# WebSoft

## Technology

# WebSoft
## Technology

WebSoft is a software company specialized in the field of technology, headquartered in the Kingdom of Saudi Arabia - Riyadh. WebSoft was established with the aim of providing a distinguished level of services to website owners and companies in the fields of planning, analysis, design, programming and technical support.

VISION 2030

# About Company

WebSoft is distinguished by a qualified team specialized in the fields of design, programming, and project management. The team works closely with clients to understand their needs and achieve their vision, and always strives to provide innovative and effective solutions.

WebSoft is a leading company in its field in the Kingdom of Saudi Arabia, and has an excellent reputation for providing high-quality services. The company works with a diverse range of clients including SMEs and large enterprises in various sectors such as business, retail, health, education and government organisations. In short, WebSoft is a specialized software company that aims to provide distinct and innovative technical solutions to its customers, and seeks to be the leading and reliable company in its field in the region.

WebSoft seeks to achieve its vision by providing distinguished and innovative services, and focusing on meeting customers' needs and aspirations. The company seeks to interact closely with its customers, understand their challenges and strategic goals, and provide effective and appropriate solutions to achieve their success.

In addition, WebSoft strives for continuous innovation and development, and to keep pace with the latest technologies and trends in the software industry. The company is interested in developing a distinguished and specialized work team, and providing a work environment that encourages creativity and continuous learning.

In general, WebSoft's mission revolves around providing innovative and distinguished technical solutions, achieving customer satisfaction and exceeding their expectations. The company seeks to be a reliable and effective partner to its customers in achieving their success and achieving their technical goals

websoft.sa

# Our Value

## Vision

Providing a distinguished level of technical and programming services to its customers, and contributing to their success and achieving their goals. The company aims to be the leading company in its field in the Kingdom of Saudi Arabia and the Arab region, and to be the company of choice for customers when it comes to technology and software solutions.

## Mission

Professionalism in all aspects of work, from planning and organization to production and implementation. The team strives to provide the highest levels of quality and professional performance. Innovation and creativity are an essential part of WebSoft. The team is encouraged to think innovatively and provide new and innovative solutions to achieve unique experiences.

# Achieving customer satisfaction

Customer satisfaction is the highest priority in WebSoft's mission. The company seeks to accurately understand customers' needs and aspirations and provide appropriate and effective solutions that meet those needs and exceed their expectations.

# Excellence in quality

WebSoft seeks to provide high-quality software services and distinguished design standards. The company relies on the latest technologies, tools and standard practices to ensure the delivery of products and services of high quality and superior performance.

websoft.sa

# Continuous innovation and development

WebSoft is a platform for innovation and technological advancement. The company seeks to stay at the forefront of developments in the technology industry and apply the latest innovations and trends in software design and development.
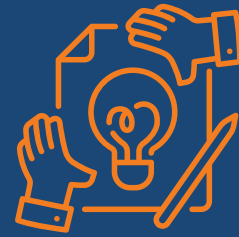
websoft.sa

# Integrity and responsibility

WebSoft is committed to standards of integrity and responsibility in all aspects of its work. The company aims to build strong trust with customers and partners and operates with high ethics and strict professional standards.

# Our Services

## Web design and development

This includes transforming ideas and requirements into attractive user interface designs and effective user experience, then programming and developing the website using various programming languages and web technologies.

## Custom software development

Create software solutions that meet specific customer needs and requirements. These solutions may include web applications, mobile applications, and administrative systems

## Phone applications

Our specialized team will analyze your requirements and design and develop the application accordingly. The developers will program the application using appropriate programming languages and advanced development techniques

## Digital marketing

Digital marketing is the use of digital media and electronic platforms to promote products and services, build a brand, and reach a target audience

## E-commerce store

Design and development of online e-commerce stores with control panel. Understand your specific needs and store requirements. You will be talking about the types of products you want to sell

## Hosting services

Provide a robust and flexible infrastructure for hosting web applications and websites. It relies on provisioning compute, storage, and network resources through the cloud, allowing customers to configure and expand diverse hosting environments on demand

WEB HOSTING

websoft.sa

# Web design and development

Creating, designing and developing websites. This involves transforming ideas and requirements into attractive UI designs and effective user experiences, then programming and developing the actual website using various programming languages and web technologies.

The web design and development process includes many steps and stages, which are as follows:

Requirements analysis: In this step, customer needs and project requirements are understood, and the objectives and main features that must be included in the site are determined.

Graphical interface design: In this step, the attractive and clear user interface is designed, paying attention to the user experience and ease of use.

Back-end development: In this stage, the technical basics of the site are programmed and developed, including preparing databases and developing the required functions and features.

Testing and testing the site: In this stage, the site is tested to ensure that it works correctly and checked to ensure that there are no errors or technical problems.

Publish and launch the website: After the design and development process is completed and the testing phase is passed, the website is published and launched to be available to the public.

# Custom software development

Custom software development means creating software solutions that meet specific customer needs and requirements. These solutions may include web applications, mobile applications, administrative systems, customer relationship management software, accounting systems, and more.

When you cooperate with WebSoft to develop custom software, you will work with them to define your needs and requirements in detail. The developer team at WebSoft will analyze the requirements and design and develop customized software accordingly.

In the custom software development process, the following steps are followed:

Analysis and Design: Custom software requirements are analyzed and documented. The overall structure of the software is designed and the required features and functions are identified.

Development: Custom software is built using appropriate programming languages and technologies. The user interface is developed and specific features and functionality are implemented.

Testing and piloting: Custom software is tested to verify that it works properly as per the specified requirements. Troubleshooting is done before the next stage.

Configuration and Deployment: After software development is complete and passes the testing phase, the software is configured and deployed for actual use.

Support and Maintenance: After launching the custom software, WebSoft can provide technical support and ongoing maintenance to ensure that the software continues to operate smoothly and resolve any technical issues that arise.

# Phone applications

Mobile application development, their specialized team will analyze your requirements and design and develop the application accordingly. The developers will program the application using appropriate programming languages and advanced development techniques.

In addition, WebSoft can provide services such as:

1. User Interface Design: The attractive and easy-to-use user interface is designed to provide an enjoyable experience to the users.

2. Integration with external platforms: The mobile application can integrate with external platforms such as social media, payment services, and location services.

3. Testing and piloting: The application is tested and piloted to ensure its proper performance and functionality.

4. Application publishing: The application is prepared and published on the appropriate application store for users to download and use.

5. Support and maintenance: WebSoft can provide technical support and ongoing maintenance to ensure the continuity of the application and updating it when needed.

websoft.sa

# Digital marketing

Digital marketing services. Digital marketing is the use of digital media and electronic platforms to promote products and services, build a brand, and reach a target audience.

Digital marketing services that WebSoft can provide include:

Search Engine Optimization (SEO): WebSoft can optimize your website to increase the visibility of your content in organic search engine results, thus increasing traffic to your site.

Content Marketing: WebSoft works to create and distribute valuable and attractive content aimed at attracting the audience, increasing engagement, and building the relationship with potential customers.

Online Advertising: WebSoft provides online advertising services such as Google Ads and ads on social media, and helps you design and implement effective advertising campaigns targeting the right audience.

Social Media: WebSoft manages your social media accounts and develops marketing strategies across these platforms to increase brand awareness and build the digital community.

Email Marketing: WebSoft helps you create effective email marketing campaigns to communicate directly with customers and increase interaction and sales.

Web Analytics: WebSoft uses web analytics tools to measure and monitor the performance of digital marketing campaigns and analyze data to improve strategies and achieve desired results.

# Hosting services

It provides a powerful and flexible infrastructure for hosting web applications and websites. It relies on provisioning compute, storage, and network resources through the cloud, allowing customers to configure and expand diverse hosting environments on demand.

Cloud hosting services can include:

Virtual Servers: Provides an independent virtual environment for hosting web applications and websites.

Storage: Allows files, databases, and content to be stored on the cloud.

Databases: Provides managed and scalable database services.

Network and Delivery: Provides a robust and secure network to connect to the cloud and deliver content to users.

Security: Provides multiple security layers to protect data and secure communications.

Availability and Endurance: Provides scalability and endurance to ensure resource availability and rapid response to growing needs

websoft.sa

# E-commerce store

Design and development of online e-commerce stores with control panel. Here are some steps that may be involved in the process of cooperating with WebSoft to create your store:

Consultation and Requirements Analysis: WebSoft will work with you to understand your specific store needs and requirements. They'll talk about the types of products you'd like to sell, the features you'd like to include in the store, and any other special requirements you'd like to meet.

Design and User Experience: WebSoft will design the attractive and responsive user interface for your store. User experience, ease of navigation and attractive design will be taken into account to attract customers and improve sales conversions.

Store Development: WebSoft will program and develop the store using appropriate technologies and the selected e-commerce platform. A database will be set up to manage products, orders and customers, and the required features and functionality will be implemented and configured.

Testing and Optimization: WebSoft will conduct comprehensive tests of the store to ensure that it is working properly and that all functions are working properly. Any errors or technical problems that appear during the tests will be corrected. The store can also be improved based on feedback and feedback through the trial process.

Configuration and Deployment: After the store development is complete and passes the testing phase, WebSoft will configure the store including payment settings, shipping methods, inventory, taxes, and other important settings. After that, it will be published

# Training and after-sales support

Training, after-sales support and consulting services for customers. These services aim to ensure customer satisfaction and facilitate the application and use of the products or services that are provided.
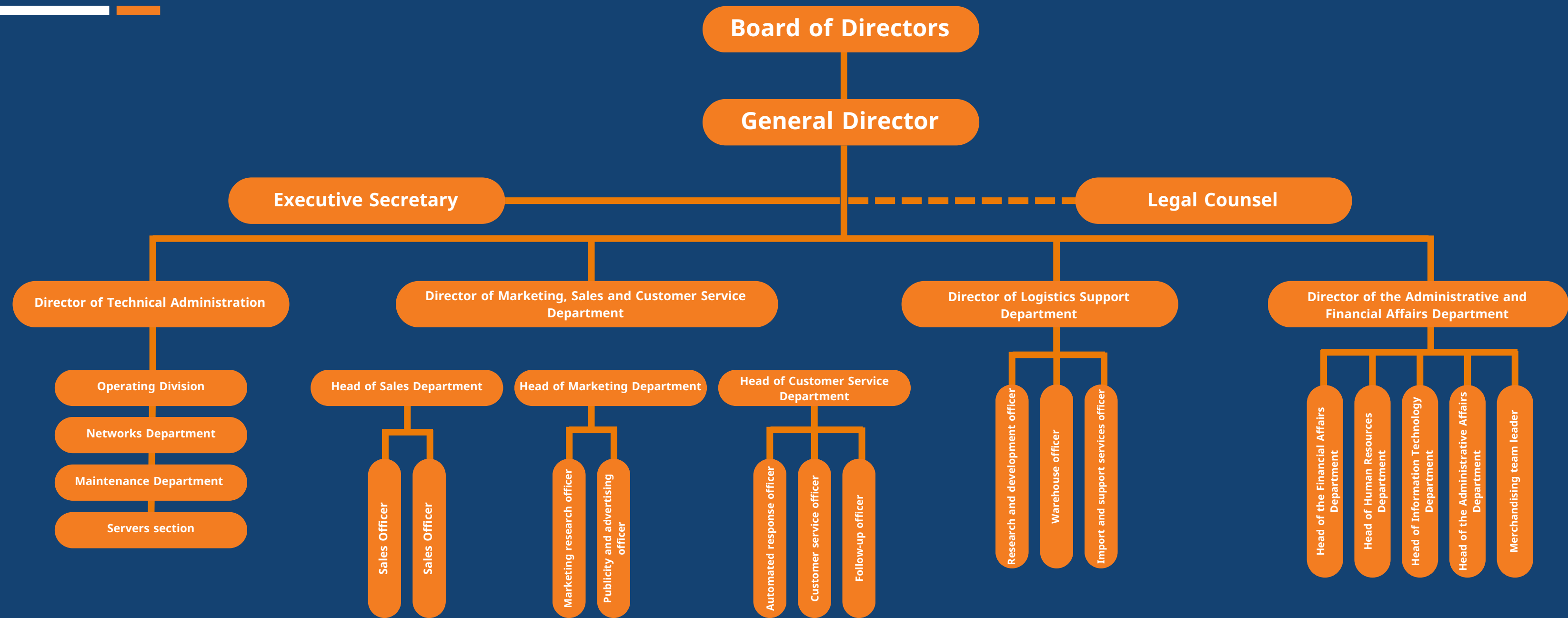
Training service: WebSoft may provide training sessions to customers to teach them how to use the products or services it provides. Training is provided by giving practical explanations and guidance to users on how to make the most of the product or service and use it effectively.

After-sales support: WebSoft provides ongoing support to customers after the sales process. This can include responding to technical inquiries and issues and providing assistance in resolving problems and challenges customers may encounter while using the product or service.

Consulting: WebSoft can provide consultations to customers regarding the products or services it provides. She can provide advice and guidance on digital marketing strategies, website design and development, user experience improvement, and other related areas.

Providing these services helps customers make the most of the products or services they have purchased from WebSoft, and helps them solve problems and overcome challenges they may face. It is recommended to speak to WebSoft to learn more about the training, after-sales support and consulting services it can provide.

# The company's organizational structure

websoft.sa

# Business strategy

## Analyze and understand customer needs

The company carefully analyzes and understands customer needs. We interact with customers and listen to their vision and requirements carefully. This helps the company provide services and events that meet those needs

## Communication and marketing

The company relies on a strong communication and marketing strategy to enhance its events and attract the public. Social media and digital marketing are used, attracting interest and engagement from the audience

websoft.sa

# Business strategy

WebSoft's business strategy is based on customer needs analysis, innovation and creativity, quality and detail, strong partnerships, customer satisfaction, and communication and marketing. The company aims to provide distinguished and innovative technical solutions to its customers.

## Quality and details

WebSoft seeks to provide high-quality software services and distinguished design standards. The company relies on the latest technologies, tools and standard practices to ensure the delivery of products and services of high quality and superior performance.

## Building strategic relationships

WebSoft aims to build long-term strategic relationships with its customers. The company works closely with clients and considers itself a strategic partner, working to achieve their goals and helping them succeed in their business.

## Customer satisfaction and an outstanding experience

Customer satisfaction is a key goal in the company's strategy. Excellent customer service is provided and customer requirements are responded to quickly and efficiently. The work team strives to exceed customer expectations and provide a distinguished and innovative technical experience.

In order to achieve your goals, you need to understand what you need to do. This may seem like a simple task

# WebSoft path

## 2014

Explore expansion opportunities, enhance collaboration with strategic partners, and develop technological innovations to improve customer experience

## 2024

Achieving financial success and growth in the market, and presenting and providing distinguished and innovative technical solutions to its customers and the target audience. Other goals may include expanding the range of activities and events the company offers

## 2032

We seek, with our professional expertise, the stability of our work, and the strength of our offering, to keep pace with the requirements of the sector in the stage of national transformation and to raise the level of services for a promising future that keeps pace with the aspirations of the Kingdom of Saudi Arabia with Vision 2030.