

Here's How Appinventiv Is Helping Make MENA The Face Of Digital-First Innovations



Dubai, United Arab Emirates Mar 24, 2025 ([IssueWire.com](https://www.issuewire.com)) - Appinventiv, the digital engineering leader that transformed six global business leaders of Middle-Eastern origins through digital transformation, is now setting a new goal of making MENA the face of digital-first innovations. From freeing a Middle Eastern conglomerate from relying primarily on aggregator platforms to boosting customer onboarding through IoT-powered in-store catalogs for a global furniture giant, Appinventiv has tapped innovations in the region that ensure ROIs.

The organization of 1600+ tech evangelists is finalizing a customized strategy to serve the rapidly growing AI, business intelligence, data science, and IoT demand in various mainstream sectors. The company's key focus lies in supporting the Oil & Gas, Real Estate, Education, Fintech, and eCommerce industries as they face the most diverse set of technology-oriented challenges. As a result, Appinventiv has grown to be the preferred [mobile app development company in Dubai](#), Saudi Arabia, Qatar, and more.

According to Appinventiv, the MENA region's commitment to building a digital-first future, as seen through the Moonshot MENA and Saudi Vision 2030 initiatives, among others, provides strong support to work on sustainable business innovations. That's why the organization is experiencing a surge in consultations related to mobile solutions, creating a fertile ground for outsourcing partnerships.

Some of the prominent factors contributing to the surge, as highlighted by the Co-founder of Appinventiv, are:

- Consistent year-on-year Fintech investment growth rate above 90% for the last 4 years.
- A projection of having 529 million IoT connections, with nearly 503 million in the consumer sector by the end of 2025.
- By the same year, almost half of the region's mobile internet connections are anticipated to utilize 4G technology.
- A strong focus on cloud adoption, particularly in Saudi Arabia.

"One key metric we follow for businesses with multiple operational branches is the replicability of our digital transformation solutions, backed by proven objective outcomes. This helps our enterprise clients expand the applicability of one solution across geographies while maintaining a consistent brand personality and client engagement", revealed a Tech Director at Appinventiv.

Appinventiv's robust history of delivering cutting-edge mobile and software solutions across 35+ mainstream industries to startups, scaleups, and Unicorns will enable active contributions aligned with the region's digital growth ambitions.

About Appinventiv

Appinventiv is a digital product engineering leader that offers consulting, design, development, launch, and post-launch services to startups, scaleups, and enterprises. The organization boasts 1600+ tech evangelists who have delivered 3000+ ROI-focused innovative digital assets with a 96.7% client satisfaction rate. The firm has established a strong footing in the USA, UK, MENA, Europe, Australia, and Canada. Its consistent client outcomes have exponentially grown its revenues, consecutively winning Deloitte Tech Fast 50 awards in 2023 and 2024 and placing it among the top high-growth companies in the APAC region.

Media Contact

Appinventiv

*****@appinventiv.com

971544644501

Tiger Al Yarmook Building ,13th floor B- block, Al nahda street - Sharjah

Source : Appinventiv

[See on IssueWire](#)