

SERVICES

# Services Overview

All fifteen practice areas, from Oracle > PostgreSQL migration and ERP implementation to AI, cloud, data and DevOps.

## WHAT IS INSIDE

- Strategy, engineering and growth under one roof
- Our services
- A partner invested in your outcomes
- We run what we recommend
- Talk to us

At Tech Style Ltd we help organisations transform ideas into scalable digital products. From AI-powered platforms and enterprise software to cloud infrastructure and business growth strategies, we provide end-to-end technology services that accelerate innovation and create long-term business value.

#### A MULTIDISCIPLINARY TEAM

## Strategy, engineering and growth under one roof

Our team combines software engineering, cloud architecture, artificial intelligence, digital marketing and business consultancy to deliver solutions tailored to your organisation's goals.

### End-to-end delivery

From first strategy workshop to ongoing managed support, we own the full lifecycle so nothing falls between the cracks.

### AI-first approach

We weave intelligent automation, analytics and AI assistants into the products and processes we build for you.

### Built for growth

Secure, scalable and maintainable solutions designed to keep delivering value as your business expands.

#### WHAT WE DO

## Our services

Fifteen practice areas spanning the full technology stack, ordered by the scale of engagement they usually represent — from multi-year transformation programmes at the top to focused advisory and growth work at the end. Pick one, or combine several.

#### GROWTH & TRANSFORMATION

### Technology Growth & Digital Transformation

Technology should be a growth engine — not a barrier. We modernise legacy systems, automate processes, adopt cloud and build the digital capabilities that drive sustainable growth.

Digital Transformation Strategy · Business Process Automation · Legacy System Modernisation · Cloud Migration · Technology Roadmaps · Enterprise Architecture · Digital Innovation · Operational Efficiency

**DATABASE MIGRATION****Oracle to PostgreSQL Migration**

Oracle licensing is one of the largest line items most organisations carry, and PostgreSQL is now a credible home for the workloads sitting on it. We assess, plan and deliver the move — starting with a measurement, never with a guess. The assessment runs on pgrecon, the open-source reconnaissance tool we wrote and give away — and for the behaviour that silently differs after conversion, our in-development Paritas harness measures exactly where Oracle and PostgreSQL disagree, per expression.

Migration Assessment Report · PL/SQL Conversion · Schema & Data Type Mapping · Data Movement & Reconciliation · Application Layer Remediation · Test & Equivalence Strategy · Cutover Planning · Legacy Oracle (9i > 21c) · Performance Tuning · PostgreSQL Support

**ENTERPRISE RESOURCE PLANNING****ERP Consulting & Implementation**

We help organisations implement and customise ERP systems that streamline operations and support growth. As the creators of Rutba ERP, we understand the complete ERP lifecycle.

Requirements Analysis · ERP Selection · Custom ERP Development · Rutba ERP Implementation · Data Migration · Training · Support & Maintenance · Multi-Branch Deployments · Inventory Management · Manufacturing · Retail & POS

**BESPOKE ENGINEERING****Custom Software Development**

Every organisation is unique. We design and build secure, scalable, maintainable software that matches your exact workflows — from customer portals to full SaaS platforms.

Enterprise Applications · SaaS Platforms · CRM Systems · ERP Systems · Procurement Platforms · Portals · Internal Business Systems · APIs & Integrations

**ARTIFICIAL INTELLIGENCE****Artificial Intelligence Solutions**

Practical AI for modern businesses. We integrate intelligent automation, predictive analytics, conversational AI and machine learning into your existing processes to cut costs and sharpen decisions.

AI Assistants · Generative AI · Large Language Models · Retrieval-Augmented Generation · Machine Learning · Predictive Analytics · Document Intelligence · AI Workflow Automation · Intelligent Search · Knowledge Management

**VIDEO SURVEILLANCE & AI VISION****Surveillance Systems & AI Video Analytics**

We survey, design, install and operate IP camera systems that scale past what an off-the-shelf NVR handles — then add the analytics that turn footage into answers. Built on our own Rutba Vision platform, so the recorder maintains itself.

Site Survey & Camera Design · NVR Deployment · Object Detection & Zones · Semantic Video Search · Licence Plate Recognition · Face Recognition · Storage Sizing & Retention · Network & VLAN Design · Multi-site Rollout · Monitoring & Support

## CLOUD INFRASTRUCTURE

### Cloud Infrastructure Management

Infrastructure should be secure, resilient and ready for growth. We design, deploy, monitor and manage cloud and hybrid infrastructures that support mission-critical applications.

AWS · Microsoft Azure · Linux Administration · Docker · Kubernetes · CI/CD Pipelines · Backup & Disaster Recovery · Monitoring · Security Hardening · High Availability

## DATA & INTELLIGENCE

### Data Engineering & Business Intelligence

Data is one of your greatest assets. We build reporting systems, dashboards and analytics platforms that turn complex information into actionable business intelligence.

Data Warehousing · ETL Pipelines · Dashboards · KPI Reporting · Executive Reporting · Predictive Analytics · Data Quality · Business Intelligence · SQL Optimisation · Visualisation

## MARKETPLACES & DIRECTORIES

### Business Directory Platforms

We design and develop business directories, software marketplaces, review platforms and procurement portals. Drawing on our work with TrustList, we build platforms that connect buyers and vendors.

Company Listings · Software Directories · Reviews & Ratings · Awards · Rankings · Vendor Verification · Marketplace Development · Membership Systems · Lead Distribution · Procurement Portals

## INTEGRATION

### API Development & Systems Integration

We connect business applications, cloud services, payment gateways, ERP systems, CRMs and third-party platforms through secure, well-documented APIs.

REST APIs · GraphQL · Webhooks · OAuth · Payment Gateway Integration · ERP Integration · CRM Integration · E-commerce Integration · Identity Management · API Security

## CONTENT MANAGEMENT

### Headless CMS Development

We build flexible, API-first content systems with modern headless architecture. Our deep Strapi expertise — including the plugins we publish for content sync, permissions and storage, one of them listed on the official Strapi Marketplace — lets you manage content once and publish everywhere.

Strapi Development · Headless CMS Architecture · Content Modelling · Multi-language Websites · REST APIs · GraphQL APIs · CMS Migration · Workflow Automation · Role & Permission Management · Multi-site Platforms

## INTELLIGENT COMMUNICATION

### Voice over IP & AI Voice Agents

Modern engagement needs intelligent communication. We build scalable VoIP infrastructures with AI voice agents that handle enquiries, route calls, schedule appointments and deliver 24/7 support.

VoIP Infrastructure · SIP Systems · AI Voice Assistants · Call Routing · Interactive Voice Response · Speech Recognition · Contact Centre Automation · CRM Integration · Analytics & Reporting

**DEVOPS & MANAGED SERVICES****DevOps & Managed Services**

Continuous delivery, continuous improvement. Our DevOps engineers accelerate software delivery while improving reliability, automation and operational efficiency.

CI/CD · GitHub Actions · Azure DevOps · Infrastructure as Code · Monitoring · Automated Deployments · Release Management · Environment Management · Security Updates · Performance Optimisation

**STRATEGIC ADVICE****Technical Consultancy**

Launching a startup, scaling an enterprise platform or modernising legacy systems? Our consultants provide practical guidance to reduce risk and maximise return on investment.

Technology Audits · Solution Architecture · Software Planning · Digital Strategy · Procurement Consultancy · Security Reviews · Vendor Selection · AI Readiness Assessments · Cloud Strategy · Enterprise Modernisation

**LEAD GENERATION & GROWTH****Lead Generation & Business Growth**

Technology is only valuable when it creates measurable results. We help you generate qualified leads, improve online visibility, optimise customer journeys and grow revenue through data-driven marketing.

B2B Lead Generation · Sales Funnel Development · Digital Marketing · SEO · Email Campaigns · CRM Integration · Customer Analytics · Marketing Automation · Vendor Promotion · Growth Consulting

**WHY TECH STYLE LTD****A partner invested in your outcomes**

We combine enterprise-grade engineering with a product-first mindset and long-term partnerships focused on measurable business results.

- Enterprise-grade engineering expertise
- AI-first approach to digital transformation
- Proven experience building SaaS and ERP platforms
- Hands-on Oracle to PostgreSQL migration experience, tooling included
- Specialists in Strapi, Next.js, Node.js, .NET and cloud-native development
- End-to-end services from strategy to ongoing support
- Long-term partnerships focused on measurable business outcomes
- Trusted experience developing seven platforms of our own
- A responsive senior team that moves fast and adapts

**PROOF, NOT PROMISES****We run what we recommend**

Every service above is grounded in a platform we build, operate and answer for ourselves.

**OPEN-SOURCE ERP****Rutba ERP**

22 Next.js apps on one API — our reference for ERP and custom platform work.

**AI VIDEO SURVEILLANCE****Rutba Vision**

A 150-camera site recording 24/7 to a self-healing 100 TB array — our reference for surveillance work.

**PROCUREMENT INTELLIGENCE****TrustList**

A marketplace at scale — 200,000+ listings, reviews, rankings and a vendor portal.

**DATABASE MIGRATION****pgrecon**

The open-source Oracle assessment and conversion engine we wrote and give away — 76 rules, evidence-backed.

**CONTACT****Talk to us**

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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