



STARPLUS EDGE
MAKE IT SIMPLE



COMPANY PROFILE

2025-2026

Welcome to StarPlus Edge

StarPlus invites you to explore who we are, what we do, and how our innovative solutions can help your business thrive in the digital era. Discover the StarPlus Edge advantage—where technology meets growth.

WHAT'S INSIDE

This profile provides an overview of StarPlus Edge Limited, our vision, services, expertise, and the value we bring to our clients. Use this guide to navigate through our key areas of focus, successful projects, and how we can partner with you to drive digital transformation.

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ABOUT STARPLUS EDGE

StarPlus Edge Limited is a forward-thinking ICT company based in Nairobi, Kenya, specializing in innovative and customized digital solutions for businesses of all sizes.



We empower organizations through smart technology offering web and mobile development, business software, IT consultancy, digital marketing, and managed IT services. With a commitment to excellence, innovation, and customer satisfaction, we help businesses automate, grow and stay ahead in the digital age.

Our team is made up of passionate innovators, skilled developers, creative designers, and strategic

thinkers who work together to turn ideas into impactful solutions.

We believe in collaboration, professionalism, and continuous learning—values that allow us to deliver exceptional results for every client. Each member brings a unique blend of technical expertise and industry insight, ensuring that every project we undertake is handled with precision, creativity, and care. **Together, we're more than a tech company—we're your growth partners in the digital journey**

StarPlus Edge provides end-to-end ICT solutions designed to help businesses operate smarter, faster, and more efficiently. We specialize in developing customized digital systems and tools that automate operations, enhance customer engagement, and drive sustainable growth.

Each engagement is guided by our commitment to provide reliable, high-quality, and results-oriented solutions that align with our clients' objectives.

These three key pillars define the standards by which we deliver all our services



Customized for your unique needs, ensuring it fits seamlessly with goals industry requirements



Innovative and Scalable future ready systems that grow with your business



Reliable Support and Partnership to keep your systems running efficiently.



GUIDING PRINCIPLES

At StarPlus Edge Limited, our operations and strategic direction are anchored on a clear set of guiding principles. These statements reflect who we are, what we stand for, and how we strive to create value for our clients and partners through innovation, integrity, and excellence.

Our Vision

To become the leading ICT solutions provider and the most trusted technology partner for businesses across Africa – driving innovation, empowering growth, and shaping the digital future.

Our Mission

To deliver innovative, reliable, and scalable technology solutions that help organizations thrive in a digital world – by combining deep technical expertise, strategic insight, and a passion for progress.

“

Technology is only powerful when it works for you—and that's where StarPlus Edge leads

”

OUR VALUES

Our Values shape our culture, influence every decision we make, and ensure that we consistently deliver excellence.

Innovation: We embrace creativity and emerging technologies to deliver forward-thinking solutions that drive business transformation.

Integrity: We conduct our business with honesty, transparency, and accountability, building lasting trust with our clients and partners.

Excellence: We are committed to the highest standards of quality and performance in every product, service, and interaction.

Collaboration: We believe in teamwork, shared goals, and open communication—both within our team and with our clients.

Customer-Centricity: We put our clients at the heart of everything we do, ensuring our solutions truly meet their needs and exceed expectations.

“

We love challenges. Whether it's solving a complex business problem or building the next big innovation, we never back down. Because we're not about giving up – we're about progress.

”



HUMAN RESOURCE

Our people are our greatest resource. We believe that innovation and excellence stem from a motivated, skilled, and collaborative team. Our Human Resource philosophy focuses on attracting, developing, and retaining top talent that aligns with our vision of delivering transformative technology solutions

We foster a work culture built on professionalism, continuous learning, and mutual respect. Through regular training, performance evaluations, and capacity-building initiatives, we empower our employees to grow personally and professionally while contributing meaningfully to the company's success.

Our HR strategy emphasizes:



Talent Development – *Equipping our team with modern skills to stay ahead in the fast-evolving tech landscape.*



Employee Well-being – *Promoting a supportive and inclusive workplace that values work-life balance and diversity.*



Performance Excellence – *Rewarding innovation, dedication, and results-driven performance.*

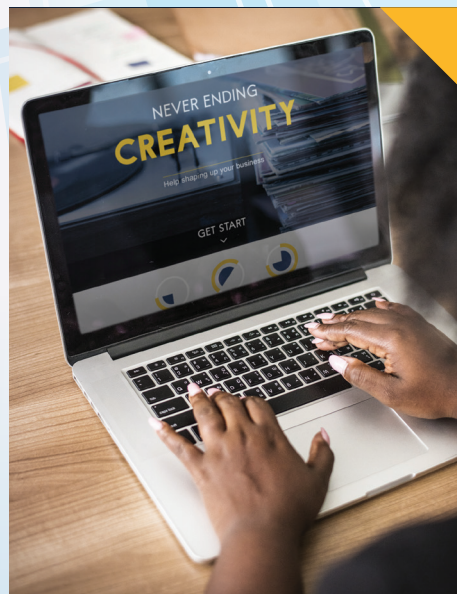


WHAT WE DO

WEB & DIGITAL SOLUTIONS

Your online presence is the first impression your business makes—and at StarPlus Edge, we ensure it's a lasting one.

We specialize in creating innovative, responsive, and conversion-driven web and digital platforms tailored to your brand and audience. Our goal is to help businesses grow, connect, and sell online with ease.



OUR OFFERINGS INCLUDE:

- **Website Design & Development** – Beautiful, fast, and functional websites that reflect your brand identity.
- **E-commerce Development (with Secure Payments)** – Fully integrated online stores built to increase sales and customer trust.
- **Web Portals & Dashboards** – Streamlined tools for managing data, communication, and user access efficiently.
- **Mobile Applications (Android & iOS)** – Custom-built apps that extend your brand to mobile users with seamless functionality.
- **Website Hosting & Maintenance** – Secure, high-speed, and reliable hosting to keep your website performing at its best.



IT SOLUTIONS & SERVICES

Smart businesses thrive where technology works effortlessly. StarPlus Edge delivers modern, secure, and scalable IT solutions that support smooth operations, reduce downtime, and unlock new levels of productivity.

OUR OFFERINGS INCLUDE:

- **Managed IT Services** – Proactive monitoring, maintenance, and technical support that prevent problems before they disrupt your business.
- **IT Consultancy & Systems Integration** – Expert planning and implementation to ensure your IT aligns with business goals and future growth.
- **Cloud Adoption & Migration** – Secure and scalable cloud solutions for data storage, collaboration, and system performance.
- **Network Infrastructure & Security** – Strong, secure connectivity supported by advanced cybersecurity technologies.
- **Data Backup & Disaster Recovery** – Protection for critical business information to ensure continuity and resilience.



SOFTWARE DEVELOPMENT

In today's fast-paced business environment, having software that adapts to your unique processes is essential. StarPlus Edge designs and develops custom software and enterprise systems that simplify operations, improve collaboration, and accelerate growth.

OUR OFFERINGS INCLUDE:

- **Custom Business Software** – Tailored systems built to fit your exact workflow and operational needs.
- **ERP Systems** – Integrated tools that centralize business management and improve decision-making.
- **CRM Systems** – Manage leads, sales, and customer engagement in one place.
- **Point of Sale (POS) Systems** – Smart, reliable, and efficient retail management tools for tracking sales and inventory.
- **School Management System** – Simplify administration, student records, and academic operations through automation.
- **Hotel Management System** – Streamline reservations, billing, and guest experiences effortlessly.

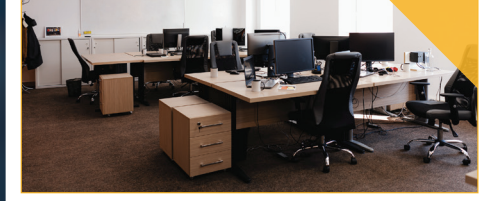


DIGITAL MARKETING & BRAND COMMUNICATION

Your brand deserves to be seen, heard, and remembered. StarPlus Edge helps you **build visibility, attract customers, and grow your business** through data-driven digital marketing and creative brand communication strategies. We combine creativity, technology, and strategy to ensure your business stands out in the digital space and achieves measurable results.

OUR OFFERINGS INCLUDE:

- **Digital Marketing Campaigns** – Strategic online campaigns that reach the right audience at the right time.
- **SEO & Social Media Management** – Enhance Web ranking, engagement, brand awareness, and customer loyalty across social platforms.
- **Graphics & Video Ads Design** – Eye-catching visuals and storytelling that convert audiences into customers.
- **Bulk SMS Marketing** – Instantly reach customers with targeted, affordable SMS campaigns.
- **Branding & Rebranding Services** – Craft a strong, consistent brand identity that communicates trust and professionalism.



IT HARDWARE, EQUIPMENT & OFFICE SUPPLIES

Every great business runs on reliable infrastructure. StarPlus Edge provides quality IT hardware, networking devices, and office equipment that keep your operations efficient and secure.

Whether you're setting up a new office, upgrading systems, or replacing outdated equipment, we ensure you get the best products—backed by professional installation and support.

OUR OFFERINGS INCLUDE:

- **Office Computers & Accessories** – Branded desktops, laptops, printers, and peripherals for all business needs.
- **Networking Devices & Servers** – High-performance routers, switches, and servers to power your connectivity.
- **Office Furniture & Equipment** – Ergonomic and durable solutions that enhance workspace comfort and productivity.
- **Power Backup & Energy Solutions** – Reliable UPS systems, generators, and solar power setups for business continuity.



OUR PRODUCTS | SOLUTIONS

Customer Relationship Management -EdgeUp CRM — 1

Managing customers shouldn't be complicated – it should be smart, seamless, and empowering. EdgeUp CRM by StarPlus Edge is a powerful, customizable customer relationship management system designed to help businesses streamline sales, automate

customer service, and strengthen relationships.

Built for growing enterprises, EdgeUp CRM integrates all your core business processes – from lead generation and sales tracking to invoicing, reporting, and support – into one intuitive platform.



KEY FEATURES INCLUDE:

- ✓ **Lead & Customer Management**
- ✓ **Sales & Marketing Automation**
- ✓ **Project & Task Management**
- ✓ **Support Tickets & Client Portal**
- ✓ **Accounting & Invoicing**
- ✓ **Reports & Analytics**



School Management System (Elimify) — 2

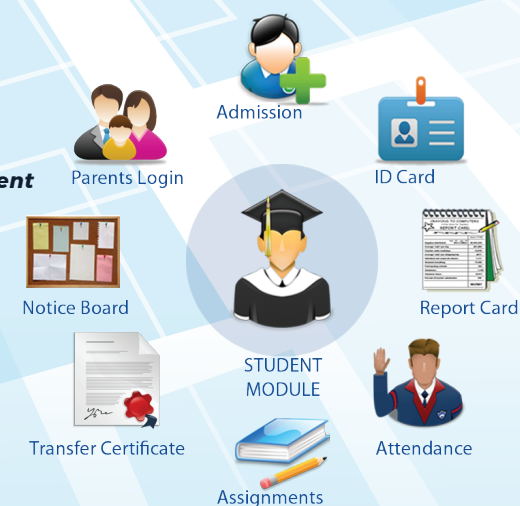
Education deserves efficiency – and that's what our School Management System dubbed **Elimify SMS** delivers. Designed by StarPlus Edge, this all-in-one platform helps schools, academies, and learning institutions automate administrative tasks, enhance communication, and improve overall

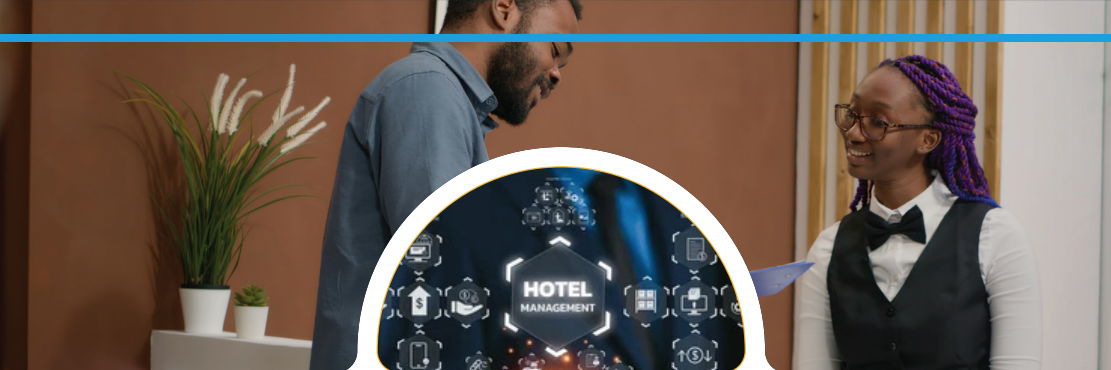
management.

From student registration and attendance tracking to financial management and performance reporting, the system ensures every process runs smoothly – saving time, cutting costs, and improving accuracy

KEY FEATURES INCLUDE:

- ✓ **Student Information Management**
- ✓ **Attendance & Timetable Management**
- ✓ **Examination & Grading System**
- ✓ **Fees Management & Accounting**
- ✓ **Parent-Teacher Communication**
- ✓ **Library & Resource Management**
- ✓ **Online Portal Access**





Hotel & Restaurant Management System

3

Hospitality thrives on organization — and that's exactly what our Hotel Management System (HMS) delivers. Our fully integrated solution helps hotels, lodges, resorts, and rental apartments automate daily operations, improve guest experiences, and boost profitability.

From online bookings and guest check-ins to billing and inventory control, the system ensures every function runs seamlessly — reducing workload, minimizing errors, and enhancing service delivery.

KEY FEATURES INCLUDE:

- ✓ **Booking & Reservations**
- ✓ **Front Desk & Guest Management**
- ✓ **Room & Rate Management**
- ✓ **Billing & Payments**
- ✓ **Housekeeping Management**
- ✓ **Restaurant & POS Integration**
- ✓ **Inventory & Asset Control**
- ✓ **Reports & Analytics**



Point of Sale & Stock Management System

4

Smart retail requires speed and accuracy — and our Point of Sale & Stock Management System (POS) delivers exactly that. Our solution helps shops, supermarkets, pharmacies, restaurants, and wholesale businesses run smoother operations while keeping costs under

control. With real-time sales tracking, automated stock updates, and seamless receipt generation, every transaction becomes faster and more efficient — ensuring improved customer service and better business visibility.

KEY FEATURES INCLUDE:

- ✓ **Fast & Easy Sales Processing**
- ✓ **Inventory & Stock Control**
- ✓ **Multi-Branch Management**
- ✓ **User Roles & Access Control**
- ✓ **Customer & Supplier Management**
- ✓ **Expense & Cash Flow Tracking**
- ✓ **Reports & Analytics**



WHY US?

In today's fast-evolving digital world, success depends on how efficiently your business operates, connects, and grows. Our products are designed to help you stay ahead by simplifying complex processes, improving productivity, and enhancing customer experience.

HERE'S WHY YOUR BUSINESS NEEDS OUR SOLUTIONS:

Enhanced Customer Experience

We design every solution with your customers in mind. From intuitive interfaces to responsive support systems, our technology empowers you to deliver exceptional service at every touchpoint. A satisfied customer isn't just a result—it's a business advantage.

Automation That Saves Time

Automating repetitive and time-consuming tasks allows your team to focus on high-value activities that drive growth. The result is faster decision-making, improved accuracy, and more time dedicated to strategic business goals rather than manual processes.



Return on Investment

Our solutions provide cutting-edge innovation that enhances performance while reducing operational costs.



Scalability & Flexibility

As your business evolves, your technology should grow with it. Our systems adapt to your expanding needs without disruption.



Reliable Support

Our team ensures your systems run smoothly with proactive monitoring, timely updates, and responsive technical assistance.

Our products aren't just tools – they're strategic assets designed to transform how your business works.

OUR CLIENTS

We don't just provide technology – we empower growth. Our clients choose us because we listen deeply, deliver reliably, and innovate boldly to meet their evolving needs.





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