



WeAreWay

Smart AI. Custom IT. Your external IT department

Case Studies Portfolio

Who we are



Founded 2022,
London

We act as your external IT department for AI, automation, and custom software – built for ambitious SMEs that want enterprise-grade tech without enterprise overhead.

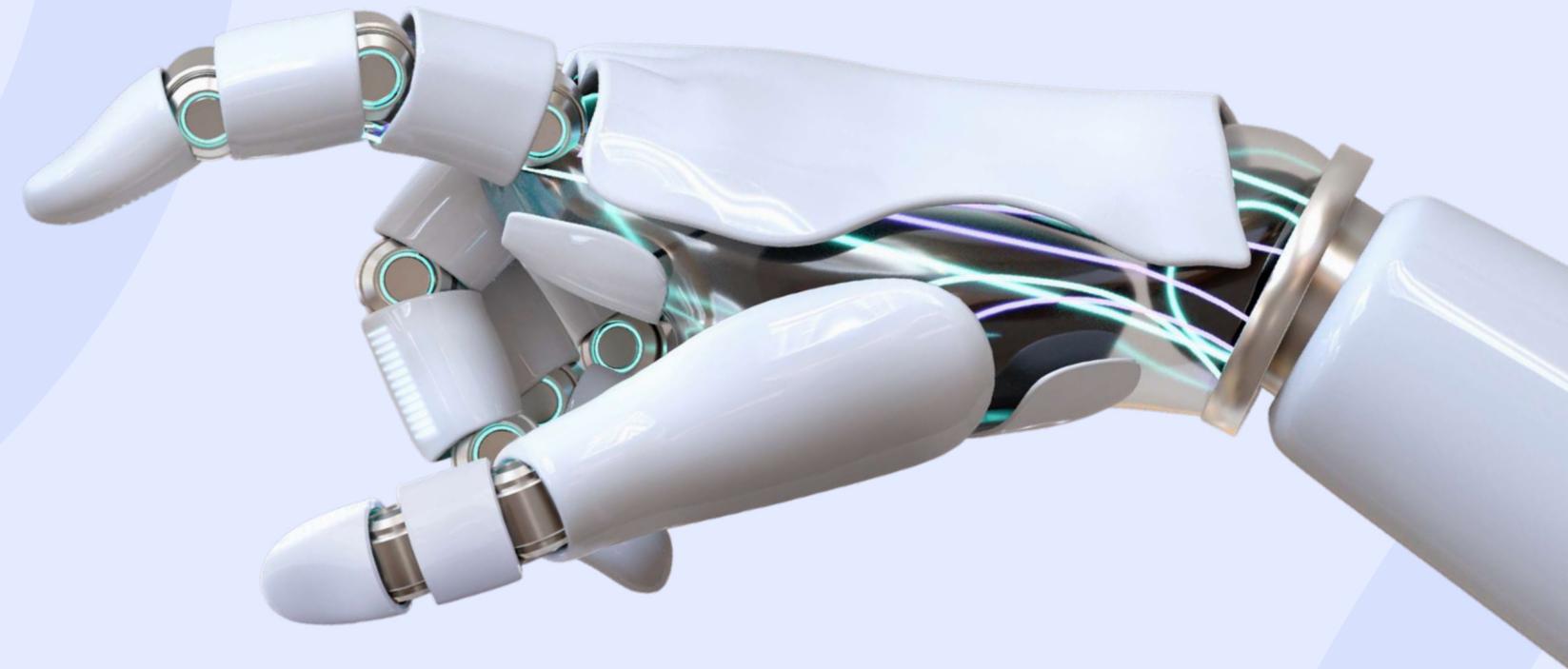
What we do

- AI & Chatbots (customer support, tender monitoring, sales enablement)
- Custom Software & Applications (web, mobile, platforms)
- System Integration (ERP, CRM, e-commerce, cloud)
- DevOps, Cloud, Security, CI/CD
- Business Process Automation & Data Analytics
- IT Outsourcing & Outstaffing, IT Team Training

Why us

- Proven, multi-industry case portfolio
- Full-cycle delivery: from analysis to support
- High craftsmanship at competitive cost

How we work



01

Discovery & Quick Audit (1-2 weeks)

Deliverable: Audit + ROI hypotheses + draft roadmap.

02

Opportunity Map & Prioritization

Gate: scope, budget, timeline aligned.

03

Solution Design & Architecture

Deliverable: Architecture doc + delivery plan.

04

Pilot (MVP) & Validation

Gate: 2-4 week MVP with clear success criteria; UAT and feedback.

05

Build & Integrate (Agile)

Deliverables: Releases + tests + runbooks.

06

Launch & Enablement

Deliverables: Knowledge base + admin guides + handover.

07

Measure & Optimize

Deliverable: 30/60/90 improvement reports.

08

Support & Scale

Collaboration Model

Your Product Owner + our PM/ Tech Lead; agile work process

Case #1

Cbonds: Platform Upgrade for Bond Markets

Geography

Europe
(bond markets)

Company

Cbonds – major financial data provider for Emerging markets bonds.



Project Goal

Real-time performance at scale; trader-friendly UI/UX; faster/accurate yield & duration tools.

Actions

- architecture audit & rewrite;
- optimized real-time storage;
- UI/UX redesign;
- full rewrite of yield calculator;
- caching & parallel computation.

Achieved Results

A few months after release, the platform showed tangible improvements:

1. System response time decreased by more than 3x.
2. Work with the yield calculator became interactive and flexible: scenario calculations take seconds.
3. Users note that the new version is much clearer and faster — the number of interface complaints has halved.
4. Thanks to the new architecture, the system now scales easily and is ready for further development.

Our conclusion

“With the new platform, our work changed radically: data loads instantly, the interface became clear, and we finally stopped receiving constant negative feedback from frustrated clients. This allowed us to increase investors’ confidence in the tool.

Maria, Head of the API Group at Cbonds



Case #2

Migros Turkey: Forecasting That Cuts Costs & OOS

Geography

Turkey (subsidiary of Switzerland's Migros).

Project Goal

Improve forecast accuracy & adaptability; speed up computation; deliver measurable warehouse economics.

Achieved Results

1. **+18%** forecast accuracy across key product categories.
2. **-12%** storage costs thanks to reduced overstock.
3. **-9%** out-of-stock cases, directly increasing sales and customer satisfaction.

Company

Migros Turkey – one of the country's leading retailers.

MIGROS

Actions

- model/architecture audit;
- modern ML with seasonality/holiday/weather/promotions;
- unified POS/ERP/marketing/supplier data;
- WMS embedding with dashboards/recommendations.

Client Testimonial

“After implementing the updated predictive model, we saw changes fairly quickly. Forecast accuracy for key categories rose by nearly 20%, and storage costs decreased by double-digit figures.

Warehouse leaders and category managers see forecasts in dashboards and can make decisions faster and with greater confidence. As a result, the supply chain operates more smoothly, and customers notice that the products they need are more often in stock. The economic effect is obvious: fewer excess stocks, fewer losses, more satisfied customers.

Ahmad, Director of Logistics at Migros Turkey



Case #3

Esselunga: Computer Vision from Shelf to Checkout

Geography

Italy

Project Goal

Reduce losses at self-checkouts (incorrect scans) and improve availability control for fruit & vegetables.

Business Impact

Business Impact. End-to-end transparency **“shelf → checkout”**, demonstrable pilot value, foundation for network-wide scaling.

Company

Esselunga – one of Italy’s largest retailers; CV partner: Garpix (10+ projects in the stack).



Actions

- process audit;
- unified CV system:
- shelf recognition (displays/gaps) + checkout cross-check (“scanned vs. in frame”);
- embedded into real retail processes.

Our conclusion

“ We proved that the solution works in practice and delivers value. By the end of the project, the client had a foundation for scaling across the entire network, and we had a solid base for further collaboration in different countries.

Oleg Tukmachev, CEO WeAreWay



Case #4 Tender Monitoring Automation

Geography

United Kingdom

Company

UK-based firm operating at the intersection of recruitment and tenders

Project Goal

Eliminate manual monitoring across dozens of portals, reduce duplicates/noise, accelerate reporting/decision-making.

Actions

- rapid diagnostic;
- legal-first data collection;
- PostgreSQL with deduplication + integrity checks; synonym expansion via AI;
- simple UI;
- alerts 4×/day.

Achieved Results after 2 months

1. Time spent on monitoring fell **from ~15 hours per week to zero**, and specialists spent less than an hour reviewing tender information;
2. Alerts (urgent notifications about tenders and vacancies) **arrived 4 times a day** and enabled analysis almost immediately after publication;
3. The duplicate rate fell **from 20% to 7%**;

Our conclusion

“ The true goal of automation is not to replace people, but to free up their time for tasks that require a human.

Oleg Tukmachev,
CEO WeAreWay.



Case #5 AI Agents for SDR Productivity (Mid-Sized Tech)

Geography

Berlin, Germany

Project Goal

Remove **~70%** SDR admin work; speed up responses; shorten **45-day** sales cycle; lift team NPS

Company

Technology services firm, **~120 employees**

Actions

- 24/7 lead-capture bot;
- automated personalized follow-ups (-90% manual outreach);
- ML-based lead scoring;
- AI scheduling;
- seamless CRM/email/calendar integration

Achieved Results

Metric	Before AI	After AI	Impact
Time spent on repetitive tasks	~70%	~20%	>50% reduction
Qualified leads per SDR/week	10	24	140 %
Initial meeting response time	48 hours	<2 hours	96% faster
Sales cycle length	45 days	32 days	29% shorter
SDR team NPS (internal)	6.2/10	8.5/10	Higher satisfaction

Client Testimonial

“WeAreWay’s implementation transformed our SDR team. AI took over the repetitive tasks, allowing our reps to focus on meaningful client interactions. Within one month, qualified leads doubled, and team morale improved significantly.”

Director of Sales



Ket takeaways

50%+ reduction in manual SDR workload

140% increase in qualified leads per week

30% faster sales cycle

Significant uplift in team satisfaction and engagement

Case #6 Reviving a Dormant Lead Base with AI Personalization

Geography

Switzerland

Project Goal

Project Goal. Re-activate a large, aging database **20,000+** contacts (email/WhatsApp/firmographics) at scale, stay GDPR-compliant, avoid headcount growth.

Business Impact

Scalable personalization for **10k+** records; pipeline re-activation with governance across CRM/email

Company

Private jets
booking platform

Actions

- full data audit/validation/dedup/segmentation;
- AI enrichment with verifiable company signals;
- AI-drafted emails with human-in-the-loop review;
- tracked opens/clicks/replies;
- integrations (e.g., Clearbit/OpenAI/Mailgun).

Client Testimonial

“ Now the emails feel alive – personalized, with timely references to what’s happening at each client. Sales just reviews and clicks ‘send.’ We’re already seeing more replies and noticeably warmer conversations. For us, this isn’t just another CRM module – it’s a working tool that brings our database back to life.

Anna, Head of Sales



Case #7

Logistics (Bavaria): AI-First Customer Service

Geography

Bavaria, Germany

Project Goal

Lower support costs and peak load, increase first-contact resolution and customer satisfaction, and cut handle time and repeat contacts.

Business Impact (Month 1)

>40% automated end-to-end; FRT **~2x faster** (down to **minutes**); CSAT **7.1 → 8.5**; lower peaks & cost per contact.

Company

Small logistics company, **10+ years**, DHL partner.

Actions

- express audit;
- Phase 1 FAQ/Status (Intercom + ElevenLabs voice) for “Where is my order?”;
- Phase 2 TMS/WMS live data;
- Phase 3 intelligent escalation with full bot context; governance & KPIs (FCR, AHT, FRT, deflection).

Client Testimonial

“*When we started with WeAreWay, I expected to save agent time and avoid extra hiring as volumes grew. That’s exactly what happened.*

In the first weeks, over 40% of requests were handled automatically. First response time halved, which is critical for us—especially during peaks. The team stopped burning energy on repetitive questions and focused on complex cases and VIP clients.

Gustav. Owner



Case #8 FinchTrade: Keeping the Crypto Fee In-House

Geography

Europe (scale to EU & US; clients in EU/ CIS/Middle East).

Project Goal

Keep the acquiring **1–3%** crypto fee inside the company while staying fully compliant (EU AML/KYC, Travel Rule).

Business Impact (1-month pilot)

Merchant fee **↓ by >50%**; confirmation times **down to minutes**; transparent analytics across flows.

Company

FinchTrade – European fintech for **USDT/USDC** and other digital assets; monthly turnover **tens of millions of dollars**.

Actions

- direct USDT/USDC processing (no conversion);
- direct routing (no extra wallets);
- unified confirmations layer;
- AML/KYC + Travel Rule **pre-blockchain**;
- REST with distributed queues & stepwise logging

Client Testimonial

“ For us it was fundamentally important to scale in the EU and US without sanctions risks and without losing margin. WeAreWay’s solution allowed us to keep the fee inside the company while complying with regulatory standards. We didn’t just save money – we gained control and confidence in growth.”

Stanislav, Head of BizDev, FinchTrade



Case #9 Eastern European Fashion Retailer: From Feedback Chaos to Growth System

Geography

Eastern Europe

Company

A fashion network with online/offline channels; **up to 300 reviews/week** from dozens of sources; **7-10 days** analytics lag; **up to 25%** unprocessed.

Project Goal

Aggregate/structure feedback, remove delays/manual labeling, deliver timely analytics to leadership.

Actions

- direct DB feed (no duplicates/losses);
- auto-classification with confidence thresholds + manual queue for low-confidence;
- manager dashboard;
- 6-month retraining cadence.

Achieved Results

1. **70%** of reviews were classified automatically.
2. Time spent on “borderline” cases decreased **3x**.
3. Leaders had access to **daily analytics** instead of a weekly report.
4. The number of repeated comments fell by **15%**.
5. **CSAT** increased from **7.2 to 8.1**

Our conclusion

“ This case shows that automating feedback monitoring and analytics is a solvable task. Such a product is in high demand among large retail chains, clinic networks, and companies that place strong emphasis on Customer Success management. For the business, this means lower costs and more satisfied customers. Aurora Retail learned to hear its buyers – and that became its competitive advantage.

Oleg Tukmachev,
CEO WeAreWay.



 WeAreWay

Contact & Next Step

See where AI and custom software can deliver results.
→ Book a 30-minute call

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