

OWN IT. WE RUN IT.

Own the software that runs **your business.**

AI built in to cut overhead 40–70%.

Systems built around how you work — **run for you 24/7** — **owned by you outright**. This is what that can look like for your business.

BUSINESS SOFTWARE · AI AUTOMATION · AND THE TEAM TO RUN IT

One system for everything

Your whole operation in one place.

Busywork done by AI

Repetitive work handled for you, 24/7.

Customers answered instantly

WhatsApp, web and email — day and night.

Yours, not rented

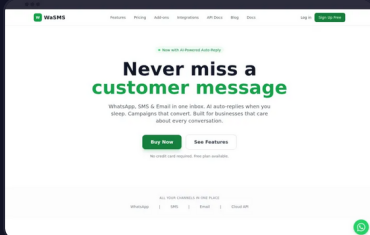
You own the code, data and IP.

Run for you

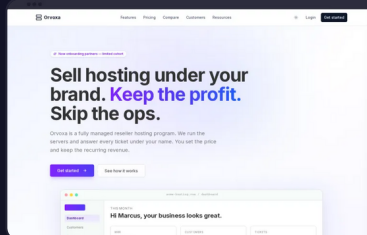
We operate and support it after launch.

Live in weeks

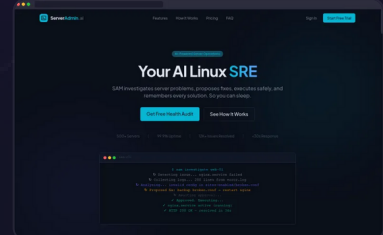
First build working in about 2–3 weeks.



WASMS · WHATSAPP PLATFORM



ORVOXA · WHITE-LABEL HOSTING



SERVERADMIN.AI · AI OPERATIONS

HOW TO START

Free assessment → first build live in ~2–3 weeks → run & expand. You own everything we build.

WHY THIS MATTERS

Overhead you pay for every single month.

You run on manual work and disconnected tools. Data is re-entered by hand. Licences are rented forever and never owned. This overhead stays invisible until you total it — and it grows every single time you grow.

RapiNova builds the software that runs your business, with AI built in to cut overhead 40–70%. We prove it by running our own 17-brand group on it. And you own everything we build — outright.

Cut overhead 40–70%

AI is built into the system, not bolted on later. Which means you stop paying for manual work and disconnected tools.

Fits how you actually work

Built around your real process — not a template you bend to. Which means your team adopts it, and the workarounds end.

You carry no risk

Free assessment to start. You own the code, data and IP. Which means the worst case is a free conversation.

✓ Free assessment first

✓ Fixed scope, no surprise bill

✓ You own code, data & IP

✓ We run it after launch

IN ONE LINE | Software that runs your business. Proven on ours. Owned by you.

WHY THIS WORKS

The logic is simple — and checkable.

You do not have to take promises on trust. Everything we build follows a few plain rules — each one explains where your saving and your control come from.

AI built in, not bolted on

Automation designed into the workflow removes the work itself. Added later, it is just another tool your team has to manage.

One system, not ten tools

Every gap between tools is manual work someone does. Close the gaps and the busywork disappears with them.

Own, don't rent

Renting means paying forever for someone else's roadmap. Owning turns software from a monthly cost into an asset.

Private where it matters

AI can run inside your own walls. You get the savings without your data ever leaving your control.

Run by its builders

The team that built your system also operates it. Nothing gets lost in a handoff to strangers.

A small first step

One fixed-scope build proves the value before you commit to more. Confidence first, then scale.

ERP & business systems

AI automation & private AI

SaaS engineering

Web, mobile & e-commerce

Dedicated teams

Managed IT & hosting

THE SAME RULES APPLY ACROSS 18 SERVICES AND 7 PRODUCTS.

THE PRINCIPLE

Software should remove work — not become more work. Everything we build follows that rule.

THE DIFFERENCE

I Proven for clients. Proven on ourselves.

Two decades of client builds went into the architecture your system starts from. And then the part nobody can copy: our own 17-brand group — licensing, hosting and SaaS — runs on the exact systems we would build for you.

30+ production sites, live 24/7, funded entirely by our own revenue. If our software fails, our business fails first. Which means it is hardened by us long before it ever reaches you.

17+ brands, 7 products

17+ brands are the businesses we operate. Seven of them are products you can buy. All run on one software stack — ours.

We feel it first

Every bug and outage hits our revenue before yours. Which means problems are found and fixed on us, not on you.

Nothing to hide

Ask for a live walkthrough of any product we run. Which means you can verify everything before you spend anything.

Independent & revenue-funded

No investors pushing an exit. Which means we are built to still be here when you scale.

WHAT THIS BUYS YOU

You are never the test case. The software already carries a company that depends on it.

WHERE YOU SAVE

Overhead is the tax on manual work.

Overhead hides in three places: data typed by hand, tools that don't talk, and licences you rent forever. You pay for all three every month. Most of it never appears as a line you can attack — so it never gets cut.

AI built into the system removes the manual work. One platform ends the disconnected tools. Owning it ends the rent. Which means overhead drops 40–70% — the range we stand behind.

Where overhead hides

Manual data entry, disconnected tools, licences rented forever. You pay every month, often without seeing the total.

What AI removes

AI built in does the repetitive work. One platform replaces the scattered tools. Which means the monthly drain stops.

What you keep

You own the system outright — no rent, no lock-in. Which means the saving compounds every year you run it.

1

Count the hours

Hours your team spends on manual entry and copying data between tools each week.

2

List the tools

Every tool that doesn't talk to the others — each gap is paid reconciliation work.

3

Total the rent

Licence fees you pay forever for software you will never own.

4

That's the prize

This total is what the 40–70% comes out of. The free assessment maps it for you.

NO RUNAWAY COST

Your first build has fixed scope and a fixed timeline. Which means the saving is not eaten by an open-ended bill.

HOW YOU START

You see it working before committing more.

Starting is the scariest part, so we made it small and fast. You commit to a free conversation first. Then to one fixed-scope build. You watch it go live before you decide anything bigger. Nothing is open-ended.

Week 0**Free assessment**

We map the problem and scope the first build. No cost, no obligation.

Weeks 1–3**First build**

Fixed scope. Your system goes live in about 2–3 weeks.

Then**Run**

We operate and support it, 24/7. You see it working under real use.

Then**Expand**

You add the next system when you're ready. Nothing forced.

What the assessment gives you

A mapped problem, a fixed scope, a timeline and a clear first build — free. Which means you can plan before you spend anything.

What we need from you

A short brief, access to the current process, and one decision-maker. Which means no long discovery eating your team's time.

THE POINT | You risk one free conversation. You see live software in about three weeks.

WHAT YOU GET

| Six ways your operation gets simpler.

You get outcomes, not a menu. Six service families, each one removing cost, manual effort or risk. One partner owns all six — so nothing falls into the gap between vendors, and one team stays accountable.

One source of truth

Business systems and ERP that put your whole operation in one place. Which means no more reconciling a stack of disconnected tools.

Your busywork, automated

AI agents do your repetitive work. Private, self-hosted AI keeps your data yours. Which means lower cost, kept in-house.

Your own product, shipped

SaaS engineering builds software you can sell. Which means a new revenue line, built to scale from day one.

Sell anywhere, smoothly

Web, mobile and e-commerce that customers actually finish. Which means more completed sales and fewer drop-offs.

Senior people on demand

Dedicated teams and staff augmentation extend yours. Which means you move faster without permanent headcount.

We keep it running

Managed IT, hosting and advisory run it after launch. Which means it stays live and secure while you focus on the business.

ONE PARTNER

Six families, one team accountable. Which means no finger-pointing between vendors when something breaks.

FULL CATALOGUE

| Every service, grouped the way you'd buy.

If you want the full list, here it is: 18 services in six families. You will not need all of them. Your free assessment picks the one or two that solve your problem first — so you don't have to sort this yourself.

01 Business systems & ERP YOUR OPERATION IN ONE PLACE

ERP platforms · POS & inventory · internal tools & workflow automation.

02 AI automation, agents & private AI YOUR BUSYWORK, DONE PRIVATELY

AI automation & agents · private/self-hosted AI · RAG & document intelligence.

03 SaaS product engineering YOUR OWN PRODUCT TO SELL

SaaS product build · multi-tenant platforms · APIs & integrations.

04 Web, mobile & e-commerce SELL ON EVERY SCREEN

Web applications · mobile apps · e-commerce & payments.

05 Teams & staff augmentation SENIOR PEOPLE, ON DEMAND

Dedicated delivery teams · staff augmentation · product & delivery leadership.

06 Managed IT, hosting & advisory IT STAYS LIVE AFTER LAUNCH

Managed hosting & cloud · IT & security operations · technology advisory.

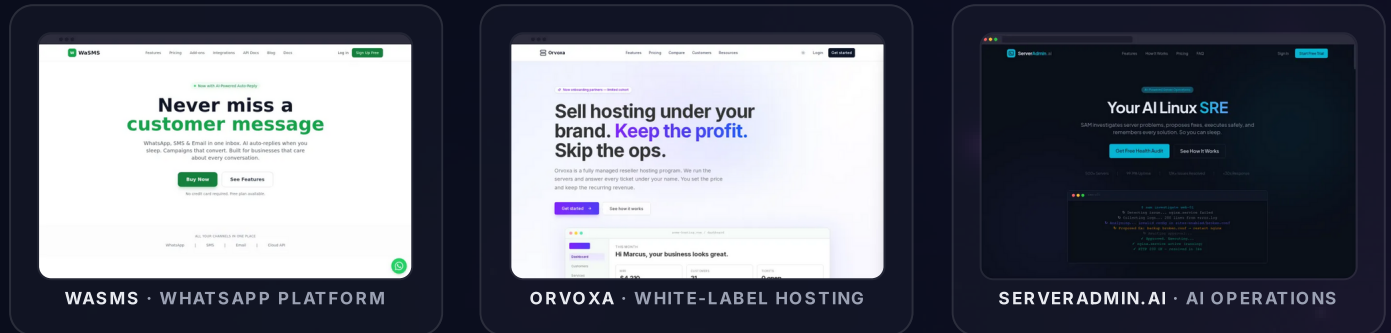
HOW TO CHOOSE

| You don't pick from 18. Your free assessment names the one or two you need first.

OUR OWN PRODUCTS

Software we sell because we run it.

Seven products we build, sell and run ourselves. Two carry public scale numbers. The rest we describe by what they do — no invented metrics. All of them are proof that the same teams can build and run yours.



01 WaSMS — WhatsApp business platform 1,000+ BUSINESSES

Reach and serve your customers on WhatsApp at scale.

02 rnaccounts — cloud ERP & POS 140+ ORGANISATIONS

Finance, inventory and sales in one connected system.

03 ServerAdmin.ai — AI server management

AI keeps your servers healthy, secure and patched, with less manual ops.

04 Orvoxa — white-label hosting

Launch and run your own hosting brand on our platform.

05 RNHMS — hospital management

One patient record, from front desk to discharge.

06 AI Ticket & Chat — AI helpdesk

AI answers and routes your support tickets and chats.

07 CVDBM — recruitment CV manager

Screen, track and shortlist candidates in one place.

7 PRODUCTS, 17+ BRANDS

Seven are products you can buy. 17+ are brands we operate. All on one software stack — ours.

YOUR DATA, YOUR CONTROL

| AI that never sends your data out.

You want the savings AI brings without shipping your data to someone else's cloud. So we build private, self-hosted AI that runs inside your walls. Which means the model works for you, and the data never leaves.

We also train models on your own data and ground them in your documents with RAG. Which means answers come from your knowledge, not a public guess — fewer wrong answers, on the things that matter to you.

Self-hosted AI

Runs on your servers or ours, kept isolated. Which means no third party ever sees your data.

Custom-trained models

Trained on your data for your work. Which means the output fits your business, not a generic one.

RAG grounding

Answers pulled from your own documents. Which means less guessing and fewer costly errors.

A**Your cloud**

Runs in your own cloud account. Your billing, your controls, your region.

B**Your data centre**

On your own hardware, behind your own firewall and policies.

C**Air-gapped**

Fully isolated from the internet, for the most sensitive workloads.

D**We host it**

On our managed infrastructure, isolated per client — reversible any time.

WHY IT MATTERS

Private AI is real here, not a checkbox. Which means regulated and cautious buyers stay in control.

NO LOCK-IN

You own the code, data and IP.

Lock-in is the fear that keeps you tied to a vendor you have already outgrown. We remove it. On every engagement, you own the code, the data and the IP. Which means you can leave, self-host, or hire anyone to extend it.

You can host it yourself or let us run it — your call, and reversible. Your systems keep audit trails, so every change is traceable. Which means governance and control stay firmly on your side of the table.

You own everything

Code, data and IP are yours on every engagement. Which means no black boxes and no ransom to leave.

Self-host or we host

Run it in your own environment any time. Which means you are never captive to us.

Auditable by design

Every change is logged and traceable. Which means you can prove exactly what happened, and when.

✓ Source code repository

✓ Documentation

✓ Infrastructure access

✓ Data in open formats

✓ Deployment scripts

✓ Admin training

WHAT LANDS IN YOUR HANDS AT HANDOVER — ON EVERY ENGAGEMENT.

THE EXIT TEST

Ask any vendor — can you take everything and leave tomorrow? With us, the answer is yes.

AFTER LAUNCH

! We run it after launch, not walk away.

The freelancer risk is abandonment: built, delivered, gone. We operate what we build. Our own 30+ production sites run 24/7 on the same teams. Which means the people who built your system are the ones keeping it alive.

You get managed IT, hosting and support around the clock, across our three regions. Which means when something breaks mid-afternoon in Dubai, a team is already awake and already responsible for it.

Built by the operators

The team that ships it also runs it. Which means no handoff to strangers who don't know your system.

Around the clock

Coverage across three regions and time zones. Which means someone is always on when you need them.

One number to call

Managed IT and hosting under one partner. Which means no chasing multiple vendors during an incident.

✓ 24/7 monitoring

✓ Patching & updates

✓ Backups & recovery

✓ Security hardening

✓ Performance tuning

✓ Incident response

WHAT "WE RUN IT" COVERS, DAY IN AND DAY OUT.

WHY IT MATTERS

You are never stranded with software nobody will support. We stay on it — because we run ours too.

REAL PROBLEMS SOLVED

Four expensive problems, four working systems.

These are anonymised at each client's request, but the problems are real and the outcomes are ours. The strongest reference we can give you is our own group — 17+ brands you can look at, running today.

GCC bank			BANKING · GCC	
CHALLENGE		SOLUTION		RESULT
Core finance ran on a legacy patchwork of disconnected systems. Reconciliation was slow and manual.	→	We replaced it with one governed platform, front to back.	→	Manual reconciliation fell to near-zero. Every transaction is now auditable.
Healthcare group			HEALTHCARE · PAKISTAN	
CHALLENGE		SOLUTION		RESULT
OPD, pharmacy, lab and billing were disconnected. Patients and data were re-entered at each step.	→	We built one patient record, from front desk to discharge.	→	Faster patient flow, and billing that auto-reconciles across departments.
Hosting operator			HOSTING · MULTI-BRAND	
CHALLENGE		SOLUTION		RESULT
Provisioning was manual across several brands. Growth meant hiring more people each time.	→	We automated provisioning with white-label, self-service platforms.	→	They scaled their brands without adding headcount.
Retail SaaS startup			SAAS · RETAIL	
CHALLENGE		SOLUTION		RESULT
A founder had a strong product idea but no senior engineering bench.	→	We built, scaled and ran the platform end to end.	→	Launched to paying tenants. No rewrite needed as it grew.

Engagements anonymised by client request. Detailed, named references available under NDA.

THE PATTERN

A messy, expensive problem became one system you own. That is every engagement we take.

YOUR SECTOR

You don't pay us to learn your sector.

You should not fund a vendor's education. We bring patterns from real builds in your sector, so we begin with the hard parts already understood. Which means faster delivery, and fewer costly surprises halfway through.

Banking & finance

Governed platforms, reconciliation and audit trails. Which means we start knowing what regulators and finance teams demand.

Healthcare

One patient record across OPD, pharmacy, lab and billing. Which means we understand clinical flow and billing reconciliation.

Hosting & infrastructure

White-label automation and self-service at scale. Which means we know how to grow you without adding headcount.

Retail & SaaS startups

Products built, scaled and run to paying tenants. Which means we know how to take an idea all the way to revenue.

Finance & banking

Healthcare

Government

Retail & e-commerce

Manufacturing

Telecom & ISP

Hosting & SaaS

DOMAIN PATTERNS EARNED SINCE 2006 — SO YOUR BUILD STARTS AHEAD, NOT FROM ZERO.

DEPTH, NOT BREADTH

We go deep where we've shipped. Ask us about your exact sector in the free assessment.

WHO'S BEHIND THIS

A company that won't disappear on you.

You are betting on a partner for years, so stability matters. RapiNova is founder-led, independent, and funded by its own revenue. No investors pushing a sale, no burn-and-flip. Which means we are still here when you scale.



Zeeshan Mudassir

FOUNDER

Zeeshan has written software since 1997 and has led RapiNova hands-on since it began in 2006. Direction is set by someone who builds and runs software, not by a sales layer. He grew the group from first line of code to 17+ brands running 24/7 — which means the person steering your project has already shipped and operated the systems you'd buy.

Not one person

An engineering hub in Gujranwala builds and runs the platform every day. Which means there is real depth behind the founder, not a single point of failure.

Built to outlast anyone

17+ brands run 24/7 on shared teams and systems. Which means the group keeps running regardless of any one individual.

WHO WE ARE

RapiNova — building business software since 2006 · teams in the US, Dubai & Gujranwala · we run our own products on the same systems we sell · 28,000+ clients across our products and platforms.

WHY IT MATTERS

You want a partner still standing when you scale. Independent and revenue-funded means we will be.

START HERE

| One free conversation. No risk to explore.

You have seen the proof, the saving and the safety. The next step is small: a free assessment. We map your problem, scope the first build, and you decide from there. No cost, no obligation, and no pressure to continue.

01 Free to start

The assessment costs nothing. Which means no risk to find out if we fit.

02 Fixed scope, no surprise bill

Scope and timeline are fixed up front. Which means no runaway cost.

03 You own code, data, IP

Everything we build is yours. Which means no lock-in, ever.

04 We run what we build

We operate it after launch, 24/7. Which means you're never stranded.

When you reach out

We reply fast, book a short call, and map your problem. No deck and no hard sell — just your problem and how we'd scope it.

What you walk away with

A clear first build, a fixed scope and a timeline — free. Which means you can decide with real information, not a pitch.

Book your free assessment

One free conversation. See your first build scoped, with no obligation.

Full service sheets: rapinova.com/resources

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