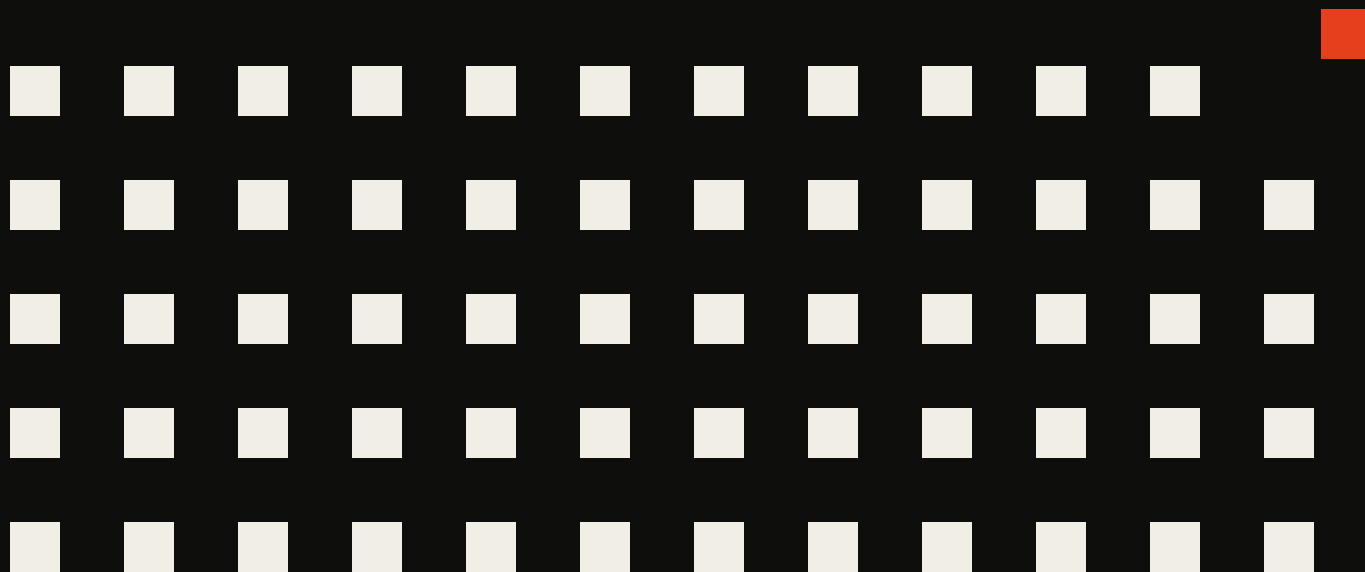




EVERYTHING WE BUILD[■]

46 services across websites, web apps, mobile apps, internal systems, automation and AI. Designed and built from scratch.

WHAT'S INSIDE

03	Websites & web platforms	8 SERVICES
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Every project is quoted after a short conversation: fixed scope, fixed price, agreed before work starts.

8 SERVICES

WEBSITES & WEB PLATFORMS

Fast, custom websites that explain what you do and turn visitors into customers.



Business website

A custom website designed around your business and your customers. Clear pages, fast loading on any phone, enquiry forms that reach you, and analytics so you can see what works.

CUSTOM DESIGN · MOBILE-FIRST BUILD ·
ENQUIRY FORMS · ANALYTICS SET UP



Landing page

A single page with one goal: sign-ups, sales or enquiries for a launch or campaign. Focused copy, a clear call to action, fast loading and tracking so you know it worked.

SINGLE-GOAL LAYOUT · CLEAR CALL TO ACTION
· FAST LOADING · CONVERSION TRACKING



Online shop

An online shop with a product catalogue, cart and a short checkout. Card, mobile wallet and bank payments, order notifications, and stock that stays in sync.

PRODUCT CATALOGUE · SHORT CHECKOUT ·
CARD, WALLET & BANK PAYMENTS · ORDER
NOTIFICATIONS



Booking system

Online booking with live availability, deposits or full payment, automatic reminders and a staff calendar. Customers book at any hour; your team sees it straight away.

LIVE AVAILABILITY · DEPOSITS & PAYMENTS ·
AUTOMATIC REMINDERS · STAFF CALENDAR



Website redesign

We audit your current site, fix how it is organised, rebuild it properly and move your content across. Redirects are set up so links and search rankings are not lost.

AUDIT OF CURRENT SITE · NEW STRUCTURE ·
CONTENT MIGRATION · REDIRECTS KEPT INTACT



Editable website (CMS)

A content management system set up for your team. Edit text, prices, photos and pages yourself, preview before publishing, and never worry about breaking the layout.

EASY EDITING · PREVIEW BEFORE PUBLISH ·
ROLES & PERMISSIONS · TRAINING FOR YOUR
TEAM



Multilingual website

A website that works fully in more than one language: translated pages, language switching that remembers the visitor's choice, and search-friendly structure for each language.

TRANSLATED CONTENT · LANGUAGE SWITCHER ·
PER-LANGUAGE SEARCH SETUP · RIGHT-TO-LEFT
SUPPORT IF NEEDED



Search foundations (SEO)

The technical groundwork that helps search engines understand and rank your site: speed, structure, metadata, sitemaps and business listings. We don't promise rankings; we remove what holds them back.

SPEED & STRUCTURE · METADATA & SITEMAPS ·
BUSINESS LISTINGS · SEARCH CONSOLE SET UP

5 SERVICES

WEB APPLICATIONS

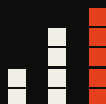
Software that runs in the browser: portals, dashboards and platforms people log in to.



Customer portal

A secure portal where your customers log in to track orders, download invoices, update details and make requests, so your team answers fewer routine questions.

SECURE LOG-IN · ORDERS & INVOICES · REQUESTS & MESSAGES · ACCOUNT SETTINGS



Dashboards & reporting

Live dashboards that pull from your systems and show the few numbers that matter, with filters, exports and scheduled summaries for the people who need them.

LIVE DATA · KEY NUMBERS FIRST · FILTERS & EXPORTS · ROLE-BASED VIEWS



SaaS platform

A subscription software product built end to end: sign-up, accounts and teams, permissions, subscription billing, and the product itself, designed to grow with your users.

ACCOUNTS & TEAMS · SUBSCRIPTION BILLING · PERMISSIONS · ADMIN & ANALYTICS



Marketplace

A two-sided marketplace with seller onboarding, listings, search, payments with commission, and reviews, plus the admin tools to keep quality high.

SELLER ONBOARDING · LISTINGS & SEARCH · PAYMENTS & COMMISSION · REVIEWS & MODERATION



MVP (first version)

A lean first version of your product with only the features needed to test the idea with real users. Built properly, so it can grow instead of being thrown away.

CORE FEATURES ONLY · REAL-USER TESTING · BUILT TO GROW · CLEAR NEXT-STEP PLAN

4 SERVICES

MOBILE APPS

iOS and Android apps designed for real phones, real networks and one-handed use.



iOS & Android app

Apps for iPhone and Android designed around one-handed use, fast start-up and clear navigation. We handle app store listings, publishing and updates.

IPHONE & ANDROID · APP STORE PUBLISHING · PUSH NOTIFICATIONS · ANALYTICS & CRASH REPORTS



Offline-first field app

Apps for teams in the field that save work on the phone and sync when the signal comes back: visits, orders, photos, signatures and GPS, with nothing lost.

WORKS OFFLINE · AUTOMATIC SYNC · PHOTOS, SIGNATURES & GPS · MANAGER DASHBOARD



Customer & loyalty app

An app that keeps customers coming back: ordering, loyalty points or stamps, offers, and notifications they are glad to receive.

ORDERING · POINTS OR STAMPS · OFFERS · USEFUL NOTIFICATIONS



Delivery & logistics app

Apps for drivers, dispatchers and customers: route lists, live tracking, status updates, and proof of delivery with photo or signature.

DRIVER APP · DISPATCH DASHBOARD · LIVE TRACKING · PROOF OF DELIVERY

7 SERVICES

INTERNAL & OPERATIONAL SYSTEMS

The systems that run the business behind the scenes, in one place and one login.



Inventory & stock

Stock management across shops and warehouses: every sale, delivery and return updates the count, low-stock alerts go out automatically, and counts match the shelf.

MULTI-LOCATION STOCK · LOW-STOCK ALERTS ·
BARCODE SUPPORT · STOCK-TAKE TOOLS



Orders & sales

One system for orders from your shop, website, phone and WhatsApp: take them, track their status, fulfil them, and see sales by day, product and person.

ALL CHANNELS IN ONE PLACE · ORDER STATUS
TRACKING · SALES REPORTS · POINT-OF-SALE
OPTION



Invoicing & billing

Create invoices in seconds, send automatic payment reminders and receipts, and see who owes what at a glance. Exports cleanly to your accountant.

INVOICES & QUOTES · AUTOMATIC REMINDERS ·
PAYMENT TRACKING · ACCOUNTING EXPORTS



HR, payroll & scheduling

Staff records, shift schedules, leave requests and payroll calculations in one system, with self-service for staff and approvals for managers.

STAFF RECORDS · SHIFTS & LEAVE · PAYROLL
CALCULATIONS · STAFF SELF-SERVICE



CRM & sales pipeline

A customer relationship system shaped around how you sell: contacts, conversation history, deals in a pipeline, follow-up reminders and reports.

CONTACTS & HISTORY · DEAL PIPELINE ·
FOLLOW-UP REMINDERS · SALES REPORTS



All-in-one operations

An operations system (ERP) built for how your business actually works, joining orders, stock, staff, suppliers and finance into one system with one login.

ONE LOGIN FOR EVERYTHING · MODULES THAT
FIT YOU · SHARED DATA, NO RE-TYPING ·
ROLE-BASED ACCESS



Admin panels

Admin tools for managing your data, users, content and settings, with permissions and an audit log so every change is safe and traceable.

DATA MANAGEMENT · USER PERMISSIONS ·
AUDIT LOG · BULK ACTIONS

6 SERVICES

AUTOMATION & INTEGRATIONS

Let software do the repetitive work, and connect the tools you already use.



Workflow automation

We map the repetitive steps in your work and automate them: approvals, hand-offs, notifications and data entry, with people in the loop where judgement matters.

PROCESS MAPPING · AUTOMATED STEPS ·
APPROVALS & ALERTS · ERROR HANDLING



Integrations & APIs

We connect the tools you already use (payments, accounting, messaging, stock, CRM) through reliable integrations and APIs, so information flows without re-typing.

TOOL-TO-TOOL CONNECTIONS · CUSTOM APIS ·
TWO-WAY SYNC · MONITORING & RETRIES



WhatsApp automation

Automated WhatsApp messages through the official WhatsApp Business Platform: order and delivery updates, appointment reminders, and instant replies that hand over to a person.

ORDER & DELIVERY UPDATES · APPOINTMENT
REMINDERS · REPLIES WITH HUMAN HAND-OFF ·
TEMPLATE APPROVAL SET UP



Automated reports

Scheduled reports compiled automatically from your systems and delivered by email or WhatsApp: daily sales, weekly stock, monthly finance.

SCHEDULED DELIVERY · EMAIL OR WHATSAPP ·
PDF & SPREADSHEET FORMATS · ALERTS ON
THRESHOLDS



Data migration

We move your data from spreadsheets or an old system into the new one: cleaned, checked and reconciled, with a rollback plan if anything goes wrong.

DATA CLEANING · CHECKED & RECONCILED ·
ROLLBACK PLAN · ZERO-DOWNTIME CUT-OVER



Payments integration

Payment gateways connected properly to your website, app or system: card, mobile wallet and bank payments, automatic reconciliation, receipts and refunds.

CARD, WALLET & BANK · AUTOMATIC
RECONCILIATION · RECEIPTS & REFUNDS ·
SECURE BY DESIGN

6 SERVICES

AI TOOLS

AI that is useful, grounded in your own data, and checked by a person where it matters.



AI assistant

An assistant for customers or staff that answers from your own documents and data, cites where the answer came from, and hands over to a person when it isn't sure.

TRAINED ON YOUR CONTENT · SHOWS ITS SOURCES · HANDS OVER TO A PERSON · WEBSITE, APP OR WHATSAPP



AI document processing

AI that reads invoices, receipts, IDs and forms, extracts the data into your systems, and flags anything uncertain for a person to check.

INVOICES, RECEIPTS & FORMS · DATA EXTRACTION · HUMAN REVIEW OF EDGE CASES · FEEDS YOUR SYSTEMS



AI knowledge search

Plain-language search across your policies, manuals, contracts and records, returning answers with links to the source documents, and respecting who can see what.

PLAIN-LANGUAGE QUESTIONS · ANSWERS WITH SOURCES · PERMISSION-AWARE · DOCUMENTS & RECORDS



AI features in your app

Useful AI features added to your existing product: summaries, smart categorisation, suggested replies and recommendations, with costs, privacy and accuracy kept in check.

SUMMARIES · SMART CATEGORISATION · SUGGESTIONS · COST & PRIVACY CONTROLS



AI agents for workflows

AI agents that carry out multi-step tasks across your tools, such as triaging requests, drafting responses and updating records, with human approval at the steps that matter.

MULTI-STEP TASKS · WORKS ACROSS YOUR TOOLS · HUMAN APPROVAL POINTS · FULL ACTIVITY LOG



AI audit & strategy

A practical review of your processes to find where AI saves real time or money, where it doesn't, and what data, cost and risk each option carries.

PROCESS REVIEW · HONEST SHORTLIST · COST & RISK ESTIMATE · PILOT PLAN

4 SERVICES

DESIGN & PRODUCT

Research, design and prototypes, so the right thing gets built before any code is written.



UX & UI design

User experience and interface design for websites, apps and systems: user flows, layouts and visual design built around the tasks people actually need to do.

USER FLOWS · WIREFRAMES · VISUAL DESIGN ·
ACCESSIBILITY BUILT IN



Clickable prototype

A realistic, clickable prototype of your website or app to test with users and stakeholders. Changing a design costs minutes; changing code costs weeks.

REALISTIC SCREENS · CLICKABLE FLOWS ·
USER TESTING · BUILD-READY HANDOFF



Design system

A library of reusable components, colours, type and rules, documented for designers and developers, so every new screen is consistent and faster to build.

COMPONENT LIBRARY · DESIGN TOKENS · USAGE
GUIDELINES · CODE-READY



Discovery workshop

A structured workshop to define goals, users, must-have features and risks, ending with a clear scope, timeline and fixed-price proposal.

GOALS & USERS · MUST-HAVE FEATURES ·
RISKS & PRIORITIES · SCOPE & FIXED QUOTE

6 SERVICES

CARE & IMPROVEMENT

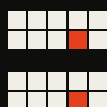
Keeping what you have fast, secure, accessible and running after launch.



Maintenance & support

Ongoing care for your website, app or system: security updates, bug fixes, small improvements, backups and a direct line to the people who built it.

SECURITY UPDATES · BUG FIXES · BACKUPS · DIRECT SUPPORT



Hosting & cloud setup

Hosting and cloud infrastructure set up properly and monitored: domains, SSL, business email, automated backups and scaling for busy days.

DOMAINS & SSL · BUSINESS EMAIL · AUTOMATED BACKUPS · MONITORING & SCALING



Security review

A review of your website, app or system for common weaknesses: access control, data storage, passwords, updates and logging, with clear fixes in order of risk.

ACCESS & PERMISSIONS · DATA PROTECTION · DEPENDENCY UPDATES · PRIORITISED FIXES



Performance tuning

We measure what is slow, fix it (images, code, database, hosting) and measure again, so pages and apps load fast on everyday phones and networks.

SPEED MEASUREMENT · IMAGE & CODE FIXES · DATABASE TUNING · BEFORE & AFTER REPORT



Accessibility audit

A review against accessibility standards (WCAG): contrast, text size, keyboard use and screen readers, with a clear list of fixes in order of impact.

WCAG REVIEW · KEYBOARD & SCREEN READER · CONTRAST & TEXT SIZE · PRIORITISED FIXES



Code audit & rescue

For projects that stalled or were left behind: we review the code, document what exists, fix what's urgent, and give you an honest plan to finish or rebuild.

CODE & ARCHITECTURE REVIEW · DOCUMENTATION · URGENT FIXES · HONEST NEXT-STEP PLAN

HOW IT WORKS

01 LISTEN

A short call about your business, your customers and what success looks like.

02 SCOPE & QUOTE

A written scope, timeline and fixed price. Changes are quoted before any work starts.

03 DESIGN

Screens you can click through and approve before any code is written.

04 BUILD & TEST

Clean code, tested on real phones and real networks, with regular demos.

05 LAUNCH & LOOK AFTER

We ship it, hand over the code and logins, and stay on for support if you want us.

LET'S MAKE YOURS THE OUTLIER.

Tell us what you're building. We reply within one working day.

hello@variance.agency

variance.agency

INSTAGRAM · TIKTOK · FACEBOOK @VARIANCE.AGENCY