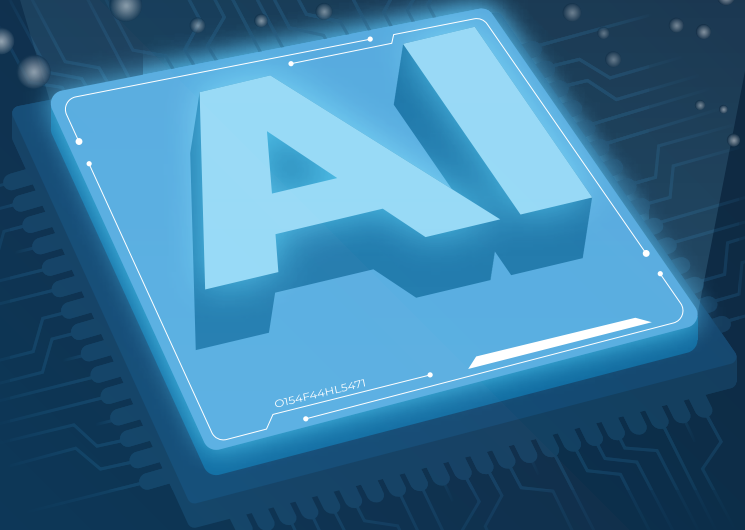
SENTIRA
ARTIFICIAL INTELLIGENCE

Intelligent AI, Built for Enterprise.



COMPANY & SOLUTIONS OVERVIEW · 2026

A boutique AI house engineering computer vision, agentic automation and advisory for the industries that keep the region running —sovereign by design, compliant by default.

EST. CAIRO · EGYPT

01
COMPUTER VISION
& AI Video Analytics

02
AI AUTOMATION
& Digital Transformation

03
AI ADVISORY
& Engineering Consulting

WHO WE ARE

A Boutique AI House, Built by Operators.

is a Egypt-headquartered artificial intelligence company. We are deliberately boutique: a focused engineering and advisory house rather than a general consultancy, working only where AI has tosurvive contact with a live operation. We operate across three pillars —Computer Vision & AI Video Analytics, AI Automation & Digital Transformation, and AI Advisory —and every product we ship answers an operational reality we have lived first-hand: safety, compliance, cost, and the daily mechanics of service delivery.

Cairo
HEADQUARTERS · Egypt

3
PILLARS OF DELIVERY

180+
SENIOR ENGINEERS ACROSS THE GROUP

4
DELIVERY COUNTRIES —UAE · EG · GR · US

Sovereign by design.
On-premise and private-cloud deployment across every product —client data never leaves the client's perimeter.

WHAT WE DO

Three pillars. One delivery standard.

Each capability stands alone — and becomes more powerful when integrated.

01

Computer Vision & AI Video Analytics

Advanced video intelligence for safety, compliance and operational control — turning the cameras an organisation already owns into always-on operational sensors, with an optional IoT layer for full environmental coverage.

DELIVERED THROUGH

HACCPY · SplashGuard · SCAI · Custom Detection

02

AI Automation & Digital Transformation

The first-of-its-kind agentic AI industrial SaaS — a single AI operating layer that orchestrates workflows, knowledge and decisions across the enterprise, running inside the client's own environment.

DELIVERED THROUGH

AIOPS27 · Agentic Workflows · 700+ Connectors

03

AI Advisory & Engineering Consulting

180+ dedicated senior engineers across the UAE, Egypt, Greece and the USA, engaged on an hourly basis against agreed KPIs — for any business ready to digitalise and automate its operation.

DELIVERED THROUGH

Hourly Engagement · KPI-

Our Launched Products

Four products in market today –each one built around a live operational problem, not a demo.

HACCPY

AI FOOD SAFETY

Kitchen and production-line cameras become a 24/7 compliance officer — hygiene, PPE and process violations detected the moment they happen.

- Food preparation & manufacturing
- HACCP · ISO 22000 · FCA aligned
- Audit-ready digital evidence

splashguard

AI AQUATIC SAFETY

A second set of eyes that never blinks — continuous machine-vision monitoring for swimming pools and private or public beaches.

- Hotels, waterparks & residential
- Supports lifeguards, never replaces
- Three scenarios, every second

AIOPS27
YOUR AI OPERATING LAYER

AGENTIC AI OPERATING LAYER

One agentic AI operating layer for the whole organisation — the first of its kind built as an industrial SaaS for every sector.

- 700+ enterprise connectors
- Sovereign / on-premise deployment
- Live pilots in Abu Dhabi & Dubai

SC AI
SMART CAMPUS AI

SMART CAMPUS INTELLIGENCE

Campus-wide vision and operational intelligence for schools and universities — safety, attendance, access and estate utilisation.

- Schools & higher education
- Access control & safety zones
- Estate & utilisation analytics

ECOSYSTEM

Strategic partners. Specialist capabilities.

A partner ecosystem spanning engineering, AI orchestration, certification and e-invoicing.

Innexora AI Technology

CORE TECHNOLOGY

HACCPY, SplashGuard, AIOPS27, and SCAI), strategic partners, and engineering capabilities.

XTEK AI Engineering

CORE TECHNOLOGY PARTNER

Exclusive engineering partner behind HACCPY, SplashGuard, AIOPS27 and SCAI.

Evolvable AI

AGENTIC AI ENGINE

The multi-agent orchestration engine powering AIOPS27 and our automation stack.

PILLAR ONE

Computer Vision & AI Video Analytics

Total control over operational and work-environment violations —detected in real time from the cameras you already own, escalated instantly under your own protocols.



IMPACT ASSESSMENT | **USE-CASE BUILD** | **ON-PREM DEPLOY** | **SaaS MAINTENANCE**

From the Cameras You Already Own to Total Operational Control

01 **Impact Assessment & Gap Analysis**
We start on site. We map the operation, the existing camera estate and the compliance exposure — then quantify the gap in measurable terms before anything is built.

02 **Use-Case Customisation**
We configure and train the detection models against the specific violations that matter to your operation and your regulator — not a generic off-the-shelf catalogue.

03 **On-Premise Deployment**
The system is deployed inside your own perimeter, on edge or on-premise hardware. No footage leaves your environment at any point.

04 **SaaS Licence, Maintenance & Support**
From go-live we run it as a managed SaaS model — continuous tuning, model updates, health monitoring and support under an annual licence.

The Second Component — IoT Sensors

Where vision alone cannot see it, we add a calibrated IoT sensor layer — temperature, humidity, cold-chain, air quality, door state and equipment status — so operational and work-environment violations are covered end to end, not just the ones in frame.

Detect in Real Time. Escalate Instantly.

Violations are detected the moment they occur and escalated instantly through configurable protocols — screen, mobile, email, siren, ticket or supervisor chain — mapped exactly to each business partner's own standard operating procedure and severity matrix.

Deployed across all industrial sectors — food manufacturing, hospitality, F&B, logistics, warehousing, energy, construction, education, healthcare and government.

Deployment Mechanism — On-Premise by Design

Nothing streams to a public cloud. The full detection pipeline runs inside your own perimeter, on hardware we size to your camera estate.

Existing Cameras

We work with the CCTV estate already on site — no rip-and-replace, no proprietary hardware lock-in.

On-Prem Edge Server

A sized edge / on-premise appliance ingests the streams. Footage never leaves the perimeter.

Detection Engine

Customised models score every frame against your use cases — with the IoT sensor layer fused in where required.

Instant Escalation

Severity-mapped alerts fire through your own protocol chain within seconds of the event.

Dashboard & Audit File

Every violation time-stamped with photo evidence — audit-ready reporting for the regulator.

Sovereign

Data residency guaranteed — the client owns the hardware, the footage and the evidence record.

Camera-Agnostic

RTSP / ONVIF compatible. Existing IP cameras are re-used; new ones added only where coverage gaps exist.

Managed SaaS Model

Impact assessment and deployment, then an annual licence with maintenance, tuning and model updates.

HACCPY

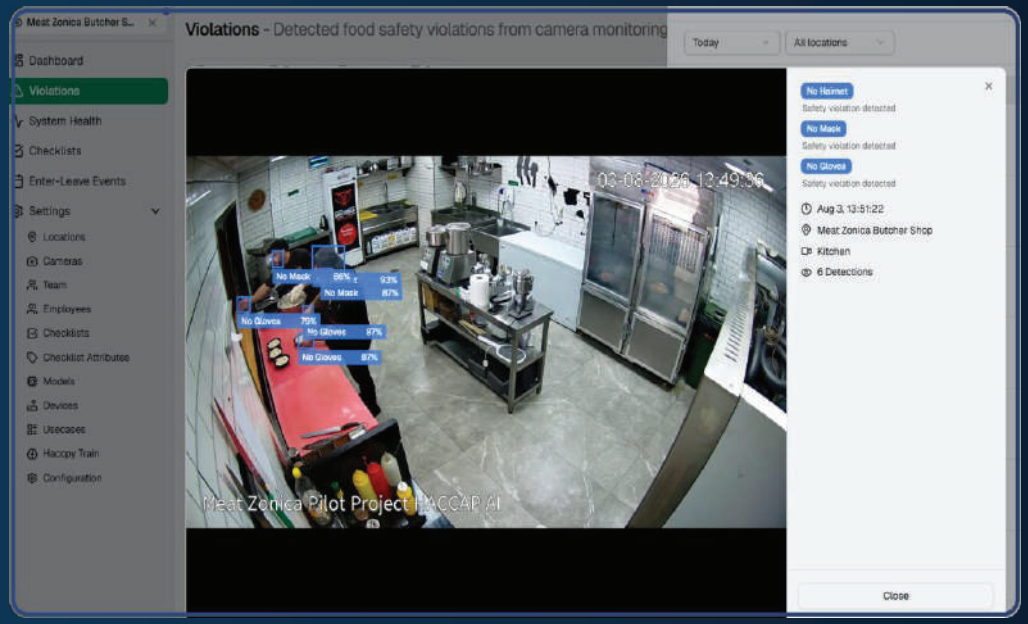
Food safety intelligence. Always on.

Turn kitchen cameras into a continuous compliance monitoring layer.

HACCPY turns kitchen and production-line cameras into a 24/7 compliance officer. Powered by computer vision and IoT, it detects hygiene, PPE and process violations the moment they happen — and logs each one as time-stamped, audit-ready evidence.

- Real-time PPE, hygiene & hairnet detection
- Aligned to HACCP, ISO 22000, FCA & ADAFSA
- Audit-ready digital evidence with photo capture
- Replaces paper logs with digital checklists
- Built for multi-site and multi-property groups
- On-premise / edge deployment as standard

Deployed today across hospitality kitchens, central kitchens, butchery and food manufacturing.



Live detection — violations bounded, classified and confidence-scored in frame.

100%
ON-PREMISE OPTION

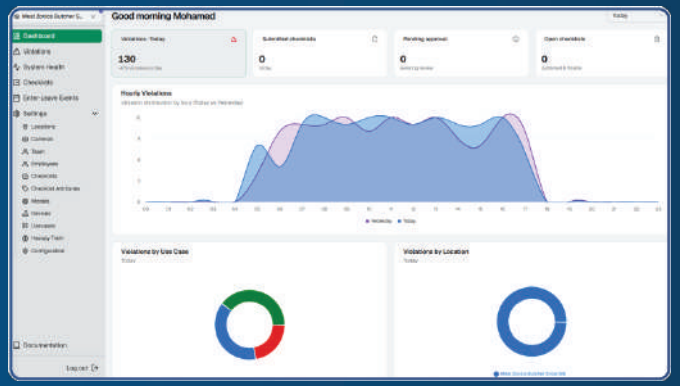
24/7
REAL-TIME MONITORING

< 30s
EVENT TO ALERT

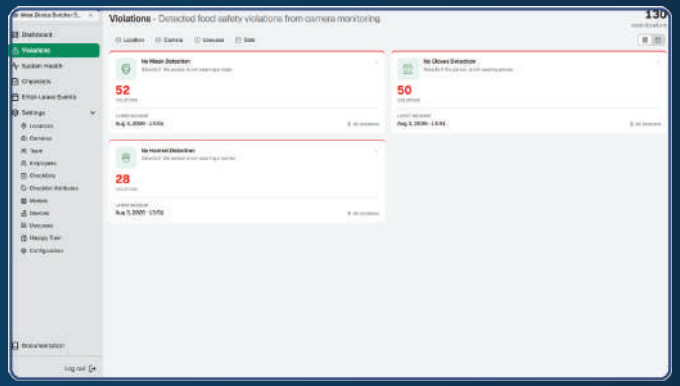
5
DATA STREAMS UNIFIED

Inside the Platform

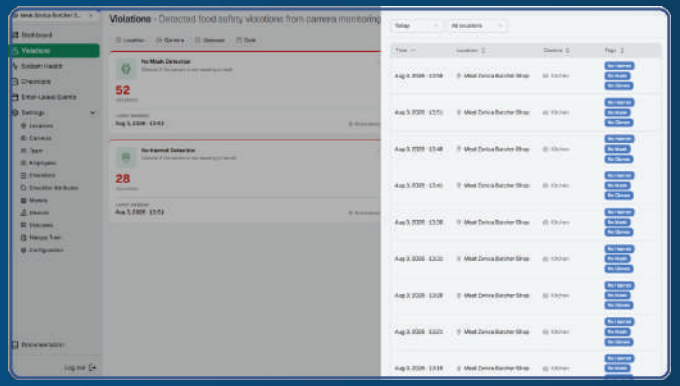
Live Compliance Dashboard



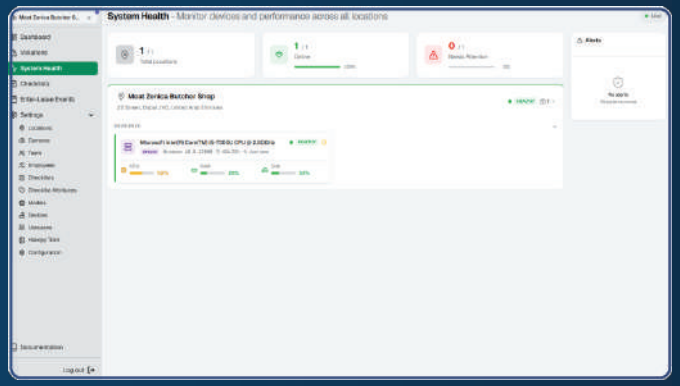
AI Violation Detection



Evidence Log & Filtering



System Health Monitoring



WHAT THE OPERATOR GETS

- Every violation time-stamped with photo evidence
- Filter by camera, location, use case and severity
- Daily counts, trends and hourly heat patterns
- Digital checklists replacing paper logs
- Submission and approval workflow built in
- Municipality / ADAFSA audit-ready reporting
- Multi-location rollup for group operators
- Live device and camera health monitoring
- Role-based access for team and employees

splashguard

A Second Set of Eyes That Never Blinks.

Continuous machine-vision monitoring for swimming pools and private or public beaches. SplashGuard pairs with the cameras already on site across hotels, waterparks, residential compounds and private pools —running its safety scenarios every second, all day and all night, and alerting the instant one triggers.

Lifeguard-on-Duty Verification

Confirms a lifeguard is present and in position throughout every scheduled operating window —and flags the moment the chair is empty.

After-Hours Person-in-Water

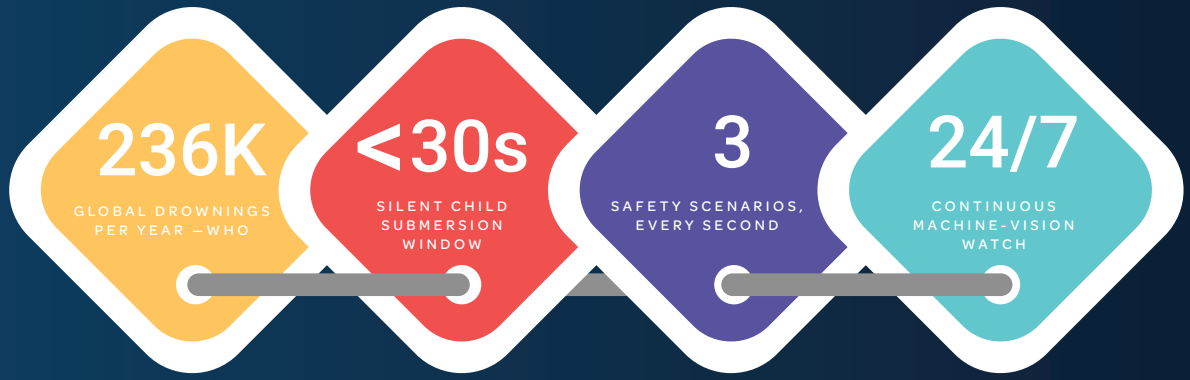
Detects anyone entering the water outside operating hours —the single highest-risk scenario for hotels and residential compounds.

Crowd & Capacity Alerts

Real-time occupancy counting against the safe capacity you set, with escalation before the pool deck becomes unsafe.

BUILT THE RIGHT WAY

- **Works with the cameras you already have**
  No specialist underwater hardware required.
- **Supports lifeguards —never replaces them**
  An assistive layer for the team on duty, not a substitute.
- **Configurable per pool, zone and schedule**
  Different rules for opening hours and after hours.



PILLAR TWO

AI Automation & Digital Transformation

The first agentic AI industrial SaaS model built for every sector —one governed AI operating layer running inside the client's own environment.

AGENTIC BY DESIGN

INDUSTRIAL SaaS

ON-PREMISE

700+ CONNECTORS



AIOPS27
YOUR AI OPERATING LAYER

The First Agentic AI Industrial SaaS — One AI Operating Layer for Any Sector

Not another point solution bolted onto an existing stack — a single agentic operating layer sitting above everything the organisation already runs, orchestrating coordinated teams of AI agents across customer experience, operations, safety, compliance, finance and institutional knowledge. Proven first in hospitality, now deployed across F&B, education, real estate, healthcare, enterprise and government.

Multi-Agent Orchestration

Coordinated agent teams with nested delegation — work is routed, escalated and completed across departments without human hand-offs.

Sovereign by Default

Runs inside your own tenant or on-premise environment. Your data, your infrastructure, your control.

Dual RAG Knowledge Engine

Vector and graph retrieval combined, so agents reason over both documents and the relationships between them.

700+ Enterprise Connectors

Pre-built integrations into the PMS, POS, ERP, HRIS, CRM and ticketing systems already in place.

LLM-Agnostic

Swap or mix models by task with full cost transparency — no lock-in to a single model provider.

Guardrails & Human-in-the-Loop

ISO 42001-aligned governance, approval gates and complete audit trails on every agent action.

+12%	–40%	3×	2 LIVE
REVENUE UPLIFT	OPERATIONAL COST	STAFF EFFICIENCY	PILOTS — ABU DHABI & DUBAI

Deployment Mechanism — On-Premise & Sovereign

The entire operating layer is installed inside the client's perimeter. Models, agents, knowledge and audit records all stay in the client's environment.

INSIDE THE CLIENT'S PERIMETER —ON-PREMISE / PRIVATE TENANT

Agent Layer

Departmental agents — service, operations, finance, HR, procurement, safety.

Orchestration & Guardrails

Task routing, nested delegation, approval gates and human-in-the-loop controls.

Dual RAG Knowledge Engine

Vector + graph retrieval over SOPs, policies and institutional knowledge.

Connector Layer

700+ pre-built integrations into the systems the organisation already runs.

No Data Egress

Documents, transcripts and agent traces never leave the client's infrastructure.

LLM-Agnostic

Run against hosted, private or fully local models — chosen per task, with cost transparency.

Governed & Auditable

ISO 42001-aligned controls, role-based permissions and a complete audit trail per action.

PILLAR THREE

AI Advisory & Engineering Consulting

Senior engineering capacity on demand —180+ dedicated specialists across four countries, engaged hourly and governed by the KPIs you set.



+180
ENGINEERS

UAE · EG
GR · US

HOURLY
MODEL

KPI-
GOVERNED

CONSULTING MODEL

Expertise that scales with your roadmap.

Flexible hourly delivery across the UAE, Egypt, Greece and the United States.

FLEXIBILITY

Hourly, not headcount

Scale senior capacity by sprint without fixed recruitment and staffing overhead.

ACCOUNTABILITY

KPI-governed delivery

Set measurable outcomes such as cycle time, throughput, error rate and cost per transaction.

COVERAGE

Four delivery countries

Access distributed specialist engineering capacity with regional delivery support.

Engagement structure: define outcomes → deploy specialists → measure and iterate

Why Sintera

Engineered for the world outside the demo.

Flexible hourly delivery across the UAE, Egypt, Greece and the United States.

> *We combine deep operational expertise with commercial insight to design solutions that elevate performance, optimize revenue, and future-proof businesses. Our mission is to leverage AI and intelligent systems to deliver measurable impact, seamless experiences, and sustainable growth.*

Khattab Mohamed

Founder & CEO

01 **Operator-Built**

Founded on 24+ years of international hospitality leadership — products are designed from the operator's side of the desk.

02 **Sovereign by Design**

On-premise and private-cloud deployment options; client data never leaves the client's perimeter.

03 **Compliance-Native**

HACCP, ISO 22000, ISO 17024 and ISO 42001-aligned, UAE-regulator ready — compliance is the product, not an add-on.

04 **One Local Partner**

A single Cairo-based partner from discovery to deployment to support — backed by best-in-class engineering.

"Intelligence is valuable when it improves daily decisions, operations and outcomes."

SENTIRA
ARTIFICIAL INTELLIGENCE

Let's build what's next.

Start with a discovery session, live demonstration or tailored pilot.

COMPUTER VISION / AI AUTOMATION / AI ADVISORY

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