

**RS REALSOFT**  
Drive Your Business Forward

Experience AI-Driven IT Solutions with Real Impact.

# COMPANY PROFILE



# THE LONG AND SHORT

Powering business with our solutions

## OUR COMMITMENT

True  
collaboration  
with customers  
and partners


Complete  
understanding  
of customer's  
business


Persistence in  
finishing the job,  
whatever  
it takes.

## SISTER COMPANIES

MobiSoft


 **PALCO**  
Specialized Database Technologies


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 [www.realsoft-me.com](http://www.realsoft-me.com)


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Ajman UAE


 **Oman**

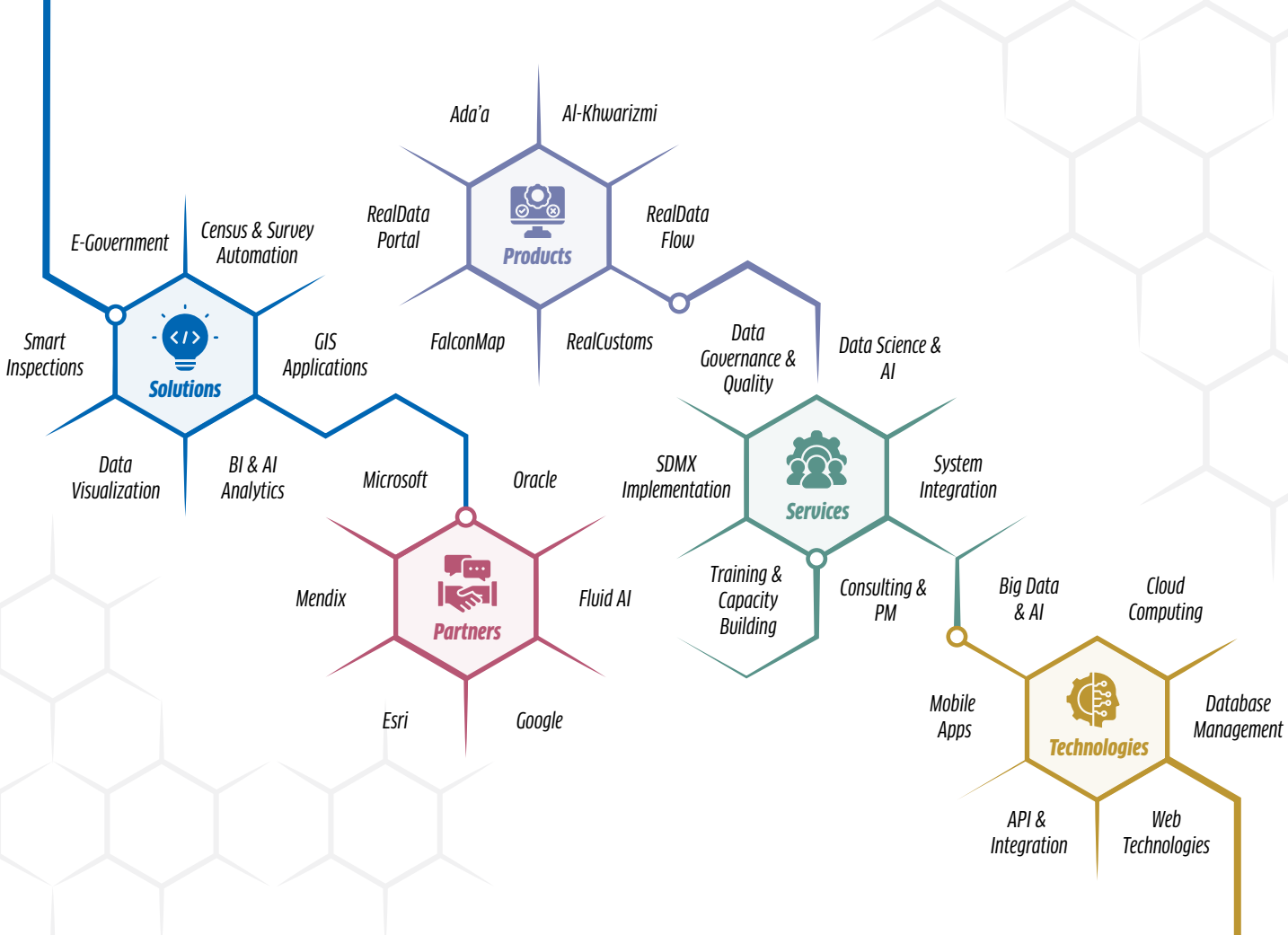
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bah. North -Bousher - Muscat Oman

 **KSA**

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 455 Al Oroba str. Al-Woroud Area  
Office #6 -Riyadh KSA



# A LONG HISTORY, IN SHORT

## We became a point of difference

Founded in 2002, RealSoft has grown from a pioneering IT services firm into a regional leader in Digital Transformation, AI, and Data Management. With active operations in Jordan, Saudi Arabia, the UAE, and Oman, RealSoft has redefined how public and private sector organizations use technology to drive innovation, intelligence, and operational excellence.

Governments, telecom operators, financial institutions, and development agencies across the Middle East rely on RealSoft's deep expertise in system integration, data governance, and AI-powered analytics. Our custom-built platforms and sector-specific solutions enable organizations to automate operations, harness the power of data, and make faster, smarter decisions.

With more than 250 successful projects and a growing client base across 13 countries, RealSoft continues to evolve as a trusted partner for national digital initiatives and intelligent enterprise solutions.

# WHAT OUR CLIENTS SAY



*We are proud of the partnership and cooperation with RealSoft Company in implementing the General Census of Population, Housing and Establishments 2017 in Palestine*

**DR. OLA AWAD**

*President - Palestinian Central Bureau of Statistics-Palestine*



*Thanks to RealSoft Advanced Applications for their outstanding efforts and support for the success completion of the E-services project for the Social Security Corporation*

**DR. HAZIM RAHAHLEH**

*Former DG - Social Security Corporation - Jordan*



*I touched the honesty, sincerity, passion for development and sophistication in dealing with client requirements. You have the right to be proud of your outstanding achievements over the past years. I ask God to grant you success*

**MR. RASHID AL MADANI**

*Former Director, IS - Ministry of Labour and Social Development-Bahrain*



# OUR FOOTPRINT

RealSoft Advanced Applications works in 13 countries and operates on a diverse area of expertise.



Jordan



KSA



UAE



Oman



Kuwait



Qatar



Bahrain



Yemen



Iraq



Syria



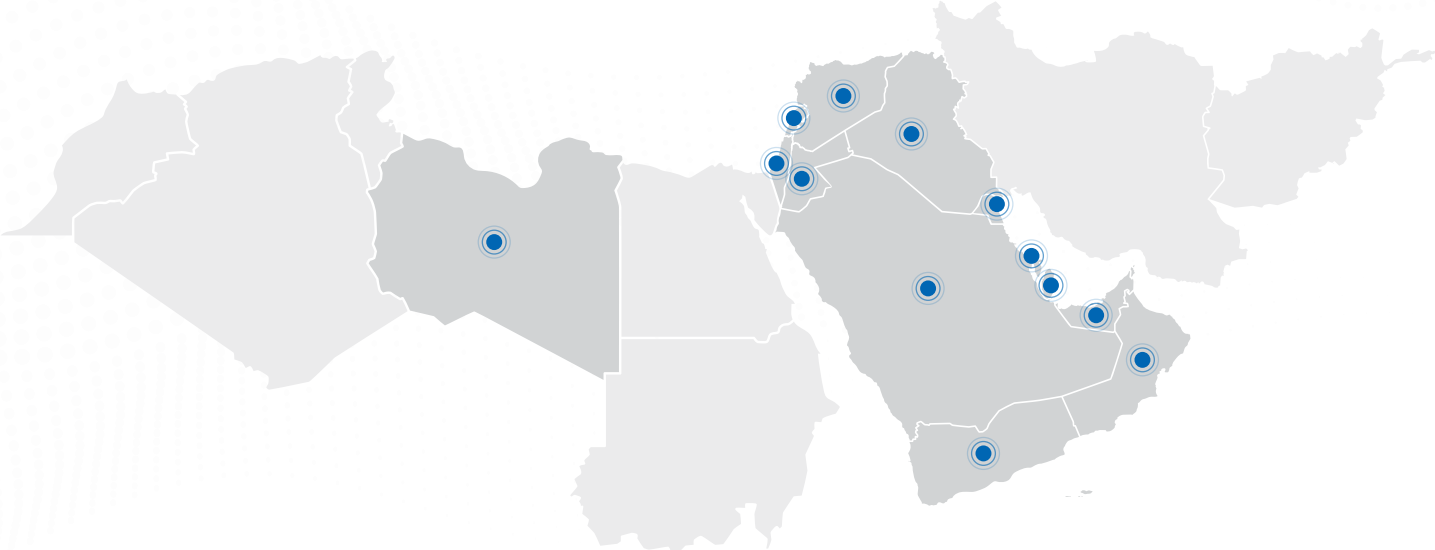
Libya



Palestine



Lebanon

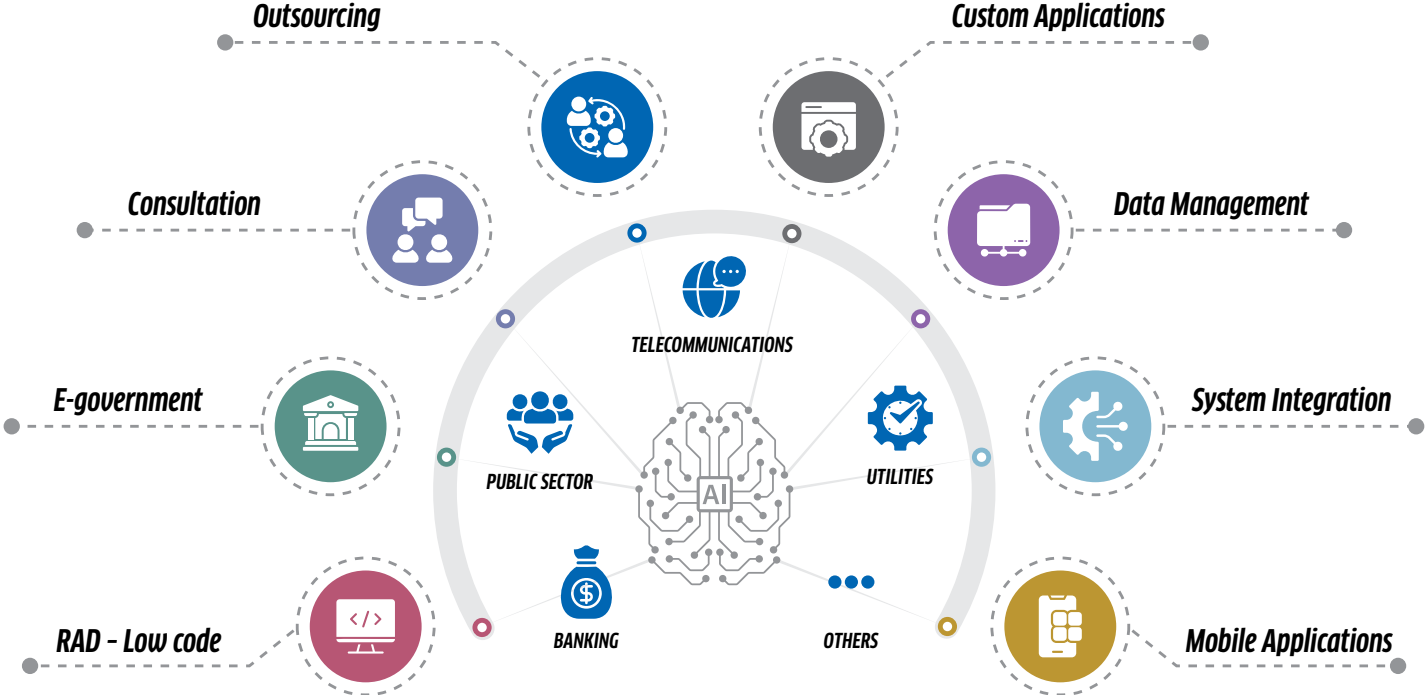


## OUR PHILOSOPHY

**“ADD NEW VALUE”**

simple words to show our unchanging principles and promising values to which we will always be dedicated. We, in RealSoft, with our dedication and hard work aspire to be a regional leader in enterprise-wide state-of-the-art software solutions with a commitment to our clients' satisfaction.

# PORTFOLIO BY DOMAINS



## DATA PORTFOLIO

-  **Data Strategy**
-  **Statistics & Research**
-  **Data warehouse**
-  **Decision Support System**
-  **Analytics & BI**



**INTELLIGENT** BY DESIGN

## ***“AI DRIVEN TRANSFORMATION”***

At RealSoft, AI is not a layer – it’s a foundation. From intelligent survey workflows and data quality validation to smart assistants and predictive tools, we embed AI across every solution to help organizations move faster, serve smarter, and scale with confidence.

By combining advanced technologies with real-world use cases, we make AI practical, impactful, and ready for tomorrow’s challenges.

# WE CAN HELP YOU!

Let us tell you 2 things.

## WE CAN HELP YOU

### 1st THING

RealSoft has been a long-term trusted partner for governments, municipalities, businesses, and NGOs in the ME region since 2002; working closely with our clients allows us to act in their best interest over the long term. We have a proven range of combined technical knowledge and experience, timely response, and cost-efficient services.

## HOW WE CAN HELP YOU

### 2nd THING

Once you embark on a new project, whether big or small, it's absolutely normal to feel burdened and overwhelmed with the responsibility it carries as you start to doubt every aspect and every detail,

**Can I succeed with a fine quality and reasonable budget for this solution?**

**Will this project achieve an added value?**

**Will my project receive thumbs up or thumbs down?**

These pressures can make a simple renovation a daunting task, but RealSoft wants to ensure that our experienced and skillful teams are resourced appropriately for the ultimate benefit of our clients. With our high standards and a strong sense of responsibility, we achieved a long list of innovations and acknowledged successes, and we are willing to make this list grow longer.

# WE CAN HELP YOU!



## Statistical Solutions

Leading a modern trend in statistical solutions, RealSoft innovation took over and made the long and stressful statistical process an easy and more effective process. Integrating the latest technologies, including data visualization and dissemination tools (e.g. GIS representation), data capturing, tracking through GPS and GIS, and getting rid of paperwork to fit in response to our client's high expectations. RealSoft statistical experience varies between demographic, tourism, economic, and agricultural solutions.



## Data Management & Strategies

At Realsoft, we empower organizations to harness their data's true potential by understanding, unlocking, and deriving valuable insights from their data assets. Our comprehensive solutions encompass data management, governance, and analytics, providing a holistic approach to data optimization. We offer a wide range of technologies through our gold partnerships with industry leaders like Oracle and Microsoft. Additionally, we leverage leading open-source platforms to ensure our clients access cutting-edge, cost-effective solutions. With Realsoft, your data becomes a strategic asset, driving innovation and informed decision-making.



## Artificial Intelligence Solutions

RealSoft embeds AI across its platforms to help organizations move faster, govern smarter, and deliver measurable impact. Our AI-powered features enhance survey design, automate response classification, detect anomalies, and guide users with smart assistants. These capabilities are integrated seamlessly within RealSoft's products, enabling smarter workflows, better data quality, and faster decision-making. Designed for real use cases across government and enterprise, our AI approach is practical, scalable, and ready for tomorrow.

# WE CAN HELP YOU!



## E-Services & E-Government

Acknowledged as a trusted partner for the different governments in the ME region, RealSoft has provided several solutions for governmental agencies utilizing modern approaches and accompanying a wide experience in the design, development, implementation, and support of E-services based on the state-of-the-art Service Oriented Architecture (SOA) paradigm.



## Banking Solutions

In order to satisfy the increasing demand for modern banking services, RealSoft opted to enhance procedures and optimize the steps required to facilitate the banking services. and has capitalized on its wide spectrum of skills and offered its solutions to the banking sector and delivered systems using cutting-edge technologies in developing banking solutions for financial compliance (classification and provisioning of impaired facilities), returned cheques, registries systems, loyalty redemption, online bills payment, middleware integration, decision support systems and others auxiliary systems.



## Mobile Applications & Solutions

RealSoft's mobile journey began with the world's first PDA-based census in Oman in 2003. Since then, we've expanded into surveys, municipalities, retail, GIS, and inspections. Our inspection solutions cover tourism, labor, building safety, and food regulation – delivered through customizable, map-based apps. Whether mobile or desktop, these solutions leverage real-time sync and modern technologies to streamline field operations and meet each client's specific needs.

# OUR PRODUCTS



**Al-Khwarizmi**



**Falcon Map**  
POWERED BY AL-KHWARIZMI



**RealData**  
**Flow**



**RealData**  
**Portal**



**RealCustoms**



## Al-Khwarizmi

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### **AL-KHWARIZMI**

***Now, Build Your Own Surveys and Forms Effortlessly  
with an AI-Enhanced Platform***

Built to manage the full survey lifecycle, Al-Khwarizmi empowers organizations to design, distribute, and analyze digital surveys with speed and confidence. AI features support real-time validation, improved accessibility, and automated response classification, enhancing quality at every stage. Used by national statistics offices, research centers, and various public and private entities, the platform delivers flexible, consistent, and insight-ready results across any field.



### **ADA'A**

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***Accomplish & fulfill your work in the best way  
possible!***

Imagine a world where all your tasks, projects, operations, teams, strategies, and Ad-hoc work are tracked and managed in one single platform without shifting between apps. Only then, can you boost your productivity, consistency, and efficiency. This world is here with Ada'a Platform. Whether you are in banking, construction, IT, or government environment, you can use Ada'a to create, track, & assign tasks to multiple persons in different teams within seconds.



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## **REALDATA FLOW**

### ***The Ultimate Data Sourcing & Integration Solution!***

RealData Flow simplifies how organizations acquire, govern, and unify data from different sources. Designed for efficiency and control, it replaces manual collection processes with automated pipelines that ensure accuracy and consistency at every step.

With built-in AI features, Flow detects and corrects anomalies, standardizes formats, and keeps your data flowing cleanly. Whether your data comes from Excel, APIs, databases, or online forms, Flow helps you manage ownership, enforce rules, and automate transformation, making your data trusted, compliant, and ready for action.



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## **REALDATA PORTAL**

### ***Turn Data into Insights with Interactive Dashboards and Smart Access!***

RealData Portal transforms structured data into powerful, self-service dashboards and reports for both internal teams and public users. It enables secure, permission-based access to real-time visualizations, custom charts, and downloadable formats.

With AI-assisted search and data discovery, users can ask questions in natural language, explore relevant datasets, and extract insights faster. Whether you need to share KPIs, publish public datasets, or guide policy decisions, RealData Portal makes it easy to communicate your data story with clarity and control.



**RealData  
Hub**



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## **FALCONMAP**

***The next generation of map editing at your fingertip!***

FalconMap is a powerful digital field management mapping application for fast geologic surveys and GIS data collection. It is an open-source product that works on iOS and Android and can be integrated with GIS servers like ArcGIS and QGIS.

FalconMap's web platform makes it easy to assign geofeature layers to your team members and control all settings from one central location.



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## **REALCUSTOMS**

***Empowering customs authorities to boost process efficiency, and make faster, smarter decisions!***

The Customs Authority is required to provide extensive trade facilitation with law enforcement. They must also curb fraud, increase revenue, reduce administration costs, and detect risks and security threats.

The right analytics-based implementation can play a vital role in achieving these goals at a reasonable total cost of ownership. Using the RealCustoms system, the customs authority can ensure better informed and wiser decisions are taken. It consolidates all Customs data into a data warehouse that supports strategies and operations.



# OUR SERVICES

We are continually developing leading-edge solutions and business-critical IT services to technologies.



## OUTSOURCING

**Focusing on competencies instead of IT infrastructure.**

Our experts pride themselves on working with clients to transfer their expertise as well as ensuring their solutions meet the client's needs.

With a wide client base of customers from different countries, RealSoft can boast an in-depth knowledge of the latest developments in data warehousing (DW), business intelligence (BI), databases, and application development and an understanding of the wider context in which we work.

### **RealSoft IT Outsourcing services include:**

- *Data Strategy and Governance.*
- *Data management and DW.*
- *IT Consulting Services*
- *Requirements Study*
- *Statistical systems.*
- *Technology Infrastructure*
- *Software Consulting*
- *Software Programming*



## CUSTOM MADE APPLICATIONS

**Freeing your ideas and help you meet your business needs through costumed applications.**

Our teams in RealSoft thrive to build custom-made applications to help meet the specific requirements of the clients and save their time and money. Through the use of highly advanced IT technologies, we carefully analyze the needs of the client so that we will be able to commend the optimal solution according to deadlines, assets, and functions requirement implementation.

# OUR SERVICES



## MOBILE SURVEY & CENSUS SOLUTIONS

Transforming piles of paper into digitized solutions.

RealSoft pioneers this niche market regionally and internationally. We were the first company ever to deliver a paperless census solution based on Personal Digital Assistants (PDA).

- *Mobile-based survey solutions.*
- *Online wireless synchronization with back office database and systems using 4G/3G/GPRS.*
- *Offline data capturing in case a wireless connection is not available.*
- *Integrating services to populate operation data stores and data warehouses with integrated and clean data.*



## SYSTEMS INTEGRATION

One solution for all.

Our teams in RealSoft gained solid experience in integrating the Oracle environment with other platforms; a huge effort is put into the process of integrating the many applications into one complete solution ready to run on every platform easily and with no interjection interference or conflicts.

- *Seamless integration with MQSeries*
- *Transparent Reading and Generating XML directly from and to Oracle Database*
- *Utilize SQL Server Integration Services (SSIS) for data warehousing and data integration*
- *Transparent database integration with mail servers and TCP services*
- *Publish and Consume Web Services*
- *Exposing Flat files and Excel sheets*
- *Oracle Integration with IBM DB400 through DRDA*

# OUR SERVICES



## CONSULTING

Capturing value and delivering quality through our mastery of business technologies.

RealSoft consulting team makes the best decisions to drive your business forward with confidence by harnessing the value of modern technologies and providing business insight. We minimize the risks and get the best out of a new project before turning it into a bespoke solution. Our consulting services span many technologies and IT services. Our constant endeavor is to enable our clients to utilize the latest technologies and follow industry best practices for building robust applications.



## RAPID APPLICATIONS DEVELOPMENT

The pace of change has never been this fast, yet it will never again be this slow.

RealSoft is a Mendix Partner, and Mendix is a global leader in Rapid Application Development (LowCode Platform). Realsoft has successfully implemented several Mendix-based Mega projects catering to diverse industries.

- *Low-code development: Build cloud-native applications 10x faster with 70% less resources*
- *Multi-experience: Applications for any channel, any device, online and offline, smart and connected*
- *Unlock and extend your core data & systems: Integrate data and logic from any data source, system, or service*
- *Multi-cloud: 1-Click deploy to any public or private cloud, as well as on-premise*

# OUR PARTNERS

Partnerships to deliver satisfaction

## TECHNOLOGY



## FUNCTIONAL



# OUR CLIENTS



دائرة الإحصاء والتنمية المجتمعية  
Department of Statistics and Community Development



المؤسسة العامة للضمان الاجتماعي  
Social Security Corporation



الهيئة المستقلة  
للاتخابات  
أمانة . نزاهة . حياد



وزارة الصناعة والتجارة والنموين



البنك العربي  
ARAB BANK



المركز الوطني  
للإحصاء  
والمعلومات  
تعزيز المعرفة  
سلطنة عُمان



الهيئة العامة للإحصاء  
General Authority for Statistics



# OUR CLIENTS

**Deloitte.**

وزارة التجارة  
Ministry of Commerce



وزارة العدل  
Ministry of Justice



مركز رأس الخيمة للخدمة للإحصاء و الدراسات  
Ras Al Khaimah Center for Statistics & Studies



مملكة البحرين  
وزارة الصحة والتأمين الإجتماعي



مستشفى الملك خالد  
التخصصي للعيون  
King Khalid Eye  
Specialist Hospital



وزارة النقل



Bank al Etihad



Public Security Directorate  
DRIVERS & VEHICLES LICENSING DEPT.



سلطنة عمان  
وزارة الثروة الزراعية  
والسمكية وموارد المياه



# OUR CLIENTS



الهيئة العامة للمناطق الاقتصادية الخاصة والمناطق الحرة  
Public Authority for Special Economic Zones and Free Zones  
سلطنة عمان



+ 200 & You!



# NATIONAL STATISTICS CENSUS & SURVEYS

## 100+

**STATISTICAL IMPLEMENTATIONS AMONG OUR 250+ SUCCESSFUL PROJECTS.**

Since the very beginning, RealSoft has been the regional leader in drawing a different outline and future for census and survey projects. In addition to the traditional way to collect statistical data, RealSoft provides register-based statistical systems and has provided statistical solutions for population, housing, and agricultural censuses, socio-economic indicators, household income and expenditure, labor force surveys, e-services for pension funds, social information systems, citizen services centers, and social development portals.



# **A RELIABLE,** PROFESSIONAL TEAM WITH THE EXPERIENCE YOU NEED

**Young, experienced, and inspired.**

RealSoft now employs **100+** people operating in 7 countries and has partners in 5 other countries, from Architects, Techno-functional Experts, Quality Engineers and Operations teams, Management, and others working together closely to ensure the highest levels of customer satisfaction in this high-technology industry.

All our employees are well qualified, enthusiastic and are willing to invest all their experience in their work.

Our management team has been together for over **Twenty** years now. This provides comfort and confidence that the high standards for which we are sort are deeply ingrained as a part of our work culture.



## Find Us

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 [X.com/RealSoftME](https://x.com/RealSoftME)

 [Linkedin.com/company/RealSoftME](https://www.linkedin.com/company/RealSoftME)

 [Youtube.com/@RealSoftME](https://www.youtube.com/@RealSoftME)

 [www.realsoft-me.com](http://www.realsoft-me.com)

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**RS** REALSOFT

