



Gruntflow Expands Multi-Agent Orchestration Practice as Four Autonomous Systems Reach Production

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Gruntflow, an AI agents and workflow automation firm, has confirmed that four multi-agent orchestration systems it engineered are now operating in production. The systems run across lead acquisition, marketing operations, real-time voice, and field service dispatch.

Gruntflow builds what it describes as operational substrate. Instead of conversational interfaces, the firm engineers the orchestration, state management, and recovery logic that sits underneath them. Its stated position is that most commercial AI products are, in the company's words, a chat box wrapped around someone else's API.

The AI agent development company was founded by Munhib Asrar and Humza Ahsan, both economics graduates of the Institute of Business Administration in Karachi. Neither came from a traditional engineering track. Asrar previously ran a marketing agency. Ahsan worked in sales.

Gruntflow documents each production system publicly. The figures below are reported by the company. NORTHWIND monitors 94 public sources for buying intent and hands qualified conversations to human sales

representatives. Gruntflow reports roughly 124,000 signals processed per week and a median detection latency of 14 milliseconds, with 11 active operators. MERIDIAN is a content production engine coordinated by a single planner agent directing six specialist agents. The company reports steady-state throughput of approximately 140 assets per week across Meta, X, and LinkedIn. ATRIUM is a real-time voice platform with a reported median turn latency below 480 milliseconds, support for 12 languages, and conversational memory that persists across calls. BASELINE is a field service operations platform built for HVAC firm CoolDesk. Gruntflow reports it coordinates 600 technicians across 14 regions under eight enforced lifecycle states, at a reported 99.6 percent service level.

Each system includes an audit trail and a reversal path. Gruntflow states that every automated action is logged, attributable, and can be undone by a named human operator.

Gruntflow's public position is that the shortage in enterprise automation is judgment rather than technical capability. "Engineers can build almost anything you ask them to," Asrar said. "The harder question is which process is worth automating and which one should be left alone. We get that wrong less often now because we spent the early years working with small businesses, where a bad call is visible within a week."

The company traces its origin to a reconciliation process at a large Pakistani packaging firm, described to the founders by a friend who worked there. A single spreadsheet was passed between six people over email, one at a time. A shared document would have resolved it in an afternoon. The founders have said the barrier was not budget or software, but that nobody had asked why the process worked that way.

"If a system is not fast, obvious, and trustworthy in the first week, people quietly stop using it," Asrar said. "It does not matter how well it was engineered underneath. We plan for that now instead of arguing with it."

Gruntflow accepts a maximum of two new systems per quarter. Prospective clients submit a written brief rather than completing a lead form. The company states that a principal responds within 48 hours with a written read of the problem, an architecture sketch, and either an acceptance or a referral elsewhere.

Engagements run a minimum of six weeks, with 8 to 14 weeks typical to a first stable production deployment. Infrastructure code is delivered into the client's own repository. The firm deploys to AWS, Google Cloud, or on-premises environments.

Gruntflow also operates a standing offer to build systems at no cost for nonprofit organisations working in education. The company asks only that applicants identify themselves as an education NGO when they make contact.

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GruntFlow

Gruntflow is an AI agents and workflow automation firm specialising in multi-agent orchestration, state-driven workflow automation, and systems integration.

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