

Company Intro Deck



World class custom software and IT products

www.aritsltd.com

What's Inside

- About ARITS
- Processes and Approaches
- Project Case Studies
- In-house Products
- Tech Stacks and Tools
- The Team
- Pricing and Next Steps

About ARITS



ARITS is a software development agency that designs & builds custom solutions, standardized products and innovates new ways of work for global companies.

Our commitment is in delivering high-performance, premium grade **products and services** that ensure customer success, seamless **adoption** and long term value, **impact** and **usability**.



11+ yrs of ops

10+ products

300+ projects

40+ devs



Our service offerings are targeted towards bringing premium solutions to market anywhere in the world.



Web Application Development



UI/UX and Web/Product Design



Mobile App Development



DevSecOps and Maintenance

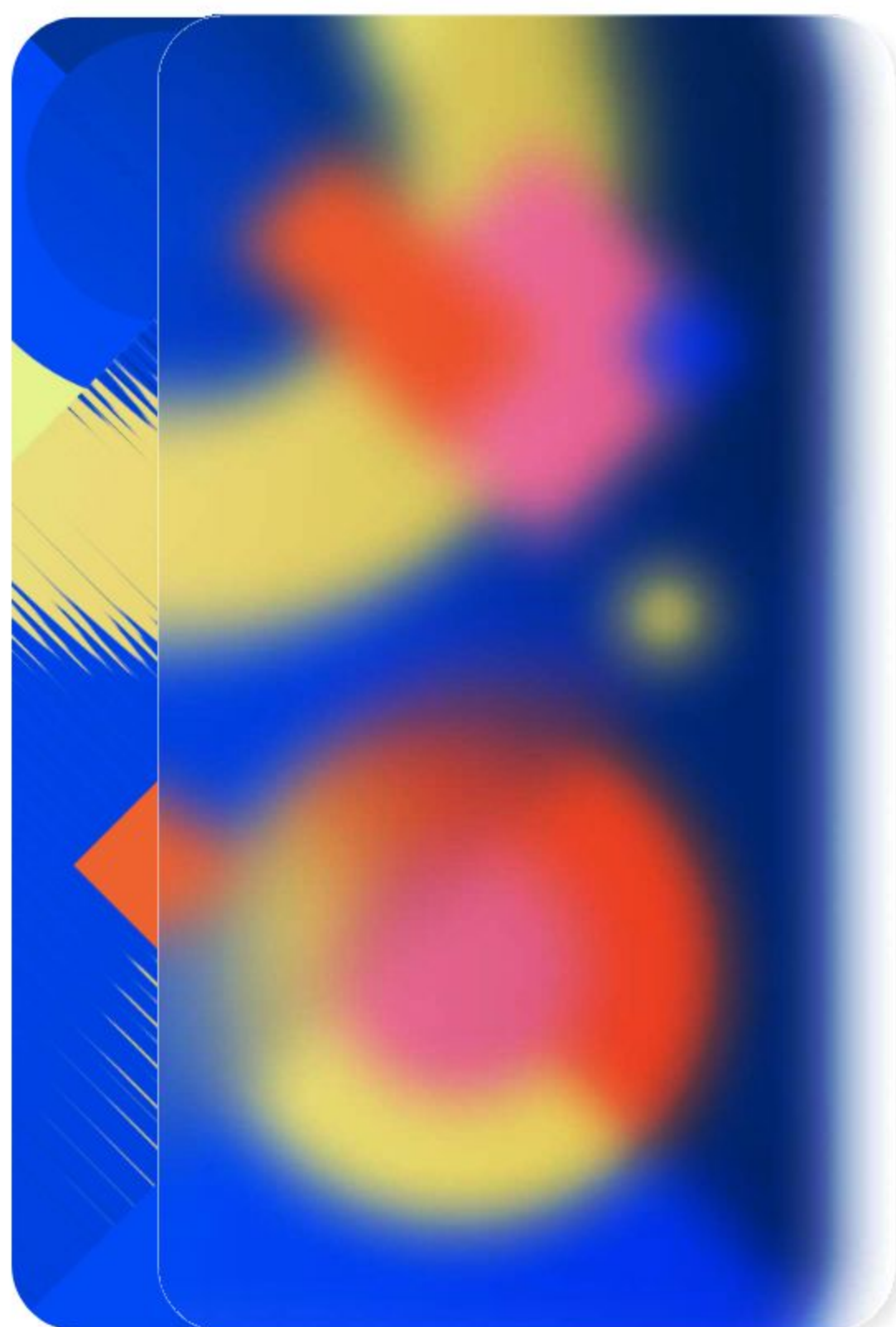


Data and AI Development



Resource Augmentation

Our solutions are powering major global industries and bringing value to companies of all sizes.



Industries served:

Banking

Fintech

Insurance

Real Estate

Education

Logistics

Governance

Healthcare

NGOs

News Media

Agriculture

e-Commerce

Lifestyle

Retail

From small startups with 5-10 employees to large corporations with 2000-6000 employees, to global MNCs with thousands of employees worldwide - **ARITS has provided solutions for all sizes of companies across a broad range of industries.**

Processes and Approaches



Our project operations process guarantees long-term success and precise delivery.

A streamlined delivery model engineered for reliability, speed and quality at scale.



Discovery & Alignment

Stakeholder interviews, requirement deep-dives, and risk mapping to align on business goals, user needs, and technical feasibility.



Solution Design & Architecture

UX wireframes and system architecture are developed in parallel. Each feature is tied to measurable outcomes. Edge case mapping built into design sprints.



Development & Iteration

Agile development begins with feature prioritization, sprint planning, and story refinement. Our engineers follow strict code hygiene protocols, peer reviews, and ensure modularity.



Automated & Manual QA

- Unit Testing for logic accuracy
- Automated QA Testing for regression
- Manual Testing for UI consistency
- Hygiene Testing to flag performance leaks, maintain codebase standards



Business Logic Alignment & UAT

Validate that the functional outcomes match the intended business logic. User Acceptance Testing (UAT) to ensure everything behaves as expected in real-world scenarios.



Deployment & Support

Production rollout is performed in controlled stages. After go-live, we monitor, patch, and optimize based on usage analytics. Ongoing support ensures system evolves with your needs.



Our commitment to technical excellence means we always analyze approaches before diving in.

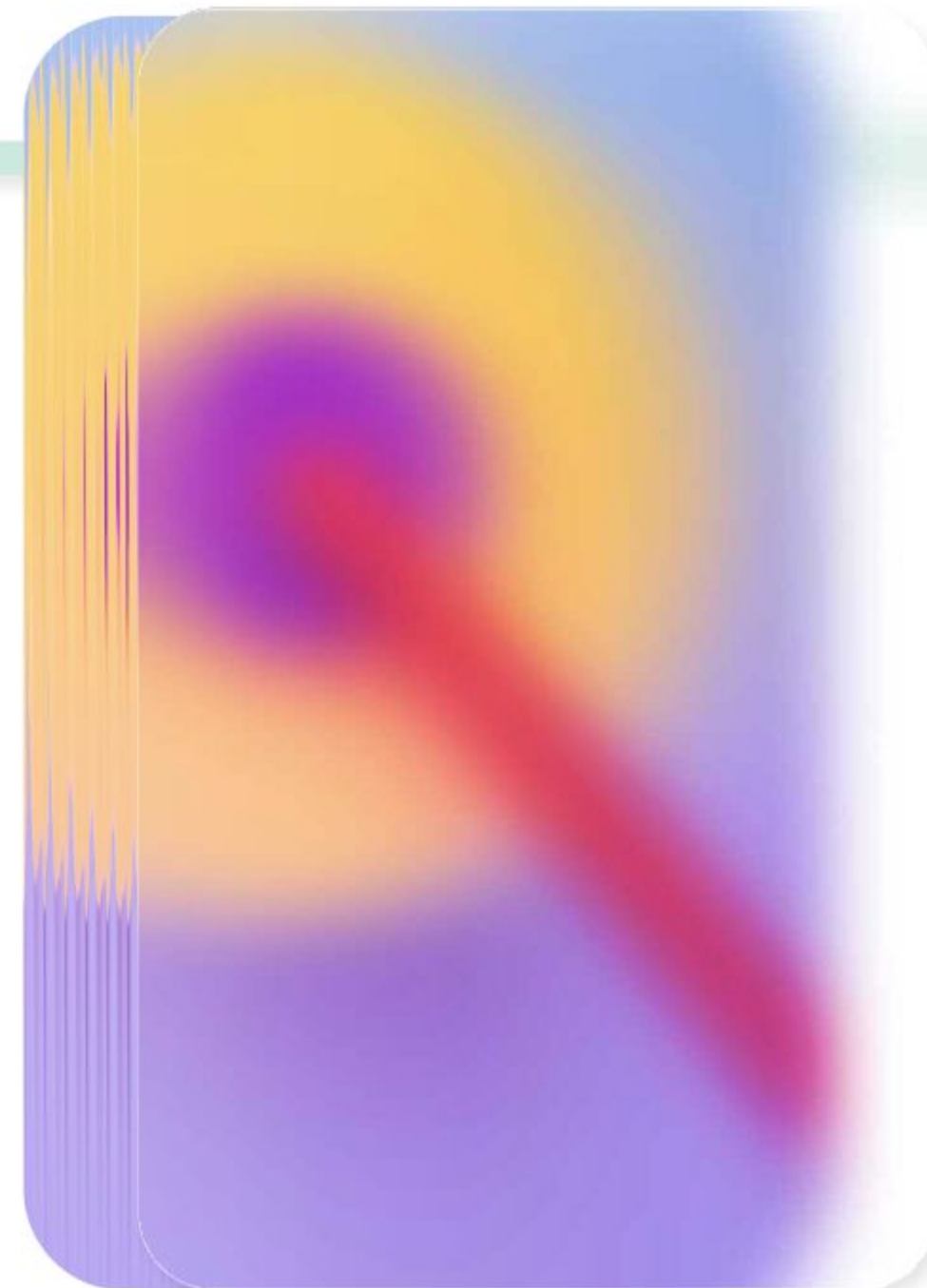
No one-size-fits-all - our process adapts to your business, team and product maturity.

Customized Agile Process

Designed for iterative clarity and continuous collaboration. Ideal for long-term engagements or evolving products.

- Prioritized backlog shaped by Discovery sessions
- Sprints mapped to milestones
- Testing embedded in every sprint (unit, automation, hygiene)
- UAT cycles built in before each major release
- Continuous feedback loop with business stakeholders

This model balances velocity with alignment, ensuring nothing ships without purpose or precision.



Blueprint-First Style Execution

Suited for fixed-scope projects with critical compliance / performance goals.

- Deep Discovery to lock down technical architecture and edge case flows
- Solution Design frozen before development begins
- QA matrix and testing flows designed during planning
- Efficient handover from design to build, minimizing deviation
- Final UAT ensures business logic matches signed-off scope

You get predictability, speed, and minimized change management friction.

Collaborative Prototyping Model

Ideal for early-stage products, MVPs, or experimental internal tools.

- Lightweight Discovery focused on value hypotheses
- Interactive design-build-test loops with stakeholders
- Dev sprints used to validate real-world usage and adoption
- Testing tailored for speed over coverage; focus on fail-fast learning
- Adjust roadmap post-UAT based on insights, not assumptions

This approach puts working software in users' hands faster—prioritizing learning and agility.

We select, or co-create the right approach with you, ensuring that strategy, delivery and product logic stay in sync, from Day 1 to Launch.

We are driven by a passion for crafting innovative solutions powered by cutting-edge technologies.

*"Team ARITS exemplifies an unparalleled level of professionalism that truly deserves commendation. Their **unwavering commitment to achieving milestones is truly admirable**. As we at Eximtel look ahead to a series of upcoming projects, there is no doubt in our minds that **ARITS is the only company we envision to seamlessly guide us** through these endeavors."*



Fayyaz Chowdhury

CEO, Eximtel

"They have been taking care of all our software, email and website needs and their service have been of the highest quality. I would highly recommend them to anyone looking for their services."

Sheikh Mushfiq Hamid

COO, Gulf Seaways Ltd.

"The team from ARITS Limited has been very professional and cooperative from the beginning. They have done a quality work and was very attentive to our requirements. The website was very precise and completed efficiently."

Mushahid Ahmed

De'lujo Furniture, Australia

These are just some of the clients we have served with quality over the past decade.



Gates Foundation

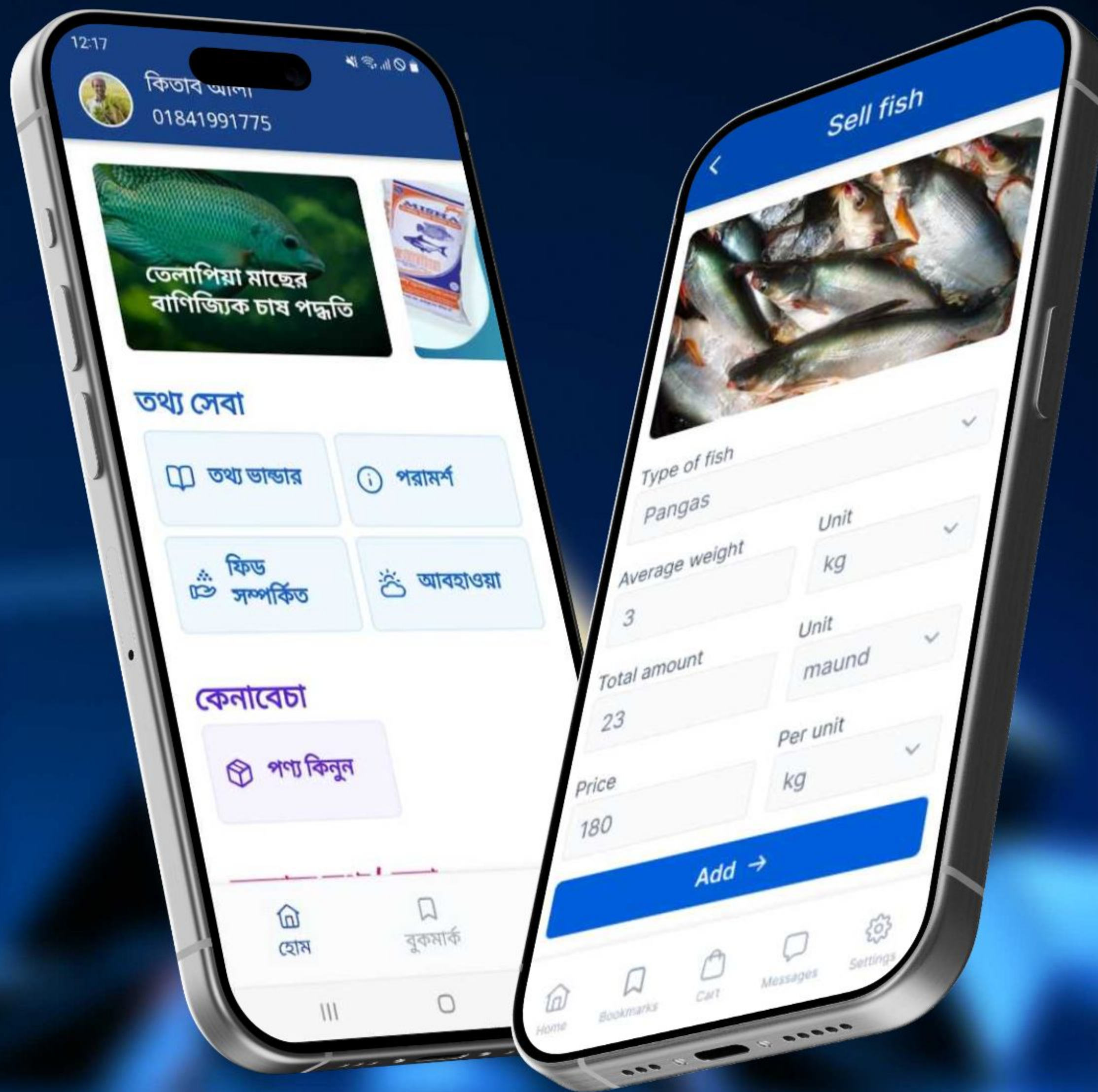


DriveArabia



Project Case Studies





X



OneFish Mobile App

In partnership with WorldFish's BAA project, funded by USAID's Feed the Future program, ARITS designed and developed OneFish — a mobile application platform to support fish farmers and fisheries.

Client: WorldFish / USAID

Client Location: Malaysia / SA

Platform Deployed in: Bangladesh

Tech Stack: Flutter

Sell fish



Type of fish
Pangas

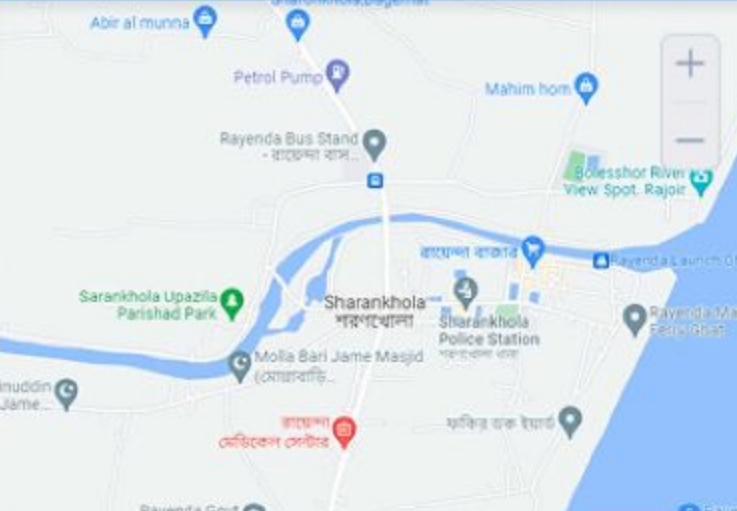
Average weight Unit
3 kg

Total amount Unit
23 maund

Price Per unit
180 kg

Add →

Input Dealer Details



Shawkat Ali
Sarankhola, Bagerhat 0.4 Miles

01711574628

Nearby Input Dealers

Search		
Shawkat Ali	Sarankhola, Bagerhat	0.4 Miles
Abdul Mannan	Sarankhola, Bagerhat	0.6 Miles
Md. Rashed Khan	Sarankhola, Bagerhat	0.9 Miles
Md. Abdul Barek	Sarankhola, Bagerhat	1.1 Miles
Md. Jamal Shikder	Rampal, Bagerhat	1.2 Miles
Md. Liton Howlader	Rampal, Bagerhat	1.5 Miles
Md. Rofiqul Islam	Rampal, Bagerhat	1.9 Miles
Md. Abdul Jalil	Rampal, Bagerhat	2.1 Miles

Weather

Today's weather
25° Probability of light rain

Forecast for next 7 days

Sunday	7 August, 2022	27°
Monday	8 August, 2022	32°
Tuesday	9 August, 2022	33°
Wednesday	10 August, 2022	30°
Thursday	11 August, 2022	30°
Friday	12 August, 2022	30°
Saturday	13 August, 2022	30°

Abdul Momen
01589412587

আফতাব ফিডে ফাটিফাটি অফার
বস্তা খুললেই নিশ্চিত পুরস্কার

Information Services

- Knowledge Bank
- Advice
- Feed Related
- Weather

Marketplace

- Buy Products
- Sell Fish

Other information/services

- Market Actors
- Access to Finance
- Fish related News



Problem

In Bangladesh, farmers have to combat various forms of crisis amidst volatile climate changes. Lack of information and suppliers for feed related problems are common amongst fish farmers in the country. Digital adoption is low and information dissemination requires ineffective manual interventions.

Solution as Designed

OneFish is a Business-To-Business(B2B) mobile application, connecting fish farmers and traders in Bangladesh and making lives easier by reshaping modern aquaculture. We developed OneFish for WorldFish's Bangladesh Aquaculture Activity project, funded by USAID. OneFish has emerged as a comprehensive, digital, one-stop solution specifically designed for fish farmers.

Implementation / Delivery

We successfully trained and onboarded over 26,000 fish farmers onto the OneFish platform, showcasing its effectiveness within the aquaculture community. The platform's impact extends beyond individual farmers, contributing to WorldFish's goal of overall growth and sustainability of the fish farming industry.

DriveArabia x @arits

DriveArabia Web Platform

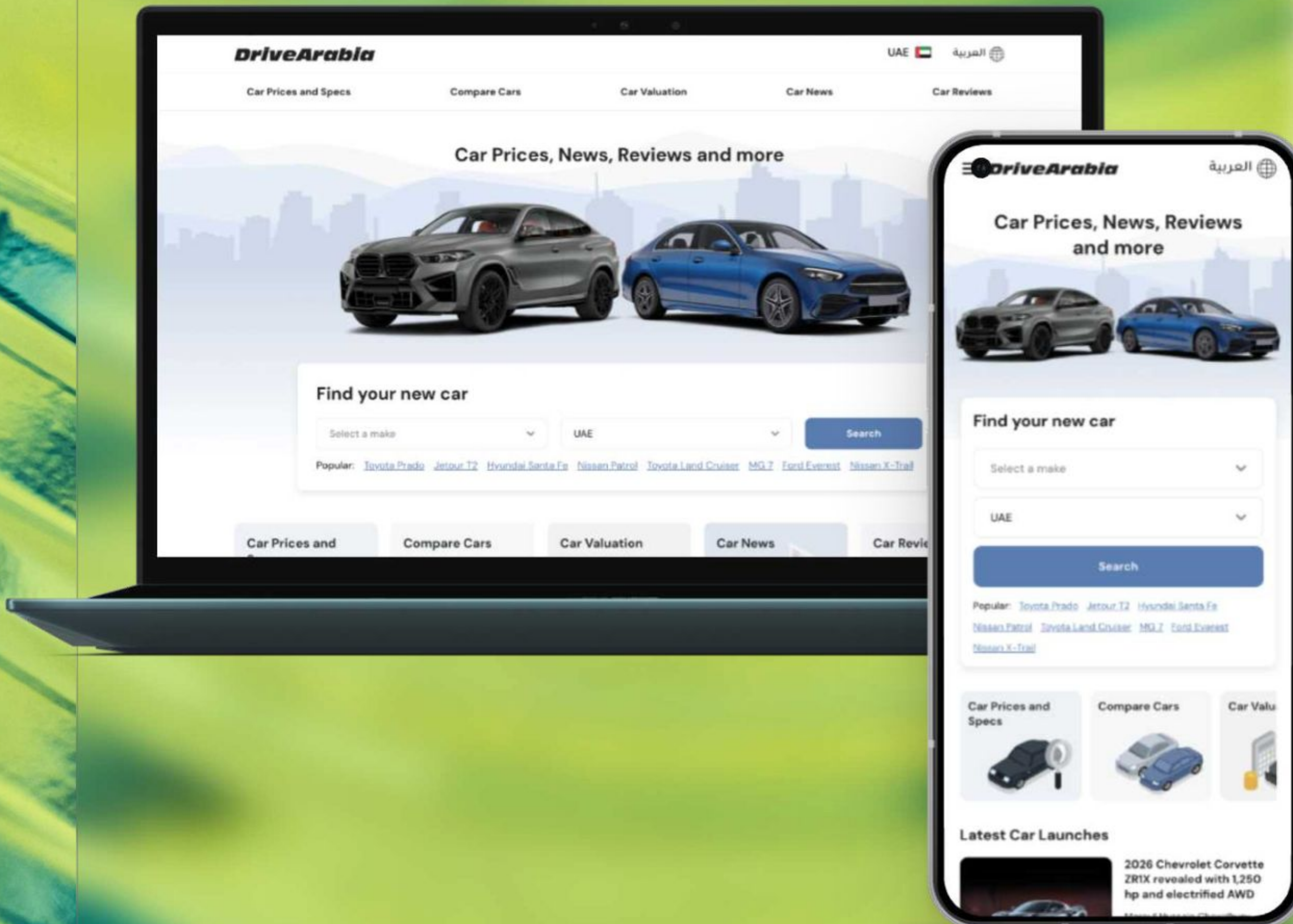
DriveArabia, part of Dubizzle Group Holdings Limited, is the GCC's top automotive portal. With a comprehensive car buying guide, reviews, and the latest car news, it empowers consumers with clear, accurate information for informed purchases while serving both buyers and enthusiasts.

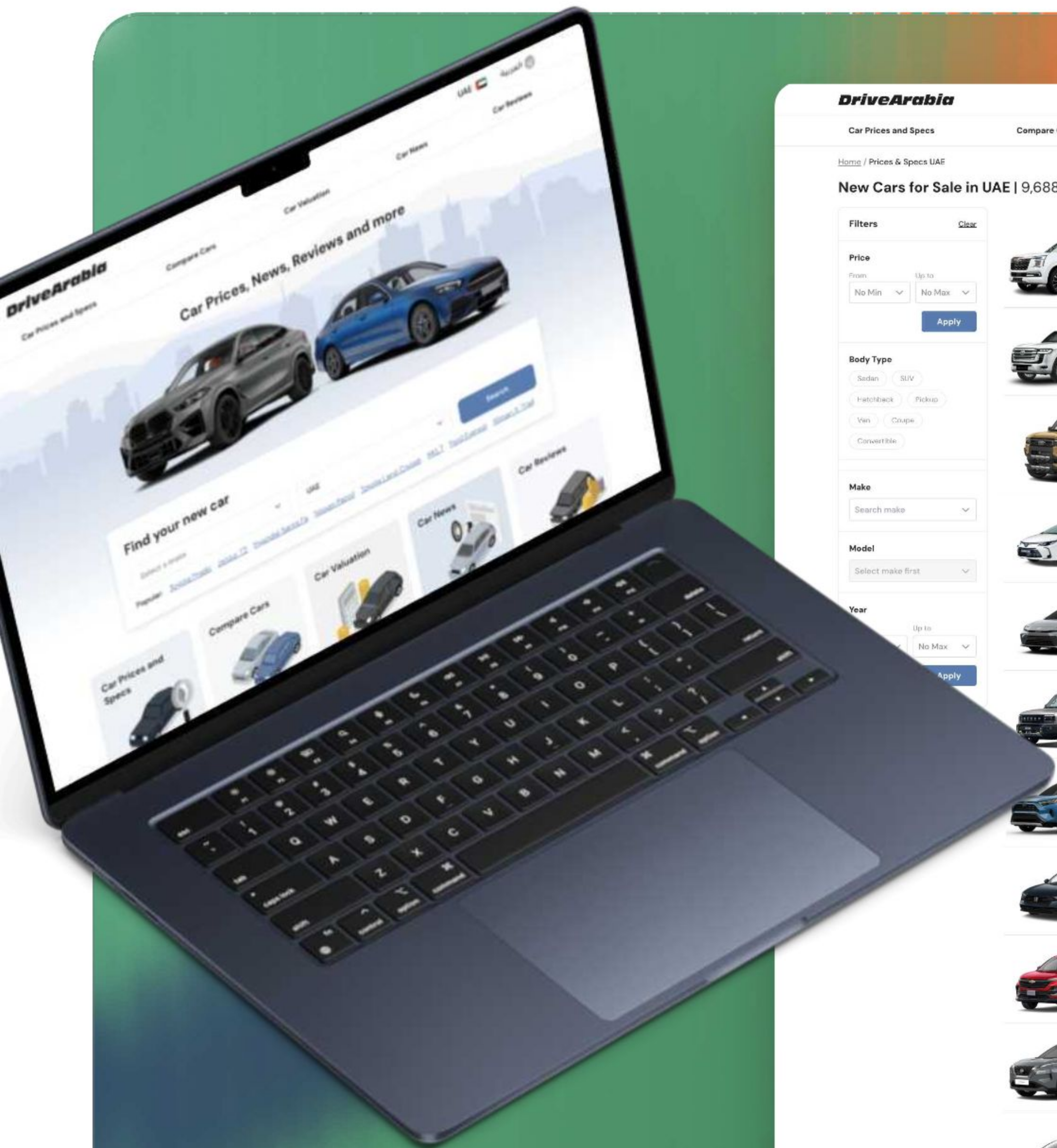
Client: DriveArabia

Client Location: Middle East / GCC

Platform Deployed in: UAE

Tech Stack: Angular, Laravel, ElasticSearch





DriveArabia

UAE العربية

Car Prices and Specs

Compare Cars

Car Valuation

Car News

Car Reviews

Home / Prices & Specs UAE

New Cars for Sale in UAE | 9,688 results

Filters

Clear

Price

From: No Min Up to: No Max

Apply

Body Type

Sedan SUV Hatchback Pickup Van Coupe Convertible

Make

Search make

Model

Select make first

Year

From: No Min Up to: No Max

Apply

2025 Nissan Patrol

From AED 239,900

Trims: 9 Body Type: SUV Fuel Efficiency: 9.7-10.1 km/L

2025 Toyota Land Cruiser

From AED 238,900

Trims: 9 Body Type: SUV Fuel Efficiency: 9.3-10.9 km/L

2025 Toyota Land Cruiser Prado

From AED 199,900

Trims: 5 Body Type: SUV Fuel Efficiency: 13.3-14.1 km/L

2025 Toyota Corolla

From AED 76,900

Trims: 4 Body Type: Sedan Fuel Efficiency: 16.9-25.6 km/L

2025 Toyota Camry

From AED 109,900

Trims: 5 Body Type: Sedan Fuel Efficiency: 12.8-27.8 km/L

2025 Jetour T2

From AED 146,000

Trims: 3 Body Type: SUV Fuel Efficiency: 13.9-16.7 km/L

2025 Toyota RAV-4

From AED 99,900

Trims: 6 Body Type: SUV Fuel Efficiency: 14.3-19.6 km/L

2025 Honda Accord

From AED 125,900

Trims: 5 Body Type: Sedan Fuel Efficiency: 17.2-23.8 km/L

2026 Chevrolet Captiva

From AED 84,000

Trims: 4 Body Type: SUV Fuel Efficiency: 16.7 km/L

2025 Nissan X-Trail

From AED 101,900

Trims: 6 Body Type: SUV Fuel Efficiency: 15.6-16.1 km/L

2025 Kia Sportage

From AED 102,900

Trims: 6 Body Type: SUV Fuel Efficiency: 12.5-15.4 km/L

2025 Nissan Sunny

From AED 61,500

Trims: 4 Body Type: Sedan Fuel Efficiency: 15.4 km/L



Instant Online Car Valuation

Instantly calculate the resale value of any car, truck or SUV

Get an Estimate

Browse Cars By Brand

BMW

Ford

Chevrolet

Honda

Hyundai

Kia

Lexus

Mercedes-Benz

Mitsubishi

Mazda

Nissan

Toyota

All Car Brands →

Car News

2026 Chevrolet Corvette ZR1X revealed with 1,250 hp and electrified AWD

Marouf Hussain Chowdhury

June 19, 2025

2025 Nissan Patrol PRO-4X makes regional debut with off-road upgrades

Marouf Hussain Chowdhury

June 18, 2025

JAECOO J5 to Launch in UAE in July

Marouf Hussain Chowdhury

June 18, 2025

2026 GAC GS8 Hybrid and Traveller launched in UAE

Marouf Hussain Chowdhury

June 18, 2025

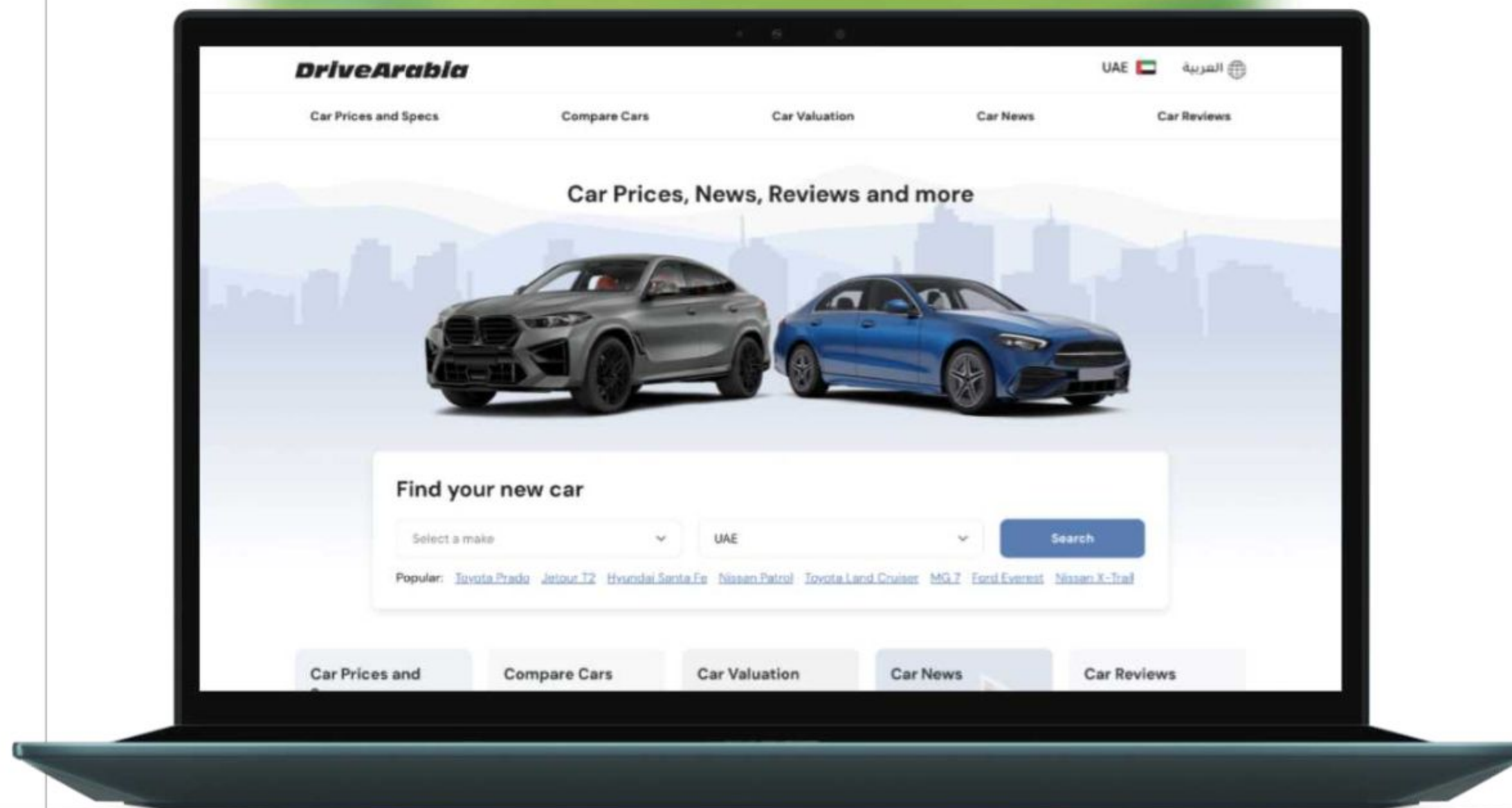
More Car News →

Car Comparison

Nissan Patrol vs. Toyota Land Cruiser

Toyota Camry vs. Honda Accord

More Car Comparisons



Problem

DriveArabia's original site was developed back in 2005 as a simple web application to provide car enthusiasts information about new car models and trims launched in the gulf region. By 2018, the database contained over 30000 car models and trims. However, the database contained unstructured data relating to countrywise model pricing and as a result no analytics or aggregation on the data was possible.

Solution as Designed

After analyzing the DriveArabia's original database, we designed custom pattern based algorithm to extract pricing of car models/ trims and create a structured database design for the DriveArabia administration. From thereon, we moved forward to develop car depreciation calculator and car insurance related platform for them.

Implementation / Delivery

We did a seamless integration with their existing web application via fetching data from ElasticSearch indexes. The RestFul API based solution was built with Laravel and the administrative platform was built with Angular 10.



Oporajita Web Application

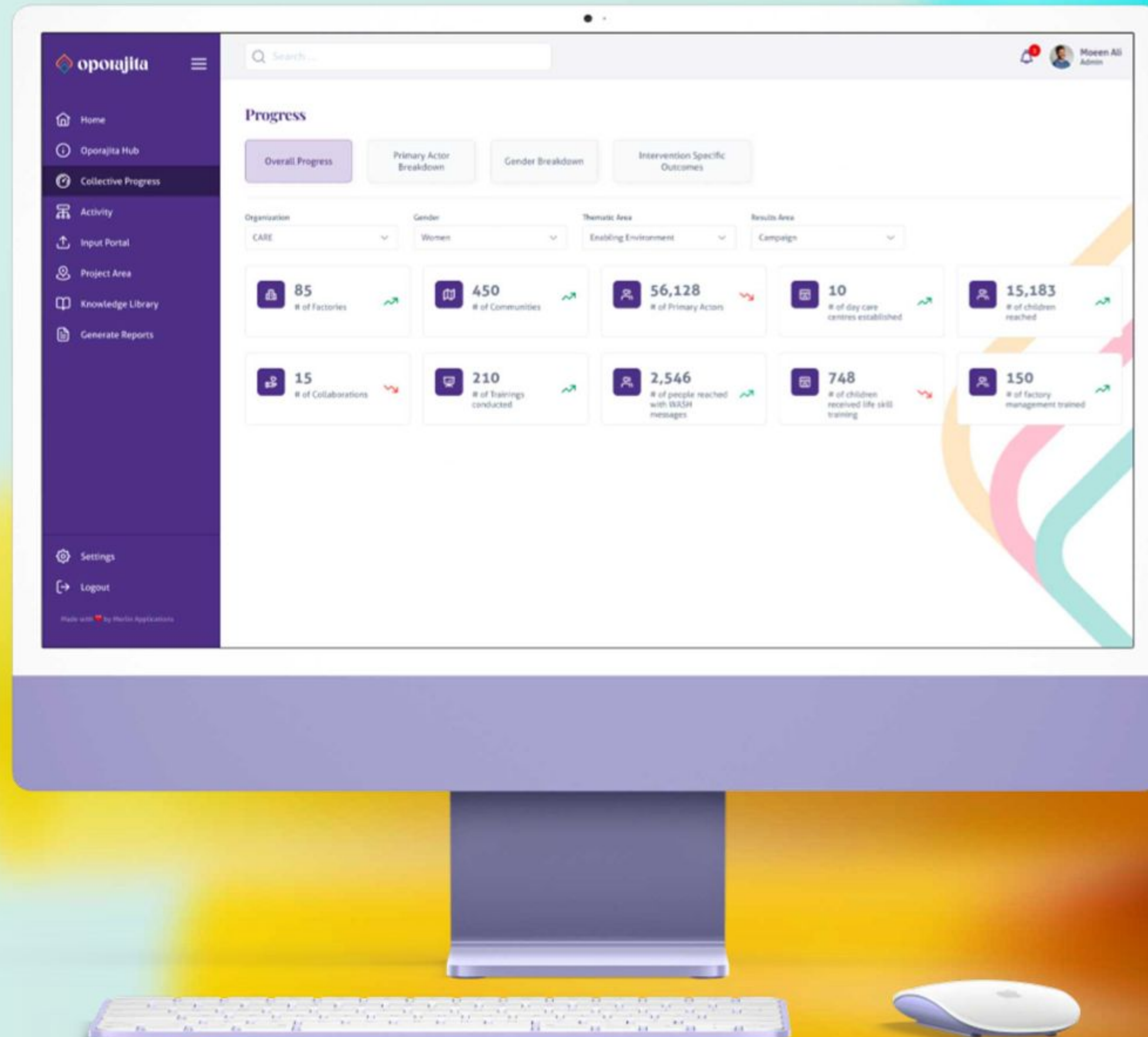
Oporajita struggled with inefficient, manual data management, causing delays, inconsistencies, and data loss. KPI tracking was fragmented, document handling lacked structure and security, and there was no centralized system for performance monitoring. Additionally, the platform lacked tools for visualizing partner locations, making geographic oversight difficult and time-consuming.

Client: Oporajita

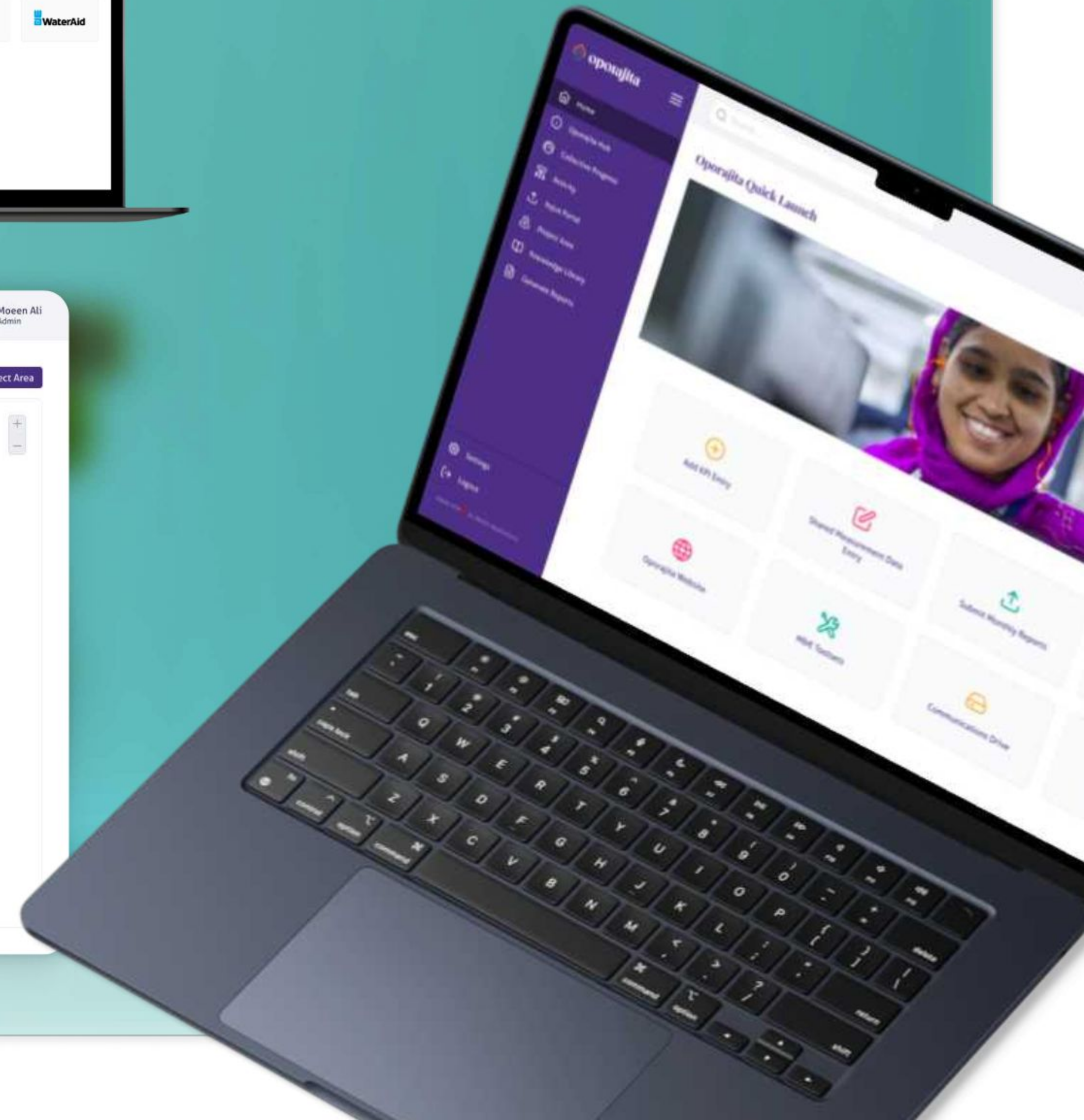
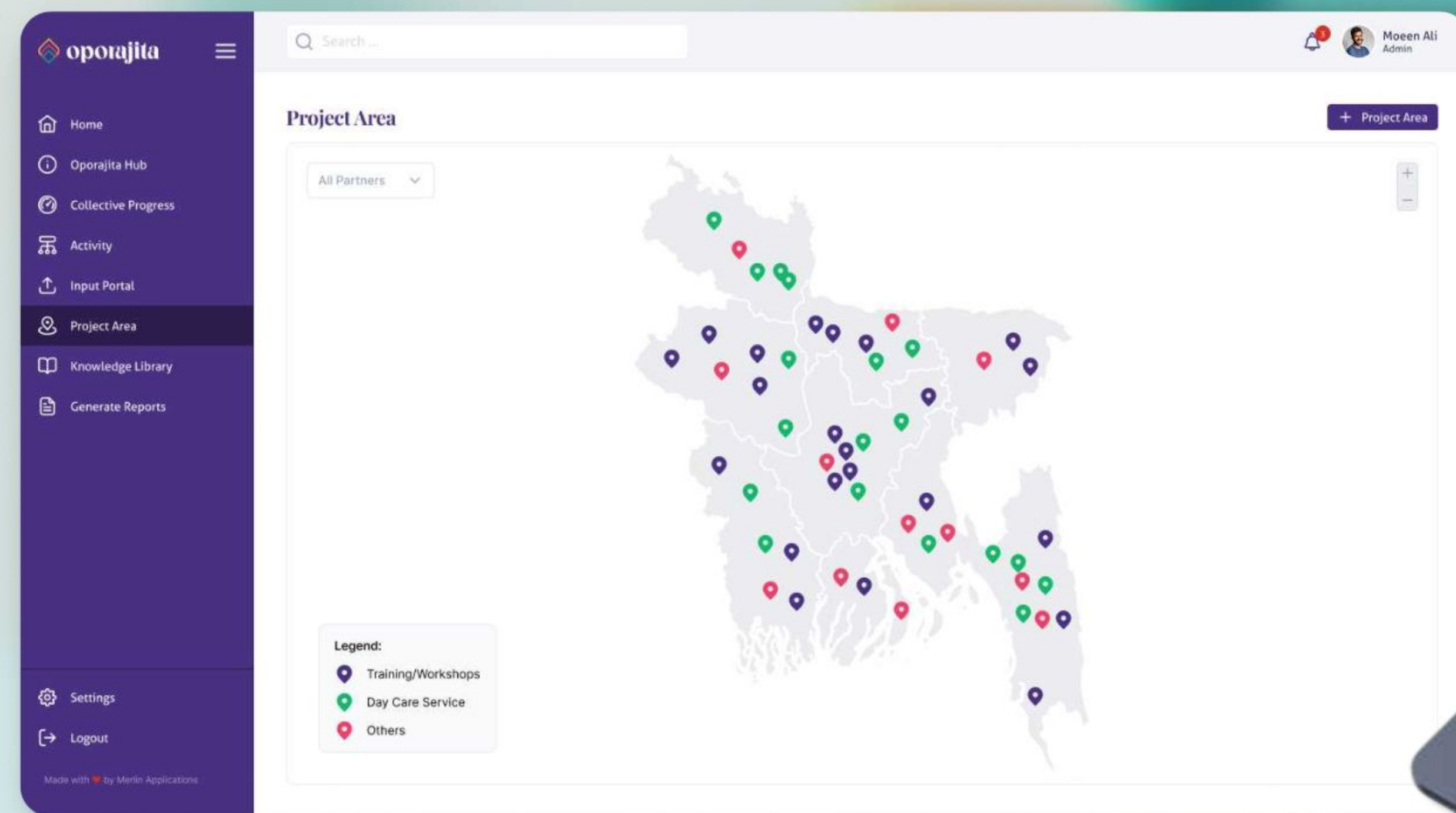
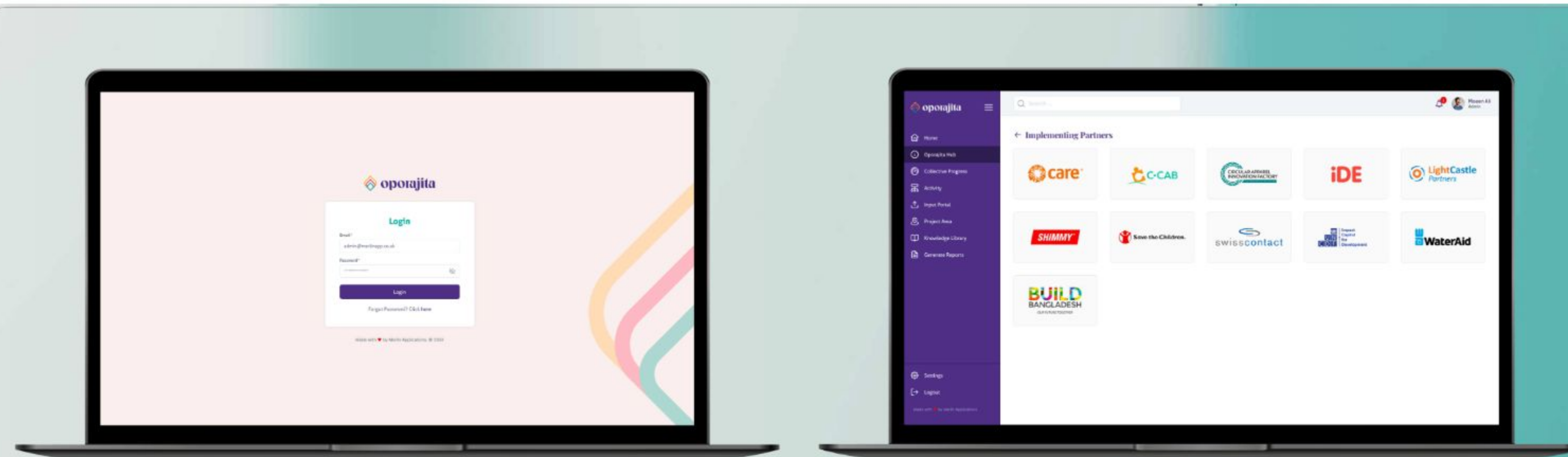
Client Location: Bangladesh / SA

Platform Deployed in: Bangladesh

Tech Stack: Angular, Laravel



oporajita X arits



Problem

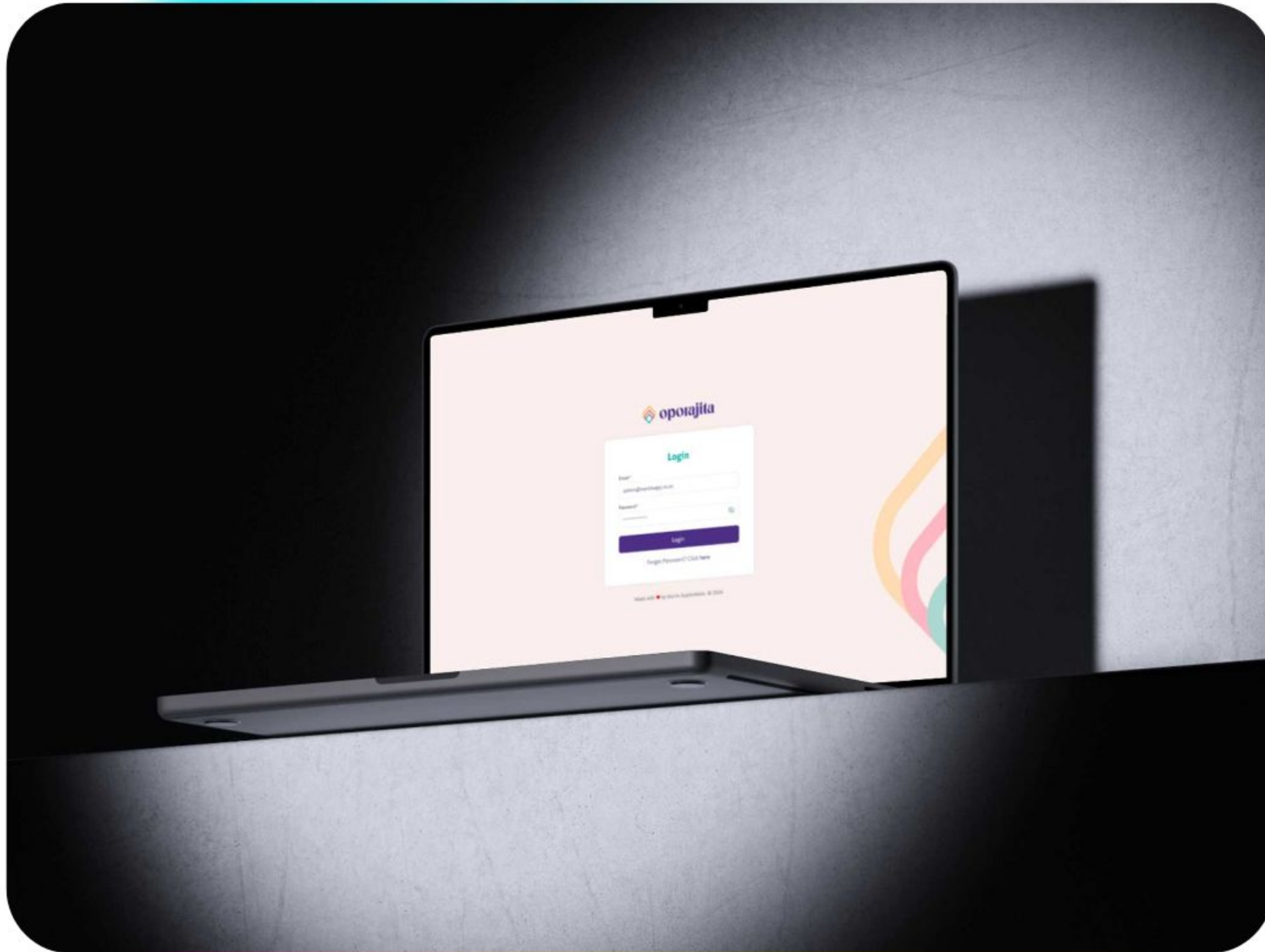
The tracking of KPIs and activity progress was entirely manual, leading to delays, data inconsistencies, and occasional data loss. In the absence of a centralized system, the team was forced to calculate and monitor each metric individually, making performance tracking both time-consuming and inefficient. Document management also lacked structure and security.

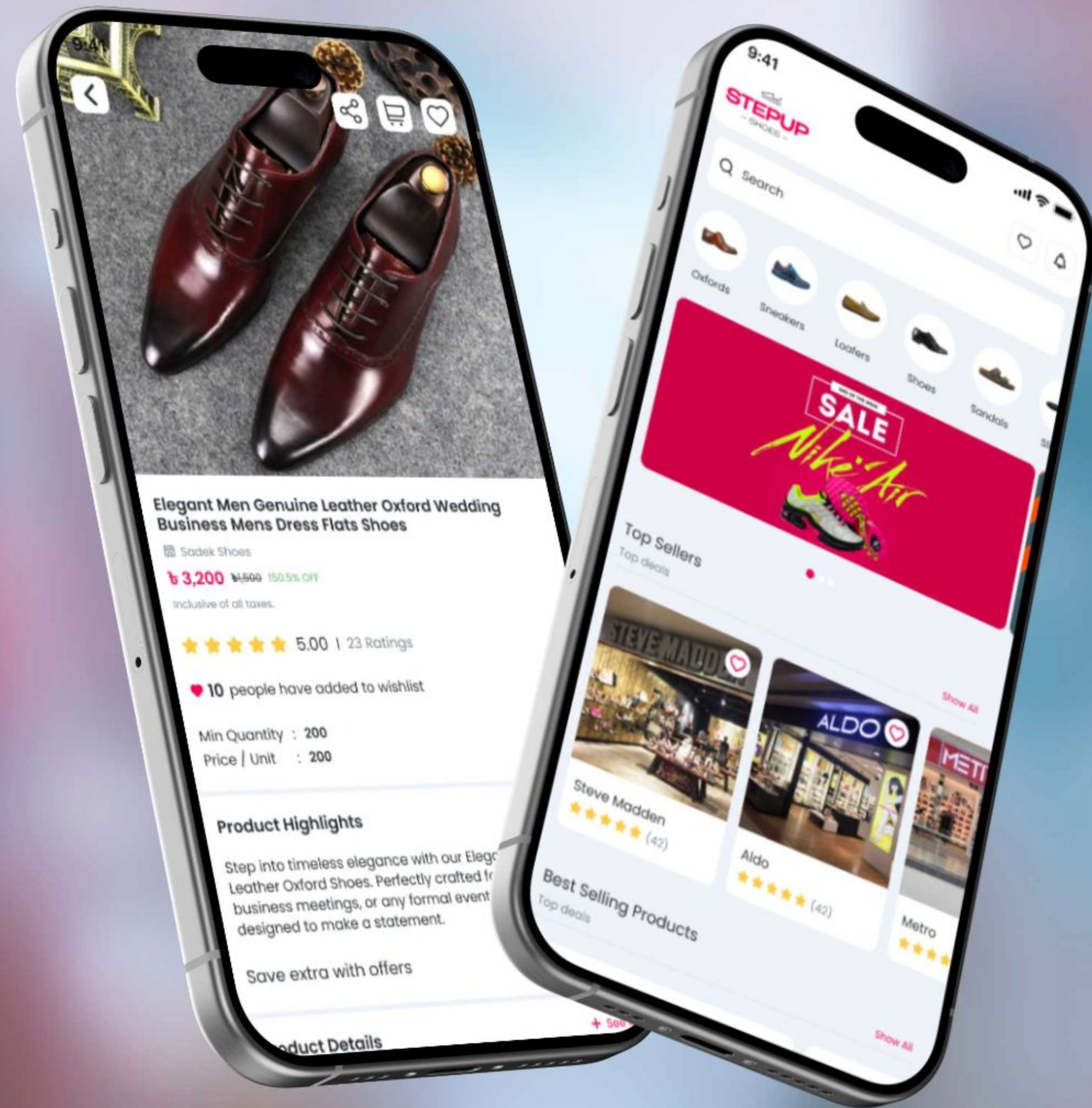
Solution as Designed

The new system introduced a centralized framework for monitoring KPIs and tracking activities via structured Excel uploads, significantly enhancing both efficiency and data accuracy. To address document management challenges, a secure module was implemented for systematic storage, organization, and retrieval of files. Additionally, a dynamic, map-based interface was integrated to visualize the geographic distribution of partner organizations.

Implementation / Delivery

The platform was developed using a modular and scalable architecture, featuring a Laravel-based backend and a Next.js frontend to deliver a fast, responsive, and user-friendly experience.





StepUp Shoes E-commerce

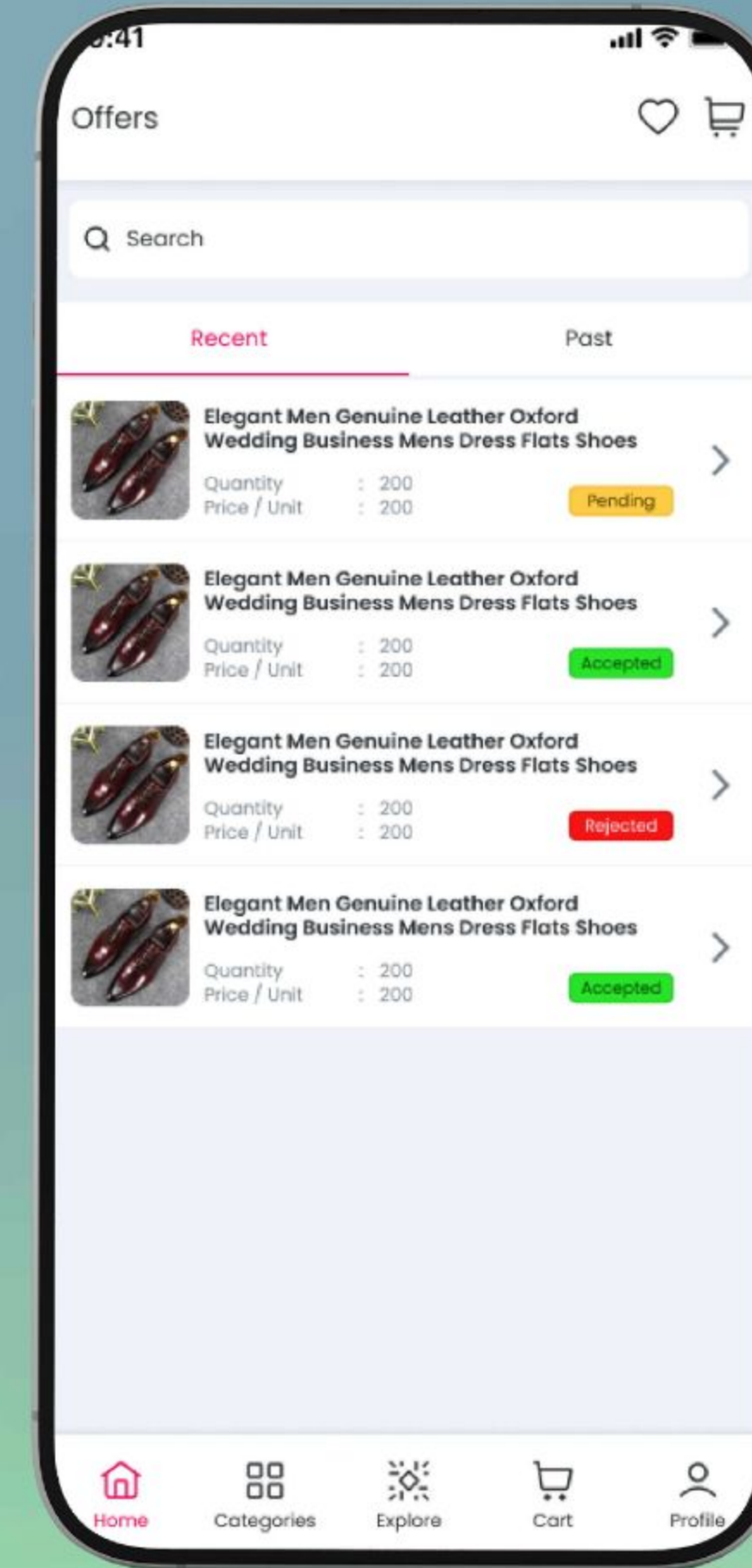
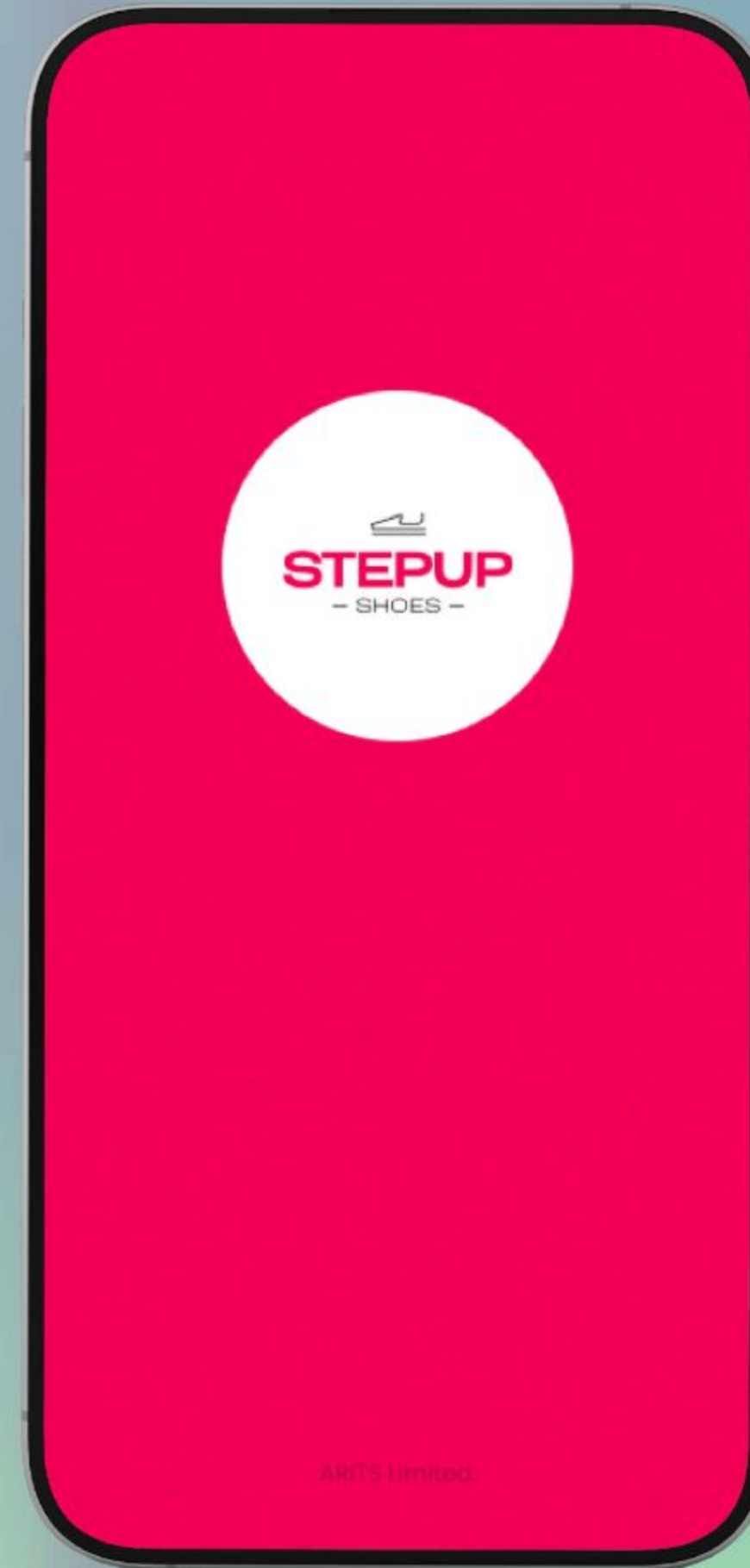
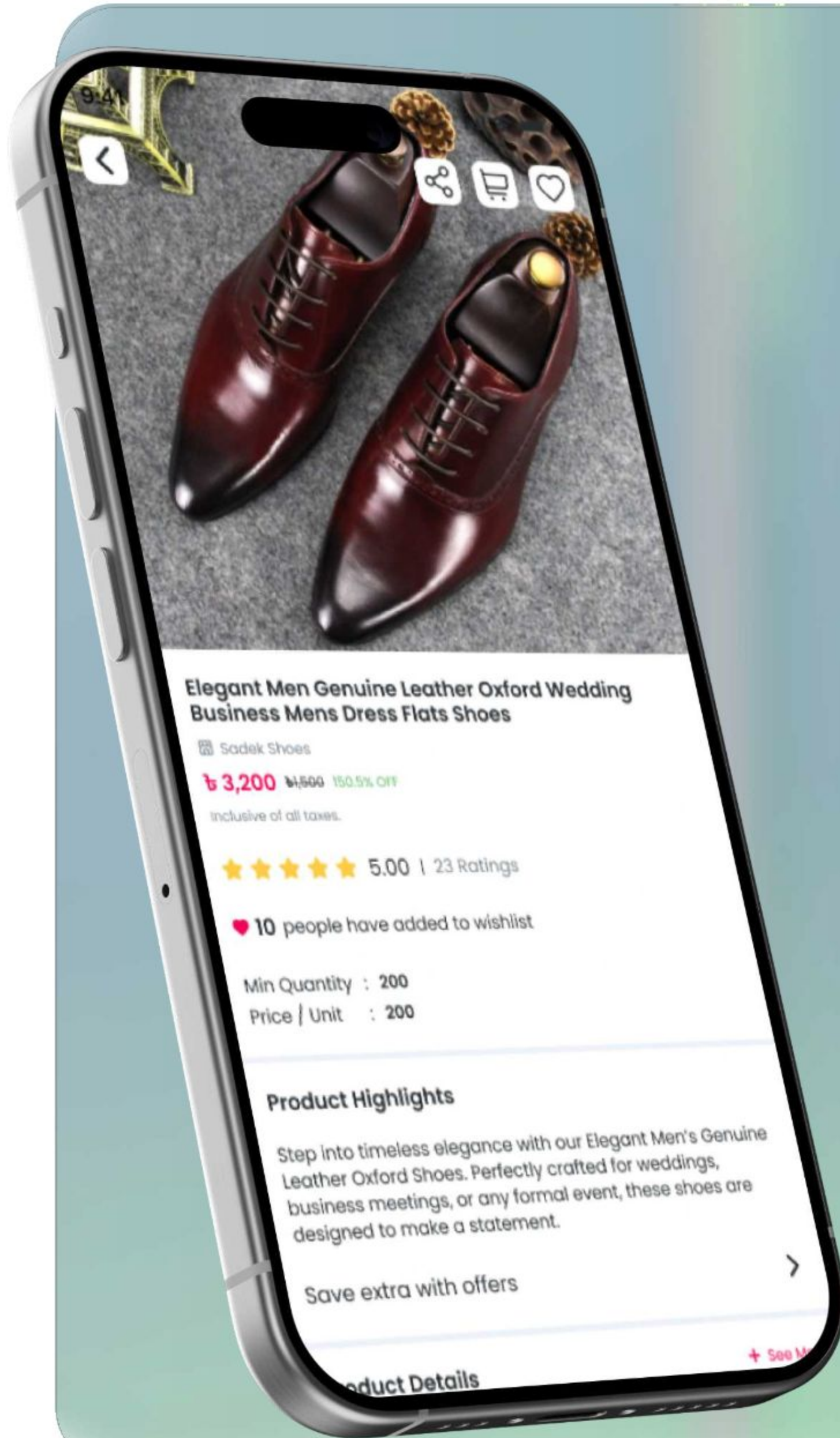
The Bhairab footwear sector in Bangladesh, although large and profitable, conducted all its daily transactions offline. To address this, we built StepUp Shoes, a tailored B2B e-marketplace with secure payments, multilingual support, and advanced search, thus digitally transforming the industry.

Client: StepUp

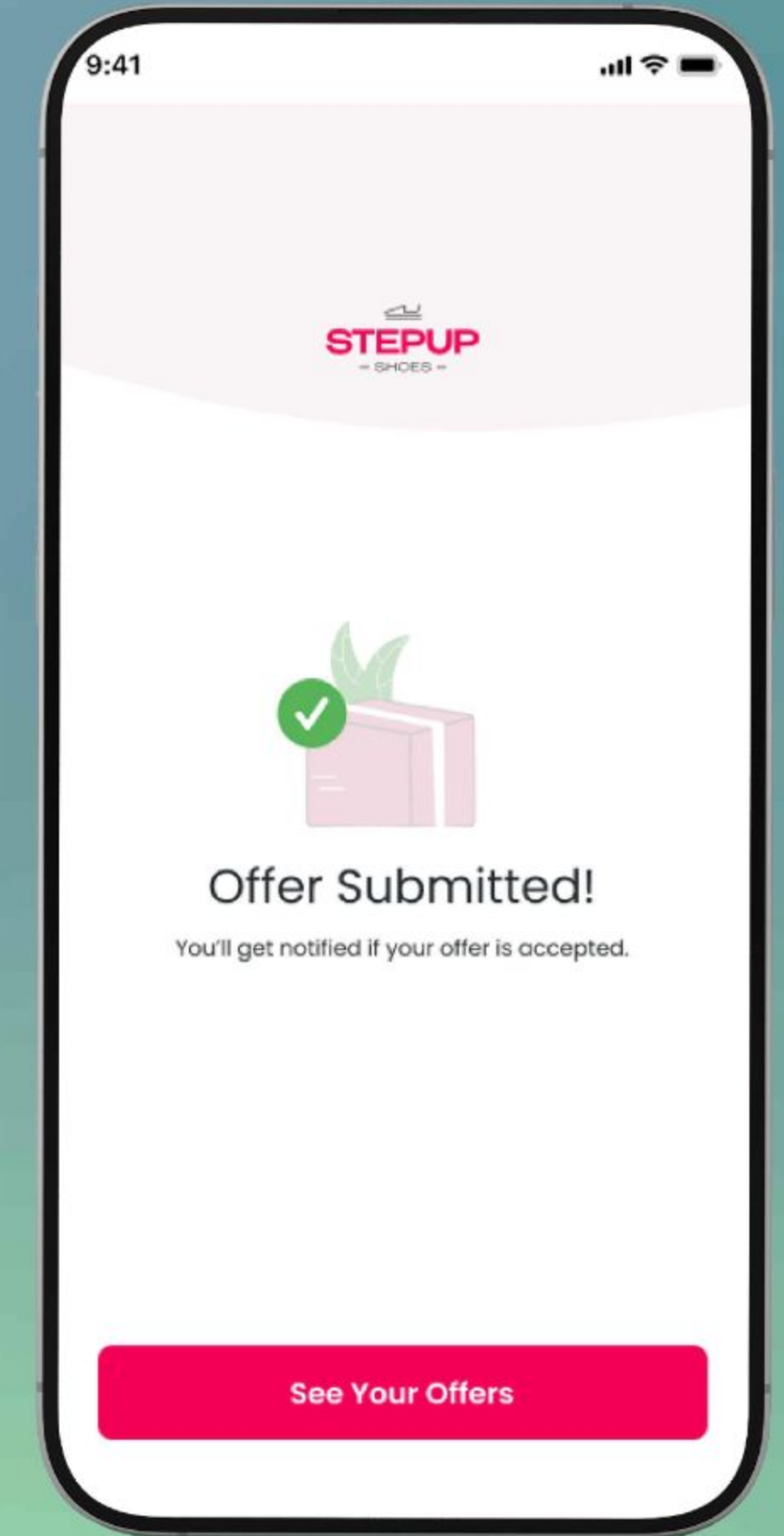
Client Location: Bangladesh / SA

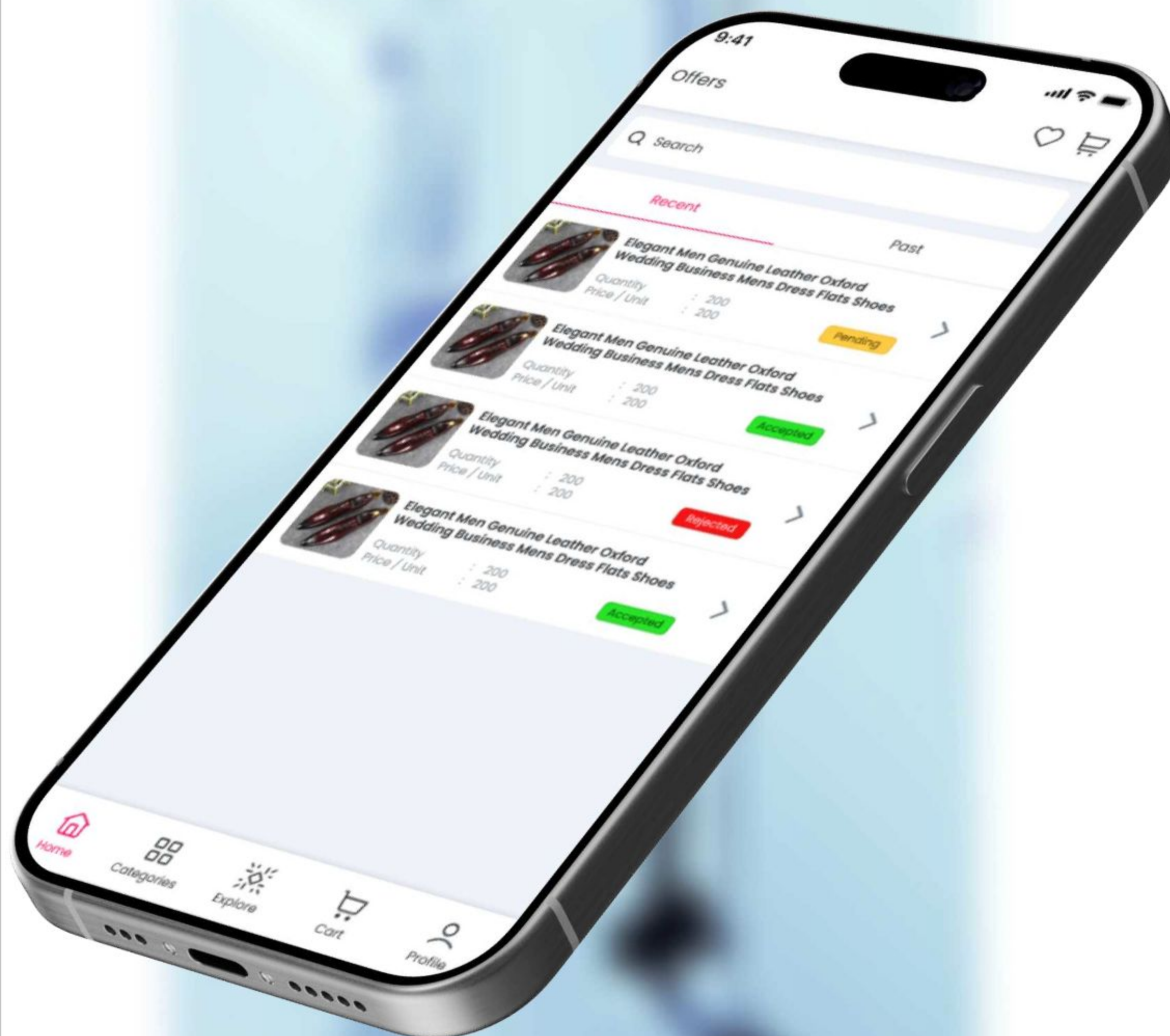
Platform Deployed in: Bangladesh

Tech Stack:



STEPUP X **arits**
- SHOES -





Problem

The Bhairab footwear sector in Bangladesh, despite being one of the largest leather goods and footwear manufacturing clusters with over 5,000 factories employing 30,000+ workers, faced significant digital transformation challenges. The sector generated daily business transactions worth Tk 150-200 million, but 99% of these transactions occurred offline through traditional channels.

Solution as Designed

We designed and developed a comprehensive B2B E-marketplace platform specifically tailored for the Bhairab footwear sector called StepUp Shoes. Our solution encompassed a complete digital ecosystem including a user-friendly website and mobile applications with integrated secure payment gateways, multi-language support and advanced search capabilities.

Implementation / Delivery

We developed both web and mobile platforms using modern responsive design principles and integrated payment processing systems for seamless B2B transactions. The technical architecture included robust backend systems for inventory management, order processing, and analytics.

In-house Products





Lattitude Academy is an online learning platform by ARITS Limited offering curated professional development and personal growth courses. It delivers structured learning journeys—such as “Social & Green Impact Incubation,” “Atomic Habits,” and “Deep Work”—via an intuitive, web-based interface.

The platform features personalized dashboards, automated certifications, quizzes, messaging tools, gradebooks, and activity tracking. It's designed to engage both learners and educators, promoting meaningful learning with tracking, communication, and performance metrics all integrated within the portal.



Elevate your learning with Lattitude

Expertly crafted courses that make your learning experience fun and engaging!

Start Learning →



Courses

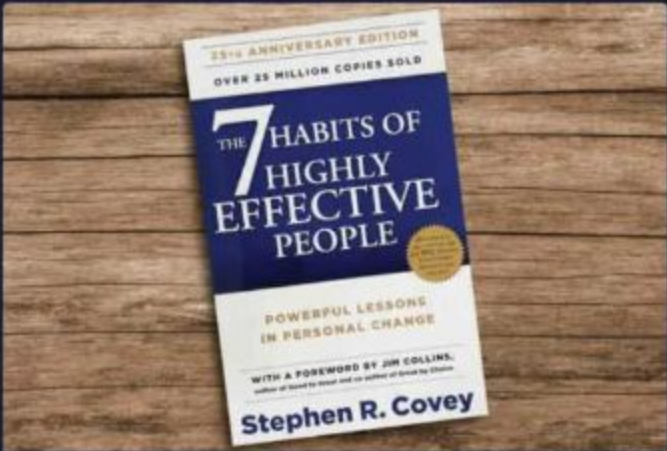
Each course is meticulously designed to take you on a journey of exploration and mastery. Dive deeper with thoughtfully curated courses.



Social & Green Impact Incubation

Explore the intersection of business and social responsibility with our "Social & Green Impact Incubation" course. This program equips you to develop ventures that thrive in the market while making a positive impact on society and the environment. Join us in shaping a sustainable future through purpose-driven entrepreneurship.

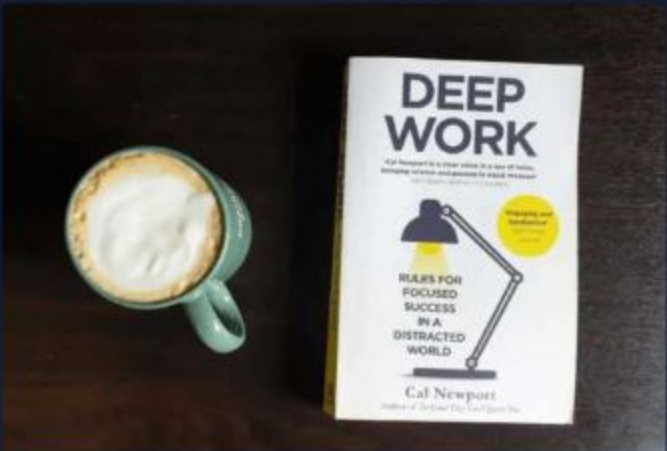
Get Course →



7 Habits of Highly Effective People

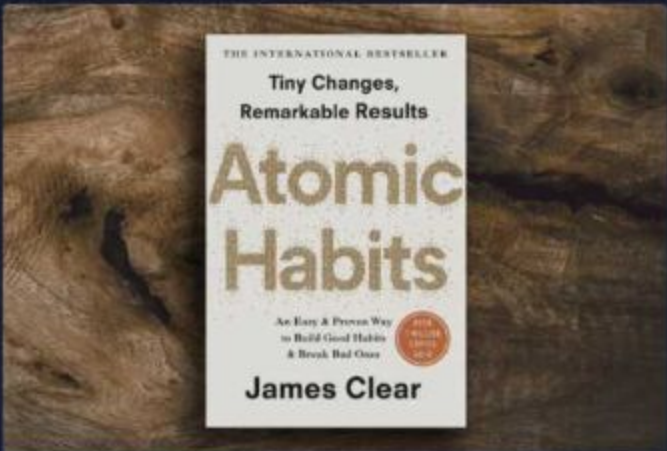
Unlock personal and professional transformation with "The 7 Habits of Highly Effective People." This influential book guides you through timeless principles to enhance productivity and foster genuine success. The course insights will empower you to cultivate habits that lead to effectiveness in both your professional and personal life.

Get Course →



Deep Work

Dive into peak productivity and meaningful work with "Deep Work." In



Atomic Habits

Uncover the atomic, incremental shifts that lead to remarkable results in

My courses - AML2

More

1 / 10



Anti-money laundering (AML)

Money laundering is almost as old as money itself. After all, every crime that starts with money, ends with money laundering. Crime simply does not pay without it.

Banks and financial institutions have had anti-money laundering (AML) measures in place for some time. So criminals must look for 'easier' targets and new ways to launder their ill-gotten gains. This has brought many more professions within the scope of AML rules. This includes lawyers, notaries, accountants, insurers, high-value goods dealers and so on.

This entry-level course is designed to provide a good grounding in how criminals exploit systems and processes to launder money, plus how to mitigate the risks. Packed full of real-life case studies and practical, worked examples, this course is ideal for those working in risk management or compliance in both financial and non-financial firms, who must develop an AML compliance framework.

Learning Objectives:

- Be able to set money laundering in its historical and legislative context
- Understand how and why criminal property is laundered
- Know AML/CFT requirements for your sector and business
- Gain a high-level insight in how to develop an AML compliance framework for your business



Collapse all

Introduction

Page Syllabus

HSP Interactive video

Opened: Wednesday, 1 May 2024, 12:00 AM Due: Wednesday, 18 September 2024, 12:00 AM

Assignment Assignment: Design an Online Learning Environment

Opened: Thursday, 4 July 2024, 12:00 AM

Introduction

Page Syllabus

HSP Interactive video

Opened: Wednesday, 1 May 2024, 12:00 AM Due: Wednesday, 18 September 2024, 12:00 AM

Assignment Assignment: Design an Online Learning Environment

Opened: Thursday, 4 July 2024, 12:00 AM

Quiz Quiz 1

Opened: Sunday, 8 September 2024, 12:00 AM Due: Monday, 16 September 2024, 12:00 AM

Assignment Test assignment

HSP অধ্যায় - সংবেদনশীল অঞ্চলসমূহ এবং চ্যেং

Forum Announcements

Topic 1

Page E-learning introduction video

Opened: Thursday, 2 May 2024, 12:00 AM

Quiz Quiz on AML

Game Learn through Millionaire game

Lesson GUIDELINES ON PREVENTION OF MONEY LAUNDERING & COMBATING FINANCING OF TERRORISM FOR CAPITAL MARKET INTERMEDIARIES

Game Millionaire



Lattitude

Dashboard My courses Calendar Private files

My courses - July 2025

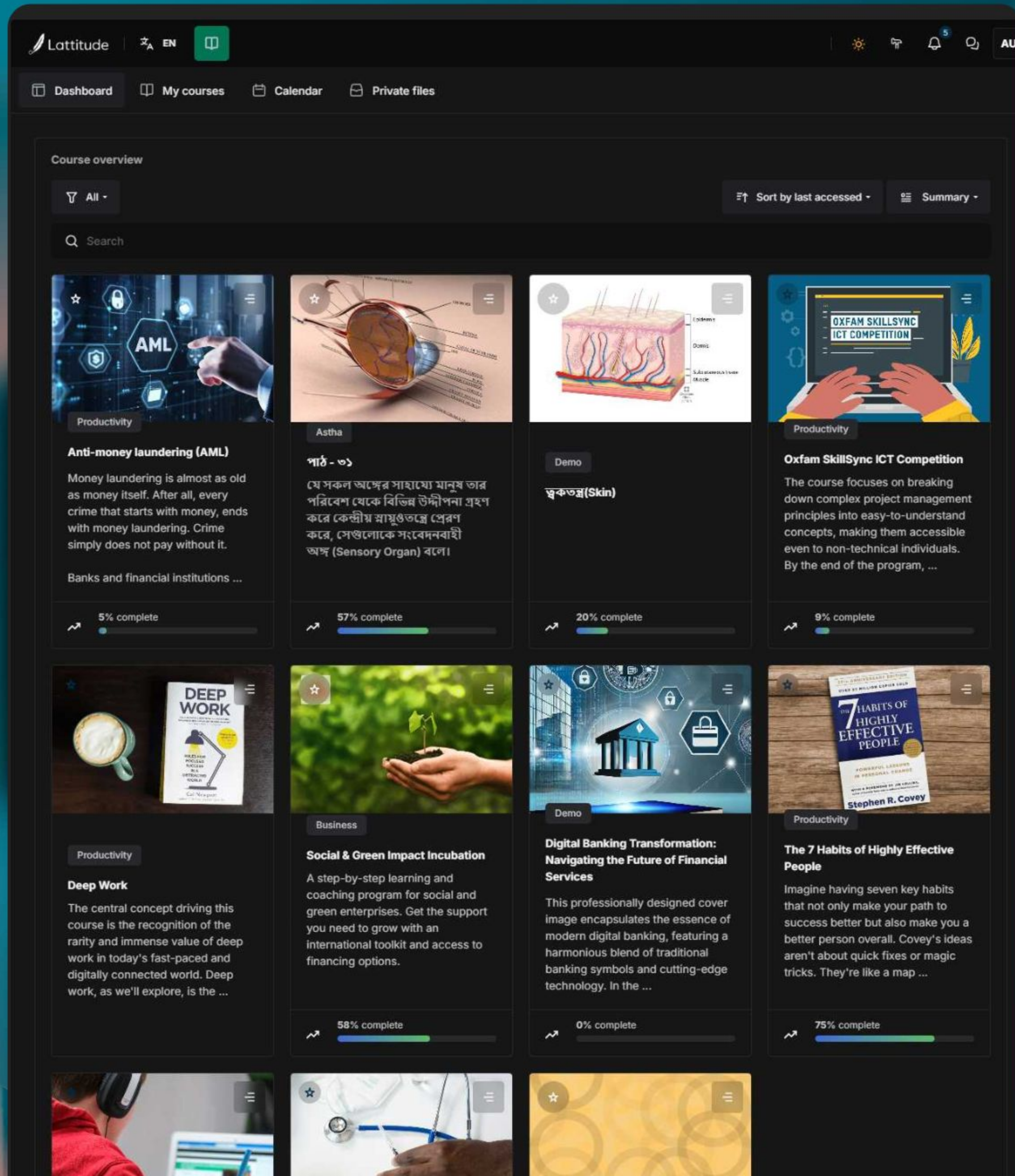
Calendar

Month All courses New event

July 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Import or export calendars



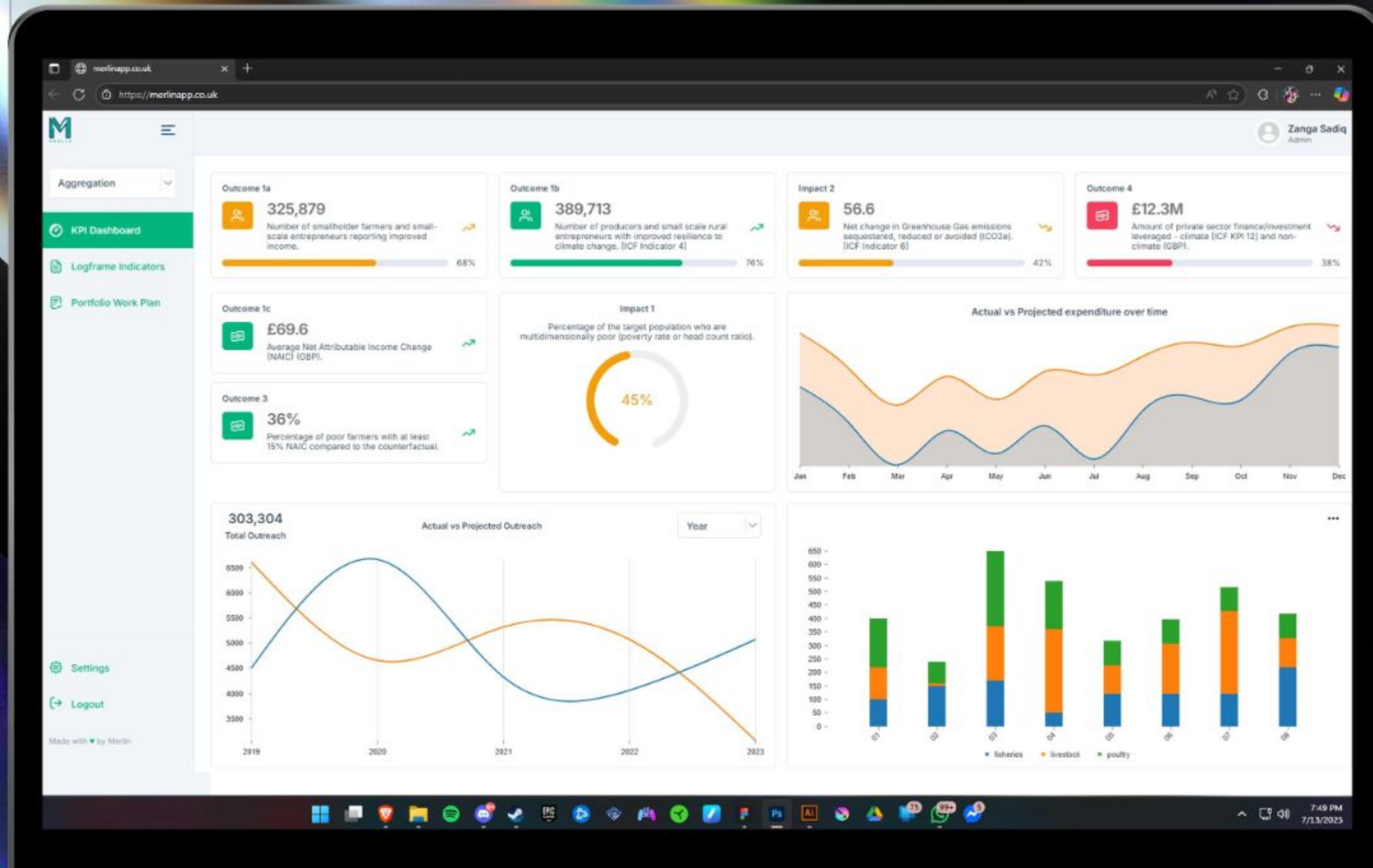
Key Features:

- **Customizable dashboards:** Personalized interface for learners and instructors.
- **Automated certifications:** Certificates issued upon completion of courses or criteria.
- **Quizzes & assessments:** Customizable question formats and automated grading.
- **Messaging & announcements:** Built-in tools for communication between users.
- **Gradebook:** Centralized tracking of learner performance and feedback.
- **Activity tracking & reporting:** Analytics on user engagement and learning progress.

Merlin by Arits

Merlin is a web-based Monitoring, Evaluation, Research & Learning (MERL) management platform designed for development organizations and programs. It serves as a central hub that enables adaptive planning, data collection, analysis, and decision-making.

With integrated modules, Merlin empowers teams to manage interventions, research designs, data aggregation, value-for-money reporting, and a knowledge library from a single system—improving responsiveness, coordination, and insight across all project activities. It is built as an intuitive, user-friendly solution to streamline project lifecycle operations.



M

Aggregation

KPI Dashboard

Logframe Indicators

Portfolio Work Plan

Settings

Logout

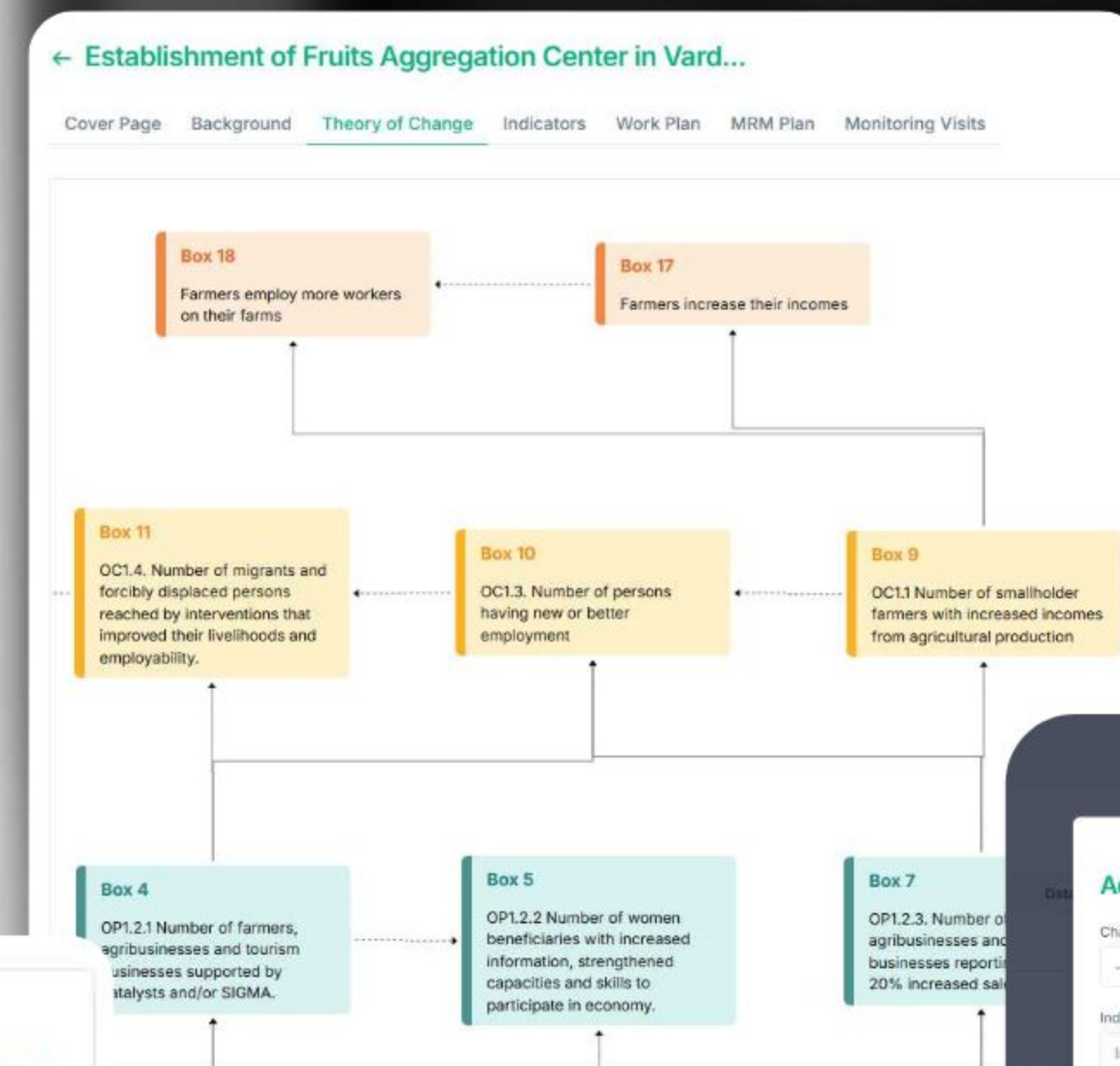
Made with Merlin

Settings

GeneralInterventionUser

Name	Position	Role	Email
Naomi Falkenburg	Consultant monitoring, evaluation & learning (MEL)	Operator	naomi@devlearn.co.uk
Edgar Mehrabyan	Monitoring and Evaluation Specialist	Manager	emehrabyan@ampartners.am
Vahe Mambreyan	Merlin Admin	Admin	vmambreyan@ampartners.am
Karen Gevorgyan	Merlin Admin	Admin	karen_gevorgyan@dai.com
Zanga Sadiq	Principal Manager	Admin	admin@merlin.com

+ Add User



Merlin by arits

Add New Logframe Indicator

Change Level *

-- Select --

Indicator Name *

Indicator Name

Description *

Data Source

Data Source

Unit

Unit

Baseline

Baseline

Targets

Milestone 1 *

Milestone 1

+ Add another milestone

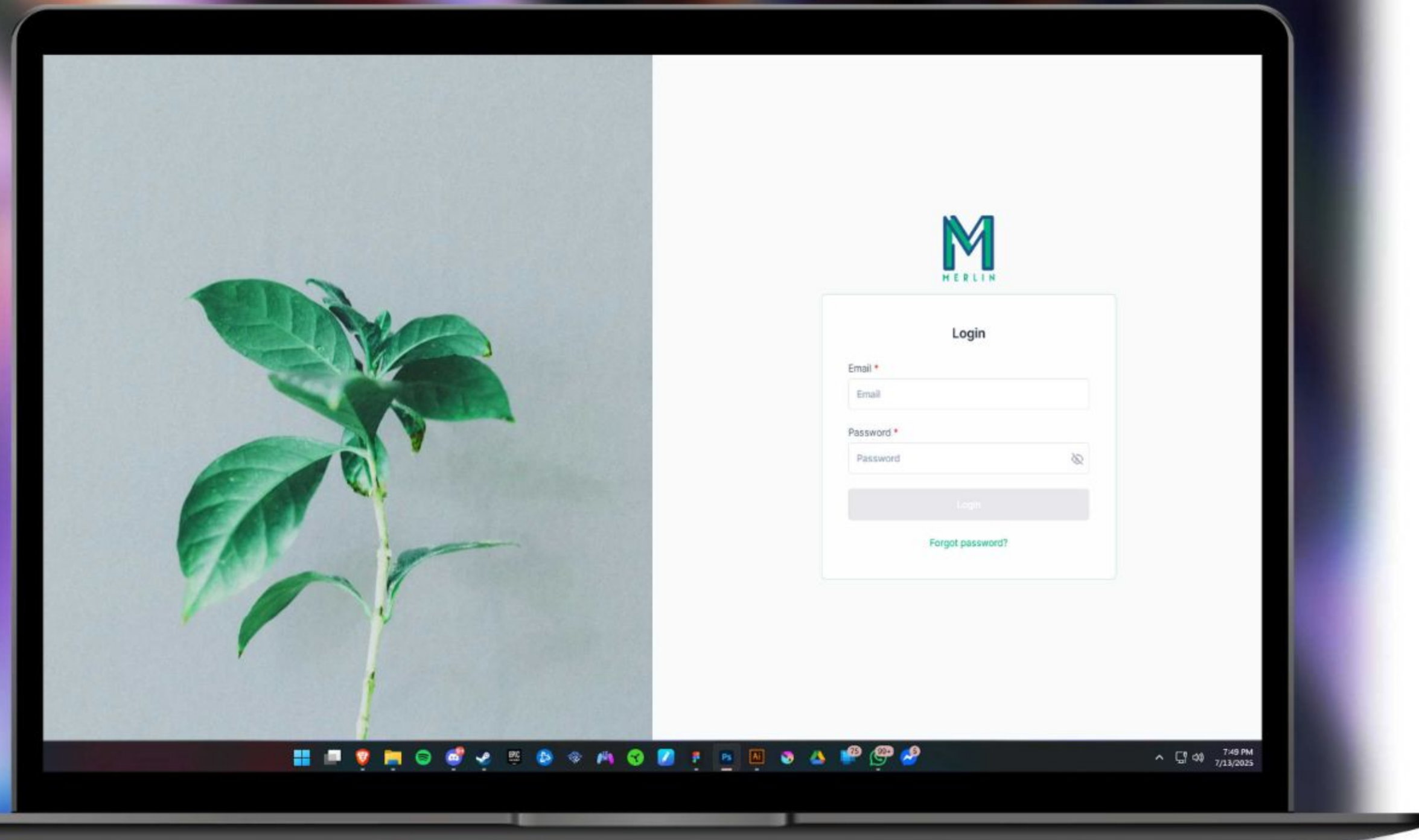
Cancel

Save

Merlin by @arits

Key Features:

- **Integrated Modules:** Combines Data Management, Intervention, Research, Aggregation & VFM, and Knowledge Library into one unified platform.
- **Data Management:** Supports importing data (e.g. Excel, KoboToolbox), validation, custom reporting, and structured storage.
- **Intervention Design & Tracking:** Enables planning, theory of change development, and monitoring across all project interventions.
- **Research Module:** Allows research planning, data analysis, and reporting within a centralized workspace.
- **Aggregation & VFM:** Aggregates results across interventions, calculates value-for-money ratios, and supports donor reporting.
- **Knowledge Library:** Stores project documents and information in a searchable central repository.



Tech Stacks and Team



Our tech stacks make sure our platforms are on the cutting edge, globally.

Front-end

NEXT.js



ANGULAR

**Back-end**

django

Mobile Apps**DevSecOps
/ QA Testing****Data / AI**

Our agency's leadership are familiar with success and know how to deliver alongside our experienced team.



Fahim Hossain

Founder & CEO

*Royal Melbourne Institute of Technology
Melbourne, Australia*



Maher Khan

Chairman & CCO

*The College of Wooster
Ohio, United States of America*



Mohammed Ali Azam

Managing Director & COO

*Independent University
Dhaka, Bangladesh*



Nur Azam

Director & CSO

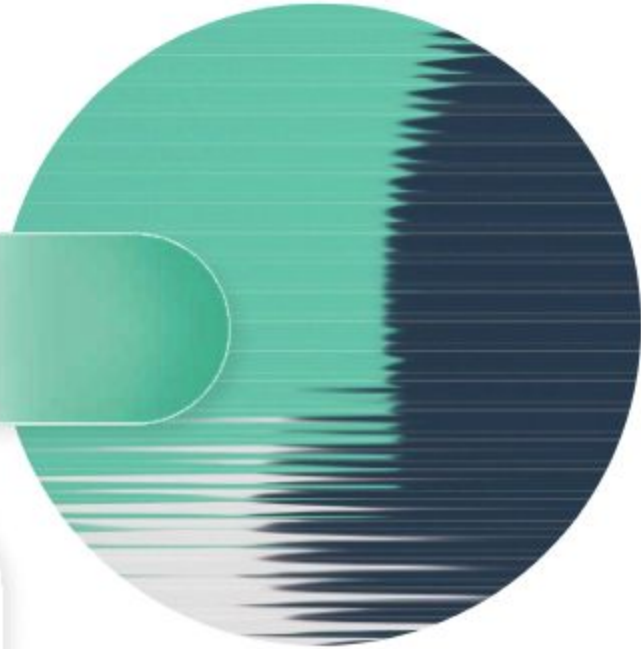
*London School of Economics
London, United Kingdom*

+ 40 of the best developers, designers and testers in Dhaka, Bangladesh.

Pricing and Next Steps

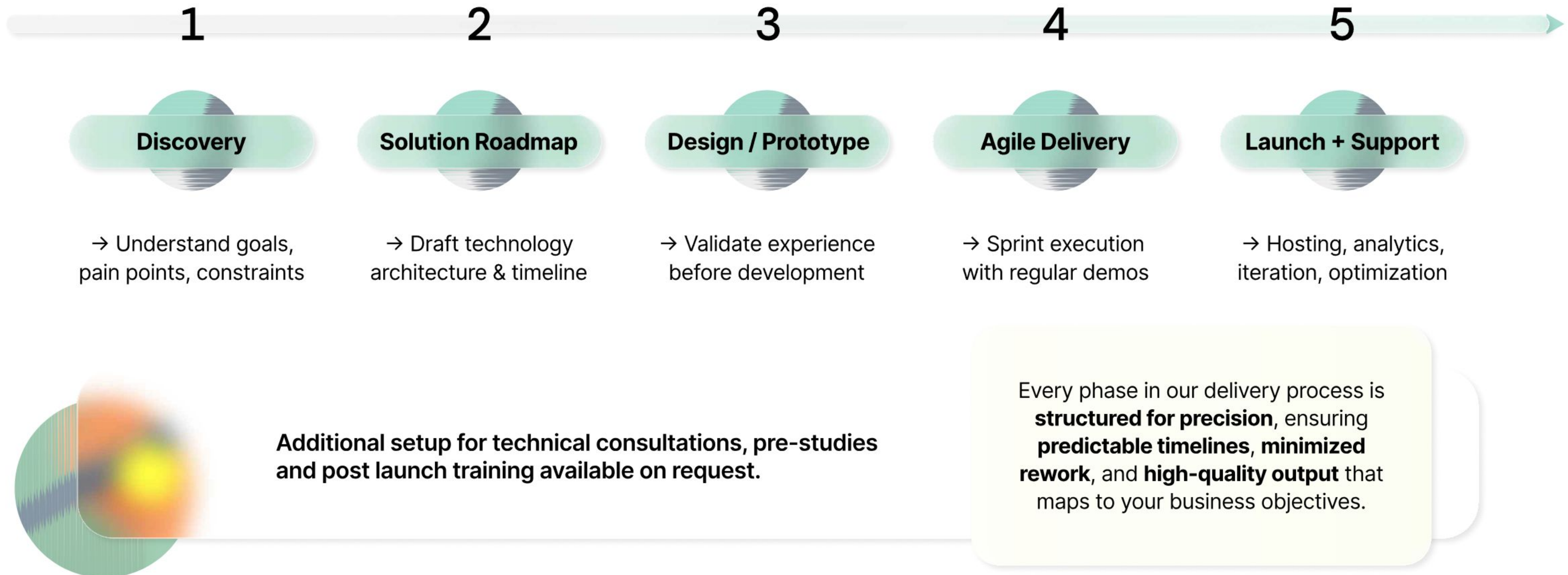


Flexible engagement models mean you can work with us according to your requirements and budgets.



Model	Best For	Billing
Fixed Scope	MVPs, landing pages, short timelines	Milestone-based
Time & Material	R&D, AI/ML experiments, scaling projects	Hourly/weekly
Dedicated Team / Augmented Resource	Long-term product builds, staff augmentation	Monthly retainer
Support & Maintenance	Live platforms, legacy systems, long-term	Service Level Agreement (SLA)-based

The next steps for client onboarding set you up for success and efficient project delivery.



Have a question on pricing? We evaluate each project based on requirements and complexity. Get in touch!

Suggested Hourly Resource Rate Chart

Resource Type	Experience	Hourly Rate
Front-end Dev	Sr. / Mid-Sr.	\$40 / \$28
Back-end Dev	Sr. / Mid-Sr.	\$40 / \$30
DevOps Engineer	Sr. / Mid-Sr.	\$40 / \$28
UI/UX Designer	Sr. / Mid-Sr.	\$40 / \$30

For more complex work involving **other types of engagement models**, we will provide a **detailed breakdown of costs, licenses and fees** as an **official quotation**. ARITS is **open to negotiation** on project costs and payment milestones.

Get in touch:

Email: contact@aritsltd.com

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Thank You!



www.aritsltd.com