Arimac Digital, founded in 2011 by Chamira Jayasinghe (Co-Founder & CEO) and Chinthaka Sandaruwan (Co-Founder & COO), embodies modern digital innovation. Initially a boutique consultancy, it has expanded into a global innovation hub with primary operations based in Sri Lanka and additional offices in the UAE, Australia, Fiji, and several other countries. The company's mission revolves around creating innovative digital solutions by merging creativity with technology to equip industries with tools for sustainable growth and meaningful social impact.

The company's 400-strong team, comprising engineers, designers, and researchers, is united by a culture of deep human insight, relentless experimentation, and agile delivery. Arimac prioritizes human-centric innovation, initiating projects with multidisciplinary "design-anthropology" workshops to discover hidden user needs. These insights drive their specialized platforms: TelcoSPACE for telecommunications, FinSPACE for banking and fintech, AirSPACE for aviation, and EcomSPACE for omnichannel commerce. Each platform includes pre-configured modules such as e-wallets, loyalty engines, immersive AR/VR, conversational AI, and analytics dashboards, allowing clients rapid deployment and customized flexibility.

Arimac also operates a Venture Studio, providing a "CDO-as-a-Service" that swiftly moves ideas through ideation sprints, prototyping, and agile implementation, with successful ventures spanning micro-lending apps in Africa, gamified portals for telecom companies in the Middle East, and digital "phygital" branches for Sri Lankan banks.

Technology and quality assurance at Arimac are robust, utilizing Node.js, .NET Core, Java Spring Boot, React, Flutter, and headless CMS like Contentful. Their infrastructure leverages AWS Lambda, Azure Functions, and comprehensive DevOps practices, supported by automated testing frameworks. AI technologies are integrated throughout their offerings, including generative-model chatbots, voice APIs, and retrieval-augmented generation analytics.

The company's vibrant culture fosters continuous innovation through hackathons, retrospectives, and international collaboration. Arimac boasts a remarkable 90% client-referral rate, reinforced by numerous prestigious awards and global innovation recognition. Their extensive case studies highlight significant successes: a telco app in Algeria boosting engagement by 40%, "phygital" bank branches in Sri Lanka significantly increasing revenue, and loyalty platforms for major airlines managing billions of dollars securely.

Arimac is continuously advancing, investing in Experience Labs that explore spatial computing, haptic wearables, and metaverse interactions. Their focus also includes democratizing AI through accessible voice-cloning APIs and innovative recruitment tools. Social impact remains central to their operations, with dedicated initiatives aimed at educational STEM projects, accessibility-driven design, and ethical sourcing practices.

Strategic partnerships with globally recognized brands like Visa, Ooredoo, Etihad Guest, Softlogic, Riyad Bank, and Sri Lankan Airlines underscore Arimac's prominence. These collaborations encompass diverse solutions ranging from super-apps and digital banking innovations to immersive AR/VR marketing and secure digital transactions.

Arimac has an extensive portfolio of customers and successful projects demonstrating their capability and impact. For Ooredoo Algeria, Arimac developed a unified super-app and self-care web portal, significantly increasing user engagement by 40% and registrations by 60%, with over one million downloads and a top-rated Google Play app. Ooredoo Maldives benefited from a robust self-care, e-commerce, and e-wallet solution with over 500,000 downloads. For Dhiraagu Maldives, Arimac created the RB Quest AR game and Mamen super-app, reaching over 100,000 registered users and achieving substantial active player engagement. Vodafone Oceania streamlined customer interactions with a dynamic storefront app, significantly uplifting ARPU.

In Sri Lanka, Dialog Axiata leveraged Arimac's digital services to deliver extensive gaming sessions and user engagement, while SLTMobitel benefited from an advanced corporate website, enhancing content operations. Airtel Sri Lanka reduced administrative content management effort by half, and Visa USA's global labs used immersive AR e-commerce demos, significantly reducing operational costs. Softlogic Holdings unified multiple loyalty programs through an integrated super-app developed over five years.

Riyad Bank in Saudi Arabia showcased digital banking innovations using Arimac's robotics demos and gamified experiences, contributing to increased net profit. National Development Bank (NDB) of Sri Lanka enhanced banking experiences with interactive kiosks and robotic process automation, achieving notable revenue and profit growth. AIA Insurance successfully deployed a secure self-service policy portal, receiving strong CTO endorsements. Sampath Bank's digital banking experience saw significant profit and deposit growth due to Arimac's AI and AR integrations.

Cashew Payments Portal improved merchant transactions management, resulting in substantial funding. Qatar PayLater launched a compliant national installment service with notable merchant retention and order value increases. iDinari Wallet in Kuwait streamlined fintech wallet onboarding and merchant acceptance, while Sri Lankan Airlines improved passenger booking experiences, achieving extensive downloads and user reach. Etihad Guest in the UAE established a loyalty platform serving millions, generating billions in revenue.

Emirates Airline centralized crew management with intuitive apps supporting thousands of staff, while the UN utilized Arimac's AR technology to engage Gen-Z audiences on sustainability goals. WynkAR revolutionized advertising through interactive AR, achieving significant user adoption. Victoria's Secret enhanced customer experiences with virtual shopping environments, and Samsung used Arimac's metaverse showroom for improved product exploration and sales conversions.

Nero Squads successfully implemented loyalty gaming for telecoms, and McGrath Real Estate streamlined property content management with Arimac's robust CMS and VR tours. DIMO automated their gate-pass system, improving compliance, and Diyazen developed a humanoid concierge robot platform showcasing advanced AI-driven interactions.

In summary, Arimac Digital serves as more than just a digital agency; it operates as a deeply integrated partner that combines human-centric approaches with technical sophistication, reshaping industries and the everyday experiences of users worldwide.