

AI AUTOMATION & PRODUCT ENGINEERING

We build the systems your business runs on.

Intelligent, scalable software that removes manual work, connects your tools and holds up in production.

GENERATIVE AI

AI AUTOMATION

AI WEB & SAAS

MOBILE PRODUCTS

CLOUD & DATA

• Built for production. Designed for people.

WHAT WE BUILD

At iotalabs, we create intelligent and scalable solutions across Generative AI, automation, web, SaaS, mobile, cloud and data.

From AI assistants and workflow automation to production software and connected data platforms, every system is designed around a real business problem - not a technology trend.

01

AI Workflow Automation

Observable pipelines that remove repetitive work, move data between tools and keep approvals under control.

02

AI Agents & Copilots

Custom agents that understand context, use business tools and make scoped decisions with human oversight.

03

Support & Chat Automation

Accurate assistants for customer support, internal help and enquiry routing, grounded in your real documentation.

04

Product Design & Engineering

AI-powered web applications, SaaS platforms, mobile products, dashboards and MVPs - designed and shipped end to end.

05

Data Platforms & Integrations

Cloud-ready data pipelines, warehouses, APIs and cross-platform integrations that create one reliable flow of information across your business.

01 · AUTOMATION

AI Workflow Automation

We map the work your team repeats and rebuild it as a reliable, measurable workflow with validation, approvals and clear ownership.

01 Process discovery & mapping

Identify bottlenecks, manual handoffs and repetitive tasks before deciding what should be automated.

02 Document & data processing

Extract, classify, validate and route information from forms, emails, PDFs and operational systems.

03 CRM & back-office workflows

Automate lead handling, onboarding, follow-ups, status updates, approvals and internal notifications.

04 Monitoring & exception handling

Track every action, surface failures and send edge cases to the right person instead of silently breaking.

EXAMPLE WORKFLOW

New enquiry



AI classify

Validate details



Update CRM

Human approval



Send follow-up

Outcome

Less copying, fewer missed steps and a complete audit trail from input to action.

n8n

Make

Zapier

Python

HubSpot

Gmail

CLIENT RESULTS

80%

Faster monthly reporting

Financial reporting

70%

Faster document processing

Document intake

90%

Fewer missing-field follow-ups

Document intake

Figures from iotalabs case studies · iotalabs.ai/case-study

02 · GENERATIVE AI

AI Agents & Copilots

Purpose-built agents that hold context, retrieve trusted information, use your tools and take controlled actions inside your business.

01 Internal knowledge assistants

Search policies, documentation and project knowledge through a secure, conversational interface.

02 Sales & operations copilots

Prepare summaries, qualify leads, draft follow-ups, create tasks and keep records up to date.

03 Research & reporting agents

Collect information from approved sources, analyse it and produce structured outputs for review.

04 Guardrails & human control

Permissions, confidence checks, escalation routes and approval steps are designed into every action.

AGENT ARCHITECTURE

User request



Understand intent

Retrieve context



Use approved tools

Check confidence



Act or escalate

Built for scoped decisions

The agent does a defined job, within defined access rules, with a clear escape hatch when certainty is low.

RAG

LLMs

LangChain

APIs

Vector Search

Audit Logs

CLIENT RESULTS

60%

Faster lead response

Lead qualification

35%

More qualified follow-ups

Lead qualification

Full

Routing audit trail

Lead qualification

Figures from iotalabs case studies · iotalabs.ai/case-study

03 · CUSTOMER EXPERIENCE

Support & Chat Automation

Helpful assistants that answer from your approved knowledge, route enquiries correctly and bring in a person the moment they should.

01 Website & in-product assistants

Branded conversational support across websites, products and internal portals.

02 Knowledge-grounded answers

Responses generated from product documentation, FAQs, policies and approved business content.

03 Ticket triage & routing

Classify intent, identify urgency, gather missing details and route cases to the right queue.

04 Human escalation & reporting

Transfer conversations with context, log outcomes and show where customers still need help.

CONVERSATION FLOW

Customer asks



Retrieve trusted answer

Check policy & confidence



Respond or escalate

Create / update ticket



Measure outcome

Consistent without being rigid

Routine questions are handled quickly while complex, sensitive or low-confidence cases stay with your team.

Intercom

Helpdesks

Slack

Email

Knowledge Bases

CRM

04 · DIGITAL PRODUCTS

Product Design & Engineering

We design and ship the product around your AI - from a focused prototype to a secure, scalable production platform.

01 AI web applications

User-facing products, internal tools and intelligent portals built around real workflows.

02 SaaS platforms & MVPs

Product strategy, UX, architecture and engineering for investor-ready pilots and scalable software.

03 Mobile products

Responsive and mobile-first experiences that connect users to your data, workflows and AI features.

04 Dashboards & admin systems

Operational interfaces for monitoring, configuration, approvals, analytics and user management.

PRODUCT DELIVERY

User & business research



UX prototype

Product architecture



Build & integrate

Test & release



Monitor & improve

One team from idea to release

Strategy, interface design, backend engineering, AI integration, deployment and ongoing product improvement.

Next.js

TypeScript

Python

Postgres

Vercel

Cloud

05 · CLOUD & DATA

Data Platforms & Integrations

We connect the systems you already use and create a dependable data layer for automation, analytics and AI.

01 Data pipelines & warehousing

Move, transform and organise information from multiple systems into a reliable source of truth.

02 API & platform integrations

Connect CRM, finance, support, communication and operational tools without replacing your stack.

03 Cloud architecture

Secure, scalable deployment across modern cloud platforms with monitoring, access controls and backups.

04 Analytics & operational reporting

Create trusted dashboards, audit trails and real-time reporting around the systems we build.

CONNECTED DATA LAYER

CRM · Docs ·
Email



Secure
integration layer

Clean & validate
data



Warehouse /
database

AI · Workflows ·
BI



Audited business
actions

Your stack, working together

Accurate information moves automatically between systems, with visibility into where it came from and what changed.

PostgreSQL

BigQuery

AWS

Azure

Cloudflare

Datadog

CLIENT RESULTS

5x

Faster data
updates

Real-time

Error detection

Financial reporting

Unified

Data across tools

Product catalog

Product catalog

Figures from Iotalabs case studies · iotalabs.ai/case-study

FROM STRATEGY TO SOMETHING YOU CAN SHIP

A clear path from **problem** to **production**.

A four-stage process with review points you control, transparent scope and no forced lock-in.

STEP 01**Discover**

Understand the process, data, users, constraints and where automation can genuinely pay back.

STEP 02**Blueprint**

Define the solution, integrations, safeguards, success measures, timeline and fixed scope.

STEP 03**Build**

Design, engineer, integrate and test in reviewable increments under real operating conditions.

STEP 04**Optimise**

Monitor performance, tune against real usage and support the system after it goes live.

Senior-only team

The people who scope the project are the people who build it.

Fits your existing stack

We integrate with your current tools instead of forcing a full replacement.

Human + AI by design

Approvals, audit trails and safe escalation routes are built in from day one.

You own what we build

Code, prompts, workflow definitions and infrastructure are delivered to you.

Tell us what your team repeats every week.

We will tell you honestly whether it should be automated - and what a reliable solution would require.

hello@iotalabs.ai

+44 333 054 0670

iotalabs.ai

London, United Kingdom