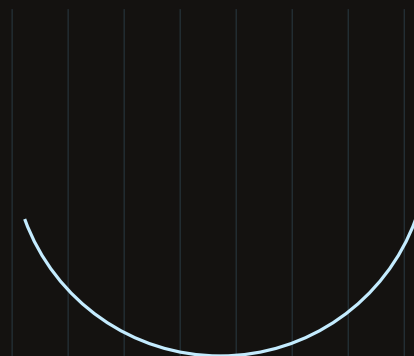




IDRAK CONSULTANCY FOR TECHNOLOGY AND KNOWLEDGE



Company Profile

A Qatari technology consultancy delivering enterprise software, AI solutions, professional services and business consulting to the institutions that define the region.

ESTABLISHED • DOHA, QATAR • 2013

IDRAK.QA

PEOPLE EMPOWER KNOWLEDGE

INSIDE THIS DOCUMENT

What this profile covers.

01	The firm	Who Idrak is, where we operate, and the premise the firm was built on.
02	Our story	Three chapters: the firm, the offer, and the standard we hold.
03	Operating principles	The six rules that govern how we choose and deliver work.
04	Lines of business	Four connected practices under a single accountable partnership.
05	Software	Mission-critical platforms for governments, banks and enterprises.
06	AI Solutions	Production-grade AI, and PeekedAI, our market intelligence product.
07	Professional Services	Websites, mobile applications and design systems, end-to-end.
08	Business Consulting	Technology strategy, transformation and operating model design.
09	Idrak Studio	Our digital development practice for compressed-timeline builds.
10	Capabilities and sectors	What we bring to the table, and where we bring it.
11	Clients	The institutions we work with.
12	How we engage	From first conversation to managed operations.
13	Contact	How to start a conversation with Idrak.

01 • THE FIRM

A consultancy built to last.

Idrak is a Qatari technology firm founded on a simple premise, that the institutions defining our region deserve engineering, design and advisory partners of the same standard as any capital in the world. We were built by practitioners for practitioners, an operating partner for governments, enterprises and ambitious founders that will not compromise on outcome, governance or craft.

2013

FOUNDED IN DOHA

04

PRACTICE LINES

GCC

REGIONAL FOCUS

1:1

PARTNER-LED DELIVERY

WHAT THE NAME MEANS

Idrak is the Arabic word for perception, awareness and understanding. It reflects how we approach every engagement: understand the institution first, then engineer the solution. It is also why our positioning has never changed, People Empower Knowledge.

LEGAL NAME

Idrak Consultancy for Technology and Knowledge

HEADQUARTERS

The Gate, Tower 2, Floor 7, Doha, Qatar

ESTABLISHED

2013

LINES OF BUSINESS

Software · AI Solutions · Professional Services · Business Consulting

SECTORS SERVED

Government, banking, energy, aviation, telecom, public sector

DELIVERY MODEL

End-to-end, from strategy to managed operations

How Idrak came to be.

CHAPTER 01

The firm

A Qatari consultancy, built for institutions.

Idrak is a Doha-based technology consultancy serving governments, banks, energy operators and large enterprises across Qatar and the region. We were established to give institutions here a partner engineered to the same governance, security and delivery standards expected in any major capital, without the distance, the handoffs or the compromise that comes with sourcing critical work abroad.

CHAPTER 02

The offer

Four practices, one accountable partnership.

Our work spans four connected practices: Software, AI Solutions, Professional Services and Business Consulting. From mission-critical enterprise platforms and PeekedAI, our flagship market intelligence product, to bespoke digital products and advisory engagements, every service is delivered under a single partnership with clear accountability from strategy through to operations.

CHAPTER 03

The standard

Engineered to last, governed to endure.

Everything Idrak ships is treated as production infrastructure: reviewed, tested, documented and observable. Security, data residency, auditability and compliance are foundations of every engagement rather than afterthoughts, which is why regulated institutions choose us to modernise data platforms, deploy governance-grade AI, and run the digital products their customers depend on.

03 • OPERATING PRINCIPLES

The rules we refuse to break.

These principles are how we choose the work, staff the teams and hold ourselves to account. They pre-date any client engagement.

01

Understanding before build

Idrak means perception. Every engagement begins by understanding the institution, its constraints and its mandate, before a line of code is written.

02

Engineering as ethic

We treat every deliverable as production code, reviewed, tested, documented and observable, because our clients run on what we ship.

03

Governance—first

We work inside regulated environments. Security, data residency, auditability and compliance are foundations, not afterthoughts.

04

Outcomes over outputs

Contracts are anchored to measurable business results. Reports do not move the needle; systems in production do.

05

Regional depth, global standard

Rooted in Doha, fluent in the region's institutions, calibrated to the standard of the best firms in London, New York or Singapore.

06

The long relationship

We prefer to be a decade-long partner to a handful of institutions than a vendor to hundreds. Retention is our primary metric.

Four practices, one accountable partnership.

Idrak operates four connected lines of business. Clients engage one, or all four, under a single contract, a single account team and a single line of accountability.

01 Software

Enterprise software, engineered to endure.

Mission-critical platforms for government entities and large enterprises, from Project Portfolio Management and Data & Analytics to Anti-Money Laundering compliance systems.

Cloud-native

Secure by design

Interoperable

02 AI Solutions

Frontier AI for market intelligence, productised as PeekedAI.

PeekedAI is Idrak's flagship AI product. Two intelligence layers, one platform. Scan any website or keyword and get a structured report on how you stack up, and what your market actually wants.

Two-layer intelligence

Real-time analysis

Competitive positioning

03 Professional Services

Digital products, delivered end-to-end.

Bespoke websites, mobile applications and digital experiences built for institutions that expect craft, security and scale, with design, engineering and delivery under one partnership.

End-to-end delivery

Design systems

Managed SLAs

04 Business Consulting

Strategic consulting for technology-led transformation.

Advisory for boards and executive teams on technology strategy, operating models and digital transformation, turning complex decisions into actionable roadmaps.

Board level

Vendor agnostic

Outcome anchored

Enterprise software, engineered to endure.

We design, build and operate mission-critical platforms for governments, banks and enterprises, systems that must run for a decade, evolve without friction, and satisfy the most demanding compliance regimes.

WHAT WE DELIVER

01

Enterprise software solutions

Bespoke platforms built to institutional standards, from architecture and design through delivery, integration and long-term operation.

- Architecture & solution design
- Legacy modernisation
- System integration & middleware

02

Project Portfolio Management

A modern PPM implementation giving leadership real visibility into demand, capacity, spend and outcomes.

- Portfolio governance design
- Executive dashboards
- Resource & capacity planning

03

Data & Analytics platform

The data foundation every AI ambition depends on: lakehouses, semantic layers and governed analytics.

- Lakehouse & warehousing
- Master data management
- Data governance & lineage

04

Anti-Money Laundering

A regulator-ready AML capability: monitoring, screening, case management and reporting as one system.

- Transaction monitoring
- Sanctions & PEP screening
- Regulatory reporting

CAPABILITIES

Cloud-native engineering

Kubernetes-first architectures on AWS, Azure, GCP and sovereign cloud.

SDLC discipline

CI/CD, code review, automated testing and change control in every workstream.

Enterprise integration

APIs, event streams and service meshes across existing systems.

Security & compliance

ISO-aligned processes, threat modelling and data-residency controls.

Observability

Metrics, tracing and structured logging from day one.

Documentation as code

Architecture decisions and runbooks maintained with the systems.

SECTORS

Government · Banking · Energy · Aviation · Telecom · Public sector · Insurance

Frontier AI for market intelligence.

PeekedAI is Idrak's flagship AI product. Two intelligence layers, one platform. Scan any website or any keyword and get a structured report on how you stack up, and what your market actually wants. Alongside it we build custom models, agentic workflows and the governance to run them.

WHAT WE DELIVER

01

PeekedAI website intelligence

Scan any URL and receive a structured report across four pillars: Intelligence, Performance, Compliance and Security.

- Peek Score across seven dimensions
- Report in under 60 seconds
- Board-ready narrative output

02

PeekedAI keyword intelligence

Input a keyword and return a deep map of the search landscape: who owns it, how it is structured, where the openings are.

- Intent and volume mapping
- SERP ownership analysis
- Positioning angles

03

Custom models and assistants

Domain-specific models, chatbots and copilots trained and evaluated against institutional benchmarks.

- Model selection & evaluation
- Retrieval-augmented systems
- Human-in-the-loop design

04

Agentic workflows and MLOps

Multi-step agents integrated with enterprise systems, deployed with monitoring, evaluation and audit trails.

- Workflow orchestration
- Deployment & monitoring
- AI governance & compliance

CAPABILITIES

Applied research

Frontier techniques assessed against real institutional problems.

Data foundations

Models are only as good as the platform underneath them.

Responsible AI

Evaluation, bias testing and audit trails as delivery requirements.

Sovereign deployment

In-country and private-cloud hosting where residency demands it.

Integration

AI embedded in the systems people already use, not bolted alongside.

Adoption

Training and change support so capability is actually used.

SECTORS

Government · Banking · Energy · Retail · Telecom · Professional services

Digital products, delivered end-to-end.

Designers, engineers and strategists building bespoke websites, mobile applications and digital experiences for institutions that expect craft, security and scale. A full digital studio inside a consultancy, with one accountable partner from strategy through launch and long after.

WHAT WE DELIVER

01

Website development

Corporate and institutional websites engineered as platforms: content-managed, accessible, SEO-tuned and instrumented.

- Headless CMS implementation
- Accessibility (WCAG) compliance
- SEO & performance engineering

02

Mobile app development

Native and cross-platform applications for consumer, workforce and regulated use cases.

- iOS & Android native
- Offline-first architectures
- App Store & MDM distribution

03

Product & UX strategy

Discovery, research and product definition that answer the real questions before a pixel is drawn.

- User research & interviews
- Service design blueprints
- Roadmapping & prioritisation

04

Design systems & brand

Reusable design languages that keep the product surface consistent across teams and years.

- Design tokens & theming
- Component libraries
- Brand identity & voice

CAPABILITIES

Product design

Interaction, visual and service design held to an institutional standard.

Full-stack engineering

TypeScript, React, native mobile and cloud-native backends.

DesignOps

Systems, tokens and libraries that scale across a portfolio.

Content & SEO

Editorial systems and technical SEO that make institutional sites findable.

Performance & accessibility

Core Web Vitals, WCAG and internationalisation as requirements.

Managed support

Post-launch retainers with named teams and SLAs.

SECTORS

Government · Banking · Energy · Aviation · Culture · Education · Real Estate

Strategic consulting for technology-led transformation.

We advise boards and executive teams on technology strategy, operating models and digital transformation, turning complex decisions into actionable roadmaps that deliver measurable outcomes.

WHAT WE DELIVER

01

Technology strategy

Aligning technology investment with business ambition, from target-state architecture to make-or-buy decisions.

- IT strategy & target operating model
- Digital roadmap development
- Investment prioritisation

02

Digital transformation

End-to-end programmes that reimagine processes, experiences and operating models, with disciplined leadership.

- Transformation blueprint
- Process reengineering & automation
- Change management & adoption

03

Operating model design

Lean, scalable operating models connecting people, process and technology without sacrificing governance.

- Organisational design
- Governance & decision frameworks
- Performance metrics & KPIs

04

Programme assurance

Independent review and course correction for programmes that must land, whatever their current state.

- Health checks & diagnostics
- Benefits realisation tracking
- Vendor & ecosystem assessment

CAPABILITIES

Board & C-suite advisory

Practitioners fluent in both business and technology.

Strategy execution

We mobilise and support delivery of the strategies we define.

Regulated industry insight

Government, banking, energy and aviation compliance realities.

Technology fluency

Advice grounded in what is actually buildable.

Change leadership

Stakeholder alignment, communications, training and adoption at scale.

Independent perspective

Vendor-agnostic recommendations shaped by client outcomes.

SECTORS

Government · Banking · Energy · Aviation · Telecom · Healthcare · Real Estate

Your app or website, drafted before the meeting.

Studio is the digital development practice of Idrak. Clients describe the project, choose a direction, and see a tailored app or website concept in minutes. When the concept is right, Idrak builds, refines and ships the real thing to the same standard as every other engagement in this document.

01

Choose the format

An app for the stores, or a website. The brief adapts to what you pick.

02

Describe the project

A few fields. What it is, who it speaks to, how it should feel.

03

See the concept

A tailored concept, written and laid out, rendered as a real screen or phone.

04

Hand it to Studio

Approve the concept and Idrak builds, refines and ships the real thing.

ENGAGEMENT PACKAGES

Essential

A single, complete product.

- Up to 5 pages or app screens
- One design direction, tailored
- Copywriting from your brief
- Mobile and desktop, or iOS and Android
- Forms, analytics and launch setup

Signature

Built around your positioning.

- Up to 12 pages or app screens
- Custom design work beyond the direction
- Accounts, content or catalogue systems
- Search visibility, or store listing and review
- Content loading and team training

Bespoke

Everything the brief actually needs.

- Unlimited pages, screens and flows
- Original design direction
- Integrations, bookings, payments, push
- Multi-language where required
- Ongoing care, releases and iteration

What we bring to every engagement.

Strategy

Board-level advisory on digital, AI adoption and enterprise architecture.

Engineering

Full-stack, cloud-native delivery with rigorous SDLC and security posture.

Data & AI

From data foundations to production models, MLOps and responsible AI.

Design

Product design, brand systems and digital experiences of institutional quality.

Compliance

AML, ISO-aligned processes, and regulated-industry-grade governance.

Support

Managed operations with named account teams and enterprise SLAs.

WHY IDRAK

01 Local presence, global standards

Headquartered in Doha since 2013, delivering to the governance, security and quality expectations of national institutions while remaining accessible on the ground.

02 End-to-end ownership

Strategy, design, engineering and operations handled under one accountable partnership.

03 Regulated-industry expertise

Deep experience across government, banking, energy and aviation, with compliance and security built in from the first sprint.

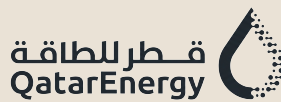
04 Precision at every layer

From architecture to interface, we build with the rigour expected by institutions where errors carry real cost.

1 1 • CLIENTS

The institutions we work with.

Idrak works with government entities, banks, energy operators, aviation and other regulated institutions across Qatar and the region. Our references include the following organisations.



QatarEnergy
ENERGY



Qatar Airways
AVIATION



QNB
BANKING



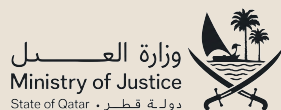
Ooredoo
TELECOM



Qatargas
ENERGY



Malomatia
TECHNOLOGY



Ministry of Justice
GOVERNMENT

A decade-long partner to a handful of institutions, rather than a vendor to hundreds.

Retention is our primary metric. Most Idrak relationships continue well past the engagement that started them.

1 2 · HOW WE ENGAGE

From first conversation to managed operations.

01 · DISCOVER

Diagnose

A discovery conversation followed by a short diagnostic. Workshops with your stakeholders map current state, constraints and target outcomes into a costed plan before any build work starts.

02 · DESIGN

Architect

Solution architecture, technology selection, delivery plan and governance model, signed off with your teams before code is written or a contract is expanded.

03 · DELIVER

Build

Dedicated squads shipping in short iterations, with continuous review, automated testing, security scanning and stakeholder demos at the end of every cycle.

04 · OPERATE

Run

Managed operations with named account teams, enterprise SLAs and a roadmap that evolves with the business rather than freezing at handover.

COMMONLY ASKED

How does an engagement usually start?

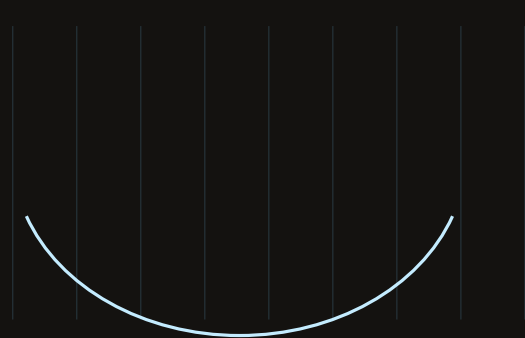
Most engagements begin with a discovery conversation, followed by a short diagnostic that maps current state, constraints and target outcomes into a costed plan before any build work starts.

Can Idrak modernise an existing legacy system?

Yes. We commonly run phased modernisation programmes that keep the legacy system operating while capability is migrated incrementally, avoiding the risk of a single cutover.

What happens after a system goes live?

Engagements can continue into managed operations: monitoring, releases, support and iteration, so the platform keeps performing rather than degrading after handover.

A decorative graphic consisting of a series of vertical lines of varying heights, with a curved line at the bottom that resembles a smile or a wide 'U' shape.

Let us start with a conversation.

Tell us what the institution needs to achieve. We will tell you honestly whether Idrak is the right partner for it, and what it would take.

ADDRESS

The Gate, Tower 2, Floor 7
Doha, Qatar

EMAIL

khalid@idrak.qa

TELEPHONE

+974 4020 6610

WEB

idrak.qa
peekedai.com