

Digital Reverse Engineering.

We take digital apart to put it back together — better.

A skill company built on people, method and data.

01 — MANIFESTO

We don't sell websites.
We build
competitive advantage
through digital.

What we mean

We start from your business goals, not from trends. We analyse competitors, market and users, then redesign the digital experience to generate measurable results.

→ reverse engineering of success

02 — WHO WE ARE

Skill Company. Not an agency.

Armah is a collective of 22 specialised professionals working as a single extended team for our clients. Strategists, designers, developers and analysts share every project: no silos, no handovers, one vision.

12+
years in business

200+
projects delivered

22
professionals



03 — IN NUMBERS

Measures of a decade.

2000+

PROJECTS

delivered in 12 years

22

TALENTS

on the team today

12

YEARS

of continuous activity

98%

RETENTION

clients who come back

4

PHASES

in our method

04 — APPROACH

Reverse engineering of **digital success**.

We break the results you want into concrete actions, data and interfaces. Then we put it all back together as a system that generates continuous value.

- 01 We analyse the competitive context
- 02 We define positioning and identity
- 03 We design products and touchpoints
- 04 We measure and optimise the experience



05 — METHOD

Four phases, one trajectory.

01



DISCOVER

Audit, research, data. We understand where you are and where you can go.

02



DESIGN

Strategy, brand, UX. We design the system that gets you there.

03



BUILD

Full-stack development. We build fast, scalable products.

04



GROW

Analytics, SEO, ADV. We iterate on data to grow.

Iterative, not linear. Each phase feeds the others in continuous cycles.

06 — CAPABILITIES

One team, every capability.



STRATEGY

Business design, positioning, go-to-market



BRAND

Verbal and visual identity, naming, systems



UX / UI

User research, prototypes, design systems



ENGINEERING

Web, mobile, headless, integrations



DATA & AI

Analytics, ML, automation, dashboards



GROWTH

SEO, ADV, CRO, content marketing

07 — INDUSTRIES

Industries where we create value.

Fashion & Luxury

Finance

Healthcare

Food & Beverage

Manufacturing

Retail

Energy

Education

Public Sector

Real Estate

Travel & Hospitality

Media & Entertainment

Automotive

Non-profit

100+

brands

They chose Armah

100+ Italian and international brands — from scaling SMEs to listed industrial groups. Always a tailored approach.



Companies don't need
more vendors.
They need a team
that thinks with them
for the **long term**.

The way we work

Dedicated team. Weekly stand-ups. Shared KPIs. 12-month roadmap,
two-week sprints.

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Let's talk about
your next



— CONTACT

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