

Avorin Services Overview

Avorin LTD
Company No. 16571315
hello@avorin.co.uk
+44 7586542427
www.avorin.co.uk

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1 Digital Strategy & Technical Consultancy

We partner with businesses to align technology with goals, delivering strategic clarity and operational efficiency through ongoing consultancy and tailored architecture.

- **Technology Strategy & Digital Transformation**

We evaluate your current systems and help implement modern, scalable solutions that align with business growth

- **Digital Maturity Audits**

Full-stack review of your current systems, workflows, and tools to uncover technical debt, bottlenecks, and opportunities for automation.

- **Vendor Selection**

Guidance in choosing the right SaaS, open-source, or custom-built solution to balance flexibility, budget, and long-term scalability.

- **Tech Stack Benchmarking**

Compare your current stack with industry leaders across performance, security, scalability, and cost-effectiveness.

- **AI & Automation Strategy**

Custom AI/ML strategy development including LLMs, fine-tuning, embedding generation and recommendation systems.

- **Software Architecture Design**

Robust back-end and front-end system design using patterns like microservices, event-driven architecture, serverless, and edge deployments.

Why This Matters:

- Future-proofs your digital operations
- Identifies unnecessary costs and inefficiencies
- Gives clarity around the "why" behind every tool

2 Custom Software & Web Development

Modern, maintainable digital products from simple sites to enterprise-grade applications.

- **Websites & Landing Pages**

Static sites (HTML, CSS, JS), React, Next or Angular-based pages.

- **E-Commerce Platforms**

Shopify (Liquid, Hydrogen), headless commerce with Next.js/Node.js backends.

- **Progressive Web Apps (PWAs)**

Offline-capable, installable apps optimised for mobile and desktop.

- **Custom Web Applications**

SPA and MPA using React.js, Angular, Next.js with Java Spring Boot, or headless BAS

- **Mobile Applications**

- Cross-platform: Flutter, React Native
- Native: Kotlin (Android), Swift (iOS)
- Backends: Java Spring Boot, Node.js

- **Microservices Architecture**

Break monoliths into maintainable, testable services using container orchestration.

3 Systems Integration & Process Automation

- **Platform Integration**

Deep integration with ERP, CRM, CMS, LMS, MIS systems, payment gateways, analytics, and more.

- **Secure Payment Gateways**

Integration with Stripe, PayPal, Apple Pay and other PCI-DSS-compliant providers.

- **Real-Time Data Sync**

Kafka, MQTT, Redis Streams, and Webhooks for live updates and event-driven communication.

- **API & SDK Development**

RESTful or GraphQL APIs with OAuth2, token-based auth, and third-party integration layers.

- **Cloud-Based Workflows**

Serverless (AWS Lambda, GCP Cloud Functions) or event-driven systems for scalable automation.

- **Legacy System Modernisation**

Refactor or wrap legacy systems for integration with modern platforms.

4 Cloud Infrastructure, DevOps & Security

Scalable infrastructure, secure deployments, and reliable performance through modern DevOps and cloud-native practices.

- **Infrastructure as Code (IaC)**

Terraform, AWS CloudFormation, and Ansible for reproducible and scalable infrastructure.

- **CI/CD Pipeline Development**

GitHub Actions, Jenkins, GitLab CI pipelines with automated testing, staging, and blue/green deployments.

- **Containerisation & Orchestration**

Docker and Kubernetes for managing services at scale.

- **Monitoring & Observability**

Grafana and Prometheus for system health, alerting, and log aggregation.

Security & Governance

- DDoS Protection & WAF (Cloudflare, AWS Shield)
- Secrets Management (Vault, AWS Secrets Manager)
- Zero Trust & Access Control (RBAC, MFA, rate-limiting)
- Compliance Readiness – ISO 27001 and GDPR

Why This Matters:

- Reduces operational risk and recovery time

5 Enterprise Platform & Tool Development

We build powerful tools for business operations, tailored to your unique workflows.

- **ERP System Development**

Custom or open-source ERP customisation with role-based permissions, analytics, and integrations.

- **CRM/CMS Portal Development**

Frontends for customer and staff use with secure login, dashboards, and content control.

- **Database Architecture & Performance**

PostgreSQL, MySQL, MongoDB, Redis – schema design, optimisation, indexing, replication.

- **Internal Tools & Reporting Dashboards**

Admin interfaces, reporting dashboards, data visualisation using custom UIs.

6 SEO, Performance & Digital Marketing

- **Comprehensive SEO Strategy**

- On-page SEO: Meta tags, URL structuring, heading hierarchy
- Technical SEO: Core Web Vitals, schema markup, XML sitemaps, robots.txt
- Content SEO: Blog strategy, keyword clustering, LSI keywords, internal linking
- Off-page SEO: Link building, guest blogging, PR outreach, citation building
- Local SEO: GMB optimisation, local citations, review strategy

- AI-Powered SEO: NLP-based content optimization using available tools
- SEO Audits: External SEO consultant review

- **Inorganic Campaigns**

Google Ads, Facebook Ads, TikTok Ads – full-funnel campaigns

- **Social Media Marketing**

Strategy, content creation, scheduling, and analytics for Instagram, LinkedIn, TikTok, and more.

7 Design, UI/UX & Visual Identity

Design that communicates clearly, converts effectively, and aligns with your brand.

- **UI/UX Design**

Wireframes, interactive prototypes, user journeys using Figma, Adobe XD.

- **Brand Identity Design**

Logo systems, typography, brand color palette, usage guides.

- **Graphic Design**

Print and digital graphics for campaigns, reports, presentations, and more.

8 White Label Development

We build solutions for agencies and software companies who want high-quality, unbranded builds.

- **Scalable Codebases**

Clean, well-documented and extensible code that teams can hand off easily.

- **Multi-Brand Theming**

Theme-based architecture for multi-client or multi-brand deployments.

- **Silent Partnerships**

Work under NDA or as part of your internal dev team.