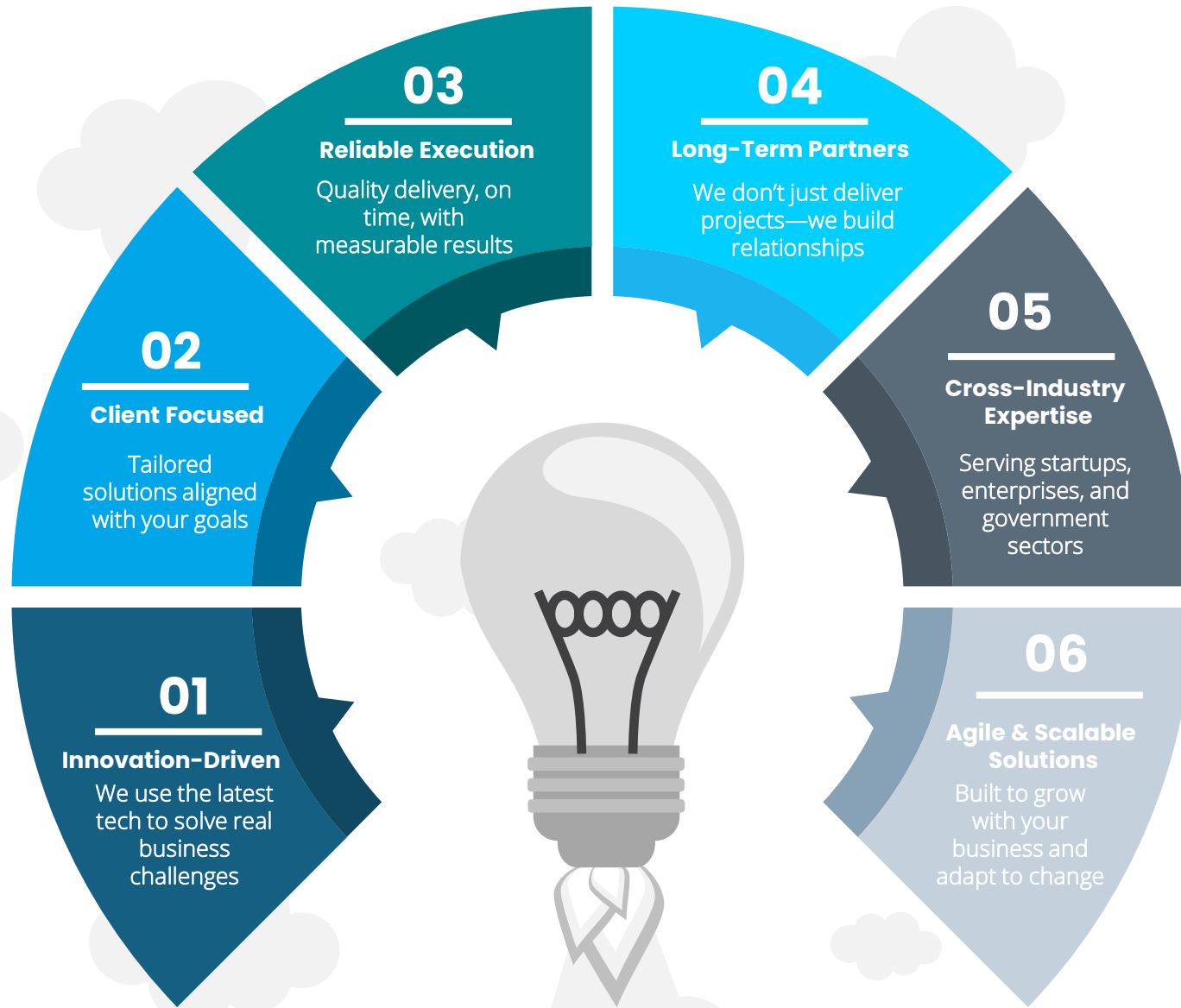




1. About Us

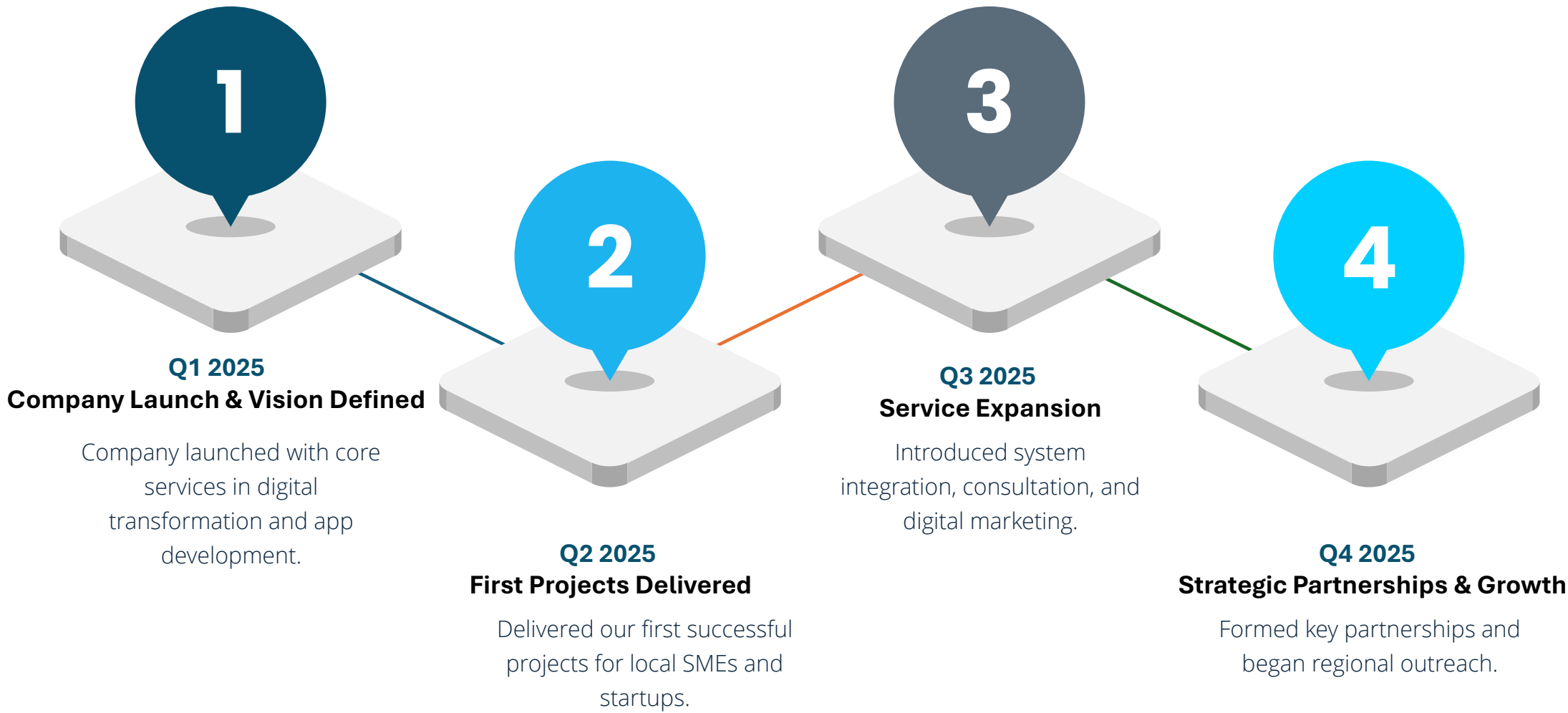


Digital Transformation | Mobile Apps | Web Development | System Integrations | Business & Technical Consultation | Digital Marketing



2. Our History

2025 – Smart Cedra is Born Founded with a bold vision to lead digital transformation in the region. Built by a team of experienced consultants, developers, and marketers united by innovation.



3. Why Smart Cedra?



Full-Spectrum Digital Solutions

From strategy to execution – one partner for transformation, development, integration, and marketing.



Innovation at the Core

We harness the latest technologies to build scalable, future-ready systems.



Tailored to Your Business

No one-size-fits-all. Every solution is customized to your goals, industry, and growth stage.



Agile & Reliable Delivery

Fast, flexible, and transparent execution with measurable results.



Cross-Functional Expertise

A team of strategists, developers, and consultants working as one.



Long-Term Partnership Mindset

We don't just deliver projects — we invest in your success.



4. Our Services

Digital Transformation

Empowering businesses to innovate and operate smarter through process-focused digital solutions.

Mobile Application Development

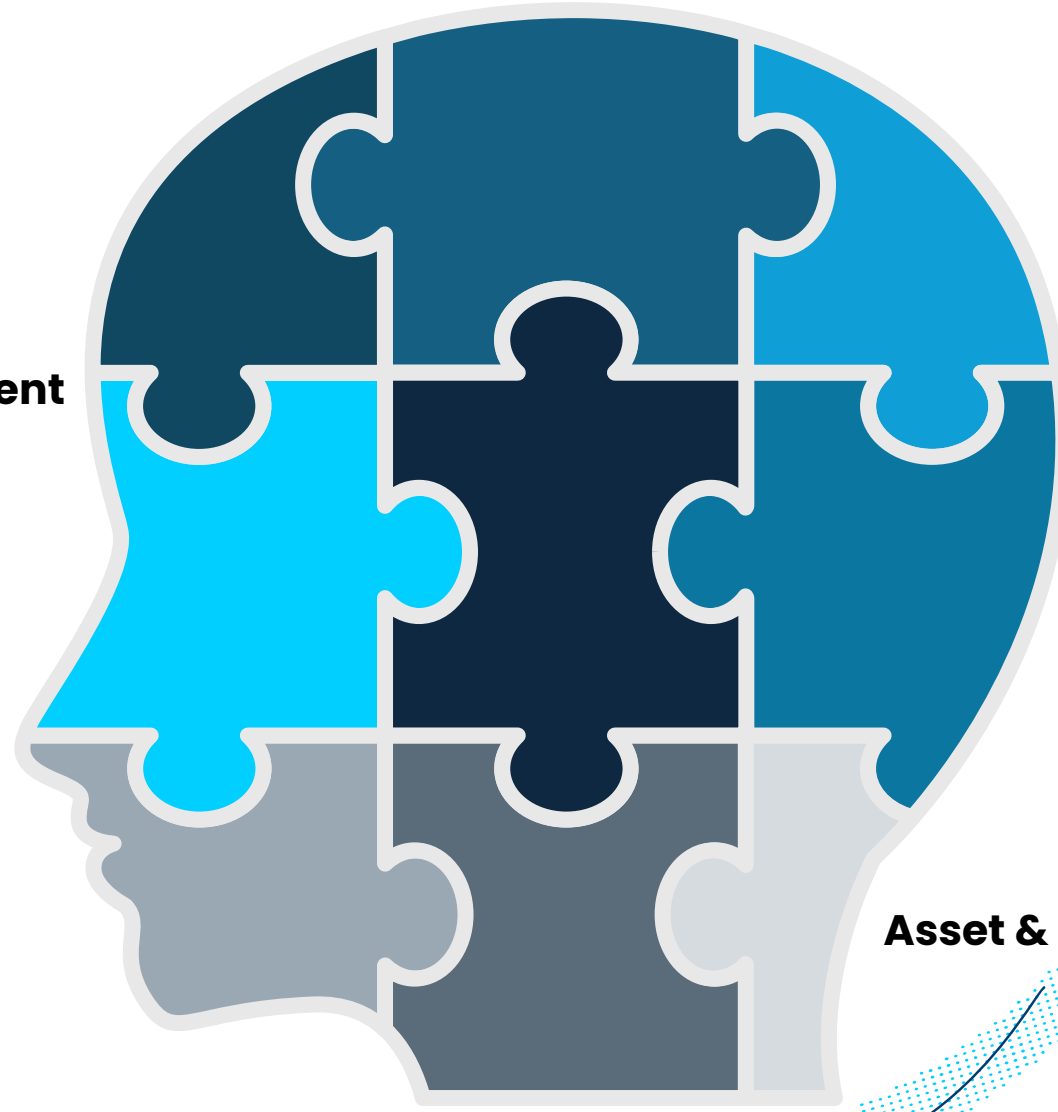
Custom mobile apps for iOS & Android tailored to user needs and business goals.

Website Development

Modern, responsive websites that blend design, performance, and functionality.

System Integrations

Connecting legacy systems, cloud platforms, and third-party tools for seamless operations.



Business Consultation

Strategic guidance to align operations with market trends and business objectives.

Technical Consultation

Expert advice on IT architecture, digital infrastructure, and technology adoption.

Digital Marketing

ROI-driven SEO, social media, paid ads, and content strategy to grow your digital presence.

Asset & Facility Management Consultation

Helping businesses optimize asset performance, lifecycle planning, and operational efficiency using international FM standards and digital tools.



5. Our Services / Digital Transformation

Business process automation

Streamline repetitive tasks and improve efficiency through automation.

Cloud migration & infrastructure setup

transition business operations to scalable cloud environments.

ERP/CRM digitalization

Digitize enterprise resource and customer relationship systems.

Paper-to-digital workflow conversion

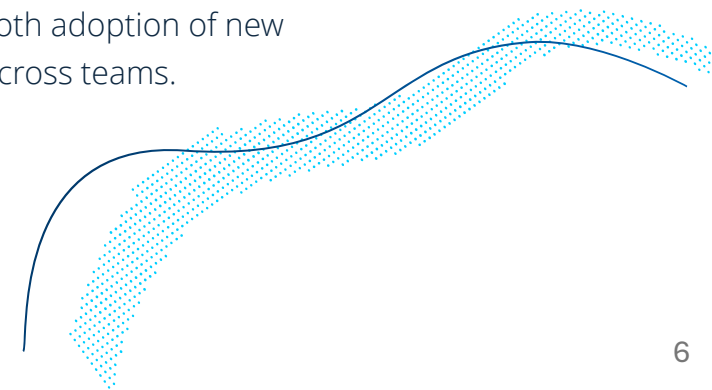
Eliminate manual paperwork by adopting digital document flows.

Data analytics & dashboards

Turn raw data into insights using real-time reporting tools.

Change management & staff training

Support smooth adoption of new digital tools across teams.



6. Our Services / Mobile Application Development

Native iOS & Android development

Build high-performance mobile apps for Android and iOS.

Cross-platform solutions

Use Flutter or React Native to develop apps with a single codebase.

UI/UX design

Design intuitive and engaging mobile interfaces.



API integration & backend services

Ensure smooth app-to-server communication.

App testing & QA

Deliver bug-free apps through rigorous testing.

App Store/Play Store deployment

Manage publishing and compliance for mobile platforms.

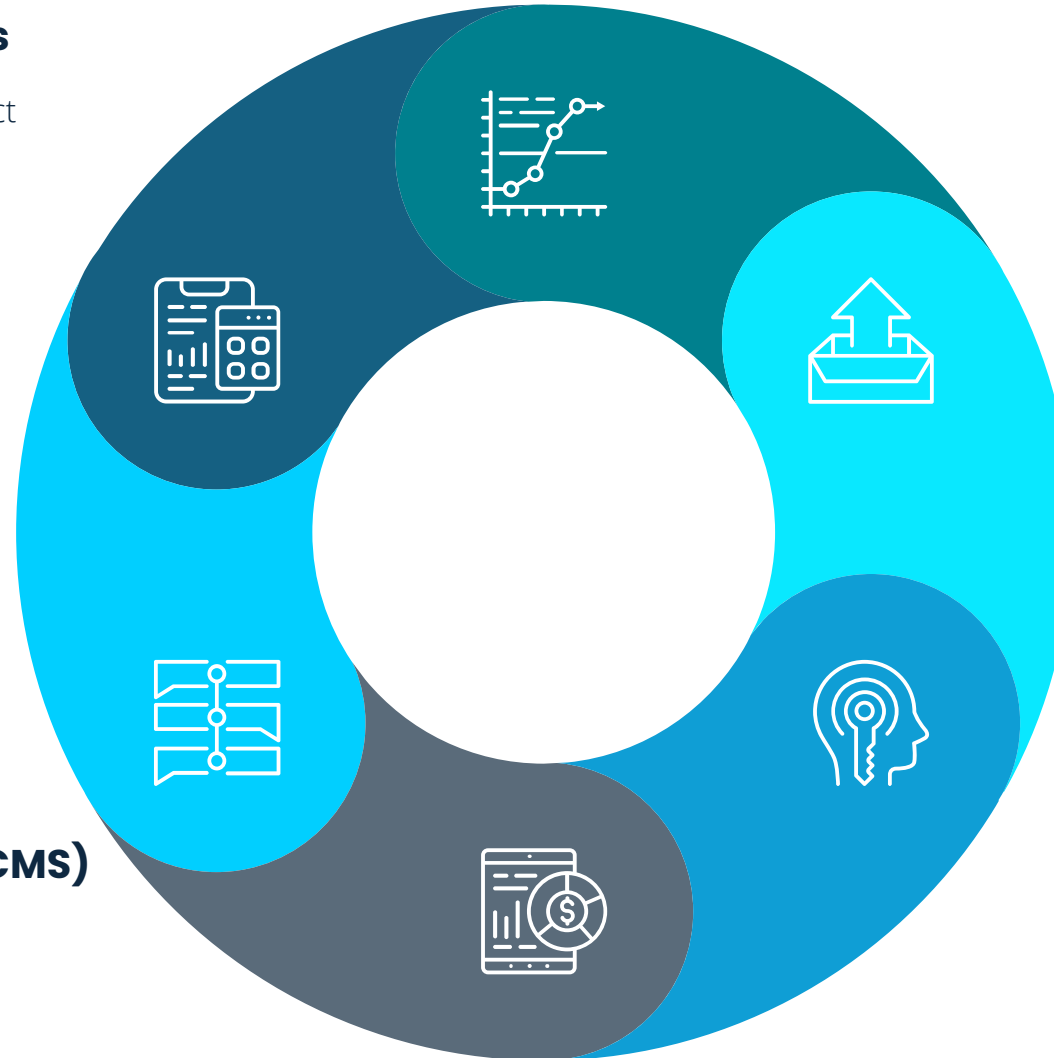


SMART
CEDRA

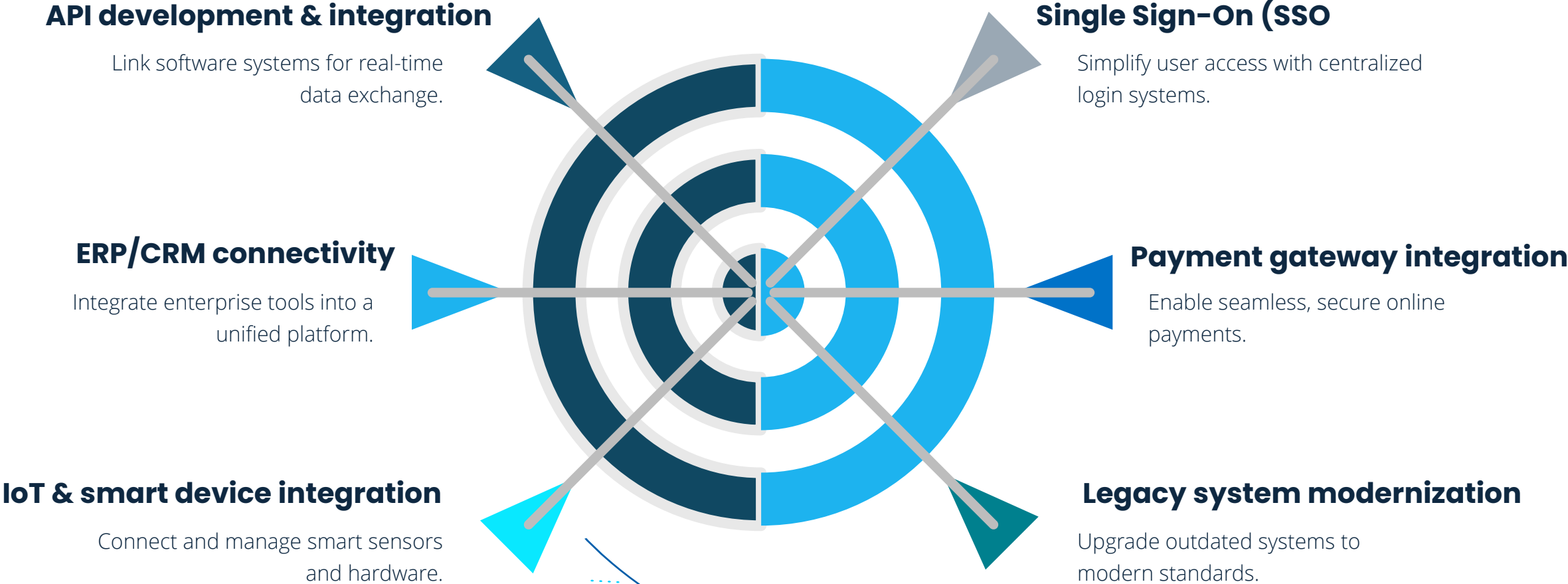
Develop user-friendly website layouts and visuals.

Ensure visibility and usability across devices.

Keep your site fast, secure, and online 24/7.



8. Our Services / System Integration



9. Our Services / Business Consultation

Digital maturity assessment

Measure readiness for digital transformation.



Process mapping & optimization

Visualize and enhance business workflows.

Business model innovation

Redefine value propositions and income streams.



Strategic growth planning

Develop actionable plans for business expansion.

Workflow re-engineering

Improve operations by redesigning internal processes.



Market research & feasibility studies

Identify viable opportunities and risks.



10. Our Services / Technical Consultation



IT infrastructure evaluation

Review and assess your IT assets and networks.



Software architecture planning

Design scalable, reliable system structures.



Cloud advisory (AWS/Azure)

Recommend and plan optimal cloud adoption strategies.



Data security & compliance

Ensure digital solutions meet privacy and legal standards.



Vendor & tool selection

Choose the best technologies for your specific needs.



Performance tuning & scalability

Optimize systems for growth and speed.



11. Our Services / Digital Marketing

Search Engine Optimization (SEO)

Improve ranking on Google and other search engines.

Paid advertising (Google, Meta, LinkedIn)

Drive leads through targeted campaigns.

Social Media Marketing (SMM)

Promote your brand across platforms like Instagram and LinkedIn.

Content creation & copywriting

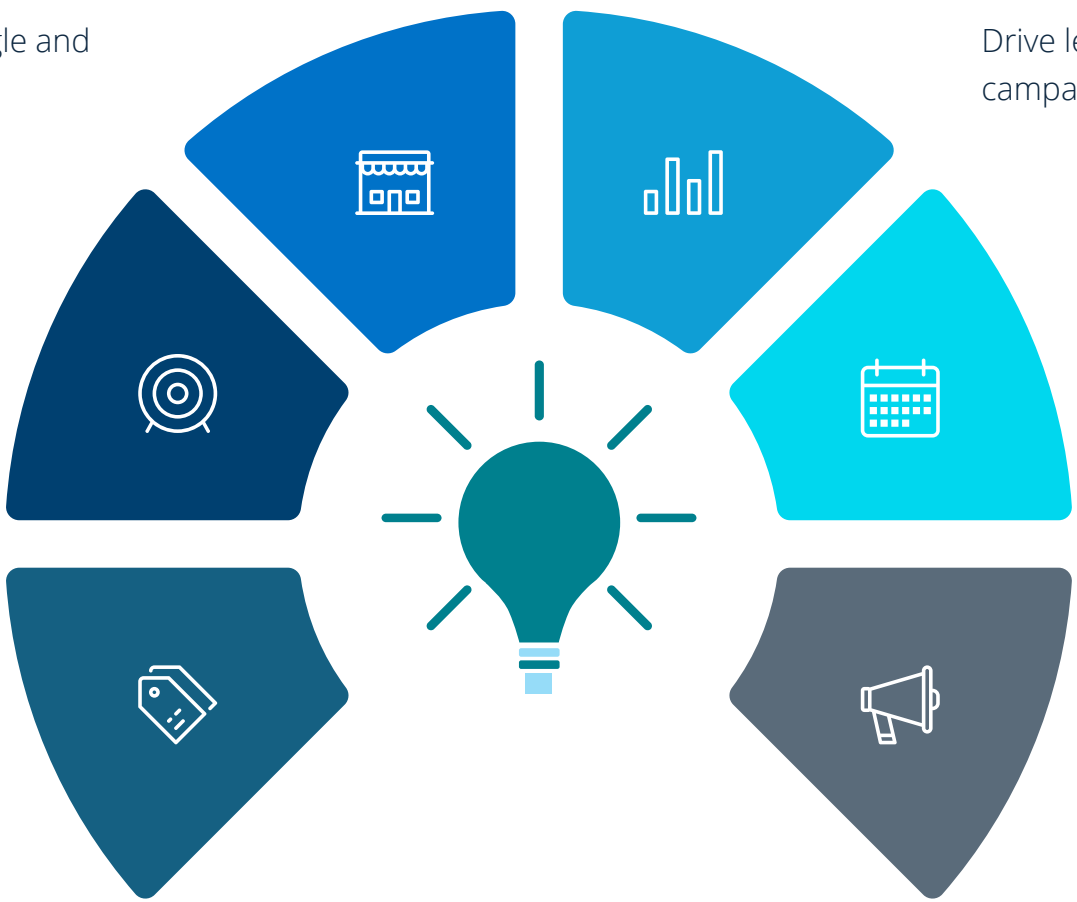
Develop persuasive text and visuals for all media.

Email marketing automation & Campaigns

Create personalized, automated communication flows.

Web analytics & tracking

Monitor performance and guide future campaigns.



12. Our Services / Asset & Facility Management Consultation



Asset lifecycle planning

Strategize long-term usage and maintenance of assets.



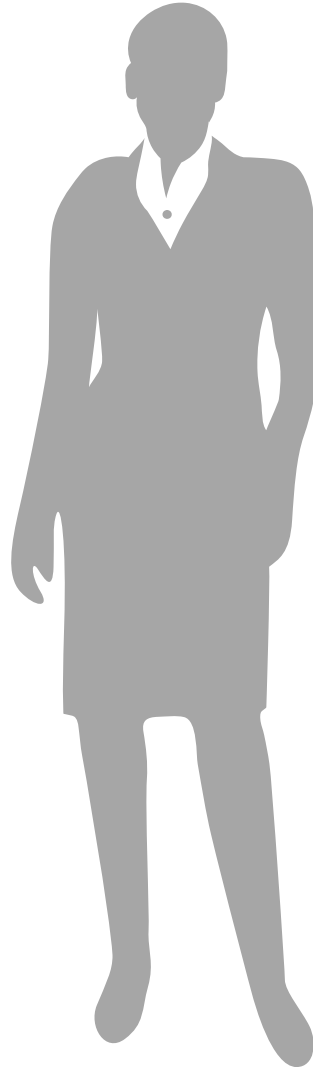
CMMS/CAFM implementation

Deploy software to manage facilities and maintenance.



Maintenance Strategy

Reduce downtime through proactive strategies.



Energy efficiency advisory

Improve sustainability and reduce operational costs.



Space planning & utilization

Maximize use of office and industrial spaces.



A&FM Operations Audits

Benchmark and improve facility performance.



13. Objectives & Benefits of Our Services

Streamline Business Operations

Automate and optimize workflows to reduce manual effort, errors, and delays.

Accelerate Digital Innovation

Leverage modern technologies to stay ahead of industry trends and competitors.

Enhance Customer Experience

Deliver intuitive digital platforms (web/mobile) that improve user satisfaction and engagement.

Increase Operational Efficiency

Integrate systems and data sources to ensure seamless coordination across departments.



Maximize Return on Investment (ROI)

Deliver cost-effective solutions that generate measurable business value and long-term gains.

Ensure Scalability & Future Readiness

Design flexible digital solutions that can evolve as your business grows.

Improve Market Visibility & Reach

Utilize targeted digital marketing to increase brand awareness and lead generation.

Optimize Asset & Facility Performance

Apply A&FM strategies and tools to extend asset lifecycles and reduce operational costs.

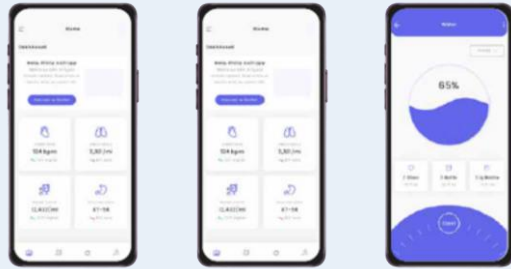


14. Industries We Sarve

Government & Public Sectors	Healthcare & Wellness	Real Estate, A&FM, Hospitality and Travel	Construction & Engineering	Finance, Insurance & Professional Services
 - E-services portals - Document Digitization - Workflow Automation - Public Engagement platforms	- Patient booking & health tracking Systems - Telemedicine integrations - Clinic solutions Retail & E-Commerce - Custom e-commerce sites - Inventory management - Payment gateway integration - Social commerce & analytic	 - Property listing portals - A&FM dashboards - CMMS/CAFM integrations - Energy tracking - Booking engines & hotel apps - Guest experience platforms - Property management tools - Loyalty & review systems	Construction & Engineering - Project tracking dashboards - Document control systems - Mobile apps for field engineers - Procurement & asset tracking Startups & SMEs - Branding, websites, and mobile - CRM & ERP implementation - Lean automation tools - Scalable tech for rapid growth	 - Client onboarding tools - Policy management systems - Secure payment workflows - Data analytics & reporting dashboards - Scheduling & booking systems - Client relationship tools - Invoicing & billing solutions - Portfolio & website design
Education & E-Learning		Marketing and Media		
 - Learning Management Systems (LMS) - Student information systems - Mobile apps for schools/universities - Online assessment tools		 - Campaign tracking tools - Social media automation - Content publishing systems - SEO & analytics platforms		

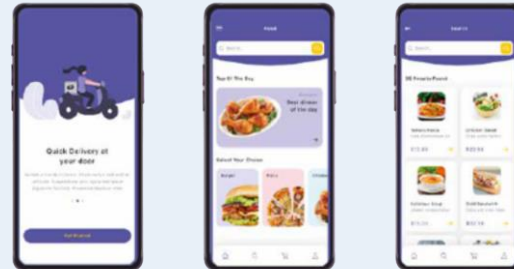


15. Some of Projects Can Be Done by Web and Mobile Application



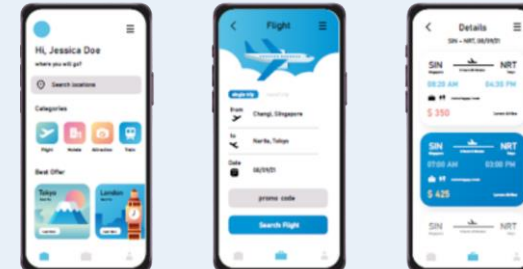
Hospital App:

A hospital app lets patients book appointments, view records, and connect with doctors on the go.



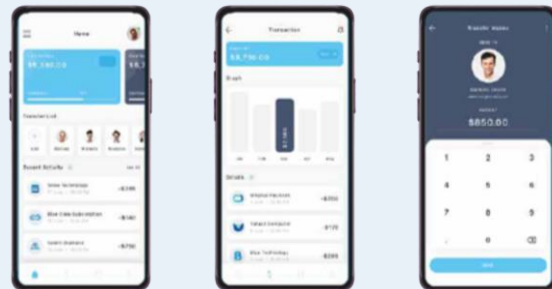
Travel Companion App:

Develop an app that assists users with travel planning, itinerary management, and real-time updates on flights, hotels, and local attractions.



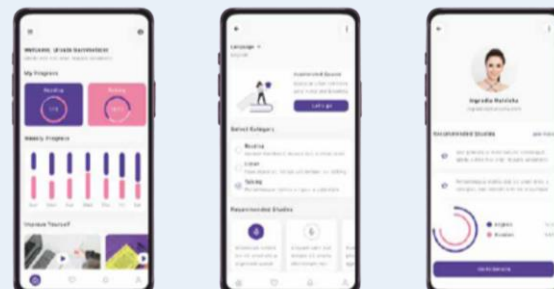
Food Delivery App:

An all-in-one platform for restaurant browsing, ordering, and doorstep food delivery, simplifying the dining experience



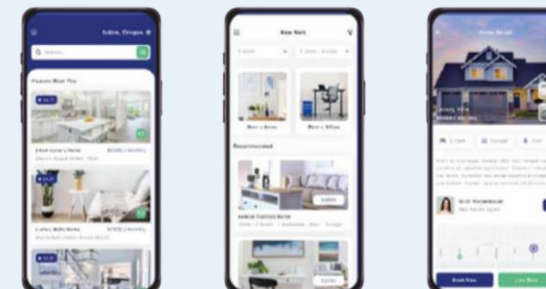
Financial Management App:

Create an app that helps users track their expenses, set budgets, and manage their financial portfolios.



Language Learning App:

Design an app that provides language lessons, quizzes, and interactive activities to help users learn a new language.



Real Estate App:

Build an app that facilitates property searches, virtual property tours, and connects buyers with sellers or renters.



16. Some of Projects Can Be Done As Systems – Part 1



Web Development:

Offer services to design, develop, and maintain websites, ensuring an optimal user experience and functionality across various platforms.



Custom Software Development:

Provide tailored software solutions to meet the unique needs of businesses, ranging from enterprise resource planning (ERP) systems to specialized industry-specific software.



Database Management Systems:

Develop and manage databases that efficiently store, organize, and retrieve data, ensuring data integrity and security.



Content Management Systems (CMS):

Create platforms that allow users to easily manage and update their digital content, including websites, blogs, and online portals.



E-commerce Platforms:

Build robust e-commerce systems with features like online storefronts, secure payment gateways, and inventory management for businesses to sell products and services online.



Customer Relationship Management (CRM) Systems:

Develop systems that help businesses manage customer interactions, track leads, and streamline sales and marketing processes.



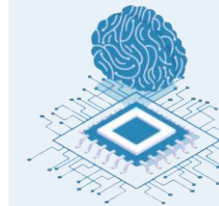
Data Analytics Platforms:

Develop systems that enable businesses to gather, analyze, and derive insights from large datasets, supporting data-driven decision-making.



Asset Registry System:

Create an asset registry system for seamless asset management, offering comprehensive tracking, categorization, and maintenance history for optimized



Workflow Automation Systems:

Develop systems that streamline and automate business processes, improving efficiency and reducing manual intervention.



17. Some of Projects Can Be Done As Systems – Part 2



Municipality E-Portal System:

A digital platform for submitting municipal requests, tracking services, and accessing public documents.



Saraya Smart Office Management:

Automates internal workflows, citizen service desks, and document handling in government centers.



Pharmacy Inventory & Delivery App:

Enables real-time stock tracking, prescription uploads, and home delivery for pharmacies.



Hospital Appointment & Medical Record System:

Centralizes patient bookings, medical records, and lab results for smoother healthcare delivery



Digital Platform for Notary Services (كاتب العدل):

Allows booking, document submission, and case tracking for notarial services online



Law Firm Case & Billing Management:

Streamlines case scheduling, time tracking, and legal billing in one unified system.



Election and Voting System:

A secure digital platform for managing voter registration, digital ballots, and result transparency.



F&B Menu System:

Interactive digital menus with ordering, QR scanning, and kitchen display integration for restaurants.



Inventory, Procurement & Supply Chain System:

Tracks stock levels, automates purchasing, and manages suppliers across departments or branches.



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