AI & BUSINESS AUTOMATION

Build better systems. Automate the routine. Make room to grow.

Mafaaz Tariq

Founder of MTREXA · Business automation specialist



AI agents, connected workflows and management intelligence for businesses of any size.

Selected work, original project screenshots and illustrative automation scenarios. Prepared 29 November 2026.

Three practical ways to help a business grow.

Start with one clear workflow, measure it, then expand.

Content & marketing

Build: Build a content intelligence workspace.

Automate: Collect relevant updates, remove duplicates, prepare campaign drafts and route them for approval.

Grow: Publish more consistently and measure which topics attract qualified inquiries.

Clients & growth

Build: Build a client and renewal command centre.

Automate: Track renewal dates, prioritize follow-ups, segment audiences and prepare targeted messages.

Grow: Reduce missed opportunities and help a growing team manage more relationships.

Operations & decisions

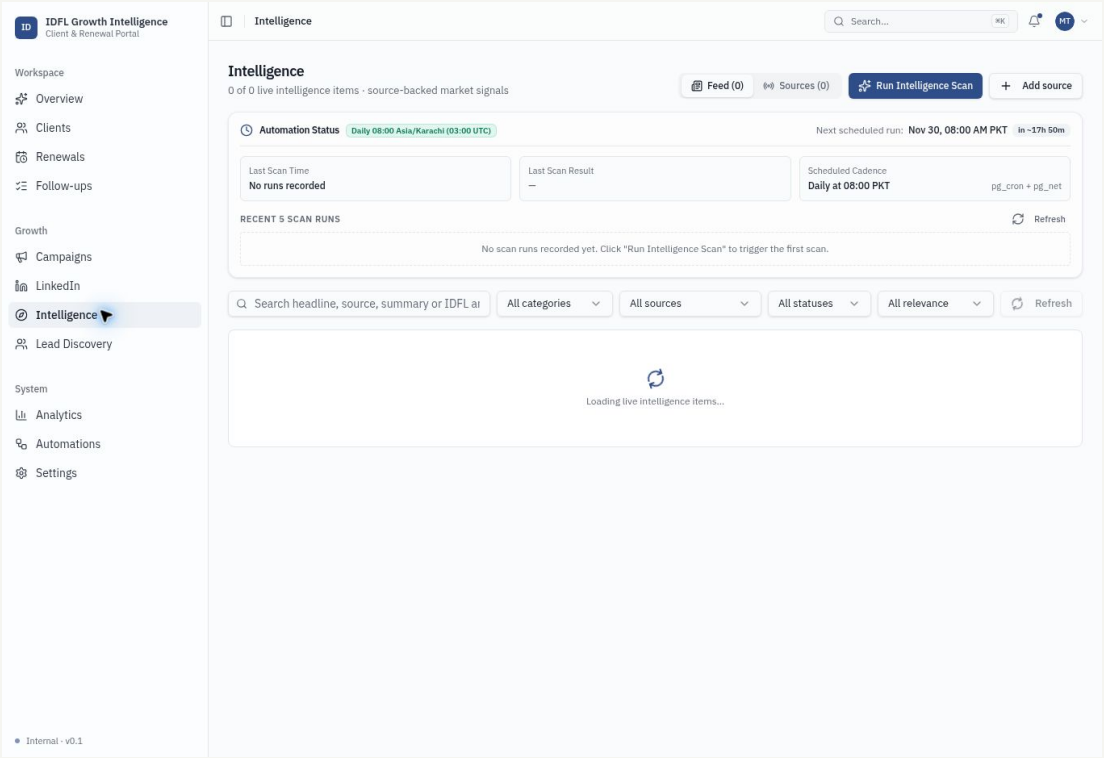
Build: Build an AI command centre over business data.

Automate: Summarize sales, inventory and receivables; flag exceptions and assign actions.

Grow: Give managers faster visibility and a repeatable way to resolve bottlenecks.

IDFL Content Intelligence

Content research → reviewed campaigns



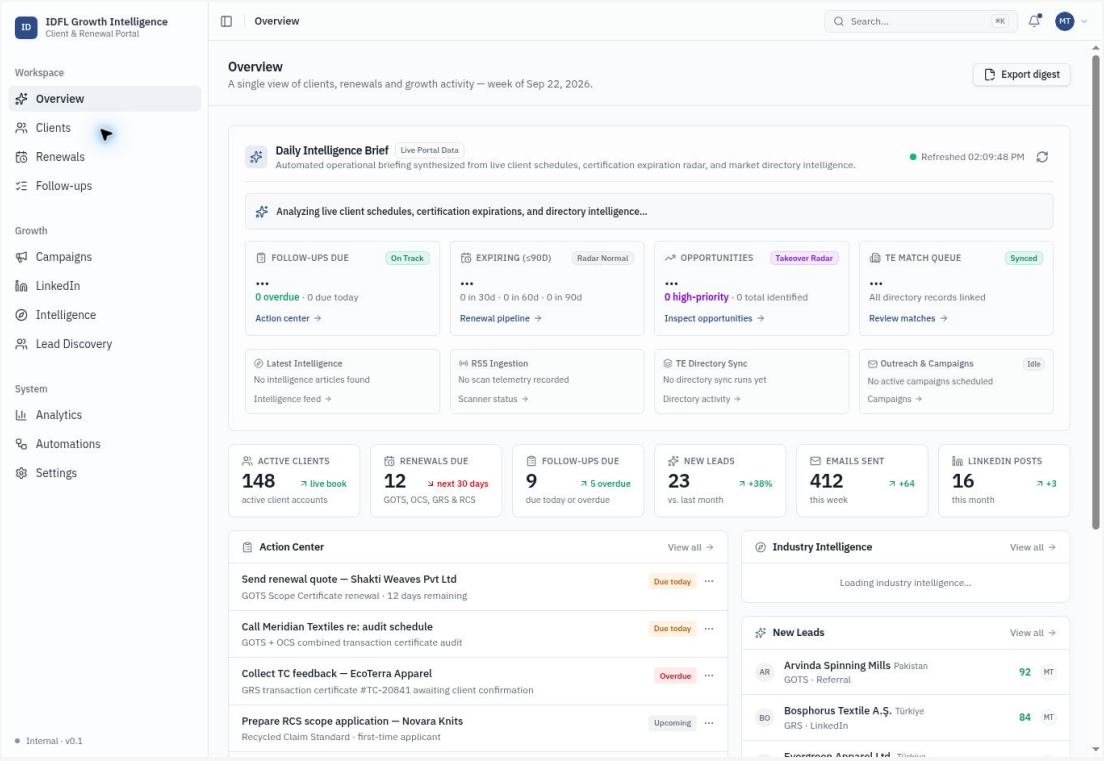
An intelligence workspace for source monitoring, relevance filtering and turning updates into useful content. Captured from the Intelligence module of the supplied Growth Compass application.

Source collection, duplicate checks, topic filtering and draft preparation can reduce repeated research. A person reviews claims and approves publication.

Original app interface captured locally. The backend was disconnected; the feed is not a demonstration of live collection.

IDFL Growth Compass

Client records → timely follow-ups



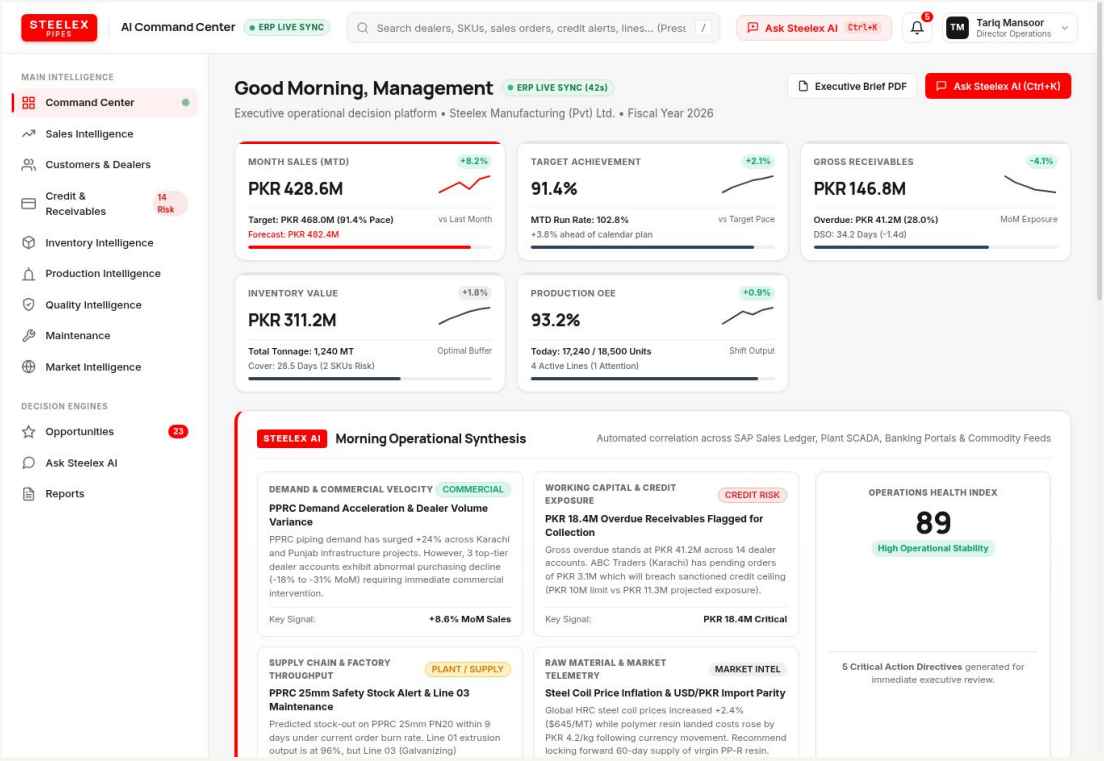
A workspace bringing client relationships, renewals, follow-ups, campaign planning and growth reporting into one place.

Renewal reminders, owner queues, audience segmentation and scheduled campaign workflows can help teams follow through consistently.

Original app capture using its built-in development/default figures. Live client records, campaign delivery and business results were not verified.

Steelex AI Command Centre

Operational signals → management action



A working interface prototype combining sales, stock, receivables and management intelligence in one command centre.

Read approved business records, highlight exceptions, summarize performance and prepare actions for accountable owners.

Original supplied frontend prototype with mock data. ERP sync indicators, AI scores and financial figures are simulated; no live ERP integration is demonstrated.

Try the work.
See the decisions.

The accompanying interactive HTML includes four local demonstrations.

Marketing intelligence

Process a fictional source, prepare a campaign and review it before simulated publication.

Lead handling

Qualify an inquiry, identify missing details and route the next action.

Invoice review

Check a fictional invoice against a purchase order, detect duplicates and route exceptions.

Executive questions

Explore calculated sales, stock and receivables indicators from fictional records.

All demo records are fictional. No AI API, message delivery, payment or ERP write occurs. Open the included HTML to interact with the demonstrations.

From one task to a connected workflow.

A practical path to implementation.

1. **Map the task**
   Agree on the owner, current workload and success measure.
2. **Connect approved data**
   Use the relevant CRM, ERP, documents or communication channels.
3. **Build a focused pilot**
   Automate a repeatable process with visible review points.
4. **Test and measure**
   Check accuracy, exceptions, completion time and team adoption.
5. **Expand what works**
   Add workflows only after the first pilot is reliable.

People stay accountable

Pricing, payments, commitments and external publication use the appropriate human approval.

Existing platforms remain the system of record. Production connectors, permissions, audit records and failure handling are implementation work; they are not established by these local prototypes.

Clear measures. Visible assumptions.

Choose a baseline before promising a result.

Marketing

Research time, approval time, qualified inquiries and campaign contribution.

Client growth

Follow-up completion, renewal coverage, response time and conversion.

Operations

Report preparation time, exception closure, stockouts and overdue balances.

Example capacity calculation

10 people × 2 repetitive hours/day × 22 days × 50% automation = 220 hours of recovered capacity per month.

This is an illustrative assumption, not a measured client result. Recovered capacity is not automatic payroll savings. The interactive calculator lets you change the assumptions.

What would you like your team to stop doing manually?

Bring one recurring task, the tools you already use and the result you want to improve.

A useful first conversation

Identify one process, one accountable owner and one measurable outcome.

Mafaaz Tariq

AI agents · Business process automation · Connected software · Executive intelligence

Discuss a pilot: mtrexa.com/contact

Instagram: @mafaaz.tariq

Portfolio screenshots show supplied interfaces, not client endorsements. Potential benefits depend on data quality, implementation and adoption.