INDEPENDENT DIGITAL STUDIO / UAE

Put AI to work in your business.

ServiceWire builds AI assistants, automations, websites and custom software for small and mid-sized businesses. We start with how your business runs, not with the tool.

- Based in Dubai
- Founder-led
- Fixed-price plans
- You own everything

WHO WE ARE

A studio that builds what it recommends.

ServiceWire is an independent digital studio based in Dubai. We help small and mid-sized businesses use AI where it pays off: answering customers, moving data between the tools they already use, winning search traffic and replacing spreadsheets with software that fits.

We are founder-led. The person who scopes your project is the person who builds it, and the person you message on WhatsApp after launch.

COMPANY
ServiceWire L.L.C-FZ

LICENCE
2652253.01, Meydan Free Zone, Dubai

LICENSED FOR
Computer programming, computer consultancy, IT services, data processing and hosting

FOUNDER
Hassan Hashish

CONTACT
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HOW WE WORK

Four steps, one point of contact.

01
Discovery call
20 minutes, free. We learn how your business runs and where hours and money leak.

02
Written plan
What to build first, what it costs and how long it takes. A fixed price, agreed before any work starts.

03
Build and connect
We build it, test it on your real data and show your team how to use it.

04
Handover and care
You own every account, file and line of code. Monthly care is optional, never required.

WHAT WE DO

Six ways we put AI to work.

Most clients start with one, then add the next once the first is paying for itself.

01

AI assistants

WhatsApp, website and phone assistants that answer from your real prices and policies, take bookings and pass anything unusual to a person.

02

Workflow automation

Your existing tools, connected, so quotes, bookings, follow-ups, invoices and reports move without copy and paste.

03

Websites, SEO and AI search

Fast websites that rank on Google and are built so AI search tools such as ChatGPT and Perplexity can read and cite them.

04

Custom software and portals

Client portals, dashboards and internal tools built around how your business actually works, not the other way round.

05

AI creative and campaign setup

AI video ads made from your own photos, plus a step-by-step guide to the campaign settings, so you run them from your own ad account.

06

AI review and advice

A plain-language review of where AI would save your business the most hours, with a costed plan you can act on, with or without us.

SELECTED WORK

Recent projects.

Clients are described rather than named until they agree to be named.

2026
UNITED KINGDOM

Client portal for a property operator

A private portal for client onboarding, documents, statements and team access. Built, tested and live in production since October 2026.

2026
ABU DHABI

Search and video indexing for an executive-assistant agency

Technical SEO takeover: video markup and a video sitemap covering 22 videos, IndexNow set up, and a long-form article. Live since September 2026.

2026
DUBAI

Brand-matched NFC cards for a fine jeweller

Tap-to-connect business cards in the jeweller's own luxury identity, taken from first concept to print-ready files.

WHY SERVICEWIRE

One point of contact

The founder, on WhatsApp, from the first call to handover.

Fixed prices

You see the full cost in writing before any work starts.

You own it

Accounts, code, data and ad accounts stay in your name.

Licensed in Dubai

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NEXT STEP

Let's find the work AI can take off your plate.

Book a free 20-minute consultation. There is no obligation, and you will leave with at least one idea you can use, whether or not we work together.

Reply to our email or WhatsApp +971 50 501 1906

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