



TECHNOLOGY SOLUTIONS

COMPANY PROFILE

ORIGIN

COMPANY PROFILE

EXPERIENCE
DRIVEN
DIGITAL
TRANSFORMATION

01//

AGENDA

OUR PEOPLE

Leadership Team

ABOUT US

Who We Are

Our Integrated Ecosystem

Our Ecosystem

Our Companies

OUR IMPACT

Impact in Numbers

Worldwide Presence

Our Experts

Partners

Zendesk Partnership

Our Clients

Regional Footprint

OUR WORK

Case Studies

Digital Products

Platforms & Applications

Government Projects

CONTACT US

Our Email

Our Phone Number

Our Location

ORIGIN

COMPANY PROFILE

OUR PEOPLE

Group Founder | CEO



Driving the Group's vision and strategic growth by shaping transformative digital solutions, building strong technology partnerships, and creating long-term value for organizations and their people.



**Nevien
Magdy**



LUMA INSTITUTE



Business Development Manager
| Managing Partner



Hessain
Almenawy

Driving business growth through strategic partnerships, identifying new opportunities, and building strong relationships that strengthen the Group's presence and create sustainable value across markets.

startup
grind



Business Development Manager
| Partner

UXIT



Maraim
Elshebokshy

Turning market opportunities into sustainable business growth by strengthening client relationships, identifying new areas for expansion, and supporting the Group's continued development across markets.

**kidz
kits**

Google



IBM

coursera

Who we are

MORE THAN A SOFTWARE COMPANY

Build _____ Design _____ Operate

Origin is an **Egyptian digital transformation company** helping enterprises, governments, and startups build scalable digital systems and customer experiences.

We Integrate

Software development, AI empowerment,
CX digital transformation, Digital product
design (**UX**)

INTO ONE CONNECTED ECOSYSTEM.

We turn ideas into
powerful brands, digital
products, and
experiences

built to create
IMPACT.





FROM SOFTWARE HOUSE TO INTEGRATED ECOSYSTEM

Origin started as a **software company** in **2018** and evolved into a **multi-disciplinary digital transformation ecosystem**.

Today, the group operates through **three** integrated pillars:



Technology



Product & UX



Customer
Experience
Operations



Software Solutions

CTO as a service

CPO as a service

AI Agents

UX Consultation

UX Strategy

UX Testing and analysis

UX training and
workshops

UX Analytics

Client Experience
evaluation

SEO Audits and Strategy

UXIT



CX Consultation

CX Tools

CX professional Service

CX Capacity building
and training

ORIGIN

COMPANY PROFILE

OUR IMPACT

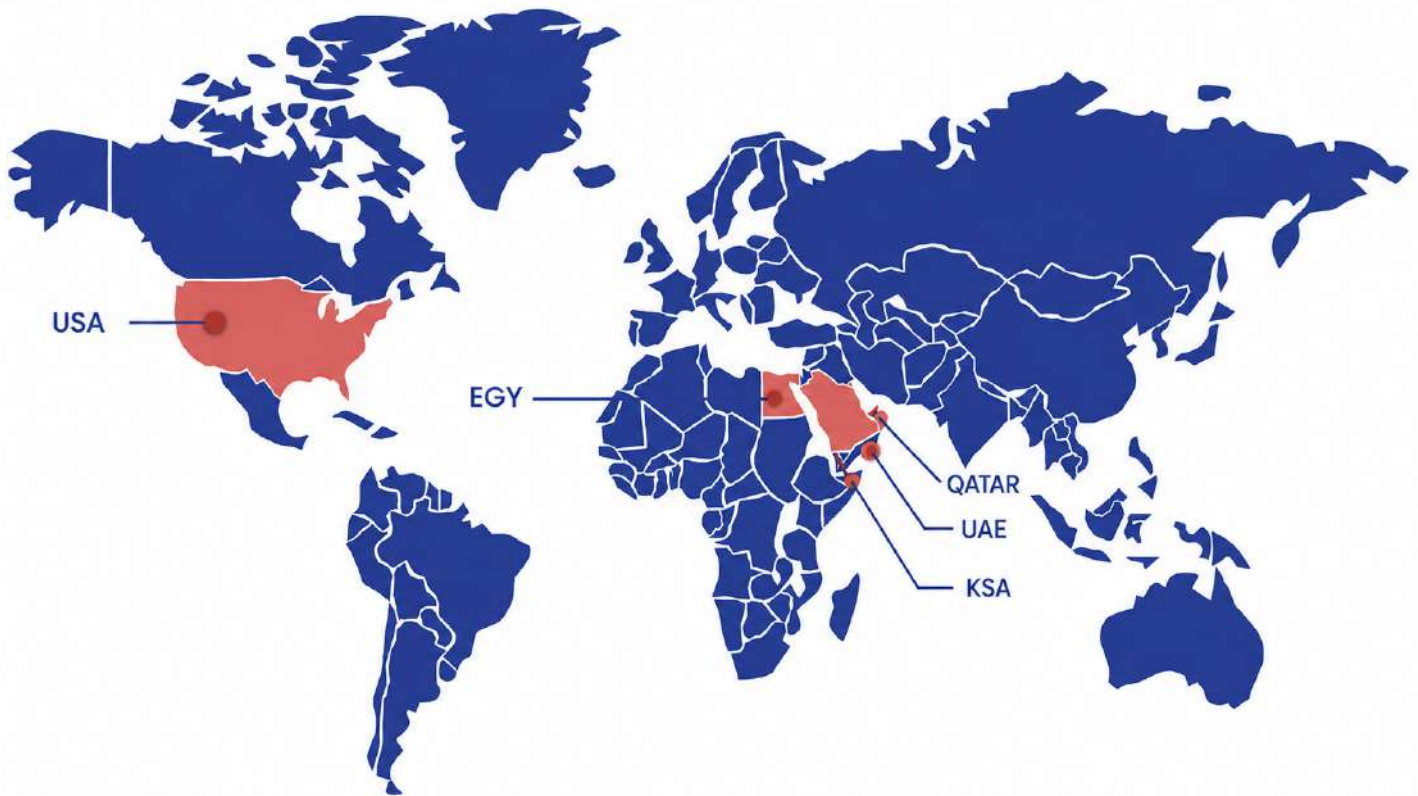
+150 PROJECTS

From enterprise platforms and AI-powered systems to customer experience solutions and digital products, Origin delivers scalable technology built around real business impact.

+30 EXPERTS

Behind every successful solution is a multidisciplinary team of strategists, developers, designers, AI specialists, and digital transformation experts working together to deliver measurable impact.

5 COUNTRIES



Worldwide Impact

Origin delivers technology and digital transformation solutions across multiple regional and international markets, building long-term partnerships with organizations seeking innovation, scalability, and operational excellence.

Partners



 Microsoft


INSIDER
ONE

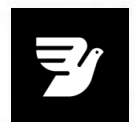
 labiba.ai


infobip

kustomer

 Gleap

 wati



truecaller

3CX

 zendesk

 INNOCALLS



Origin is proud to be the only official Zendesk partner in the Middle East and Gulf region, delivering certified customer experience solutions that empower organizations to build smarter support systems, seamless communication channels, and scalable service operations.

Our Clients



Our Clients



Our Clients



Our Clients

The logo for TGC, featuring the letters 'TGC' in a bold, black, sans-serif font. The 'G' is stylized with a small grey square inside its loop.The logo for PETROMIN, featuring the word 'PETRO' in white on a red rectangular background, followed by 'MIN' in a gold, sans-serif font. Above the 'MIN' part are three horizontal red lines of increasing length.The logo for BEAUTY911, featuring the text 'BEAUTY911' in a bold, dark red, sans-serif font.The logo for almentor, featuring a red speech bubble icon with a white play button symbol inside, followed by the word 'almentor' in a black, sans-serif font.The logo for koinz, featuring the word 'koinz' in a bold, orange, sans-serif font. The 'k' and 'i' are connected, and the 'z' has a unique, rounded shape.The logo for CAFE NAJJAR, featuring the Arabic word 'بنجر' (Najjar) in a stylized, dark blue font, with 'CAFE' in a smaller, dark blue font below it, and 'NAJJAR' in a larger, dark blue font at the bottom.The logo for abwaab, featuring a stylized 'A' made of two overlapping shapes, one blue and one yellow, with the word 'abwaab' in a black, sans-serif font below it, and the Arabic word 'ابواب' (Abwaab) in a black, sans-serif font at the bottom.The logo for nok, featuring the word 'nok' in a bold, blue, sans-serif font, with the word 'nok' repeated below it in a smaller, blue, sans-serif font.The logo for Zamil Group, featuring the word 'Zamil' in a bold, dark green, sans-serif font, followed by 'Group' in a smaller, dark green, sans-serif font. A green triangle is positioned to the right of the word 'Zamil'.

ORIGIN

COMPANY PROFILE

OUR WORK



Duravit, a global leader in designer bathroom solutions, partnered with Origin CX to modernize and unify its customer experience operations across multiple communication channels.



Challenges

The company faced fragmented customer support operations, disconnected communication channels, and difficulties maintaining a consistent brand experience while coordinating between customer care and operations teams.



Solution

Origin CX unified Duravit's customer experience by integrating all communication channels into one platform, deploying a centralized chatbot, cloud call center, workflow automation, and SLA tracking to improve efficiency and customer engagement.



Results

The transformation enabled Duravit to deliver a more connected and efficient customer experience, improve internal collaboration, centralize customer interactions, automate workflows, and gain actionable insights through dashboards and analytics.



Raha, a fast-growing startup in Kuwait, partnered with Origin CX to centralize and streamline customer support operations across multiple communication channels, including social media, email, live chat, phone, and web forms.



Challenges

The company faced a high volume of customer tickets, complex operational workflows, and fragmented communication between multiple departments such as customer care, finance, HR, and operations.



Solution

Origin CX implemented a unified customer experience and ticketing platform that centralized all customer interactions into one system. The solution integrated the e-commerce platform with the CX system, automated workflows, improved internal coordination, and enabled real-time order and delivery tracking.



Results

The transformation helped Raha efficiently manage over 163,000 tickets, improve operational performance, support high-volume customer interactions, and achieve an overall customer satisfaction score of 86.5% through automation, analytics, and optimized support workflows.



9Round KSA, a leading kickboxing fitness franchise with 40+ branches across Saudi Arabia, partnered with OriginCX to enhance customer experience operations using Zendesk and omni-channel communication management.



Challenges

The company struggled with fragmented customer communication across multiple channels, inconsistent customer profiling, ticket prioritization for urgent cases, and staff training and workflow efficiency.



Solution

Origin CX Solutions implemented a centralized customer experience system that unified social media, messaging, and support channels into one platform. Automated ticket routing, prioritization, workflow optimization, and staff access control were introduced to improve response handling and operational performance.



Results

The transformation significantly improved ticket handling efficiency, increased daily resolved tickets from 40 to 92, reduced average resolution time to 2.8 hours, enhanced workflow visibility, strengthened security controls, and optimized workforce management and customer support operations.



Vodafone Egypt, the country's leading telecom operator serving over 46 million customers, partnered with Origin CX to enhance enterprise service management, automate workflows, and optimize customer and internal support operations across multiple business sectors.



Challenges

The company faced complex B2B service operations, multi-brand and SLA management requirements, and the need to automate internal request routing and communication between departments.



Solution

Origin CX Solutions implemented a scalable Zendesk-based customer experience system with multi-brand support, automated workflows, SLA management, reporting automation, and secure enterprise-grade communication processes.



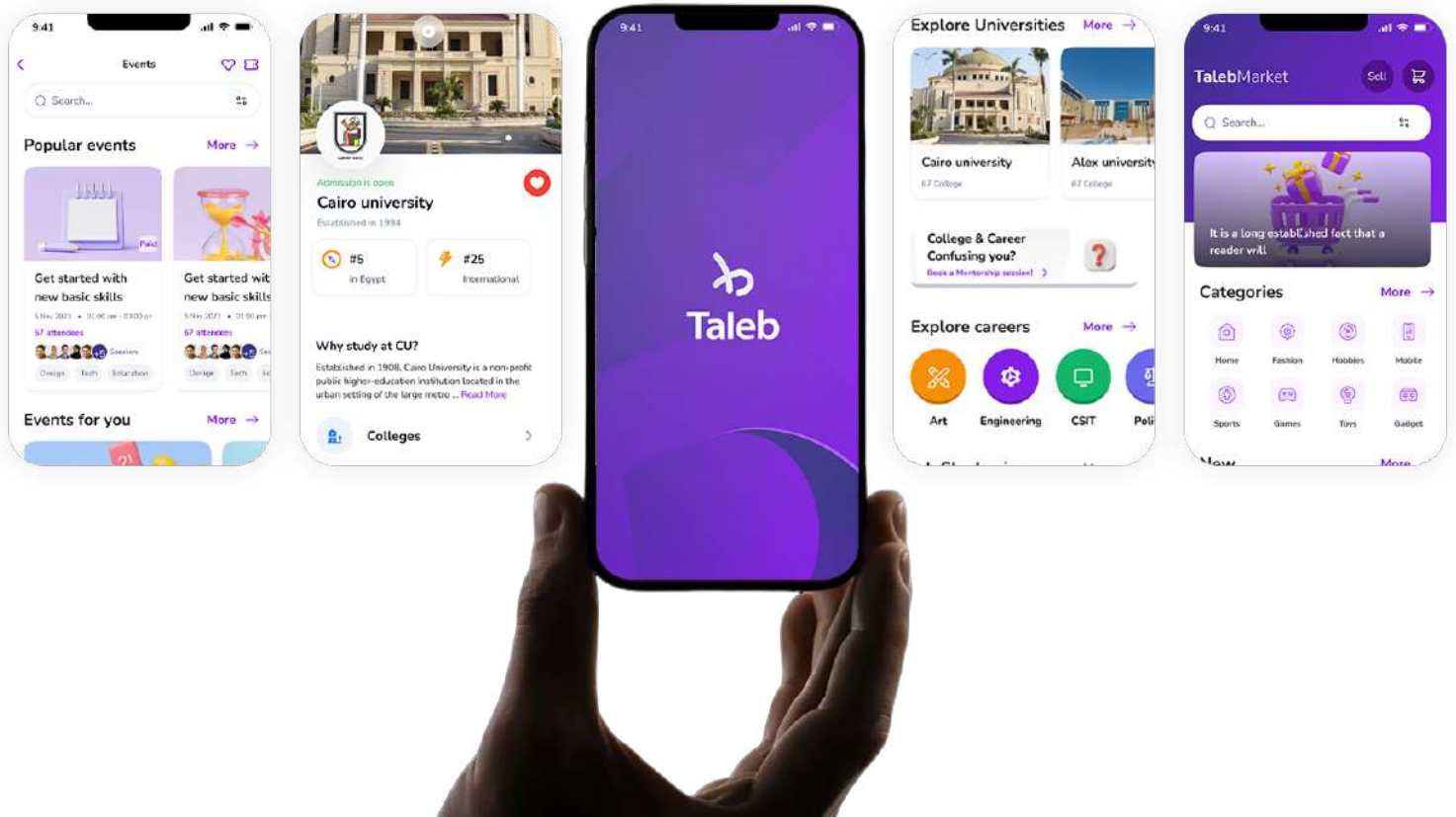
Results

The solution streamlined enterprise support operations, improved communication efficiency, enabled automated reporting and workflow management, ensured compliance with information security standards, and enhanced Vodafone's ability to manage large-scale service requests across multiple sectors and brands.



Building products that shape futures.

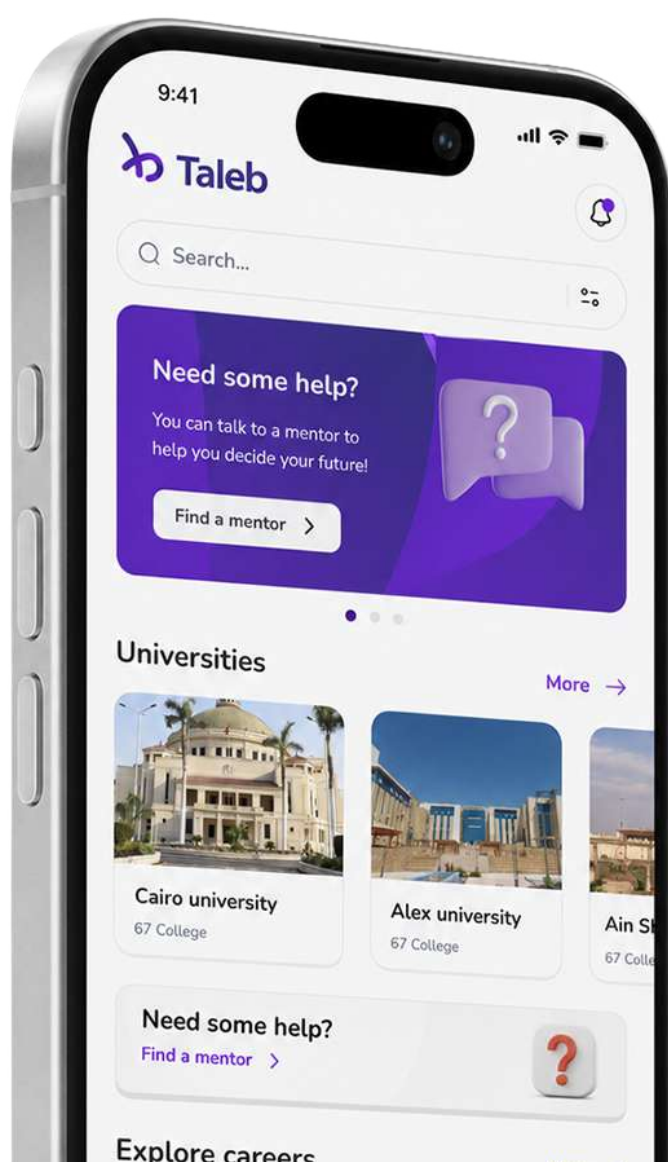
A seamless digital experience built to help students explore careers, opportunities, and their future with clarity.





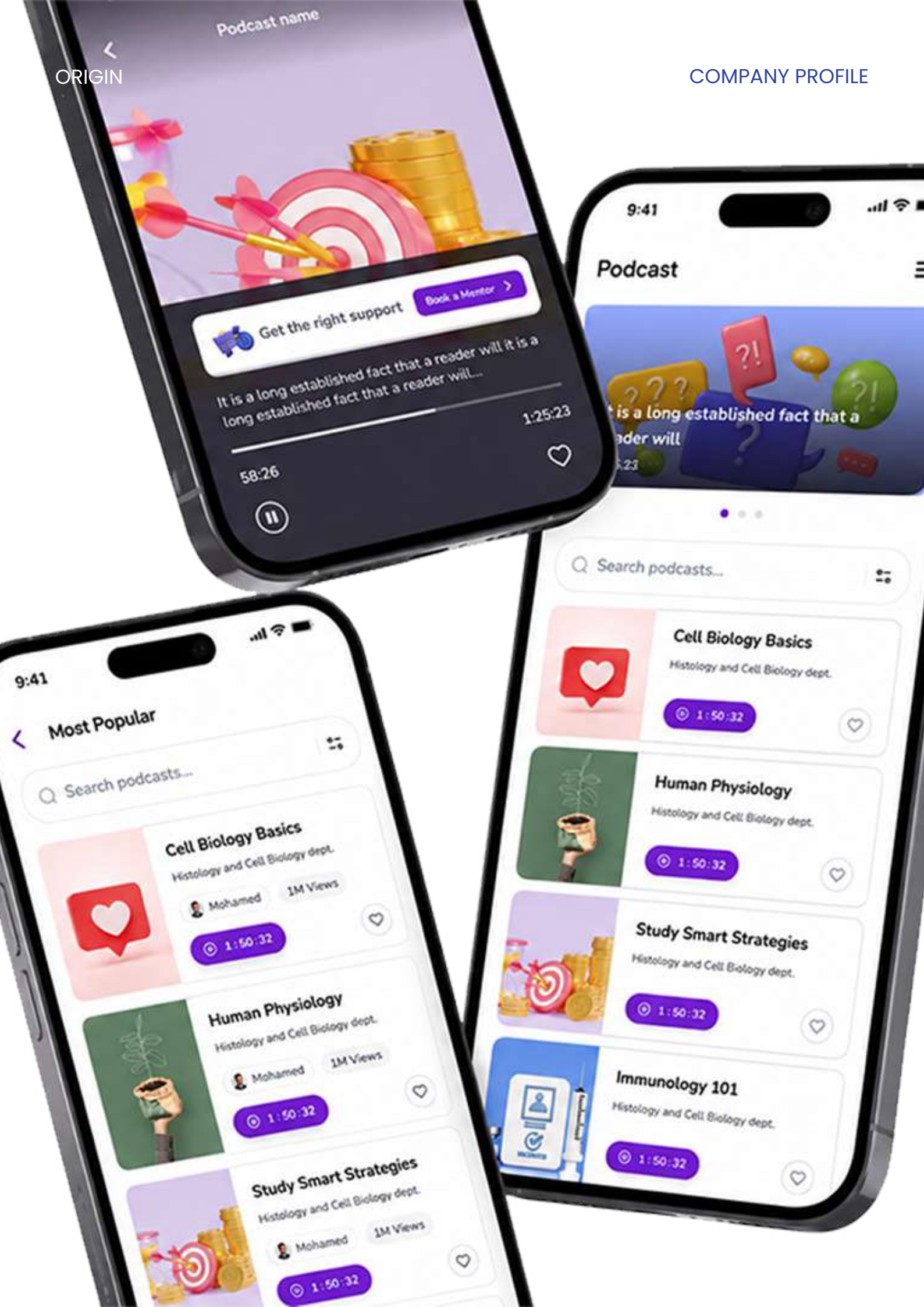
Your Smart Educational Companion

Taleb connects students with universities, mentors, career paths, and personalized opportunities — all in one seamless digital experience.



ORIGIN

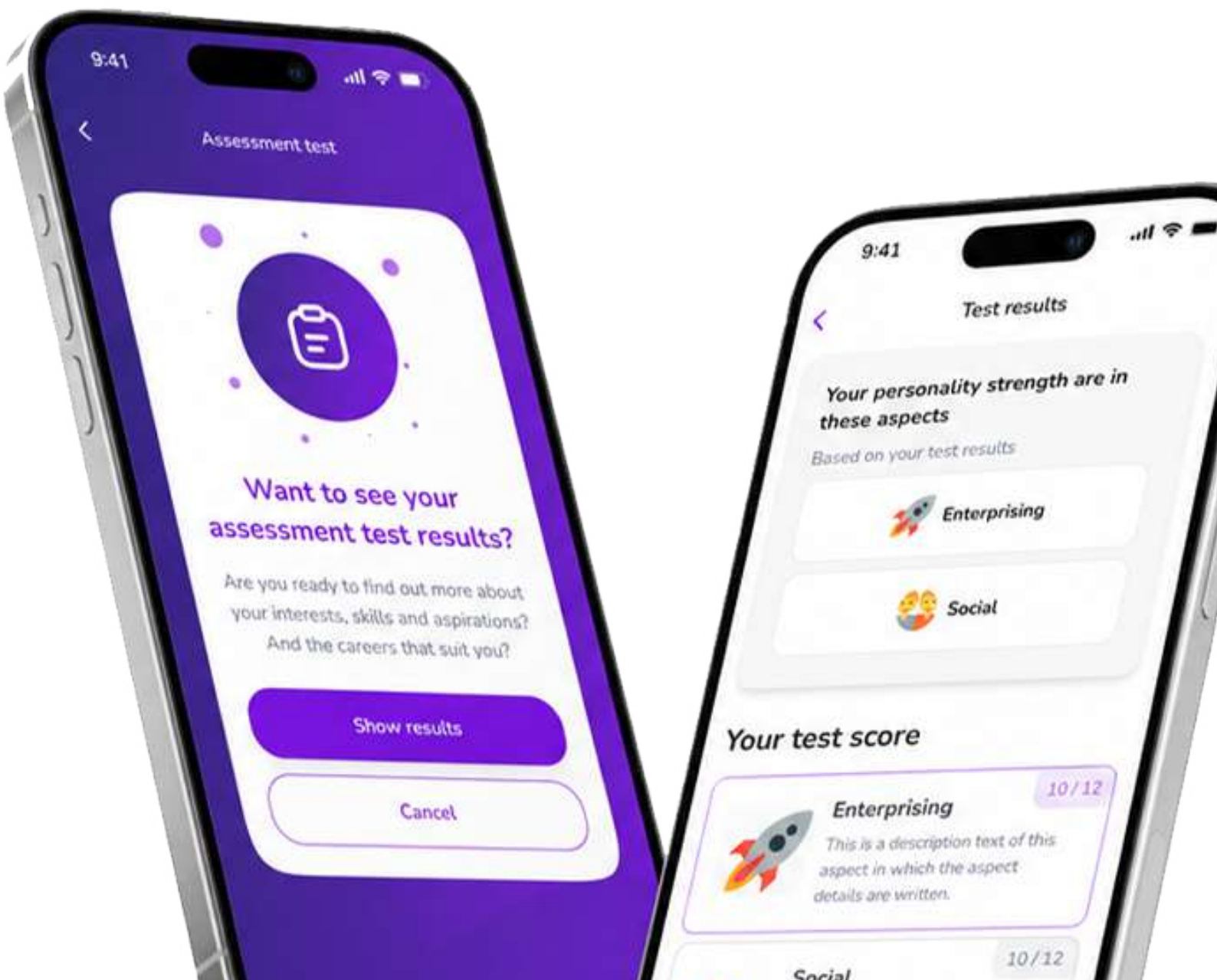
COMPANY PROFILE





AI - POWERED ASSESSMENTS

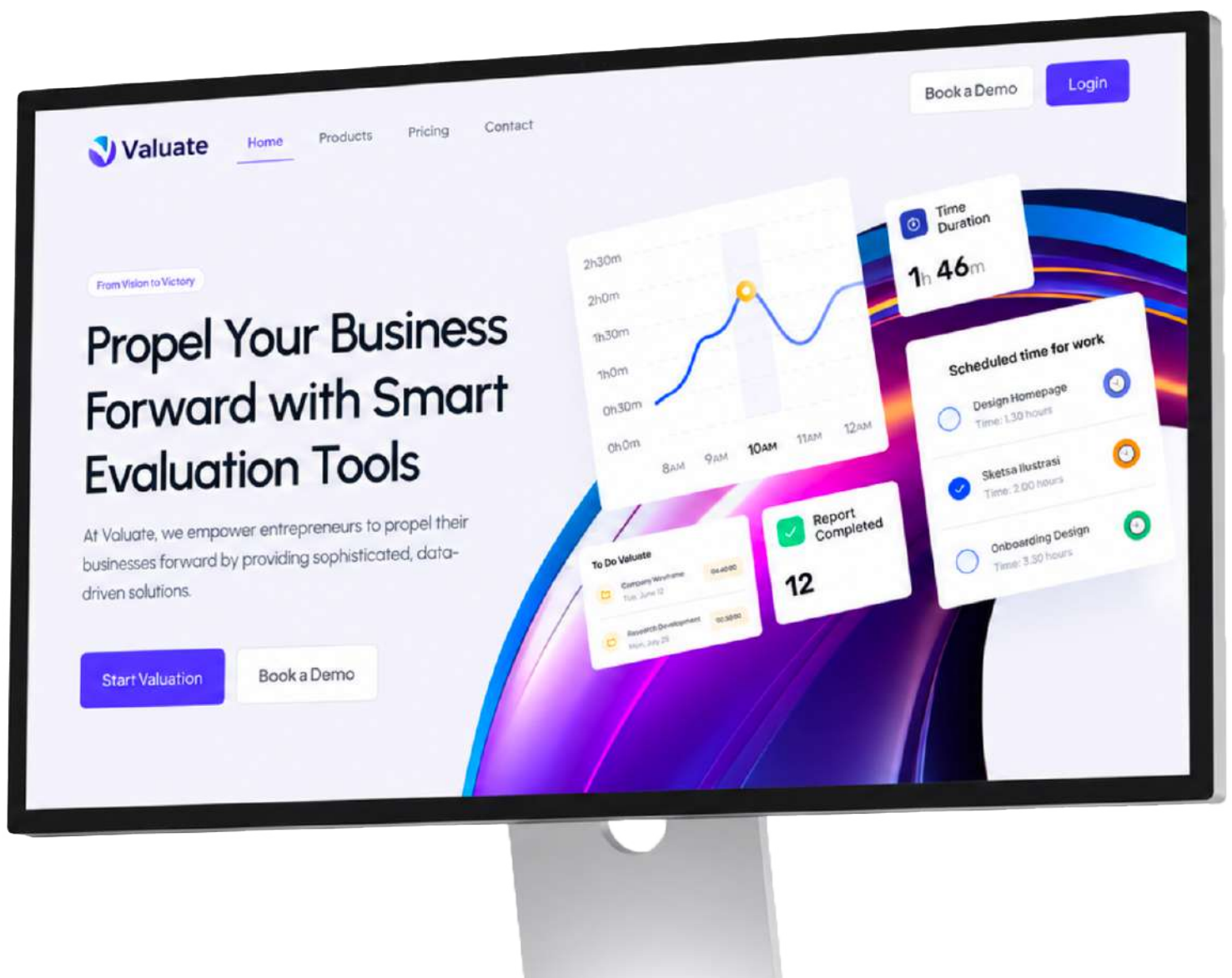
A smart assessment experience designed to help users discover their strengths, interests, and career direction through an interactive and personalized journey.





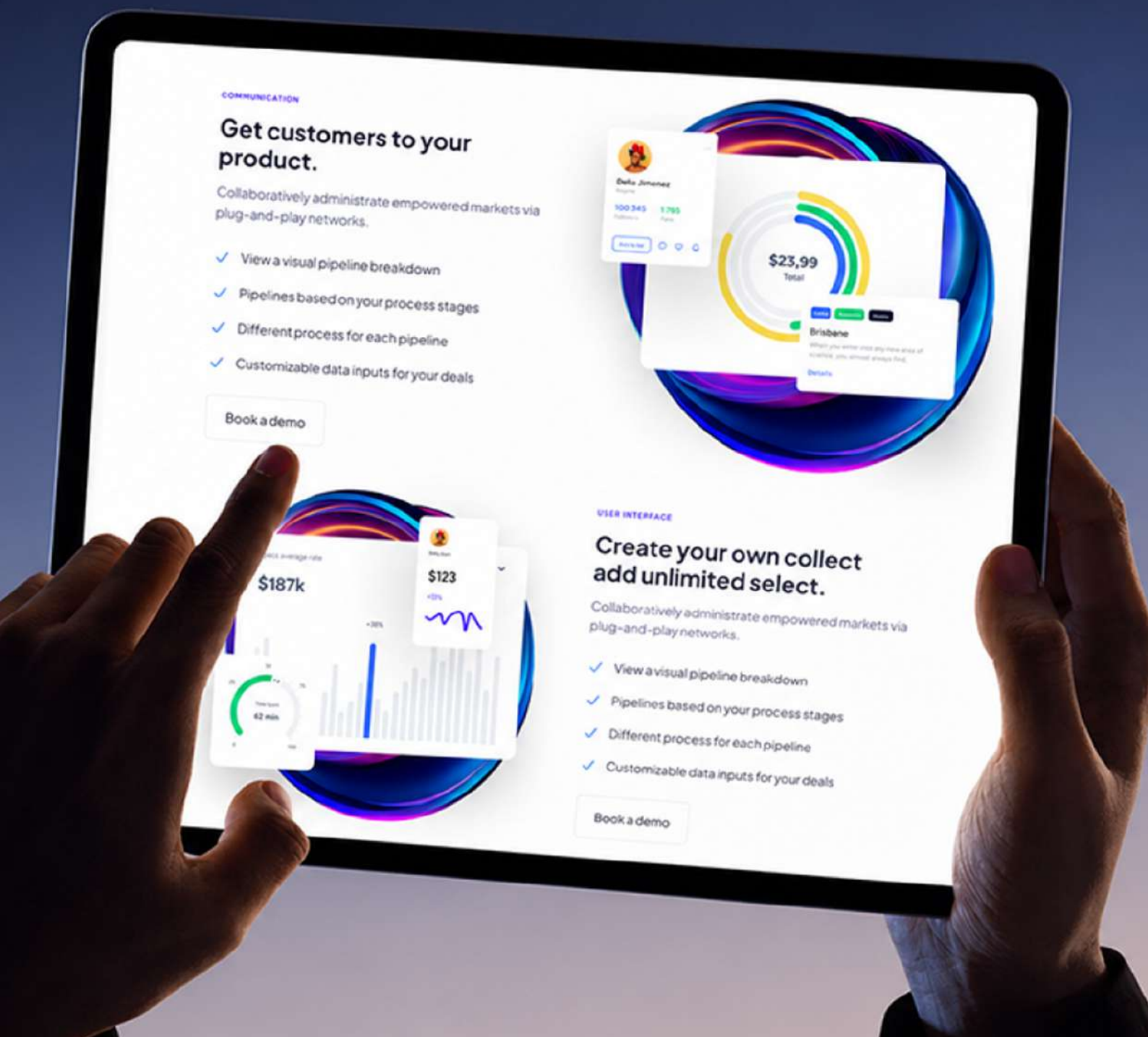
Empowering Smarter Evaluations

A modern evaluation platform designed to help businesses assess performance, track progress, and make data-driven decisions with clarity and confidence.





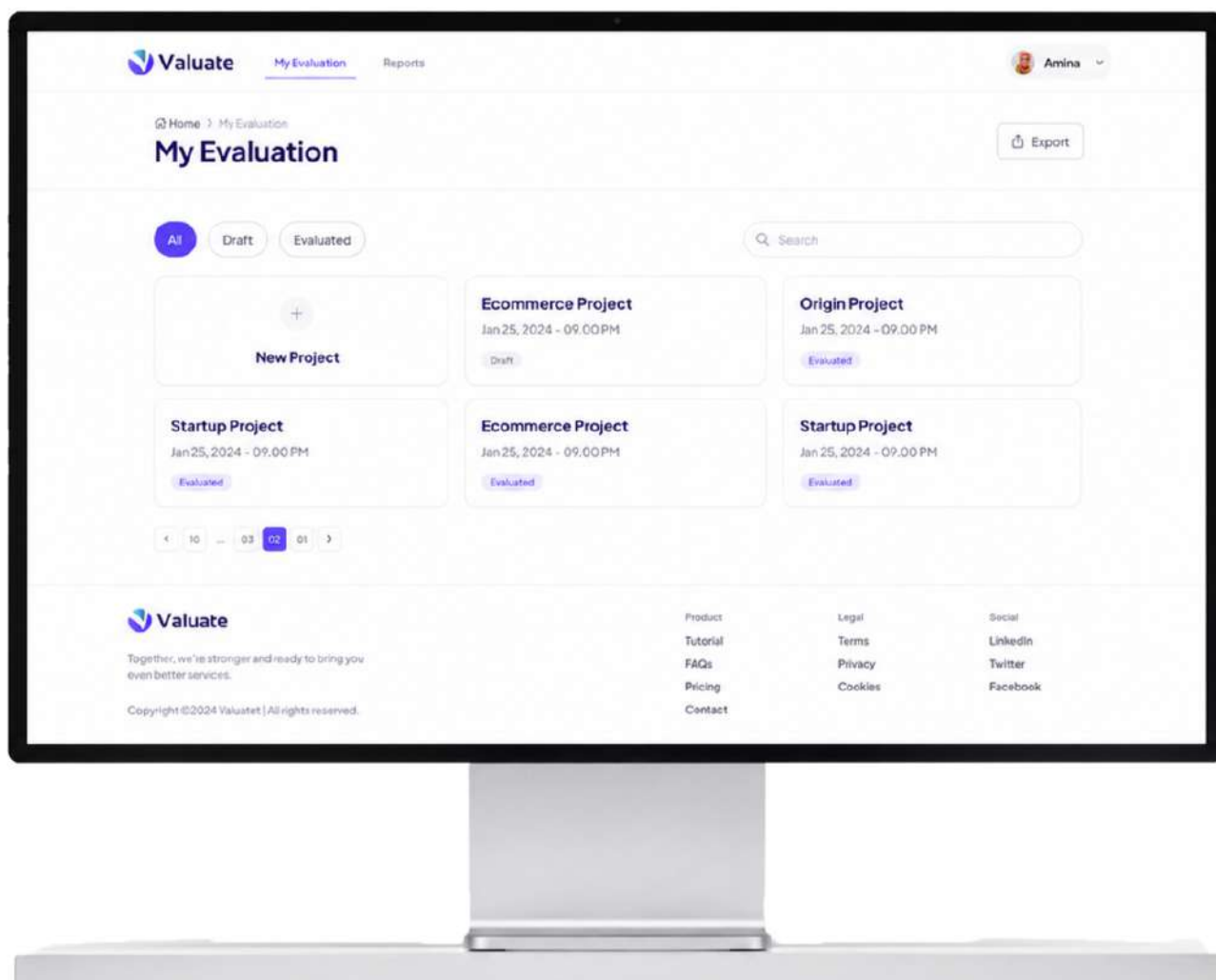
Valuate brings together smart dashboards, structured reporting, and intuitive tools to simplify evaluation workflows and turn complex data into actionable insights.





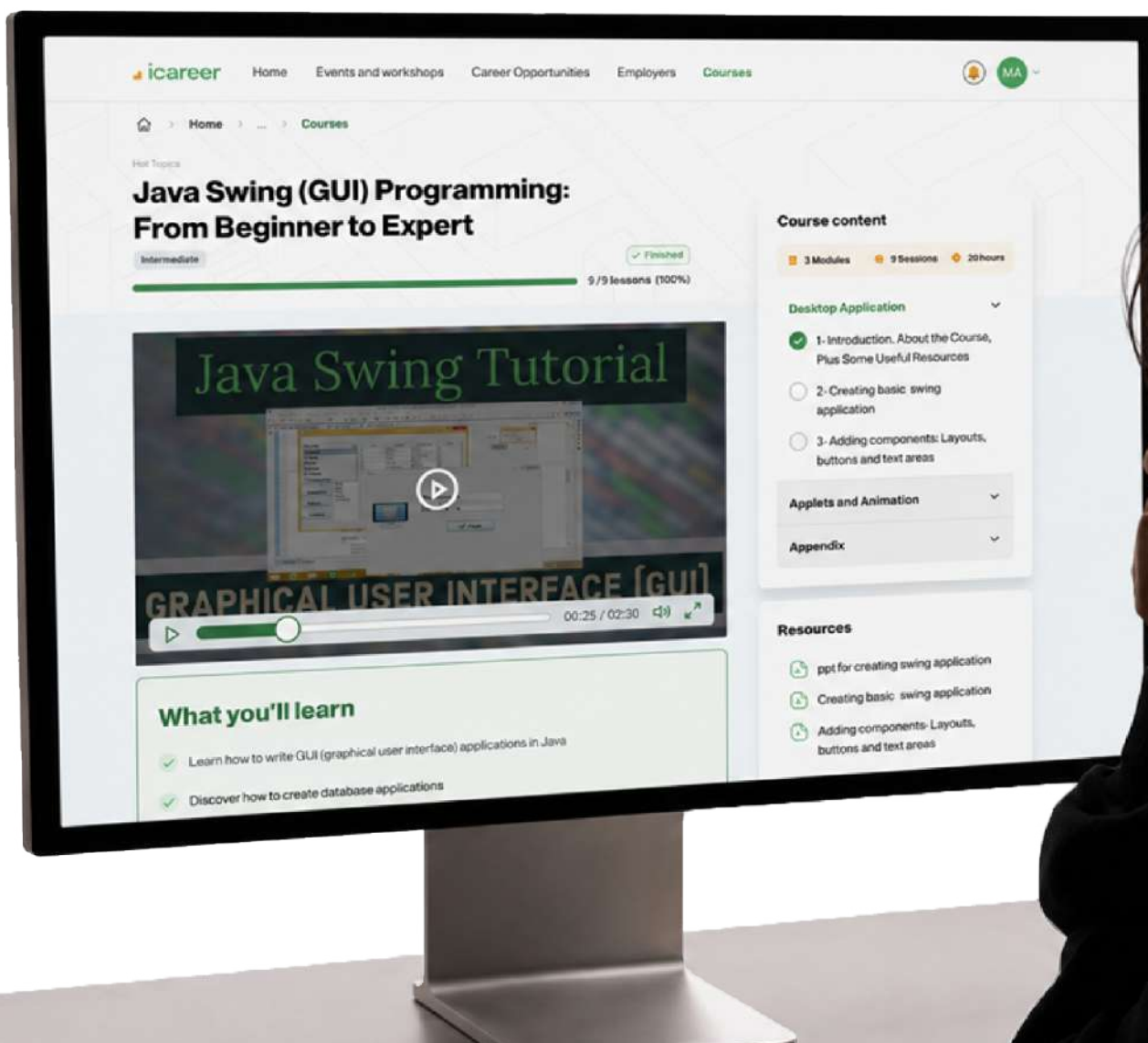
Key Features

- Smart business evaluation tools
- Data-driven performance insights
- Progress tracking and reporting
- Clean dashboard experience
- Faster decision-making for teams



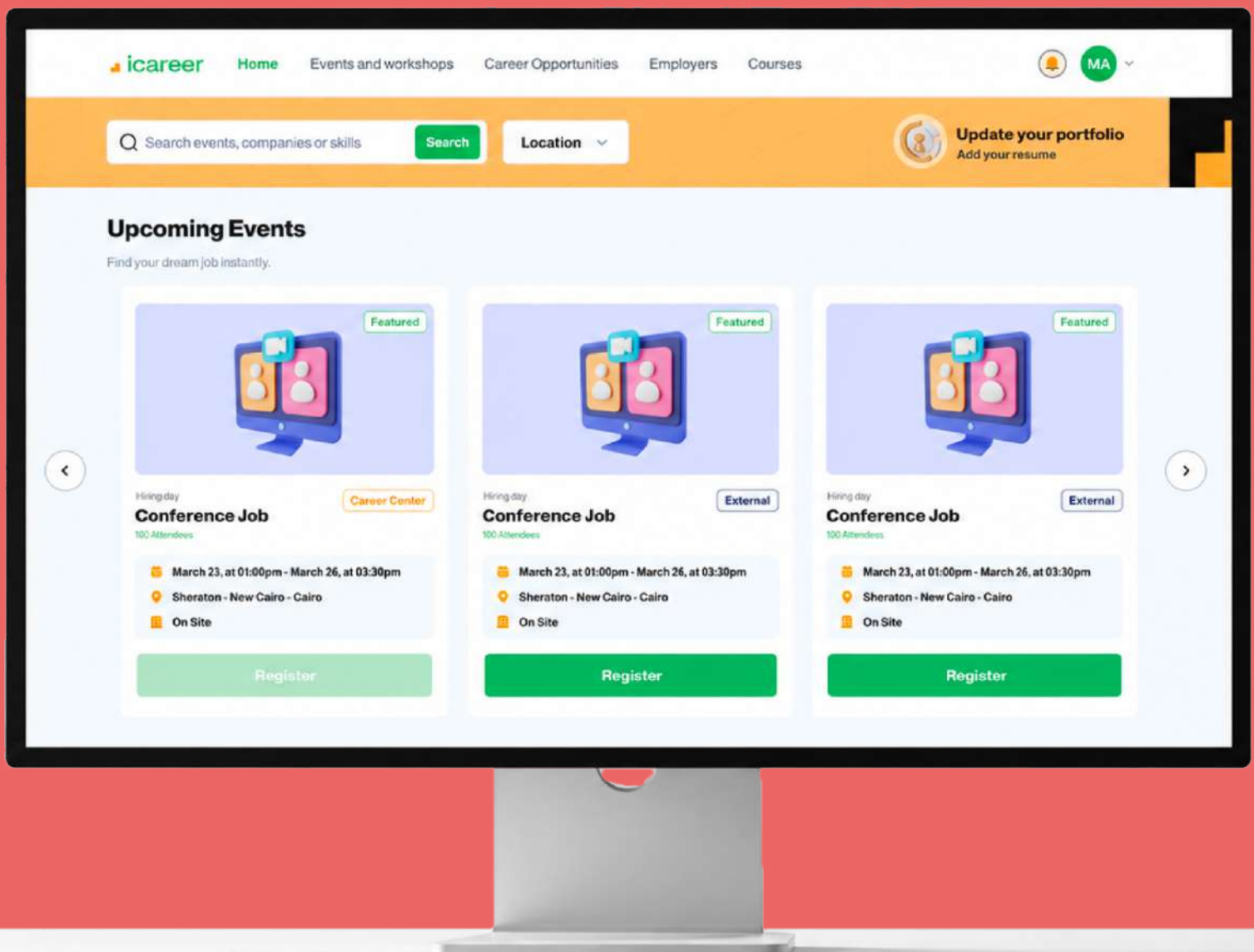


A digital learning and career development platform designed to help students and professionals build practical skills, explore career opportunities, and grow through guided learning experiences.

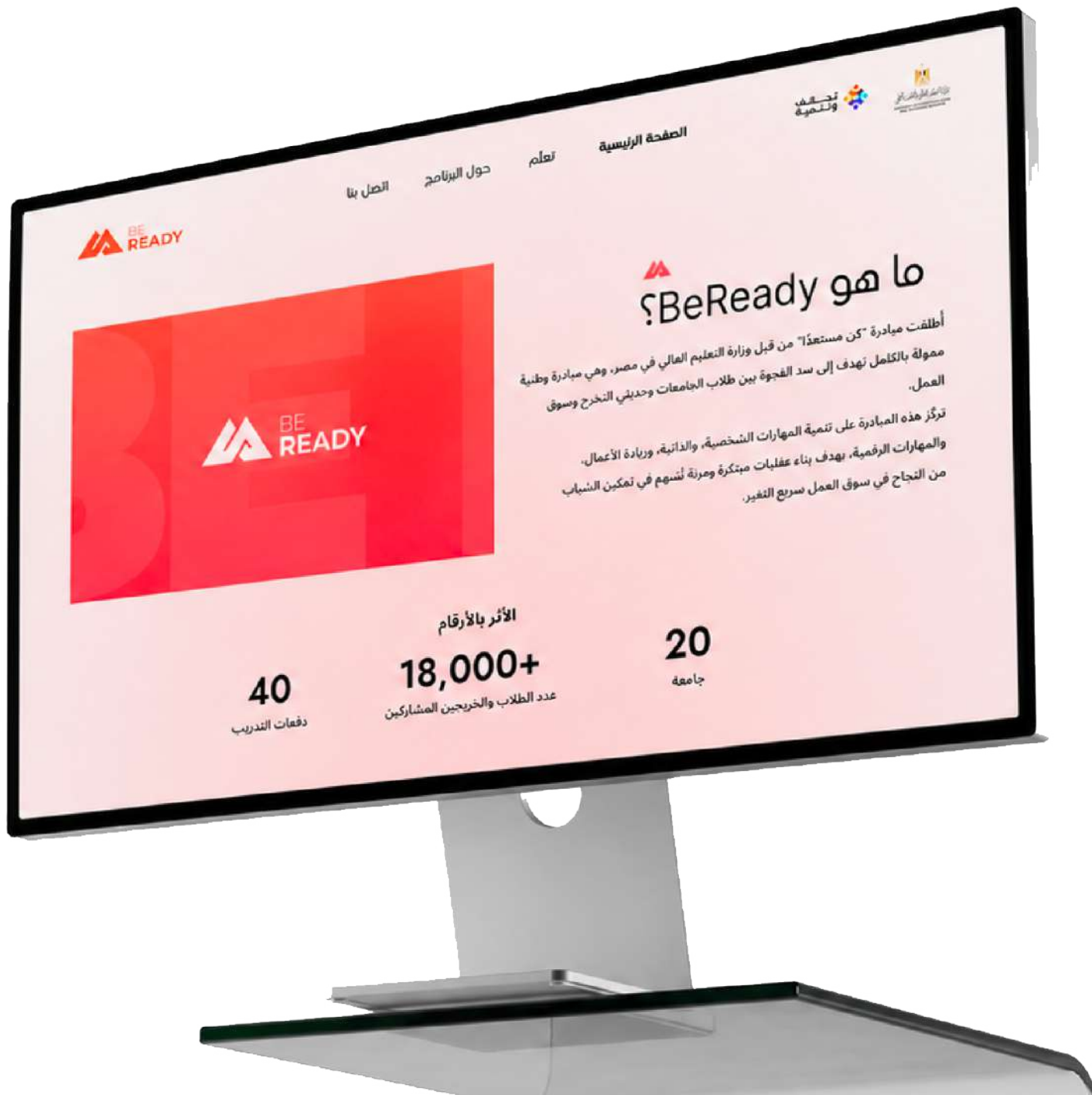




The platform brings together online courses, workshops, resources, and career opportunities in one accessible space, creating a smoother path from learning to employability.



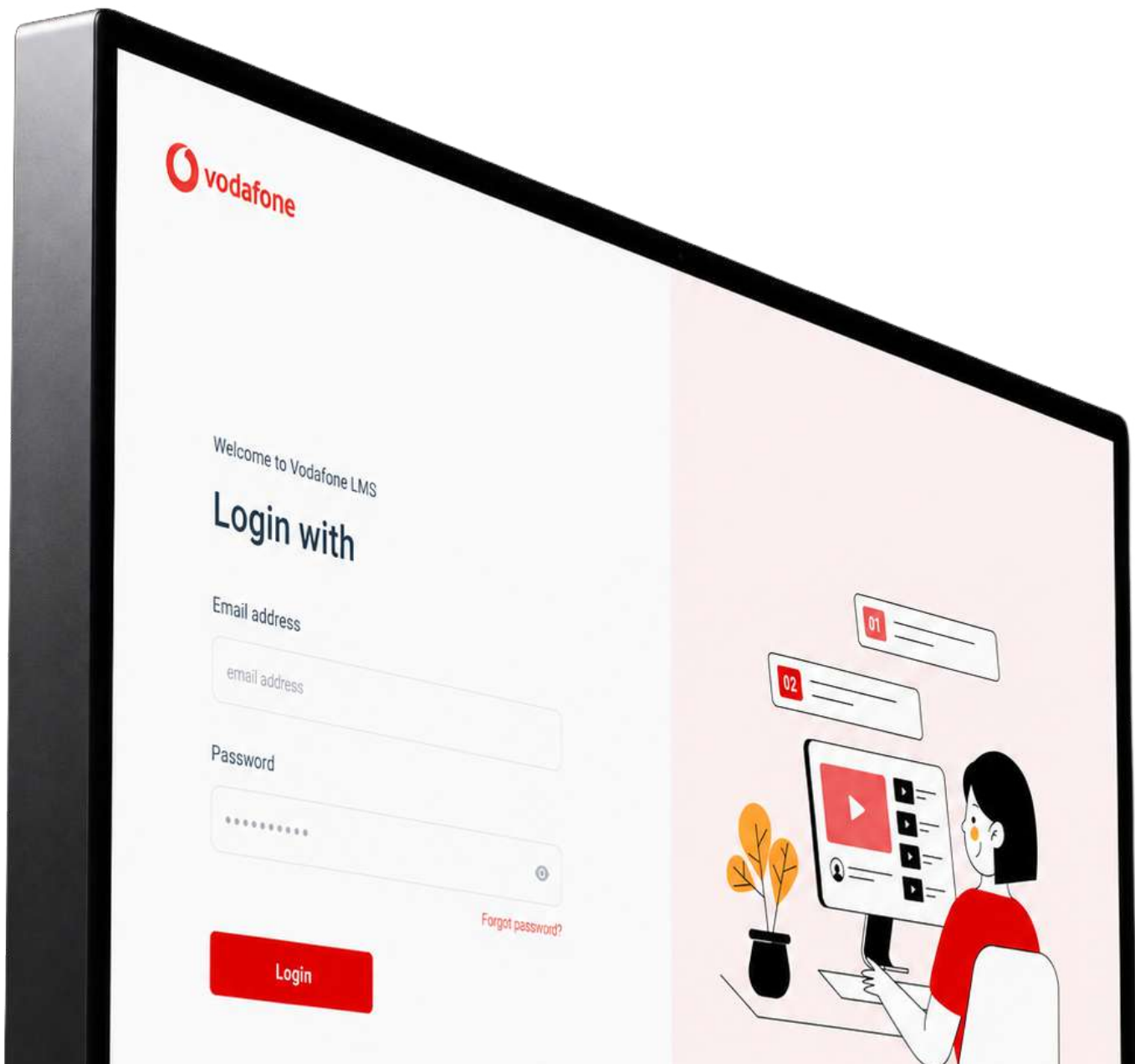
Be Ready Initiative Platform





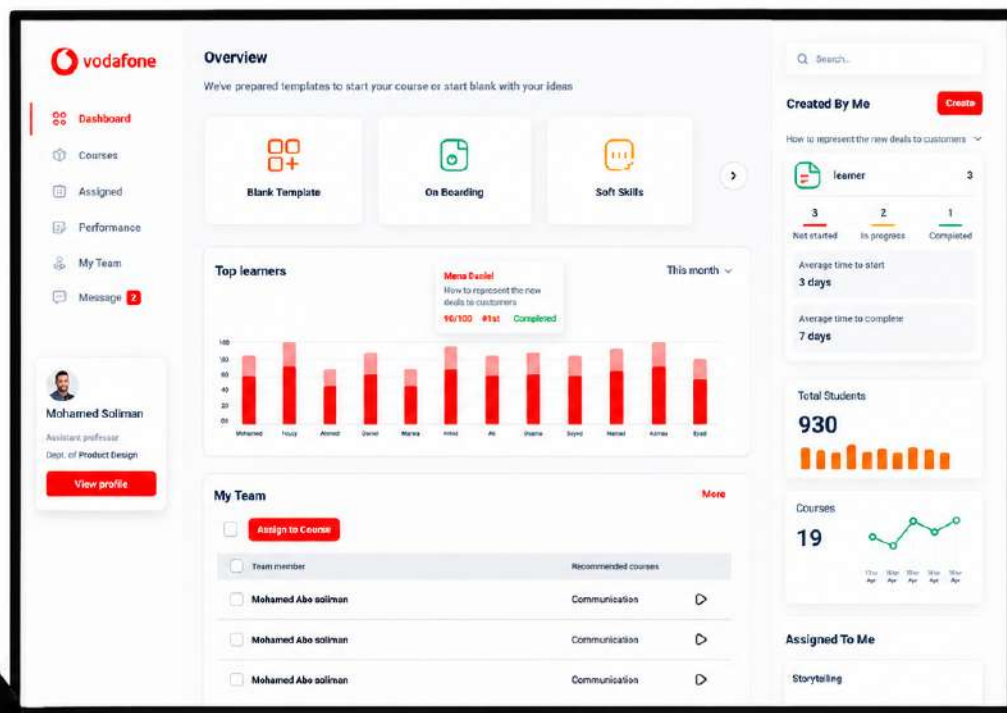
Digital Solutions Support:

Implemented a fully automated customer support solution using Zendesk's 360 omnichannel platform.



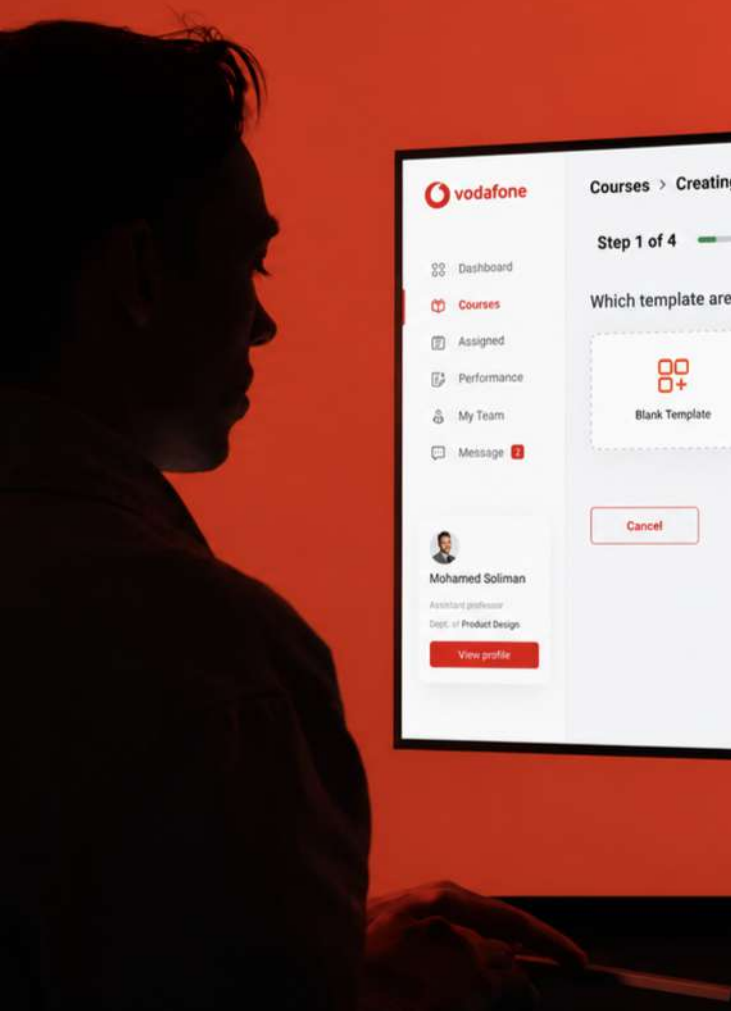


Implemented a fully automated customer support solution using Zendesk's 360 omnichannel platform.





vodafone



Dashboard

Courses

Assigned

Performance

My Team

Message 1

Mohamed Soliman

Assistant professor

Dept. of Product Design

View profile

Courses > Creating Course

Step 1 of 4

Which template are you going to choose to start your course ?

Blank Template

On Boarding

Soft Skills

On Boarding

Cancel

Back

Next



Be Ready Initiative Platform



BE
READY
كُن مُسْتَعِدًّا



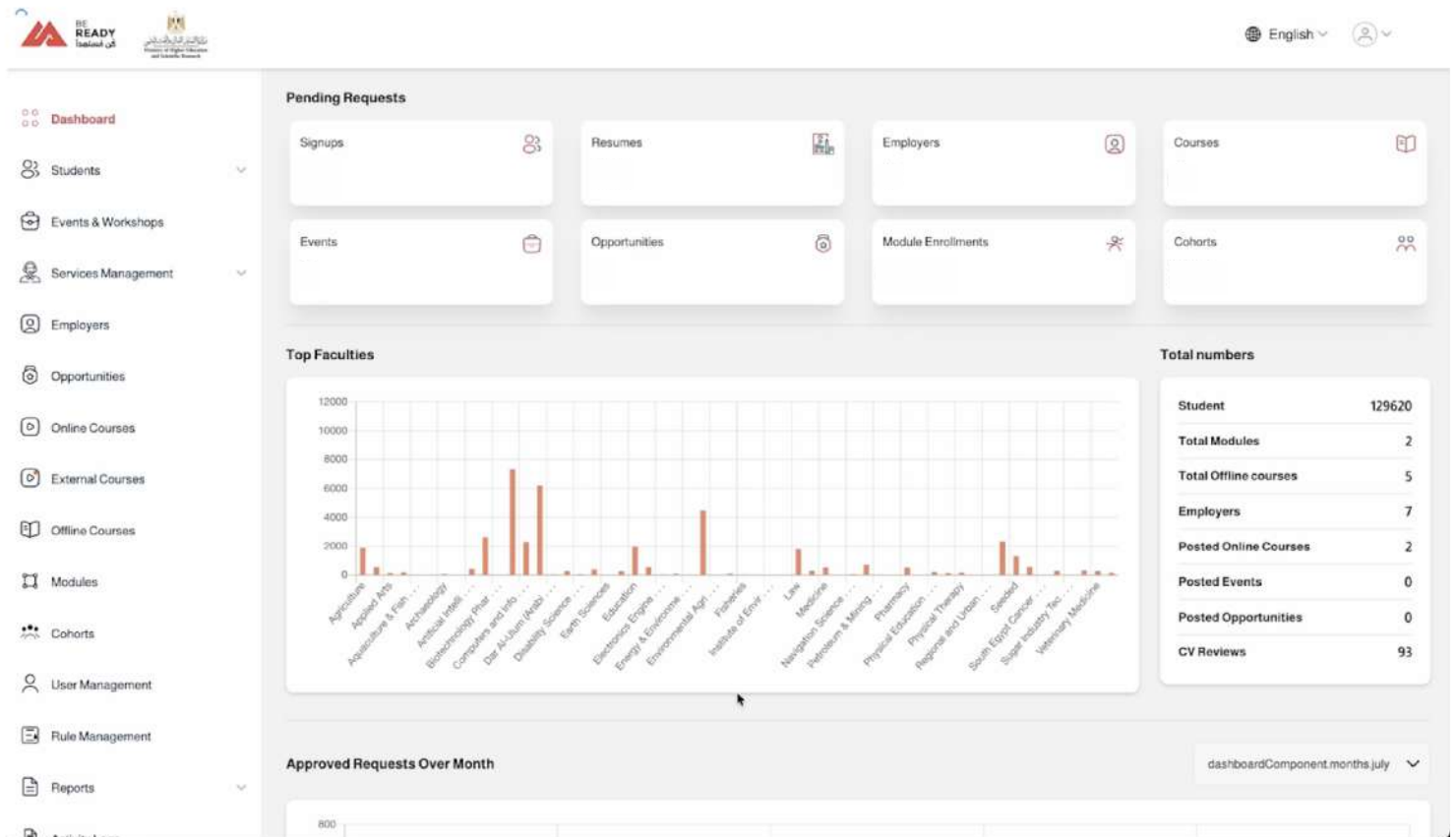
وَزَارَةُ التَّعْلِيمِ الْعَالِيِّ وَالْبَحْثِ الْعِلْمِيِّ
Ministry of Higher Education
and Scientific Research

Initiative to prepare students and graduates for the job market through:

- Career training
- Career guidance
- Digital skills
- Employer connectivity



BE
READY
كُن مُسْتَعِدًّا



A comprehensive digital platform technically developed by Origin to manage students, employers, courses, events, opportunities, cohorts, and services through one centralized system. The dashboard provides real-time insights, request tracking, performance analytics, and streamlined administrative control to support the initiative's operations and growth.

We had a pleasure to work with

Egyptian General Administration of Passports, Immigration and Nationality



to implement 12 different subsystems.
These systems were related to the
eResidency,

We were responsible for gathering the
requirements, creating the proper user
experience , analyzing the use cases ,
implementing the systems and auditing
on the technical implementation process
with other implementing partners

The screenshot displays a web application interface for eResidency. The header includes the title 'طلب الإقامة لأول مره' (First-time Residence Application) and the subtitle 'الشروط والمستندات المطلوبة' (Required Conditions and Documents). The main content area is divided into two columns. The left column lists the required documents: 'إذن العمل الصادر من وزارة الشؤون الاجتماعية والعمل' (Work permit issued by the Ministry of Social Affairs and Labor), 'شهادة الضمان الصحي' (Health insurance certificate), 'شهادة لخلو من الأمراض' (Certificate of freedom from diseases), 'صورة اعتماد التوقيع للتكامل' (Signature authentication photo for integration), 'عدد (2) صورة شخصية' (2 personal photos), 'سمة الدخول للعمل بالقطاع الأهلي التي تم دخول البلاد بها' (Entry stamp for work in the private sector upon entering the country), 'صحيحة الحالة الجنائية' (Criminal record certificate), and 'جواز السفر الأصلي للمكفول و صورة عنه' (Original passport of the sponsored person and a photo of it). A blue button at the bottom left is labeled 'تقديم الطلب' (Submit Application). The right column features the header 'البيانات الأساسية' (Basic Information) and a list of required information: 'تقديم الطلب' (Submit Application), 'عائلي بدون مقدم طلب' (Family without application), 'البريد الإلكتروني' (Email), and 'name@email.com'. A blue button at the bottom right is labeled 'تقديم الطلب' (Submit Application). The footer includes the reCAPTCHA logo and the text 'أنا لست برنامج روبوت' (I am not a robot) with a green checkmark.

stc

Mobile Application designed for all the intranet activities , to be used internally by STC employees for all thie HR Transactions



Case Study

RIYADH REGION MUNICIPALITY

We are proud to implement the intranet for Riyadh Municipality using Microsoft SharePoint.

We created a sleek experience and an interactive portal for employees to manage their internal activity with traction of 400+ employees.



أمانة منطقة الرياض
RIYADH REGION MUNICIPALITY

Case Study

IDH GROUP



We are proud to implement the intranet for IDH Group
Microsoft SharePoint

We created a seamless and easy
digital user experience for the portal to be used across
all the branches , labs and departments of the company
serving 1000+ employees.

IDH group is A group of medical tests laboratories
covering all over Cairo



SharePoint Search this site

IDH INTEGRATED DIAGNOSTICS HOLDINGS Home About Who We Are Gallery HR Corner Policies Careers CSR Edit

Not following Share English

New Translation Page details Analytics Published 5/8/2022 Edit

Integrated Diagnostics Holdings

Dr Hend in Egypt's Top 50 Most Influential Women

APR-MAY 2-2 Start of Ramadan Sat, Apr 2, All day Egypt

APR 10 Palm Sunday Holiday Palm Sunday Sun, Apr 10, All day Egypt

APR 25 Easter Monday | EG Holiday Easter Monday | EG Mon, Apr 25, All day Egypt

MAY 1 Labor Day | EG Holiday Labor Day | EG Sun, May 1, All day Egypt

انت المستشار

Launching a program to Develop employees technical and behavioral skills

The Training Department launches a new program that takes you on an interactive educational journey about important technical and behavioral skills and simple guidelines to develop your performance

[See More ->](#)

Welcome to the TEAM

New Hires [Learn more ->](#)

Naiven Helmy Dr. Ayman Salah Mohamed El Kady Eman Mohamed

Workplace well being!

[Read more](#)

HAPPY BIRTHDAY TO YOU!

Weather

Cairo, Egypt 70°F Sunny 69°/66° MSN Weather

Employee Benefits

- Restaurants
- Travel | Tourism
- Electronics | Households
- Fashion | Accessories
- Services

SPEAK UP

Quick Links

- Stock Market
- CRM Portal
- IT Services
- Success Factors

SAVE THE PLANET

GO GREEN

Edit Facilities Helpdesk Operations Packages

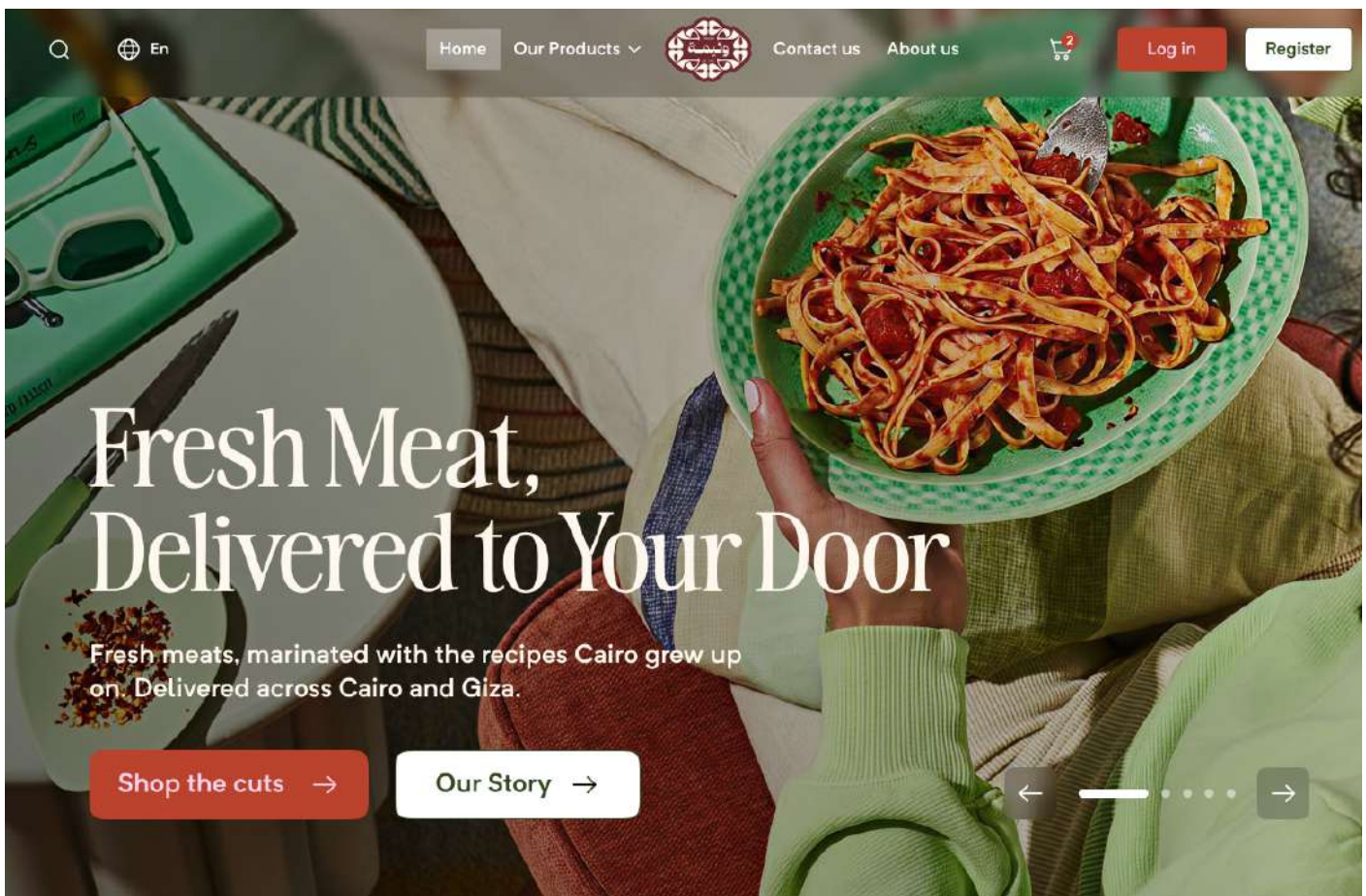


We had the pleasure of working with **Walima**

to build their e-commerce mobile app, bringing their animal-based products, from chicken to pigeon, raw, cooked, or ready to eat, closer to their customers.

Together, we explored the market, their customers, their needs, and their competitors, then built the app to be simple and user-friendly, so customers actually want to use it.

Walima is a legacy business, and parts of its operation are still done manually. We built around that, streamlining the work without overwhelming the team behind it.



Ibtikar



We had the opportunity to work with **MoHESR Institutional Innovation**

a branch of Egypt's Ministry of Higher Education and Scientific Research, to build their website, a home for showcasing their work and achievements, highlighting their upcoming milestones, and presenting the competitions and opportunities that they offer. Innovation is a core principle for the Ministry, woven into its governance, service delivery, and institutional culture. Their goal is to transform Egypt's higher education and research institutions into dynamic innovation hubs that drive sustainable development, global competitiveness, and knowledge-based growth.

Who We Are

Ibtakr Think. Innovate. Launch

Ibtakr is the official platform for institutional innovation under Egypt's Ministry of Higher Education and Scientific Research (MOHESR), operated by the Institutional Innovation Unit (IIU)—the body formally responsible for embedding innovation institutionally across MOHESR, its sectors, and affiliated entities.

[About Us](#)

[Overview](#)

About MoHESR Institutional Innovation Strategy



Origin's Foot Print in EGYPT



Proud to collaborate with Egypt's leading institutions in building smarter, more connected digital experiences.

Origin's Foot Print in **USA**



Expanding our global presence through strategic partnerships with innovative brands in the United States.

Origin's Foot Print in UAE



الهيئة العربية
للاستثمار والإعمار الزراعي



Partnering with forward-thinking organizations across the UAE to support progress, efficiency, and digital excellence.

Origin's Foot Print in KSA



Trusted by leading organizations across Saudi Arabia to drive innovation, growth, and digital transformation.

ACCELERATORS

We work with accelerators and VCs world wide to mentor startups on thier digital transformation journey

PLUGANDPLAY

TAKWEEN
ACCELERATOR



ARAB ACADEMY
for science and technology and maritime transport
CENTER OF
ENTREPRENEURSHIP

LET'S START SOMETHING

At Origin, we turn ideas into impactful digital experiences.

✉ info@origin-me.com

☎ +201008777977

📱 **f in** @origintechnologiesolutions

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