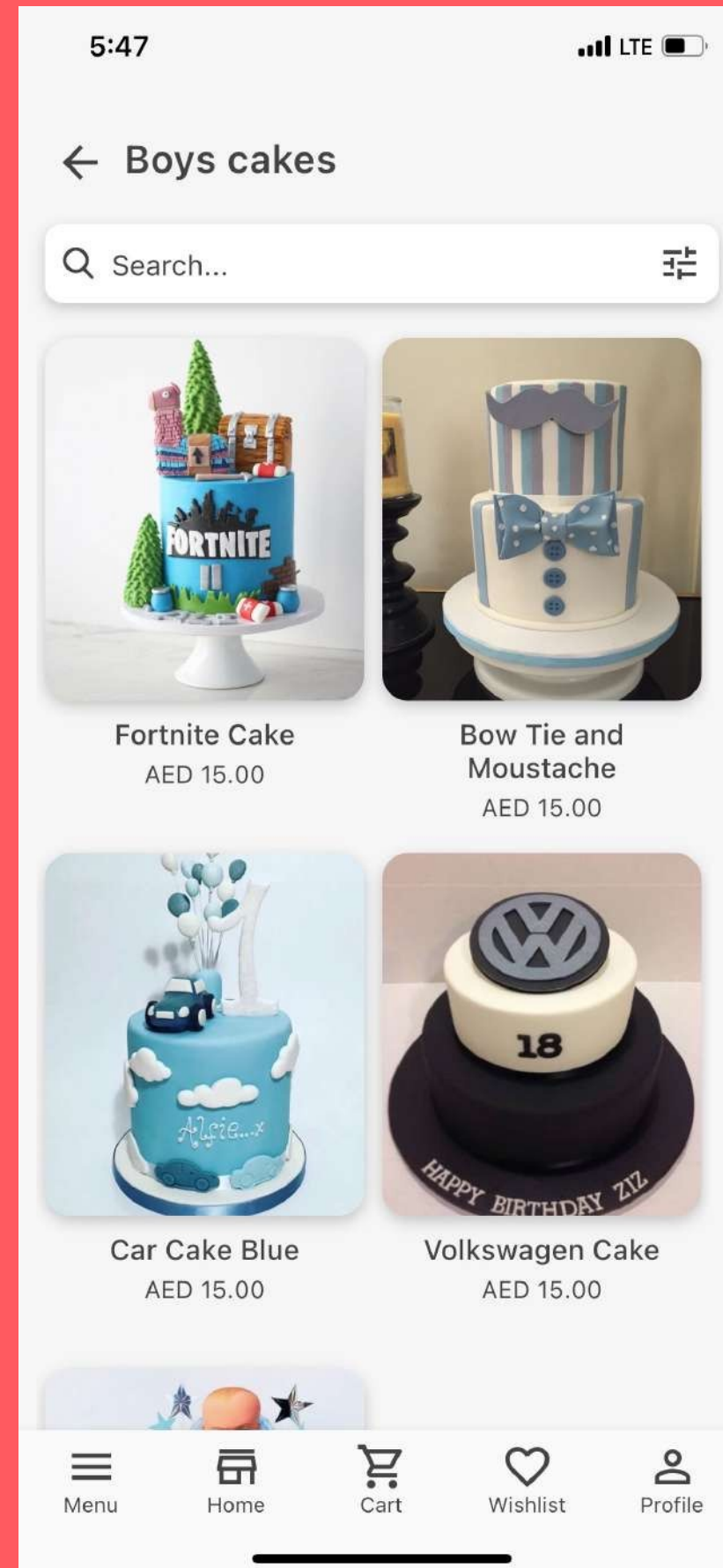


# Okaaik

Okaaik is a mobile based platform that allows users to instantly order cakes from their favorite brands, places and restaurants locally.

Okaaik allows businesses to connect with customers and prospects in real-time

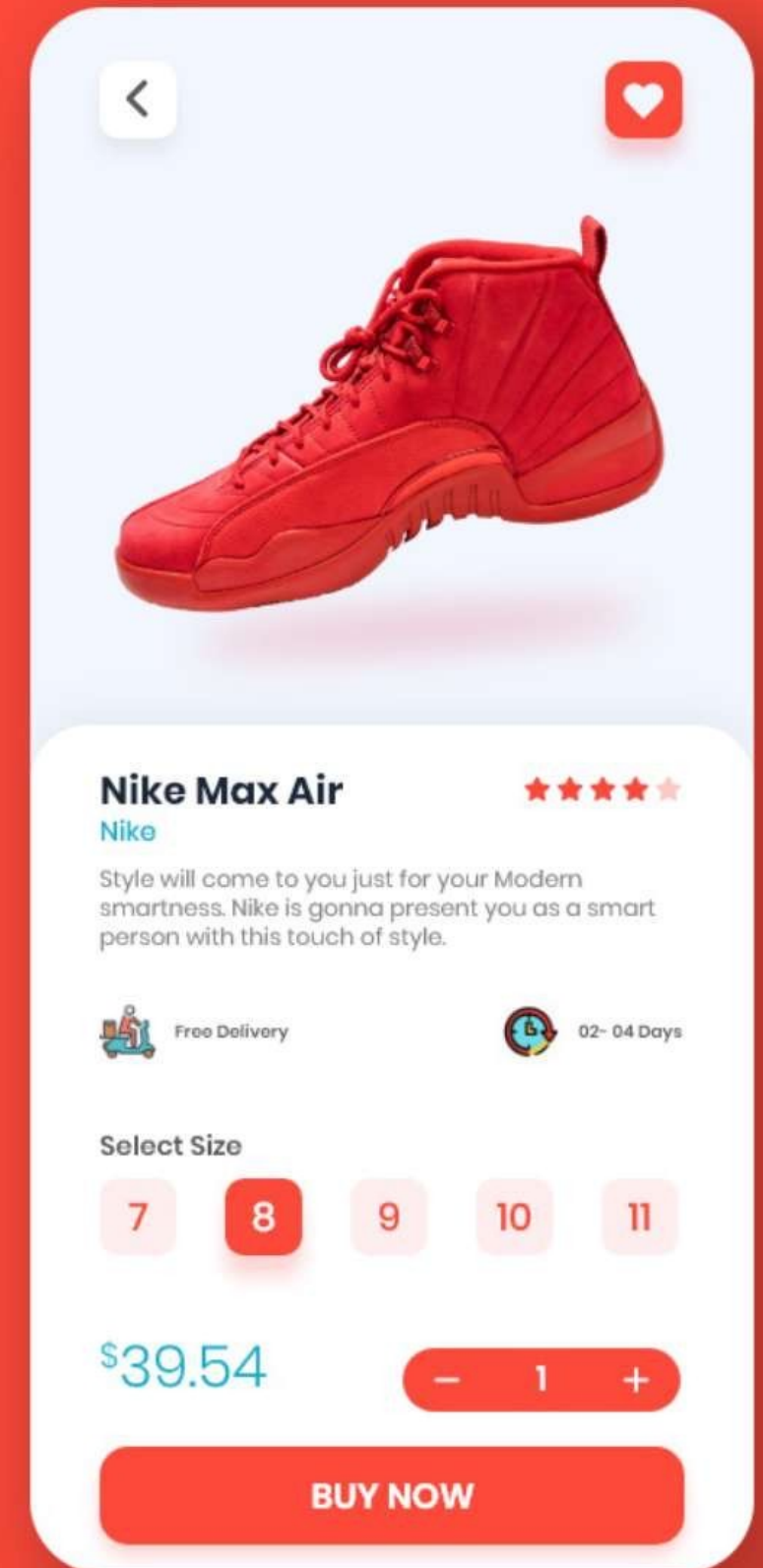
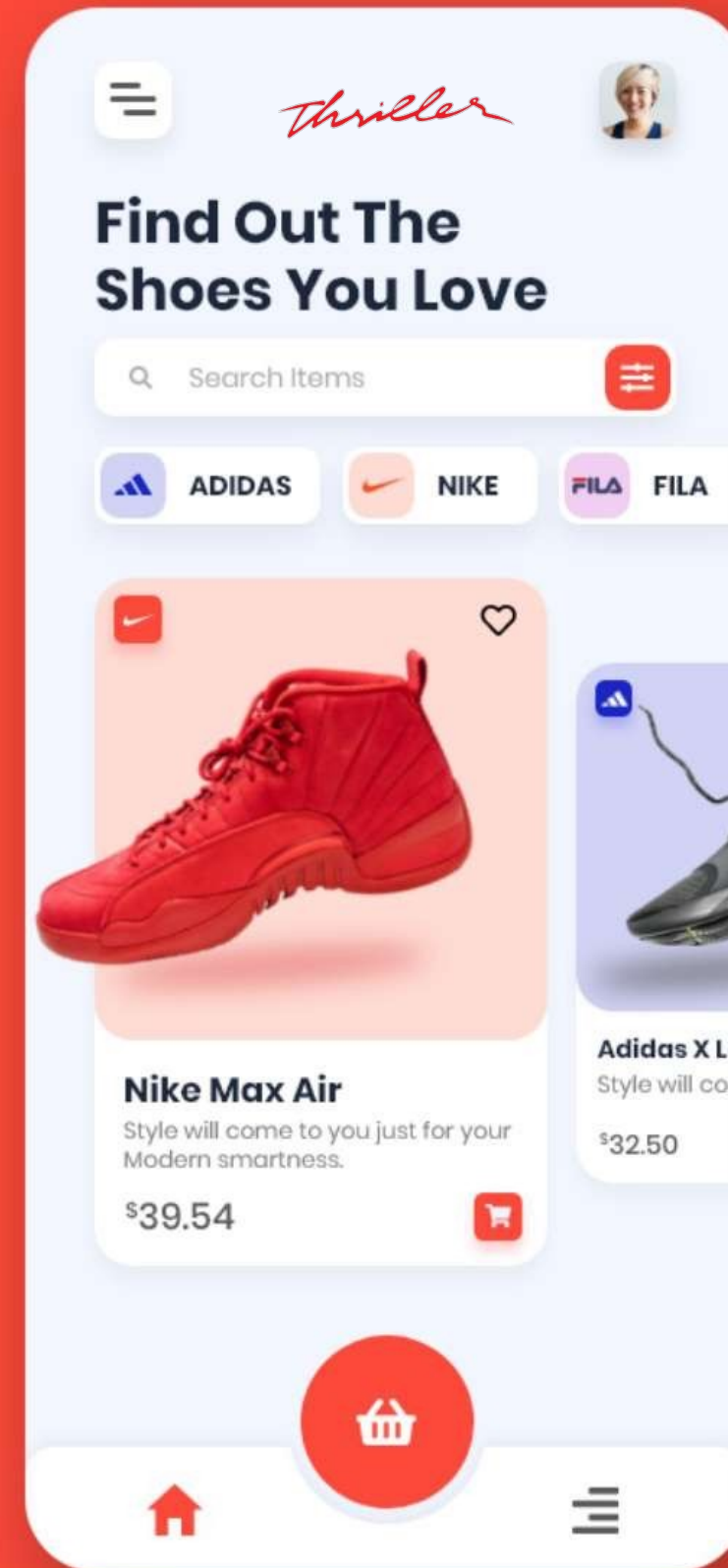
Okaaik is a product that connects users directly to businesses by way of localized search and earn incentives & loyalty discounts



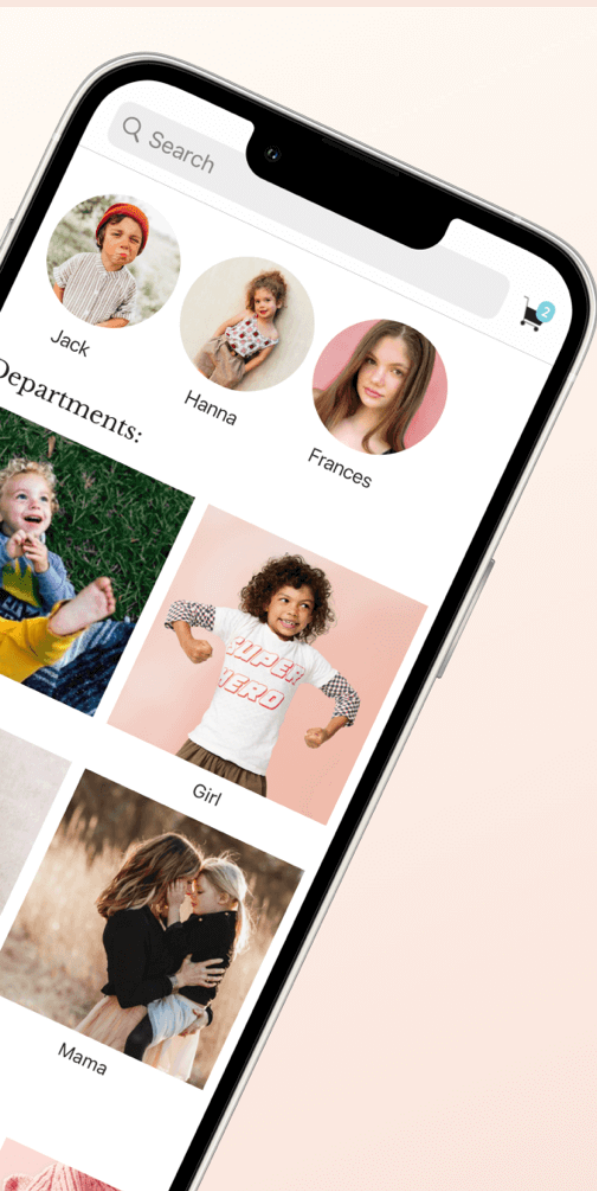
# Thriller

Thriller is a mobile based platform that allows buyer and sellers to instantly buy and sell their favorite shoes brands.

Thriller allows businesses to connect with customers and prospects in real-time via a robust marketplace model.







# DOWNLOAD THE KIDIZEN APP



GET IT ON  
Google Play



Download on the  
App Store

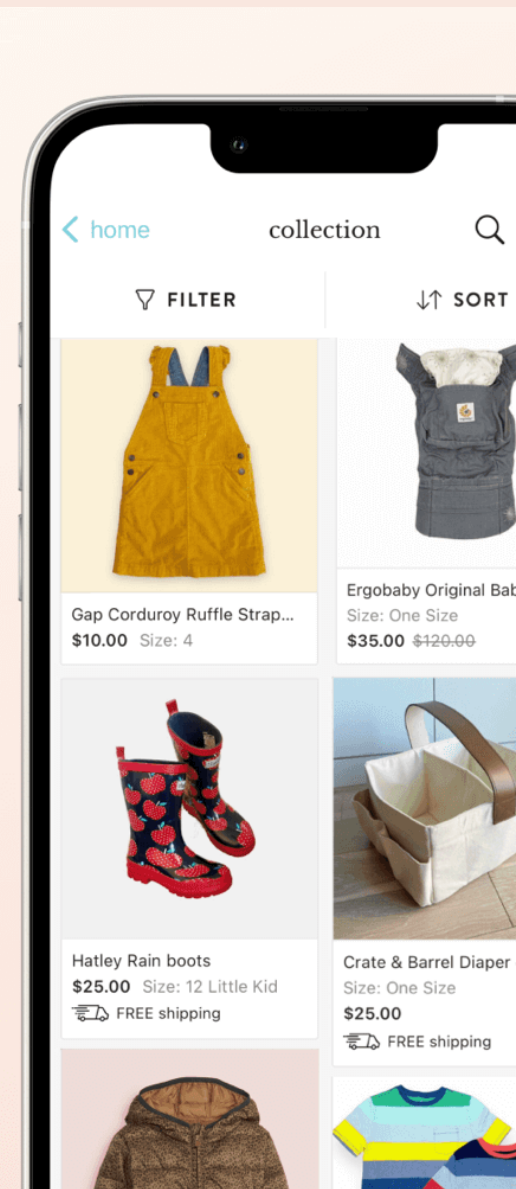
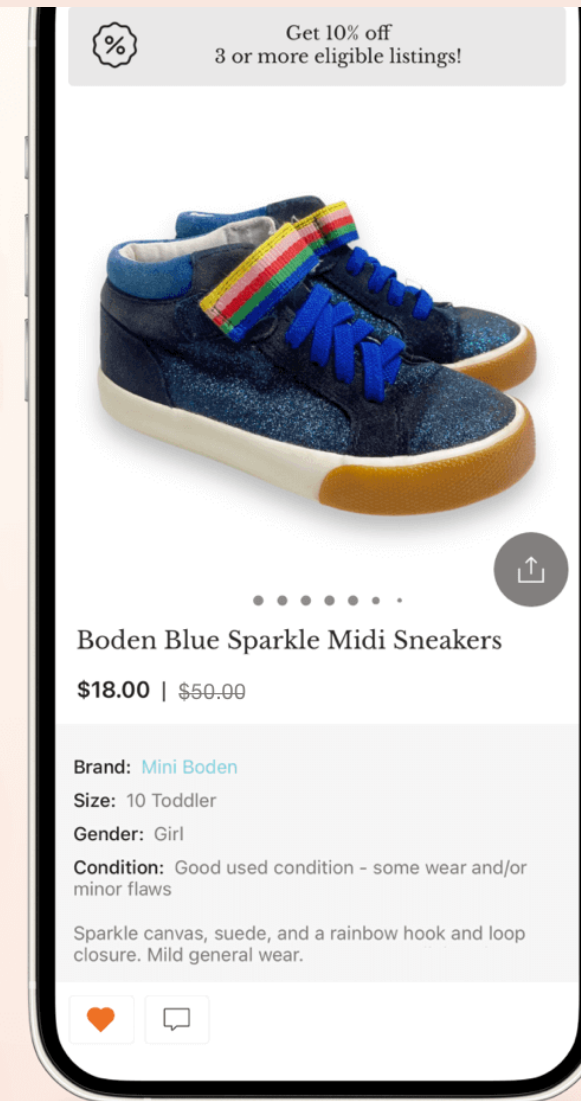
## Our Success Story

Peer-to-peer marketplace

A platform for buying and selling kids' clothing, shoes, and accessories.

Kidizen has raised \$6.65M over 8 rounds

Kidizen has a post-money valuation in the range of \$10M to \$50M



# Testimonials



Appster truly provides what they promise. I discussed with them a complex project idea to work out in a competitive market, and they transformed that idea into an excellent creative business app. Looking forward to working with you on more projects



After looking into many different options, we selected Appster to create our amazing website. It was vivid that creating such a beautiful e-Commerce website have taken time to be constructed. The entire project was bug-free and definitely a piece of perfection.



Hiring Appster for creating our e-Commerce website is one of the wisest decisions, as they offered the best quality services creating a responsive and SEO-friendly website. The entire team of Appster was very assisting, answering all the queries with such grace

KAREN MILLEN UAE



# Our Development Process

The focal point of all our services is to enhance brand visibility on the market using cutting-edge technology and our expertise in production. We have a team of experienced tech professionals with a proven track record of generating a staggering amount of revenues through strategic planning.

To ensure optimized functionality and performance our products go through rigorous testing and quality assurance processes.



Requirement Analysis



Planning



Architectural Design



Software development



Testing



Deployment



# Commercials

Our pricing structure and level of effort calculation are done after a complete exercise of the scope of work. The efforts of resources utilized in the project will be of UI Designers, UX Designers, Technical Architects, SCRUM masters, Product Owners, Project Managers, Testers, Developers, etc.

We also offer 24/7 communication support to clear out any areas of ambiguity so that our clients have total peace of mind that they are working with a trusted partner.





# Discovery Session

We care about your brand and the services which is why we implement discovery sprints that tackle any substantial problem or risk a product may have. Our team of experts run a product through a thorough analysis to deliberate the main outcome of the business, the core values and vision of a brand, target audience and limitation of the product.

- **Maximized ROI and profits**
- **Agile business model**
- **Robust and efficient end product**

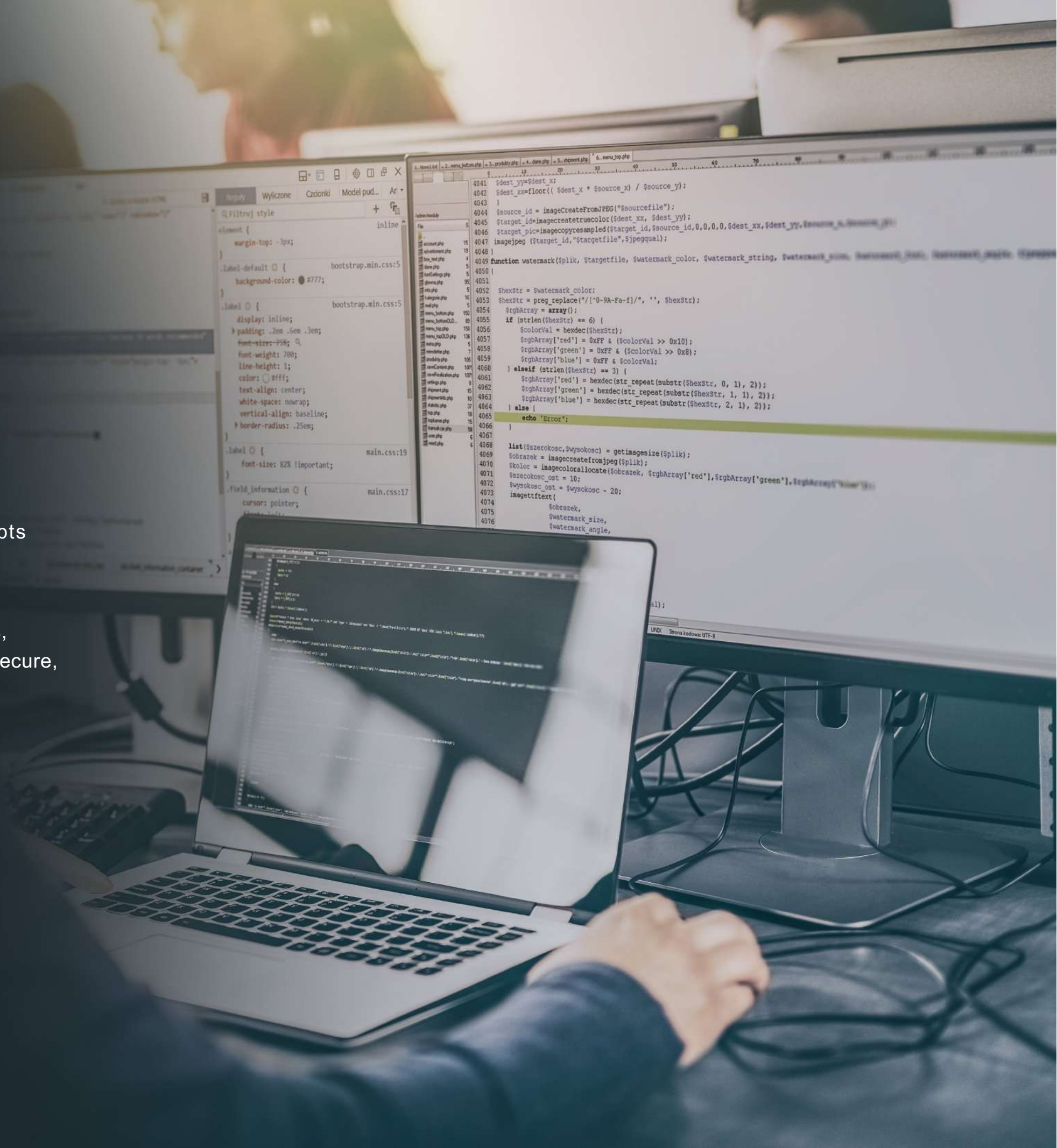




# Code Review

We deliver a highly efficient, robust and responsive website that adapts to different screen sizes, different browsers and different platforms.

Our developers perform code reviews to identify any potential bugs, memory leaks, scalability issues or overflows, making your product secure, robust and more efficient.





# Product Review

The vital objective of our brand development analysts is to find out the concept and story behind your business. Our team of experts diligently analyze your business' goals to understand your visions for the brand and then provide customized digital solutions that will turn your brand into an industry leader. We guarantee the finest marketing collateral to keep the core values, image, and objectives of your brand intact.







# blockassetit

D i g i t a l   I n n o v a t i o n s



## Company Profile

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