



# GENIALCLOUD

*The Modern Business Intelligence & Application Platform*

W H I T E P A P E R

**Modernize Your Business with Cloud-Native Intelligence: A Deep Dive into Genialcloud Proj, Genialcloud Powua, Genialcloud Powua IoT & Genialcloud Facsys**

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## Executive Summary

Business leaders today face a paradox: the more technology they adopt, the more complex their organizations become, yet the pace of change never slows. The promise of digital transformation too often dissolves into a maze of disconnected tools, opaque vendors, and spiraling licensing costs that benefit no one but the mega-vendors.

Avantune was built to break this cycle.

Genialcloud is our answer to the modern business challenge: a unified, cloud-native Business Applications and Intelligence platform that brings together a full Extended ERP with integrated CRM and manufacturing planning, workforce empowerment, IoT connectivity, and document management in a coherent, extensible architecture. It is designed not just for IT departments, but for CEOs, COOs, CFOs, production managers, and every modern leader who believes that technology should amplify human potential, not replace it.

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### What You Will Discover

*This white paper explores the technology, the philosophy, and the tangible business value behind Genialcloud and its four core pillars: Genialcloud Proj, Genialcloud Powua, Genialcloud Powua IoT, and Genialcloud Facsys. It also explains why partnering with Avantune is fundamentally different from working with a large enterprise vendor, and why that difference matters.*

Whether you are an IT Director evaluating platforms, a CTO defining your modernization roadmap, or a CEO seeking competitive edge through operational intelligence, this document is written for you.

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# 1. The Modern Business Imperative

Every decade brings a new inflection point for business. In the 1990s it was the internet. In the 2000s, ERP systems promised to unify the enterprise. In the 2010s, cloud computing democratized infrastructure. Now, as we move through the mid-2020s, the inflection point is convergence: the merging of operational intelligence, human-centered design, IoT connectivity, and AI-driven automation into platforms that don't just store data, they create advantage.

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## The Problem with the Status Quo

Most businesses today operate on a patchwork of legacy systems, purchased from vendors who treat them as license numbers rather than partners. These systems:

- Require costly and complex integrations to share data
- Are built for the last decade's workflows, not tomorrow's challenges
- Lock organizations into proprietary formats with prohibitive exit costs
- Are supported by helpdesk ticket systems that deprioritize small and mid-market customers
- Generate enormous TCO hidden beneath the surface of headline licensing fees

The modern CTO or IT Director knows this reality. They have lived through the migrations, the failed rollouts, the consultants who came, charged, and disappeared. They are done with it.

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## What Modern Businesses Actually Need

Today's leaders require platforms that are inherently connected, extensible by design, and built around people, not around processes that people must adapt to serve. They need:

- A unified data fabric that eliminates silos across projects, people, and processes
- Real-time visibility into operational metrics, from project status to IoT sensor readings
- Automation that augments human judgment rather than replacing human interaction
- Vendors who are accessible, responsive, and capable of evolving with the business
- Architecture that supports open integration without proprietary lock-in

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### The Avantune Answer

*Avantune built Genialcloud as a direct response to these gaps. Not as a point solution. Not as a departmental tool. As a platform for the modern, connected enterprise.*

## 2. Why Modern Cloud Architecture Changes Everything

Before exploring what Genialcloud does, it is worth understanding the architectural foundation it stands on, because modern cloud architecture is not just a deployment model. It is a philosophy that fundamentally changes how software creates value.

### From Monolith to Microservices

Traditional enterprise software was built as monoliths: single, massive codebases where every function was tightly coupled. Updating one module risked breaking another. Scaling one component meant scaling everything. Recovery from failure was slow and complex.

Modern cloud platforms like Genialcloud are built on microservice architectures. Each functional domain, projects, workforce, IoT, documents, operates as an independent service with its own lifecycle, scaling policy, and deployment cadence. This delivers:

- Zero-downtime deployments through rolling updates and blue-green release strategies
- Independent scaling: IoT data ingestion can scale independently of the project management module
- Fault isolation: a failure in one service does not cascade across the platform
- Faster feature delivery: teams can ship improvements to individual services without coordinating a global release

### API-First Design: The New Standard

An API-first architecture means that every capability of the platform is exposed as a well-defined, versioned, documented API endpoint before any user interface is built on top of it. This principle has profound implications:

#### Integration without limits

Any third-party system, ERP, CRM, custom application, can connect to Genialcloud via standard REST or webhook APIs.

#### Custom UI freedom

Businesses can build their own front-end experiences on top of Genialcloud's API layer, consuming platform intelligence without UI constraints.

#### Automation at scale

Workflow automation, AI agents, and RPA tools can orchestrate Genialcloud functions programmatically without human intervention.

#### Ecosystem growth

Partners and ISVs can build certified add-ons and extensions, expanding the platform's capabilities without bloating its core.

### Web Services & The Open Standards Commitment

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Genialcloud embraces open standards at every layer: RESTful APIs over HTTPS, JSON payloads with documented schemas, OAuth 2.0 and JWT for authentication, and webhook delivery for real-time event notification. There are no proprietary communication protocols, no mandatory SDKs, no vendor-specific message queues.

This commitment to openness is both philosophical and practical. It means your developers already know how to integrate with Genialcloud. It means your existing toolchain, Postman, curl, Python, JavaScript, .NET, works out of the box.

## Cloud-Native Resilience & Security

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Genialcloud is deployed on enterprise-grade cloud infrastructure with multi-region availability, automated failover, and data residency controls for GDPR compliance. Security is implemented at every layer:

- TLS 1.3 encryption in transit for all API and UI communication
- AES-256 encryption at rest for all stored data
- Role-based access control (RBAC) with attribute-level granularity
- Comprehensive audit logs for regulatory compliance and forensic traceability
- SSO integration with SAML 2.0 and OpenID Connect for enterprise identity providers

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### Architecture as Competitive Advantage

*Cloud-native architecture is not about where your software runs. It is about how it is designed to run: resilient, observable, scalable, and open. Genialcloud embodies these principles in every layer of its stack.*

### 3. Introducing Genialcloud: Architecture & Philosophy

Genialcloud is the flagship product of Avantune, a modern Business Applications and Intelligence platform that unifies project management, workforce empowerment, IoT integration, and intelligent document management in a single, coherent ecosystem.

#### Platform Philosophy

Genialcloud was conceived on three principles that set it apart from legacy enterprise platforms:

##### 1. People First, Process Second

Most enterprise software forces people to adapt their work to fit the software. Genialcloud inverts this relationship. Its configurable workflows, adaptive dashboards, and context-aware AI companions meet people where they work, rather than demanding conformity to rigid process templates.

##### 2. Intelligence as Infrastructure

Analytics and AI in Genialcloud are not bolt-on modules or separate licenses. They are woven into the platform fabric. Every module generates structured data that feeds the intelligence layer, enabling predictive insights, anomaly detection, and prescriptive recommendations as native platform capabilities.

##### 3. Openness by Design

Genialcloud was designed to be a hub, not a silo. Its API-first architecture ensures that every capability is accessible programmatically, every data entity is queryable, and every event is subscribable. Integration is a first-class concern, not an afterthought.

#### The Genialcloud Ecosystem

The platform is organized around four core pillars, each addressing a critical dimension of modern business operations:

<p><b>Genialcloud Proj</b> Extended ERP, CRM &amp; Manufacturing , with Project Tracking &amp; Hour Billing</p>	<p><b>Genialcloud Powua</b> Workforce Empowerment &amp; Digital Companion</p>	<p><b>Genialcloud Powua IoT</b> Physical-Digital Integration &amp; Sensor Intelligence</p>	<p><b>Genialcloud Facsys</b> Smart Document &amp; Process Management</p>
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#### Technical Architecture Overview

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At the infrastructure layer, Genialcloud runs on a containerized Kubernetes orchestration platform with automated horizontal scaling policies, health-check-driven restarts, and distributed tracing via OpenTelemetry. The architecture follows a clean three-tier pattern:

- Presentation Layer: Responsive web application built with modern JavaScript frameworks, PWA-capable for offline support
- Application Layer: Stateless microservices communicating via internal service mesh; externally exposed through the Genialcloud API Gateway
- Data Layer: Purpose-fit storage by data type, relational databases for transactional data, time-series stores for IoT telemetry, document stores for unstructured content, and a unified analytics data lake

The API Gateway enforces rate limiting, API key management, request validation, and response caching, providing a secure and performant interface for all external integrations.

## 4. Genialcloud Proj: Extended ERP, CRM & Project Management

Genialcloud Proj is fundamentally misunderstood when described as a project management tool. It is a fully integrated Extended ERP and CRM platform, one of the most complete cloud-native business management systems available for small and mid-market enterprises, with particular depth in manufacturing, production planning, and professional services billing.

For services companies, Proj is the operational backbone: managing the entire lifecycle from lead capture through project delivery, hour tracking, and revenue billing. For manufacturing companies, it goes deeper, delivering MRP and MPS production planning, BOM management, machine load simulation, and shop floor control within the same unified platform used by sales, finance, and logistics.

### The Correct Way to Understand Proj

*Genialcloud Proj is not a project management tool with ERP features. It is a full Extended ERP with deeply integrated CRM and project tracking, purpose-built for manufacturing and project-driven services businesses that need one unified system, not a patchwork of applications.*

## Accounting & Financial Management

Proj provides enterprise-grade financial control at the heart of every business operation. The accounting module goes well beyond basic bookkeeping:

- Full management of financial statements including P&L, balance sheet, and cash flow
- Multi-company and intercompany accounting with consolidated reporting
- Multidimensional analytical accounting with custom dimension trees
- Parametric budgeting and cost centre management with variance reporting
- Automated VAT, tax compliance, and electronic invoicing (e-invoicing) per jurisdiction
- Bank reconciliation, payment scheduling, and cash flow forecasting

## Sales, Purchasing & Supply Chain

Proj unifies the entire commercial and procurement cycle in a single workflow, from quotation to delivery, from purchase order to goods receipt:

### Order Management

Monitor the full progress of purchase and sales orders with real-time status, approval workflows, and exception alerts at every stage.

### Logistics Automation

Automated picking, packing, and shipping rules reduce manual intervention and eliminate fulfillment errors across single or multi-warehouse operations.

### Stock Optimization

Dynamic reorder points, safety stock calculations, and supplier lead time intelligence keep inventory lean without service failures.

**Shortage Alerts**

Automated notifications when stock levels fall below thresholds, with suggested replenishment actions linked directly to the purchasing workflow.

## Production & Manufacturing Planning

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This is where Genialcloud Proj stands apart from most cloud ERP platforms in its market segment. Its manufacturing module delivers industrial-grade production management capabilities that typically require a Tier 1 ERP investment:

### Bill of Materials (BOM) Management

Multi-level BOM structures with version control, engineering change management, and cost roll-up calculations. BOMs are the foundation of costing, planning, and production execution, and Proj manages them with the rigour that manufacturing operations demand.

### MRP — Material Requirements Planning

Proj's MRP engine calculates net material requirements across the entire demand horizon, considering current stock levels, open purchase orders, in-progress production, and demand forecasts. It generates time-phased procurement and production recommendations that planners can review, adjust, and release, delivering zero-stock discipline without service disruption.

### MPS — Master Production Scheduling

The Master Production Schedule module enables production planners to balance customer demand against plant capacity constraints. MPS in Proj supports:

- Finite and infinite capacity planning scenarios for machine and labour resources
- Machine load simulation and what-if scenario analysis before committing to a production plan
- Contract manufacturing planning with external supplier work order management
- Visual scheduling boards with drag-and-drop rescheduling and constraint visualization

### Shop Floor & Work Order Management

Production orders flow from the MPS into shop floor execution: work orders with operation sequences, machine assignments, material picks, and quality checkpoints. Operators record actual times and quantities consumed; Proj compares these against standard costs in real time, surfacing production variances for management action.

## CRM: Customer Relationship Management

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Proj's CRM module covers the full commercial relationship lifecycle, natively integrated with sales orders, project billing, and financial management, so there is no data gap between the commercial and operational sides of the business:

- Lead, prospect, and contact management with activity tracking and follow-up automation
- Sales pipeline and funnel monitoring with conversion rate analytics
- Agent and territory management with commission calculation
- Customer care portal with online ticketing and SLA management
- Campaign management and direct marketing with response tracking

## Project Tracking & Hour Billing

For professional services and project-driven businesses, Proj's project management features are purpose-built for billable delivery, not generic task management. The distinction matters enormously for services companies:

### Project Cost Control

Every project has a budget, and Proj tracks actual hours and costs against that budget in real time, giving project managers early warning of margin erosion before it becomes a billing problem.

### Timesheet & Hour Billing

Team members record hours against project tasks via browser or mobile app. Billing rules (fixed fee, time and materials, milestone-based) determine how those hours translate into client invoices, automatically.

### Resource Planning

Assign the right people to the right projects with skills-based resource planning and capacity visibility across the entire services portfolio.

### Revenue Recognition

For multi-phase or long-duration projects, Proj supports percentage-of-completion revenue recognition rules aligned with accounting standards.

## Attendance, Travel & Expense Management

Proj closes the loop on workforce cost management with integrated attendance and expense tools:

- Browser and mobile app time reporting with project and activity allocation
- Travel expense reporting with photo capture of receipts from mobile devices
- Absence, travel, and expense approval workflows via email
- Direct export to payroll systems and accounting with full audit trail

## Business Benefits at a Glance

### Anywhere Access

Cloud-native architecture means full platform access from any device, anywhere, critical for field teams, remote workers, and multi-site operations.

### Continuous Innovation

Regular platform updates are deployed without customer intervention, no upgrade projects, no version lock, no costly migrations.

### Reduced Total Cost

Eliminating local infrastructure and consolidating multiple point solutions into one

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platform drives significant TCO reduction compared to traditional ERP deployments.

**Scalability Without Pain**

Proj scales with business growth, adding users, companies, warehouses, or production sites without hardware investment or re-implementation.

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**The Proj Value Proposition**

*Genialcloud Proj replaces a stack of disconnected applications, ERP, CRM, project management, time tracking, expense management, and production planning, with a single integrated cloud platform. For manufacturing and project-driven services companies, this is not modernization. It is transformation.*

## 5. Genialcloud Powua: Empowering Your Workforce

The name Powua is intentional: Power + You + We. It reflects the core mission of this module, to amplify the capabilities of every person in the organization through Analytics Business Intelligence tools, AI companions, and intelligent process automation.

### Workforce Digital Companion

Powua's flagship feature is the Digital Companion: an AI-powered assistant embedded in the employee experience that provides contextual guidance, task automation, and knowledge retrieval without requiring users to navigate complex system menus. The Companion understands organizational context, roles, responsibilities, current projects, deadlines, and proactively surfaces relevant information.

Unlike generic chatbot implementations, Powua's Digital Companion is grounded in the organization's actual data: project status from Proj, documents from Facsys, operational metrics from Powua IoT. It provides answers that are specific, current, and actionable.

### Process Automation & Digital Workflows

Powua enables business teams, not just IT, to design and deploy automated workflows through an intuitive visual process builder. Key features include:

- Drag-and-drop workflow designer with conditional logic, approvals, and parallel execution
- Integration connectors for common business systems (ERP, CRM, HRMS) via the Genialcloud API layer
- RPA integration for legacy system interaction without API availability
- Process analytics showing bottlenecks, cycle times, and exception rates
- Compliance audit trail for regulated industry workflows

### Employee Experience & Engagement

Powua includes a modern employee portal that serves as the single front door to organizational tools and information. Features include:

#### Personalized Dashboard

Each employee sees a dashboard tailored to their role, current assignments, and workflow tasks.

#### Knowledge Management

Organizational knowledge is captured, structured, and made searchable, reducing time spent hunting for information.

#### Goal Alignment

Individual and team OKRs are visible and progress-tracked, connecting daily work to strategic objectives.

**Recognition & Feedback**

Lightweight feedback and recognition tools embedded in daily workflows build a culture of continuous improvement.

## **Analytics & People Intelligence**

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Powua's analytics layer provides HR and management teams with ethical, privacy-respecting workforce intelligence: engagement metrics, skill gap analysis, workload distribution, and attrition risk indicators. These insights are designed to inform supportive interventions, not surveillance.

**Powua Philosophy**

*Powua is built on the belief that empowered people build better organizations. Every feature is designed to reduce friction, amplify capability, and make the employee experience genuinely better, not just more measured.*

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## 6. Genialcloud Powua IoT: Bridging Physical and Digital

The Internet of Things promises to connect the physical and digital worlds, but most IoT implementations remain fragmented, expensive, and disconnected from the business systems that should consume their data. Genialcloud Powua IoT solves this integration challenge by embedding IoT connectivity directly into the Genialcloud platform.

### What Powua IoT Delivers

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Powua IoT is a full-stack IoT integration module that handles device management, data ingestion, real-time processing, and business-context enrichment. It bridges the gap between operational technology (OT) and information technology (IT), enabling manufacturers, facility managers, logistics operators, and field service organizations to turn sensor data into business decisions.

### Core Technical Capabilities

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#### Multi-Protocol Device Connectivity

Powua IoT supports a broad range of industrial and commercial IoT protocols:

- MQTT and MQTT-SN for constrained devices and low-bandwidth networks
- AMQP for reliable message delivery in enterprise IoT deployments
- HTTP/REST for cloud-connected devices with full connectivity
- OPC-UA for industrial automation and SCADA system integration
- CoAP for ultra-low-power device environments

#### Real-Time Data Pipeline

Incoming telemetry from connected devices passes through a scalable real-time processing pipeline capable of handling millions of events per minute. The pipeline performs:

- Schema validation and data normalization across heterogeneous device types
- Edge filtering to reduce noise before cloud transmission
- Time-series storage with configurable retention policies
- Stream processing for real-time aggregations and threshold alerting
- Event correlation across multiple devices for complex condition detection

#### Digital Twin Integration

Powua IoT supports digital twin modeling, virtual representations of physical assets that maintain synchronized state with their physical counterparts. Digital twins in Genialcloud can be linked to Proj work orders, Powua maintenance workflows, and Facsys service documentation, creating a fully integrated asset lifecycle management capability.

### Business Intelligence from IoT Data

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Raw sensor data has limited business value. Powua IoT transforms it by:

**Contextual Enrichment**

Sensor readings are enriched with business context: which asset, which location, which business process, which responsible team.

**Predictive Maintenance**

Machine learning models analyze equipment telemetry patterns to predict failures before they occur, reducing unplanned downtime by up to 40%.

**Energy Optimization**

For facilities and manufacturing environments, IoT-driven energy analytics identify waste and optimization opportunities.

**Automated Alerting & Response**

Configurable alert rules trigger automated Powua workflows when sensor conditions are met, closing the loop between detection and action.

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**The Powua IoT Vision**

*Powua IoT does not just connect things. It connects things to meaning, ensuring that every sensor reading, every device event, and every operational anomaly is understood in the context of the business it serves.*

## 7. Genialcloud Facsys: Smart Document Management

Documents are the connective tissue of business operations. Contracts, specifications, reports, compliance records, invoices, project deliverables, they exist in every business function and underpin nearly every critical process. Yet most organizations still manage documents with tools designed for the file cabinet era. Facsys changes this.

### Intelligent Document Management

Facsys is Genialcloud's smart document management module, a system that does not just store documents, but understands them. Using AI-driven content analysis, Facsys extracts metadata, classifies content, and surfaces relevant documents based on business context without requiring manual tagging or taxonomy maintenance.

### Core Features

#### Automated Document Processing

Facsys applies AI to incoming documents, whether scanned, email-attached, or digitally created, to:

- Extract structured data (dates, amounts, parties, clause types) from unstructured document content
- Auto-classify documents into organizational taxonomies with machine learning confidence scoring
- Route documents to appropriate approval workflows based on content analysis
- Flag anomalies and exceptions for human review before automated processing

#### Version Control & Audit Trail

Enterprise document management requires rigorous version control. Facsys provides:

- Full version history with diff visualization for structured document types
- Immutable audit trails compliant with ISO 15489 and sector-specific regulations
- Electronic signature integration with major e-sign providers
- Document lifecycle management from creation through archival and legal hold

#### Intelligent Search & Retrieval

Facsys's search capability goes far beyond filename lookup. Its semantic search engine understands document content, enabling queries like 'contracts with termination clauses expiring in Q3' or 'project specifications for client X approved after January 2024'. Search results are permission-filtered in real time based on the user's access rights.

### Process Integration

Facsys is deeply integrated with the Genialcloud platform:

#### Proj Integration

Project deliverables, specifications, and meeting records are stored in Facsys and linked directly to project tasks and milestones.

**Powua Integration**

Document approval workflows are executed through Powua's process engine, with AI companion support for reviewers.

**IoT Integration**

Equipment documentation, maintenance records, and certification documents are linked to digital twin assets in Powua IoT.

## Compliance & Governance

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For regulated industries, Facsys provides built-in compliance controls: data residency policies, retention schedules enforced automatically, legal hold capabilities that suspend deletion for litigation purposes, and detailed access logs suitable for regulatory audit.

**Facsys in a Knowledge Economy**

*In a world where information is the primary competitive asset, Facsys transforms document management from an administrative burden into a strategic capability, making organizational knowledge accessible, governed, and actionable.*

## 8. The Genialcloud API: Open, Modern, Extensible

Every capability in Genialcloud is accessible through a clean, versioned, documented REST API. This is not a feature, it is a foundational architectural commitment. The Genialcloud API enables developers, integration specialists, and technical architects to build on top of the platform, automate business processes, and create custom experiences tailored to their organization's unique needs.

### API Design Principles

- RESTful architecture with consistent resource naming conventions
- JSON:API-compliant response format for predictable data structures
- Semantic versioning (v1, v2, v3) with minimum 24-month deprecation windows
- OpenAPI 3.0 specification published and maintained for all endpoints
- Interactive API documentation with in-browser request testing

### Authentication & Security

The Genialcloud API supports multiple authentication mechanisms to fit diverse integration scenarios:

- OAuth 2.0 Authorization Code Flow for user-delegated access (web and mobile applications)
- OAuth 2.0 Client Credentials Flow for service-to-service integrations
- API Key authentication for lightweight integrations and scripts
- JWT bearer tokens with configurable expiration and refresh policies

### Sample API Calls

The following examples illustrate the simplicity and power of the Genialcloud API. All calls use standard HTTP; any language or tool that supports HTTP can integrate with Genialcloud.

#### Authenticate and Obtain 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=proj:read proj:write powua:read facsys:write

// Response
{
  "access_token": "eyJhbGciOiJSUzI1NiIsInR5cCI6IkpXVCJ9...",
  "token_type": "Bearer",
  "expires_in": 3600,
  "scope": "proj:read proj:write powua:read facsys:write"
```

```
}
```

### Retrieve Active Projects — Genialcloud Proj

```
GET /api/v1/proj/projects?status=active&include=resources,milestones&limit=20
Authorization: Bearer {access_token}
Accept: application/json

// Response
{
  "data": [
    {
      "id": "proj_9f3a1c2e",
      "name": "Digital Transformation Phase 2",
      "status": "active",
      "health_score": 87,
      "completion_pct": 62,
      "planned_end": "2025-09-30",
      "ai_risk_flag": "schedule_risk_medium",
      "resources": [{ "id": "usr_4b2d", "name": "Laura Rossi", "utilization": 0.85
    }],
      "milestones": [{ "name": "UAT Sign-off", "due": "2025-08-15", "status":
"on_track" }]
    }
  ],
  "meta": { "total": 47, "page": 1, "per_page": 20 }
}
```

### Query IoT Device Telemetry — Genialcloud Powua IoT

```
GET /api/v1/iot/devices/dev_7c3f/telemetry
?metric=temperature,vibration
&from=2025-07-01T00:00:00Z
&to=2025-07-01T23:59:59Z
&resolution=1h
Authorization: Bearer {access_token}

// Response
{
  "device_id": "dev_7c3f",
  "device_name": "CNC Machine A3 - Bay 7",
  "metrics": {
    "temperature": [
      { "ts": "2025-07-01T08:00:00Z", "value": 42.3, "unit": "celsius" },
      { "ts": "2025-07-01T09:00:00Z", "value": 47.8, "unit": "celsius", "alert":
"threshold_warning" }
    ],
    "vibration": [
      { "ts": "2025-07-01T08:00:00Z", "value": 0.12, "unit": "mm/s" }
    ]
  }
}
```

## Create Document & Trigger Workflow — Genialcloud Facsys

```
POST /api/v1/facsys/documents
Authorization: Bearer {access_token}
Content-Type: multipart/form-data

{
  "metadata": {
    "title": "Supplier Contract - Acme Materials 2025",
    "category": "contracts",
    "tags": ["supplier", "materials", "2025"],
    "linked_project": "proj_9f3a1c2e",
    "trigger_workflow": "contract_approval_standard"
  },
  "file": <binary_content>
}

// Response
{
  "document_id": "doc_8a2c5f1d",
  "status": "processing",
  "ai_classification": { "type": "supplier_contract", "confidence": 0.96 },
  "workflow_instance": "wf_approval_4421",
  "next_step": "awaiting_legal_review"
}
```

## Subscribe to Events via Webhook

```
POST /api/v1/webhooks/subscriptions
Authorization: Bearer {access_token}
Content-Type: application/json

{
  "url": "https://your-system.com/webhooks/genialcloud",
  "events": [
    "proj.milestone.completed",
    "iot.alert.triggered",
    "facsys.document.approved",
    "powua.workflow.completed"
  ],
  "secret": "your_webhook_secret_for_signature_verification"
}
```

### Developer Portal

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

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## 9. The Avantune Partnership Difference

Choosing a technology platform is, at its core, choosing a relationship. And the nature of that relationship will determine whether the technology delivers its promised value, or becomes another line item on a list of failed IT investments.

Avantune was founded with a clear and deliberate differentiation from large enterprise software vendors. We are not organized around ticket queues, account tiers, or quarterly quotas. We are organized around the success of the organizations we serve.

### You Are Not a Number to Us

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At Avantune, every customer relationship is built on direct access and genuine accountability. When you call Avantune, you speak with someone who knows your implementation, understands your business context, and is empowered to make decisions. There is no front-line support wall, no escalation labyrinth, no premium tier required to access competent help.

Our team treats every customer's challenge as if it were our own, because in a very real sense, it is. Our reputation is built one customer success at a time.

### Co-Innovation Partnership

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Avantune's product roadmap is not determined in isolation by a remote product committee. It is shaped by an ongoing dialogue with our customer base. When customers identify gaps, propose features, or describe emerging use cases, that input flows directly into prioritization decisions. We run regular product councils, user research sessions, and beta programs that give customers a genuine voice in the platform's evolution.

This is not a customer satisfaction program. It is how we build the right product, by remaining in constant, honest conversation with the people who depend on it.

### Speed of Response, Speed of Value

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Large vendors operate on quarterly release cycles and annual roadmap commitments. Avantune's agile development model allows us to ship meaningful improvements, bug fixes, and new capabilities on a continuous basis. When an urgent customer need arises, we can respond with speed that monolithic organizations simply cannot match.

### Implementation Philosophy

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Avantune's implementation approach is built around knowledge transfer, not dependency creation. Our goal is always to make customer teams self-sufficient: able to configure, extend, and evolve their Genialcloud deployment without perpetual consultant engagement. We measure implementation success not by billable hours but by how quickly customers achieve measurable business outcomes.

## The Avantune Team

Behind Genialcloud is a team of people who chose to build a different kind of technology company. Engineers who care about code quality and user experience. Consultants who bring business acumen alongside technical skills. Support specialists who take pride in resolution, not just response time. And leadership that measures success by the success of the organizations we serve.

<p><b>Direct Access</b></p> <p>Named contacts who know your business. No ticket queues or tiered support walls.</p>	<p><b>Co-Innovation</b></p> <p>Your input shapes our roadmap. Product evolution is a collaborative process.</p>	<p><b>Long-Term Partnership</b></p> <p>We measure success by your outcomes. Our incentives are aligned with yours.</p>
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### Why Our Scale is Your Advantage

*Avantune's size is not a limitation, it is a feature. It enables the responsiveness, flexibility, and genuine partnership that large vendors structurally cannot provide. When you choose Avantune, you choose a team that is invested in your success as deeply as you are.*

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## 10. Getting Started with Avantune

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

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### Discovery & Assessment

Our engagement begins with a structured discovery process: understanding your current technology landscape, your operational pain points, your strategic objectives, and your timeline and budget reality. We bring business analysts and technical architects who ask the hard questions and document the answers honestly, because a solution that does not fit your reality is not a solution.

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### Proof of Concept

For organizations evaluating Genialcloud as a platform investment, Avantune offers a structured proof-of-concept program: a time-boxed, scoped deployment that demonstrates real value against real business scenarios. PoC programs are conducted with your data, your processes, and your teams, not generic demos.

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### Deployment & Enablement

Genialcloud is deployed in cloud or hybrid configurations based on your requirements. Deployment projects follow Avantune's proven methodology with clear milestones, transparent communication, and early value delivery prioritized over big-bang go-live approaches. Enablement is built into every implementation, ensuring your team is confident and capable from day one.

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### Ongoing Success

Post go-live, the Avantune relationship shifts to continuous success management: regular business reviews, platform health monitoring, proactive feature adoption guidance, and direct access to the product team for roadmap input. We do not disappear after implementation. We stay.

## Ready to Start the Conversation?

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

[www.avantune.com](http://www.avantune.com)

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