



# إتقان الجودة

لحلول الأعمال

Etqan is an Egyptian and Saudi company  
certified by Google.



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Google Ads

Meta

Google  
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# WHO WE ARE

Etqan with over 15 years of experience in designing and programming mobile applications, websites, marketing professional interactive software for various smartphone systems, including iPhone, iPad, and Android applications.

We guarantee our clients the best technical standards and high quality, starting from planning and design, programming and development, testing and analysis, and then deployment and marketing.

We offer a 100% guarantee on any website, app or service made by us.

We design and develop brands and commercial projects in a creative way from the beginning of establishment to spread by enhancing presence and reaching the target audience in the digital world.

WHO WE ARE



# OUR VISION

We are committed to offering top-tier professional services to our clients and continuously evolving and enhancing our skills and abilities.

**OUR MISSION** is centered around executing our projects to perfection, ensuring that all details aligns with our high standards of excellence

# OUR GOALS

We strive to earn our clients' trust by consistently exceeding their expectations with our exceptional services, delivered with utmost care and precision. As we continue to foster satisfaction and loyalty among our current clients, we are driven by our ambition to expand our clientele, ensuring that we remain at the forefront of industry innovation and excellence







## REASONS TO CHOOSE **ETQAN**



1

**SOFTWARE  
EXPERTS**

2

**REAL  
PROTECTION**



3

**IDEAS AND SOLUTIONS**

4

**TECHNICAL  
SUPPORT**





# WHAT DO YOU GET FROM ETQAN



- ✓ Professional servers
- ✓ Marketing plans
- ✓ Unique design for every project UI&UX
- ✓ Professional experience and previous successful projects
- ✓ 24 hours / 7 days technical support
- ✓ A contract to guarantee the rights of both parties ( NDA )
- ✓ A company registered by the Investment Authority
- ✓ Secure payment gateways
- ✓ Latest software language used
- ✓ 100 % clean code
- ✓ Dynamic panels for apps and webs
- ✓ Full security supported
- ✓ Customer training



# MOBILE APPLICATIONS

## PROMOTION

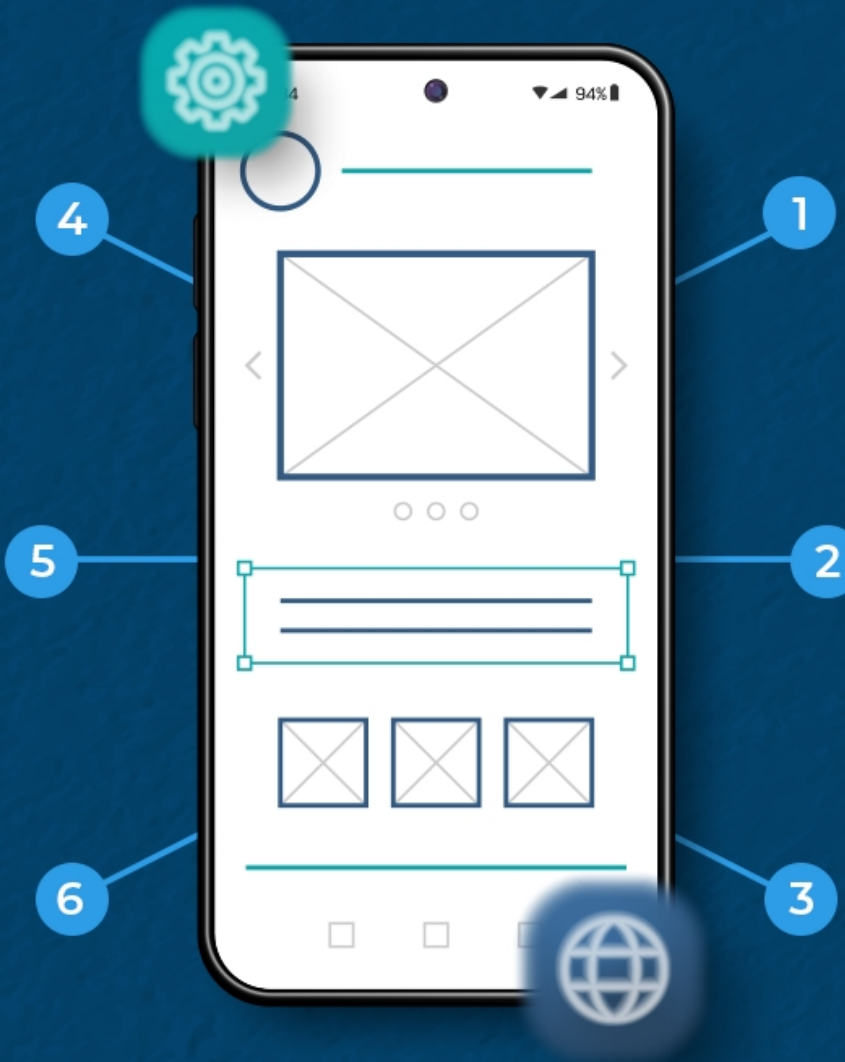
We utilize native programming languages, which not only facilitate the app's widespread adoption but also enhance its user-friendliness.

## TECHNICAL SUPPORT

We offer a one-year technical support guarantee at no additional cost, ensuring you have a seamless experience

## UPDATING

By leveraging native programming languages, we ensure that the application can be continuously and effortlessly developed and updated.



## DESIGN

We meticulously craft your mobile app tailoring it to fit the specific needs & requirements of your business or service activity, ensuring a bespoke solution that aligns with your brand identity & objectives.

## PROGRAMMING

Our development approach is grounded in international standards of excellence. We custom-build your app from the ground up, steering clear of ready-made templates, to ensure uniqueness, and optimal perfor-

## PUBLISHING

We facilitate the seamless publication of your application on premier platforms, including Google Play and the Apple Store, ensuring maximum visibility and accessibility to your target audience.



# WEB DESIGN

We meticulously craft your mobile app tailoring it to fit the specific needs & requirements of your business or service activity, ensuring a bespoke solution that aligns with your brand identity & objectives.



## TECHNICAL SUPPORT

We provide comprehensive technical support via email, mobile, and WhatsApp, ensuring all your inquiries and issues are addressed promptly and effectively



## ONLINE PAYMENT

Our websites and online stores are equipped with multiple secure and user-friendly online payment options, facilitating convenient transactions for your customers.



## EXPERIENCE

With a wealth of experience across various fields, we tailor our services to meet your specific needs, ensuring a customized solution for every project.



## UNIQUE DESIGNS

We create distinctive designs for every idea or project, avoiding the use of ready-made templates to ensure your website's uniqueness and alignment with your brand identity.



## QUALITY ASSURANCE

Our websites maintain a quality score of at least 6/10, enhancing the effectiveness of our paid Google AdWords campaigns.



## HOSTING

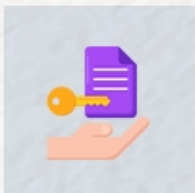
We offer dedicated hosting, ensuring your website is not shared with any other site, resulting in optimal performance and security.





## MODERN DESIGNS

Our designs are modern and responsive, ensuring compatibility with all devices for a seamless user experience.



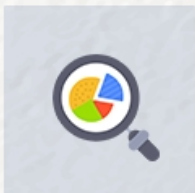
## OWNERSHIP

We hand over all codes and passwords to the client, ensuring their complete ownership and control over the website.



## SEO

We specialize in Search Engine Optimization, ensuring your website ranks high on search engines and attracts targeted traffic.



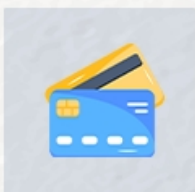
## GOOGLE ANALYTICS

We link your site to Google Analytics, offering you continuous insights into your website's performance and user engagement.



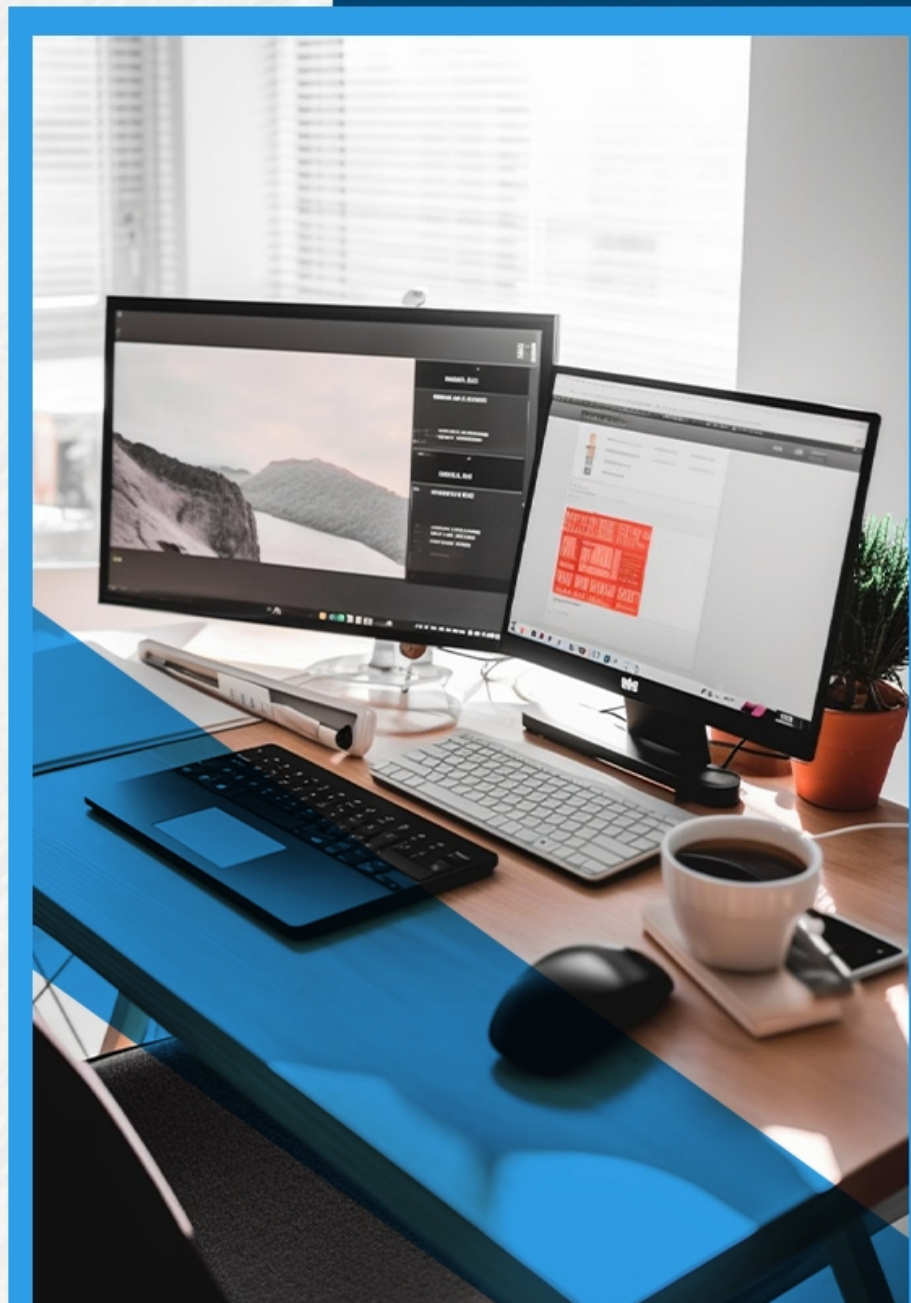
## TARGETED MARKETING PLANS

We develop and implement targeted marketing plans, customized to meet your specific business objectives and audience needs.



## PAYMENT METHODS

We offer a variety of easy and secure payment methods, ensuring convenience and security for both you and your customers.





# ANIMATION & MOTION VIDEOS



01

## Explainer Videos

These videos are great for simplifying complex concepts and demonstrating how things work. We can create videos that convey your value proposition with clarity.

02

## Training & Education Videos

Train your staff or educate students with short animated videos. We make training and educational videos that make it easy to understand complex topics.

03

## Corporate & Internal Videos

Incorporate animated corporate videos that help humanize your brand, increase brand visibility, and build trust with your customers and stakeholders.

04

## Sales & Marketing Videos

Create sales and marketing videos for business. Your sales team can use these videos as sales enablement tools in every stage of your communication funnel.

05

## Product Demo Videos

Make a product demo video that will help you showcase your product to potential investors, and clearly demonstrate how your product works.

06

## TV & Video Ads

TV Ads are a quick and impactful way to promote your business on mainstream and cable TV, or on video hosting platforms like YouTube and Hulu.

07

## Animated Videos

Animation is the most intuitive way to communicate to your audience. While live action videos are great, animation is faster and more versatile.

08

## Animated Music Videos

Animated music videos are a great alternative to live action video recording. We make animated videos for musicians, corporate music, and jingles for marketing.

09

## Motion Graphics Videos

Motion graphics boost visitor engagement and inspire action. You can use animated graphics on your website, social media, and other digital platforms.



# DIGITAL MARKETING



## Results-Driven Social Media Marketing

As a top social media marketing (SMM) agency, Etqan helps businesses and brands of all sizes harness the power of social media with results-driven social media marketing campaigns. Elevate your brand and drive new business with an effective social media strategy, designed to raise awareness, build connections, and – ultimately – boost your bottom line.

01

### **BUILD BRAND AWARENESS**

Reach new audiences across multiple social platforms

02

### **CONNECT WITH CUSTOMERS**

Engage with your existing audience and establish new connections

03

### **INCREASE DEMAND**

Create an online brand community that people want to buy into

04

### **MAXIMIZE ROI**

Boost your bottom line with content that generates sales

05

### **SUCCEED ON SOCIALS**

Social media is one of the most influential marketing tools available to businesses today, offering extensive promotional reach and unlimited potential to increase online visibility.

We understand that no two businesses are the same, which is why we're pleased to offer a selection of social media services, allowing us to create a social media marketing package that's tailored to your unique business goals.

**IN SHORT, WE MAKE SOCIAL MEDIA MARKETING SIMPLE.**





# SEO

In a world where over 85% of the global population relies on search engines, securing a prominent position on Google is paramount.

Given that more than 90% of internet users utilize Google for their search queries, leveraging SEO becomes a crucial strategy.

SEO ensures that your website ranks at the top among similar websites, effectively driving your target audience to your platform.

At Etqan, we specialize in refined SEO strategies that elevate your website's visibility, connecting you with a broader audience and achieving unparalleled digital prominence.







# UI & UX DESIGN

We craft an intricate visual language for your product, encompassing a harmonious blend of user interface elements, colors, photography, and icons. Every detail is meticulously curated to enhance the interactive experience, ensuring that each user engagement is intuitive and enjoyable. Our design process doesn't just focus on the aesthetic elements but also prioritizes the seamless interactions occurring throughout the user's journey with the product.

Upon completion, every element is integrated into an interactive design prototype, a comprehensive representation of the envisioned user experience, ready for presentation and review.

## DESIGN PROCESS

1

### Design references

Gathering and analyzing design inspirations and benchmarks to inform the creative process.

2

### Graphic interface

Crafting a visually appealing and user-friendly interface, balancing aesthetics and functionality.

3

### Animation prototype

Developing animated elements to enhance user engagement and interaction.

4

### UI guidelines and kit

Establishing a set of standards and tools to ensure consistency and integrity in the design implementation

5

### Design review

A comprehensive evaluation to refine and optimize the design for the ultimate user experience.





# HOSTING SERVICES

## CPanel

Hosting for specific features.



## Cloud servers

Found in America and Asia.



## Official emails

An email in the name of your company.



## Backup

Daily / weekly / monthly.



## SSL Security Certificate

All data is encrypted for protection.



## Technical Support

24 hours to help and solve any problem.



## AntiVirus

To protect and prevent any problems.



## Data transfer rate

Jesusp large numbers of visits.





# TESTING SERVICES

Choosing our testing services ensures that your software is rigorously evaluated and refined to meet the highest standards of quality and performance. We offer a variety of software testing types, including Functional, Performance, Usability, Security, and Portability Testing. Each service is delivered with precision, utilizing distinct engagement models and testing methods tailored to your specific needs.

Our extensive offerings also encompass consulting in testing, Agile Coaching, and the development of test automation frameworks. We are proud to have a team of ISTQB Certified Testers who bring their wealth of knowledge and expertise to tackle the complexities of the ever-evolving information technology landscape.

01

## REQUIREMENT ANALYSIS

A thorough evaluation to understand and document the specific testing needs and objectives.

02

## TEST PLANNING

Crafting a comprehensive plan outlining the testing approach, methodology, and schedule.

03

## TEST EXECUTION

Implementing the test plan with precision to evaluate every aspect of the software.

04

## REPORTING THE RESULTS

Providing detailed reports offering insights into the findings, performance metrics, and areas for improvement.

05

## EXIT CRITERIA & TEST CLOSURE

Concluding the testing phase upon meeting the predefined criteria, ensuring that the software is refined and ready for deployment.



# ODOO SERVICES

We offer a comprehensive suite of Odoo services tailored to streamline your business operations and enhance productivity. Our offerings include



Our client-centered approach ensures customized solutions aligned with specific business needs, driving innovation, efficiency, and sustainable growth.

## OUR CLIENTS

FLEA BV -- IDEAL LIFE TRADING CO. -- KABNOURY RDAMA -- TARA HOLDING

NANO FOODS -- ELSHOHAIL IES -- JAWRAA TRADESOON





## GOOGLE ADS

Elevate your business and amplify your sales with our tailored advertising campaigns on Google. Partner with us to effectively market your company's products and services, and enjoy

**01**

### **COST-EFFECTIVE CAMPAIGNS**

We provide comprehensive technical support via email, Experience optimized advertising solutions designed to maximize your reach at minimal costs.issues are addressed promptly and effectively

**02**

### **UNPARALLELED RESULTS**

Achieve enhanced visibility and engagement, driving increased traffic and conversions.

**03**

### **EXPERTISE AT YOUR SERVICE**

Leverage the skills of the finest e-marketing and advertising experts in Egypt, dedicated to catapulting your brand to new heights of success.

Join us to transform your digital presence, optimize your marketing strategies, and witness tangible growth in your business performance and revenue

Google  
Partner

PREMIER





# MOBILE GAMES DEVELOPMENT

In the era where smartphones have become ubiquitous, the demand for mobile games and apps has surged exponentially. Recognizing this trend, many have ventured into the realm of Android and iPhone game design. At Tech4Life, we specialize in crafting highly engaging Android games characterized by efficiency and professionalism.

## ✓ Our Expertise

We are backed by a team of seasoned professionals, each bringing a wealth of experience and comprehensive knowledge of programming languages essential for designing and developing top-tier Android and iPhone games. This expertise sets us apart as one of the leading Egyptian-Saudi companies specializing in mobile game development.

## ✓ Customer-Centric Approach

Our commitment to customer satisfaction is unwavering. We are dedicated to understanding our client's unique needs and aspirations, ensuring that the final product not only meets but exceeds their expectations. Every game we create is a blend of innovation, quality, and functionality, delivering an immersive gaming experience for the end-users.

## ✓ Timely Delivery

We value our clients' time and are steadfast in our commitment to delivering the completed projects within the stipulated timelines outlined in our contracts.

## ✓ Diverse Gaming Solutions

In addition to mobile games, we offer game design services for computers, PlayStation, and Xbox devices. Our competitive pricing model is tailored to accommodate the financial constraints of our clients in the Middle East, ensuring quality gaming solutions that are both affordable and exceptional.

Join us on a journey where creativity, innovation, and technology converge, transforming your gaming concepts into captivating realities





# إتقان الجودة

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