

LOYICA \ TURNING IDEAS INTO ACTION

[WWW.LOYICA.COM](http://WWW.LOYICA.COM)

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INTRODUCING

LOYICA

Loyica, founded in 2017, is a Digital Solutions Provider based in Dubai. Loyica considers itself as the architect of the digital world that can transform your ideas and imaginations into reality through the advanced technological approach.

Loyica possesses the ambition to produce sophisticated systems and deliver high-class solutions that will help businesses all over the world to maximize efficiencies, drive measurable results, and apply the digital transformation.

Loyica's services branch out into two segments: **Systems** and **Solutions**.

Loyica builds powerful and robust systems that specialize in financial, marketing, and educational technology. These systems are available off-the-shelf and are extremely flexible to adapt to dynamic processes.

Loyica Solutions, on the other hand, cover an extensive spectrum of services ranging from Creative, Marketing, Strategy, and Development. Loyica's solution enables businesses to build the digital presence they need with greater effectiveness, higher quality, and more value for money.



VISION &  
MISSION

## ORCHESTRATING THE ADVANCEMENT OF THE DIGITAL WORLD

We envision a world in which every idea, no matter how complex, **can be flawlessly executed as an innovative solution**. We believe in the possibility of **transforming your ideas and imagination into reality** through the advanced technological approach.

To produce **high-class solutions** and **sophisticated systems** that will help businesses all over the world to maximize efficiencies, drive measurable results, and deliver the digital transformation.



WHAT WE  
OFFER

We offer end-to-end design, development, and software solutions.

**Cutting edge development and technologies:** We develop enterprise solutions using the latest and most advanced technologies

**Full infrastructure of digital landscape:** We provide a full-suite marketing solutions that adapt to the continuously evolving digital media and advertising

**Creativity and design innovation:** We create uniquely crafted designs across digital media inspired by creativity and experimentation

**Strategic project management:** We come up with the perfect approach to help your business succeed using strategic planning and agile project management

WHY  
CHOOSE  
US?

**Premium Quality of Services:** We settle for nothing less than the best. We assure you that in every aspect, we only follow the highest standards when it comes to providing services to our clients. We always ensure the best and ethical practices at all times by complying to regulatory guidelines of each specific region.

**Intelligent Technologies:** We infuse the latest and most advanced technologies in everything we do so we can guarantee our clients will always be keeping up with the trend.

**Experts from the Heart:** Our team consists of hardworking and agile modern-day professionals. We love what we do and we put tremendous effort into specializing in our expertise. We assure you that in whatever we work on, we make it with pure passion and dedication.

**Client Support Guaranteed:** We care about our customers as much as we care about nourishing our company. Any issues that our clients have, we are always ready to provide 24/7 support and go the extra mile for them.

**We Value Client Relationship:** Our clients are our invaluable assets. We value and nurture our business relationship with them. We believe that by providing them exceptional business solutions and support, we will win their loyalty.

# CERTIFICATIONS:

**ISO 9001 · 2015**  
**CERTIFIED**  
QUALITY MANAGEMENT SYSTEM

**ISO/IEC 27001-2013**  
**CERTIFIED**  
INFORMATION SECURITY MANAGEMENT SYSTEM

**ISO 22301-2012**  
**CERTIFIED**  
BUSINESS CONTINUITY MANAGEMENT SYSTEM



CHALLENGES  
& SOLUTIONS



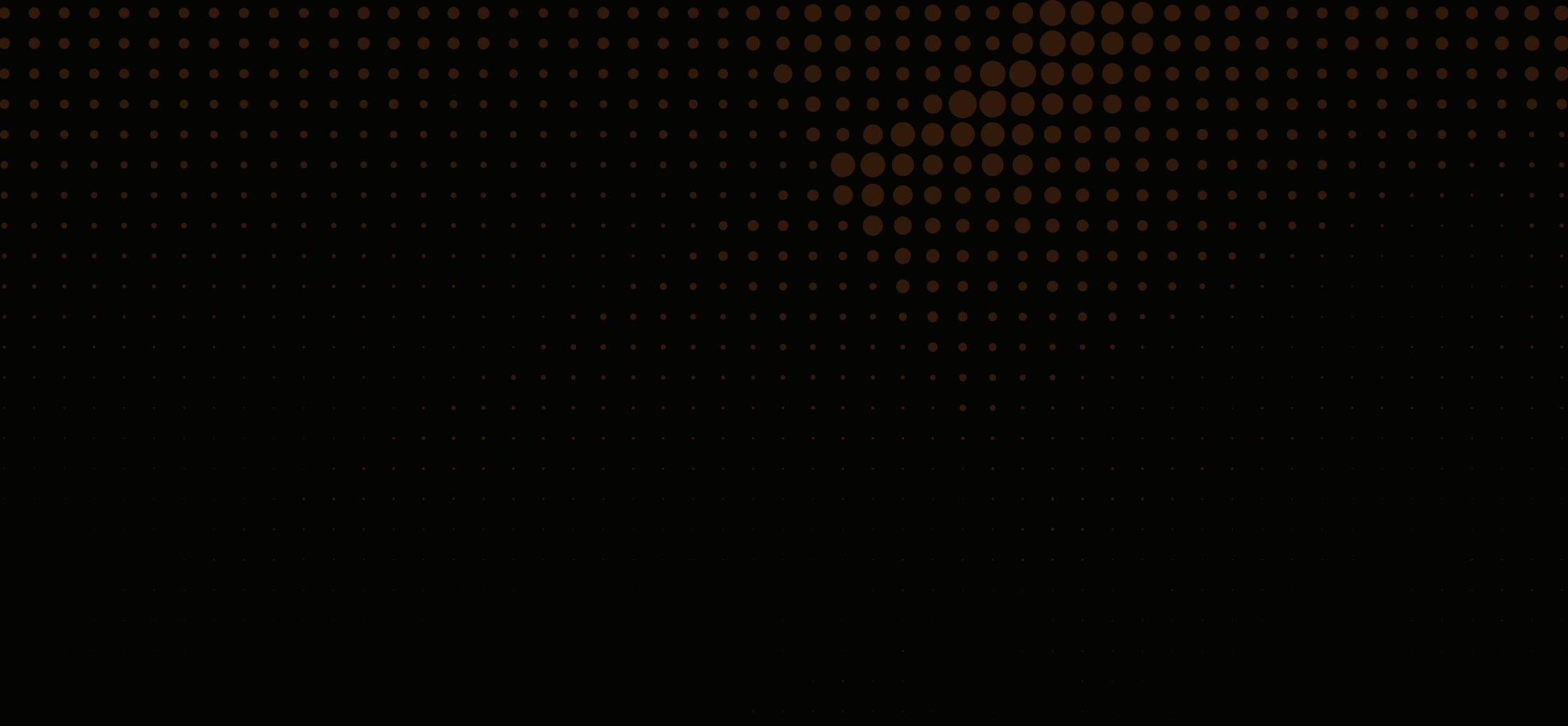
## CHALLENGES

- Employing full-time in-house staff to work on your business solutions adds up to your company's long-term payroll costs
- Adding non-core costs that are not the main source of revenue for your business can be a substantial burden to your company
- Hiring external specialists would mean that you have many individuals to communicate with to complete the task
- With different vendors to get the job done, there will be a greater effort required from your side to manage and follow each of their own timelines, processes, scope of work, quality of work, payment terms, etc.



## SOLUTIONS

- Outsource one expert team who will be dedicated to work with you to provide you with required digital solutions that are aligned to your business goals
- Focus on your core activities by offloading your non-core items through outsourcing them to a third-party
- Centralize your communication with only one single point of contact
- Standardized quality of work, processes, and timelines with a single team



LOYICA  
SYSTEMS



OFF THE SHELF  
EASILY INTEGRATED  
FULLY CUSTOMIZABLE

Off-the-shelf, easy to integrate, and fully customizable financial, sales, and marketing systems that provide you with end-to-end solutions to manage all your client's needs



### User friendly

Powerful back-end software complemented by user-friendly interface designed for seamless user experience



### Scalable

Multi-tiered system architecture allows us to isolate software structures for easy management and scalability



### Secure

Robust systems encryptions and up-to-date protocols to ensure sensitive data is securely stored

Our systems combine creative ideas and strategic planning to seamlessly deliver purpose-built solutions across:

## FinTech

A revolutionized way of handling financial activities with the use of technology to automate the traditional financial processes

## MarTech

Help marketers use different tools and techniques to enhance, customize, and automate marketing tasks and activities

## EdTech

Improving the traditional methods of education by applying digital technology to deliver a more efficient way of learning and teaching



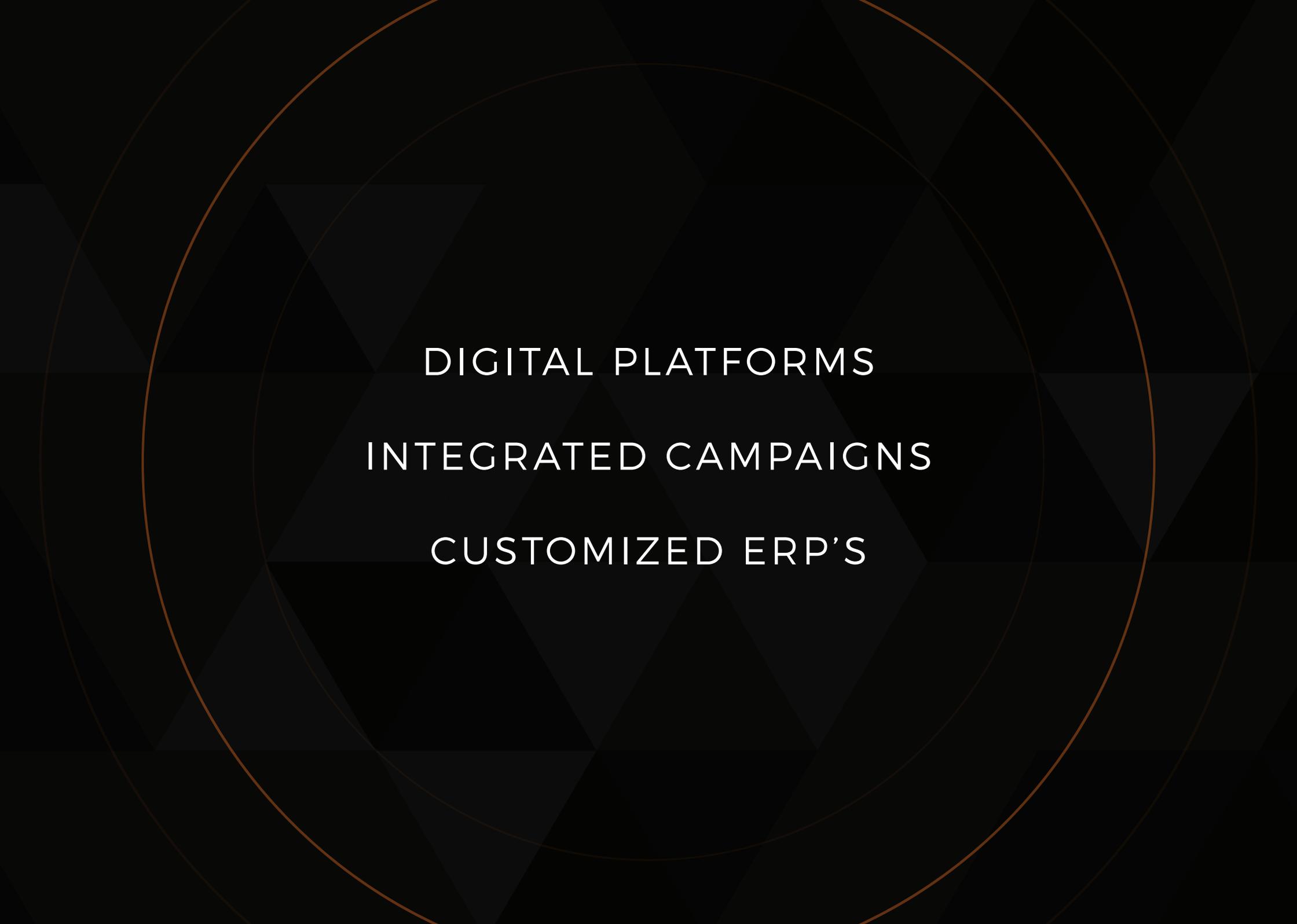
BESPOKE  
DEVELOPMENT

The background features a dark, almost black, field with a pattern of small, glowing orange dots. These dots are arranged in a series of curved, overlapping lines that create a sense of depth and movement, resembling a stylized, abstract landscape or a complex data visualization. The dots are more densely packed in some areas, forming thicker lines, while in others, they are more sparse, creating a delicate, web-like structure.

We understand that every business comes with a unique set of challenges and that even the most comprehensive purpose-built systems can require tweaks and customizations to optimize results.



LOYICA  
SOLUTIONS



DIGITAL PLATFORMS  
INTEGRATED CAMPAIGNS  
CUSTOMIZED ERP'S

We enhance our intelligent solutions with agile development frameworks to ensure a strict standard of quality control.



### **Transparency**

Significant processes are exposed and made visible to all stakeholders. We value the importance of having a shared understanding of the holistic system picture



### **Inspections**

Regular inspection is performed to make sure that each process is running smoothly. Our diligent inspectors ensure quality at all times.



### **Adaption**

We cannot afford to leave any room for error. If our inspector detects any deviance from the process, or if any resulting product is undesirable, our team will urgently issue required fixes.

We are guided by a simple approach to projects:

*If you can imagine it, we can build it.*

Our software services include a comprehensive range of developments including sites, apps & ERPs.

We also offer end-to-end solutions from designing, marketing, strategy, and development. We break down your business challenges and solve them to deliver all the solutions to meet your specific needs.



## Development

Web and Native App Development  
Data Base Management  
Business intelligence App  
E-Commerce Platforms



## Strategy

Research  
Usability Testing  
Website and App Auditing  
Reporting and Management



## Marketing

Search Engine Optimization  
Social Media Optimization  
Pay Per Click  
Online Reputation Management  
Content Writing



## Creative

Branding and Identity Designs  
User Experience Designs  
User Interface Designs  
Animated and Short Videos



WORKING  
WITH LOYICA



INTELLIGENT TECHNOLOGIES

PURPOSE BUILT SYSTEMS

AGILE METHODOLOGIES

Our range of diverse global partners have one thing in common: **They put their trust on Loyica.**

We're committed to building successful projects and a growing portfolio of work across industries and sectors, including

Private Equity

Venture Capital Corporate Consultancy

Design and Marketing Agencies

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