



ASHLAR TECH

BUILD . GROW . SCALE . LONDON . UK

SALES OVERVIEW · 2026

Build reliable software, *faster*.

A modern UK software studio delivering AI/ML, SaaS, and automation through skilled remote engineering teams. Transparent pricing. Measurable results.

578M+ active users 100+ countries served 10+ years of precision software

Prepared for: Prospective Partners & Clients

THE PROBLEM

Most software projects *don't fail at the code.*

They fail at communication, scope, and delivery rhythm. By the time you notice, the budget is gone — and the product still doesn't work.

66%

of large software projects run over budget or time.

Industry studies, 2024

3-4×

is what unclear scope typically multiplies dev cost by.

70%

of clients say their last vendor lacked transparency.

12+ wk




average wait to hire and onboard in-house engineers.



OUR PROMISE

Code, cut like *stone*.

Ashlar means a finely cut stone — the kind that holds up cathedrals for centuries. We build software the same way: precise, considered, and structurally sound.

-  **Faster**
Agile delivery in weeks, not quarters.
-  **Reliable**
QA + security testing on every release.
-  **Transparent**
Clear pricing, real updates, no surprises.

"Every line of code reflects our commitment to reliability."

— ASHLAR TECH

Three core practices. One studio standard.



Web Solutions

Fast-loading, SEO-friendly, conversion-focused websites and platforms — built to grow your business, not just look pretty.

- Marketing sites & landing pages
- SaaS dashboards & portals
- E-commerce platforms



App Creation

Native and cross-platform mobile apps with the performance users expect and the polish your brand deserves.

- iOS & Android (native)
- React Native / Flutter
- App Store launch support



Software & AI

Custom software, AI/ML systems, and automation that take real workflows off your team's plate.

- AI/ML & LLM integrations
- SaaS product engineering
- Workflow automation

WHY TAILORED

Off-the-shelf wasn't *built for you.*

Generic SaaS forces your business to bend around the software. Tailored software bends to your business — and that's the difference between scaling and stalling.

STARTUPS

Move faster than funding allows

MVPs that ship in weeks, not quarters. AI baked in from day one — not bolted on later.

KEY NEED

Speed-to-market

SMEs

Reclaim hours every single week

Internal tools, automation, dashboards — replace 5 SaaS subscriptions with one platform you own.

KEY NEED

Operational leverage

MID-MARKET

Outgrow the off-the-shelf ceiling

Custom workflows, integrations, and reporting that generic tools physically cannot do.

KEY NEED

Competitive edge

ENTERPRISE

Modernize without breaking what works

Legacy modernization, AI overlays, and security-first builds that pass audit on day one.

KEY NEED

Modernization & control



CAPABILITIES

The capabilities *modern teams need.*



AI / ML & LLMs

Custom models, RAG pipelines, GPT integrations, intelligent agents.



SaaS Engineering

Multi-tenant platforms, billing, auth, scalable cloud infrastructure.



Automation

Workflow bots, integrations, internal tools that reclaim hours weekly.



Data & Analytics

Pipelines, dashboards, and reporting that make decisions obvious.



Product Design

UX research, UI design, and prototypes that ship — not just decks.



Security & QA

Test automation, vulnerability scans, and compliance-ready hardening.

AI is everywhere. *Most of it doesn't ship.*

The gap between an AI demo and AI in production is where most projects quietly die. We've built our practice in that gap.

THE REALITY

Why AI projects stall

- ✗ 73% of AI initiatives never reach production
- ✗ Generic LLM APIs leak data and inflate costs
- ✗ Models drift — accuracy degrades silently
- ✗ Compliance, security, and audit gaps
- ✗ 10+ "AI tools" doing 30% of what you need

WORKING WITH ASHLAR

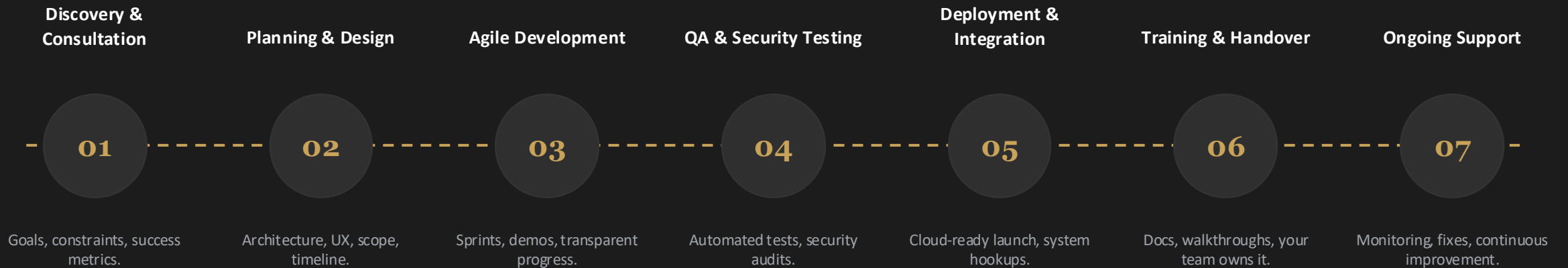
AI that earns its keep

- ✓ Custom models trained on your private data
- ✓ Production-ready: monitoring, retraining, safety
- ✓ Workflow automation that reclaims hours weekly
- ✓ Compliance-first: GDPR, SOC 2, audit-ready
- ✓ One platform, your IP, predictable cost

THE ASHLAR METHOD

A structured path from idea to impact.

Seven steps. One team. Total visibility — from week one.



10+ years experience · always in the loop · no black boxes · no surprise invoices



BY THE NUMBERS

Connected beyond borders.

Proven scale. Global delivery. Local accountability from the UK.

578M+

ACTIVE END-USERS · ACROSS OUR DEPLOYED PLATFORMS

100+ *countries served worldwide*

10 *partner countries in our network*

10+ *years combined engineering experience*



FEATURED CASE STUDY · 4-YEAR PARTNERSHIP

260+ cities. Zero VC.

Took a European luxury chauffeur platform from regional operator to global marketplace in four years — competing directly with the category's largest names. Funded entirely from operating cash flow.

from 12 cities

260+

destinations worldwide

from ~80 drivers

1,000+

verified chauffeurs

from 4.3 stars

4.9★

average customer rating

Languages 2 → 5 · Currencies 2 → 16 · Enterprise B2B 0 → 9+ · Memberships 0 → 4 (WKO, GBTA, ABTA, World Luxury Travel Awards)

“They showed up, asked questions we had not asked ourselves, and then did the work — for four years. They became part of the company.”

— Founder, European luxury chauffeur platform · 4-year partnership review



TYREMAN24. Tyre marketplace app.

Built a full on-demand tyre fitting marketplace — customer app, fitter app, and admin panel — with a proprietary Shadow Merchant engine that lets TYREMAN24 run internal fitters alongside external vendors in one unified bidding flow. Built for London, ready to scale across the UK.

proprietary innovation

1 flow

replaces two separate booking systems

shipped on Flutter

3 apps

customer · fitter · admin panel

dynamic pricing engine

40+

live prices across zones, sizes, surges

Flutter (iOS + Android) · Laravel Blade Admin · Stripe Payments · Google Maps · Firebase Real-Time · Surge Engine · Shadow Merchant · DigitalOcean

What we built: a smart bidding marketplace where TYREMAN24 competes alongside external fitters — invisibly — with automatic pricing, surge rules, and zone coverage. The admin panel controls everything. No code changes needed to expand to a new area.

London, UK · Project type: On-demand marketplace · Live prototype: tyremanprototype.devintime.com



Unimart. Premium supermarket, delivered.

A complete e-commerce and real-time delivery ecosystem for one of Dhaka's premium supermarket chains, serving high-end residential areas across the city. Built three fully integrated applications in one platform: consumer app, rider app, and admin portal. Smart multi-order dispatch means one rider can consolidate and deliver multiple orders in a single trip.

one integrated ecosystem

3 apps

consumer · rider · admin portal

auto-dispatch engine

1 rider

consolidates multiple orders in one trip

live tracking + assignment

real-time

order tracking and nearest-rider assignment

Flutter (iOS + Android) · Laravel Admin Portal · Real-Time Order Tracking · Smart Dispatch Engine · Multi-Order Consolidation · Live Rider GPS

What we built: a fully automated order-to-door platform for a premium supermarket chain. One rider collects and delivers multiple orders in a single trip. The system assigns the nearest available rider the moment an order is placed. No manual dispatch. No delays.

Dhaka, Bangladesh · E-commerce + On-demand delivery · Live demo: unimart.paysenzapp.com



OPERATIONAL CADENCE

How we *actually* work.

Specific commitments — not generic claims. From day one. The same way every week.

01 Dedicated UK team

4+ named specialists per account: strategy, growth, engineering, content. Real humans whose names you know — not a shared freelance pool.

02 5-min response SLA

Your own Microsoft Teams channel. Real-time access during UK business hours. No ticket queues. No anonymous service desks.

03 Weekly operating rhythm

Monday: dashboard review. Wednesday: hypothesis generation. Friday: shipped-this-week report. Same cadence, year after year.

04 Strategic review cycle

Monthly half-day with founder/CMO. Quarterly cohort analysis. Yearly off-site reset. Long-range vision, not quarterly panic.

COMPOUNDING IP. Every test result, insight, and playbook stays in your shared knowledge base. *Year 4 is always faster than Year 1.*

Built different. *On purpose.*

WHAT MATTERS	ASHLAR TECH	TYPICAL VENDOR
Pricing	✓ Transparent, fixed-scope or sprint-based	✗ <i>Hidden change orders</i>
Timeline	✓ Agile sprints with weekly demos	✗ <i>Quarterly check-ins, hope</i>
Team	✓ Dedicated engineers, you know names	✗ <i>Anonymous, rotating staff</i>
Quality	✓ QA + security testing every release	✗ <i>Tested in production</i>
Post-launch	✓ Ongoing support & maintenance built in	✗ <i>Charged extra, queue at the back</i>



Three ways to work with us. *Built to return more than they cost.*

Every option replaces a cost you already carry: overpriced tools, expensive agencies, or a team too stretched to grow your margin.

PROJECT-BASED

Fixed-Scope Build

You know what you want. We scope it, price it, and ship it on a defined timeline.

WHAT THIS REPLACES

- + Costly agency retainers with no code ownership
- + Freelancers with no accountability
- + 3rd-party platforms charging per feature

BEST FOR *MVPs, websites, defined products*

From £8,000

DEDICATED TEAM

MOST POPULAR

Embedded Squad

Your remote engineering team: designer, developers, QA — fully embedded, always on.

WHY IT PAYS FOR ITSELF

- + UK in-house dev hire costs £6–10k/month
- + We absorb HR, training and tooling costs
- + Faster delivery = faster revenue growth

BEST FOR *Scaling teams, ongoing product builds*

From £6,500 / month

ADVISORY + SUPPORT

Maintain & Optimise

We take ownership of your existing platform: keep it healthy, secure, and continuously improving.

WHAT THIS SAVES YOU

- + Emergency fixes that kill productivity
- + Security debt quietly piling up
- + Stagnant platform losing customers daily

BEST FOR *Inherited products, legacy platforms*

From £1,500 / month

OUTCOMES

What changes *after we ship.*

BEFORE

Slow, opaque, expensive

- ✗ Quotes that quietly grow over time
- ✗ Black-box agencies you can't reach
- ✗ Demos delayed, scope creeping
- ✗ Bugs found by your customers
- ✗ Shipped product, then radio silence

WITH ASHLAR

Faster, clearer, accountable

- ✓ Fixed quotes — change orders go through you first
- ✓ A team you know on Slack, weekly demos
- ✓ Working software in 2–4 weeks, every cycle
- ✓ QA + security testing before code touches production
- ✓ Maintenance, monitoring, and improvements built in



INSIGHTS

We share what we know.

Recent pieces from our Impact Reports — open knowledge for the teams we serve.



CONVERSION

01 JAN 26

10 Psychological Triggers to Boost Landing Page Conversions

Why people click "buy now" on one site and bounce from another — and the science behind it.

[READ ON →](#)



WEB STRATEGY

07 JAN 26

5 Non-Negotiable Pages Every Small Business Website Needs

The pages that quietly do the heavy lifting — and what each one needs to actually convert.

[READ ON →](#)



AI IN BUSINESS

12 JAN 26

How AI Can Supercharge Your Business Growth

Beyond the hype — practical, today-not-someday ways AI moves the numbers that matter.

[READ ON →](#)



ASHLAR TECH
BUILD · GROW · SCALE

We help ambitious businesses *grow faster, charge more, and cost less to run.*

Let's start with *coffee.*

30 minutes. No slides, no pitch. We listen to your problem — and you walk away with a tailor-made plan, yours to keep.

01

Coffee

In person, video, or just a call — your call.

02

We Listen

No deck. Just questions about your real problem.

03

Tailored Pack

A 1-page written plan — costed, scoped, in your inbox within 72 hours. Yours to keep.

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The plan is yours, whether or not we work together. · No commitment. .