



Enterprise-Grade AI & IT Solutions - Trusted by Businesses, Built for Scale

# INTRODUCTION

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Established in 2017, AALA IT Solutions has consistently evolved in the Information Technology sector, delivering innovative solutions that cater to diverse business needs. Our commitment to excellence has positioned us as a trusted partner for clients seeking reliable and cutting-edge IT services.

We pride ourselves on our ability to adapt to the ever-changing technological landscape, ensuring that our clients receive solutions that are both current and effective. Our team of skilled professionals is dedicated to delivering projects that not only meet but exceed client expectations.

With a global presence and a portfolio of successful projects, AALA IT Solutions continues to empower businesses by providing services that drive growth and innovation.

**Our expertise spans across various domains, including:**

- Artificial Intelligence & Machine Learning Solutions
- Intelligent Process Automation
- Custom Software Development
- Mobile Application Development
- Web Development
- ERP Solutions
- UI/UX Design
- Branding and Graphic Design
- IT Strategy & Consulting
- Project Management

# Message from CEO

Since the inception of AALA IT Solutions, our mission has been to deliver value-driven products and services that empower our clients. Embracing the latest technologies, we've consistently aimed to provide unparalleled quality and innovation.

AALA is more than just a company; it's a family. Our journey from a modest beginning to a comprehensive IT solutions provider is a testament to the dedication and passion of our team. We've cultivated long-standing relationships with our clients, many of whom return to us for their evolving needs.

Our vision is clear: to continue expanding our horizons, embracing new challenges, and ensuring that our clients remain at the heart of everything we do. I extend my heartfelt appreciation to our team for their unwavering commitment and to our clients for their trust and collaboration.

Together, we look forward to a future filled with growth, innovation, and shared success.



*Aamir*

**Aamir Mahmood**  
Chief Executive Officer  
AALA IT Solutions

-  <https://www.c-suiteinsider.com/award-winner-2024/aamir-mahmood/>
-  <https://www.linkedin.com/in/aamir-rajpoot/>

# VISION & MISSION

Empowering Businesses Through Innovative IT Solutions

## Vision

To be the partner businesses trust when technology needs to deliver results, not complexity.

## Mission

We analyze your challenges, adapt to your needs, learn from every project, and apply solutions that work - delivering tailor-made IT services with transparency and measurable impact.

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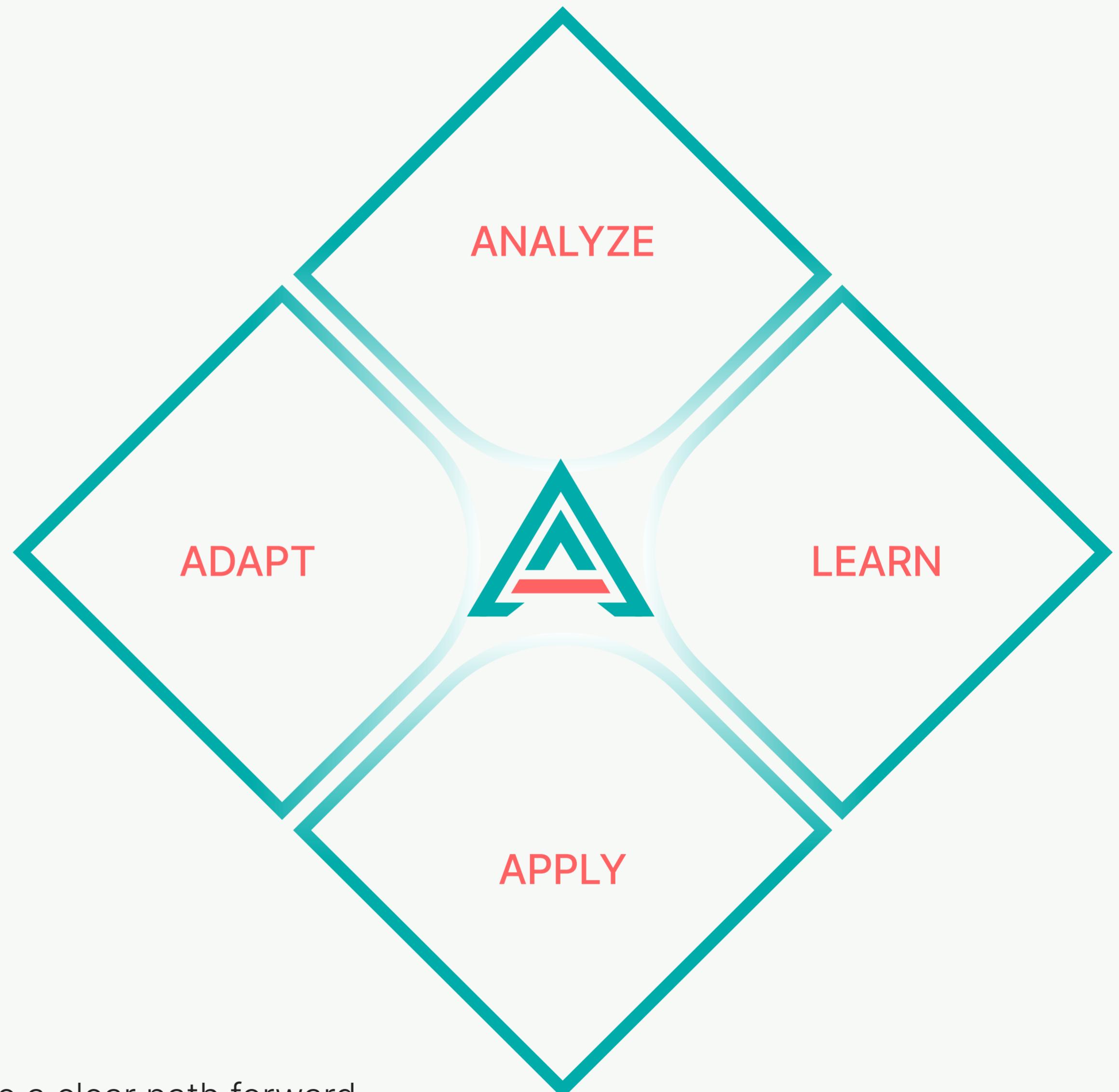
Through this proven process, AALA IT Solutions has successfully executed numerous large-scale projects, delivering robust and intelligent features that meet our clients' needs.

**Analyze:** We assess project goals, constraints, and resources to define a clear path forward

**Adapt:** We adjust strategies as needed to meet evolving requirements and challenges

**Learn:** We learn continuously to align with client needs

**Apply:** We implement effective, practical solutions focused on client success



# WE PROVIDE

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At AALA IT Solutions, we transform business challenges into intelligent solutions through expert software development, strategic IT services, and cutting-edge technology.

We work in close partnership with our clients to build efficient teams and create innovative products that drive success.

Our team doesn't just deliver projects  
we build partnerships that last.



# OUR SERVICES

AALA IT Solutions offers a diverse range of services designed to meet the evolving needs of businesses in the digital era:

## AI & Machine Learning

Custom AI solutions that transform data into actionable insights and competitive advantage.

## Intelligent Process Automation

Streamline operations with AI-powered automation that reduces costs and increases efficiency.

## Custom Software Development

Tailored software solutions to address specific business challenges.

## Mobile Application Development

Development of user-friendly mobile applications for Android and iOS platforms.

## Web Development

Creation of responsive and dynamic websites to enhance online presence.

## UI/UX Design

Designing intuitive user interfaces and experiences to improve user engagement.

## Clientele

With a proven track record of delivering impactful solutions, AALA IT Solutions has successfully partnered with over 160 clients worldwide, fostering long-term relationships built on trust and excellence. Our portfolio spans diverse industries, including finance, **e-commerce**, and technology, reflecting our commitment to innovation and quality.

Notable collaborations include enhancing the **sFOX** trading platform's UI and **performance**, developing a comprehensive picture management system for **SitePics**, and creating a **custom ERP solution** for **Lapchi LLC**, which led to a 40% increase in operational efficiency.

Our clients **consistently commend** our professionalism, technical expertise, and dedication to their success. As one client noted: 'Unlike past contractors, they truly understood our goals—the client's success is their success.'

**160+**

Happy Clients

**95%**

Retention Ratio

Overall Review Rating

**4.9**



<https://clutch.co/profile/aala-it-solutions>



100% Job Success



Top Rated Plus

<https://www.upwork.com/agencies/aala/>



sFOX, a leading **cryptocurrency trading platform**, identified opportunities to enhance its user interface and overall system robustness. To maintain its competitive edge and deliver an **optimal user experience**, sFOX partnered with AALA IT Solutions to implement key improvements.

Our collaboration focused on **UI optimization**, ensuring a more intuitive and efficient experience for institutional users. We also conducted a **full version update of platform components**, improving **performance** and **scalability**. Additionally, the testing framework was enhanced with comprehensive new test cases, strengthening platform stability and security.

All enhancements were delivered with **zero downtime**, meeting tight deadlines while **maintaining uninterrupted** service. The result was a more reliable, scalable, and user-friendly platform, fully aligned with sFOX's vision for the future of institutional crypto trading.





بنك النيل الازرق المشرق

Blue Nile Mashreq Bank

We had the privilege of collaborating with Blue Nile Mashreq Bank, a prominent financial institution in Sudan, to enhance their digital and financial communication tools. Our team **designed their official website**, ensuring a user-friendly interface and seamless navigation to effectively represent the bank's services and values online.

In addition to the website, we were entrusted with the **design and formatting of the bank's annual financial statements for three consecutive years**. These comprehensive PDF reports for 2013, 2014, and 2015 were crafted to present complex financial data in a clear and professional manner, aligning with the bank's commitment to transparency and excellence.



Blue Nile Mashreq Bank Statement Of Financial Position As At 31 Dec 2014		
Assets		
Note	2013- SDG	2012- SDG
Cash & Cash Equivalents	(5) 554,890,000	603,187,000
Trade Receivable	(6) 80,449,150	51,045,000
Investments	(7) 1,118,388,177	80,031,499
Long Term Investments	(8) 327,073	456,193
Other Assets	(9) 28,441,420	26,771,703
Branch Expenditure	(10) 7,589,141	-
Capitalized Expenditure	(11) 60,104,460	31,171,371
<b>Fixed Assets (Net Book Value)</b>	<b>(12) 60,104,460</b>	<b>31,171,371</b>
<b>Total Assets Liabilities, Unrestricted Investment Accounts And Owners' Equity</b>	<b>1,419,200,864</b>	<b>1,400,197,260</b>
Liabilities		
Current Accounts and Saving Accounts	(13) 747,658,112	-
Payable	(14) 47,802,317	79,537,586
Trade Payables	(15) 102,000	-
<b>Total Liabilities</b>	<b>807,209,444</b>	<b>87,037,261</b>
Unrestricted Investment Accounts	380,246,132	390,500,498
<b>Total Liabilities &amp; Unrestricted Investment Accounts</b>	<b>1,380,757,879</b>	<b>1,343,539,760</b>
Owners' Equity		
Paid-Up Capital	(16) 177,129,153	177,293,115
Legal Reserve	48,342,178	31,108,865
Retained Earnings	(17) 294,704,667	197,511,499
<b>Total Owners' Equity</b>	<b>610,172,018</b>	<b>408,852,650</b>
<b>Total Liabilities &amp; Unrestricted Investment Accounts And Owners' Equity</b>	<b>1,419,200,864</b>	<b>1,400,197,260</b>
contra Accounts		
Letters of Credit	80,876,424	100,399,945
Letters of Guarantee	2,886,266	3,915,508
Others	(18) 142,861	45,963
<b>82,894,611</b>	<b>104,123,880</b>	



Blue Nile Mashreq Bank Statement Of Financial Position As At 31 Dec 2014		
Assets		
Note	2014- SDG	2013- SDG
Cash & Cash Equivalents	(5) 743,887,039	554,892,733
Sales Receivable	(6) 7,426,883	50,181,180
Investments	(7) 1,143,200,019	1,118,388,177
Long Term Investments	(8) 307,991	307,073
Other Assets	(9) 30,655,023	28,441,420
Branch Expenditure	(10) 19,303,641	7,589,141
Fixed Assets (Net Book Value)	(11) 84,488,275	60,104,460
<b>Total Assets Liabilities, Unrestricted Investment Accounts And Owners' Equity</b>	<b>2,029,409,590</b>	<b>1,819,939,594</b>
Liabilities		
Current Accounts and Saving Accounts	(12) 898,795,732	807,209,444
Payable	(13) 58,058,621	47,802,317
Other Liabilities	(14) 128,168,778	79,537,586
<b>Total Liabilities</b>	<b>1,066,043,131</b>	<b>927,022,444</b>
Unrestricted Investment Accounts	343,490,413	380,246,132
<b>Total Liabilities &amp; Unrestricted Investment Accounts And Owners' Equity</b>	<b>1,429,533,544</b>	<b>1,309,767,576</b>
Owners' Equity		
Paid-Up Capital	(15) 207,777,694	177,129,153
Legal Reserve	69,531,360	48,342,178
Retained Earnings	(16) 322,568,780	294,704,667
<b>Total Owners' Equity</b>	<b>596,876,048</b>	<b>610,172,018</b>
<b>Total Liabilities &amp; Unrestricted Investment Accounts And Owners' Equity</b>	<b>2,029,409,590</b>	<b>1,819,939,594</b>
contra Accounts		
Letters of Credit	14,328,903	80,876,424
Letters of Guarantee	2,131,210	2,886,266
Others	(17) -	142,861
<b>16,460,113</b>	<b>83,904,578</b>	





# TESTABLE.IO

## Seamless, **Fully-Integrated**, **Continuous**, Testing Platform

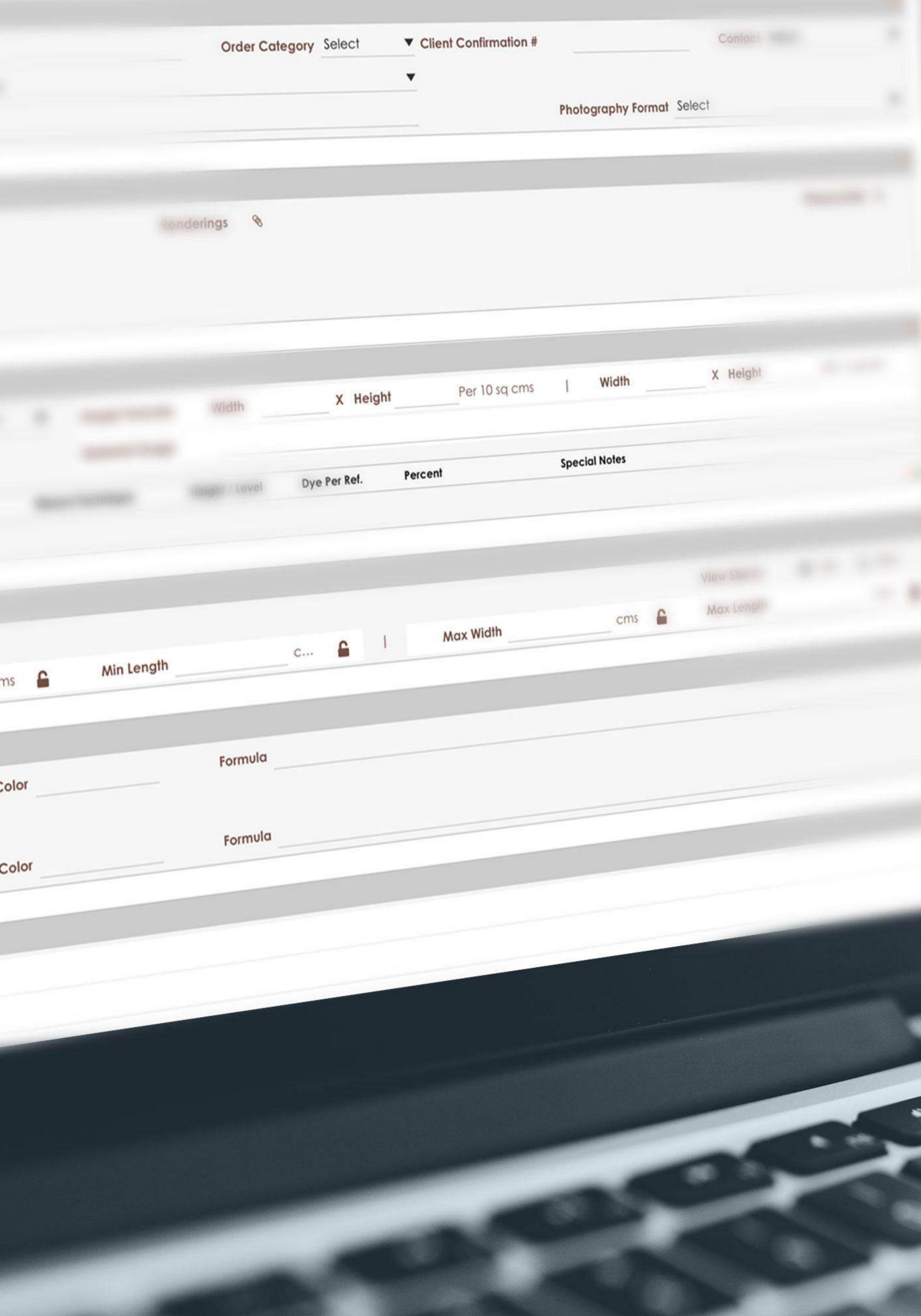
Simplified Testing Solutions for Web Apps and APIs

Testable makes testing easy for different situations, like **checking web apps** or **testing APIs**, and **running load tests**. It **runs tests securely in the cloud or on your own servers** with open-source tools. You get **real-time reports** with details on each test, **including videos and performance info**.

It's easy to use with popular testing tools and scales up for big **tests across different browsers** and **devices**. You can integrate it with your other tools and get support anytime. Testable keeps your tests safe and helps you find and fix issues quickly.

Ensure your websites, apps, and APIs function and perform as intended using your favorite open-source tools





# Lapchi<sup>®</sup>

## High-Quality Handmade Rugs

Lapchi provides a user-friendly platform for exploring and acquiring high-quality handmade rugs. Users can effortlessly navigate through a diverse selection of rugs categorized by style, size, and design. Detailed descriptions and high-resolution images allow users to appreciate the craftsmanship before making a selection. The website's customization tools enable users to personalize rugs according to their preferences, experimenting with colors, patterns, dimensions, and materials in real-time.

Moreover, Lapchi seamlessly integrates an Enterprise Resource Planning (**ERP**) system into its operations, ensuring streamlined resource management and operational efficiency. This integration facilitates tasks such as **inventory management**, **production planning**, quality control, and data analysis, enhancing the overall functionality of the Handmade Rug Business. With its dedication to personalized service and exceptional shopping experiences, Lapchi aims to exceed users' expectations by delivering high-quality handmade rugs that reflect their unique preferences and requirements.

# PICKLE

Redefining Fashion Rental with Sustainable Peer-to-Peer Marketplace

Pickle redefines fashion rental with its innovative peer-to-peer marketplace, promoting affordability and sustainability. The platform enables users to rent clothes directly from their community, offering the latest trends with same-day local courier delivery for added convenience.

# Pickle

Pickle features a **mobile app developed** using React Native and a **web app** using React JS. The mobile app ensures a smooth experience for users, while the web app is **responsive across different screen sizes**. Essential features such as **user authentication**, **data synchronization**, and **payment processing** are seamlessly integrated into both platforms, **ensuring secure sign-ins** and transactions.

## Pickle Today, Wear Tonight

Rent what's trending from your city's coolest closets



Download on the  
App Store

200K+ items to rent

# BOOK CORNER

## Publisher



Book Corner serves as an excellent online destination for discovering a wide variety of books. Designed with user-friendliness in mind, it allows individuals to easily find and purchase their desired books. The addition of a "New Releases" section keeps users informed about the latest publications across different genres, enhancing their reading experience and encouraging regular engagement with the platform.

Furthermore, Book Corner features a **comprehensive admin panel**, developed to streamline operations and enhance user experience. With **integrated POS** capabilities, the platform offers a unified shopping experience across digital and physical storefronts. With **thousands of books available** on the web app, Book Corner is committed to delivering technical excellence and customer-centric innovation in the **online** book retail landscape.



# Happy Customers



Mattermost Open-Source, self-hosted chat platform - Developed plugin for MantisBT



Sitepics - Image management for businesses



CCL Pharma - AR-based ad network



WMC-Tech - Trucks & Logistics Tracking

5dkey – Mobile-first virtual access control and credential management for Companies



VERROO - Smart Locks for Business and Homes

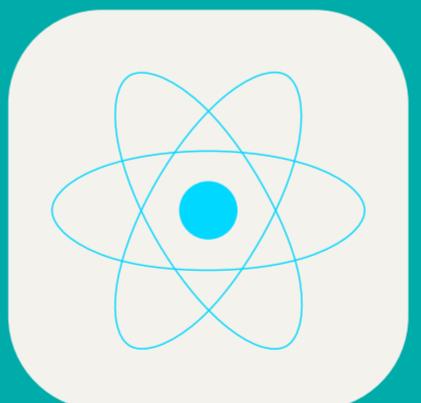


EveryChef – Ready-to-eat meals and food service kits for Australian businesses



Kinde – Identity and Access Management for modern applications







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IT SOLUTIONS



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