



AI DRIVEN
RELENTLESSLY HUMAN

HELPING BUSINESSES WITH AI ENABLEMENT,
TECH ENABLEMENT AND PRODUCT DEVELOPMENT.

we ARE ZUDU[■]

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SOFTWARE DELIVERY WITH A DIFFERENCE

Zudu is a software delivery partner built for complexity.

We've spent over 11 years delivering 300+ projects for organisations operating in regulated, high-pressure environments. From national infrastructure and public-sector platforms to healthcare, manufacturing and financial services, our work sits where delivery risk, scale, and accountability matter.

AI Enablement

- AI Workshops
- AI Development
- AI Product Building
- AI Implementation

Tech Enablement

- Digital Transformation
- Technical Workshop
- Technical Architecture
- Product Development

Software Development

- Digital Diagnosis
- Discovery Workshop
- Prototyping
- Development Squads

WE HELP BUSINESSES BECOME AI-ENABLED

ZUDU

At Zudu, we turn AI from hype into measurable business value. We help you automate repetitive tasks, gain insights from your data and build AI-powered tools that deliver real impact. Cutting through the noise, helping you identify where AI can have the biggest impact in your business, then implement it in a way that's practical, ethical and results-driven.



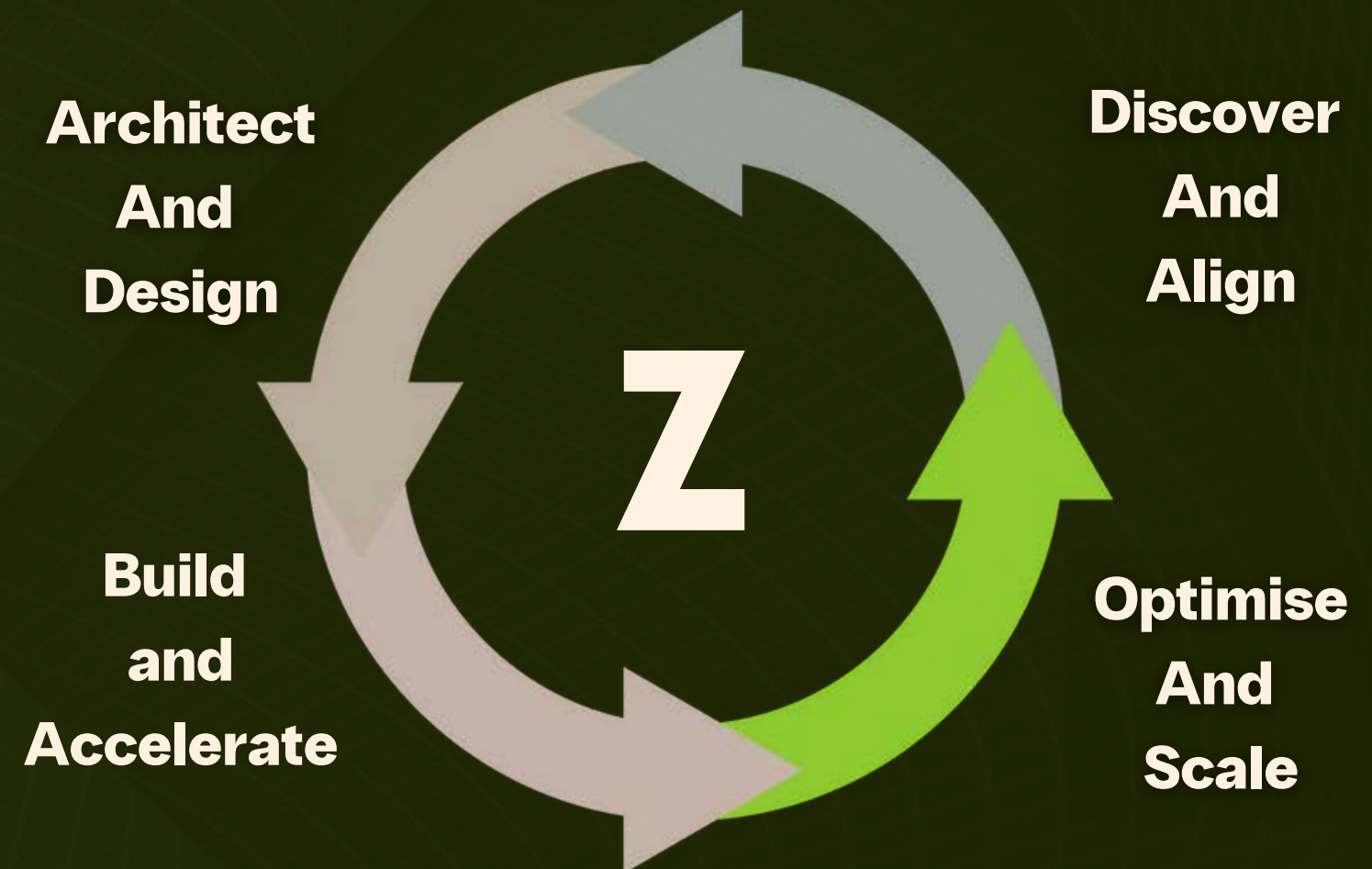
DEVELOPING MODERN PRODUCTS TO SCALE

Most of the leaders we work with are in one of three situations:

- They have a problem they need fixing, fast.
- They have a roadmap they believe in, but can't deliver.
- Or they know technology should be doing more, but their current setup isn't getting them there.

Sometimes there's a development team already in place.
Sometimes there isn't one at all.

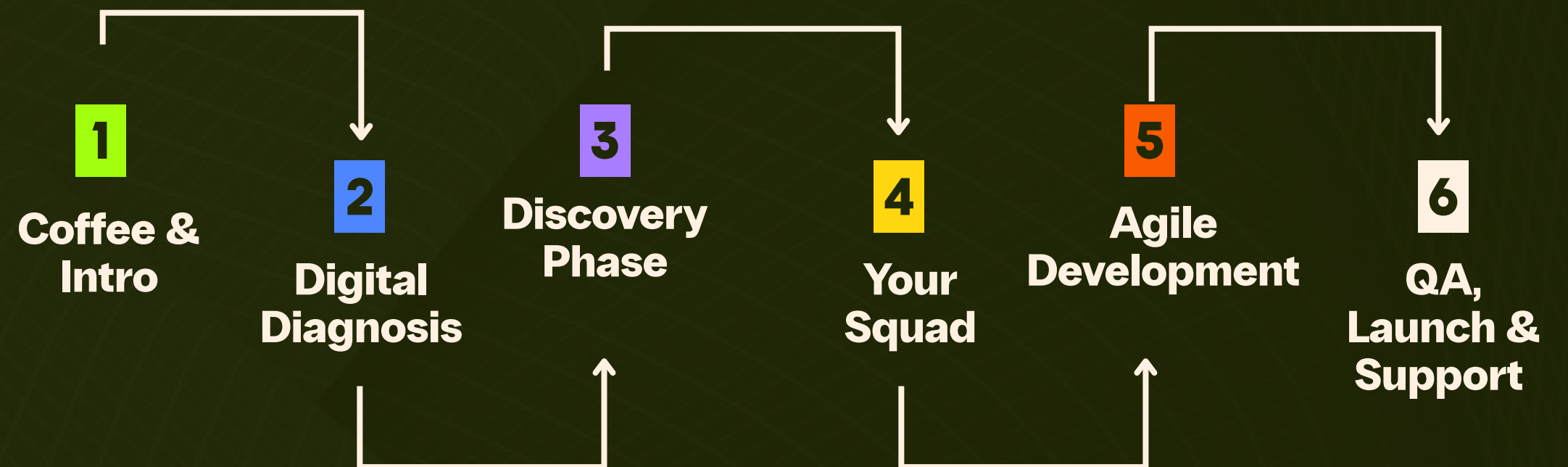
PRODUCT DEVELOPMENT



we've WALKED THIS ROAD BEFORE

Every successful project starts with clarity.
We begin with conversation and discovery.
Then move through a structured, proven delivery
process:

- Digital diagnosis
- Agile development
- Quality, launch, and long-term support



MORE THAN JUST A dev TEAM

You're not just hiring a developer, you're hiring a technical partnership packed with experts. You'll be allocated a dedicated resource and, beyond the usual faces, as and when required, additional Developers, Mobile App Specialists, Solutions Architects, DevOps Engineers, Security Engineers, Designers, Business Analysts and more.

Example Technical Team



DONAL
Product Owner



MARTIN
Tech Lead



KWONG
AI Engineer



COREY
Full Stack
Developer



LINDA
QA Engineer

THIS IS NOT OUR FIRST RODEO

ZUDU



We've delivered over 300 projects across sectors that demand reliability, security, and scale. From national infrastructure to consumer platforms, regulated environments to fast-growth businesses. Experience matters when the stakes are high.

PORTFOLIO

YOUR REAL TECHNICAL PARTNER

ZUDU

Most clients come to us when delivery is stuck. BAU keeps winning, teams are stretched, previous work missed the mark, and AI feels important but unclear.

- We challenge assumptions and trade-offs early
- We diagnose the real blockers before building
- We design solutions that teams can sustain
- We strengthen your team, or become it
- We prioritise momentum over models

WORKING WITH YOU

We don't start with solutions. We start with understanding.

That means:

- Taking time to properly diagnose what's blocking progress.
- Challenging assumptions when they don't hold up.
- Being honest about trade-offs, cost, and delivery reality.

Designing solutions that teams can actually sustain, not just launch. Sometimes that means becoming your delivery team. Sometimes it means augmenting the one you already have. Often it's a mix of both.

OUR WORK - DISCOVERY

ZUDU



A.I FINANCIAL INSIGHTS FOR DENTAL PRACTICES

Zudu worked with start-up DentaCFO on a 6-week discovery phase, helping design, architect, and build a prototype of an AI-driven financial system that replaces the need for a chief financial officer. Following the discovery, our development team delivered an accelerated MVP build over 3 months to enable market entry and a capital raise for future phases.



SAFEGUARDING REFRIGERATED PRODUCT FOR PUBLIC

As a market leader in supplying hardware and software for refrigerated vans to customers such as Morrisons and Tesco, we supported a 6-week technical discovery to diagnose the current system and integrations, before advising on a new bespoke development approach. Our development team are currently in the middle of a 4-month MVP build.

OUR WORK - PRODUCT



A.I POWERED ENERGY RECRUITMENT

We supported Moblyze in overcoming the recruitment challenge for job seekers; job seekers should no longer have to find jobs; the jobs should find them. Utilising A.I powered matching and job listing automation for employers. All driven through a slick, user-focused app inspired by dating app principles of swiping quickly through curated options based on user preferences.

[Learn More](#)

TICKETING FOR 80,000 SPORTS FANS

Sourcing legitimate football tickets for international matches for sports fans was becoming increasingly difficult. TripTix was born. Zudu's team helped design, develop and scale a web and mobile subscription platform, matching tickets with travel and accommodation recommendations for travelling sports fans.

[Learn More](#)

OUR WORK - IMPACT



SAFETY OF 100 MILLION PASSENGERS

ScotRail needed a reliable way to distribute safety-critical notices to train drivers, ensuring no detail was missed, even in areas of poor connectivity. Zudu's development team worked with the internal ScotRail team to design, develop and roll out the app.

[Learn More](#)

PUBLIC LICENSING REVAMP FOR MILLIONS

For over a decade, the Scottish Government had been seeking a way to unify fragmented, outdated licensing systems into a single digital platform. Previous attempts had stalled due to complexity, cost, and scale.

[Learn More](#)



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