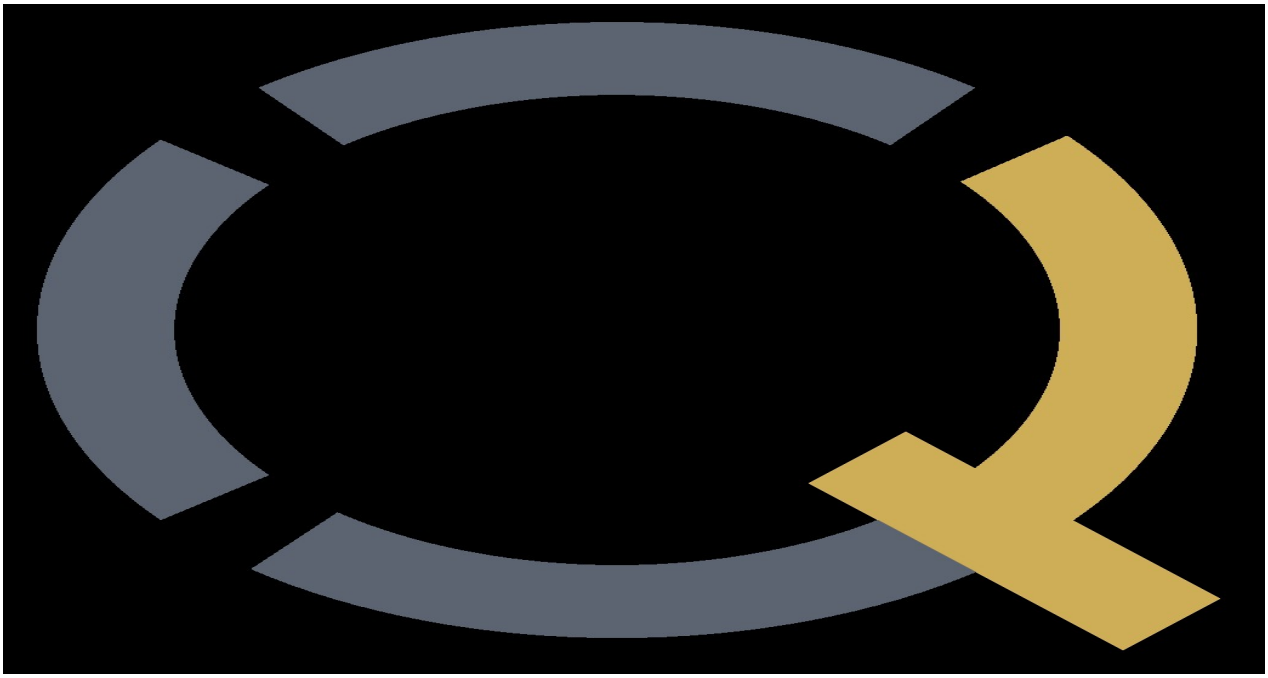


Quartate Founder Applies Six Years at Astera to AI Automation

October 05, 2026

October 05, 2026 -
Quartate has outlined how founder Farhan Ahmed Khan's six years at Astera Software inform the AI automation studio's delivery model. Following its September 1 launch, the studio is building its service around custom workflows, written acceptance tests and handover documentation for businesses that want to automate work within their existing systems.

Khan's background spans enterprise product development and, during the last three years of that experience, building with AI. According to his account supplied for this announcement, his work involved Fortune 500 companies and a major global financial institution. His professional profile is available at Farhan Ahmed Khan's LinkedIn profile. The company is not reporting client-specific results or identifying those organisations in this release.

Astera's publicly described business covers enterprise data extraction, integration and warehousing. That provides context for Khan's transition from working on data products to establishing a studio focused on individual business workflows. Quartate's assignments include quote and order processing, invoice matching, accounts receivable follow-up and extracting information from documents.

The connection between that background and the new studio is expressed through the way projects are defined. Quartate starts with the outcome a business needs and the records it already uses, then identifies a job that can be built and evaluated from beginning to end. The client's existing accounts and data form the setting for that work.

"Six years in enterprise software shaped how I think about automation: start with the business process, define success and make the work accountable," said Khan. "With Quartate, I want to make that approach more personal and accessible: one focused problem, a working solution in the client's own systems and a clear handover to their team."

The studio's five-business-day proof week is the first implementation stage. Before payment, Quartate and the client write a sentence describing what successful completion of the selected job means. At the end of the week, the working automation is assessed against that agreed criterion. A larger build is scoped separately, rather than included in the five-day assignment.

For example, a proof-week assignment could involve reading one document type and putting its information in the required destination, or checking a month of completed jobs against the relevant contracts. These examples illustrate possible scopes; they are not reports of completed deployments. The agreed assignment determines which records and business rules are relevant.

Quartate separates AI-generated proposals from checks and approvals. AI reads information and proposes actions, defined rules check those proposals against the business's records, and a person approves actions that cannot be undone. For an invoice-matching workflow, the comparison involves orders and deliveries. This describes the implementation method without claiming that AI outputs are error-free.

Engagements begin with a free 20-minute call that produces a written plan and an indicative price range. The prospective client keeps the plan whether or not a project proceeds. Standard proof weeks cost US$1,000, credited in full against a build or refunded on request. Standard builds are scoped within US$4,000 to US$20,000, with the exact fixed price provided in writing before work begins.

Clients receive written handover documentation and a recorded walkthrough so their own teams can operate the automation. Optional maintenance costs US$500 to US$2,500 per month and can be cancelled without a minimum term or notice period. This makes ongoing support a separate choice from receiving the completed work.

Quartate delivers remotely to businesses worldwide. Details about its approach are available at Quartate website. Enquiries can be directed to Farhan Ahmed Khan, founder, at farhan@quartate.com.

Quartate is an AI automation studio founded by Farhan Ahmed Khan. It develops custom AI agents for business processes within clients' existing systems, using a defined first implementation before a separately scoped build.

###

For more information about Quartate, contact the company here:QuartateFarhan Ahmed Khanfarhan@quartate.com


```
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Organization",
      "@id": "https://quartate.com/#organization",
      "name": "Quartate",
      "url": "https://quartate.com",
       "description": "Quartate is an AI automation studio. It starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today, inside the systems you already run.",
      "slogan": "Automate the repeatable. Scale the irreplaceable.",
      "email": "farhan@quartate.com",
      "logo": {
        "@type": "ImageObject",
        "@id": "https://quartate.com/#logo",
        "url": "https://quartate.com/brand/quartate-logo-300.png",
        "contentUrl": "https://quartate.com/brand/quartate-logo-300.png",
        "caption": "Quartate"
      },
      "image": { "@id": "https://quartate.com/#logo" },
      "founder": { "@id": "https://quartate.com/#farhan" },
      "areaServed": "Worldwide",
      "knowsAbout": [
        "AI automation",
        "AI agents",
        "Business process automation",
        "Quote and order processing",
        "Invoice matching",
        "Accounts receivable follow-up",
```

```
      "Document data extraction",
      "Data integration"
    ],
    "contactPoint": {
      "@type": "ContactPoint",
      "contactType": "Sales",
      "email": "farhan@quartate.com",
      "url": "https://quartate.com/#book",
      "availableLanguage": "English"
    },
    "sameAs": [
      "https://www.linkedin.com/company/quartate",
      "https://www.facebook.com/profile.php?id=61593661936818",
      "https://www.instagram.com/quartate",
      "https://x.com/quartatehq"
    ]
  },
  {
    "@type": "Person",
    "@id": "https://quartate.com/#farhan",
    "name": "Farhan Ahmed Khan",
    "jobTitle": "Founder",
    "worksFor": { "@id": "https://quartate.com/#organization" },
    "url": "https://quartate.com/about",
    "image": "https://quartate.com/founder/farhan-avatar-1x1.webp",
     "description": "Farhan Ahmed Khan spent six years at a US-based data platform company, building and shipping products for enterprise clients around the world. In the last three years his work moved to building with AI itself.",
    "sameAs": ["https://www.linkedin.com/in/farhanahmedkhan22/"]
  },
  {
    "@type": "WebSite",
    "@id": "https://quartate.com/#website",
    "url": "https://quartate.com",
    "name": "Quartate",
    "description": "AI automation studio",
    "publisher": { "@id": "https://quartate.com/#organization" },
    "inLanguage": "en"
```

```
  },
  {
    "@type": "Service",
    "@id": "https://quartate.com/#service",
    "name": "Custom AI automation builds",
    "serviceType": "AI automation",
    "provider": { "@id": "https://quartate.com/#organization" },
    "areaServed": "Worldwide",
     "description": "Custom AI agents that do the work your people do by hand today, inside the systems you already run. AI reads and proposes, plain rules check it against your own records, and a person approves anything that cannot be undone.",
    "hasOfferCatalog": {
      "@type": "OfferCatalog",
      "name": "How an engagement runs",
      "itemListElement": [
        {
          "@type": "Offer",
          "name": "The free call",
          "description": "Twenty minutes, free. You leave with a written plan and a rough price range.",
          "price": 0,
          "priceCurrency": "USD",
          "url": "https://quartate.com/#book"
        },
        {
          "@type": "Offer",
          "name": "The proof week",
             "description": "Five business days. The first working piece of your solution, built inside your own accounts and data, credited in full against the build or refunded on request.",
          "price": 1000,
          "priceCurrency": "USD",
          "url": "https://quartate.com/proof"
        },
        {
          "@type": "Offer",
          "name": "The build",
            "description": "Quoted as one fixed price, in writing, before the build starts. What you paid for the proof week comes off it.",
          "url": "https://quartate.com",
```

```
          "priceSpecification": {
            "@type": "PriceSpecification",
            "minPrice": 4000,
            "maxPrice": 20000,
            "priceCurrency": "USD"
          }
        },
        {
          "@type": "Offer",
          "name": "Keeping it running",
          "description": "Optional and monthly, cancel anytime. The written handover and recorded walkthrough mean your own team can take it over instead.",
          "url": "https://quartate.com",
          "priceSpecification": {
            "@type": "UnitPriceSpecification",
            "minPrice": 500,
            "maxPrice": 2500,
            "priceCurrency": "USD",
            "referenceQuantity": { "@type": "QuantitativeValue", "value": 1, "unitCode": "MON" }
          }
        }
      ]
    }
  },
  {
    "@type": "WebPage",
    "@id": "https://quartate.com/#webpage",
    "url": "https://quartate.com",
    "name": "Quartate · AI Automation Studio",
    "description": "Quartate starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today. The first working piece runs in a week.",
    "isPartOf": { "@id": "https://quartate.com/#website" },
    "about": { "@id": "https://quartate.com/#organization" },
    "inLanguage": "en"
  },
  {
    "@type": ["WebPage", "FAQPage"],
    "@id": "https://quartate.com/about/#webpage",
```

```
"url": "https://quartate.com/about",
"name": "About · Quartate",
"description": "Quartate is an AI automation studio founded by Farhan Ahmed Khan. It starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today.",
"isPartOf": { "@id": "https://quartate.com/#website" },
"about": [
 { "@id": "https://quartate.com/#organization" },
 { "@id": "https://quartate.com/#farhan" }
],
"inLanguage": "en",
"mainEntity": [
 {
  "@type": "Question",
  "name": "What is Quartate?",
  "acceptedAnswer": {
   "@type": "Answer",
    "text": "Quartate is an AI automation studio. It starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today, inside the systems you already run. It checks their work against your records, and a person approves anything that cannot be undone. The founder's background is data: six years at a US-based data platform company, building and shipping products for enterprise clients around the world."
  }
 },
 {
  "@type": "Question",
  "name": "What does Quartate build?",
  "acceptedAnswer": {
   "@type": "Answer",
    "text": "Custom AI agents that do the work your people do by hand today, inside the systems you already run. The jobs asked for most include logging enquiries alongside each customer's history, pricing quotes from the right list, matching invoices to orders and deliveries, chasing overdue invoices, assembling the Friday report, and turning paperwork into a searchable database."
  }
 },
 {
  "@type": "Question",
  "name": "How does an engagement with Quartate start?",
  "acceptedAnswer": {
```

```
        "@type": "Answer",
        "text": "With a free twenty-minute call, and the client keeps the written plan either way. Then a proof week: the first working piece of the solution, on the client's own systems, credited in full against the build."
      }
    },
    {
      "@type": "Question",
      "name": "What does Quartate charge?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "The proof week is $500 while the three founding places are open, and $1,000 once they are gone. Either way it is credited in full against the build. Builds are scoped inside $4,000 to $20,000, and the exact figure is fixed from what the proof week finds. Keeping it running afterwards is $500 to $2,500 a month at the standard rate for everyone, cancel anytime, and is optional: the written handover means a client's own team can take it over instead."
      }
    },
    {
      "@type": "Question",
      "name": "Where does Quartate work?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Quartate delivers remotely and serves clients anywhere. The price is the same wherever the business is."
      }
    }
  ]
},
{
  "@type": ["WebPage", "FAQPage"],
  "@id": "https://quartate.com/proof/#webpage",
  "url": "https://quartate.com/proof",
  "name": "The proof week · Quartate",
    "description": "See a working automation in your own accounts in five days. $1,000, or $500 while the founding places are open, credited in full against the build or refunded on request.",
  "isPartOf": { "@id": "https://quartate.com/#website" },
  "about": { "@id": "https://quartate.com/#organization" },
  "inLanguage": "en",
```

```
    "mainEntity": [
      {
        "@type": "Question",
        "name": "What is the proof week, and how big is one working piece?",
        "acceptedAnswer": {
          "@type": "Answer",
              "text": "The proof week is Quartate's paid first step: five business days in which one working automation is built inside your current accounts and data. A piece is one job, end to end, small enough that a single sentence describes it passing: one document type read and put where it belongs, or one month of completed jobs checked against the contracts that govern them. You write that sentence with us on Monday, before you pay, and Friday is measured against it."
        }
      },
      {
        "@type": "Question",
        "name": "What does the full build cost?",
        "acceptedAnswer": {
          "@type": "Answer",
          "text": "Builds are scoped inside $4,000 to $20,000. That band is on the homepage so you can decide before you ever speak to us whether this is worth a call. The free call narrows it to a rough number for your job, and the proof week settles it into one fixed price in writing, with what you paid for the week coming off it. What we will not do is turn the band into your number before anyone has seen your systems, because that is a guess and you are the one who pays when a guess is wrong."
        }
      },
      {
        "@type": "Question",
        "name": "What happens after Friday?",
        "acceptedAnswer": {
          "@type": "Answer",
          "text": "You get written handover documentation and a recorded walkthrough. You can run it yourself with nothing further to pay us, or keep us on monthly to maintain it as the business changes."
        }
      }
    ]
  },
  {
    "@type": ["WebPage", "FAQPage"],
```

```
    "@id": "https://quartate.com/founding/#webpage",
    "url": "https://quartate.com/founding",
    "name": "Founding Clients · Quartate",
     "description": "Three founding places at half price on your first build. Same build, same scope: the only thing that changes is what you pay. Starts with a $500 proof week, credited in full.",
    "isPartOf": { "@id": "https://quartate.com/#website" },
    "about": { "@id": "https://quartate.com/#organization" },
    "inLanguage": "en",
    "mainEntity": [
     {
      "@type": "Question",
      "name": "Can I leave, and what happens to the rate if I do?",
      "acceptedAnswer": {
       "@type": "Answer",
        "text": "There is no minimum term and no notice period. Keeping it running is monthly, at the same rate everybody pays, and you can stop whenever you want. The founding discount applies to the first build we do for you, so there is nothing about leaving that costs you a rate you had already earned."
      }
     },
     {
      "@type": "Question",
      "name": "What happens to the $500 if we do not build?",
      "acceptedAnswer": {
       "@type": "Answer",
        "text": "The credit runs for twelve months, so it holds against any build that starts inside a year. If you would rather have the money instead, ask at the walkthrough and you get it. The written plan from the free call is yours in either case."
      }
     }
    ]
   }
  ]
}
{
  "@context": "https://schema.org",
  "@graph": [
   {
    "@type": "Organization",
```

```
  "@id": "https://quartate.com/#organization",
  "name": "Quartate",
  "url": "https://quartate.com",
   "description": "Quartate is an AI automation studio. It starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today, inside the systems you already run.",
  "slogan": "Automate the repeatable. Scale the irreplaceable.",
  "email": "farhan@quartate.com",
  "logo": {
    "@type": "ImageObject",
    "@id": "https://quartate.com/#logo",
    "url": "https://quartate.com/brand/quartate-logo-300.png",
    "contentUrl": "https://quartate.com/brand/quartate-logo-300.png",
    "caption": "Quartate"
  },
  "image": { "@id": "https://quartate.com/#logo" },
  "founder": { "@id": "https://quartate.com/#farhan" },
  "areaServed": "Worldwide",
  "knowsAbout": [
    "AI automation",
    "AI agents",
    "Business process automation",
    "Quote and order processing",
    "Invoice matching",
    "Accounts receivable follow-up",
    "Document data extraction",
    "Data integration"
  ],
  "contactPoint": {
    "@type": "ContactPoint",
    "contactType": "Sales",
    "email": "farhan@quartate.com",
    "url": "https://quartate.com/#book",
    "availableLanguage": "English"
  },
  "sameAs": [
    "https://www.linkedin.com/company/quartate",
    "https://www.facebook.com/profile.php?id=61593661936818",
    "https://www.instagram.com/quartate",
```

```
      "https://x.com/quartatehq"
    ]
  },
  {
    "@type": "Person",
    "@id": "https://quartate.com/#farhan",
    "name": "Farhan Ahmed Khan",
    "jobTitle": "Founder",
    "worksFor": { "@id": "https://quartate.com/#organization" },
    "url": "https://quartate.com/about",
    "image": "https://quartate.com/founder/farhan-avatar-1x1.webp",
     "description": "Farhan Ahmed Khan spent six years at a US-based data platform company, building and shipping products for enterprise clients around the world. In the last three years his work moved to building with AI itself.",
    "sameAs": ["https://www.linkedin.com/in/farhanahmedkhan22/"]
  },
  {
    "@type": "WebSite",
    "@id": "https://quartate.com/#website",
    "url": "https://quartate.com",
    "name": "Quartate",
    "description": "AI automation studio",
    "publisher": { "@id": "https://quartate.com/#organization" },
    "inLanguage": "en"
  },
  {
    "@type": "Service",
    "@id": "https://quartate.com/#service",
    "name": "Custom AI automation builds",
    "serviceType": "AI automation",
    "provider": { "@id": "https://quartate.com/#organization" },
    "areaServed": "Worldwide",
     "description": "Custom AI agents that do the work your people do by hand today, inside the systems you already run. AI reads and proposes, plain rules check it against your own records, and a person approves anything that cannot be undone.",
    "hasOfferCatalog": {
      "@type": "OfferCatalog",
      "name": "How an engagement runs",
```

```
    "itemListElement": [
     {
       "@type": "Offer",
       "name": "The free call",
       "description": "Twenty minutes, free. You leave with a written plan and a rough price range.",
       "price": 0,
       "priceCurrency": "USD",
       "url": "https://quartate.com/#book"
     },
     {
       "@type": "Offer",
       "name": "The proof week",
          "description": "Five business days. The first working piece of your solution, built inside your own accounts and data, credited in full against the build or refunded on request.",
       "price": 1000,
       "priceCurrency": "USD",
       "url": "https://quartate.com/proof"
     },
     {
       "@type": "Offer",
       "name": "The build",
          "description": "Quoted as one fixed price, in writing, before the build starts. What you paid for the proof week comes off it.",
       "url": "https://quartate.com",
       "priceSpecification": {
         "@type": "PriceSpecification",
         "minPrice": 4000,
         "maxPrice": 20000,
         "priceCurrency": "USD"
       }
     },
     {
       "@type": "Offer",
       "name": "Keeping it running",
       "description": "Optional and monthly, cancel anytime. The written handover and recorded walkthrough mean your own team can take it over instead.",
       "url": "https://quartate.com",
       "priceSpecification": {
```

```
          "@type": "UnitPriceSpecification",
          "minPrice": 500,
          "maxPrice": 2500,
          "priceCurrency": "USD",
          "referenceQuantity": { "@type": "QuantitativeValue", "value": 1, "unitCode": "MON" }
        }
      }
    ]
  }
},
{
  "@type": "WebPage",
  "@id": "https://quartate.com/#webpage",
  "url": "https://quartate.com",
  "name": "Quartate · AI Automation Studio",
   "description": "Quartate starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today. The first working piece runs in a week.",
  "isPartOf": { "@id": "https://quartate.com/#website" },
  "about": { "@id": "https://quartate.com/#organization" },
  "inLanguage": "en"
},
{
  "@type": ["WebPage", "FAQPage"],
  "@id": "https://quartate.com/about/#webpage",
  "url": "https://quartate.com/about",
  "name": "About · Quartate",
    "description": "Quartate is an AI automation studio founded by Farhan Ahmed Khan. It starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today.",
  "isPartOf": { "@id": "https://quartate.com/#website" },
  "about": [
    { "@id": "https://quartate.com/#organization" },
    { "@id": "https://quartate.com/#farhan" }
  ],
  "inLanguage": "en",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is Quartate?",
```

"acceptedAnswer": {
"@type": "Answer",
"text": "Quartate is an AI automation studio. It starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today, inside the systems you already run. It checks their work against your records, and a person approves anything that cannot be undone. The founder's background is data: six years at a US-based data platform company, building and shipping products for enterprise clients around the world."
}
},
{
"@type": "Question",
"name": "What does Quartate build?",
"acceptedAnswer": {
"@type": "Answer",
"text": "Custom AI agents that do the work your people do by hand today, inside the systems you already run. The jobs asked for most include logging enquiries alongside each customer's history, pricing quotes from the right list, matching invoices to orders and deliveries, chasing overdue invoices, assembling the Friday report, and turning paperwork into a searchable database."
}
},
{
"@type": "Question",
"name": "How does an engagement with Quartate start?",
"acceptedAnswer": {
"@type": "Answer",
"text": "With a free twenty-minute call, and the client keeps the written plan either way. Then a proof week: the first working piece of the solution, on the client's own systems, credited in full against the build."
}
},
{
"@type": "Question",
"name": "What does Quartate charge?",
"acceptedAnswer": {
"@type": "Answer",
"text": "The proof week is $500 while the three founding places are open, and $1,000 once they are gone. Either way it is credited in full against the build. Builds are scoped inside $4,000 to $20,000, and the exact figure is fixed from what the proof week finds. Keeping it running afterwards is $500 to $2,500 a month at the standard rate for everyone, cancel anytime, and is optional: the written handover means a client's own

```
team can take it over instead."
        }
       },
       {
        "@type": "Question",
        "name": "Where does Quartate work?",
        "acceptedAnswer": {
         "@type": "Answer",
          "text": "Quartate delivers remotely and serves clients anywhere. The price is the same wherever the business is."
        }
       }
     ]
   },
   {
    "@type": ["WebPage", "FAQPage"],
    "@id": "https://quartate.com/proof/#webpage",
    "url": "https://quartate.com/proof",
    "name": "The proof week · Quartate",
     "description": "See a working automation in your own accounts in five days. $1,000, or $500 while the founding places are open, credited in full against the build or refunded on request.",
    "isPartOf": { "@id": "https://quartate.com/#website" },
    "about": { "@id": "https://quartate.com/#organization" },
    "inLanguage": "en",
    "mainEntity": [
     {
      "@type": "Question",
      "name": "What is the proof week, and how big is one working piece?",
      "acceptedAnswer": {
       "@type": "Answer",
            "text": "The proof week is Quartate's paid first step: five business days in which one working automation is built inside your current accounts and data. A piece is one job, end to end, small enough that a single sentence describes it passing: one document type read and put where it belongs, or one month of completed jobs checked against the contracts that govern them. You write that sentence with us on Monday, before you pay, and Friday is measured against it."
        }
       },
       {
```

```
        "@type": "Question",
        "name": "What does the full build cost?",
        "acceptedAnswer": {
          "@type": "Answer",
          "text": "Builds are scoped inside $4,000 to $20,000. That band is on the homepage so you can decide before you ever speak to us whether this is worth a call. The free call narrows it to a rough number for your job, and the proof week settles it into one fixed price in writing, with what you paid for the week coming off it. What we will not do is turn the band into your number before anyone has seen your systems, because that is a guess and you are the one who pays when a guess is wrong."
        }
      },
      {
        "@type": "Question",
        "name": "What happens after Friday?",
        "acceptedAnswer": {
          "@type": "Answer",
          "text": "You get written handover documentation and a recorded walkthrough. You can run it yourself with nothing further to pay us, or keep us on monthly to maintain it as the business changes."
        }
      }
    ]
  },
  {
    "@type": ["WebPage", "FAQPage"],
    "@id": "https://quartate.com/founding/#webpage",
    "url": "https://quartate.com/founding",
    "name": "Founding Clients · Quartate",
    "description": "Three founding places at half price on your first build. Same build, same scope: the only thing that changes is what you pay. Starts with a $500 proof week, credited in full.",
    "isPartOf": { "@id": "https://quartate.com/#website" },
    "about": { "@id": "https://quartate.com/#organization" },
    "inLanguage": "en",
    "mainEntity": [
      {
        "@type": "Question",
        "name": "Can I leave, and what happens to the rate if I do?",
        "acceptedAnswer": {
          "@type": "Answer",
```

"text": "There is no minimum term and no notice period. Keeping it running is monthly, at the same rate everybody pays, and you can stop whenever you want. The founding discount applies to the first build we do for you, so there is nothing about leaving that costs you a rate you had already earned."
}
},
{
"@type": "Question",
"name": "What happens to the $500 if we do not build?",
"acceptedAnswer": {
"@type": "Answer",
"text": "The credit runs for twelve months, so it holds against any build that starts inside a year. If you would rather have the money instead, ask at the walkthrough and you get it. The written plan from the free call is yours in either case."
}
}
]
}
]
}

Quartate

Quartate is an AI automation studio. It starts with the outcome your business needs, then builds custom AI agents that do the work your people do by hand today, inside the systems you already run.

Website: https://quartate.com

Email: farhan@quartate.com

