

MENA AUTOMATION

COMPANY PROFILE 2026

# AI solutions for *growing* businesses.

Specialised AI agents, workflow automation, software, apps and websites, built around the way your business actually works.

BASED IN

Abu Dhabi, UAE

SERVICES

Six, under one roof

LANGUAGES

English and Arabic

# What is *inside.*

Eleven short chapters. About ten minutes to read, and you can jump straight to the part that matters to you.

20 PAGES

6 SERVICES

1 CLEAR FIRST STEP

|    |                               |         |
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“

Do one job.  
Do it  
*brilliantly.*

THE IDEA BEHIND EVERY AGENT WE  
BUILD

#### A NOTE FROM OUR TEAM

Every growing business has the same quiet problem: talented people spending their best hours on work a machine could do.

We started MENA Automation to change that. Not with generic software, but with specialised AI agents, each built for one job and expected to do it exceptionally well.

Our approach is deliberately simple. We listen first, automate the repetitive work second, and measure the result. Everything we build is shaped around your processes, your data and your customers, in English and Arabic alike.

If something in these pages sparks an idea for your business, we would be glad to hear it.

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## The MENA Automation Team

AI SOLUTIONS FOR GROWING BUSINESSES

# A specialist studio for *practical* AI.

Our name reflects our reach: the Middle East and North Africa first, with the flexibility to serve businesses and organisations wherever they are.

MENA Automation is an AI solutions company based in Abu Dhabi. We design and build specialised AI agents, workflow automation, software, mobile apps and websites for businesses of every size, from ambitious start-ups to established enterprises.

Most companies do not need a bigger AI strategy. They need one repetitive process handled reliably, and then the next. So we begin with a focused pilot, prove the value and scale it across your organisation.

## HEAD OFFICE

### Abu Dhabi

United Arab Emirates

## CAPABILITY

### All services

AI, software, apps, web and IT under one roof.

## LANGUAGES

### English & Arabic

Bilingual capability across what we build.

#### OUR MISSION

Turn repetitive work into reliable automation, with specialised agents and software that deliver *measurable results.*

#### OUR VISION

The most trusted partner for growing businesses adopting **AI** across the Middle East and beyond.

#### WHAT WE STAND FOR

01

### Focus

One job, done exceptionally well. We build specialists, not generalists.

02

### Clarity

Plain language, honest scope and no hype. You always know what you are getting.

03

### Craft

Premium design and clean engineering, from first screen to final handover.

04

### Care

Your data and your customers are a responsibility we take seriously.

# What growing businesses *told us.*

Before building anything, we asked 100+ business owners and managers where their time goes and what they would hand to an AI.

# 79%

spend 25 or more hours a week on repetitive manual tasks (79 of 100)

# AI

Most are interested in using it, and some already use it at work.

## TASKS RESPONDENTS WOULD CONSIDER AUTOMATING



The work people most want to hand off is the work that sits between a customer and a sale.

Source: MENA Automation survey, 100+ respondents across the UAE, India, North America and the UK. Self-selected sample; figures are directional, not statistical.

# Six ways we help you *grow*.

01

P. 08

## AI Automation

Workflows that run themselves, connecting the tools you already use.

02

P. 09

## Personalised AI Agents

Specialists trained for one job in your business, working around the clock.

03

P. 11

## Software

Custom business software, from internal tools to full platforms.

04

P. 12

## Apps

Polished iOS and Android apps built to be reliable and easy to love.

05

P. 13

## Website Design

Premium, fast websites that present your business at its best.

06

P. 14

## IT Solutions

Setup, integration and support for technology you can depend on.



#### WHAT CHANGES FOR YOU

Fewer copy-and-paste tasks, faster replies and fewer errors, with your team's time back for real work.

#### SERVICE 01

## AI Automation

We connect your tools, documents and conversations so routine work moves from request to result without anyone copying and pasting.

- ✓ **Lead capture and follow-up**  
Enquiries from forms, email and WhatsApp reach your CRM and get a prompt reply.
- ✓ **Document processing**  
Invoices, contracts and forms read, checked and filed automatically.
- ✓ **Reporting on autopilot**  
Numbers from your systems turned into a clear summary, on schedule.
- ✓ **Approvals and alerts**  
The right person asked at the right moment, with everything needed to decide.
- ✓ **System integration**  
CRM, accounting, email and messaging tools working as one.

## SERVICE 02

# Personalised *AI Agents*

A general chatbot knows a little about everything. Our agents know your business and do one job for it, with your tone, your rules and your data.

**Trained on your business**

Services, pricing rules, frequently asked questions and tone of voice.

**Connected to your tools**

CRM, calendar, email, WhatsApp and spreadsheets, so work gets done.

**A person stays in the loop**

Clear hand-off to your team, with a record of every conversation.

## AGENTS WE BUILD

LEAD RESPONSE

SUPPORT

BOOKING

DOCUMENT INTAKE

REPORTING

## ONE AGENT, ONE JOB



## WHAT CHANGES FOR YOU

A specialist that answers in your voice, around the clock, and hands over to your team when it matters.

## AGENT SPOTLIGHT

# The lead response agent.

The first minutes after an enquiry decide who wins the customer. This agent replies instantly, asks the right questions and hands a qualified lead to your team.

1

**Answers instantly**

Day or night, in your tone, using only what you have approved.

2

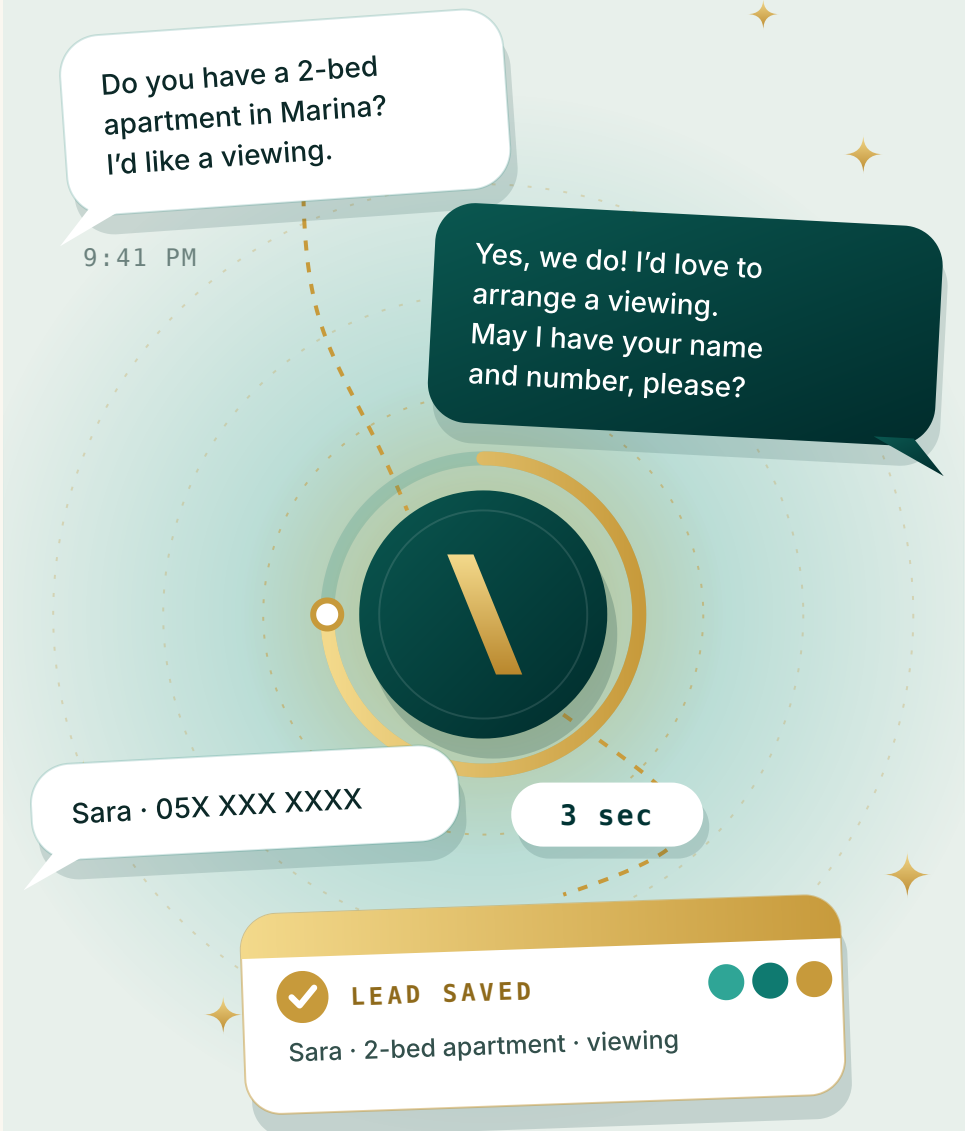
**Qualifies the enquiry**

Collects name, contact details and what the customer needs.

3

**Saves and notifies**

Sends the lead to your sheet, CRM or inbox for follow-up.





#### WHAT CHANGES FOR YOU

One system shaped around how you work, instead of a team shaped around someone else's software.

#### SERVICE 03

# Software, built around you.

Off-the-shelf tools make you adapt. We build software that adapts to you, from a simple internal tool to a full platform.

- ✓ **Internal tools and dashboards**  
Replace spreadsheets and manual tracking with one clear view.
- ✓ **Customer and partner portals**  
Secure sign-in, self-service and live status.
- ✓ **Business platforms**  
Booking, ordering, inventory or CRM tailored to your operation.
- ✓ **APIs and integrations**  
Connect to payment, messaging and accounting services.
- ✓ **AI where it helps**  
Summarising, search and drafting only where they save time.

## SERVICE 04

# Apps people *enjoy* using.

From a customer booking app to a field-team tool, we design and build mobile apps for iOS and Android that feel effortless and stay dependable.

- ✓ **Customer apps**  
Ordering, booking, loyalty and account management.
- ✓ **Team apps**  
Tasks, checklists and reporting from the field.
- ✓ **Cross-platform builds**  
One codebase for iPhone and Android, where it makes sense.
- ✓ **Design to launch**  
UX design, build, testing and store submission, end to end.
- ✓ **AI-powered features**  
Assistants, smart search and automation inside the app.

EVERY SCREEN, CRAFTED

**WHAT CHANGES FOR YOU**

A dependable app your customers or your team actually want to open every day.

FIRST IMPRESSIONS, DESIGNED



## WHAT CHANGES FOR YOU

A site that makes a strong first impression and turns visitors into enquiries.

## SERVICE 05

# Websites that *look the part.*

Your website is often the first impression. We design minimal, premium sites that load fast, read beautifully on every screen and turn visitors into enquiries.

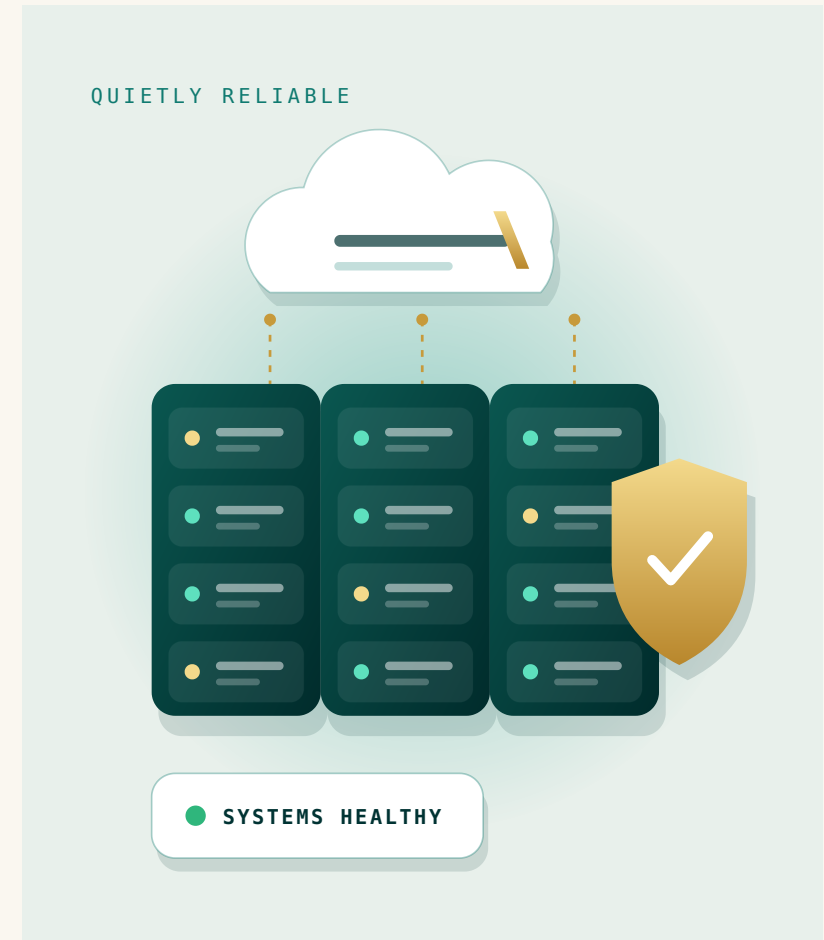
- ✓ **Brand-led design**  
Layout, typography and colour built from your identity.
- ✓ **Responsive by default**  
Flawless on phone, tablet and desktop.
- ✓ **Bilingual-ready**  
English and Arabic layouts, including right-to-left.
- ✓ **Built to be found**  
Clean structure, fast loading and search-friendly foundations.
- ✓ **Connected to your business**  
Forms, bookings and an AI assistant linked into your workflow.

## SERVICE 06

# Technology you can *depend on.*

Good technology is quiet: it simply works. We set up, connect and look after the systems your team relies on every day.

- ✓ **Systems setup**  
Devices, accounts, email and cloud tools, set up properly.
- ✓ **Cloud and email migration**  
Move to modern platforms with minimal disruption.
- ✓ **Security essentials**  
Backups, access control and device policies.
- ✓ **Software integration**  
Make your existing systems share data.
- ✓ **Ongoing support**  
One point of contact when something needs attention.

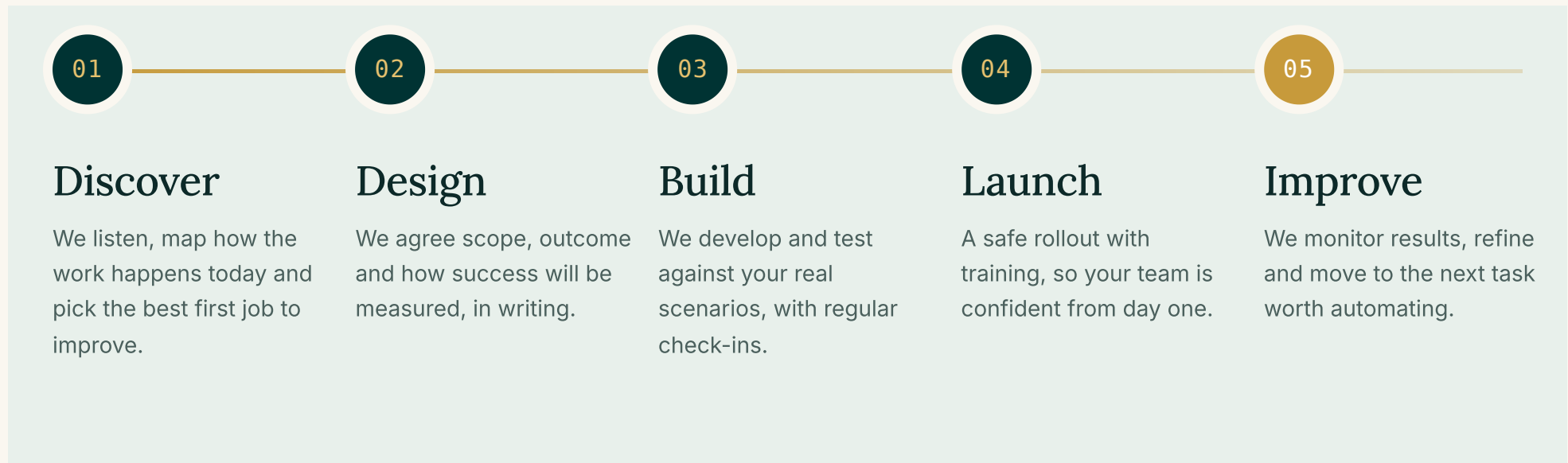


## WHAT CHANGES FOR YOU

Technology that stays out of the way, with one team to call when it does not.

# A clear path from idea to *result*.

Every project follows the same five steps, so you always know where we are, what comes next and what success looks like.



*No surprises: scope, outcome and success measures are agreed in writing before we build.*

# Start small. *Grow when it works.*

## RECOMMENDED START

### Pilot

A focused, fixed-scope project that automates a single process and proves the value before you commit further. For most businesses, this is the right first step.

## BUILD

### Project

A custom solution delivered against an agreed scope and timeline: a multi-step automation, specialised agent, software platform, app or website.

## ONGOING

### Partnership

A monthly arrangement covering monitoring, support, improvements and new automations, so your systems keep getting better as you grow.

*Every engagement begins with a conversation about your goals. Scope and pricing are agreed in writing before any work starts.*

# Powerful, and *responsible.*

We build on leading AI models, proven automation platforms and modern web and mobile frameworks, chosen to fit your needs rather than ours.

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*Trust is built by what we promise  
not to do.*



## Your data stays yours

Only the data a task needs, and never reused for another client.



## Human oversight

Agents hand over to your team for sensitive or uncertain cases.



## Clear boundaries

What an agent can and cannot say or do is agreed in advance.



## Secure by design

Access controls, protected credentials and activity logs.



## Tested before launch

Real scenarios and edge cases before anything goes live.



## Compliance-aware

Designed with data-protection rules in mind; we flag where legal review is needed.

# Where we *focus*.

Sectors where fast replies and repeatable processes matter most. We are open to others too.

01

## Healthcare and dental

Appointment booking, patient enquiries and reminders.

02

## Real estate

Lead qualification, viewing scheduling and follow-ups.

03

## Travel and tourism

Enquiry handling, itinerary requests and booking confirmations.

04

## Professional services

Client intake, document handling and status updates.

05

## Retail and e-commerce

Order queries, customer support and back-office reporting.

06

## Finance and accounting

Invoice processing, reconciliation support and reporting.

# Why work *with us.*

We would rather earn a long relationship through results than a quick sale through promises.

01

## Specialists, not generalists

Each agent we build does one job, and does it well.

02

## Premium craft

Design and engineering to a high standard, from first screen to final handover.

03

## One partner for it all

AI, software, apps, websites and IT support from a single team.

04

## Start small, stay in control

Pilot first, written scope and measurable results before you scale.

05

## Rooted in the region

Based in Abu Dhabi, with bilingual English and Arabic capability.

# Let us build something that *works.*

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## WEBSITE

www.menaautomation.com

## BASED IN

Abu Dhabi, United Arab Emirates

AI SOLUTIONS FOR GROWING BUSINESSES

## YOUR NEXT STEP

### Start with one conversation.

Tell us about one repetitive process that costs you time. We will tell you honestly whether and how we can help.

- 1 Tell us the problem**  
A short call or a message. No preparation needed.
- 2 We propose a pilot**  
A clear scope, outcome and price, in writing.
- 3 You decide**  
Go ahead, adjust it or walk away, with no pressure.

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