

COMPANY PROFILE



APPSMITHS

BUILD. DESIGN. ELEVATE

A Bahraini software company building custom systems for businesses across the Gulf.

App Smiths designs and builds software that businesses run on. Our services include web platforms, mobile applications, internal systems and integrations.

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Vision & Mission

To be Bahrain's most trusted partner in software development building the systems that move Gulf businesses from manual operations to digital infrastructure they own.

01

Build Systems That Last

Custom software engineered to enterprise standards:

Documented architecture, secure by design, and fully owned by the client. No black boxes, no vendor lock-in.

02

Turn Operations Into Software

We take the processes a business runs on spreadsheets, messages and paper, and turn them into systems their team actually uses web platforms, mobile apps, internal portals and integrations.

03

Build Bahrain's Technical Capability

Software built in the Kingdom, by Bahraini engineers, for the region proving that world class technical work doesn't need to be outsourced abroad.

Core Values

These are commitments, not aspirations. Each one is something a client can hold us to on any engagement and each one is a direct consequence of how we are built.



01 Trusted

We build long-lasting relationships through integrity, transparency, and consistent performance across every engagement



02 Committed

We are dedicated to our clients' success, going the extra mile to deliver value, quality, and long-term partnerships



03 Transparent

We maintain open communication, honesty, and clarity in all projects to ensure alignment and shared success.



04 Innovative

We embrace emerging technologies and creative thinking to build future ready, impactful solutions for our clients.

Leadership

Both founders work directly on every engagement.

Great leadership shapes a company's success.

Ahmed Yahya Al Kooheji

CEO & Co-Founder

Leads App Smiths commercial strategy and client acquisition & relationship. His background consists of Procurement, Accounting and Finance, Sales & CRM shapes how App Smiths day to day operations work.

SH. Salman Mishaal Al Khalifa

Co-Founder & Chief Technology Officer

Sh. Salman Mishaal Al Khalifa is Co-Founder and Chief Technology Officer of App Smiths, responsible for architecture, development and delivery. He remains hands on across every project writing code, designing systems and owning delivery to completion.

24H
response time

8
sectors served

10
Team members

98%
on-time delivery

Services

Delivered end to end.

Appsmiths delivers design, engineering, and delivery as one service helping businesses turn complex requirements into products that actually ship.

01 Software Development & Digital Solutions

- Web Application Development Mobile Application
- Custom Enterprise Software Development
- UI/UX Design
- Development Product Engineering & MVP Development
- Digital Transformation (Strategy & Implementation)

02 ERP, CRM & Business Platform Services

- Odoo Development & Customization
- Microsoft Power Platform (PowerApps, Power Automate) Dynamics 365 Customization & Integration
- Salesforce Development
- SAP Extensions & Integrations Workflow Automation, RPA ERP/CRM Custom Modules Third-party System Integration

03 Technology Consulting & Architecture

- Technology Strategy & Roadmapping
- AI Strategy & Adoption Solution Architecture Design Modernization & Migration Consulting
- System Integration Consulting Cloud & DevOps Consulting Security Architecture & Compliance Design

04 Quality Assurance & Testing Services

- Test Planning & QA Strategy Manual Testing
- Automation Testing Performance & Load Testing Security & Penetration Testing

05 AI and Machine Learning

- AI Strategy & Adoption Machine Learning
- Generative AI & LLM Solutions AI Deployment & MLOps
- AI Integration & Automation

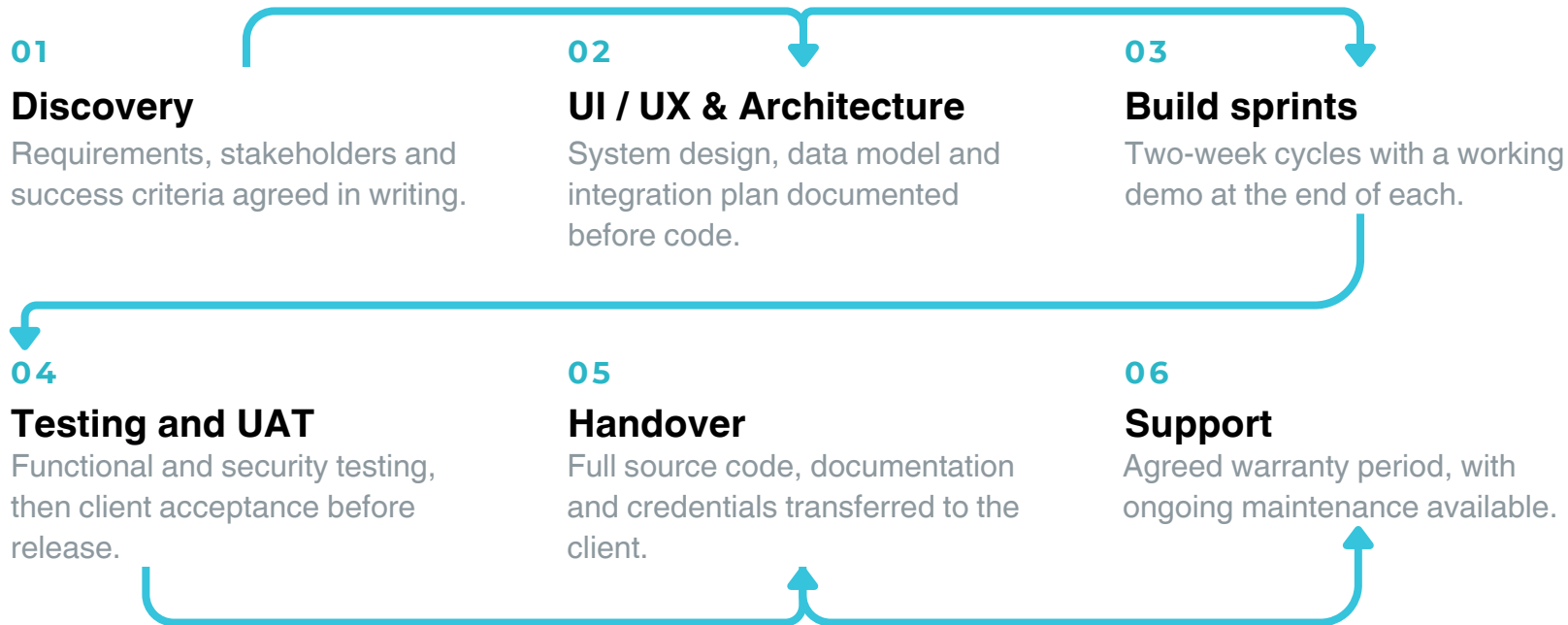


Delivery Methodology

Every engagement follows the same six stages, from first conversation to final handover.

Our Commitment to Software Quality

At Appsmiths, quality is engineered into every step of the SDLC. From planning to maintenance, our QA/QC practices ensure software that is reliable, secure, and user-focused..



Research **Before Pixels**



Understanding

your business, your users, and your constraints before we propose a single screen.

Mission

Comfort with responsibility your chauffeur service

We stand for first-class chauffeur service that combines comfort, professionalism and sustainability. Our mission is to offer you an exclusive driving experience that leaves nothing to be desired from our stylish vehicle fleet through to responsible use of resources. Your satisfaction is what drives us.

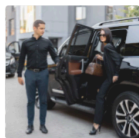
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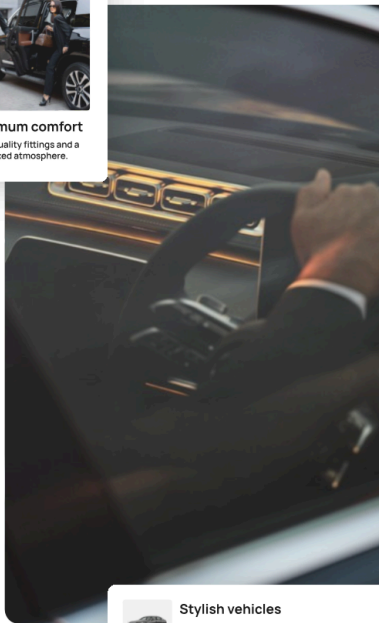
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Maximum comfort
High-quality fittings and a relaxed atmosphere.



Stylish vehicles

Our stylish vehicles combine elegant design with highest comfort – perfect for any occasion

Mercedes Benz E-Class

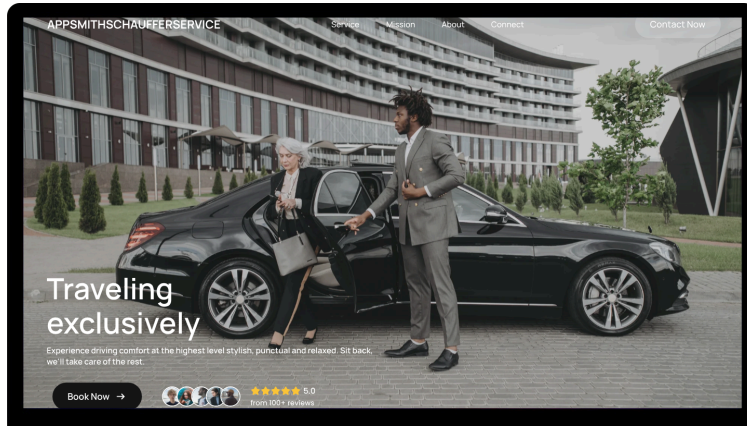


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BMW 5 Series



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WE DESIGN WHAT WE BUILD

Appsmiths is a design and development studio. Our team of designers and developers craft intuitive interfaces that drive engagement and simplify complex user experiences.

Build | Design | Elevate



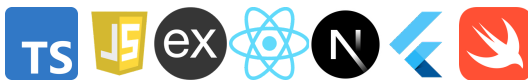
Technology

We standardise deliberately. A focused stack means faster delivery, fewer defects, and systems any competent developer can maintain after handover.

Backend and Data



Application & Frontend



Enterprise/Ecommerce Platform



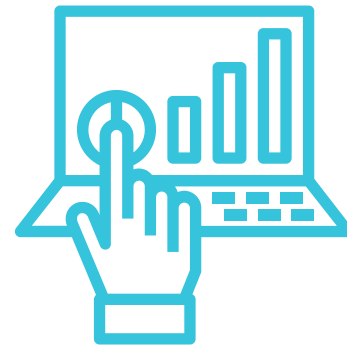
AI & Automation



Infrastructure



Design & Delivery



Our expertise spans the full stack: frontend, backend, mobile, cloud, and integrations so we can choose the right tool for the problem instead of the one we happen to know.

Let's build it properly.

BUILD. DESIGN. ELEVATE.

Contact

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THANK
YOU!

www.appsmithsbh.com