

Ask your business data *anything.*

An AI business assistant connected to your till, CRM, accounts, bookings and Microsoft 365. Your team asks questions in plain English and gets answers, reports, quotes and draft emails from your live data.

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01 • ABOUT MATSENSEAI

Research-grounded engineering, *delivered by one team.*

MatsenseAI was founded by Dr Ateeq Ur Rehman to bring rigorous, research-grounded software engineering and AI expertise to organisations that need more than a generic agency. The company is led day-to-day by Director Beenish Aman, and every project is delivered directly by our own team, with no subcontractors.

BUILD**Software engineering**

Enterprise-grade, high-security application development.

AI**AI consultancy & product development**

Research-led AI advisory work and hands-on ML/AI product delivery.

Our leadership team

AR**Dr Ateeq Ur Rehman****FOUNDER & LEAD ARCHITECT**

Associate Professor of Software Engineering at the University of Staffordshire, UK. Over 15 years of software consultancy experience and a specialist in robust, high-security enterprise applications. A highly cited AI researcher.

BA**Beenish Aman****DIRECTOR & PROJECT LEAD**

Over 7 years of project management and organisational leadership experience, overseeing delivery of large-scale software projects, including work delivered within strict grant timelines.

BH**Bob Hobbs****SENIOR CONSULTANT**

Over 30 years of software development and consultancy experience, including more than two decades as a lead developer on enterprise applications.

LO**Lawrence Obidike****LEAD SOFTWARE ENGINEER**

Full-stack development expert, specialising in OT (operational technology) integration and scalable industrial platforms.

02 • WHAT THE ASSISTANT DOES

Four jobs your team does every week, *done in seconds.*

The assistant can only use the tools we give it. It reads data first. Anything that changes a record or sends a message waits for a person to approve it.

ANSWER

Questions from live data

Customers, orders, stock, bookings, invoices and jobs, across all your systems at once.

“Which customers haven't ordered in 90 days?”

REPORT

Reports on demand

Weekly, monthly or board reports with figures, charts and next steps, in your own layout.

“Create this month's management report.”

QUOTE

Quotes and proposals

Built from your own price list and rules, so prices stay correct. Saved as a draft for you to check.

“Quote a full bathroom refit for the Doyles.”

ACT

Emails and follow-ups

Drafts reminders, chasers and offers in your tone. Nothing is sent until you approve it.

“Chase Riverside Care Homes for payment.”

Works inside the tools your team already uses

CLAUDE

CHATGPT

MICROSOFT COPILOT

YOUR OWN WEBSITE OR APP

Connects to systems like

TILLS & POS

XERO / SAGE

CRM

BOOKINGS

STOCK & WAREHOUSE

ERP

DATA WAREHOUSE

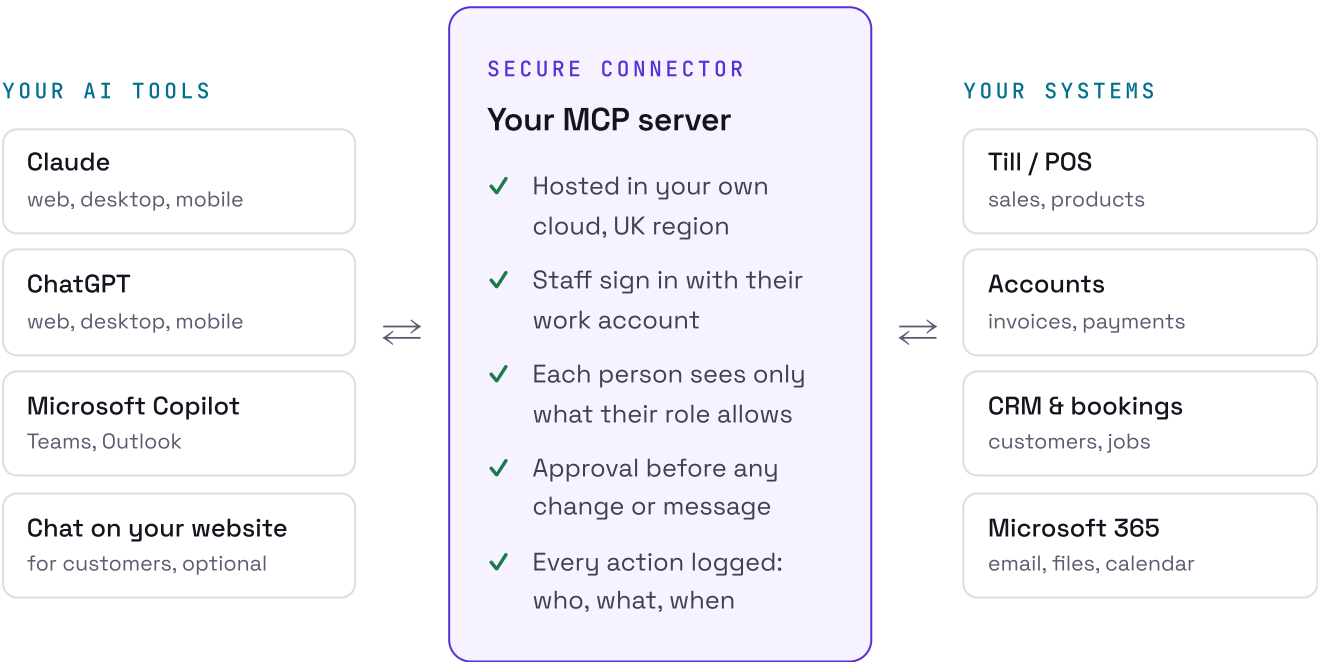
HR

MICROSOFT 365

03 • HOW IT WORKS

One secure connector between *your AI tools and your systems.*

We build one connection layer using the open Model Context Protocol (MCP). Each AI tool connects to it once. Each of your systems is wired in once. Adding a new tool or system later is one connection, not a rebuild.



SECURITY AND UK GDPR

Your data stays under your control

✓ No shared passwords The AI never holds system passwords. Every request runs as the signed-in person, with their own permissions.	✓ Read-only by default We start with read access. Write actions are added one by one, each with an approval step.	✓ Full audit trail Every question and action is logged with who, what, when and the result.
✓ UK hosting The connector runs in your own cloud account in a UK region, with secrets kept in a key vault.	✓ UK GDPR We complete a data protection impact assessment at the start. Business AI plans do not train on your data by default.	✓ No lock-in Built on an open standard, so you can switch or mix AI providers without rebuilding.

SAMPLE · FICTIONAL
DATA

What “create this month’s report” *gives you.*

Produced by the assistant from accounts and job-management data in seconds. The company, people and figures below are made up for illustration.

Kestrel Home Improvements

Kitchens and bathrooms · Bristol · 9 staff

Management report
September 2026

REVENUE

£86,400

+9% vs Aug

GROSS MARGIN

31%

-2 pts

JOBS COMPLETED

9

+1

OWED TO YOU

£18,950

4 invoices

REVENUE BY JOB TYPE

Kitchens		£44,200
Bathrooms		£29,600
Repairs		£8,100
Other		£4,500

JOBS OVER BUDGET

JOB	QUOTED	OVER BY
Patel kitchen refit	£14,800	£1,120
Moss Road bathroom	£7,200	£440
Hughes en-suite	£5,100	£160

Summary and next steps

- ✓ Margin dipped 2 points because of tile price rises in August. **Update the supplier price list** so new quotes stay accurate.
- ✓ The Patel job logged 36 extra labour hours after a wall was found out of true. **Consider billing a variation.**
- ✓ £6,400 is over 30 days overdue across two invoices. **Chaser emails are drafted and waiting for approval.**

Sources: accounts (profit and loss, aged receivables) and job management (job costs). Every figure links back to its source in the audit log.

05 • BUILT TO YOUR SIZE

From a single shop to a group *with hundreds of sites.*

The idea is the same at every size. The scope, security and rollout change.

1-9 STAFF Small businesses ✓ Shops, takeaways, trades, drivers, clinics ✓ 2-3 systems, e.g. till, accounts, email ✓ Quotes, daily summaries and reminders ✓ Works in the AI app you already use Typical build: 2-4 weeks	10-249 STAFF Growing SMEs ✓ 3-6 systems including CRM and Microsoft 365 ✓ Team access with roles and approvals ✓ Scheduled reports for managers ✓ Pilot group first, then full team Typical build: 6-10 weeks	250+ STAFF Large organisations ✓ ERP, CRM, data warehouse, HR and M365 ✓ Single sign-on, role-based access, audit trail ✓ Data protection impact assessment ✓ Phased rollout across departments Typical first rollout: 10-12 weeks
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Timelines are typical ranges. We confirm scope, timeline and a fixed price after a free discovery call.

HOW WE WORK

Four steps, with a sign-off after each one

STEP 1 Free 30-minute call We learn your systems, your team and the questions you ask most.	STEP 2 Discovery and design We check API access, agree the tools, and give you a fixed price.	STEP 3 Build and pilot A small group uses it on your live data. We tune it with their feedback.	STEP 4 Rollout and support Training, handover and an optional monthly support plan.
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06 · OUR SERVICES

More than an AI assistant: *the full build.*

01

AI Consultancy

Independent advice on where AI genuinely fits your organisation, led by an active AI researcher.

02

AI/ML Product Development

Design and build of machine learning and AI-driven products, from proof of concept to production.

03

Website Design

Brand-first marketing sites that read like a statement and convert like a funnel.

04

Development

Hand-coded, edge-deployed, obsessively fast.

05

SEO

Technical audits, content and growth ops.

06

Digital Marketing

Paid, lifecycle and creative.

We also build SaaS and POS products and offer ongoing maintenance.

NEXT STEP

Want this on *your own systems?*

Book a free 30-minute call. We will show you what your version would look like, what it connects to, and what it would cost. No obligation.

BOOK A CALL

matsenseai.co.uk/contact

EMAIL

info@matsenseai.co.uk

TRY THE DEMO

matsenseai.co.uk/demo

Company details

COMPANY

MatsenseAI Ltd · Private limited company · Active

REGISTERED OFFICE

36 Malthouse Road, Stoke-On-Trent, England, ST2 9HY

NATURE OF BUSINESS

Business and domestic software development; engineering-related scientific and technical consulting; research and experimental development on natural sciences and engineering; other professional, scientific and technical activities

HOURS

Monday – Friday, 09:00 – 17:30 GMT