



GENIALCLOUD PROJ

All-in-One Cloud ERP, CRM & Project Platform — Empowered by AI

WHITE PAPER · EDITION 2026

How Genialcloud Proj Unifies Manufacturing, Projects, Finance & CRM in a Single Cloud Platform, Empowered by AI

Designed for the Modern IT Director · Modern C-Level Leader · Modern Business

2026 | For Modern C-Level Executives, IT Directors & Operations Leaders

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Executive Summary

This white paper is written for the Modern IT Director and the Modern C-Level Leader, people who understand that the technology choices they make today define the competitive position of their business for the next decade. Not the IT Director who manages infrastructure. The one who shapes strategy. Not the CEO who reviews reports. The one who wants real-time intelligence to lead with clarity.

Modern businesses are drowning in disconnected systems. Finance runs on one platform, sales on another, production planning on a third, and none of them talk to each other without expensive integrations that break every time a vendor releases an update. The result is not just inefficiency. It is strategic blindness: decisions made on stale data, opportunities missed because the information arrived too late.

Genialcloud Proj was built to solve this at its root. It is a full Extended ERP, CRM, and Project Management platform, designed from the ground up as a unified cloud system connecting every dimension of your business: accounting, production planning, supply chain, customer relationships, project execution, time tracking, and revenue billing. And uniquely among platforms in its market segment, it is empowered by AI throughout, from demand forecasting and production planning to project risk alerts, natural language querying, and a mobile AI Agent that puts business intelligence in the hands of leaders wherever they are.

For manufacturing companies, it delivers industrial-grade MRP, MPS, and CRP planning within the same platform that manages sales orders and financial statements. For professional services companies, it provides a billing backbone connecting resource planning, timesheets, and project milestones directly to client invoicing. For every modern leader, it provides the single source of truth that transforms decision-making from reactive to proactive.

<p>6</p> <p>Module Families One unified data model</p>	<p>14+</p> <p>Functional Areas ERP · CRM · Projects · HR</p>	<p>AI</p> <p>Empowered Throughout Forecasting · Agents · Mobile</p>	<p>30+</p> <p>Years Experience Serving enterprise clients</p>
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<p>-80%</p> <p>Month-End Close Time 5 days → 1 day</p>	<p>-95%</p> <p>MRP Planning Cycle 2 days → 2 hours</p>	<p>-77%</p> <p>Billing Cycle 30 days → 7 days</p>	<p>€680K+</p> <p>Avg Annual ROI Typical payback 9-14 mo</p>
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What You Will Discover

This white paper explores what Genialcloud Proj is, how it works, how AI is woven into every layer of the platform, and why choosing Avantune as your partner is a fundamentally different experience from working with a large enterprise software vendor. It is written for the people who will use this platform to run their business, and the people who will stake their reputation on choosing it.

Whether you are a Modern IT Director evaluating your architecture roadmap, a CFO assessing total cost of ownership, a COO demanding operational visibility, or a CEO who refuses to lead from last month's data, this document is written for you.

Contents

- Executive Summary.....2
- Contents.....4
- 1. The Modern Business Challenge.....5
- 2. Cloud Architecture as Competitive Advantage.....7
- 3. Genialcloud Proj.....9
- 4. Accounting & Finance.....11
- 5. Sales, Purchase & Warehouse.....12
- 6. Production & Planning.....13
- 7. CRM, Sales & Marketing.....15
- 8. Project Management & Hour Billing.....16
- 9. HR, Attendance & Travel.....18
- 10. Connected Intelligence.....19
- 11. AI & the Intelligent Business.....21
- 12. ROI & Business Impact.....24
- 13. The Genialcloud Proj API.....27
- 14. Client Success Stories.....29
- 15. Why Avantune.....31
- Getting Started with Genialcloud Proj.....33

1. The Modern Business Challenge

Why Disconnected Systems Fail

◆ C-LEVEL

Ask any CEO, CFO, or COO what frustrates them most about their technology stack and you will hear the same answer: 'Our systems don't talk to each other.' It is the defining IT pain point of the mid-market, and it costs businesses more than they realise, in time, money, and strategic agility.

The Hidden Cost of Application Stack Fragmentation

Integration Tax

Every data handoff between systems requires either manual re-entry or a custom integration that must be maintained and rebuilt every time a vendor releases an update.

Reporting Blindness

When finance data lives in one system and production data in another, a unified view of business performance requires a data warehouse, ETL pipeline, and BI tool, each adding cost and latency.

Training Overhead

Every additional application multiplies the training burden. Users who need to operate across five systems become specialists in none.

Vendor Sprawl

Multiple vendor relationships mean multiple renewal cycles, support contracts, and price increase negotiations, and multiple points of failure.

What Modern Business Leaders Actually Need

- Real-time operational visibility across finance, supply chain, production, and customer management
- Native AI and analytics that turn transactional data into decisions, not a separate tool bolted on top
- Cloud deployment that scales without infrastructure investment
- Open APIs enabling integration with the broader technology ecosystem
- A vendor relationship built on partnership, not ticket queues and annual renewals

The Avantune Answer

Genialcloud Proj was designed as the answer: a single, unified cloud platform that replaces the application stack with an integrated system where every module shares the same data, the same business logic, and the same user experience.

A Typical Use Case: The Cost of Fragmentation

Consider a mid-size Italian manufacturer managing 150 employees, a production plant, 400 active customers, and 30 concurrent projects. They run:

- A legacy ERP for accounting and production (on-premise, version 7 years old)
- A separate CRM subscription for sales pipeline management

- Excel-based project tracking with manual timesheet entry
- A standalone HR module for payroll and attendance
- Custom-built integrations connecting three of the four, when they work

The result: month-end close takes 5 days of manual reconciliation. Project margins are unknown until the project is over. Sales orders are manually re-keyed from the CRM into the ERP. The IT Director spends 30% of their time managing integration failures.

The Genialcloud Proj Difference

With Genialcloud Proj, this company consolidates onto one platform. Month-end close becomes a one-day review. Project margins are visible in real time. Sales orders flow from CRM to production automatically.

2. Cloud Architecture as Competitive Advantage

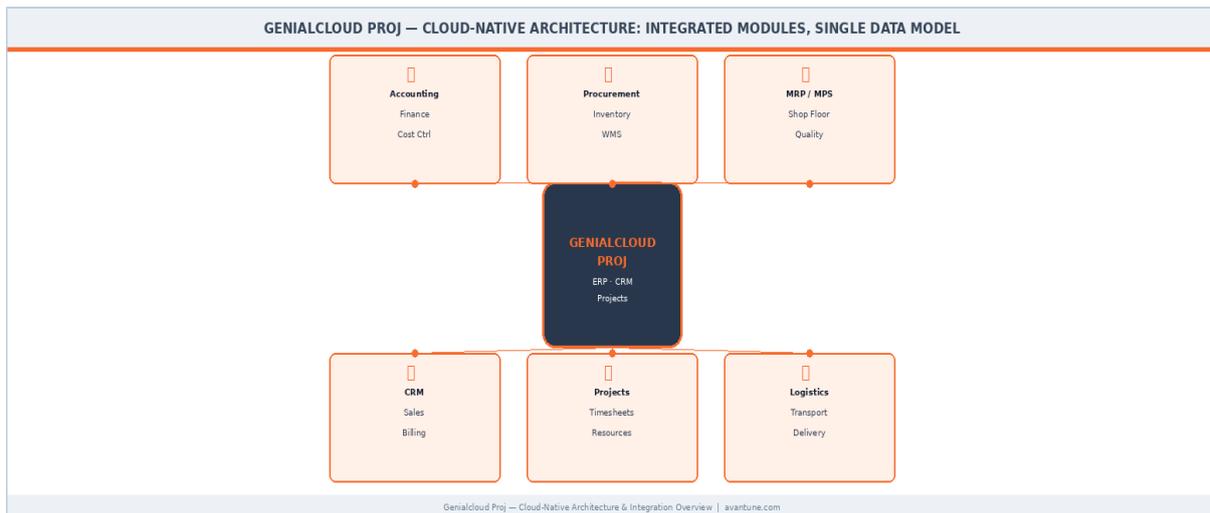
IT DIRECTOR

Architecture is not an IT detail. It is a business decision that determines how quickly your platform evolves, how reliably it runs, and how openly it integrates with the technology ecosystem around it.

Microservices: Why It Matters for Your Business

Legacy ERP systems were built as monolithic applications where every module was tightly coupled. Updating the accounting module risked breaking the warehouse module. Genialcloud Proj is architected as a microservices platform, each functional domain operates as an independent service with its own lifecycle:

- Zero-downtime deployments: updates rolled out incrementally without outage windows
- Independent scaling: IoT data ingestion can scale without affecting the ERP core
- Fault isolation: a problem in one service does not cascade across the platform
- Faster feature delivery: teams ship improvements to individual services continuously



Genialcloud Proj — Three-Tier Cloud-Native Architecture: Presentation → Application Microservices → Data Layer

API-First: The Foundation of a Connected Enterprise

Genialcloud Proj is built API-first. Every capability is exposed through a versioned, documented REST API before any user interface is built on top of it. This means:

- Unlimited Integration**: Any system, legacy ERP, partner portal, industrial automation, connects via standard HTTPS and JSON. No proprietary SDKs required.
- Custom Front-Ends**: Build bespoke user interfaces for specific workflows directly on the Genialcloud Proj API without constraint.
- RPA & AI Agents**: Automation tools and AI agents orchestrate Genialcloud Proj functions programmatically, enabling complex multi-step workflows.

Security, Compliance & Data Residency

- TLS 1.3 encryption in transit for all API and UI communications
- AES-256 encryption at rest for all stored data
- Role-based access control (RBAC) with attribute-level granularity
- Full audit logs for regulatory compliance and forensic traceability
- SSO integration via SAML 2.0 and OpenID Connect
- GDPR-compliant data residency with multi-region availability

Open by Design

Genialcloud Proj is built on open standards throughout: RESTful APIs, JSON payloads, OAuth 2.0, JWT, webhooks. No proprietary message queues, no mandatory SDKs. Your developers know how to integrate with Genialcloud Proj already.

3. Genialcloud Proj

One Platform, Every Process

◆ C-LEVEL ● IT DIRECTOR

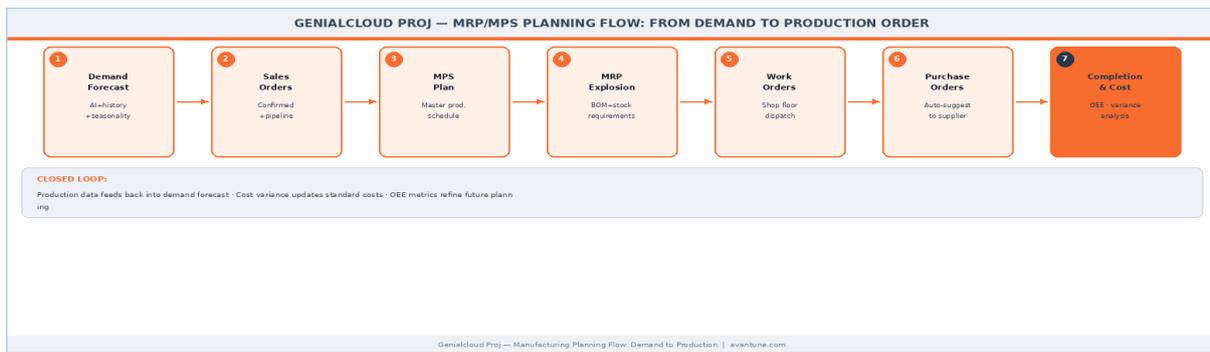
Genialcloud Proj is an integrated Extended ERP, CRM, and Project Management platform, built as a unified cloud system connecting every dimension of your business. It is not a collection of modules bundled together, it is a cohesive platform built on shared data architecture.

The Six Module Families

<p>Accounting & Finance</p> <ul style="list-style-type: none"> Financial statements & consolidation Multi-company & intercompany Analytical accounting E-invoicing & tax compliance Budgeting & cost centres 	<p>Sales, Purchase & Warehouse</p> <ul style="list-style-type: none"> Sales & purchase order management Multi-warehouse stock control Logistics & shipping automation Supply chain optimisation Supplier performance monitoring 	<p>Production & Planning</p> <ul style="list-style-type: none"> MRP — Material Requirements Planning MPS — Master Production Scheduling CRP — Capacity Requirements Planning Multi-level BOM management Shop floor execution
<p>CRM, Sales & Marketing</p> <ul style="list-style-type: none"> Lead & opportunity management 360° customer view Sales pipeline analytics Customer care & ticketing Campaign & direct marketing 	<p>HR & Project Management</p> <ul style="list-style-type: none"> Project planning & milestones Resource planning & capacity Timesheet & hour billing Attendance & shift management Travel & expense (TEM + Time) 	<p>Connected Ecosystem</p> <ul style="list-style-type: none"> Genialcloud Powua — AI & Analytics Genialcloud Facsys — Document Workflow Genialcloud TEM + Time — Travel & HR REST API / Webhooks — Open integrations MES · SCADA · IoT · Barcode readers

Designed for Two Distinct Business Profiles

<p>Manufacturing Companies</p> <p>MRP/MPS/CRP production planning, BOM management, machine load simulation, shop floor execution, contract manufacturing, all in the same platform used by sales, finance, and logistics.</p>	<p>Project-Driven Services</p> <p>Resource planning, timesheet-to-invoice automation, WIP management, and milestone billing, using the same planning intelligence as manufacturing MPS, adapted for human resources.</p>
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Genialcloud Proj — Main Dashboard: Live KPI overview across all modules

One Engine, Two Worlds

The planning intelligence of Genialcloud Proj is not two separate products. It is one engine, sophisticated enough for industrial manufacturing, flexible enough for professional services, running on the same platform, sharing the same customer, financial, and operational data.

4. Accounting & Finance

Control at the Core

◆ C-LEVEL

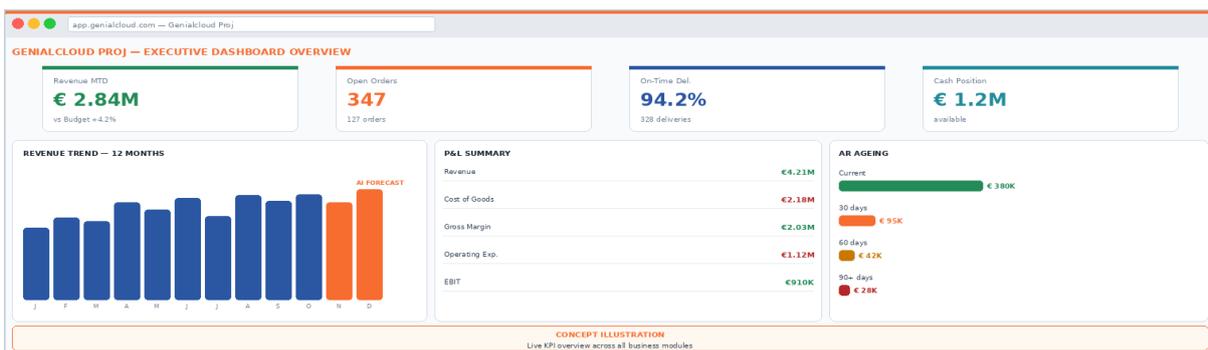
Financial control is the foundation of every other business decision. Genialcloud Proj places enterprise-grade accounting at the centre of the platform, not as an afterthought, but as the transactional backbone that gives meaning to every sale, purchase, production order, and project invoice.

Key Financial Capabilities

- Full management of financial statements: P&L, balance sheet, cash flow with drill-down to source transactions
- Multi-company and intercompany accounting with automated consolidation and elimination entries
- Multidimensional analytical accounting with configurable dimension trees (profit centre, project, geography, product line)
- Parametric budgeting and cost centre management with variance reporting and reforecast workflows
- Automated VAT, tax compliance, and electronic invoicing (e-invoicing / SDI) per country and jurisdiction
- Bank reconciliation with AI-assisted matching, payment scheduling, and cash flow forecasting
- Accounts payable and receivable with ageing analysis, dunning workflows, and payment term management
- Asset management with depreciation schedules, revaluation, and disposal accounting

Why Finance Must Be Native to the ERP

When finance is a separate system, every transaction generates a reconciliation challenge. In Genialcloud Proj, every operational event generates its financial accounting entry automatically. A production order completion posts to WIP. A goods receipt posts to inventory. A client invoice posts to accounts receivable. There is no interface layer between operations and finance, they are the same system.



Genialcloud Proj — Accounting Dashboard: Multi-company P&L, cash flow forecast, AR ageing, budget vs actual

The CFO Perspective

For the CFO, this means month-end close is not a data reconciliation exercise. It is a review of numbers that are already accurate because the operational and financial systems have never been separated.

5. Sales, Purchase & Warehouse

The Commercial Backbone

▲ OPERATIONS

The commercial cycle, from customer quotation to goods delivery, from purchase requisition to supplier invoice, is where operational efficiency translates directly into margin.

Sales Order Management

- Customer quotation with configurable pricing rules, discount structures, and multi-currency support
- Sales order confirmation with real-time availability check against live stock and planned production
- Delivery note generation with batch tracking, serial number management, and picking optimisation
- Automatic invoice generation from delivery with billing rule flexibility
- Sales pipeline integration: CRM opportunities flow into confirmed orders without re-entry

Purchasing & Supplier Management

- Purchase order management with multi-level approval workflows and budget checking
- Supplier performance monitoring: delivery reliability, quality metrics, and price trend analytics
- Automatic PO generation from MRP replenishment suggestions, zero manual intervention
- Three-way matching: purchase order, goods receipt, and supplier invoice automatically reconciled

Warehouse & Logistics

- Multi-warehouse management with location-based stock control (bin, aisle, zone)
- Dynamic reorder points, safety stock calculation, and supplier lead time intelligence
- Rules-based picking, packing, and shipping assignment, logistics automation without custom code
- Full lot and serial number traceability from supplier receipt through production to customer delivery
- Inventory valuation with FIFO, LIFO, weighted average, and standard cost methods

Real-Time Availability

Every sales quotation and production order checks live stock plus planned receipts, so your team commits to delivery dates with confidence, not optimism. Shortages are identified automatically and routed for procurement action.

6. Production & Planning

MRP, MPS, CRP & Shop Floor

▲ OPERATIONS

This is where Genialcloud Proj proves its depth. Production planning in most cloud ERP platforms is a feature. In Genialcloud Proj, it is an engineering discipline, one that rivals capabilities typically requiring a Tier 1 ERP investment.

Bill of Materials (BOM) Management

- Multi-level BOM structures with version control and engineering change management workflow
- Where-used analysis: instantly identify every product that uses a specific component
- Phantom assembly support for sub-assemblies built and consumed in a single operation
- Standard cost roll-up: material, labour, and overhead per component and assembly level
- Alternative component management with substitution rules for shortage situations

MRP: Material Requirements Planning

Genialcloud Proj's MRP engine calculates net material requirements across the entire demand horizon, considering current stock, open purchase orders, in-progress production, sales order demand, BOM explosions across all levels, and supplier lead times. The output is a time-phased action plan: purchase recommendations and production proposals that planners review, adjust, and release with a single action.

AI-Enhanced Demand Forecasting

When connected to Genialcloud Powua, AI-assisted demand forecasting enriches MRP with predicted future demand, not just confirmed orders. Machine learning models trained on your sales history, seasonality patterns, and market signals feed directly into the planning horizon, reducing safety stock requirements and eliminating the manual forecast spreadsheets that planners currently maintain alongside the ERP.



MRP/MPS/CRP Planning Flow: from demand inputs through the planning engine to action plan outputs

MPS: Master Production Scheduling

- Finite and infinite capacity planning scenarios for machine and labour resource groups

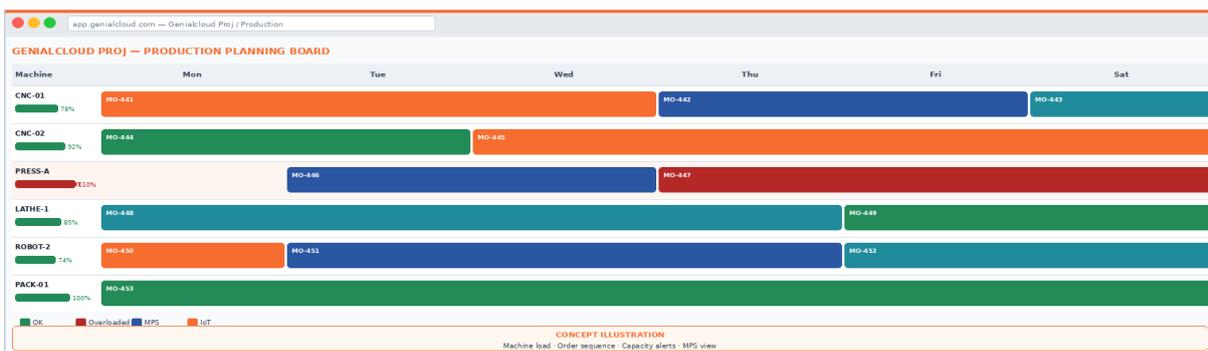
- Machine load simulation: visualise capacity utilisation before committing to a production plan
- What-if scenario analysis: model demand change impact without affecting the live plan
- Contract manufacturing planning with external supplier work order management
- Visual scheduling boards with drag-and-drop rescheduling and constraint visualisation

CRP: Capacity Requirements Planning

- Machine group capacities with shift calendars, planned maintenance, and efficiency factors
- Labour resource pools with skills, certifications, and availability calendars
- Operation routings: defined sequence with standard times and resource requirements per operation
- Overload identification with interactive capacity levelling tools

Shop Floor Execution

Work Order Management	Production orders include complete operation sequences, material pick lists, and quality checkpoints. Operators receive clear, prioritised work queues.
Time & Quantity Reporting	Operators record actual start/finish times and quantities produced per operation. Data feeds immediately into production variance analysis.
Quality Control	Inspection points integrated into operation sequences with pass/fail recording, non-conformance routing, and corrective action workflow.
Production Variance	Actual vs. standard cost comparison per order: material usage, labour efficiency, and machine utilisation variances, automatically calculated from shop floor data.



Genialcloud Proj — Production Planning Board (MPS View): machine load bars, order sequences, capacity alerts

Manufacturing Planning for the Mid-Market

Genialcloud Proj delivers manufacturing planning capabilities that typically require a Tier 1 ERP investment. MRP, MPS, and CRP in a single cloud platform, accessible to mid-market manufacturers without the seven-figure implementation cost.

7. CRM, Sales & Marketing

From Lead to Loyal Customer

◆ C-LEVEL

Customer relationship management in Genialcloud Proj is natively integrated with the commercial, financial, and project backbone, so the entire customer relationship is visible across every touchpoint, from first contact to final invoice.

Lead & Opportunity Management

- Lead capture from web forms, email, campaigns, and manual entry with automatic deduplication
- Opportunity management with probability weighting, expected close date, and competing products tracking
- Agent and territory management with commission calculation and pipeline ownership rules
- Sales funnel and pipeline monitoring with stage-based conversion analytics

360° Customer View

- Contacts, communications, orders, invoices, projects, and support tickets in one screen
- Customer care portal with online ticketing, SLA management, and escalation workflows
- Credit management: credit limits, payment behaviour scoring, and overdue alert integration
- Full email threading linked directly to customer record, no CRM island

CRM-to-ERP Native Flow

When a CRM opportunity converts to a confirmed order, it flows directly into the sales order module. No re-entry, no handoff delay, no data loss. Because Genialcloud Proj is one system, the commercial win immediately triggers inventory availability check, delivery scheduling, and revenue recognition, automatically.

CRM That Connects to Everything

For businesses where sales, delivery, and finance are managed by different teams using different systems, native CRM-ERP integration is transformative. It eliminates the information gaps that create customer experience failures and margin erosion.

AI-Powered Commercial Intelligence

AI enhances the CRM layer through Genialcloud Powua: lead scoring models prioritise the pipeline by conversion probability, customer churn risk indicators alert account managers before a relationship deteriorates, and natural language queries let sales leaders ask 'which customers haven't ordered in 60 days?' and get an answer instantly, without opening a report.

8. Project Management & Hour Billing

For Professional Services Companies

◆ C-LEVEL ▲ OPERATIONS

For professional services firms, consulting companies, and any business that delivers value through people and time, the project module of Genialcloud Proj is where operational strategy meets financial reality. Built for billable delivery, not generic task management.

Resource Planning: People as the Production Line

The same planning intelligence that drives manufacturing MPS in Genialcloud Proj is adapted for services resource planning. Instead of machines and materials, the resource is human expertise and time:

- Define resource pools by skill, seniority, certification, and availability
- Model project resource demand against team capacity before making the commitment
- Assign the right people to the right projects with skills-based matching and conflict detection
- Simulate the impact of a new project on existing team commitments



Project Services Flow: Resource Plan → Kickoff → Timesheets → Cost Control → Client Invoice

Timesheet & Hour Billing

- Browser and mobile timesheet entry with project, task, and activity allocation
- Approval workflows: team lead, project manager, and client approval chains
- Billing rules: fixed fee, time and materials, not-to-exceed, milestone, and retainer contracts
- Automatic invoice generation from approved timesheets, hours logged become client invoices without manual transfer

Project Cost Control & Margin Management

Real-Time Margin

Every project has a budget. As hours are logged and expenses incurred, Proj tracks actual cost against budget in real time, giving project managers early warning of margin erosion before it becomes a billing conversation with the client.

WIP Management

For long-duration projects, work-in-progress is accurately valued and reported.

Revenue recognition follows percentage-of-completion or milestone-based rules.

Profitability Dashboard

Real-time project profitability visible to project managers, account managers, and executive leadership, with drill-down from portfolio to individual work package.

The Services Billing Imperative

Genialcloud Proj eliminates the gap between delivery and billing that costs services companies 15–25% of their receivable hours. When timesheets feed directly into billing engines, approved hours become invoices, not spreadsheets waiting for manual processing.

AI Project Risk Intelligence

AI adds a proactive layer to project management: budget threshold alerts trigger automatically when a project is tracking to overspend, AI-predicted delivery risk flags projects with slippage patterns before the deadline arrives, and the Genialcloud Powua AI Agent lets project managers ask 'which of my projects are at risk this week?' from their phone, without logging into the full platform.

9. HR, Attendance & Travel

Genialcloud TEM + Time

▲ OPERATIONS

Genialcloud Proj extends its HR capabilities through native integration with Genialcloud TEM + Time: the Travel Expense Management and Time & Attendance solution built specifically for the Genialcloud ecosystem.

Time & Attendance

- Attendance recording via browser, mobile app, badge reader, or biometric integration
- Shift management with scheduling, substitution, and overtime calculation rules
- Absence management: holiday requests, sick leave, and leave type configuration with approval workflows
- Direct export to payroll systems with full audit trail and payroll period lock

Travel Expense Management (TEM)

- Mobile expense capture with photo receipt upload and automatic currency conversion
- Per-diem rates, allowance caps, and policy compliance checking with automatic exceptions routing
- Travel request and pre-approval workflow with budget checking against project or cost centre
- Manager approval via email, no system login required for approvers
- Automatic accounting posting: approved expenses post to project costs, cost centres, and accounts payable

Native Integration with Genialcloud Proj

Genialcloud TEM + Time shares the same user base, project structure, organisational hierarchy, and chart of accounts as Genialcloud Proj. This means expense claims are automatically allocated to the correct project and cost category, absence data feeds resource planning, and travel costs post directly to project profitability, without manual journal entries.

People Costs, Automated

The goal of Genialcloud TEM + Time is to make the administration of people costs as simple as the administration of material costs in the manufacturing module. Capture, approve, allocate, report, automatically.

10. Connected Intelligence

Genialcloud Powua & Facsys

IT DIRECTOR C-LEVEL

Genialcloud Proj is the operational core of the Genialcloud ecosystem. It is designed to connect with the platform's intelligence and process automation layers to transform transactional data into business decisions and automated workflows.

Genialcloud Powua: AI & Analytics

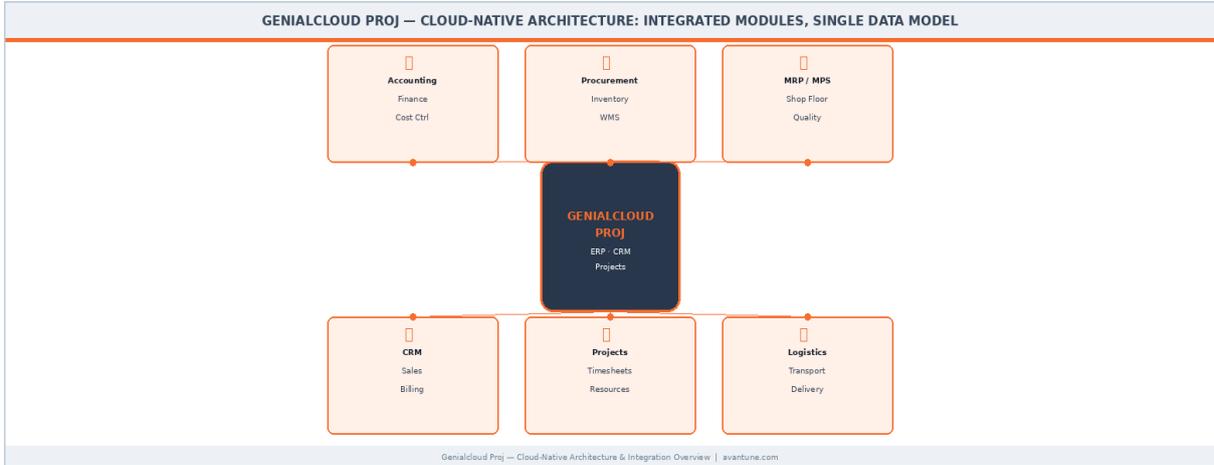
Operational Dashboards	Pre-built and configurable dashboards surface the KPIs that matter to each role: production efficiency for the plant manager, gross margin by customer for the CFO, project health for the PMO.
Predictive Analytics	AI models trained on historical Genialcloud Proj data generate demand forecasts, supply shortage risk scores, project delay probabilities, and customer churn indicators.
Digital Companion AI	A context-aware AI assistant answers natural language questions: 'What is the margin on project PRJ-0094?' or 'Which production orders are at risk this week?', from data in Genialcloud Proj, in real time.
Process Intelligence	Powua analyses actual transaction flows through Genialcloud Proj to identify bottlenecks, exceptions, and process deviations, enabling continuous operational improvement.

Genialcloud Facsys: Document Management & Workflow

Automatic Document Capture	Supplier invoices received by email are automatically captured, OCR-processed, and matched against open purchase orders in Genialcloud Proj, with exceptions routed for human review.
Document Linking	Every transaction in Proj can be linked to its supporting documents in Facsys: a sales order to the customer contract, a production order to the quality specification.
Approval Workflows	Visual workflow automation for purchase order approval, customer credit approval, contract sign-off, and expense authorisation, with full audit trail.
Compliance & Archiving	Documents archived with retention schedules, access controls, and legal hold capability, meeting GDPR, SOX, and industry-specific regulatory requirements.

The Genialcloud Ecosystem

Genialcloud Proj + Genialcloud Powua + Genialcloud Facsys = a complete business operating system. Proj runs the operations, Powua provides the intelligence to improve them, Facsys governs the documents that evidence them.



Genialcloud Proj — Ecosystem Integration Map: Powua, Facsys, TEM + Time, REST API and external systems

11. AI & the Intelligent Business

How Genialcloud Empowers People, Not Just Processes

◆ C-LEVEL ● IT DIRECTOR

Artificial intelligence in enterprise software falls into two categories: AI as a marketing label, and AI as a genuine capability that changes how people work. Genialcloud Proj, together with Genialcloud Powua, belongs firmly in the second category. AI is not a separate module, not an optional add-on, and not a chatbot interface bolted onto a legacy system. It is woven into the operational fabric of the platform, surfacing at the moments when a decision needs to be made, a risk needs to be surfaced, or an insight needs to be delivered to the right person.

The Modern C-Level Leader and the Modern IT Director share a common frustration: they have more data than ever, but less time to process it. Genialcloud's AI layer is built to resolve that paradox, turning the transactional data generated by Genialcloud Proj into signals that reach the people who need them, in the format and on the device they are actually using.

AI Embedded Across the Platform

Demand Forecasting	ML models trained on your sales history, seasonality, and external signals generate demand predictions that feed directly into MRP, reducing safety stock, improving fill rates, and eliminating the parallel forecast spreadsheets that planners maintain today.
Production Risk Detection	Pattern recognition across production order history identifies schedule risk before it becomes a delay. When a production order shows the early signals of slippage, material shortages, capacity constraints, operator availability, the system alerts planners proactively rather than reactively.
Predictive Maintenance	Through the Genialcloud Powua IoT connection, AI models analyse machine telemetry to predict failures before they cause unplanned downtime. Maintenance is scheduled before the breakdown, not after it.
Customer Intelligence	AI lead scoring models prioritise the sales pipeline by conversion probability. Customer churn risk indicators alert account managers before a relationship deteriorates. Revenue forecasting models give the CFO a forward view, not just a historical one.
Document Intelligence	Genialcloud Facsys applies AI to every incoming document: automatic classification, data extraction, anomaly detection, and intelligent routing, turning document processing from a manual task into an automated workflow.
Financial Anomaly Detection	AI monitors transactional patterns across accounting, procurement, and invoicing to surface exceptions: duplicate invoices, unusual payment patterns, budget deviations, flagging them for human review before they become financial exposures.

The AI Agent: Business Intelligence in Your Pocket

The most significant productivity change Genialcloud AI delivers is not in the platform itself, it is in how leaders interact with business data when they are not at their desk. The Genialcloud Powua AI Agent provides a conversational interface to your business data, accessible from any mobile device, without requiring the user to open the full application.

The AI Agent is grounded in the actual data of your Genialcloud Proj deployment. It understands your organisational context, your chart of accounts, your production orders, your project portfolio, your customer base. This means the answers it provides are specific to your business, not generic. And because it connects to live data, the answers are current.

What the AI Agent Can Answer — On Any Mobile Device

- "What is the production status of order PO-2026-00847?"
- "Which projects are tracking over budget this month?"
- "What is our cash position as of today?"
- "Which customers haven't placed an order in 60 days?"
- "What does the MRP action plan recommend for next week?"
- "Which machines are showing anomalous vibration readings this morning?"
- "What is the gross margin on project PRJ-0094?"
- "Which purchase orders are past due from our top 5 suppliers?"

These are not questions a CEO or Plant Manager would typically be able to answer without calling someone, logging into a system, or waiting for the weekly report. With the Genialcloud Powua AI Agent, they are answered in seconds, from a phone, from a car, from an airport, from anywhere with a mobile connection.

Why This Matters for the Modern IT Director

For the Modern IT Director, AI integration raises immediate questions about architecture, data governance, and security. Genialcloud's approach is designed to answer these concerns directly:

- AI models run on your data within the Genialcloud platform, no data is shared with generic AI training pools or third-party model providers
- All AI outputs are traceable: every prediction, recommendation, and alert shows the data that drove it, enabling human review and override
- The AI Agent authenticates through the same OAuth 2.0 / RBAC framework as the rest of the platform, no additional identity management complexity
- AI capabilities are configurable: models can be trained on your specific historical data, and sensitivity thresholds can be adjusted per business context
- The platform exposes AI-generated insights via the same REST API as all other data, enabling integration with existing BI tools, dashboards, or custom applications

Why This Matters for the Modern C-Level Leader

For the CEO, CFO, COO, and other executive leaders, the practical question is simpler: does this make me better at my job? The honest answer is yes, but only if the AI is grounded in real operational data, not generic benchmarks.

Genialcloud's AI is trained on your business. Its predictions reflect your patterns, your customers, your production environment. The result is intelligence that is specific, current, and actionable, not a dashboard full of industry averages that have no relationship to your actual situation.

The broader strategic point is this: the businesses that will lead their markets in the next decade will not be the ones with the largest datasets. They will be the ones whose people make the best decisions, fastest. Genialcloud's AI layer is built to create that advantage for mid-market businesses that have historically been excluded from enterprise-grade AI capabilities by cost and complexity.

AI Without the AI Tax

AI should not require a data science team, a separate platform budget, or a six-month implementation project. In Genialcloud Proj, AI is operational from day one, because it is built on the same data the platform already collects. The intelligence is already there. Genialcloud Powua makes it visible.

12. ROI & Business Impact

Measuring the Return on Modernization

◆ C-LEVEL

Digital transformation initiatives are judged on results. Before deciding on a platform investment, every CFO, CEO, and IT Director asks the same question: what is the return, and how quickly? Based on aggregated data from Avantune client deployments, Genialcloud Proj consistently delivers measurable impact across six key dimensions.



Genialcloud Proj — ROI & Business Impact Indicators: key metrics and illustrative ROI calculation

Where the Value Is Generated

<p>Integration Cost Elimination</p>	<p>The average mid-market company maintains 4–7 custom integrations between business applications. Each costs €15,000–€30,000 to build and €10,000–€20,000 per year to maintain, test, and repair. A unified platform eliminates this entirely, estimated at €140,000+ per year for a typical implementation.</p>
<p>Planning Efficiency</p>	<p>Manual MRP and master scheduling exercises that consume 1–2 full working days per planning cycle are reduced to a 2-hour review-and-release process. For manufacturers running weekly planning cycles, this frees senior planner time worth €120,000+ annually in recovered capacity.</p>
<p>Billing Acceleration</p>	<p>Services companies moving from manual 30-day timesheet-to-invoice processes to automated 7-day billing recover significant working capital. On €1.4M annual revenue, this improvement represents approximately €95,000 in cash flow benefit.</p>
<p>Month-End Close Compression</p>	<p>When operational and financial data share the same system, the reconciliation work consuming 4–5 days of finance team time every month is eliminated. Three finance staff recovering four days per month at fully-loaded cost equals €55,000+ annually.</p>
<p>Training & Onboarding</p>	<p>Consolidating from 5–8 separate business applications to one platform reduces</p>

Reduction	per-employee onboarding training by 50%. For a company with 15 new hires per year, each requiring 5 fewer application trainings at €1,000 each, that is €75,000 per year, before factoring in ongoing upskilling savings.
Customization Cost Elimination	Legacy ERP systems accumulate years of custom development: bespoke reports, tailored screens, custom integrations with industry-specific tools. Each customization has an annual maintenance cost as the platform upgrades. Moving to a modern cloud platform built for configurability, not customization, eliminates this compounding overhead, typically €80,000–€100,000 per year for a mid-market company.
Real-Time Decision Making	The hidden cost of delayed information, procurement decisions on stale stock data, project pricing on last month's margins, production plans without live capacity data, is difficult to quantify but consistently cited as a top value driver by Avantune clients. Together with IT infrastructure savings and integration failure recovery time, this accounts for the remaining €105,000 in the ROI model.

Illustrative ROI — Mid-Size Manufacturer (200 Employees)

The following calculation is illustrative, based on aggregated patterns from Avantune client implementations. Actual results vary by company size, industry, and current state of IT infrastructure.

Value Driver	Annual Benefit	Calculation Basis
Integration maintenance eliminated	€140,000	6 integrations × €23K avg — build + annual maintenance + failure recovery
MRP/planning efficiency gain	€120,000	2 senior planners × 1.5 days/week recovered at fully-loaded cost
Billing cycle acceleration (services)	€95,000	Working capital improvement: 30-day → 7-day cycle on €1.4M annual revenue
Month-end close compression	€55,000	Finance team: 4 days/month freed × 3 staff × fully-loaded day rate
Training & onboarding reduction	€75,000	50% reduction: 15 new hires/yr × 5 fewer application trainings × €1K each
Customization cost elimination	€90,000	Legacy ERP custom development & annual maintenance contracts removed
Reduced IT support & infrastructure	€65,000	On-premise servers, DBA, sysadmin overhead eliminated by cloud migration
Lost productivity — integration errors	€40,000	Average 3 integration failures/month × 2 days resolution time × staff cost

Total Estimated Annual Benefit**€680,000+**

Typical payback period: 9-14 months

Important Note on ROI Figures

These figures are illustrative estimates based on aggregated Avantune client data. The €680,000+ annual benefit model covers 8 quantifiable value drivers. Strategic benefits, faster competitive response, improved customer experience, reduced business risk, are not included and consistently prove to be the largest value source of all.

13. The Genialcloud Proj API

Open, Modern, Extensible

IT DIRECTOR

Every capability of Genialcloud Proj is accessible through a versioned, documented REST API. This is not a separate integration layer, it is the same API the Genialcloud Proj user interface is built on.

API Design Principles

- RESTful architecture with consistent resource naming conventions
- JSON:API-compliant response format for predictable data structures
- Semantic versioning with minimum 24-month deprecation windows
- OpenAPI 3.0 specification published and maintained for all endpoints
- OAuth 2.0 Client Credentials and Authorization Code flows

Authenticate and Get Access Token

```
POST /api/v1/oauth/token
Content-Type: application/x-www-form-urlencoded

grant_type=client_credentials
&client_id=YOUR_CLIENT_ID
&client_secret=YOUR_CLIENT_SECRET
&scope=erp:read erp:write projects:read production:write

// Response
{
  "access_token": "eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9...",
  "token_type": "Bearer", "expires_in": 3600
}
```

Run MRP Simulation — Retrieve Action Plan

```
POST /api/v1/planning/mrp/simulate
Authorization: Bearer {access_token}
Content-Type: application/json

{
  "planning_horizon_days": 90,
  "include_safety_stock": true,
  "demand_sources": ["sales_orders", "forecasts", "master_schedule"],
  "facilities": ["PLANT01", "PLANT02"]
}

// Response (excerpt)
{
  "action_plan": [
    {
      "type": "purchase_recommendation",
      "item_code": "RM-STEEL-304", "required_qty": 2400, "unit": "kg",
      "recommended_order_date": "2026-03-18",
    }
  ]
}
```

```
    "preferred_supplier": "Acme Steel Co."
  }
],
"alerts": [{ "severity": "warning", "item_code": "RM-COPPER-C11",
             "message": "Insufficient supplier capacity week 13" }]
}
```

Create Timesheet Entry & Check Billing

```
POST /api/v1/projects/timesheets
Authorization: Bearer {access_token}

{
  "project_id": "PRJ-2026-0094",
  "resource_id": "emp_4b2d9f",
  "date": "2026-03-14",
  "hours": 7.5,
  "activity": "software_development",
  "billable": true
}

// Response
{
  "timesheet_id": "TS-20260314-00391",
  "status": "pending_approval",
  "billing_check": {
    "contract_type": "time_and_materials",
    "billable_rate": 125.00, "currency": "EUR",
    "billable_amount": 937.50, "budget_remaining": 4250.00
  }
}
```

Subscribe to Business Events via Webhook

```
POST /api/v1/webhooks/subscriptions
Authorization: Bearer {access_token}

{
  "url": "https://your-system.com/hooks/genialcloud",
  "events": ["production.order.completed", "mrp.shortage.alert",
            "project.budget.threshold_reached", "invoice.payment.received"],
  "secret": "your_signing_secret"
}
```

Developer Portal

Every API endpoint is documented in the Avantune Developer Portal with request/response schemas, error codes, authentication guides, and an interactive sandbox. Integration starts in hours, not weeks.

14. Client Success Stories

Real Results from Real Businesses

◆ C-LEVEL

Genialcloud Proj is trusted by organisations across manufacturing, services, and enterprise sectors. The following case studies are drawn from Avantune's published client success stories. Full video case studies and downloadable PDFs are available at avantune.com/clients.

C L I E N T S U C C E S S S T O R Y

Progold

Precious Metal Manufacturing · Genialcloud Proj + Genialcloud Facsys

<p>The Challenge</p> <p>Progold specialises in the production of master alloys for the goldsmithing and silversmithing industry. As a benchmark in the sector, they needed to manage complex production workflows, traceability of precious materials, and stringent quality controls, while reducing administrative overhead across multiple departments operating in isolation.</p>	<p>The Outcome</p> <p>By adopting Genialcloud Proj integrated with Genialcloud Facsys, Progold unified production planning, quality documentation, and financial management on a single platform. Document approval workflows were automated, precious material traceability was made end-to-end, and the company gained real-time visibility into production costs and margins, supporting its continued growth as a sector reference.</p>
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C L I E N T S U C C E S S S T O R Y

GEDI — La Repubblica, La Stampa, Radio DeeJay

Media & Publishing (Public Listed) · Genialcloud Proj + Genialcloud Powua

<p>The Challenge</p> <p>GEDI is one of Italy's largest media groups, owning newspapers including La Repubblica and La Stampa, and radio stations including Radio DeeJay, Radio Capital, and m2o. Managing a multi-entity, multi-brand organisation with complex project billing, talent cost tracking, and enterprise financial reporting required a solution that could handle group-level complexity without the overhead of a Tier 1 ERP.</p>	<p>The Outcome</p> <p>Genialcloud Proj delivered enterprise-grade multi-company financial management, project cost tracking across editorial and production teams, and integrated analytics through Genialcloud Powua. The result was significant cost savings through process consolidation and elimination of redundant tooling, alongside improved financial visibility across the group, enabling data-driven decisions at the executive level.</p>
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C L I E N T S U C C E S S S T O R Y

IMIT

Industrial Manufacturing · Genialcloud Proj + Genialcloud Powua Analytics

<p>The Challenge</p> <p>IMIT's managers faced a paradox: they had vast amounts of operational data, but converting it into timely, actionable insights was increasingly difficult. Manual reports, processing delays, and partial visibility into costs and product performance were limiting their competitive response in a turbulent market.</p>	<p>The Outcome</p> <p>By integrating Genialcloud Proj as the operational backbone with Genialcloud Powua as the analytics and AI layer, IMIT gained real-time insights into performance and costs, eliminated manual reporting cycles, and strengthened its competitive position. IMIT didn't just survive the market disruption, it grew. Executive leadership shifted from reactive management to proactive, data-driven decision-making.</p>
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Full video testimonials, detailed case study PDFs, and client references are available at:

www.avantune.com/clients

15. Why Avantune

The Partner That Treats You Like a Partner

◆ C-LEVEL

Software selection is a technology decision. But it is also a relationship decision, one that will define how quickly you resolve problems, how much influence you have over the product roadmap, and whether you feel like a customer or a ticket number.

Direct Access, Always

When you call Avantune, you speak with someone who knows your implementation, understands your business context, and has the authority to make decisions. There is no front-line support wall, no escalation labyrinth, and no premium tier required to access competent help. Every customer has named contacts who are accountable for their success.

Co-Innovation: Your Voice in the Roadmap

Genialcloud Proj's product roadmap is shaped by ongoing dialogue with our customer base. When you identify a gap, propose a feature, or describe an emerging use case, that input flows directly into our prioritisation process. We run regular product councils and user research sessions that give customers genuine influence over what gets built next, not just a voice in a user forum that nobody reads.

Speed That Matters

Large vendors operate on quarterly release cycles and annual roadmap commitments. Avantune's agile development model allows us to ship meaningful improvements continuously. When an urgent customer need emerges, we respond with speed that monolithic organisations structurally cannot match.

Implementation That Creates Self-Sufficiency

Our implementation approach is built around knowledge transfer, not consultant dependency. Our goal is always to make your team self-sufficient: able to configure, extend, and evolve their Genialcloud Proj deployment without perpetual external engagement. We measure success by how quickly you achieve measurable business outcomes, not by billable hours.

<p>🔍 Direct Access</p> <p>Named contacts who know your business. No ticket queues, no tiered support walls.</p>	<p>🔍 Co-Innovation</p> <p>Your input shapes our roadmap. Product evolution is a collaborative process.</p>	<p>🔍 Long-Term Partnership</p> <p>We measure our success by yours. Our incentives are aligned with your outcomes.</p>
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Avantune vs. Mega-Vendors

Mid-market companies are routinely underserved by large enterprise software vendors. The pricing is designed for enterprise budgets. The implementation methodology is designed for large IT teams. The support model is designed to deflect, not resolve. And the product roadmap is determined by the needs of the largest accounts, not by you.

Avantune was built specifically for businesses too sophisticated for entry-level cloud tools and too agile for mega-vendor complexity. Our size is our advantage: it enables the responsiveness, flexibility, and genuine partnership that large vendors structurally cannot provide.

Why Our Scale Is Your Advantage

When you choose Avantune, you choose a team genuinely invested in your success. Not because it sounds good in a sales presentation. Because our business model depends on it.

Getting Started with Genialcloud Proj

Every successful technology partnership begins with a conversation. Our engagement process is designed to be straightforward, honest, and focused on understanding your needs before proposing solutions.

<p>01</p> <p>Discovery & Assessment</p> <p>Structured session mapping your technology landscape, operational pain points, strategic objectives, and timeline reality. We ask the hard questions.</p>	<p>02</p> <p>Proof of Concept</p> <p>Time-boxed, scoped deployment demonstrating real value against real business scenarios, with your data, your processes, your teams. Not generic demos.</p>	<p>03</p> <p>Deployment & Enablement</p> <p>Avantune's proven methodology with clear milestones, transparent communication, and early value delivery. Enablement is built into every implementation.</p>
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The Genialcloud Platform: A Complete Suite for Modern Business

Genialcloud Proj is the operational core of a broader platform built to run, connect, and evolve every dimension of a modern business. Understanding where Proj fits within the Genialcloud suite helps clarify the full scope of what Avantune delivers.

Genialcloud Proj is the Extended ERP, CRM, and Project Management engine. It handles the transactional backbone of the business: accounting and finance, sales and procurement, warehouse and logistics, manufacturing planning (MRP, MPS, CRP), shop floor execution, customer relationship management, project delivery, hour billing, and revenue recognition. For manufacturing companies, it provides the industrial-grade planning depth typically found only in Tier 1 ERP systems. For project-driven services companies, it provides the resource planning and billing automation that transforms delivery operations into a financially transparent engine.

Genialcloud Powua adds the intelligence layer. It transforms the operational data generated by Genialcloud Proj into business decisions: configurable analytics dashboards, AI-powered demand and risk forecasting, a Digital Companion that answers operational questions in natural language, and process intelligence that identifies bottlenecks and deviations across the business.

Genialcloud Facsys governs the documents that surround every business process: supplier invoices, customer contracts, purchase orders, quality specifications, project deliverables. It captures documents automatically, applies AI classification, links them to their corresponding transactions in Genialcloud Proj, and manages approval workflows and compliance archiving, turning document management from a cost centre into a process accelerator.

Genialcloud TEM + Time rounds out the suite by managing the human cost dimension: time and attendance recording, shift management, absence workflows, travel expense capture via mobile, and payroll export, fully integrated with Genialcloud Proj's project structure and chart of accounts.

The Complete Genialcloud Suite

Together, Genialcloud Proj, Genialcloud Powua, Genialcloud Facsys, and Genialcloud TEM + Time form a complete, cloud-native Business Operating Platform. One vendor. One integrated data model. One partner relationship. Everything your business needs to run operations, make decisions, govern documents, and manage people, without the application sprawl, integration overhead, or vendor indifference that characterises legacy enterprise software.

Ready to Start the Conversation?

Contact us to schedule a discovery session or request a Genialcloud Proj demonstration.

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