Masu Business Software Solutions

Innovating Software for Scalability and Efficiency

We Build Smart Software for Your Business!

We don't just build software—we partner with businesses to create solutions that help them grow. Whether you're launching a new startup or managing a large company, we develop software tailored to your needs, ensuring long-term success.

Masu Business
Software Solutions

Building Tools for
Tomorrow's Needs

Your Partner in Your Digital Transformation Journey

We are a software development company based in Turkey, dedicated to creating smart and intuitive solutions that help businesses work more efficiently. By eliminating repetitive tasks and simplifying complex processes, we make daily operations smoother and more productive.

Our approach is all about adaptability—staying agile, embracing new technologies, and ensuring our solutions evolve with changing business needs. But we're more than just a software provider; we believe in building strong, lasting partnerships.

By working closely with businesses, we co-create scalable and sustainable solutions that not only solve today's challenges but also pave the way for long-term success.

Welcome to

masu

🌏 No matter where your business is, we collaborate remotely and seamlessly, ensuring smooth and efficient project delivery. By working together, we don't just develop software—we create solutions that drive success! 🚀
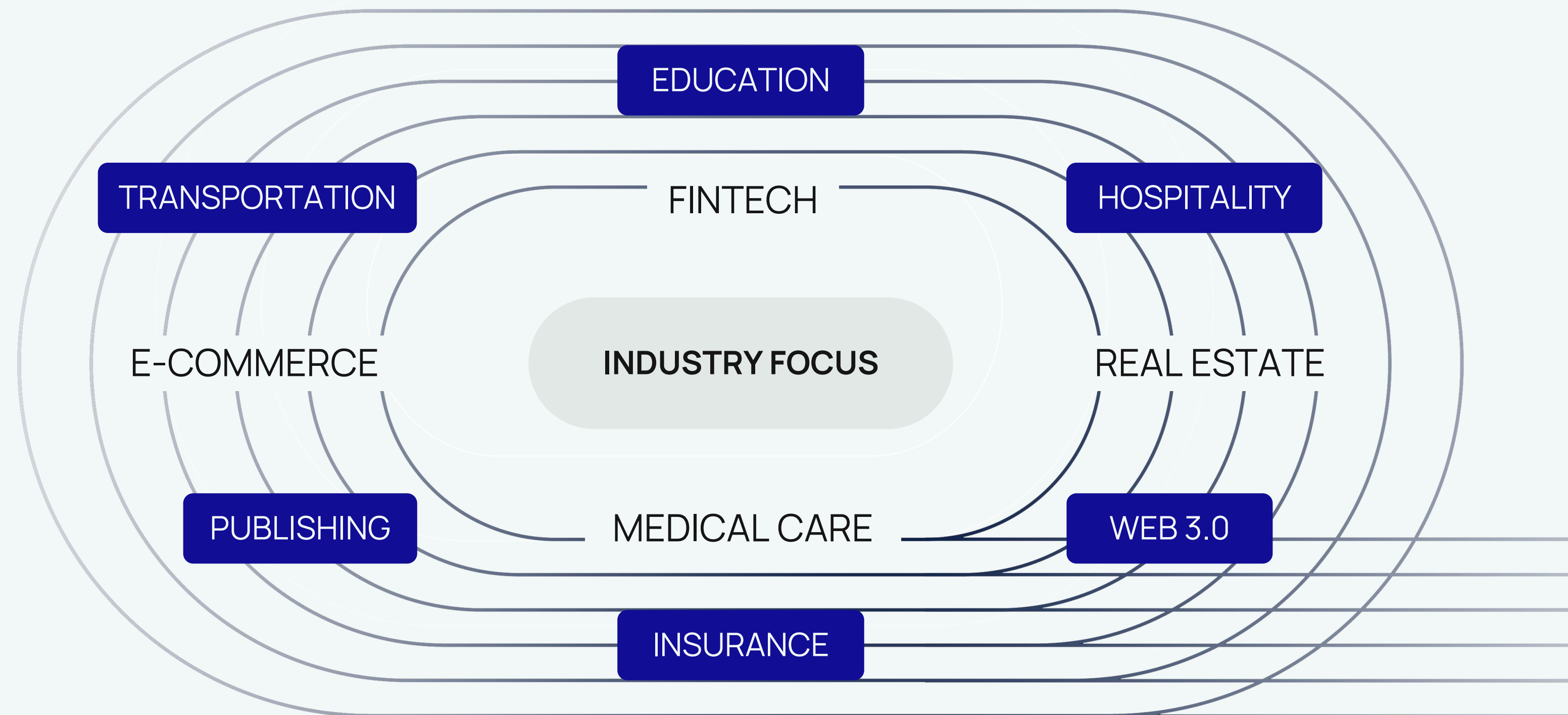
TOP
IT SERVICES
COMPANY

Clutch

ECOMMERCE
TÜRKIYE

Empowering Future
Through IT

TOP
IT SERVICES
COMPANY

Clutch

EDUCATION
TÜRKIYE

TOP
LARAVEL
DEVELOPERS

Clutch

TÜRKIYE
2024

TOP
IT SERVICE
MANAGEMENT CONSULTING
COMPANY

Clutch

TÜRKIYE
2024

TOP
APP
DEVELOPMENT
COMPANY

Clutch

BOUTIQUE
TÜRKIYE

Building Tools For
Tomorrow's Needs
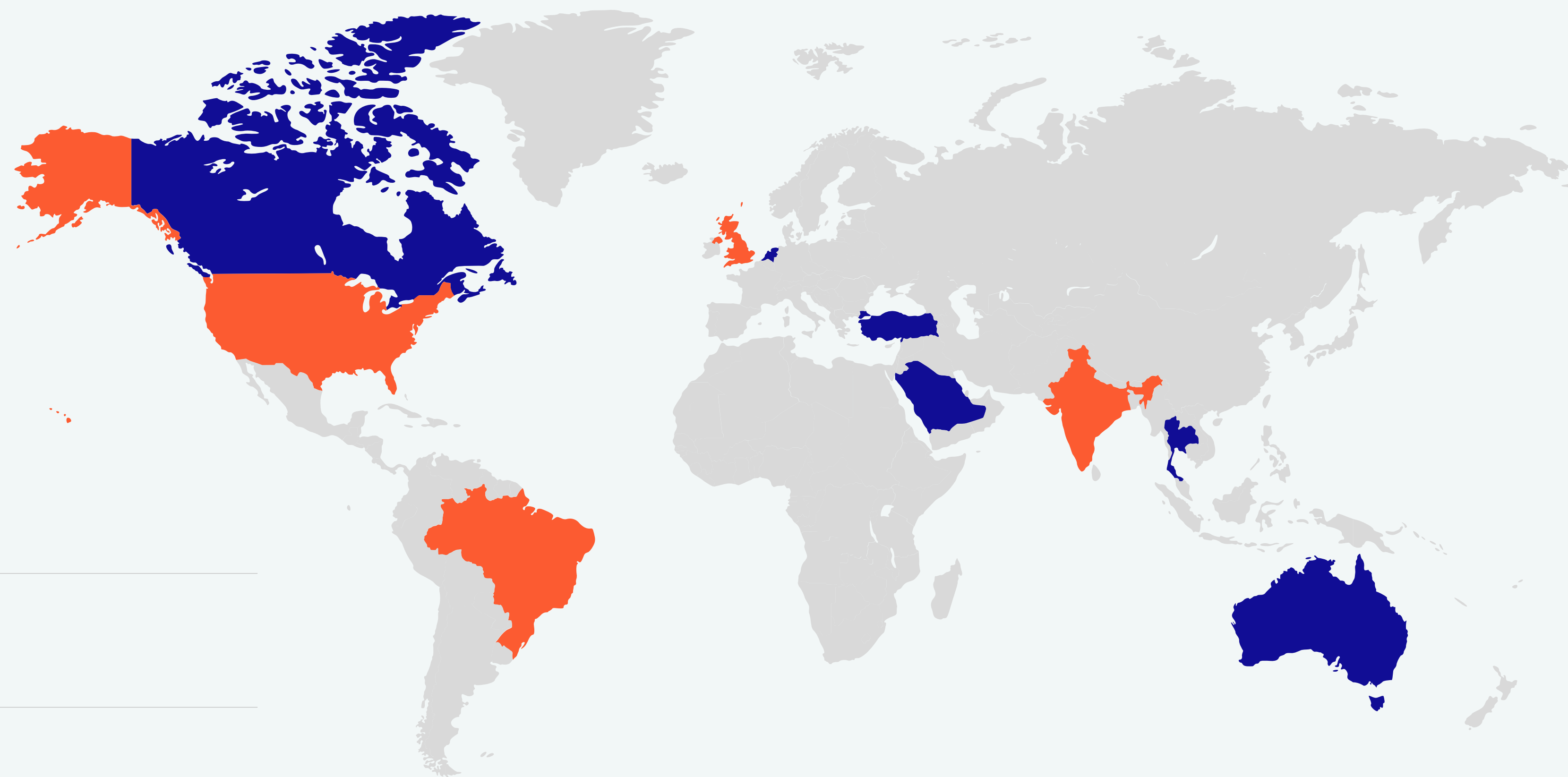
Masu Business Software Solutions

Serving Your Industry

At Masu, we specialize in developing custom software solutions that drive efficiency and innovation across various industries.

Whether you're in insurance ,fintech, education, or e-commerce, we tailor our expertise to meet your unique challenges.

EDUCATION

TRANSPORTATION

FINTECH

HOSPITALITY

E-COMMERCE

INDUSTRY FOCUS

REAL ESTATE

PUBLISHING

MEDICAL CARE

WEB 3.0

INSURANCE

![Masu Business Software Solutions logo] **Masu Business Software Solutions**

Our Network

1 4 Continents
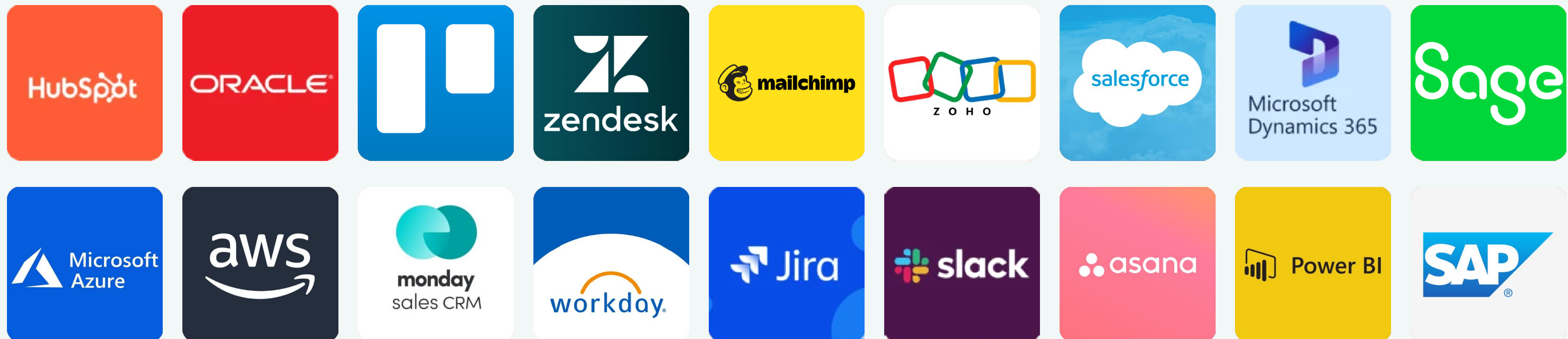
2 6 Countries

3 5 IT Partners

4 5 Solution Partners

🟠 IT Partners   🔵 Clients

Integrating into your existing operation

Our development process aligns with your operations! We build into your existing systems, expanding your capabilities while sustaining your ongoing operations.

AGILE DEVELOPMENT

At Masu, we embrace Agile development, providing innovative and scalable solutions for your business.

Products & Services

From tailored software development to seamless digital transformation, we help businesses thrive in an ever evolving landscape.

SOFTWARE DEVELOPMENT

MOBILE APP DEVELOPMENT

WEB APP DEVELOPMENT

MANAGED SERVICES

AI DEVELOPMENT

AUTOMATION DEVELOPMENT

Masu Business Software Solutions

/ OUR SERVICES

CUSTOM SOFTWARE DEVELOPMENT

We provide end to end custom software development solutions, tailored to your business needs. Our team ensures that every project is scalable, secure, and optimized for long term growth. From concept to deployment, we support you at every stage of your IT journey.

PROCESS

1. Discovery & Requirement Analysis
2. UI/UX Design & Prototyping
3. Software Development & System Integration
4. Testing, Deployment & Ongoing Support

SCOPE

- Project Discovery & Consultation
- UI/UX Design & Prototyping
- Custom Software Development
- API Development & Integrations
- Database Design & Optimization
- Security & Compliance Implementation
- Performance Testing & Quality Assurance
- Cloud Hosting & Deployment
- Ongoing Maintenance & Support
- Feature Updates & Scalability Planning
- Weekly Progress Reports
- Third-Party Integrations

**Masu Business
Software Solutions**

MOBILE APP DEVELOPMENT

We handle the entire mobile app development process, from ideation to launch, ensuring a seamless experience for both businesses and end users. Our team builds high performance, scalable, and intuitive apps tailored to your needs. Whether it's iOS, Android, or cross platform, we deliver top notch solutions.

PROCESS

1. Analysis & Planning
2. UI/UX Design & Prototyping
3. Development & API Integrations
4. Testing, Deployment & Ongoing Support

SCOPE

- iOS & Android Development
- Cross-Platform Solutions
- Intuitive UI/UX Design & Wireframing
- Backend API Development
- App Performance Optimization & Security
- Push Notifications & User Engagement
- App & Play Compliance & Submission
- Ongoing Maintenance & Feature
- User Analytics & Performance Tracking

Masu Business Software Solutions

WEB APP DEVELOPMENT

We create dynamic, scalable, and secure web applications tailored to your business needs. Our expertise spans frontend, backend, and Cloud based solutions to ensure a seamless user experience.

PROCESS

1. Project Discovery & Requirement Gathering
2. Frontend & Backend Development
3. Integration & Security Implementation
4. Launch, Monitoring & Continuous Improvements

SCOPE

- Custom Web Application Development
- Frontend Development Backend
- API Development & Third-Party Integrations
- Cloud-Based & Scalable Architecture
- Security & Compliance Best Practices
- Performance Testing & Optimization
- Ongoing Support & Feature Enhancements

**Masu Business
Software Solutions**

MANAGED SERVICES

We offer full cycle IT management, ensuring your applications run smoothly, securely, and efficiently. Our managed services allow businesses to focus on growth while we handle the technical infrastructure.

PROCESS

1. Onboarding & Infrastructure Assessment
2. Monitoring & Security Measures
3. Continuous Optimization & Cost Efficiency
4. Proactive Maintenance & Scalability Planning

SCOPE

- 24/7 Application Monitoring & Support
- Cloud Infrastructure Management
- Security Patching & Compliance Updates
- Database Management
- Performance Tuning
- DevOps & CI/CD Pipeline Optimization
- Automated Backups & Recovery
- Scalability & Resource Optimization

Masu Business Software Solutions

/ OUR SERVICES

AI DEVELOPMENT

We build AI driven solutions that transform businesses through automation, intelligent decision-making, and data-driven insights. From machine learning models to AI powered chatbots, we create solutions tailored to your needs.

PROCESS

1. AI Strategy & Data Analysis
2. Model Training & Fine-Tuning
3. Integration with Business Processes
4. Performance Monitoring & Continuous Learning

SCOPE

- Custom AI Model Development & Training
- Machine Learning & Predictive Analytics
- Natural Language Processing (NLP)
- AI-Powered Realtime Chatbots
- Computer Vision & Image Recognition
- AI-Powered Automation & Decision Support
- Real-Time AI-Driven Analytics
- Integration with Existing Business Tools
- Ethical AI & Bias Mitigation Strategies

**Masu Business
Software Solutions**

/ OUR SERVICES

AUTOMATION DEVELOPMENT

We automate repetitive tasks and business processes, improving efficiency and reducing operational costs. Our automation solutions integrate seamlessly into your existing workflows.

PROCESS

1. Process Discovery & Workflow Analysis
2. Automation Strategy & Implementation
3. System Integration & Data Syncing
4. Monitoring, Optimization & Scalability

SCOPE

- Business Process Automation (BPA)
- API & System Integrations
- Automated Testing & Quality Assurance
- IoT & Smart System Automation
- Data Syncing & ETL Processes
- AI-Driven Workflow Optimization
- Scalability & Continuous Improvements

Masu Business Software Solutions

SECURITY MATTERS

1 GDPR Compliant

2 Firewall & Intrusion Detection

3 Zero Trust Architecture

4 Secure APIs

5 DDoS Protection

DEVELOPMENT PROCESS

Masu Business Software Solutions

Initial Meeting & Discovery

Requirement Analysis & Planning

UI/UX Design

Development Implementation & Coding

Testing & Quality Assurance

Deployment & Delivery

Post-Launch Support & Maintenance
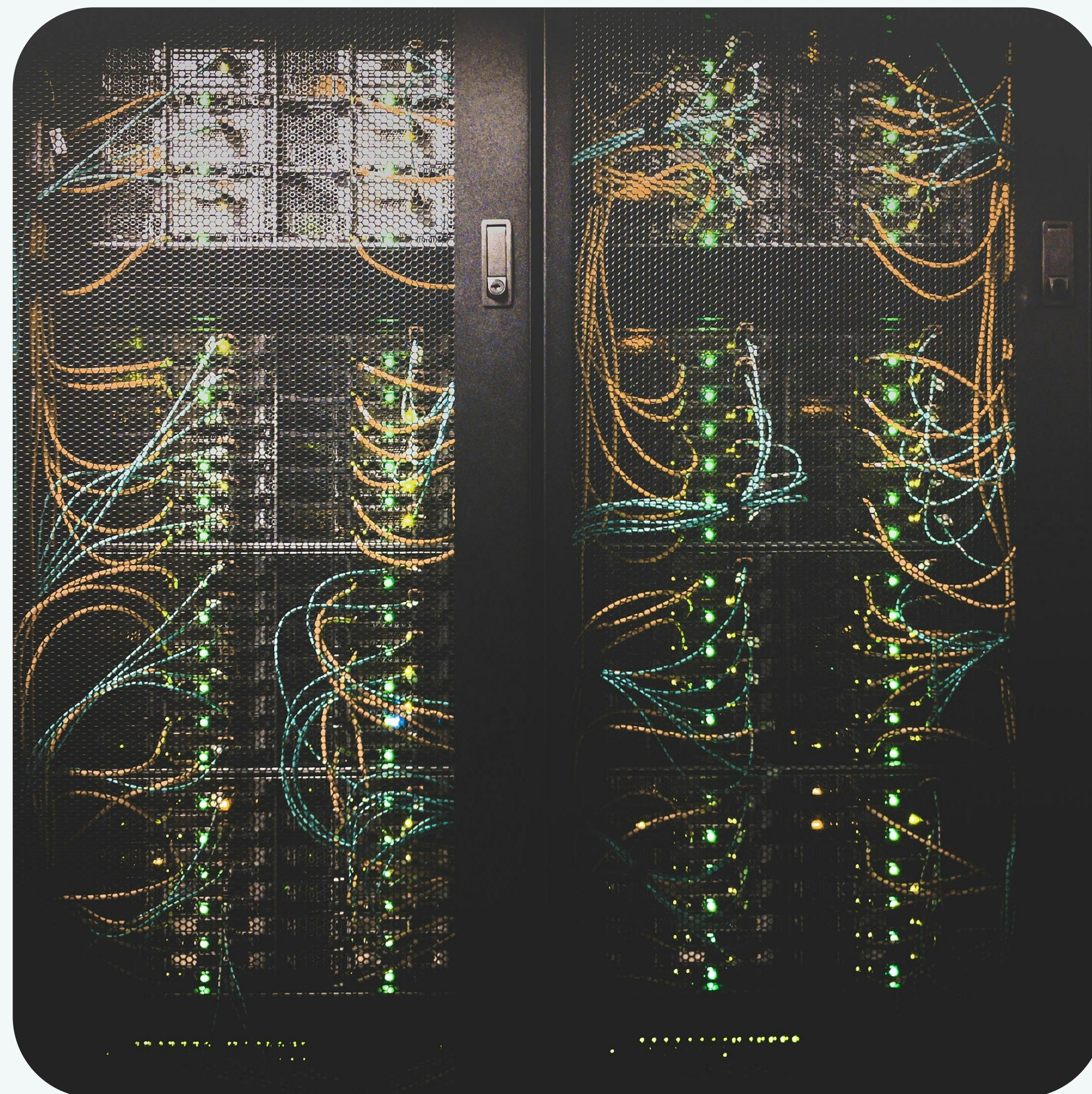
Masu Business Software Solutions
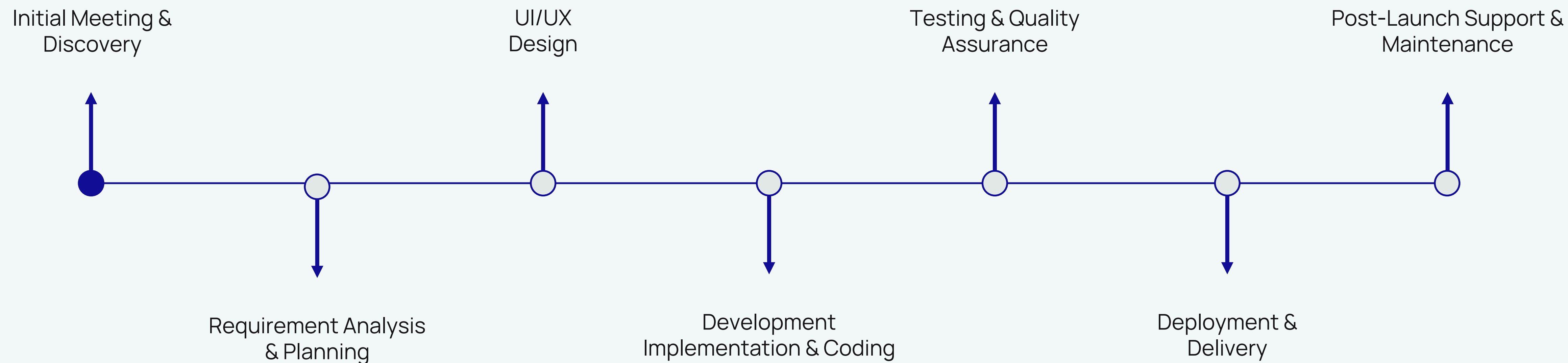
Business Reviews & Insights

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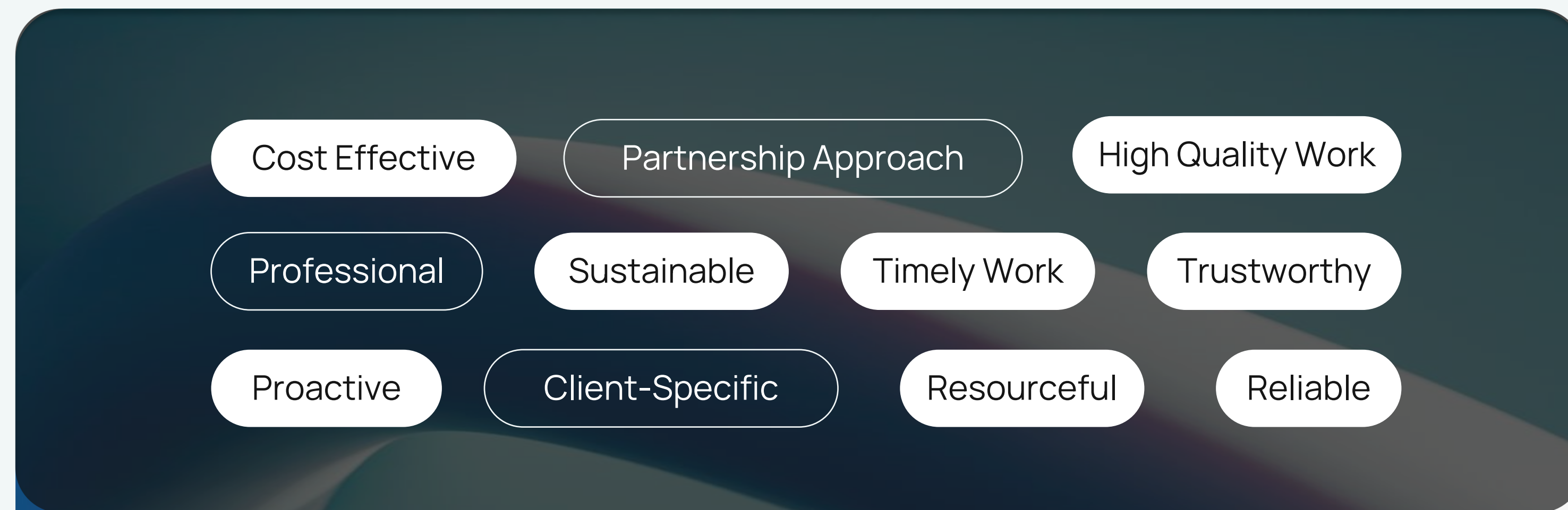
Cost Effective | Partnership Approach | High Quality Work

Professional | Sustainable | Timely Work | Trustworthy

Proactive | Client-Specific | Resourceful | Reliable

Masu Business Software Outsourcing Reviews
4.9 ★★★★★ 28 REVIEWS Powered by Clutch

4.5 ★★★★⯨

"I thank them for their great effort and patience."

Managing Partner, Istanblue Travel

⊘ Verified Review

5.0 ★★★★★

"They communicated clearly, adapted to feedback quickly, and ensured the process was smooth."

Executive, e-bonh

⊘ Verified Review

5.0 ★★★★★

"We were impressed by their professionalism, dedication, and ability to deliver a high-quality software solution."

Software Engineer, Design Company

5.0 ★★★★★

"We're impressed with their exceptional ability to deliver custom, high-quality software solutions while being highly responsive to our needs."

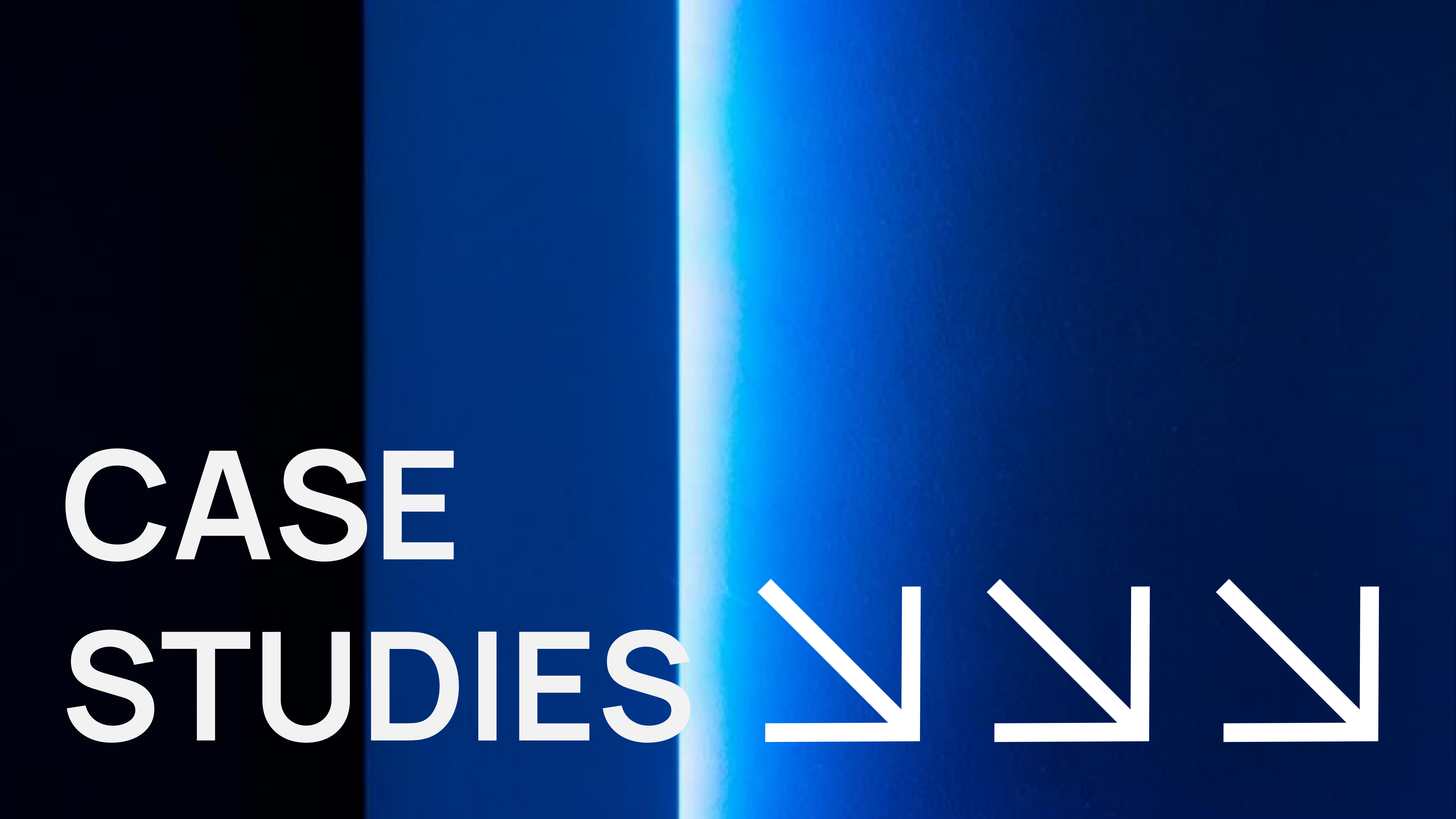Junior Developer, Software Development Company

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5.0 ★★★★★

"Their offerings and services impressed me the most."
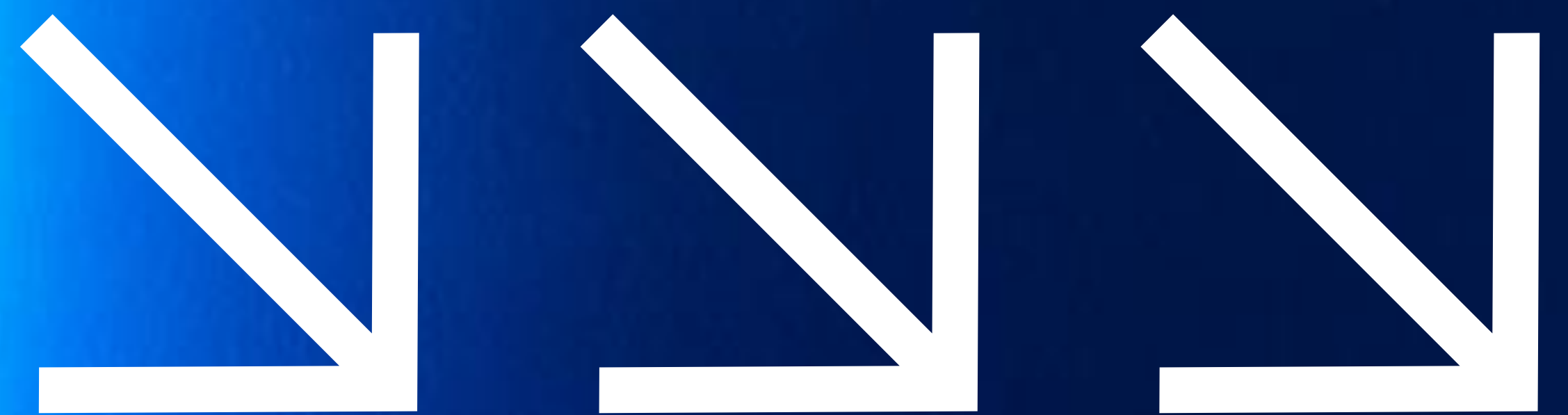
Channel Manager, Beauty & Cosmetics Company

5.0 ★★★★★

"The team's innovative approach to integrating advanced technology with user-friendly design is most impressive."

CEO, Beauty Products Company

CASE STUDIES ↘ ↘ ↘

Masu Business
Software Solutions

E-MENTORSHIP

Service:
Custom Software
Development

Industry:
Education / E-learning

Definition:
The system enables organizations to match mentors and mentees effectively, track progress, and optimize learning outcomes through goal setting, reporting, and feedback mechanisms.

Co-funded by
the European Union

Home

www.website.com

Health Management

Tasks

Yet to start

In Progress

Completed

Fundamentals of Health Management

Apply

Quality and Safety in Healthcare

Steps

Establishing a Framework for Clinical Excellence	In Progress 1	→
Risk Management and Patient Safety	Completed	→
Fostering a Culture of Continuous Improvement	Completed	→
Patient-Centered Care: Strategies for Enhancing...	Yet To Start	→
Measuring and Evaluating Healthcare Outcomes...	Yet To Start	→

Navigating Health Policy and Regulation in Healthcare Management

Innovations in Health Information

Strategies for Effective Healthcare Leadership

Apply

Healthcare Marketing and Patient Engagement Strategies

Financial Management in the Healthcare Sector

Apply

Integrated Health Systems

Masu Business Software Solutions

SİGORTA BİRİMİ
Geleceğe Güvenle Yürüyün

$112K Saved

220% ROI

Service:
Custom Software Development

Industry:
Insurance / Insur-Tech

Definition:
An advanced insurance management system designed to streamline policy tracking, commission calculations, and customer interactions. The platform enhances operational efficiency for insurance brokers and agencies by automating workflows, generating reports, and ensuring compliance with industry regulations.

Home

www.website.com

SİGORTA BİRİMİ
Geleceğe Güvenle Yürüyün

Yeni misiniz? **Teklif Al**

TC Kimlik Numarası

23449437466

Telefon Numarası

5061638198

☑ KVKK metnini okudum, anladım ve kabul ediyorum.

Giriş Yap

İki Adımlı Doğrulama ✕

Telefonunuza gelen kodu girerek giriş yapabilirsiniz.

174 saniye

Kod

Onayla

SİGORTA BİRİMİ
Geleceğe Güvenle Yürüyün

Sevdiklerinize iyi bir gelecek bırakın

Sigorta Birimi ihtiyaçlarınızı analiz ederek size en uygun sigorta ürününü en iyi fiyatlarla sunar. *"Her Bütçeye U* *Sigorta"* mottomuzdan yola çıkarak 7 yılda 10.000'den fazla mutlu müşterimize ulaştık ve daha niceleri için uz ekibimizle çalışmaya devam ediyoruz.

Masu Business Software Solutions

GÜNAY YAYINLARI

Service:
Managed Services,
Custom Software
Development

Industry:
Publishing – E-learning

Definition:
A comprehensive digital
transformation initiative for Günay
Yayıncılık, encompassing e-book
distribution, content automation,
and backend optimizations. The
project includes security
enhancements, system scalability
improvements, and integrations
with e-commerce and distribution
channels.

70K Students/M

$5M Volume

Home

www.website.com

info@gunayyayinlari.com   0 (312) 315 28 49   Bayi Başvuru Formu   Bayilerimiz (harita)   Bayilerimiz (liste)

GÜNAY YAYINLARI

Ara...   Ara

ANASAYFA   BRANŞ ⌄   SINIF ⌄   VİDEO ÇÖZÜM   KİTAPLARIMIZ   KURUMSAL ⌄

DIN KÜLTÜ AHLAK Bİ

SOSYAL BİLGİLİ

MATEM

TÜRKÇ

FEN BİLİMLERİ

BUMERANG

BUMERANG

BUMERANG

BUMERANG

BUMERANG

etkinlikli 7

Bumerang
7.Sınıf
Tüm Dersler

#GünayHepSeninle

TÜRKÇE   MATEMATİK   FEN BİLİMLERİ   DİN KÜLTÜRÜ VE AHLAK BİLGİSİ   SOSYAL BİLGİLER   İNGİLİZCE   İNKILAP TARİHİ   KAMP KİTAPLARI   DENEME

![Masu Business Software Solutions logo] **Masu Business Software Solutions**

$700K Volume

300% ROI

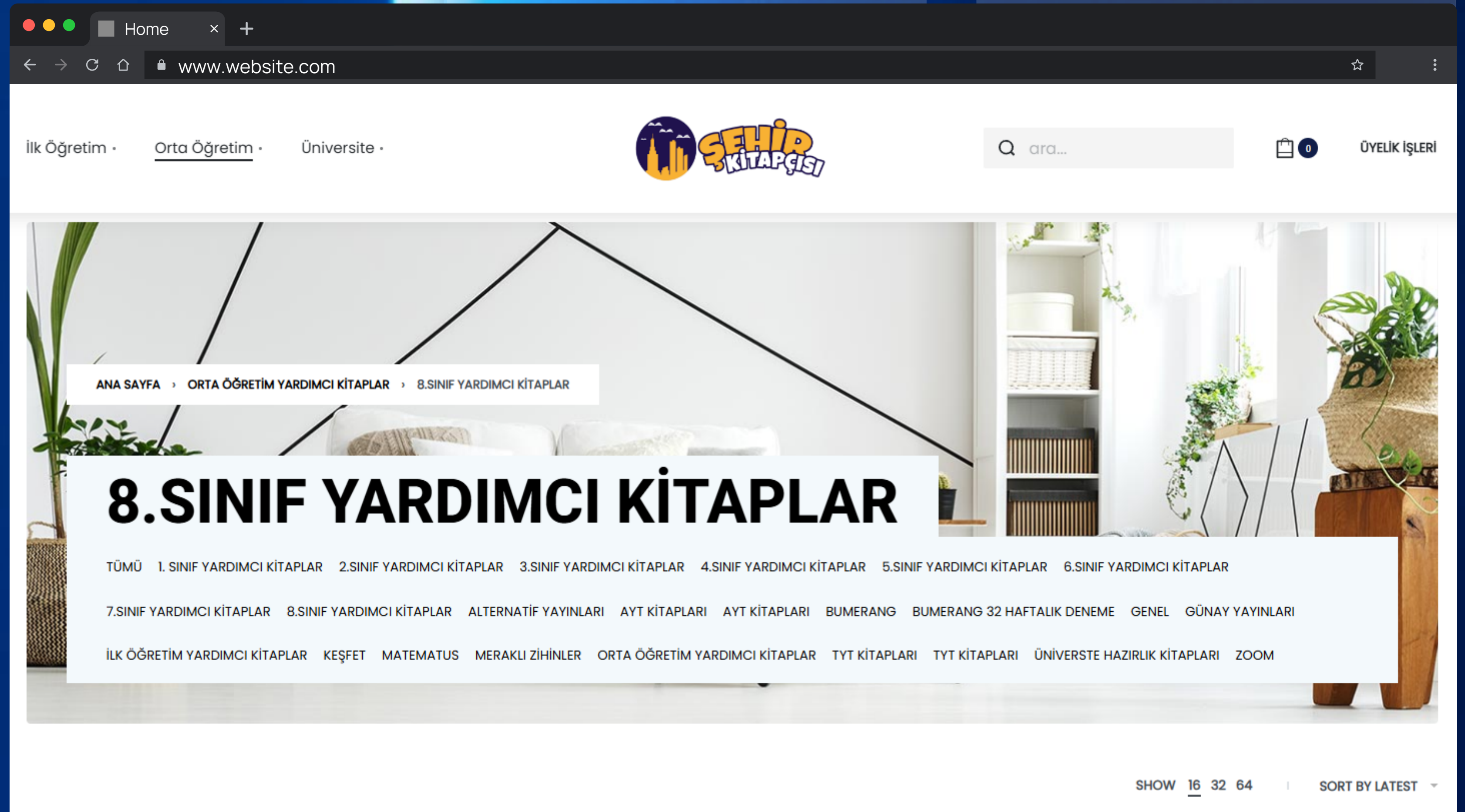![ŞEHİR KİTAPÇISI logo]

Service:
Managed Services, Web Development

Industry:
E-Commerce

Definition:
An online and physical bookstore ecosystem that connects readers with a curated selection of books, featuring an intuitive e-commerce experience, seamless logistics, and personalized recommendations. The project emphasizes user engagement, inventory management, and a modern purchasing experience.

Home
www.website.com

İlk Öğretim · Orta Öğretim · Üniversite ·

![ŞEHİR KİTAPÇISI logo]

ara... 0 ÜYELİK İŞLERİ

ANA SAYFA › ORTA ÖĞRETİM YARDIMCI KİTAPLAR › 8.SINIF YARDIMCI KİTAPLAR

8.SINIF YARDIMCI KİTAPLAR

TÜMÜ · 1. SINIF YARDIMCI KİTAPLAR · 2.SINIF YARDIMCI KİTAPLAR · 3.SINIF YARDIMCI KİTAPLAR · 4.SINIF YARDIMCI KİTAPLAR · 5.SINIF YARDIMCI KİTAPLAR · 6.SINIF YARDIMCI KİTAPLAR

7.SINIF YARDIMCI KİTAPLAR · 8.SINIF YARDIMCI KİTAPLAR · ALTERNATİF YAYINLARI · AYT KİTAPLARI · AYT KİTAPLARI · BUMERANG · BUMERANG 32 HAFTALIK DENEME · GENEL · GÜNAY YAYINLARI

İLK ÖĞRETİM YARDIMCI KİTAPLAR · KEŞFET · MATEMATUS · MERAKLI ZİHİNLER · ORTA ÖĞRETİM YARDIMCI KİTAPLAR · TYT KİTAPLARI · TYT KİTAPLARI · ÜNİVERSTE HAZIRLIK KİTAPLARI · ZOOM

SHOW 16 32 64 | SORT BY LATEST

Masu Business Software Solutions

5 Communities

5000 Users

Service:
Realtime AI Agent Development

Industry:
For All

Scope:
A cutting-edge AI-driven content recommendation, social media automation, and real-time AI agent platform. It empowers businesses and digital publishers by leveraging data-driven insights, predictive algorithms, and AI-powered interactions. It enables personalized content strategies, automates social media engagement, and provides real-time AI agents for customer support and user interaction, enhancing digital presence and audience engagement.

Home

www.website.com

Realtime AI Agent

AI Agent

AI Agent

How can I help you?

Type here...

**Masu Business
Software Solutions**

CONTACT

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ADDRESS

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Ankara, Türkiye

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