



The same day, in another hand.

Smart Metrics is a Saudi technology company in Riyadh. We build systems in Arabic that take the daily routine off your hands: a booking assistant for clinics, Mantooq for law offices, and systems built around your business.

About us

We design software, build smart assistants, and connect and run systems, for businesses that work in the Kingdom and in its language.

Our principles

Arabic from the first line

We write our screens and messages in Arabic first, not as a translation afterwards.

Built for how the Kingdom works

The Hijri calendar, the Sunday-to-Thursday week and public holidays.

We measure before we promise

We start from your own numbers, then build what moves them. That's where our name comes from.

Our servers are in the Kingdom

We keep our customers' real data on servers inside the Kingdom, and we don't run AI on real data until its provider confirms in writing that the processing stays in the Kingdom. Messages that go through WhatsApp are handled by Meta under its own terms and may be processed outside the Kingdom; each product's contract explains this to the customer.

How we work

- 1 We listen** We hear from you and understand your day: what takes your time, and where things get lost.
- 2 We measure** We work out, in your own numbers, what the manual work costs you today, then agree a clear scope and a price written into the contract before we start.
- 3 We build** We build the system in Arabic and test it with you on sample data modelled on your work before it goes live.
- 4 We run it** We launch it, train your team on it, and stay with you for support and updates.

What we make

Smart assistants: built to answer your customers, book and follow up, on WhatsApp and the web, and later by phone.

Business systems: software built around how your business works, from appointments to invoices: customer reminders, order follow-up, the month-end report.

Integration and operations: we connect your systems, and support, update and look after their security, as we agree.

Our products

Appointment booking assistant for clinics [in development](#)

We're building it to answer patients after hours and at busy times, in Arabic and Saudi dialect, book from the clinic's connected schedule, and hand the front desk anything that needs a person. Administrative only, never medical advice.

Mantooq: law office management software [in testing](#)

The whole law office in one system, in Arabic: cases, hearings, clients, powers of attorney, appointments and invoices, with an alert before a power of attorney expires, and deadline reminders in the Hijri calendar.

Company details

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