

TECH STYLE LTD

TECH-STYLE.CO

PRODUCT BROCHURE

TrustList: Product Brochure

The B2B discovery and procurement intelligence platform: 68,000+ companies and 8,500+ products, screened reviews, and rankings nobody can buy.

WHAT IS INSIDE

- Choosing business software is mostly guesswork
- Shortlist with confidence
- Be found by buyers who are already comparing
- The rules that make the data worth reading
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Find software and services you can trust. TrustList is a global B2B discovery and procurement intelligence platform where buyers compare vendors on evidence, and paying TrustList does not move a vendor up.

Choosing business software is mostly guesswork

Every vendor site says the same thing. Review sites rank whoever advertises. Analyst reports cost more than the software. So most procurement decisions come down to a shortlist someone half-remembered from a conference.

TrustList exists to replace that with evidence. It brings together verified company information, community and professional reviews, awards, rankings and market intelligence in one place, so a shortlist can be defended with evidence.

Buyers use it free. Vendors get a portal to claim and maintain their listing, prove their credentials and reach buyers who are actively comparing.

Listings	68,000+ companies and 8,500+ products to compare (October 2026)
Reviews	Screened, with a Verified badge for a confirmed work email or an invitation
Rankings	Ordered by a published score, in quarterly editions, and never sold
Cost to buyers	Free, with no gated shortlist

FOR BUYERS

Shortlist with confidence

Everything a buyer needs to go from "we need a CRM" to a defensible three-vendor shortlist.

Category browsing

Explore by category, from IT management, CRM and lead management to accounting, LIMS and business management, across 700 categories.

Side-by-side comparison

Put up to four candidates next to each other and compare ratings, pricing and key facts in one view.

Screened reviews

Every review is screened before it counts. A reviewer who confirms a work email, or who came by invitation, gets a Verified badge, and verified reviews carry more weight.

Rankings & awards

Category rankings ordered by the TrustList Score and published as quarterly editions. The first TrustList Awards are open for entries, free, and will be decided in 2027 by a panel against criteria published in advance.

AI model leaderboard

A scored ranking of AI models, marked beta (120 ranked and 29 benchmarked in October 2026). It covers a fast-moving category that traditional directories ignore.

Launches

A feed of newly launched products, so buyers see what's arrived since the last time they evaluated the market.

Quote requests

Ask one listing for a demo or a quote, or post a request to the open requests board for matching providers to answer. Your contact details go to a provider only after you confirm your email.

Buyer guides

Category context explaining what actually differentiates products, so the comparison columns mean something.

FOR VENDORS**Be found by buyers who are already comparing**

The vendor portal turns a passive directory entry into a channel you control.

Claim & verify your listing

Take ownership of your company profile, confirm your details and carry a verification signal buyers can see.

Maintain your profile

Keep positioning, features, categories and media current, instead of leaving buyers to read a stale third-party summary.

Invite customer reviews

Invite your customers to review you, so genuine advocacy is visible and attributable. Invitations come with the paid vendor plans.

Receive qualified leads

Leads come from buyers actively evaluating your category, on the higher vendor plans or as a pay-per-lead add-on.

Launch announcements

Publish new products and releases into the Launches feed to reach buyers at the moment they're looking.

Market intelligence

See how your category is rated and ranked, where you sit against the alternatives buyers consider, and what would raise your listing's ranking.

HOW TRUST WORKS**The rules that make the data worth reading**

A review platform is only as good as what it refuses to sell. These are the constraints TrustList operates under.

TrustList trust and verification model

Review verification	Every review is screened before it counts. Reviewers who confirm a work email address, or who came by direct invitation, carry a Verified badge and count for more.
Vendor influence	Vendors cannot pay to change their score, reorder organic results or remove honest criticism about them.
Ranking basis	Rankings are ordered by the TrustList Score, a number out of 100 built from published criteria such as client ratings, review volume and the checks TrustList has made. A listing gets a rank only once something about it has been checked. Sponsored slots are labelled and sit beside the ranking, and nothing paid adds points.
Vendor verification	Companies can claim their listing and be vetted for a Verified badge, both free, giving buyers a clear signal about who is actively maintaining a profile.
Buyer cost	Access is free for software buyers. Comparison, reviews and rankings are not paywalled.
Lead handling	A buyer's contact details are shared with a provider only after the buyer confirms their email.

WHAT'S INSIDE

Explore the platform

The main sections of trustlist.uk, and what each one is for.

Categories

The structured index of the market: browse software and IT services by what they actually do.

Launches

Newly listed and newly released products, surfaced as they arrive.

AI models

A scored leaderboard of leading AI models, kept current as the field moves.

Write a review

The review flow, open to practitioners with real experience of a product, with verification for those who confirm a work email.

Vendor portal

Claim a listing, maintain a profile, invite reviews and manage incoming quote requests.

Comparison

Build a side-by-side view of shortlisted products before you commit to a demo cycle.

RELATED

Other products

OPEN-SOURCE ERP

Rutba ERP

A modular business platform: 22 apps on one Strapi API.

MEDIA INFRASTRUCTURE**Media FileServer**

The origin server behind TrustList's images.

EMAIL DELIVERY**Rutba MTA**

Reputation-aware relay middleware that TrustList's mail goes through.

CONTACT**Talk to us**

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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