

COMPANY PROFILE

We build AI that earns its place in your business.

Smart AMC is a Gulf AI studio. We design, build, and run production systems for the companies and regulators of the GCC — in Arabic and English, on-shore, and only once they actually work.



SMART AMC

PRODUCTION AI FOR THE GULF

HELLO

Hi — we're Smart AMC.

We're a small AI studio based in Abu Dhabi. Most “AI companies” will hand you a slide deck and a roadmap. We'd rather show you six products already running in production — in Arabic and English, on-shore, and against the regulators our clients actually answer to.

We're small on purpose. The people who scope your problem are the same people who build it and stay to make it work. No hand-offs, no theatre — just systems that do a real job, shift after shift.

6

AI products shipped

5

GCC countries

6–10 wk 99.7%

From problem to
production

Fraud-detection
accuracy

WHAT WE BELIEVE

We don't sell roadmaps.

Our rule is simple: we don't demo things we haven't shipped, and we don't sell a future we can't build. We pick the smallest system that solves the real problem, put it in front of real users, measure what it changes, and keep improving. If it doesn't move a number you care about, it isn't finished.

Four beats, from problem to production.

01

Assess

We map the real problem first — the regulators, the data, the people who'll actually use it.

02

Design

We pick the smallest system that solves it, not the biggest one that fits the budget.

03

Deploy

We ship to production with monitoring, audit logs, and a human in the loop.

04

Optimise

We measure outcomes with you and keep tuning until the numbers move.

WHAT WE BUILD

What we actually build

Across banking, HR, real estate, manufacturing, logistics and F&B, the work tends to land in a few buckets:

FinTech fraud detection

Arabic NLP & bilingual assistants

Agentic AI that takes real actions

Custom models on your data

Predictive analytics

AI / ML infrastructure

Document & back-office automation

Security & compliance (PDPL, NCA-ECC)

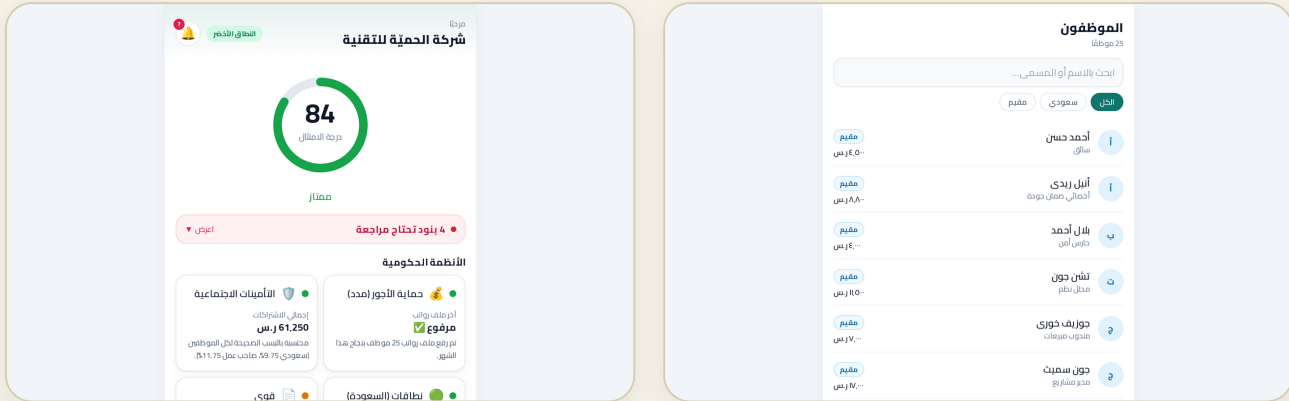
SELECTED WORK

Six systems, already in production.

A few we're proud of — the problem, what we built, and what changed.

Al-Hamea

Saudi HR-compliance automation, one workspace.



WHAT WE BUILT

Saudi employers juggle five government platforms — Nitaqat, GOSI, Mudad, Qiwa and ZATCA — each with its own deadlines and its own fines. HR teams were losing 20+ hours a week just moving data between portals, and one in four filings still went out late or wrong. Al-Hamea pulls all five into a single workspace with one live compliance score — built with the regulators in mind and the operators in the room. It's our flagship, and it's live across the Kingdom.

97%

HR compliance time saved

5

Government integrations

0

Regulatory fines (12 months)

24h

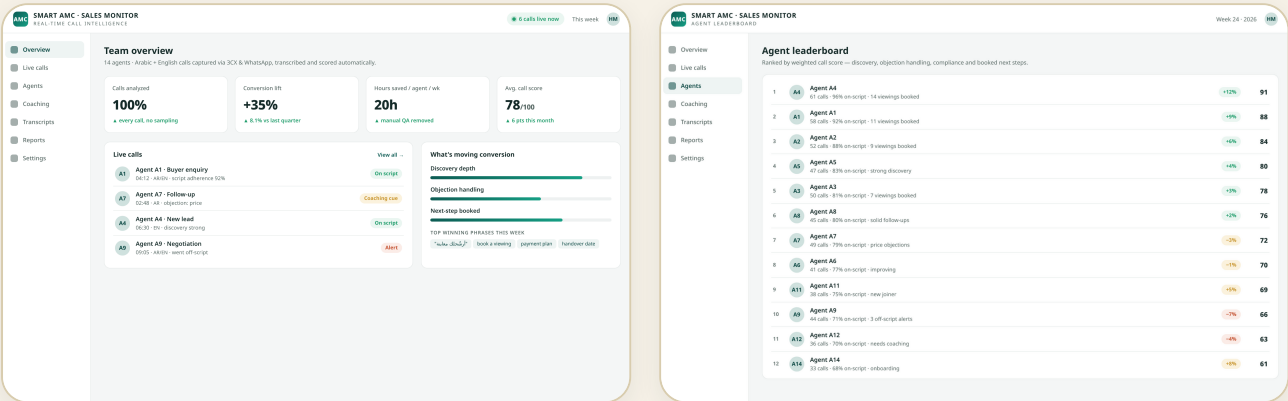
From contract to first filing

“We stopped chasing five portals and started running one queue. The first month alone, we caught two filing errors that would have cost us in fines.”

Director of People Operations — Riyadh-based logistics group, 1,800 employees

AI Sales Team Monitoring

100% of sales calls analyzed. 35% conversion lift. 20 hours saved per agent per week.



WHAT WE BUILT

A 14-person Dubai brokerage was running thousands of calls a week and reviewing maybe three percent of them. The best agents coached themselves; everyone else repeated the same mistakes. Now we capture every WhatsApp and phone call, transcribe it in code-switched Gulf Arabic and English, and turn each one into four to six coaching moments — what worked, what was missed, what to try next. Team leads finally coach from evidence, not gut.

100%

Calls analyzed

35%

Conversion lift

20h

Saved per agent per week

14

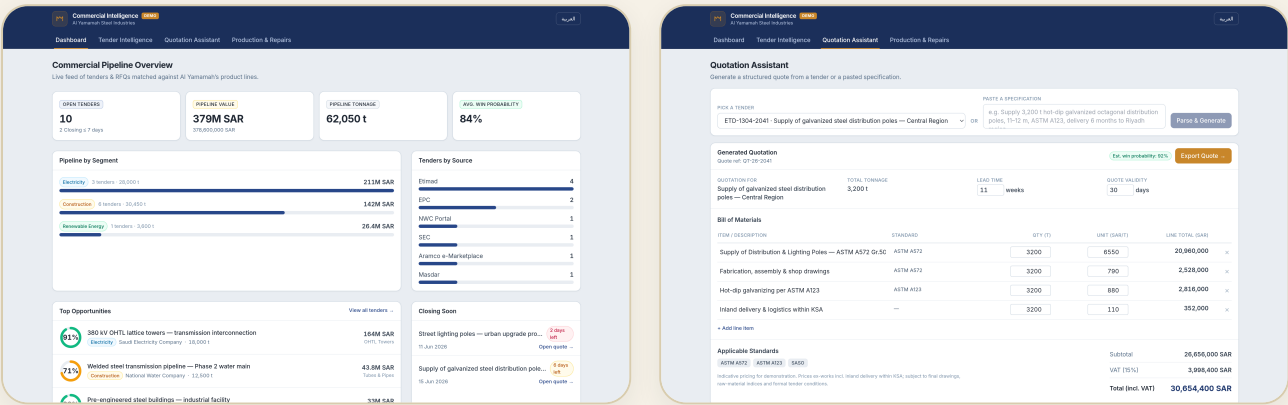
Agents on the platform

“In the first quarter we caught patterns we'd been guessing at for years. The team leads finally coach from evidence, not gut.”

Head of Sales — Top-5 Dubai brokerage, 14 agents

Commercial Intelligence Suite — Al Yamamah Steel

Tender intelligence, spec-match, and auto-quote for Saudi steel.



WHAT WE BUILT

Al Yamamah Steel's commercial team was reading tenders by hand and pricing quotes in spreadsheets — slow, and easy to get wrong on a multi-million-riyal bid. We built an offline-first workspace that reads tenders from Etimad, SEC, NWC and Aramco, matches specs to products with a win-probability model, and generates a printable quotation with BOM, SAR pricing and VAT. Tender notice to priced quote, same morning.

35–92%

Win-probability model range

Auto

BOM + SAR pricing + VAT

Print

PDF quotation output

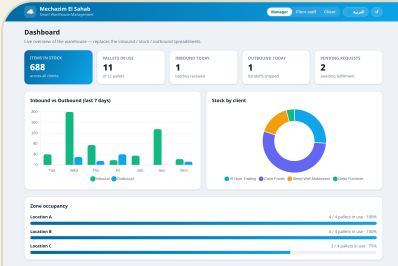
Multi

Plant scheduling

MORE WORK

And a few more, all live.

Same approach, different industries.

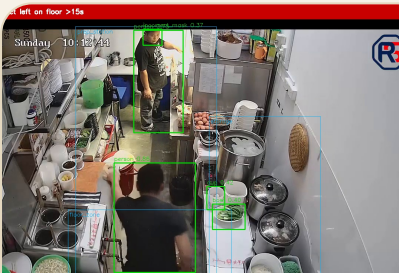


LOGISTICS / WAREHOUSING

Mechazim El Sahab

One bilingual warehouse system in place of three spreadsheets — inbound, stock and outbound, with QR pallet labels and live KPIs.

3 → 1 Spreadsheets replaced by one system

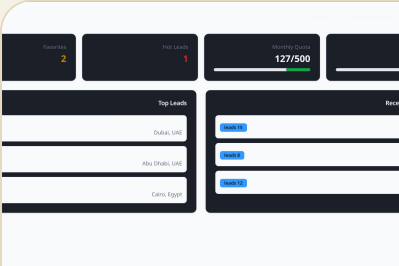


COMPUTER VISION / F&B

KitchenGuard

Computer vision on the cameras a kitchen already owns — hairnets, gloves, aprons and pests, flagged in real time.

8–12 Cameras per box



LEAD GENERATION

Lead Generation System

A B2B pipeline that finds, enriches and scores construction-company leads 0–100 and drops them straight into the CRM.

95%+ Time saved per lead



Hamza Maghrby

Founder & CEO

A note from our founder

I started Smart AMC because I kept watching Gulf businesses get sold AI that never made it past the demo. We work differently: in our customers' languages, against their regulators, and we stay until the thing actually works. If that's the kind of partner you're looking for, let's talk.



Let's build something intelligent together.

Tell us the problem you're trying to solve. We'll tell
you honestly whether AI is the right tool — and if it is,
we'll show you exactly how we'd build it.

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