webops

COMPANY PROFILE · 2026

WEBOPS AI INC.: CUSTOM PROJECTS PORTFOLIO

Building What Organisations Actually Need.

A curated overview of 17 custom digital projects, ERPs, mobile apps, platforms, and marketplaces, built across Egypt, Canada, and the MENA region.

17
Custom Projects

9+
Years Building

MENA
& Canada

15+
Industries Served

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EXECUTIVE OVERVIEW

9+ years of building what organisations actually need.

WebOps AI Inc. is a custom software studio for businesses and startups that need bespoke digital systems, whether building from the ground up or extending an existing system. From modern web interfaces and scalable backends to AI agents, workflow automation, and managed infrastructure, we deliver software tailored to exact requirements, and we stay to run and support it long after launch.

17	9+	$100M+	15+
Custom Engagements	**Years Building**	**Client Revenue Enabled**	**Industries Served**
ERPs, mobile apps, platforms, marketplaces	From 2017 to present, ongoing	Client revenue enabled through systems WebOps built	Healthcare, retail, NGOs, logistics & more

ABOUT WEBOPS

Custom software, built for your business.

WebOps is a custom software studio for businesses and startups that need bespoke systems, whether you are building from the ground up or extending an existing system. From modern web interfaces and scalable backends to AI agents, workflow automation, and managed infrastructure, we deliver software tailored to your exact requirements, and we stay to run and support it long after launch.

This is available to any client, regardless of where you are hosted today.

01 **We handle everything under one roof**, frontend, backend, AI, infrastructure, and support, so you never coordinate between separate vendors.

02 **We build and run our own AI products**, and bring that same AI-assisted development capability into every client engagement, delivering faster without sacrificing quality.

03 **9+ years across Egypt, MENA, and Canada.** Clients include GS1 Egypt, Beko, Egyptian Food Bank, Hamza Group, PharmaPlace, and 12 more.

04 **Launch is the beginning of the relationship, not the end.** Ongoing maintenance, bug fixes, performance monitoring, and new features with no minimum commitment.

Your software is yours, completely.

Every engagement is covered by a mutual NDA, and all source code and deliverables belong fully to you on handover. No licensing traps, no vendor lock-in, no dependency on us to keep your own software running. Your data and business logic stay confidential, always.

WHAT WE BUILD

Full-spectrum development capability.

WebOps covers the complete software stack under one roof, so you never have to coordinate between separate frontend, backend, and infrastructure vendors.

Frontend Development

Custom, responsive interfaces built with React, Next.js, and modern HTML/CSS, component-based, fast, and built to connect cleanly with your backend and third-party services.

Backend Development

Scalable, production-ready systems with Node.js, PHP, Laravel, and Ruby on Rails. Clean REST APIs, third-party integrations, and structured database architecture across PostgreSQL, MySQL, MongoDB, and Supabase.

Full-Stack & Quality

End-to-end applications delivered as a single cohesive engagement, architecture planning, technical scoping, and quality assurance built into every delivery rather than bolted on at the end.

INTELLIGENCE BUILT IN

AI Agents & Automation

AI agents handling sales, support, and operations. Automated workflows connecting your tools and removing manual effort. Deployment pipelines that ship on their own. Built into delivery, not bolted on afterward.

PRODUCTION INFRASTRUCTURE

Cloud & DevOps

AWS, Google Cloud, Azure, and DigitalOcean. Zero-downtime deployments, CI/CD pipelines, managed databases, continuous monitoring, centralized logging, and disaster recovery under a custom SLA.

MOBILE

Mobile Applications

Native and cross-platform mobile apps across iOS and Android. Loyalty apps, field operations tools, patient-facing health platforms, consumer apps, built and maintained to production standards.

AI & AUTOMATION

Software with intelligence built in.

The best software today does more than store and display information. It works for you. We build that intelligence directly into what we deliver. WebOps builds and runs its own AI products, and we bring that same capability into every engagement.

AI Agents

Custom AI agents that handle sales qualification, customer support, and internal operations, trained on your data, integrated into your workflows.

Workflow Automation

Automated workflows via n8n and custom pipelines that connect your tools, eliminate manual effort, and trigger actions across your stack without human intervention.

Delivery Efficiency

One hour of WebOps development produces roughly nine times the output of a traditional developer hour. We deliver in days what conventional agencies deliver in weeks, at a fraction of the cost.

MANAGED INFRASTRUCTURE

We don't just build it. We run it.

Most agencies hand over the code and disappear. We offer something they cannot. Once your software is built, we deploy and run it on fully managed, production-grade cloud infrastructure, on AWS, Google Cloud, Azure, or DigitalOcean. One team builds your software and runs the infrastructure beneath it. No coordination gaps. No finger-pointing. One partner, accountable end to end.

01

Cloud Platforms

AWS, Google Cloud Platform, Microsoft Azure, DigitalOcean

02

Zero-Downtime Deployments

CI/CD pipelines with automated testing, staging, and production rollouts

03

Managed Databases

Automated backups, scaling, and failover across PostgreSQL, MySQL, MongoDB

04

Monitoring & Logging

Continuous application monitoring, centralized logging, and alerting

05

Security & Compliance

DDoS protection, Cloudflare CDN, HIPAA-compliant architecture where required

06

Disaster Recovery

Custom SLA with defined RTO/RPO, automated backup, and recovery procedures



Whether you need the occasional fix or a team watching your production systems around the clock, the answer to "what happens when something breaks?" is simple: we do.

WHY WEBOPS

We deliver faster, because we build differently.

Using AI-assisted, agentic development across the entire process, one hour of WebOps development produces roughly nine times the output of a traditional developer hour. We deliver in days what conventional agencies deliver in weeks, at a fraction of the cost, with no compromise on quality or your ownership of the result.

That speed comes with end-to-end capability: frontend, backend, AI agents, automation, hosting, and support, all under one roof. One partner who understands your software and the infrastructure beneath it, with full ownership and no lock-in for you.

9×

the output of a traditional developer hour

AI-assisted, agentic development across the full process, from architecture and API design to frontend components and deployment pipelines.

Same quality standards. Same ownership rights. Dramatically faster. Significantly lower cost.

End-to-End Ownership

One team. One contract. One point of accountability. We own the full outcome, not just the code.

No Lock-In

All source code belongs to you. No proprietary frameworks, no licensing traps, no dependency on WebOps to run your own system.

Fixed Estimates

We review your requirements, provide a clear hour estimate for approval, and only begin work once you've confirmed. No surprises, no scope creep without agreement.

Post-Launch Support

Ongoing maintenance covering bug fixes, updates, and performance monitoring. No minimum commitment. Higher-tier engagements receive faster response SLAs.

INDUSTRIES SERVED

Breadth across sectors, depth within them.

Across 17 engagements, WebOps has delivered production software for clients in 15+ distinct industries, from HIPAA-compliant Canadian healthcare platforms to national-scale ERPs for Egyptian government bodies.

01

Digital Health

HIPAA-compliant platforms, GP apps, pharmacy systems · Canada & Egypt

02

Retail & E-Commerce

Full-stack e-commerce, $4M+ annual revenue enabled for Egyptian retail chains

03

Standards & Supply Chain

National-scale ERP and DevOps for Egypt's barcode authority, GS1 Egypt

04

Water Solutions & Distribution

ERP + mobile apps + SAP integration for a 75-year-old enterprise

05

Automotive & Distribution

Import-to-wholesale ERP with real-time analytics, car parts distribution

06

NGO & Social Impact

Egyptian Food Bank, Healing Grace · payment infra, SOP systems, donor platforms

07

EdTech

IGCSE platform for MENA · multi-role dashboards for students, teachers, parents

08

Logistics & Last-Mile

Full operations platform for last-mile delivery in Egypt's early logistics era

09

Home Appliances & B2B

Vendor loyalty app for Beko's MENA distribution network · real-time points engine

10

Sports & Fitness

Virtual football coaching app (Germany), charity running platform (Cairo Runners)

11

Business Marketplace

Egypt's first structured digital marketplace for buying and selling businesses

12

Nutrition & Wellness

Online nutrition coaching platform with user dashboard and progress tracking

PROJECT PORTFOLIO

17 custom engagements at a glance.

Healthcare, distribution, education, logistics, NGOs, and more, across Egypt, Canada, and the MENA region. Every project is owned by the client, built on production infrastructure, and supported by WebOps after launch.

Eldoctor
AUTOMOTIVE / DISTRIBUTION

Abdelaziz Stores
RETAIL / E-COMMERCE

GS1 Egypt
STANDARDS / SUPPLY CHAIN

Hamza Group
WATER SOLUTIONS / DISTRIBUTION

PharmaPlace
DIGITAL HEALTH · CANADA

Egyptian Food Bank
NGO / FOOD SECURITY

Beko
HOME APPLIANCES / B2B

Eshra7ly
EDTECH

Healing Grace
NGO / SOCIAL IMPACT

Streetkickers
SPORTS / FOOTBALL · GERMANY

Transporter
LOGISTICS / LAST-MILE

Nutivate
NUTRITION / HEALTH & WELLNESS

Tays
ENTREPRE-NEURSHIP / NETWORKING

Medico
DIGITAL HEALTH

Bindex
BUSINESS MARKETPLACE

Weds360
MARKETING & EVENTS

Streak
SPORTS & SOCIAL IMPACT

→ Detailed case studies for all 17 projects follow. Each includes the challenge faced, what WebOps built, and the impact delivered.

CASE STUDIES

17 projects. Real challenges. Real solutions. Real impact.

What follows is an account of each engagement, the problem the client faced, what WebOps built, and the outcome it produced.

ERP SYSTEM

Eldoctor

Car parts import and wholesale distribution, from manual paperwork and Excel to a fully integrated ERP with real-time analytics.



THE CHALLENGE

The client imports car parts from international suppliers and distributes them to wholesalers across Egypt. The entire operation ran on paper and Excel spreadsheets. Inventory was tracked manually, orders came in by phone and WhatsApp, and reconciling what was received, what was in stock, and what had been shipped required constant back-and-forth. Scaling the business meant adding people rather than adding capability.

WHAT WE BUILT

A custom ERP system covering the full supply chain: import records and supplier management, real-time inventory tracking, order processing, wholesale distribution management, and billing. The system includes an analytics layer providing visibility into order volumes over time, the most requested car parts, and the most frequent buyers.

THE IMPACT

The business moved from paper-and-Excel to a system-driven workflow. Stock levels became visible in real time, order fulfillment errors dropped significantly, and the analytics dashboard gave management the ability to make informed procurement decisions. The client could identify which parts to prioritize in future imports and which buyer relationships to invest in, turning raw transaction data into a genuine business intelligence tool.

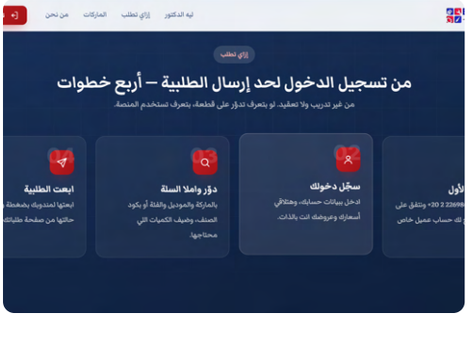
$15M+
In client revenue processed through the system

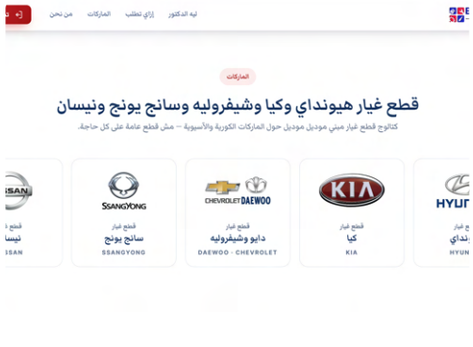
96%
Fewer fulfillment errors

100%
Inventory tracked live

85%
Less reconciliation time

SELECTED SCREENS



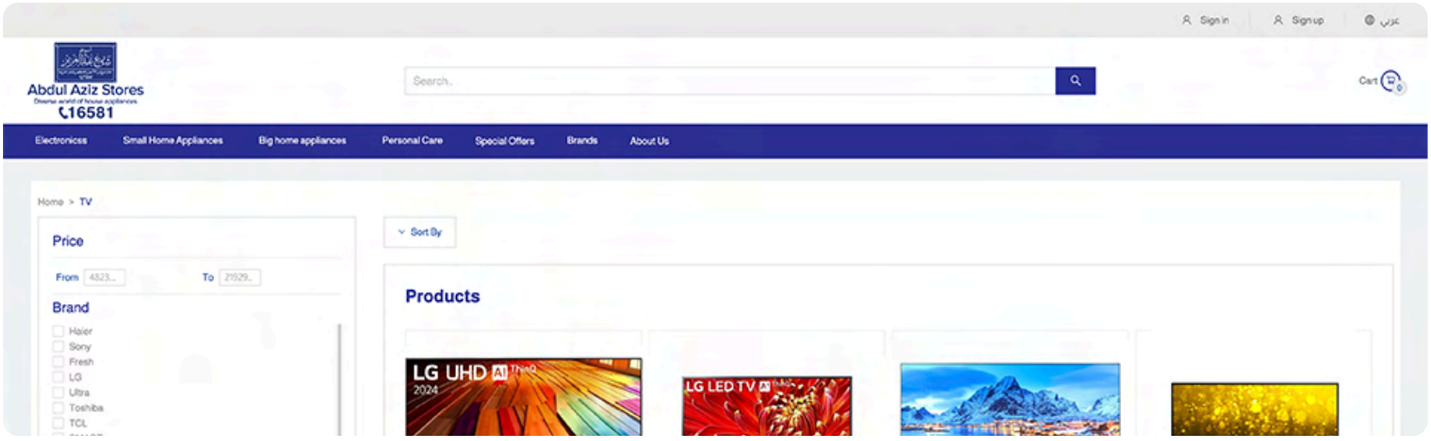




FULL-STACK PLATFORM

Abdelaziz Stores

One of Egypt's largest retail chains, $4M+ in annual online revenue on a custom e-commerce platform built and operated by WebOps.



THE CHALLENGE

Abdelaziz Stores operated as a traditional brick-and-mortar retail chain. All sales happened in physical locations, meaning revenue was entirely dependent on foot traffic, store hours, and geographic reach. There was no digital product catalog, no online order processing capability, and no e-commerce presence at a time when Egyptian online retail was beginning to grow rapidly.

WHAT WE BUILT

A full e-commerce platform covering the complete digital commerce stack: product catalog management, order processing, payment integration, and ongoing infrastructure operations. The platform has been built and is operated by WebOps on an ongoing basis, supporting the business's full online revenue channel.

THE IMPACT

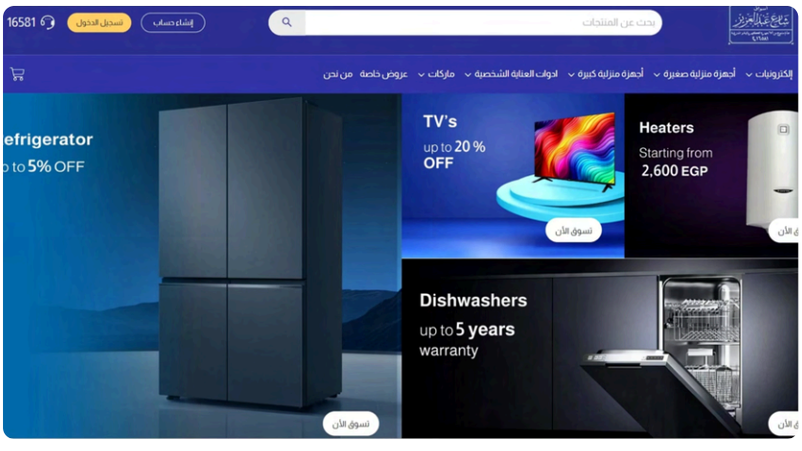
The platform opened an entirely new revenue channel independent of store hours and physical geography, now generating **$4M+ in annual online revenue**. Abdelaziz Stores transitioned from a purely physical retailer to a modern retail brand with a significant digital presence, capable of serving customers across Egypt at scale and around the clock.

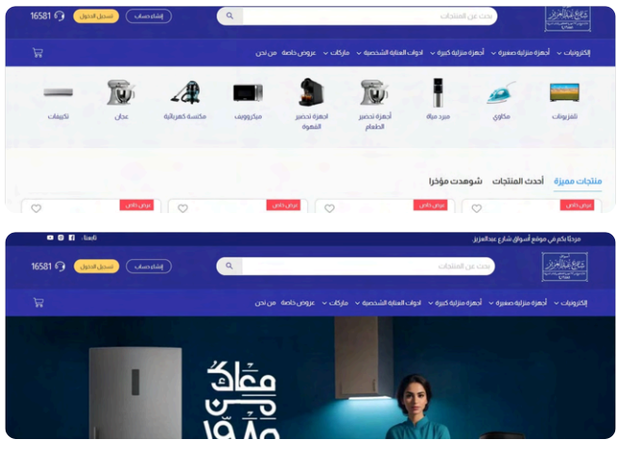
$4M+
In annual online revenue for the client

6,000+
Orders processed

75%
Cart-to-checkout conversion rate

SELECTED SCREENS





ERP & DEVOPS INFRASTRUCTURE

GS1 Egypt

Egypt's national barcode authority, custom ERP, operational workflow automation, and DevOps infrastructure at national scale.



Consumers, patients, business partners and regulators are demanding more and better product data than ever before—but complex and costly data exchange processes are producing a surge in low-quality data.

GS1 empowers industry's digital transformation by enabling businesses to create a digital version of a product that is as good as the physical one. Ultimately, consumers and patients will benefit from increased product transparency and the seamless experiences that this brings.

Learn more about GS1 services →

THE CHALLENGE

GS1 Egypt is responsible for issuing and managing barcode standards for thousands of Egyptian businesses. Managing member registrations, barcode issuance, compliance tracking, and inter-departmental workflows at that volume required internal systems capable of operating at that scale. Without them, operations relied on manual processes and disconnected tools that could not scale to a national authority's demands.

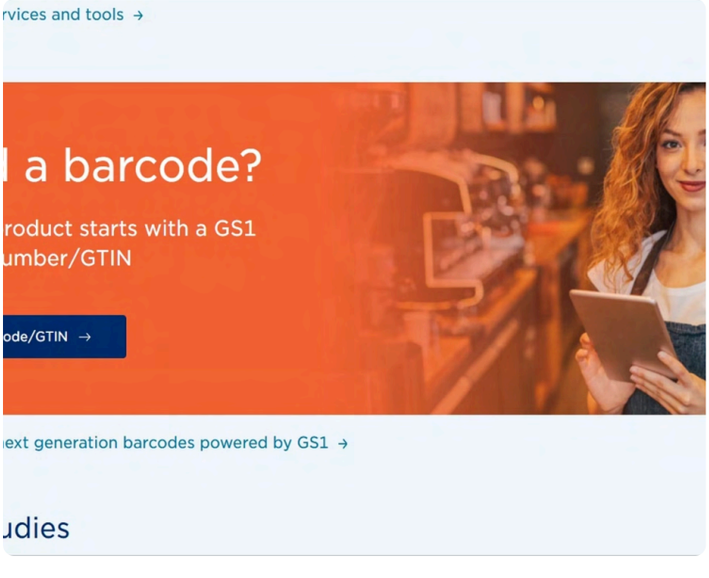
WHAT WE BUILT

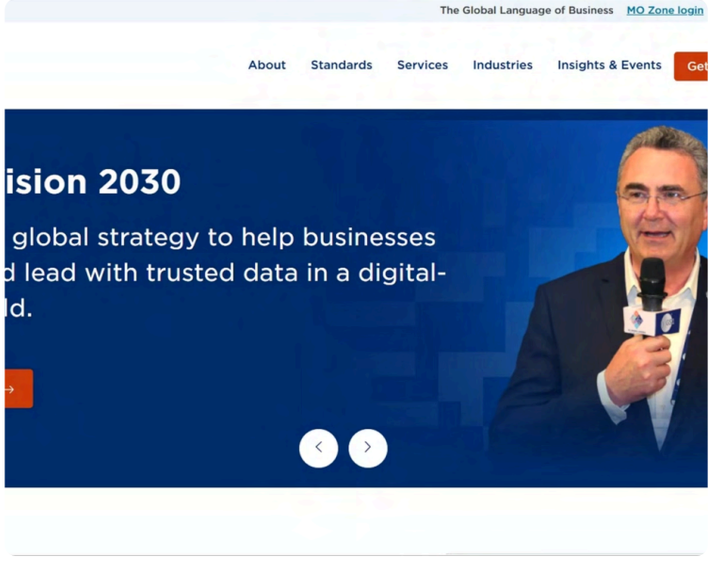
Custom internal ERP systems, operational workflow automation, and DevOps infrastructure, the full technical backbone of GS1 Egypt's operations. The systems handle member registration, barcode issuance, compliance management, and inter-departmental coordination at national scale.

THE IMPACT

GS1 Egypt moved from fragmented, manual coordination to a unified digital infrastructure capable of operating at national scale. Processing time for member requests and barcode issuance dropped significantly. Internal workflows became trackable and auditable, and the systems WebOps built supported **10× revenue growth** for the organisation, directly supporting the broader digitization of Egypt's commercial and supply chain ecosystem.

SELECTED SCREENS



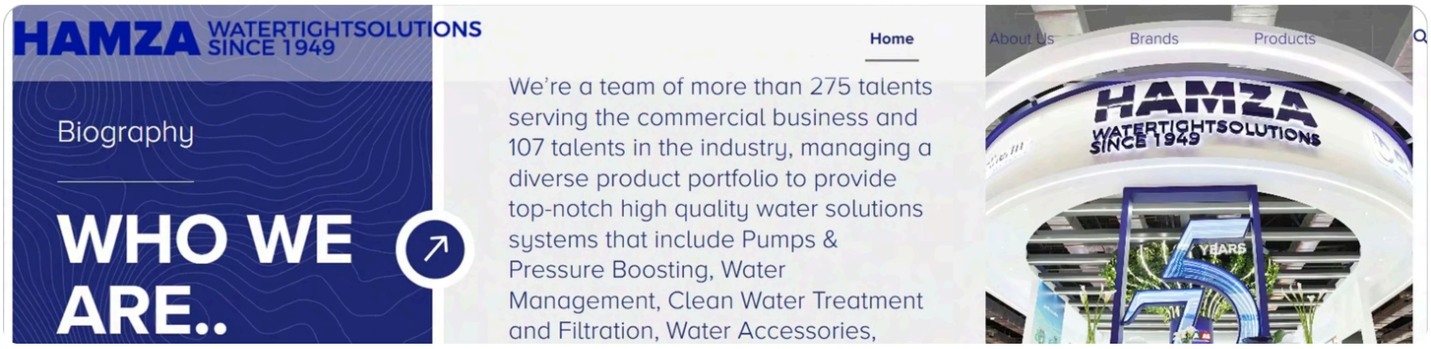


HAMZA WATERTIGHTSOLUTIONS SINCE 1949

ERP + 2 MOBILE APPS + SAP

Hamza Group

A 75-year-old water solutions distributor, four interconnected digital products transforming field operations, customer service, and enterprise infrastructure.



THE CHALLENGE

Despite 75 years in business and 275+ staff, Hamza Group's operations were largely manual and disconnected. Field technicians managed service visits on paper. Homeowners had no visibility into their warranty status. Management had no integrated view linking field activity to their backend SAP system. And the company had no digital presence to reach new clients.

WHAT WE BUILT

Four interconnected products: a homeowner mobile app (guarantee status, maintenance visits), a technician mobile app (job management, digital service records), a custom ERP fully integrated with Hamza's SAP infrastructure, and a corporate website for their full solutions portfolio.

THE IMPACT

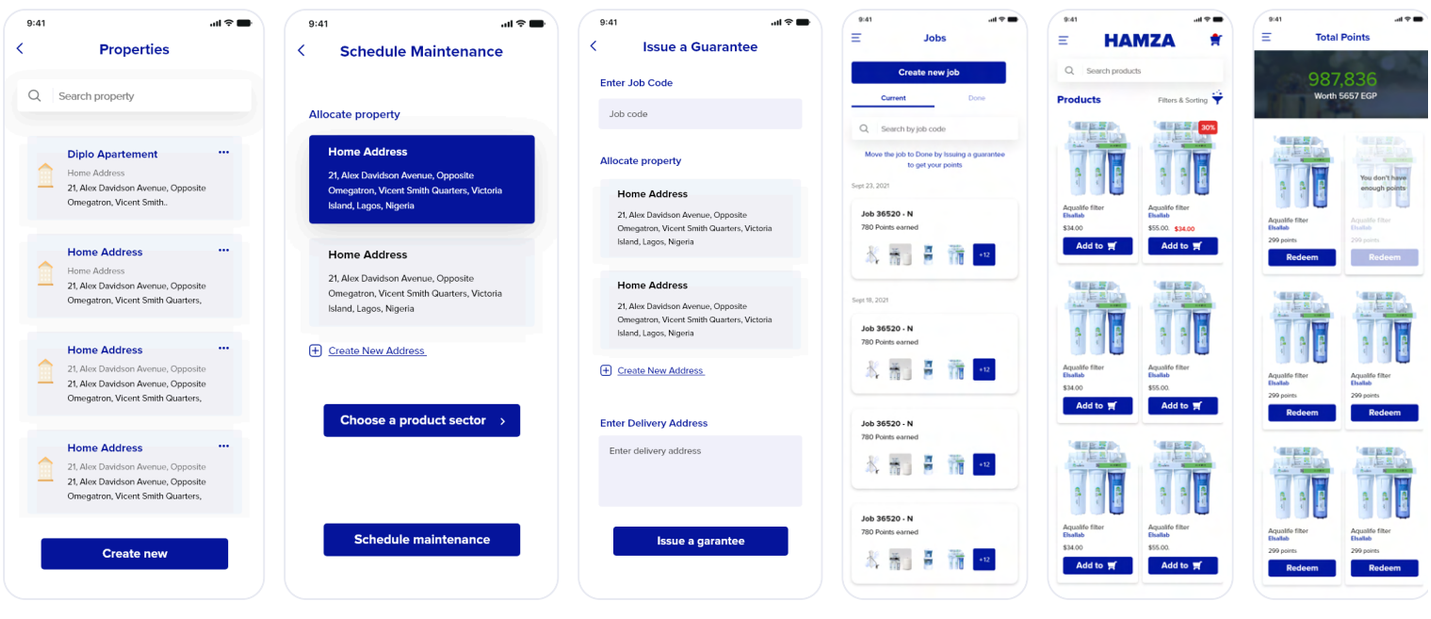
A 75-year-old distribution business completed a full operational transformation. Field operations moved from paper to digital. Homeowners gained direct visibility into their own assets. Management gained a unified view of field activity linked to SAP for the first time. The corporate website opened a new client acquisition channel beyond the existing trade network.

80%
Reduction in time to process a service visit

92%
Of field activity visible to management in real time

87%
Faster response on maintenance requests since launch

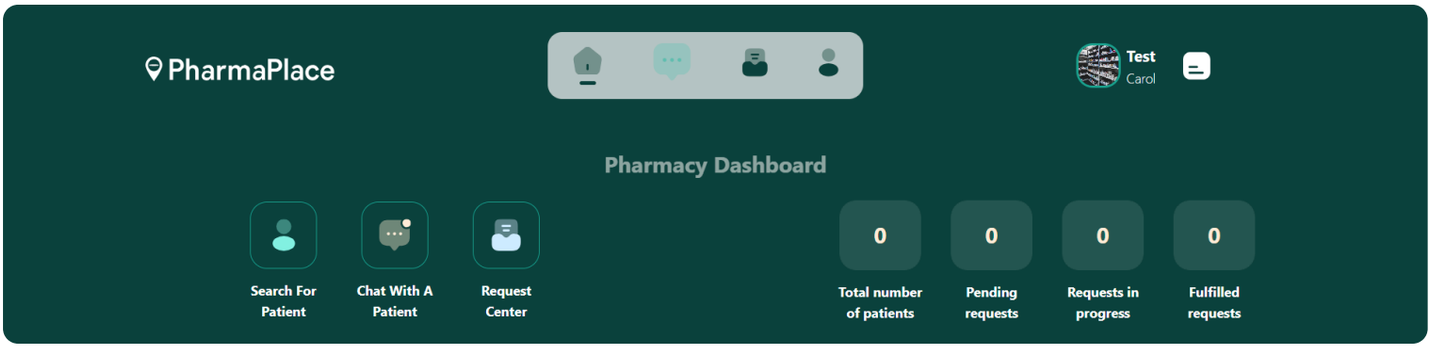
HOMEOWNER & TECHNICIAN MOBILE APPS



PharmaPlace HIPAA-COMPLIANT PLATFORM

PharmaPlace

A HIPAA-compliant Canadian platform connecting pharmacists and patients through secure video consultations and document transfer.



THE CHALLENGE

In Canada, pharmacist-patient interactions beyond the physical pharmacy counter were largely limited to unstructured phone calls, undocumented and disconnected from patient records. Patients had no secure digital channel to consult their pharmacist or transfer medical documents. For pharmacists, the absence of digital infrastructure created compliance and documentation gaps in a regulated healthcare environment.

WHAT WE BUILT

A HIPAA-compliant digital health platform enabling patients to select their home pharmacy, conduct video consultations with their pharmacist, and transfer medical documents securely. The platform includes full user account management, document transfer infrastructure, video calling functionality, and compliance architecture meeting HIPAA data privacy and security standards.

THE IMPACT

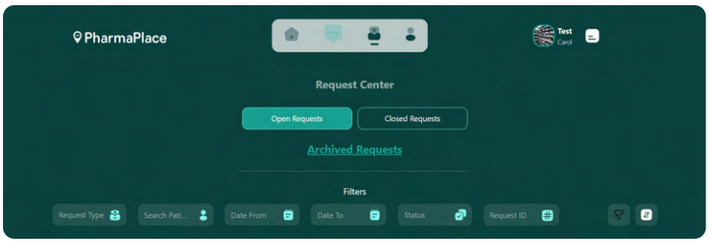
PharmaPlace gave Canadian patients a secure digital channel to consult their pharmacist from anywhere, eliminating in-person visits for consultations that did not require physical presence. For pharmacists, the platform created a documented, compliant interaction record replacing informal communication channels. HIPAA compliance ensured every interaction met the rigorous data privacy requirements of regulated North American healthcare.

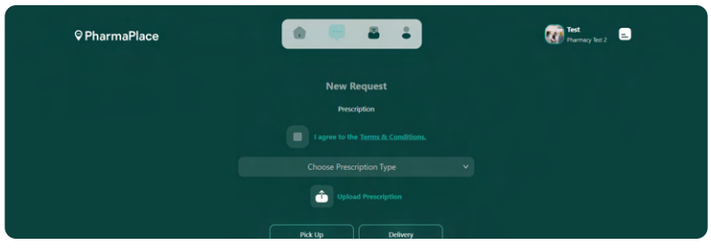
65%
Of consultations completed without an in-person pharmacy visit

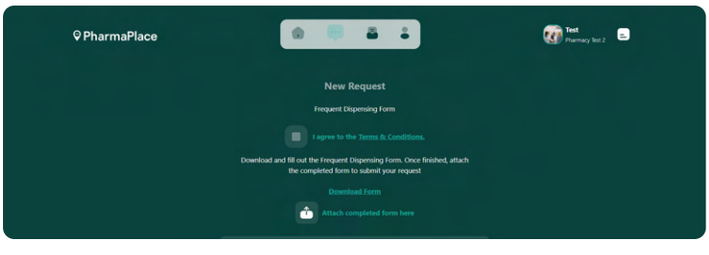
50+
Pharmacies onboarded onto the platform

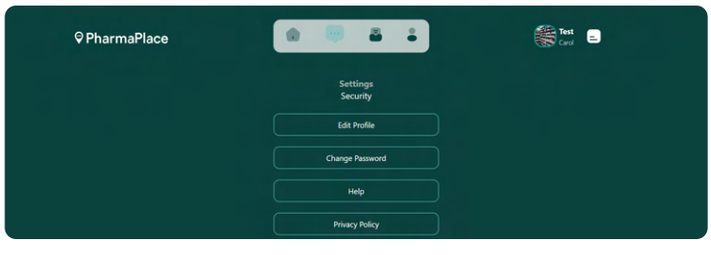
500+
Secure messages exchanged through the platform

SELECTED SCREENS







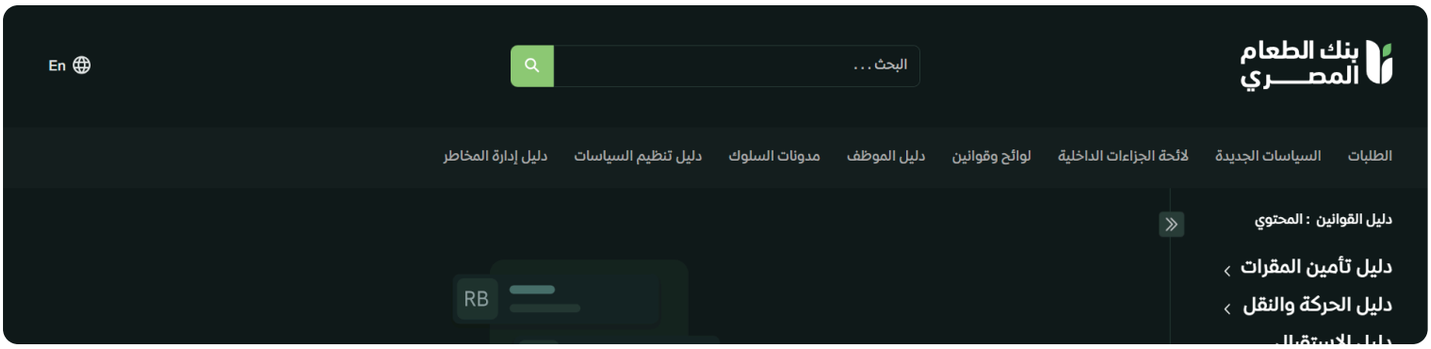


EGYPTIAN FOOD BANK

WEB PLATFORMS & INTERNAL TOOLS

Egyptian Food Bank

The SOP Platform, a centralized knowledge and operations platform for one of Egypt's largest humanitarian organizations, organizing policies, procedures, and operational guidelines across the entire organization.



THE CHALLENGE

The Egyptian Food Bank's policies, procedures, and operational guidelines were scattered and inconsistently accessible across a large, distributed workforce. Onboarding new team members was time-consuming, and ensuring operational standards were applied consistently across departments and programs remained an ongoing challenge at scale.

WHAT WE BUILT

The SOP Platform, a structured internal system organizing the Egyptian Food Bank's full library of policies, procedures, and operational guidelines in a categorized, searchable format. Staff across departments can quickly find, access, and follow the correct procedure for any situation, while administrators can manage and update content as the organization evolves.

THE IMPACT

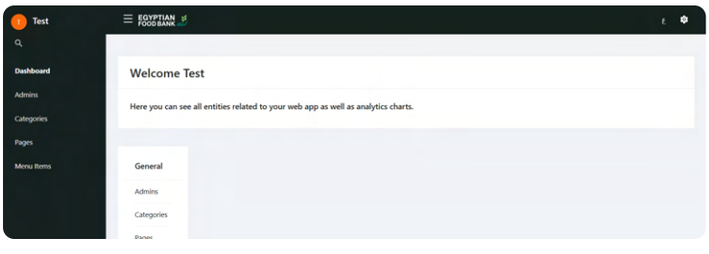
The SOP Platform eliminated onboarding friction and ensured operational standards were applied consistently across a large, distributed team. New staff could be brought up to speed faster, while management gained confidence that procedures were being followed uniformly across the organization, giving the Egyptian Food Bank the operational consistency needed to operate effectively at national scale.

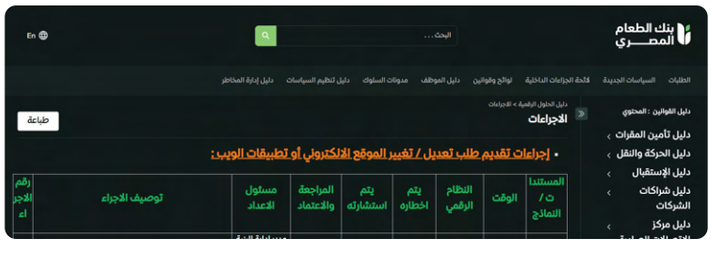
250+
Staff across departments now using the platform

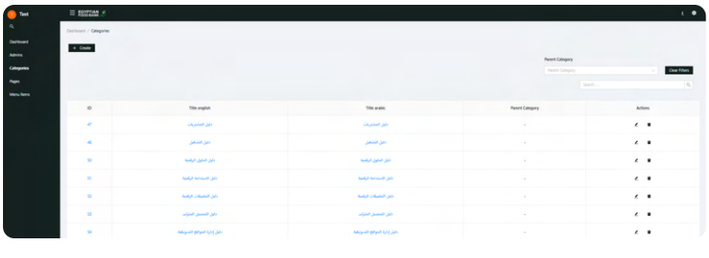
450+
Policies and procedures centralized into one searchable library

90%
Faster rollout of updated procedures across the organization

SELECTED SCREENS









MOBILE LOYALTY APP

Beko

A mobile loyalty app giving Beko's vendor network real-time visibility into their own sales performance and rewards.

THE CHALLENGE

Beko's vendor incentive program had no digital infrastructure. Tracking which vendors sold which products and what rewards they had earned was inconsistent and manual. Vendors had no visibility into their own performance, which reduced the motivational value of the program entirely, it existed on paper but failed to drive the behavior it was designed to encourage.

WHAT WE BUILT

A vendor loyalty mobile application allowing Beko's retail distributors to collect points by selling and scanning new products. The app handles product scanning logic, a real-time points engine, points redemption, and the full vendor-facing interface with live performance tracking.

THE IMPACT

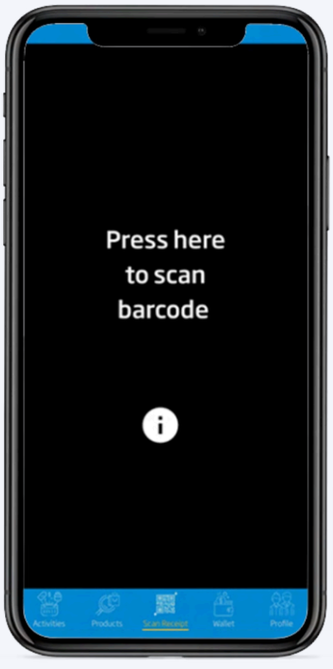
Beko gained a scalable, real-time channel to track and incentivize sales behavior across its distribution network. Vendors could see their progress and rewards transparently, transforming the program from an abstract promise into a visible, motivating mechanic. Sales engagement improved across the channel, and Beko could measure program performance for the first time.

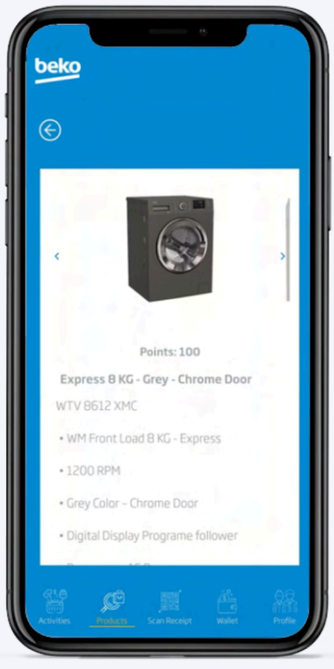
85%
Growth in sales of newly launched products promoted through the app

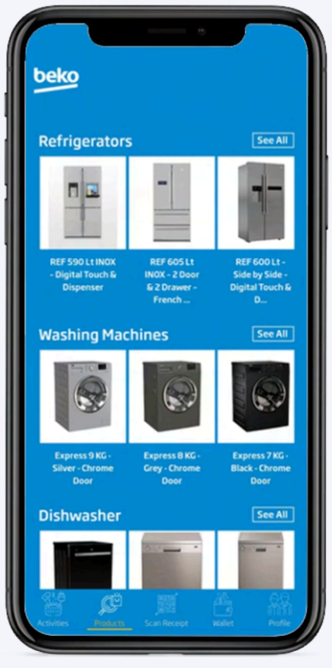
800+
Products scanned and points redeemed

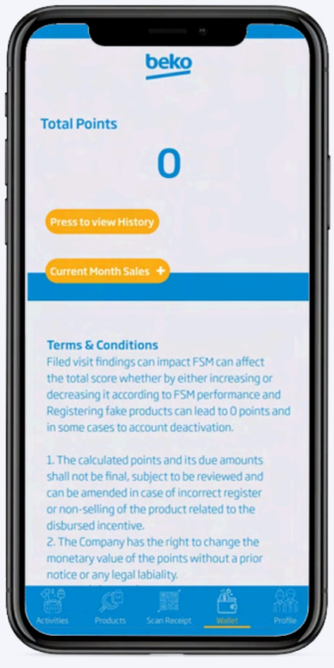
250+
Real-time performance reports generated for Beko's channel team

SELECTED SCREENS





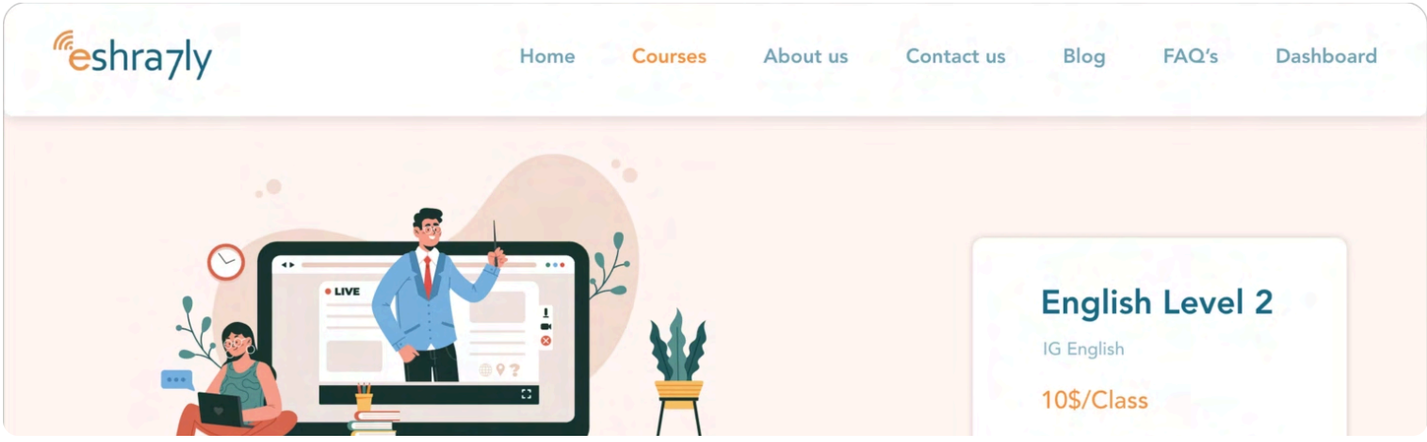




MULTI-ROLE WEB PLATFORM

Eshra7ly

IGCSE education platform for the MENA region, structured dashboards for students, teachers, and parents in one unified system.



THE CHALLENGE

IGCSE students across the MENA region relied heavily on in-person tutoring centers and private tutors. Quality preparation was expensive, geographically concentrated in major cities, and inaccessible to students outside those centers. Teachers had no structured digital channel. Parents had no visibility into their child's academic activity at all, entirely dependent on what the student chose to report.

WHAT WE BUILT

A full multi-role online education platform with three distinct dashboards. The student dashboard allows students to attend registered courses, access materials, and track progress. The teacher dashboard enables course and content management. The parent dashboard gives independent visibility into their child's enrolled courses, submitted assignments, and academic progress.

THE IMPACT

Eshra7ly restructured the entire learning relationship. Students gained a structured, self-contained environment. Teachers gained a proper course management tool, replacing ad-hoc WhatsApp groups. Parents gained real-time, independent visibility into their child's progress. The platform expanded access to quality IGCSE preparation across the MENA region.

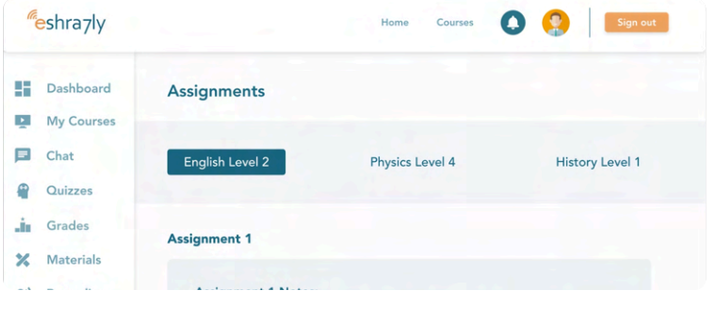
$5M+
In client revenue enabled through the platform

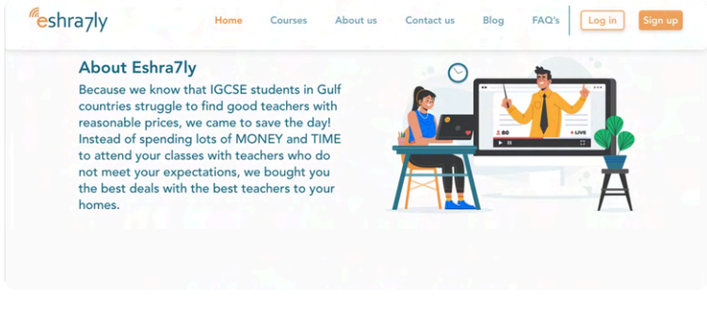
27,000+
Students now registered on the platform

800+
Courses across IGCSE, the American curriculum, and IELTS/Pearson PTE preparation

85%
Of parents actively checking their child's progress through the dashboard

SELECTED SCREENS

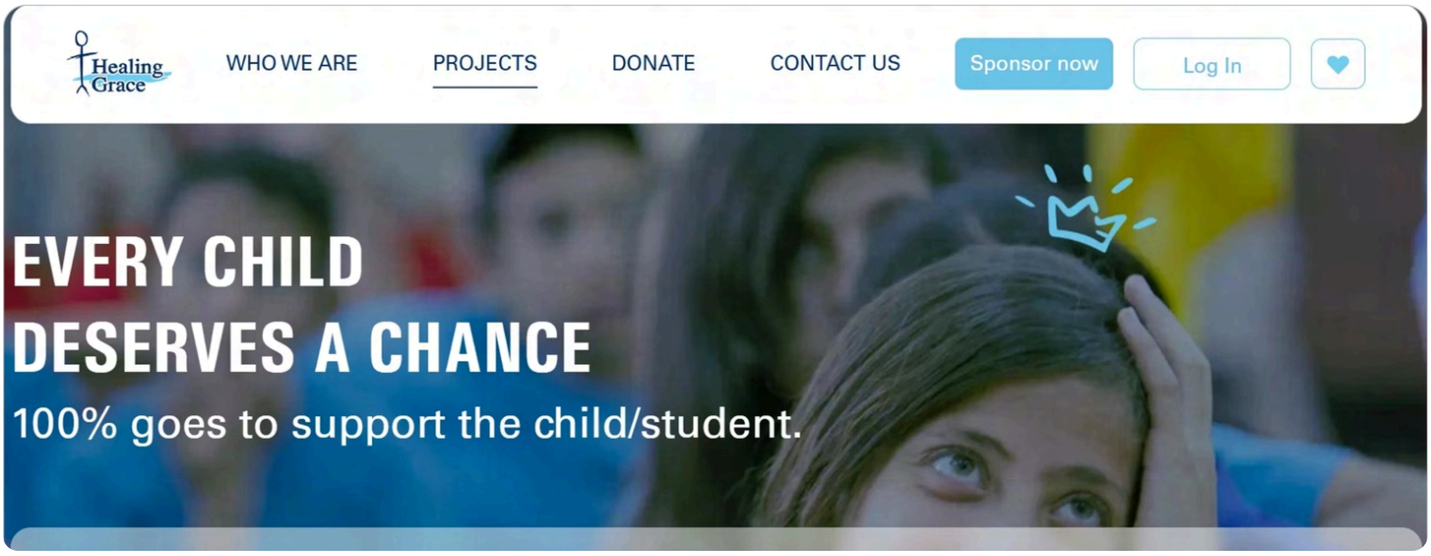




PAYMENT INFRASTRUCTURE & AUTOMATION

Healing Grace

An NGO serving Egyptian children through education and healthcare, digital payment infrastructure and process automation enabling the team to focus on mission, not administration.



THE CHALLENGE

Healing Grace ran its donor operations and program workflows largely through manual processes. Accepting donations required in-person or bank-transfer coordination. Managing donor relationships, tracking contributions, and running operational workflows across programs was handled through disconnected tools and manual effort, draining the time of a lean team focused on program delivery.

WHAT WE BUILT

Stripe payment infrastructure enabling online and international donations, automated donation flows, and custom business process automations covering internal operational workflows, reducing manual coordination across the organization's programs and donor management.

THE IMPACT

Healing Grace can now accept donations online from anywhere in the world, removing the friction that previously limited their donor base. Automated workflows freed the team from repetitive administrative tasks, returning meaningful hours each week to program-facing work. Digitization directly translated into more capacity to serve the children and communities at the heart of the organization’s mission.

80%
Of internal workflows now automated rather than handled manually

95%
Reduction in manual donor-tracking and administrative work

SELECTED SCREENS



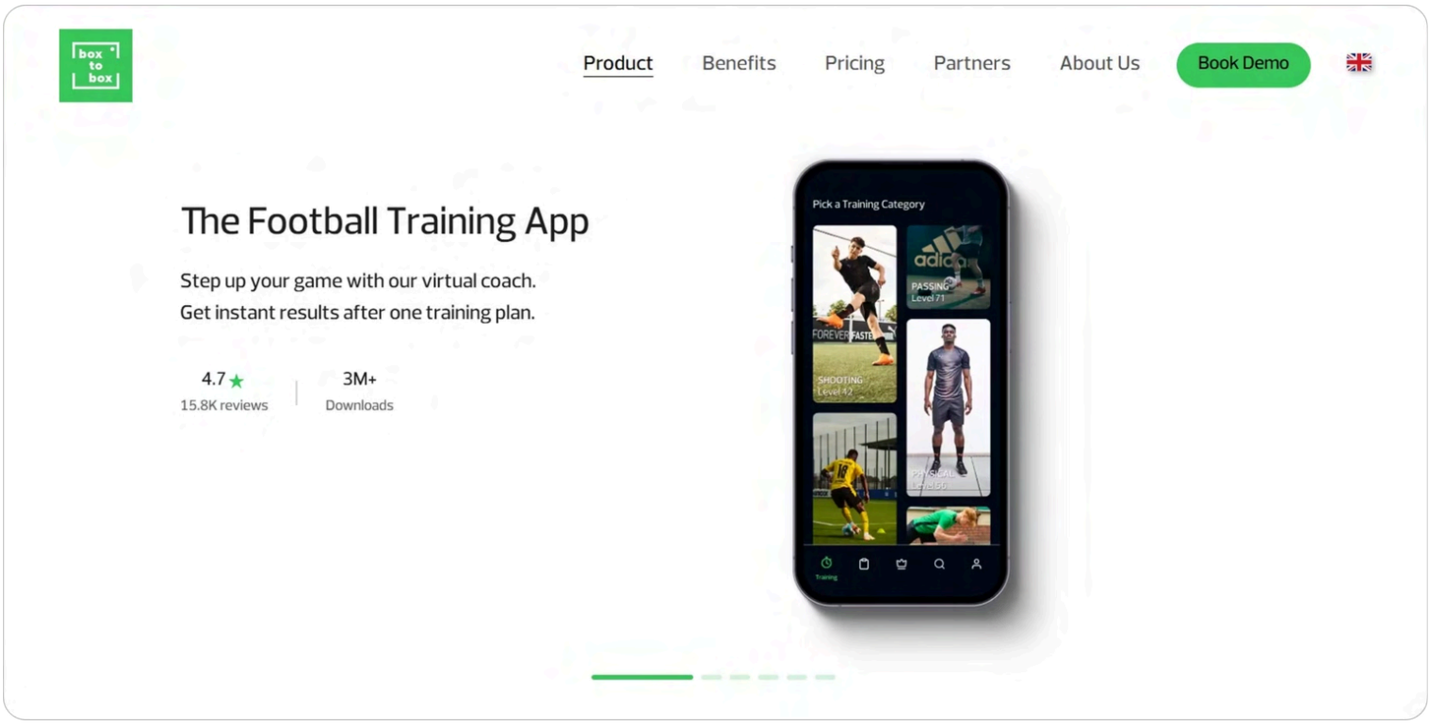




streetkickers MOBILE APP

Streetkickers

A virtual football coaching app for a German client, bringing professional training content to any player with a smartphone, anywhere in the world.



THE CHALLENGE

Quality football coaching has always been gatekept by access, concentrated in professional academies and clubs that are expensive, selective, and geographically fixed. Players who wanted to develop their game outside of a formal structure had no reliable source of professional training content, drills, or coaching guidance.

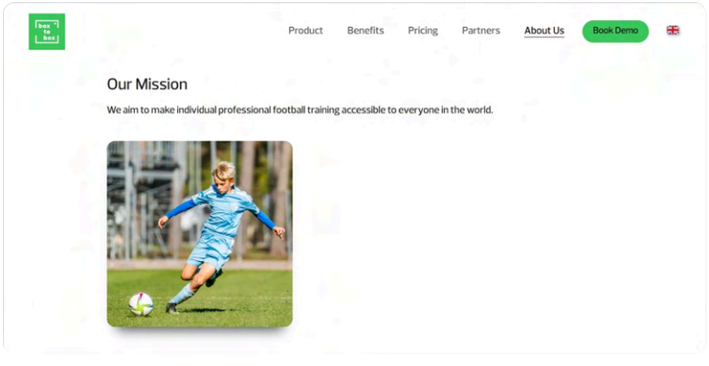
WHAT WE BUILT

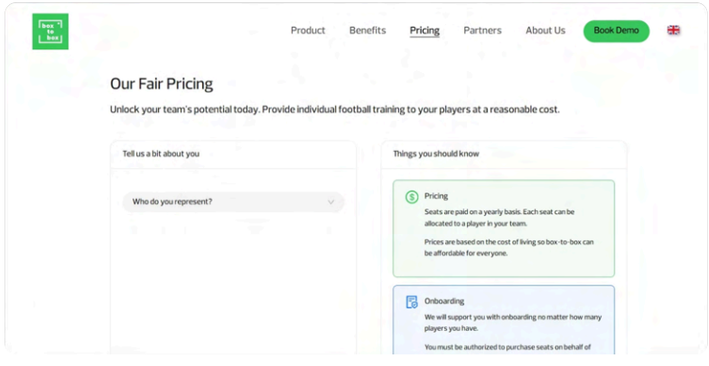
A football training mobile application featuring a virtual football coach, structured training content, and professional drill libraries, giving players at any level access to the kind of coaching guidance previously available only through paid academies and formal club structures.

THE IMPACT

Streetkickers brought professional-grade training content to any player with a smartphone, regardless of where they live or what clubs are available to them. The virtual coaching model removed the dependency on physical access to a coach or academy, demonstrating WebOps' capability to deliver consumer-grade products for international clients.

SELECTED SCREENS



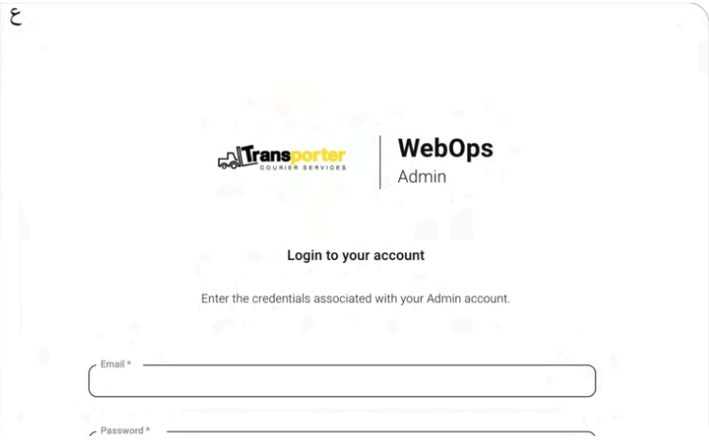


OPERATIONS PLATFORM

Transporter

A last-mile delivery startup, full operations platform built from scratch at a time when Egypt's logistics infrastructure was still taking shape.





THE CHALLENGE

Egypt's last-mile delivery infrastructure was fragmented and immature. Coordinating drivers, managing delivery jobs in real time, communicating order status to merchants, and handling the operational complexity of urban delivery at scale could not be done without a purpose-built technology platform. Without it, operations defaulted to phone calls and manual job assignment.

WHAT WE BUILT

The full technology platform for Transporter's operations: driver coordination, delivery job management, merchant-facing systems, and real-time order status infrastructure, the complete operational backbone for a last-mile logistics business.

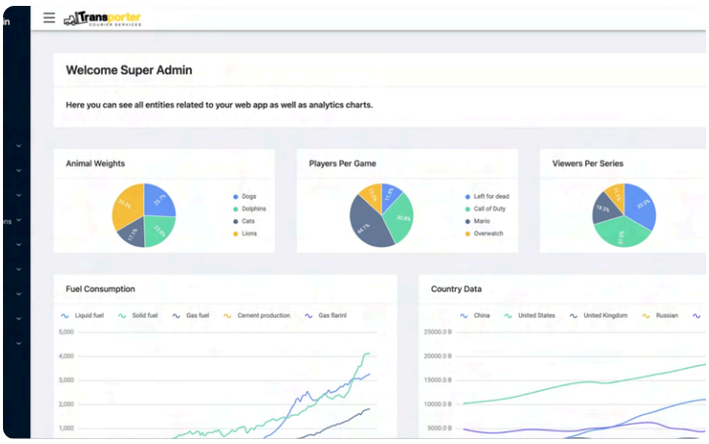
THE IMPACT

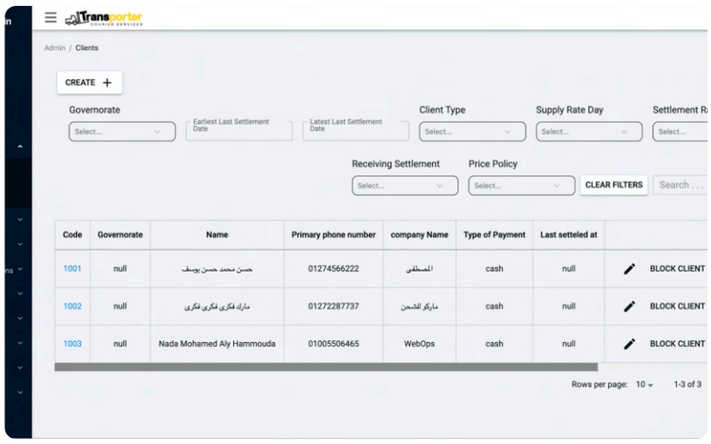
Transporter was able to launch and operate a digital last-mile delivery service at a time when that infrastructure barely existed in Egypt. The engagement gave WebOps deep domain fluency in logistics operations and e-commerce infrastructure, knowledge that has directly informed subsequent work across distribution and operations clients.

84%
Fewer delivery complaints

92%
Fewer failed deliveries

SELECTED SCREENS



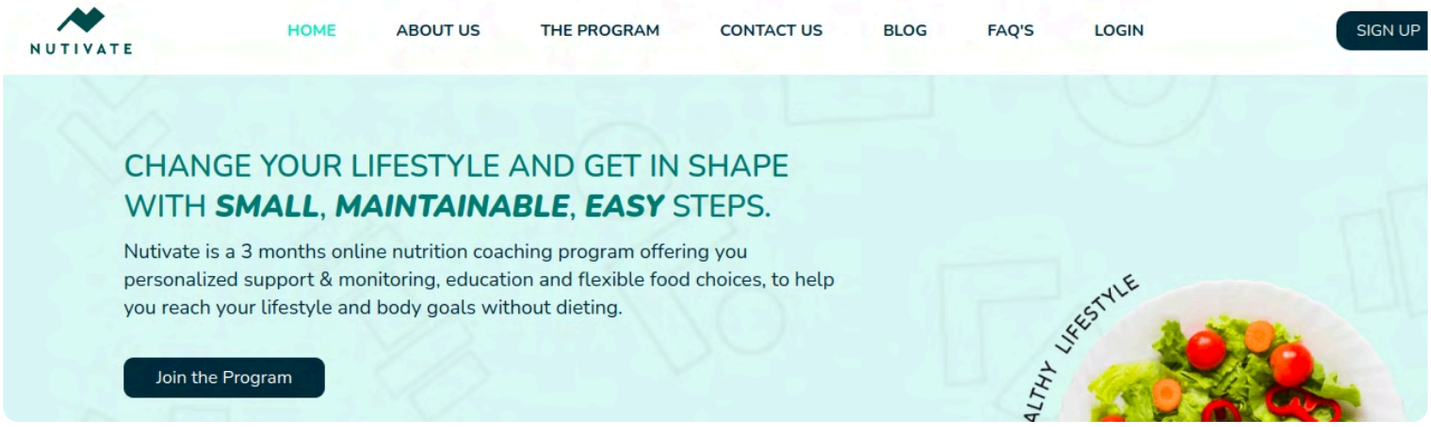


NUTIVATE

WEB PLATFORM & DASHBOARD

Nutivate

A 3-month online nutrition coaching program, website and user dashboard delivering personalised guidance, daily exercises, and progress tracking.



THE CHALLENGE

Personalized nutrition coaching in Egypt was a premium, in-person service. Access required finding a qualified nutritionist, scheduling regular sessions, paying per-visit fees, and managing progress manually through WhatsApp messages and paper-based food diaries. The combination of cost, effort, and inconsistency made sustained nutrition coaching impractical for most people.

WHAT WE BUILT

A structured 3-month online nutrition coaching platform: a public website for program discovery and registration, and a full user dashboard covering daily exercise guidance, habit-building content, and progress tracking throughout the program, replacing scattered WhatsApp coordination with a self-contained digital experience.

THE IMPACT

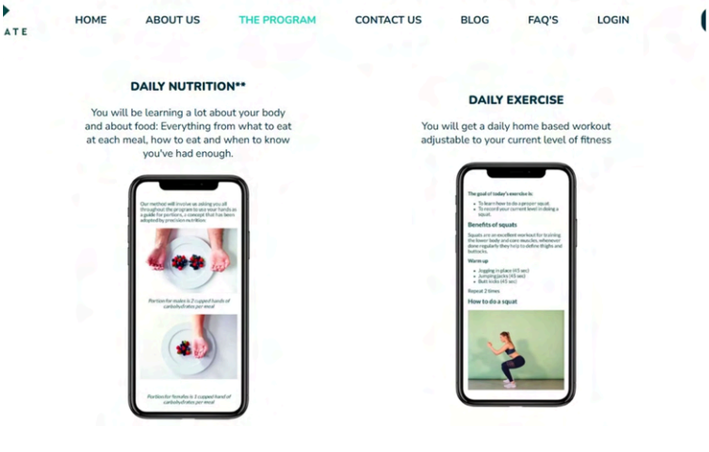
Nutivate made professional nutrition guidance accessible at a fraction of the cost of in-person coaching, to anyone with internet access. The dashboard replaced manual coordination with a structured, accountable experience that kept users engaged throughout their journey, removing the friction that caused most people to disengage from traditional coaching arrangements.

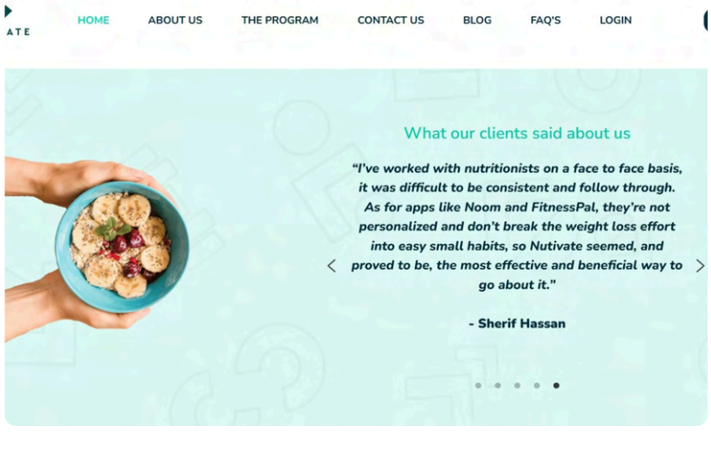
5,000+
Clients coached

90%
Onboarding increase

70%
Actively logging

SELECTED SCREENS





TAYS. MOBILE APP

Tays

A mobile networking app for Egypt's startup community, giving founders a dedicated digital space to connect, share, and collaborate beyond events.

THE CHALLENGE

Egypt's startup ecosystem had grown significantly, but the community remained fragmented and difficult to navigate for founders not already plugged into established networks. Meeting other entrepreneurs depended heavily on attending events, having the right introductions, or being part of specific communities. There was no dedicated digital space for founder-to-founder relationships.

WHAT WE BUILT

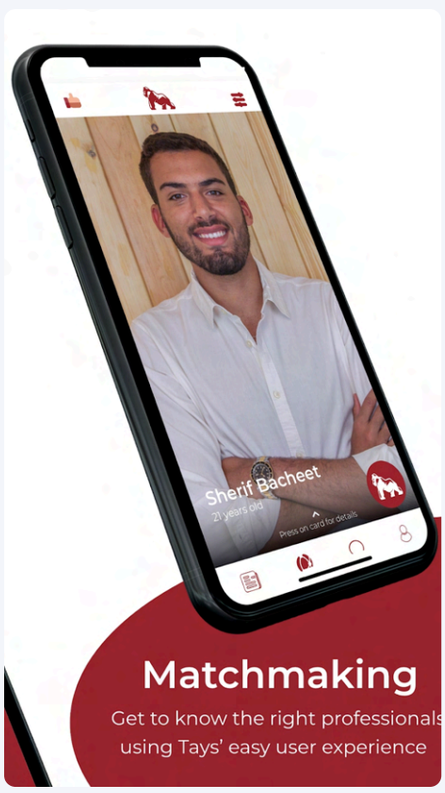
A mobile application providing a dedicated digital space for entrepreneurs to connect: profile creation, peer discovery, direct messaging, and community interaction, purpose-built for founder-to-founder relationships outside of events and formal networks.

THE IMPACT

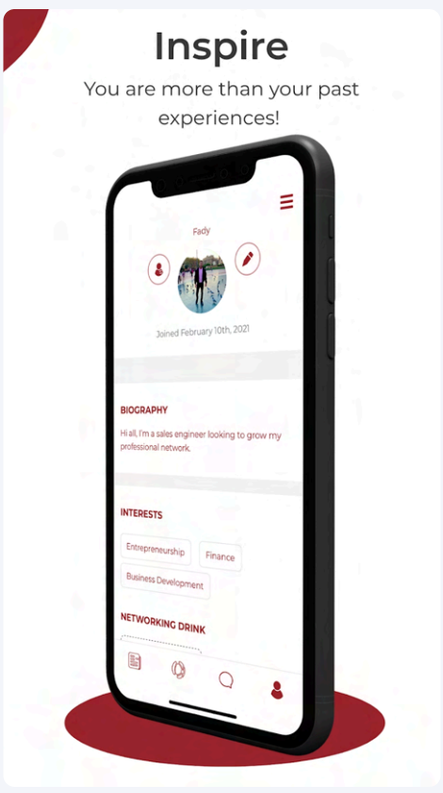
Tays gave Egypt's entrepreneurial community a channel that did not depend on geography, event calendars, or pre-existing introductions. Founders could discover and connect with peers building in adjacent spaces, reducing the isolation that many early-stage entrepreneurs experience and opening new surfaces for collaboration, partnership, and idea exchange.

1M EGP	3	5+
Pre-seed raised	Angel investors	Press features

SELECTED SCREENS







Medico MOBILE APP · SUBSCRIPTION

Medico

A full digital primary healthcare app, GP consultations by chat or video, medication ordering, lab bookings, and X-ray requests on a single subscription platform.

THE CHALLENGE

Accessing a general practitioner in Egypt meant navigating clinic queues, travel, unpredictable wait times, and per-visit fees. Beyond the consultation, ordering medication, booking a lab test, or requesting an X-ray required separate trips. A previous attempt to build the platform through freelance developers had failed, leaving the client without a viable product and no clear path to launch.

WHAT WE BUILT

A full digital primary healthcare mobile application with tiered subscription plans, each offering a defined number of monthly GP consultations via chat or video call. Beyond consultations, the platform integrated medication ordering, X-ray requests, and laboratory service bookings, a comprehensive digital front door to primary healthcare.

THE IMPACT

Medico collapsed the primary healthcare journey into a single mobile application. Patients could consult a doctor, order their medication, and request diagnostics without leaving home. The subscription model replaced unpredictable per-visit costs with a fixed monthly plan, making primary healthcare more accessible and more financially predictable, particularly for patients managing ongoing conditions.

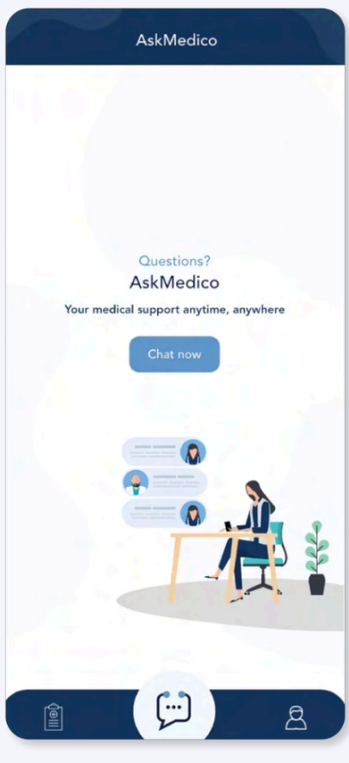
65%
First-month renewal

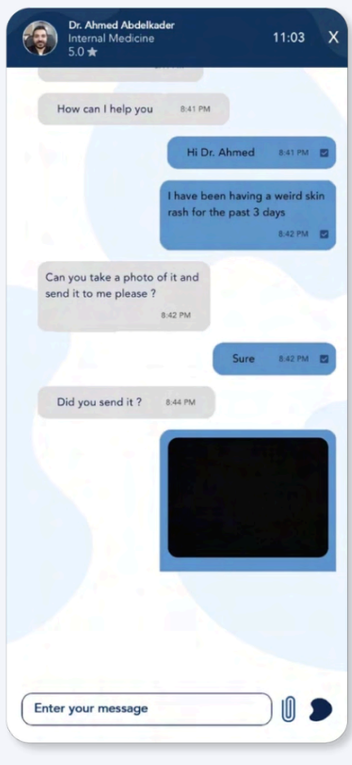
150+
Doctors on platform

2,500+
Diagnostics booked

SELECTED SCREENS



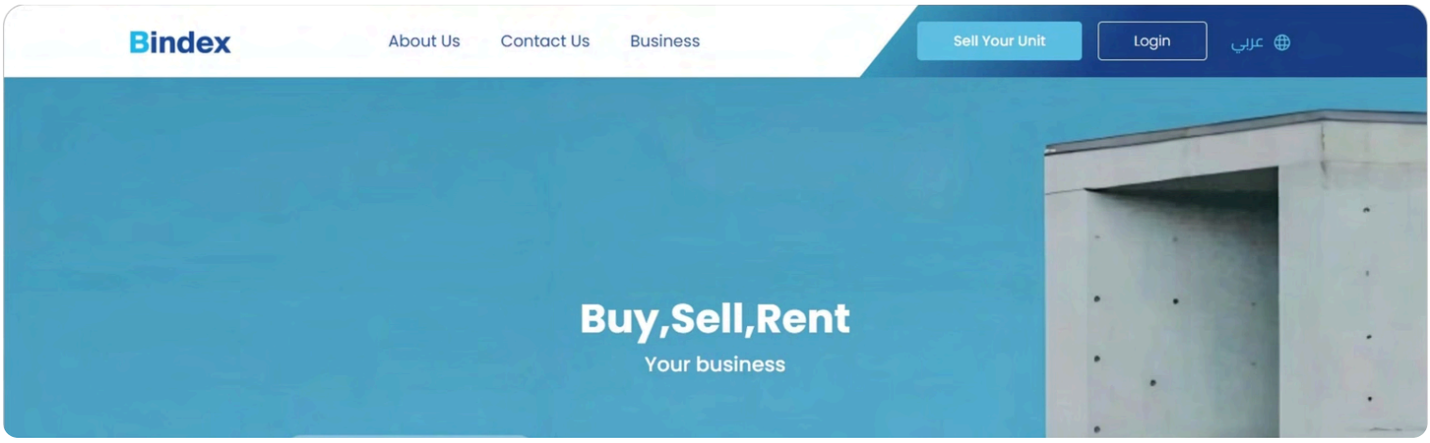




Bindex ARABIC-FIRST PLATFORM

Bindex

Egypt's first structured digital marketplace for buying, selling, and leasing businesses, bringing transparency to a process that had always been informal and opaque.



THE CHALLENGE

Buying or selling a business in Egypt was an entirely offline, opaque process. Deals happened through brokers, personal networks, and informal introductions, with no transparency on pricing, no structured way to discover what was available, and no platform where a business owner could list and reach buyers at scale.

WHAT WE BUILT

A full Arabic-first business marketplace platform for the Egyptian market, covering business listings across retail, food and beverage, healthcare, industrial, and commercial real estate categories. The platform includes listing management, categorized search and filtering, buyer and seller transaction flows, and the full underlying infrastructure.

THE IMPACT

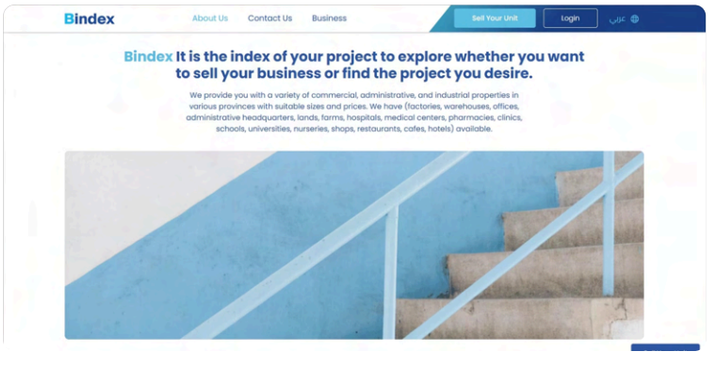
Bindex created structured market infrastructure where none had existed before. Business owners gained a direct digital channel to reach buyers at scale without relying on brokers or personal networks. Buyers gained access to a searchable, categorized marketplace of opportunities previously invisible to them. For the first time in Egypt, the process of buying and selling a business had transparency, discoverability, and a digital workflow.

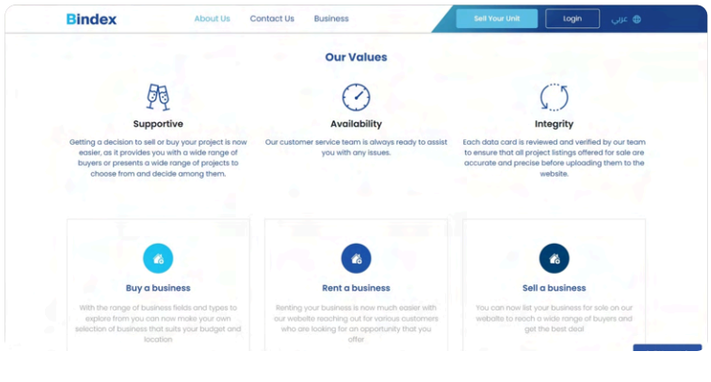
1,500+
Active listings

250K+
Monthly visitors

50+
Inquiries per listing

SELECTED SCREENS





WEB & MOBILE PLATFORM

2017

Weds360

Bringing Egypt's entire wedding vendor ecosystem into one digital space.

A full digital wedding planning platform, vendor discovery, budget tracking, guest list management, and timeline coordination, covering the end-to-end ceremony journey from a single place.

SCOPE DELIVERED

Digital design | Mobile development | Software architecture | Quality assurance | Software development

THE CHALLENGE

Planning a wedding in Egypt meant coordinating across dozens of disconnected vendors, florists, photographers, venues, and more, with no single place to discover, compare, and manage them all. Couples juggled spreadsheets, phone calls, and in-person meetings just to keep track of bookings, budgets, and guest lists, while vendors had no unified platform to reach engaged couples actively planning their day.

THE SOLUTION

WebOps delivered a full digital wedding planning platform covering the end-to-end ceremony journey: vendor discovery and booking, budget tracking, guest list management, and timeline coordination. The engagement covered the complete product, digital design, mobile development, software architecture, quality assurance, and software development, bringing the entire vendor ecosystem into a single digital space for both Cairo and Giza-based couples and vendors.

THE IMPACT

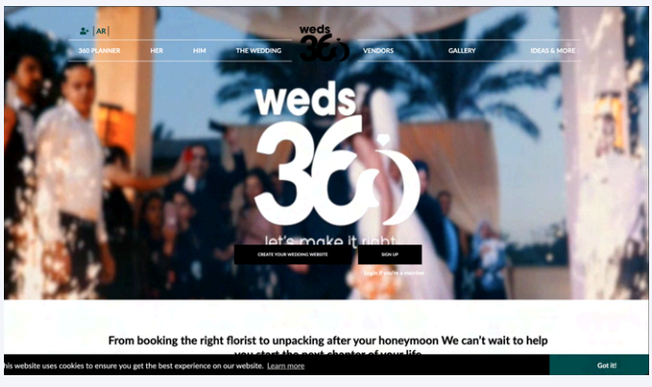
Weds360 brought the entire vendor ecosystem into a single digital space, reducing coordination friction for both couples and vendors. Rather than juggling spreadsheets and phone calls across dozens of disconnected providers, couples could discover, compare, and book everything they needed for their wedding day in one place.

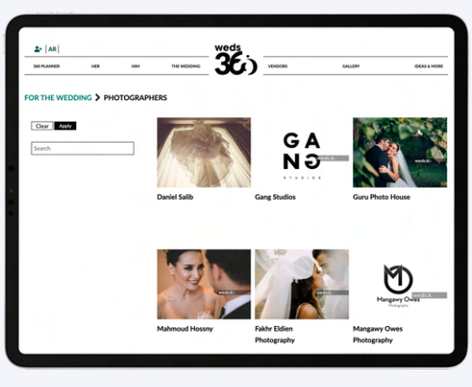
1,000+
Vendors listed across categories (florists, photographers, venues, and more)

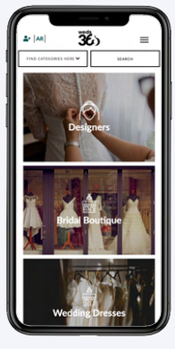
40%
Reduction in time spent coordinating vendors compared to manual planning

60%
Of couples completing their full wedding checklist through the app

SELECTED SCREENS







MOBILE APP · 2019–2021

Streak by Cairo Runners

Turning every kilometer Cairo Runners log into a donation.

A mobile app connecting one of Egypt's largest running communities to charitable giving, run tracking, a coin-earning engine, and real-time translation of kilometers into donations, turning sport into collective social impact.

SCOPE DELIVERED: Mobile application · Run tracking · Coin-earning engine · Charity integration

THE CHALLENGE

Cairo Runners has spent the past decade building one of Egypt's largest running communities, a following approaching half a million across Facebook and Instagram, organizing marathons and street runs across the city. That scale represented an opportunity: a community already showing up and logging kilometers together had no built-in way to turn that collective activity into something beyond fitness. There was no mechanism connecting the miles members already ran to a tangible social impact.

THE SOLUTION

WebOps built a mobile application connecting the running community to charitable giving: run tracking, a coin-earning engine based on kilometers logged, charity selection, and real-time translation of coins into donation amounts. Every kilometer a member runs and logs converts directly into potential giving, turning an individual workout into a collective act of impact.

THE IMPACT

Streak transformed Cairo Runners from a fitness community into a giving community, demonstrating how digital infrastructure can unlock social impact from an existing community at no additional cost to its members. Every run already happening became a contribution, without asking members to do anything more than what they were already doing.

500K+
Coins converted into donations

10+
Charities supported through the platform

SELECTED SCREENS

- Sign-in · bilingual EN / AR
- Run import and coin balance
- Teams · create, join, and lead
- In-app guide to run and donate



TECHNICAL CAPABILITIES

The full technical stack, under one roof.

WebOps covers the complete spectrum of modern software delivery, from component-based frontends and scalable backends to cloud infrastructure, AI integration, and mobile development.

01

Frontend

React, Next.js, modern HTML/CSS, component-based, responsive, performant

02

Backend

Node.js, PHP, Laravel, Ruby on Rails, REST APIs, third-party integrations, clean architecture

03

Databases

PostgreSQL, MySQL, MongoDB, Supabase, structured architecture, automated backups, managed scaling

04

Cloud Infrastructure

AWS, Google Cloud Platform, Microsoft Azure, DigitalOcean, CI/CD, monitoring, disaster recovery

05

AI & Automation

AI agents, n8n workflow automation, deployment pipelines, LLM integration

06

Enterprise Integrations

SAP (Hamza Group), Stripe payments (Healing Grace, PharmaPlace), payment gateways, ERP systems

07

Compliance

HIPAA-compliant architecture (PharmaPlace, Canada), data privacy, mutual NDA on all engagements

08

Mobile

Native and cross-platform iOS/Android, loyalty apps, field operations tools, consumer health apps

ENGAGEMENT MODEL

Estimate, approval, build. No surprises.

We review your requirements, provide a clear hour estimate for your approval, and only begin work once you have confirmed. You submit your requirements, we scope and estimate, you approve, we build and test, and we hand over via source code delivery, deployment on your infrastructure, or both, agreed during scoping.

1

Submit Requirements

Send us an RFP, brief, or description of what you need. We accept any format.

2

Scope & Estimate

We review, scope the full architecture, and provide a clear hour estimate with milestone breakdown.

3

Build & Test

We build against the approved scope. In-scope work stays fixed at the approved estimate. Anything beyond is flagged and agreed first.

4

Deploy & Support

Handover via source code delivery, deployment on your infrastructure, or both. Ongoing support, maintenance, and hosting available immediately.

For larger projects: structured delivery at any scale.

A small engagement runs on a simple hourly model. A six-month build does not. For larger projects, we map the full architecture before a line of code is written, break the work into milestones with clear deliverables, and manage scope openly throughout. However your project is shaped, you always know what is being built, what it costs, and where it stands.

GETTING STARTED

Let's build something.

Send us an RFP or book a meeting, and the WebOps team will take it from there, from scoping and estimate through to build, deployment, and ongoing support.

EMAIL: SEND AN RFP

sales@thewebops.com

For new projects & proposals

WEBSITE

thewebops.com

Services, pricing & more

WHATSAPP

Message us on WhatsApp

Quick responses

All engagements begin with a mutual NDA. Source code and all deliverables transfer to you on handover. No licensing traps, no vendor lock-in. Your software is yours, completely.