



— COMPANY PROFILE 2026

Software, data, AI and creative, under one roof.

Enterprise applications, business intelligence, data engineering, AI, cloud, branding, design and print, delivered by one team.

Technology · Enterprise apps · BI and analytics · Data engineering · AI
· Cloud · Web and mobile · Support

Creative · Branding and identity · Graphic design and print · Social
media marketing

innovative-encompass.com

info@innovative-encompass.com

— INSIDE

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— A NOTE FROM OUR CEO



Every business today runs on software and data, and every brand lives or dies by how it looks and speaks. We started Innovative Encompass so that growing companies could get both from one partner they trust: solid engineering on .NET, Python and the cloud, and the design and marketing to bring what we build to the right people.

This profile explains what we do, how we work and what you can expect from us. If you have a project in mind, we would be glad to hear about it.

Mrs. Fariha Bilal

Founder and CEO, Innovative Encompass

10

service lines, technology and creative

.NET + Python

engineering core, any database

Azure • AWS •

GCP

cloud delivery, Azure first

— ABOUT US

Technology that delivers real business results

Every business runs on software and data, yet many still depend on spreadsheets, disconnected systems and manual reporting. Innovative Encompass exists to close that gap.

We are a technology company from Pakistan with a team experienced in delivering BI and analytics, enterprise applications and data platforms for international clients. We build on proven technology: .NET and C# for robust enterprise systems, Python for data engineering, data science and AI, and Java where clients need it. We work with any database and deploy to any major cloud.

Our services cover the full lifecycle, from requirements and design to development, data integration, reporting, deployment and ongoing support. Our creative team adds branding, design and print, and social media marketing, so the products we build reach the right audience. We work as an extension of our clients' teams: transparent estimates, regular demos, documented handovers and responsive support.

Mission

Deliver dependable, well-engineered software, data and creative solutions that give our clients measurable business value, at a cost that makes sense.

Vision

To be a trusted technology partner from Pakistan for businesses worldwide, known for engineering quality, data expertise and honest delivery.

At a glance

COMPANY	Innovative Encompass – Lab of Creative Innoventions
FOUNDER AND CEO	Mrs. Fariha Bilal
BASED IN	Pakistan, serving clients in Pakistan and internationally
CORE STACK	.NET (C#) and Python; Java for support; any major database
CLOUD	Microsoft Azure (primary), AWS, Google Cloud
SERVICES	7 technology and 3 creative service lines
ENGAGEMENT	Fixed price · Dedicated team · Time and materials · Support retainer

WHAT WE STAND FOR

Our core values

Five principles shape how we plan, build and support every project.



Ownership

We treat every client system as if it were our own, from the first estimate to long after go-live.



Quality first

Clean code, tested pipelines, careful design and documented handovers.



Transparency

Clear estimates, weekly progress updates and no surprises.



Continuous learning

We keep pace with cloud, data, AI and design so our clients don't have to.



Client success

We measure ourselves by the outcomes our clients get: time saved, better decisions, stronger brands and systems that keep running.

OUR NAME

Lab of Creative Innoventions

"Innoventions" joins innovation and invention: we treat each project as a small lab, testing ideas quickly and keeping what works. "Encompass" is our promise that one team covers the whole journey, from data and software to brand and marketing.



— WHAT WE DO

Ten services, one partner

Technology to build and run your systems, and creative services to brand and promote your business.

TECHNOLOGY

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01

Enterprise applications

Custom business systems, ERP/CRM modules, portals and APIs.



02

Business intelligence and analytics

Dashboards, KPIs and self-service reporting.



03

Data engineering and pipelines

ETL/ELT, warehouses and lakehouses, data quality.



04

AI and data science

Chatbots, RAG knowledge bots, predictive models, NLP.



05

Cloud deployment and DevOps

Azure, AWS and GCP architecture, CI/CD, monitoring.



06

Web and mobile development

Websites, e-commerce stores and mobile apps.



07

Support, maintenance and modernization

SLA support and legacy upgrades to .NET 8+.

CREATIVE

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08

Branding and identity

Logos, brand guidelines and stationery.



09

Graphic design and print

Profiles, brochures, banners and packaging, print-ready.



10

Social media marketing

Content calendars, creatives and paid campaigns.

— TECHNOLOGY SERVICES

Build, analyze, automate



01 Enterprise application development

Software shaped around how your business works: secure, scalable and built on .NET or Python with clean, documented code.

WHAT WE BUILD

- Custom business systems and portals
- ERP and CRM modules
- REST and GraphQL APIs, integrations

YOU RECEIVE

- Web apps and admin portals
- Source code and documentation
- Handover session for your team



02 Business intelligence and analytics

Stop waiting days for reports. We connect your sources, build a trusted data model and deliver dashboards your managers can use every morning.

WHAT WE BUILD

- Power BI and Tableau dashboards
- Semantic models and KPI frameworks
- Paginated and scheduled reports

YOU RECEIVE

- One trusted version of your numbers
- Self-service reporting for managers
- Documented measures and data model



03 Data engineering and pipelines

Reliable data starts with reliable pipelines. We design ETL/ELT flows that run on schedule, recover from failures and keep your warehouse accurate.

WHAT WE BUILD

- ETL/ELT pipelines and scheduling
- Data warehouses and lakehouses
- Data-quality checks and alerts

BUILT WITH

- Azure Data Factory, SSIS, Airflow
- Spark, dbt, Microsoft Fabric
- Databricks, Snowflake, Synapse



04 AI and data science

Give customers and staff instant answers. We build chatbots grounded in your own documents and systems, and models that predict what comes next.

WHAT WE BUILD

- Chatbots and virtual assistants
- RAG knowledge bots over your documents
- Predictive models, NLP, document processing

CHANNELS

- Web chat and WhatsApp Business
- Microsoft Teams and Slack
- APIs for your own apps

— TECHNOLOGY SERVICES

Deploy, launch, support



05 Cloud deployment and DevOps

Move to the cloud without the guesswork. We plan, migrate, automate deployments and keep your monthly bill under control.

WHAT WE DO

- Azure, AWS and GCP architecture
- Migration of apps and data platforms
- CI/CD pipelines and containers

YOU RECEIVE

- Automated, repeatable deployments
- Monitoring and alerting
- Cost reviews and optimization



06 Web and mobile development

Customer-facing websites, online stores and apps that look good on every screen and are easy for your team to update.

WHAT WE BUILD

- Responsive company websites
- E-commerce stores
- Cross-platform mobile apps

BUILT WITH

- React, Angular, Blazor
- WordPress and Elementor
- .NET MAUI, Flutter, React Native



07 Support, maintenance and modernization

Keep systems healthy and bring legacy software up to date, without disrupting the business that depends on it.

WHAT WE DO

- SLA-based support and bug fixing
- .NET Framework to .NET 8+ migration
- Performance tuning

YOU RECEIVE

- Agreed response times
- Monthly block of support hours
- A clear upgrade roadmap

CREATIVE SERVICES

Brand it, print it, promote it

Good technology still needs to be seen. Our creative team gives your business a clear identity and the material to promote it, in print and online, with the same care we put into code.



08 Branding and identity

A brand people remember starts with a clear identity. We design your logo, colors and type, and hand over guidelines so every touchpoint looks the same.

Logo design

Color palette and typography

Brand guidelines

Business cards

Letterheads and envelopes

Email signatures

Brand refresh



09 Graphic design and print

From business cards to roll-up banners, we design material that looks sharp and arrives at the printer ready to go, prepared in CMYK with bleed and crop marks.

Company profiles

Brochures

Flyers and leaflets

Posters

Roll-up banners and standees

Packaging and labels

Event material

Presentation decks



10 Social media marketing

Consistent posts, on-brand creatives and campaigns that are measured every month, so your audience grows with your business.

Page setup and optimization

Content calendars

Post and story creatives

Paid Meta campaigns

Monthly reporting

TECHNOLOGY

.NET and Python at the core

We fit your environment: SQL Server or PostgreSQL, Azure or AWS.

Languages

C# / .NET 8+PythonJavaTypeScriptSQL

Frameworks

ASP.NET CoreBlazorEntity FrameworkDjangoFastAPISpring BootReactAngular

Databases

SQL ServerAzure SQLPostgreSQLMySQLOracleMongoDBCosmos DBRedis

Data and BI

Azure Data FactorySSISSparkAirflowdbtFabricDatabricksSnowflakePower BITableau

AI

Azure OpenAIOpenAI and Claude APILangChainSemantic Kernelscikit-learnPyTorch

Cloud and DevOps

AzureAWSGoogle CloudAzure DevOpsGitHub ActionsDockerKubernetesTerraform

Design

Adobe PhotoshopIllustratorFigmaCanvaMeta Business Suite

INDUSTRIES

Where we help

Healthcare

Operational dashboards, patient-data ETL, compliance reporting.

Retail and e-commerce

Sales and inventory BI, chatbots, online stores.

Finance and fintech

Financial reporting, reconciliation, risk models.

Logistics

Shipment tracking, volume analytics, portals.

Manufacturing

Production KPIs, ERP integration, maintenance.

Education

Student portals, LMS integration, analytics.

Real estate

Property and lead management, CRM, campaigns.

SMEs and startups

MVPs, websites, branding, affordable cloud.

— HOW WE WORK

One agile loop, from discovery to support

Short sprints, a demo every two weeks and your sign-off before anything goes live.

1

Discover

Scope, goals and an honest estimate.

2

Design

Architecture, data model and visual direction.

3

Build

Two-week sprints with a demo at the end of each.

4

Test and review

QA, user acceptance testing and your sign-off.

5

Deploy

CI/CD to the cloud, or print-ready files, and handover.

6

Support

SLA support and improvements.

Failed tests go back to the build sprint; after launch, new requirements start the next loop.

Engagement models

Fixed price

Clear scope: a dashboard, website, chatbot, brand kit or MVP.

Priced per milestone

Dedicated team

Ongoing product, data or creative work.

Monthly fee per person

Time and materials

Evolving scope, R&D and proofs of concept.

Hourly or daily rate

Support retainer

Systems already in production.

Monthly hours + SLA

What every client gets

- ✓ A named point of contact and a weekly status update
- ✓ Documentation and a handover at the end of each phase
- ✓ Access to the code repository and project board
- ✓ NDA, with IP assigned to you on payment

— WHY CHOOSE US

One partner for software, data, AI and creative

Data and BI depth

Production ETL and reporting delivered for international clients.

Strong .NET and Python core

Enterprise C# and data-science-ready Python in one team.

End-to-end delivery

Requirements, build, data, reporting, cloud, support, branding and marketing under one roof.

Database and cloud agnostic

We fit your stack: SQL Server or PostgreSQL, Azure or AWS.

Cost-effective

Senior-level work at rates that suit SMEs and startups.

Time-zone overlap

Working hours overlap with the Middle East, UK and Europe; US coverage available.

Transparent process

Fortnightly demos, shared boards, documented handovers.

Long-term support

We stay after go-live with SLA-backed maintenance.

— LET'S TALK

Let's build something that works

Tell us about your project and we will reply with next steps and a time for a short call.

FOUNDER AND CEO

Mrs. Fariha Bilal

EMAIL

info@innovative-encompass.com

WEB

innovative-encompass.com

Pakistan · serving clients worldwide