Keeways™

KEEWAYS TECHNOLOGIES · ENTERPRISE

Software development & digital solutions.

We design, engineer and support the digital products organizations run on, across the GCC, Europe and beyond. Custom software, SaaS platforms, AI-powered systems and enterprise infrastructure, from first requirement to long-term evolution.

SEE WHAT WE BUILD →

START THE CONVERSATION →

25+	10	10+	4
Full-time engineers	Countries served	Years of delivery	Active locations

hello@keeways.com | keeways.com

We build the systems you run your business on.

- Custom Software
- SaaS Platforms
- AI Systems
- Enterprise Infrastructure

Keeways is a global technology studio that designs, engineers and supports digital products for organizations across the GCC, Europe and beyond.

Custom software. SaaS platforms. AI-powered systems. Enterprise infrastructure. From first requirement to long-term evolution.



Your development partner should understand your architecture, not just your requirements.

Most vendor conversations are spent on the first column. The engagement is decided by the second.

WHAT MOST VENDORS PITCH

- Capability decks
- Team size
- Technology logos

WHAT ACTUALLY DECIDES THE PROJECT

- Operational reality
- Regulatory landscape
- How it scales in year three

> Keeways exists to close that gap. We combine engineering depth with domain expertise, and we stay long after launch.

ABOUT KEEWAYS 04

One company, one standard, three time zones.

Keeways Technology was formed through the consolidation of BSA.qa, Vision Offshore's established software development arm, and several technology entities across the GCC and UK. One company, one standard, three time zones.

ORIGIN	Founded from BSA.qa and a regional merger
HEADQUARTERS	Beirut, Lebanon
ACTIVE LOCATIONS	UK, Qatar, Lebanon and Bahrain
COMING SOON	KSA, UAE and Oman
TEAM	25+ full-time engineers
REACH	10 countries served

A decade of delivery, in numbers.

The company in four figures, each one a thing a client can check.

25+

Full-time engineers

The Beirut Development Garage, and a technical bench that keeps growing.

10

Countries served

Clients across the GCC, Europe and beyond.

10+

Years of delivery

A decade of enterprise-grade delivery in demanding markets.

4

Active locations

United Kingdom, Qatar, Lebanon and Bahrain.

End-to-end technology capabilities.

Eleven practice areas under one roof, one contract and one standard of engineering. You are not assembling a supply chain of vendors; you are hiring a company that already has the bench.

Custom Software Development

Scalable applications on modern frameworks and cloud-native architectures.

SaaS Platform Engineering

Multi-tenant architectures with subscription management, billing and analytics.

AI Automation & Workflow

LLM integration, intelligent agents and process optimization.

Cloud & DevOps

Infrastructure as code, CI/CD pipelines and enterprise-grade cloud operations.

Product Design & UI/UX

Human-centered design for engagement, conversion and user satisfaction.

ERP & Enterprise Systems

Custom enterprise solutions built on Odoo and Frappe.

IoT for Real Estate & FM

Connected building systems: sensor networks, occupancy analytics, energy monitoring and predictive maintenance.

Digital Banking

Modular platforms for regulated institutions: multi-currency ledger, KYC/AML pipelines and bank rail integrations.

Quick Commerce

Hyperlocal platforms with sub-hour fulfillment: inventory, dispatch and rider operations engineered for velocity.

Talent Outsourcing

Full-stack, frontend, backend, UI/UX, DevOps, AI, data science, PMO and UAT specialists.

White-Label Solutions

Pre-built SaaS platforms ready for client branding and deployment.

Whatever the brief needs next, the practice already exists inside the company.

Global reach.
Local execution.

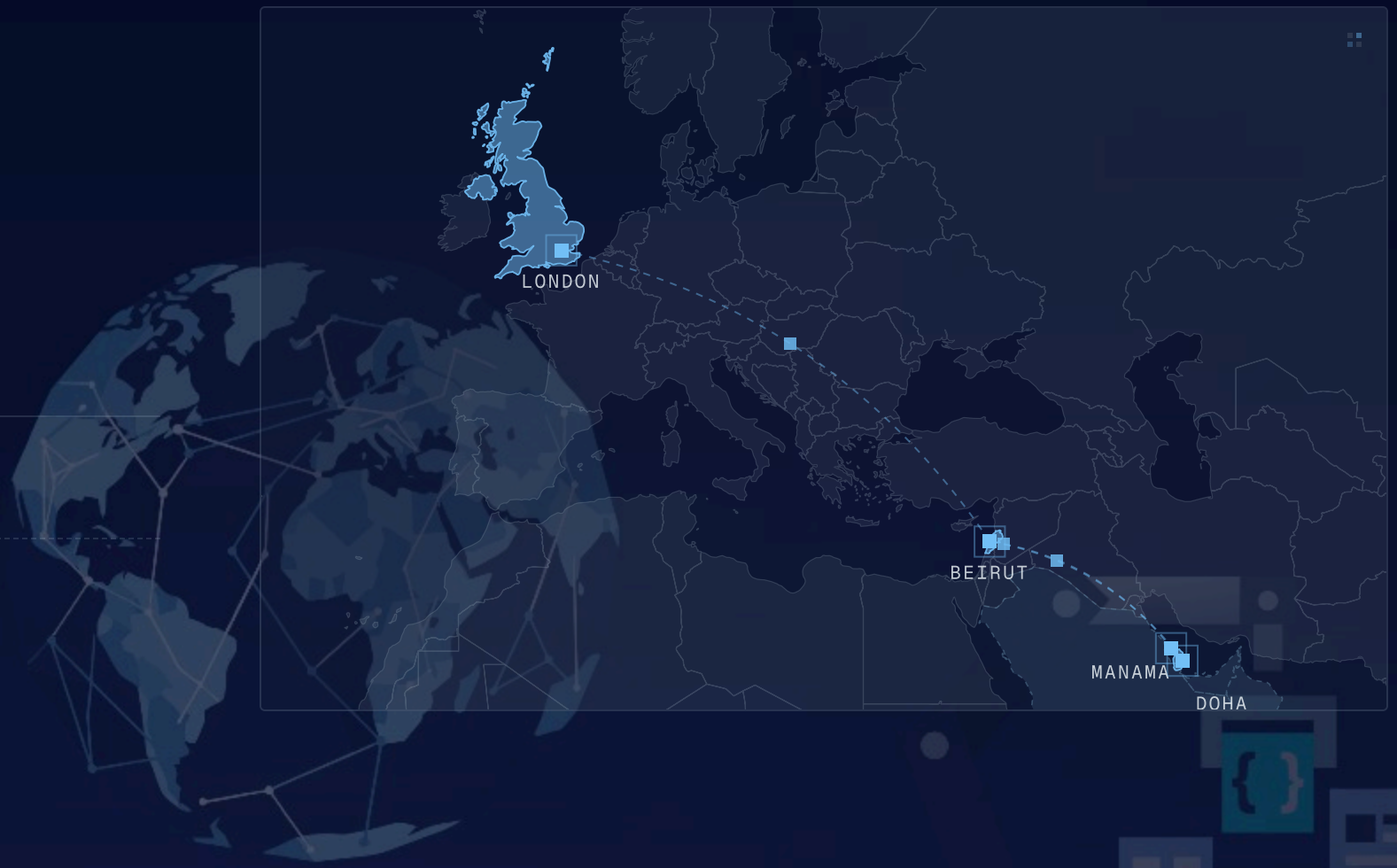
Active locations UK · QATAR · LEBANON · BAHRAIN

Local presence and client delivery across Europe and the Gulf.

Coming soon KSA · UAE · OMAN

COMING SOON.

Distributed teams, centralized quality standards, and multi-timezone coverage for 24/7 development cycles.



DEEP DIVE 08

When your business does not fit a ready-made solution

Custom Software Development

We build scalable applications on modern frameworks and cloud-native architectures: systems engineered to carry the load your business actually puts on them. Every application is designed for maintainability, performance and long-term evolution.

CAPABILITIES

- Web applications
- Mobile applications
- API development
- Legacy modernization
- Microservices architecture
- Database design
- Third-party integrations



DEEP DIVE 09

From architecture to market leadership

SaaS Platform Engineering

We architect and build multi-tenant SaaS platforms with the infrastructure to scale: subscription management, billing systems, analytics dashboards, user management, and the modular architecture that lets you add features without rebuilding foundations.

CAPABILITIES

- Multi-tenant architecture
- Subscription & billing
- Analytics & reporting
- User management & RBAC
- API-first design
- White-label capability
- Performance optimization



→ Intelligence built into operations, not bolted on

AI Automation & Workflow Intelligence

We integrate AI where it creates real operational leverage: automating repetitive workflows, extracting insight from unstructured data, and building agents that act on your business logic. Not AI for the sake of AI. AI that ships value.

CAPABILITIES

- LLM integration
- Intelligent agents
- Process automation
- Document intelligence
- Predictive analytics
- RAG pipelines
- Custom model fine-tuning



Plus the infrastructure around it.

The work around the work. Five capabilities that surround every build we ship.

Cloud & DevOps	Infrastructure as code, CI/CD pipelines and enterprise-grade cloud operations.
Product Design & UI/UX	Human-centered design for engagement, conversion and user satisfaction.
ERP & Enterprise Systems	Custom enterprise solutions built on Odoo and Frappe.
Talent Outsourcing	Full-stack, frontend, backend, UI/UX, DevOps, AI, data science, PMO and UAT.
White-Label Solutions	Pre-built SaaS platforms ready for client branding and deployment.

Deep industry expertise. Not surface-level.

A decade of delivery across regulated and high-stakes industries has given us domain-specific pattern recognition that generic agencies cannot match.

> We understand your regulatory landscape, your user expectations and your operational realities.

PropTech

Real estate platforms, property management systems and intelligent building solutions.

RegTech

Compliance workflows, regulatory reporting, audit trails and controls that hold up under inspection.

FinTech

Payment systems, financial analytics and transaction processing platforms.

eCommerce

Storefronts, marketplaces, catalogue and checkout systems built to convert at volume.

EdTech

Learning management, adaptive education and credentialing solutions.

InsureTech

Policy management, claims processing and underwriting automation.

Healthcare

Patient platforms, clinical workflows and care systems built for regulated, high-stakes environments.

Gaming

Interactive experiences, content delivery and engagement systems.

We don't only build for clients. We build our own.

Ten years of solving other people's problems leaves you with something you can't buy: you start seeing the same problem before it is described to you. So we stopped waiting for every one of them to arrive as a client brief, and started building the answers ourselves.

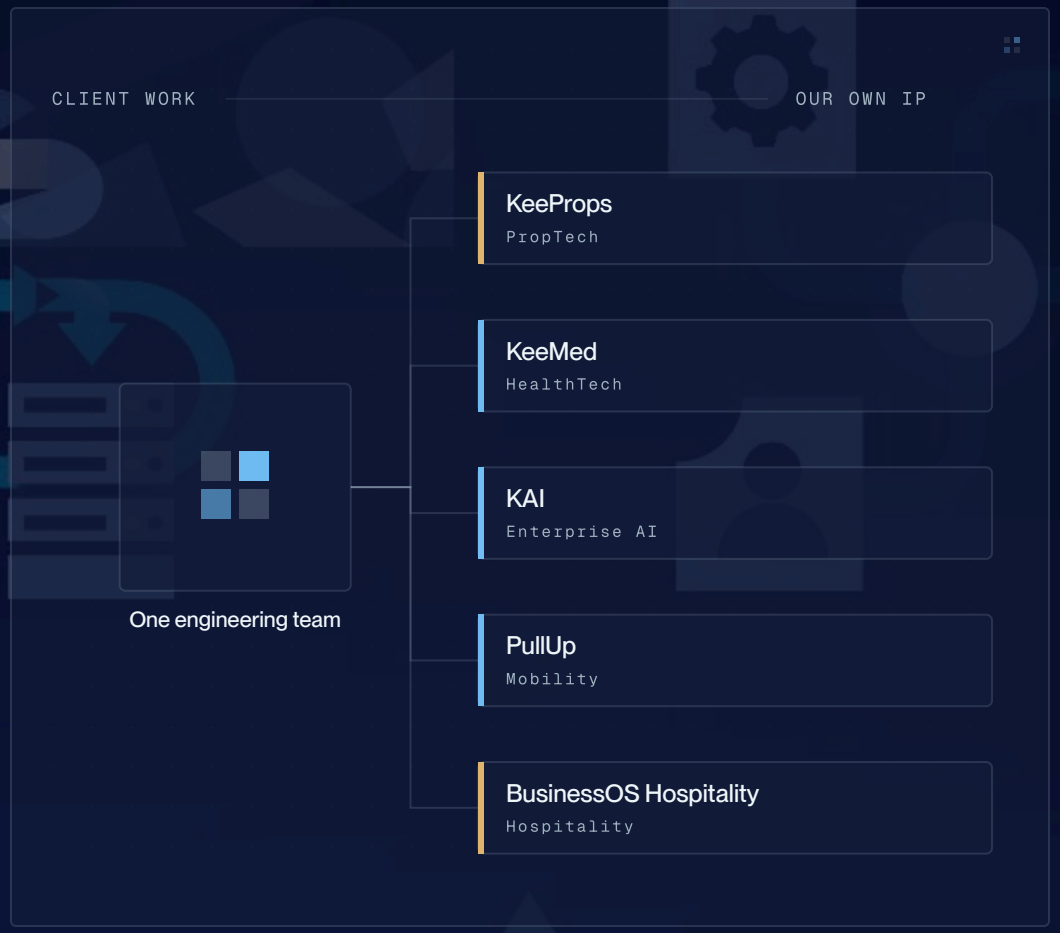
THREE WAYS WE WORK

Build for you
Custom software and enterprise systems, delivered to your brief.

Build with you
Ventures and platforms built alongside your team, sharing the risk.

Built by us
Our own products, taken to a market we chose ourselves.

> Client work builds the expertise. The expertise becomes the product.



The economy around a community

One community. One digital ecosystem.

A home is not one relationship. Residents, landlords, property and facility management, banks, service providers and the community operator all touch the same address, and every one of them has kept their own version of it. KeeProps puts them on one record.

WHAT IT DOES

- Discovery to digital lease
- Rent, and Rent Now Pay Later
- Maintenance and services
- Community and loyalty
- Fractional ownership

> KeeProps connects the economy around the property.



Twenty minutes in the room, six months outside it

The patient relationship beyond the appointment.

A clinic meets a patient for twenty minutes and then loses sight of them. KeeMed is the clinic's own app and the console behind it, so booking, the health profile, payment, the visit and everything after it read and write one living record.

WHAT IT DOES

- Booking and QR check-in
- One health profile
- Payments in the app
- Virtual visits
- Nutrition and coaching

> The clinic sees an appointment. KeeMed sees a relationship.



We built it for our own teams first

Make smart people faster.

Every firm already owns the raw material of its next proposal: its templates, its rate card, the work it has already delivered. KAI turns that into a first draft inside a structure the firm controls, keeps every AI-written sentence marked as AI until a person accepts it, and carries the document through review to signature.

WHAT IT DOES

- Drafts from your own material
- AI-written content stays marked
- A review panel, on demand
- Draft to signature in one place
- One record, not five silos

> We built KAI to make our own teams faster.



The last analogue step of a five-star night

Valet parking, turned into a technology business.

One QR code replaces the paper stub. The guest requests the car from the table and watches it come, the runner knows which car is next, and the venue finally sees its own forecourt: wait times, cars, tips, measured while the night is still running.

WHAT IT DOES

- Digital ticket, no app to install
- Request from anywhere
- Runner dispatch
- Cashless tipping
- Venue console

> PullUp turns an offline service into a measurable operation.



It sits on the hotel stack rather than replacing it

The hotel manages the room. We manage the guest journey.

A hotel already runs a PMS, and it is good at rooms. It was never built for the hours around the room: the arrival, the request at eleven at night, the table, the spa, the bill, the reason to come back. BusinessOS runs those, across every property in the group.

WHAT IT DOES

- Arrival without friction
- An AI butler for the guest
- A copilot for the staff on shift
- Revenue beyond the room
- Owner intelligence

> The PMS manages the room. BusinessOS manages the relationship around it.



The Keeways Method™

AI-enhanced product delivery. Eight stages. One continuous cycle.

Every project follows the same disciplined framework, from first research to long-term evolution. AI is integrated at every stage to accelerate delivery without compromising quality.

> **Up to 40% reduction in time-to-market, with enterprise-grade standards maintained throughout.**



From discovery to evolution.

The first four stages build the product. The last four keep it moving after it is live. Every engagement runs the same eight, in the same order, whatever the brief.

01 - 04 · DELIVERY

01
Discovery 2.0

AI-assisted research into your market, your users and your technical landscape, turned into a requirements set the whole team can act on.

02
Blueprint & Architecture

The system on paper before it is in code: data model, service boundaries, integrations, scaling path, and the reasoning behind each decision.

03
Rapid Prototyping

Working designs in days, not weeks. AI-assisted UI/UX generation, early validation with real stakeholders, and refinement before development begins.

04
Agile Delivery

Bi-weekly sprints with continuous integration, automated QA and DevOps pipelines. Predictable cadence, transparent progress, no surprises.

05 - 08 · EVOLUTION

05
AI-Augmented Development

LLM-guided coding, automated refactoring and intelligent code review. AI handles the repetitive work; engineers spend their time on the decisions that matter.

06
User Validation & Testing

Continuous feedback loops with real users: A/B frameworks, usability studies and data-driven optimization. We build what works, not what we assume works.

07
Launch & Observation

Production deployment with full telemetry, real-time analytics, performance monitoring and incident response. We do not launch and leave.

08
Lifetime Innovation Cycle

Continuous enhancement driven by usage patterns, emerging technology and your changing objectives. Your product gets better after launch, not worse.

Enterprise-grade security. Built in, not bolted on.

Security is a property of how the work is run, not a phase at the end of it. These are the practices that hold across every project we deliver, whatever the size of the brief.

24/7 Support Coverage
Multi-timezone teams for round-the-clock monitoring and incident response.

End-to-End Encryption
Data protection at rest and in transit, across every environment.

Secure CI/CD Pipelines
Isolated staging, automated security scanning and controlled deployment.

Role-Based Access Control
Granular permissions, audit logging and least privilege by default.

NDA & IP Protection
Strict confidentiality, secure environments and IP protection protocols.

Regional Redundancy
Multi-region failover, disaster recovery and tested backup strategies.

Business Continuity
Documented procedures, backup teams and rehearsed recovery protocols.

ISO-Aligned Practices
Industry-standard frameworks, regular audits and continuous improvement.

Every environment, every engagement, from day one.

Why leading organizations choose Keeways.

Five reasons the same brief lands differently here. Each one is a decision about how this company is assembled, not a promise about how hard we try.

01 **Full Lifecycle Ownership**

Strategy, design, engineering, deployment and ongoing support. One partner, no hand-offs, no gaps.

02 **AI-Powered Acceleration**

The Keeways Method integrates AI at every stage, for up to a 40% reduction in time-to-market.

03 **Cost-Efficient Global Model**

Access engineering talent at competitive rates through the Beirut Development Garage, without compromising quality or communication.

04 **Deep Cross-Industry Expertise**

A decade across FinTech, AI and SaaS, advisory, e-commerce, marketplaces and healthcare. Domain knowledge, not just technical skill.

05 **Modular, Scalable Architecture**

We build for the business you will be in three years: microservices, API-first design, cloud-native patterns.

How we compare.

Four ways to buy engineering, set against the criteria that decide whether a build lands. Read across a row to compare the options, then down a column to see which one holds all the way.

	Large Consultancies	Regional Agencies	Offshore Dev Shops	Keeways
Technical Depth	✓ Deep	✗ Limited	■ Variable	✓ Deep
Cost Efficiency	✗ Premium rates	✓ Low cost	✓ Low cost	✓ Competitive
Communication	✓ Structured	✓ Local	✗ Gaps common	✓ Cultural fluency
Lifecycle Ownership	■ Project-based	✗ Build only	✗ Build only	✓ Full lifecycle
AI Integration	■ Emerging	✗ None	✗ None	✓ Every stage
Domain Expertise	✓ Broad	✗ Narrow	✗ Narrow	✓ 10+ years, 10 countries
Speed to Delivery	✗ Slow	✓ Fast	✓ Fast	✓ AI-accelerated
Scalability	✓ Large teams	✗ Limited	✓ Large teams	✓ Flexible scaling

How we work with you.

Four ways to work together. The shape changes; the team and the standard do not.

01

Project-Based

Fixed scope, fixed timeline, fixed investment. Best for well-defined projects with clear requirements. We own the delivery; you own the outcome.

BEST FOR

Well-defined scope

02

Dedicated Team

Your extended engineering team, fully integrated into your workflow. Scale up or down against your roadmap. Best for ongoing product development.

BEST FOR

Ongoing product work

03

Strategic Partnership

A long-term technology partnership with shared objectives and co-investment in outcomes. Best for organizations building core digital platforms.

BEST FOR

Core platform bets

04

Talent Outsourcing

Individual specialists embedded in your existing team: full-stack, DevOps, AI, design, QA. Best for specific capability gaps.

BEST FOR

Capability gaps

The work, with the results attached.

Three engagements, each told the same way: the problem we were handed, the system we built, and what it produced. Pick one.

01 **Materia AI** — AI SAAS
02 **Iron Advisory** — EXECUTIVE ADVISORY
03 **Luzan** — B2B FINTECH

Acquired by Thomson Reuters

Materia AI

THE CHALLENGE

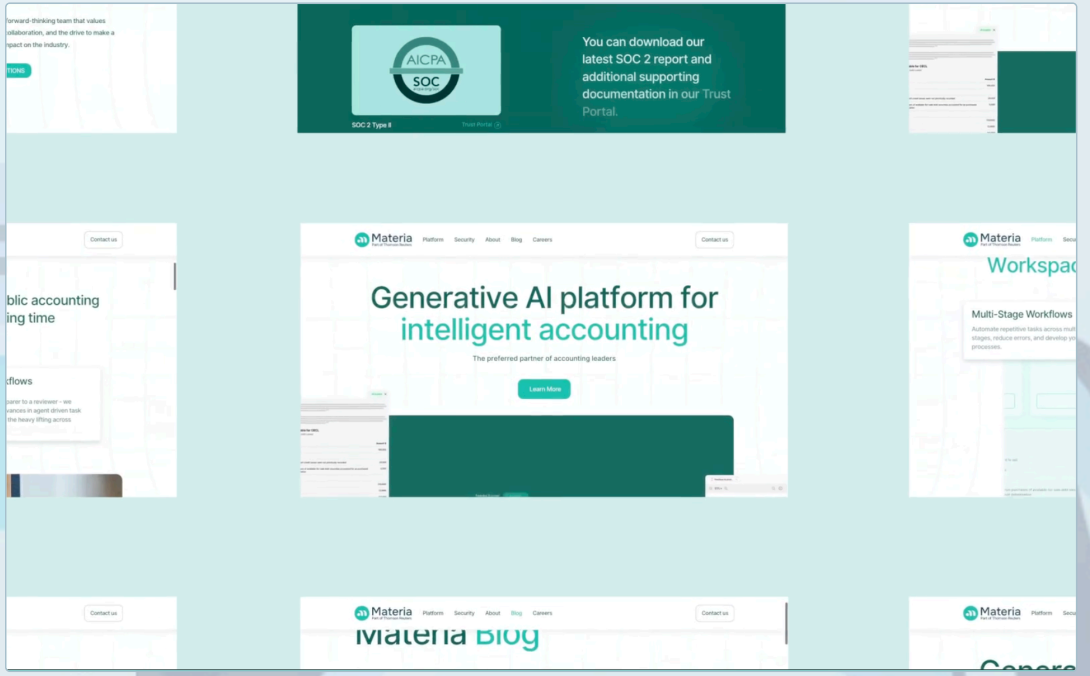
A stealth-mode AI startup needed to position a complex multi-layered platform (knowledge hub, document workspace, conversational assistant, workflow engine) to a famously skeptical audience of accounting firm partners. Off-the-shelf SaaS sites were noise. Materia needed authority.

WHAT WE BUILT

A full digital presence: brand positioning, a motion-driven website, conversion architecture and SEO strategy. Compliance and technical depth were surfaced front and center to neutralize the trust objections common in regulated professions.

THE RESULT

Acquired by Thomson Reuters. The technology now powers CoCounsel for over a million professionals in 107 countries.



+171%	5+	$6.3M
conversion rate in 3 months	U.S. Top-100 firms onboarded	seed led by Spark Capital

“Well-built ✦ digital products.”

This phrase reflects a focus on how products are built, not just what they do. It stands for careful decisions, solid structure, and responsibility for the long-term quality of software, rather than speed, trends, or surface-level results.



LET'S BUILD TOGETHER

27

Let's build together.

We start every engagement with a Discovery Workshop: a structured session to understand your requirements, your technical landscape and your business objectives. No commitment required beyond the conversation.

01 — 30 MINUTES

Discovery Call

A 30-minute conversation to understand your project scope and goals.

02 — NO COMMITMENT

Technical Assessment

We evaluate your requirements and propose an architecture approach.

03 — WRITTEN

Proposal & Timeline

A detailed scope, timeline and investment breakdown. Transparent and specific.

04 — WEEK ONE

Kickoff

A dedicated team is assigned, sprint planning begins, and you meet your engineers.

BOOK A DISCOVERY CALL →

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keeways.com

Well-built digital products, wherever you are building them.