
INNOVATION SOLUTIONS
ORDER CONFIRMED
RESERVATION SCHEDULED
INVOICE GENERATED
INVENTORY UPDATED
RESERVATION SCHEDULED
INVENTORY UPDATED
WHITEOWAI

This document presents a menu of real, tangible, and pragmatic innovation solutions designed exclusively to optimize your business's daily operations.

ONE TEAM, LEADING THE WAY

White WAI was born as the innovation division of QualitApps, an IT consultancy with more than 10 years of track record.

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INTRODUCTION

The innovation solutions proposed in this document are **configured and adapted** according to the specific requirements of each company, **integrating** directly **with their current corporate applications** such as ERP systems, email platforms, or internal communication tools.

To monitor and operate these solutions, the client will have a centralized management platform. This control panel allows making modifications to the tools' configuration and instructions, consulting full transcripts of both text and voice interactions, and reviewing access and usage logs. Likewise, it serves as an active interface to manually launch those processes and tasks that are not completely automated.





IA Mismo Innovation Pack

The Innovation Pack offers a monthly service model of strategic consulting and continuous technical execution that already incorporates the analysis, configuration, and adaptation of the solutions as they are integrated.

Infrastructure and Legal Compliance

Your data, the processes executed by the AI, and the tools are hosted and entirely processed on servers within the European Union, under strict compliance with the GDPR, the LOPD, and the European Artificial Intelligence regulation (EU AI Act).

All your information, including the content and texts of your chats, voice transcripts, and documents uploaded as a knowledge base for the AI, is stored completely encrypted. You are the only one who can access it exclusively, meaning we have no technical way to access your data.

At the same time, you benefit from a strict zero-retention guarantee. Any file, email, or information that you need to transfer, or that the system automatically extracts from your systems, is completely deleted from our systems immediately upon completion of the task.

CONVERSATIONAL ASSISTANT



CONVERSATIONAL ASSISTANT

The **Conversational Assistant** is an intelligent chat designed to be installed natively on your website, e-commerce, customer portals, or within your organization's internal management space.

This assistant does not rely on fixed responses; it feeds directly from your **company's knowledge base**, official documents, and management systems to interact with total precision and naturalness.

- Multi-language
- 24/7 Availability
- Integration with ERPs and CRM
- Human team routing
- Sentiment analysis
- Compliance with EU AI Act
- Feedback Mechanisms
- Request for human review or anomaly reporting

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CONVERSATIONAL ASSISTANT

CORPORATE INFORMATION INQUIRY

The Conversational Assistant works exclusively under your rules and with the information you decide to provide it.

Instead of improvising answers, the AI acts as a strict inquiry assistant: when faced with any question, it locates the exact document or policy manual that has been previously uploaded and writes the answer based solely on that official text.

If something is not written in your documents, the assistant does not make it up.

External Use

The assistant becomes the best product specialist on your website. It instantly resolves complex doubts about technical manuals, contract conditions, frequently asked questions, or commercial regulations, guaranteeing that the customer always receives official and correct information.

Internal Use

The assistant functions as a smart library for the team. Any worker can instantly consult company regulations, operational protocols, or internal guides without wasting time searching through folders or intranets, accelerating problem resolution in day-to-day operations.



CONVERSATIONAL ASSISTANT

DATA OBTAINED FROM YOUR MANAGEMENT TOOLS

The Conversational Assistant connects directly with your daily management tools (CRM, ERP, or calendars) to query and provide updated information in real time to the user.

Order Tracking

Real-time connection with your ERP and logistics operators to inform the customer about the exact status of their shipment and delivery date.

Invoice Inquiry

Locates, filters, and securely downloads past invoices, account statements, or pending receipts, resolving the customer's administrative management tasks.

Price and Stock Inquiry

Displays rates, discounts, promotions, and verifies the availability of a product in your warehouses or physical stores.



ASISTENTE CONVERSACIONAL

MANAGEMENT THROUGH CHAT

Furthermore, when the procedure requires it, the assistant has the capability to perform actions directly within your systems, such as registering a booking or opening a support ticket without intermediaries.

Appointment Management

Proposes available days and times, registers the visit in the calendar, and allows modifying or postponing it. If the visit has a cost, it automatically provides the payment link.

Returns Management

Processes returns autonomously: handles the request within your systems and generates the shipping label instantly.

Technical Support

Resolves common technical incidents autonomously. If it requires human attention, it opens a ticket in your support system.



VIRTUAL VOICE ASSISTANT



WHITEWAI

VIRTUAL VOICE ASSISTANT

The **Virtual Voice Assistant** is deployed directly into a virtual **PBX** to answer or make phone calls autonomously, fluidly, and simultaneously, completely eliminating wait times.

Additionally, this technology can also be applied to your website or mobile application as a natural alternative to traditional chat.

Multi-language
Detection of the caller's language and response in the same language.

Simultaneous capability
Management of dozens of conversations at the same time without waiting queues.

24/7 Service
Uninterrupted operations to resolve procedures 365 days a year.

Transfer
Routes the call to the corresponding extension or to a receptionist.

Outgoing calls
Calls customers to remind them of appointments, confirm deliveries, conduct surveys, request information, etc.

Immediate response
The conversation is fluid without awkward silences.

Configurable voices
Define the gender, age, and accent to represent the corporate identity.

Human intonation
Adapts the tone energetically or empathetically depending on the type of management.

Legal transparency
Mandatory notice of automated assistance and generation of a written log.

Integration
Connection with corporate management systems to provide information and carry out procedures.

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VIRTUAL VOICE ASSISTANT

INBOUND CALLS

The assistant immediately answers the inbound call with a corporate greeting, identifying itself as a conversational AI and notifying the start of the mandatory legal transcription; next, it identifies the general reasons for the call and obtains the speaker's details to determine the path to follow.

Information Request

It evaluates the speaker's request and offers direct information about the company and its services as far as its knowledge base allows; in the event that the inquiry requires management that exceeds its competencies or the user requests personalized assistance, it escalates the call by routing it to the receptionist.

Commercial Prospecting

It intelligently screens and stops cold calling or vendor proposals, requesting contact details and a summary of the offer to send it automatically via email to the person in charge without interrupting the team's activity.

Routing to Receptionist

It ensures regulatory compliance by connecting the call with a physical agent in less than three minutes if the user expressly requests to speak with a person or if the assistant detects a complex situation that requires direct human intervention.

Routing based on Availability

It verifies the recipient's schedule and, if available, performs a preliminary screening by calling them internally to announce who is looking for them and the reason, allowing them to accept or reject the communication at that moment; if they are busy, in a meeting, or out of the office, the assistant makes exceptions for calls from authorities or critical emergencies (even routing to another colleague), and if it finally cannot be transferred, it takes a detailed message to send it via message.



VIRTUAL VOICE ASSISTANT

PROCEDURES AND ACTIONS DURING THE CALL

First-Level Technical Support

Autonomously resolves the most frequent technical incidents and doubts based on the company's official documentation.

When faced with complex problems, the assistant manages two paths of resolution: it escalates the communication by transferring it directly to a specialized technician, or it creates a ticket in the system, informing the user of their tracking number during the call and requesting their email address to send an automatic confirmation of the opening.

Appointment and Booking Management

Automates the organization of schedules and service calendars in real time, adapting to any type of appointment (commercial visits, interviews, consultations, or meetings) and bookings in sectors such as catering or shows through a natural conversation.

In the event that the management requires a prior deposit or the payment for the service, the assistant immediately sends an email to the client with a direct link to the payment platform to secure the appointment.

Procedures and Incidents Management

Connects with internal management systems (ERP/CRM) to resolve recurring operational inquiries in a unified way via voice or chat.

Users can check the status and location of their orders, initiate the processing of returns, register formal complaints or claims, check points balances or pending invoices, and request the automatic delivery of duplicate documents or contracts to their email address.



VIRTUAL VOICE ASSISTANT

OUTBOUND CALLS

Appointment Confirmation and Reminder

The assistant contacts the user with the configured advance notice to confirm their attendance at the visit, meeting, or booking; if the client cancels or requests a change during the conversation, the AI instantly frees up the slot and reschedules it in the internal calendar.

Satisfaction Surveys

After completing a service, a purchase, or technical assistance, it calls users in a friendly manner to conduct a brief interactive survey, gather numerical ratings, and transcribe qualitative comments and opinions directly into the CRM, generating an immediate alert if it detects an unsatisfied customer.



Security Verification

Upon detecting an unusual action by a user or a high-risk operation, such as suspicious or high-volume orders in an e-commerce, banking details modifications, urgent changes in logistics routes, or service cancellation requests, the assistant makes an immediate call to validate the authenticity of the operation.

Commercial Follow-up

By immediately contacting users who have requested information through the company's digital channels, the AI qualifies the prospect's interest while it is hot, resolves initial doubts about the service, and, if the profile is suitable, schedules a meeting directly with the sales team, preventing the lead from going cold.

EMAIL AUTOMATION



EMAIL AUTOMATION

EMAIL CLASSIFICATION

This solution organizes the emails that arrive at the company's general accounts, such as info@, soporte@, or administracion@.

The system reads the content of each email to know exactly what it is about (a customer inquiry, a technical issue, or an invoice) and labels it, moves it to the corresponding folder, or redirects it before your team even has to open it.

Inbox Cleaning

The system separates all the advertising, spam, and automatic notifications that clutter these generic mailboxes.

These emails are archived directly into secondary folders, ensuring that the main inbox remains clean and only shows the messages that truly need a human response.

Distribution by Recipients

Once the email is classified, it goes directly to the appropriate person or department.

Questions from potential customers go to the sales team, technical problems go to support, and budgets or invoices go to the administration manager.

In this way, each professional finds in their inbox only the emails they are responsible for managing.



EMAIL AUTOMATION

ADVANCED RESPONSE AND REQUEST MANAGEMENT

This solution acts as a first operational filter for any incoming customer email, whether they are requests, claims, or incidents



The AI reads and understands the context of the message to decide which action or response to execute.

Request for Additional Information

If it detects that essential information to process the case is missing—such as a customer number, a reference, a detailed description of the problem, or a photograph of the incident—the system sends a personalized email requesting those specific elements.

The thread reaches the human team when it is fully completed and ready for its resolution.

Immediate First-Level Resolution

When the email raises a common doubt, a standard claim, or a technical incident whose solution is already documented in the company's knowledge base, the artificial intelligence executes direct resolution by sending the exact instructions, support links, or steps to follow. If the customer does not reply back to the thread, the case is archived.

Incident Opening and Priority Assignment

The system interacts with internal management tools. It registers the request in the CRM or support system, generates the corresponding ticket, and responds to the sender providing them with the case reference number or the assigned department. In addition, it evaluates the tone and urgency of the message to correctly position it in the team's work queue.

EMAIL AUTOMATION



ADVANCED PROTECTION AGAINST PHISHING AND DIGITAL FRAUD

Traditional email filters fail against attacks based on deception and business context because these do not contain infected files or suspicious links. This security layer analyzes the language and behavior of incoming messages to intercept fraud before it reaches the user.

CEO Fraud Interception and Fake Emergencies

he system evaluates the tone and structure of critical requests, such as confidential transfer orders or sensitive information requests that pretend to come from senior management. The AI analyzes the wording to discover unusual time pressures or unforeseen changes in the usual communication channels that betray impersonation.

Validation of Account and Vendor Changes

This function inspects any incoming email requesting a modification in payment details, a bank account change, or the alteration of an IBAN within an attached invoice. The system internally and automatically contrasts the message information with the registered financial and invoicing history of that vendor.

Identity Spoofing Identification

This tool identifies emails that use advanced visual spoofing techniques, such as purchasing web domains almost identical to those of real customers or business partners (changing a single letter). The system tracks the origin of the sending server and the age of the domain to unmask the sender's real identity.

Upon detecting any of these anomalies, the system automatically removes the email from the user's inbox and diverts it to a protected space within the email server, where it freezes the message and inactivates all its links to prevent accidental clicks.

At the same time, it generates an immediate alert directed to the technical team or administration managers, detailing the exact reason for the suspicion so that they can proceed with its secure verification or the permanent blocking of the sender across the entire organization.

WHITEWAI

EMAIL AUTOMATION

PREVENTION OF EXPOSURE OF CONFIDENTIAL INFORMATION AND PERSONAL DATA

This solution acts as an intelligent filter that analyzes the emails being sent from the organization. The AI understands the meaning of the message and documents before they leave the server to intercept human errors or mistaken deliveries.

Exposure of personal data

The AI analyzes both the body of the email and attached files (PDF or Excel). The system identifies the presence of payrolls, medical histories, identity documents, or financial data protected by privacy regulations.

Leakage of corporate confidential information

The sending of strategic company assets, such as business plans, intellectual property, source codes, or preferential rates, is detected. The semantics of the content are evaluated to ensure that critical information does not leave without authorization.

Recipient control and cross-sending

It validates whether the external receiver or destination domain is authorized to receive the type of information detected.

Encryption verification

It checks if messages or documents with sensitive information travel with the required level of encryption or password protection.



Upon detecting any of these anomalies, the system automatically removes the email from the user's outbound tray and diverts it to a protected space within the server, where it freezes the message.

At the same time, it generates an immediate alert directed to the technical team or administration managers, detailing the exact reason for the suspicion so that they can proceed with its secure verification or the permanent blocking of the delivery.

MANAGEMENT



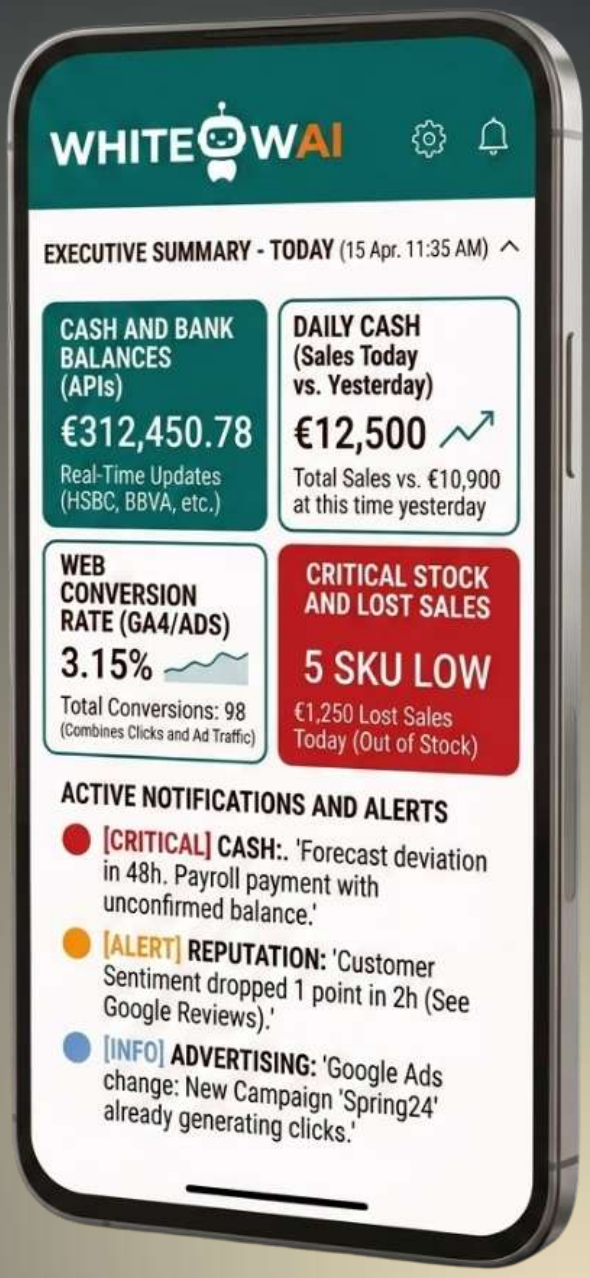
MANAGEMENT

EXECUTIVE DASHBOARD AND BUSINESS ALERTS

This mobile application consolidates the company's critical indicators and automates operational warnings for senior management.

Multi-source key indicators

The application connects and centralizes data from scattered origins onto a single screen. The system automatically gathers financial information from the company's banks, management data from the corporate ERP, the commercial status from the CRM, and the results from web analytics and digital marketing platforms, unifying all vendors into a single dashboard.



Business alerts

The system sends a notification when a critical parameter requires attention. These alerts are automatically triggered by financial deviations, supply chain incidents, or any anomaly detected across the different areas of the business.

MANAGEMENT

CONTROL AND RESPONSE OF CRITICAL EMAILS VIA WHATSAPP

This solution acts as a maximum priority filter for executives and middle managers who, due to meetings, travel, or operational tasks, cannot continuously monitor their inbox.

The system analyzes **incoming emails** in real time and, upon **detecting critical messages**—such as requirements from public organizations, serious incidents from major clients, or last-minute changes to the schedule—isolates the relevant information and **sends an alert message** to the manager's **WhatsApp**..

The executive receives a native message with a concise executive summary, allowing them to know the urgency in a second without needing to open the corporate email client.

Bidirectional Interaction and Immediate Delegation

The main advantage of this channel is its capability for response and interaction with artificial intelligence using natural language.

Upon receiving the alert on WhatsApp, the executive can reply directly to the chat giving precise instructions, such as "Tell them that time does not work for me and postpone the meeting until tomorrow" or "Forward this requirement to the administration manager and the legal team."

The system processes the order autonomously, locates the original email on the server, drafts the formal response or delegates the management to the corresponding department, notifying the user within the same chat once the action is completed.



MANAGEMENT

AUTOMATIC MEETING MINUTES

Unlike solutions from Google, Microsoft, or startups like Fathom, which are limited to videoconferences, this mobile application brings that same technology to face-to-face meetings in boardrooms, automatically generating the summary and the minutes.

Before starting, each attendee states their name and position. This step allows the application to record attendance in the document and, at the same time, identify each participant's voice to correctly assign each intervention in the final minutes.

Through a central speaker or from the phone itself, the application processes the face-to-face conversation. Upon completion, the system organizes the topics covered, structures the decisions made, and generates a clear executive summary with the tasks assigned to each member.



MANAGEMENT

LOST OPPORTUNITIES AUDIT

This solution automatically analyzes the company's unstructured data and public reviews to **identify** the real **reasons why customers are lost**, offering a strategic vision that traditional charts cannot show.

The system continuously examines rejection emails, commercial notes entered into the CRM when a budget is lost, and technical support comments. Additionally, it connects with external platforms such as Google, Booking, or TripAdvisor to monitor user opinions, processing all these texts in the background to group the real causes of business loss beyond the simple numerical data.

Without the need for manual inquiries, the artificial intelligence generates periodic executive reports for management that identify critical trends and weaknesses against the competition. The executive receives direct conclusions regarding recurring service problems or deficiencies in customer service, allowing the operational strategy to be corrected immediately before it affects the company's reputation.



ADMINISTRATION & FINANCE



ADMINISTRATION & FINANCE

WEB FORM FILLING

This solution automates **data insertion into external platforms and web portals** through intelligent browsing tools, eliminating the need to manually transcribe information field by field.

The system uses automation technologies to interact with any corporate or public administration webpage in the same way a user would. The tool accesses the target portal, navigates through the corresponding menus, and fills out the forms autonomously, extracting information directly from company databases, Excel files, or text documents without making typos.

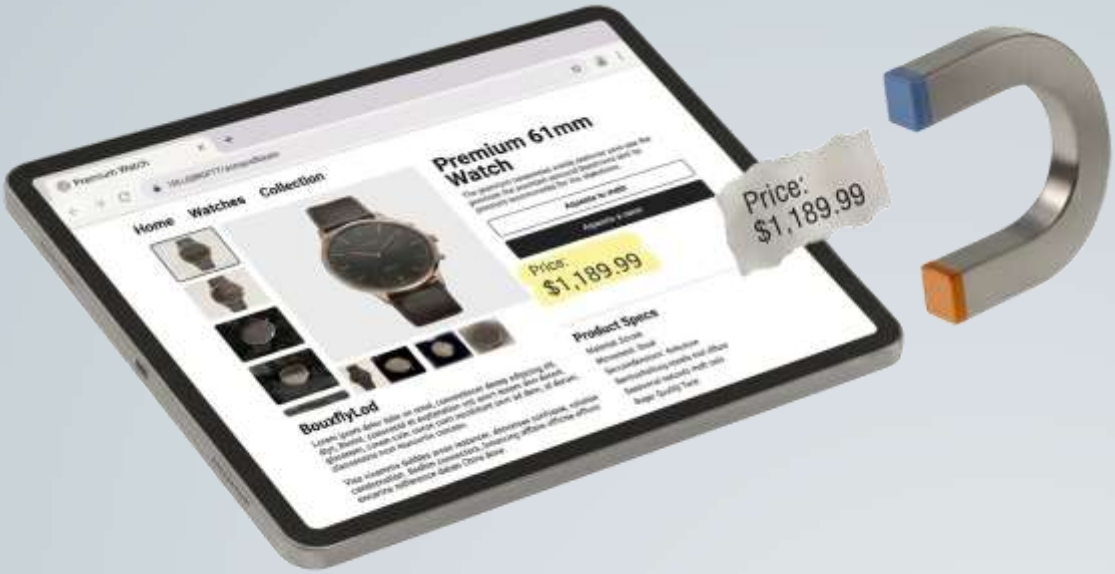
This application is especially useful for streamlining repetitive processes such as submitting tenders, registering products on vendor portals, enrolling in official registries, or mass downloading documents and certificates.



WEB SCRAPING AND DATA EXTRACTION

This solution allows for the **massive and scheduled collection of data and information published on internet portals**, integrating it directly into the company's internal systems without the need to search for or copy it by hand.

The system works inversely to form filling; instead of entering data, it autonomously navigates through external web pages to locate specific information and download it in a structured way.



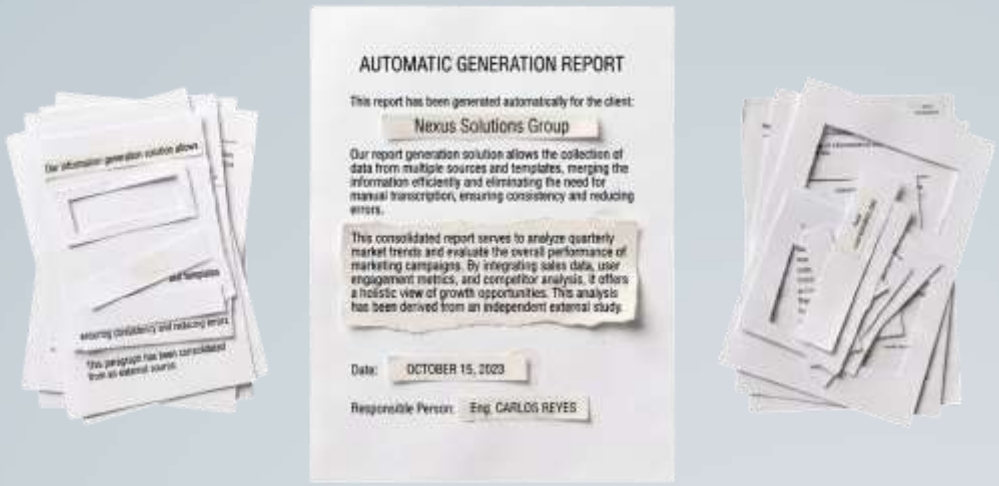
The tool can access competitor portals, public registries, or sector-specific websites daily to extract prices, product catalogs, official tender offers, or technical documents, organizing all that information directly into an Excel file or the company's database.

This application is key to automating market price monitoring, constantly checking official state gazettes for new grants, or downloading thousands of vendor technical datasheets all at once.

ADMINISTRATION & FINANCE

REPORT GENERATION

This system automatically drafts complex documents by combining the structure of a master template with the deep analysis of multiple sources. The tool processes the context of the source files, extracts key insights, cross-references data, and generates original text to shape the body of the document, summaries, analyses, or conclusions.



Source Sources

- Corporate ERP
- Databases
- Requirement sheets
- Meeting minutes
- Annotations
- Worksheets
- Technical reports
- Medical histories and visits
- Internal regulations
- Official regulations
- Previous offers
- Valuation reports
- Expert witness reports

Generated Documents

- Contracts
- Business proposals
- Monthly services report
- Financial reports
- Expert appraisals
- Specifications sheets
- Compliance audits
- Executive summaries
- Suitability reports
- Feasibility reports
- Medical evolution reports
- Incident summaries
- Statistical analysis

ADMINISTRATION & FINANCE

DIGITIZATION OF INVOICES AND EXPENSE RECEIPTS

Completely automates the reception, extraction, and integration of vendor invoices and expense receipts. The system eliminates the need to process emails or manually transcribe data, autonomously managing any input channel and connecting directly with internal or external accounting systems.

Input Channels

These documents can be entered into the system through the automatic reading of email attachments, manual uploading of scanned files, photographs taken from a mobile phone with a dedicated application, or by indicating a server folder to process batches of files.

Processing and Extraction

The tool reads the document and extracts the vendor, NIF (tax ID), address, date of issue, itemized breakdown, base amounts, VAT shares, and the total to pay.



Integration and Destinations

The processed information can be dumped into the corporate ERP, organized into server folders along with an indexed Excel file for accounting, or exported into the specific format required by the external management application.

ADMINISTRATION & FINANCE

INTELLIGENT INVOICE CLAIMING

This solution executes the daily management of collection through automation agents that cover the operational gaps and back-and-forth of traditional ERPs, which are limited to a reactive and accounting approach after the due date.

Days before the deadline expires, the system analyzes the payment behavior of each account; **for clients who usually delay, it activates an early courtesy** reminder and verifies the receipt of the invoice.

If the client reports discrepancies in prices or concepts, the agent immediately alerts the commercial team to resolve the dispute before the payment deadline.

Unlike a standard ERP, the tool autonomously processes the text of customer response emails. **It extracts the new promise or payment date, reschedules the alert in the calendar,** and updates the workflow without human intervention.

In addition, it coordinates channels by combining formal emails, WhatsApp Business, or CRM alerts according to the client's profile and the level of delay.

When the amicable route is exhausted, it automatically packages the invoice, delivery notes, and communication history, leaving the file ready for judicial claim.



TALENT & HUMAN RESOURCES



TALENT & HUMAN RESOURCES

INTELLIGENT SCREENING AND CANDIDATE MATCHING

This module automates the most critical phase of personnel selection: the intelligent reading and predictive matching of profiles against new open vacancies in the organization.

To feed the database, the system processes CVs manually, massively in batches from a folder, or through the automatic reading of emails received in accounts like cv@domain.com.

Once received, the system autonomously extracts all relevant information (work experience, key competencies, languages, and education), structuring the data without the need for manual input.

When the team activates a new job offer, it is enough to define the required job position.

From there, an agent executes a data cross-referencing process with the historical database, instantly evaluating hundreds or thousands of stored profiles. To establish the priority of the candidates, the system applies a chronological order criterion based on the date the CV was introduced, combining it with advanced customizable filters, such as specific universities or previous sector areas.

The result is a refined list with the best finalist candidates ready for the interview phase.



TALENT & HUMAN RESOURCES

AUTOMATED PHONE SCREENING

This solution consists of the automation of **initial screening calls through an intelligent voice assistant**, tasked with quickly and massively validating the basic requirements **of selected candidates** before scheduling a formal interview.

The system takes the initiative by directly contacting the professional's mobile number after the first CV screening.

During the call, a natural and fluid conversation takes place to verify fundamental aspects that determine the viability of the candidacy: it confirms immediate availability and real interest in the offer, and validates that salary expectations, the type of working day, and the work modality (on-site, hybrid, or remote) match exactly with the company's parameters.

In addition to cross-referencing basic conditions, the assistant checks essential requirements of the position that often require direct confirmation, such as specific years of experience with a technology or the necessary language level. If the candidate successfully passes this initial filter, the system automatically connects with the recruitment team's calendar and books an appointment for the technical or personal interview.



TALENT & HUMAN RESOURCES

TECHNICAL INTERVIEWS WITH FRAUD DETECTION

This use case consists of conducting initial **technical interviews via videoconference driven by voice** in an interactive manner, allowing the evaluation of the candidate's real skills based on a thematic outline and **detecting in real time possible behavioral anomalies or fraud attempts**.

The system initiates the session based on the syllabus or technical requirements provided for the position. During the conversation, the tool does not limit itself to reading static questions, but rather delves adaptively based on the candidate's answers, asking follow-up questions about specific details to measure the level of real experience just as a human interviewer would.

In parallel, the system analyzes the video and audio stream using computer vision to certify the honesty of the test non-intrusively. The platform identifies unnatural patterns such as constantly looking away from the screen, typing noises right after a question is asked, the presence of second voices in the room, or unusual wait times and silences that suggest the professional is consulting another AI or support material.

At the end of the session, the tool generates a detailed evaluation report for the selection team. This report includes a broken-down score for each knowledge block, a summary of key answers, and a confidence index based on the detected anomalies, allowing for the objective and agile filtering of the most qualified candidates.



ONBOARDING ACCOMPANIMENT (ONBOARDING)

This use case consists of the **interactive and proactive guidance of the new employee** during their first weeks, structuring their landing plan through a dynamic checklist that **verifies step by step the delivery of documentation, the enabling of tools, and the progress of their learning**.



The operation is carried out through a conversational web portal accessible from any device, also integrated with channels such as WhatsApp, Teams, or Slack for sending notices. From the first day, the system interacts with the worker by requesting documentation in a staggered manner and instantly validating the files. In addition to demanding tasks, the chat remains constantly open so that the employee can ask and clarify any doubt in real time: from how to carry out a procedure or how their new work tools work, to consulting internal regulations, schedules, benefits, or the company culture.

As the week progresses, the system activates the mandatory training modules and, at the end of each one, opens brief question and answer sessions to resolve doubts and ensure that key concepts have been assimilated. The tool monitors in real time that all tasks on the checklist are completed, and if it detects a delay or blockage in any of the phases, it automatically notifies the person responsible for Human Resources, guaranteeing an efficient, measurable landing without regulatory oversights.

TALENT & HUMAN RESOURCES

VERIFICATION OF EMPLOYEE DOCUMENTATION

This process consists of the automated **verification and validation** of all **labor, training, and legal documentation** of the staff, taking charge of **checking the veracity, validity, and correct filing** of each document associated with the worker to guarantee strict regulatory compliance.

The system performs periodic audits of all stored documents, both those provided by the employee and those generated internally (contracts, extensions, or evaluations). In each review, it analyzes digital signatures, metadata, and visual patterns to certify their authenticity, also confirming that the files remain valid and have not undergone alterations.

This continuous supervision ensures adaptation to the regulatory framework of Spain, validating on a recurring basis that the Occupational Risk Prevention (PRL) documentation—such as medical fitness, delivery of PPEs, and safety training—along with the mandatory attendance control records and timesheets, are kept updated in the face of possible inspections and legislative changes.

Likewise, the platform proactively detects any mismatch between the active labor situation of the worker and the supporting documents that back it up, ensuring that each change has its corresponding accreditation. By constantly monitoring the expiration dates of documents such as the DNI, passports, or technical accreditations, the system detects expirations or lacks of regulatory coverage and automatically claims the necessary renewals.



SALES & MARKETING



SALES & MARKETING

BUSINESS PROPOSAL GENERATION

This solution automates the technical drafting of personalized B2B proposals, converting loose notes from the sales team into professional offers ready to be sent to the client.

The system processes notes, audio transcriptions of meetings, and client requirement sheets, cross-referencing them with protocols, internal procedures, and current regulations that determine what can be offered and under what conditions. To build the offer, the AI compiles and cross-references technical documentation, pre-sales estimates, catalogs, and ERP rates, applying logics for VIP clients or special agreements. Likewise, it integrates external variables and provider costs of any nature—such as data operators, transport, customs, or subcontracted services—along with real-time market indicators like currencies or commodities.

As a result, all this information is automatically laid out in a corporate template in Word format, allowing the salesperson to easily make any minor editing before the final sending.



SALES & MARKETING

PREDICTIVE SALES FORECASTING

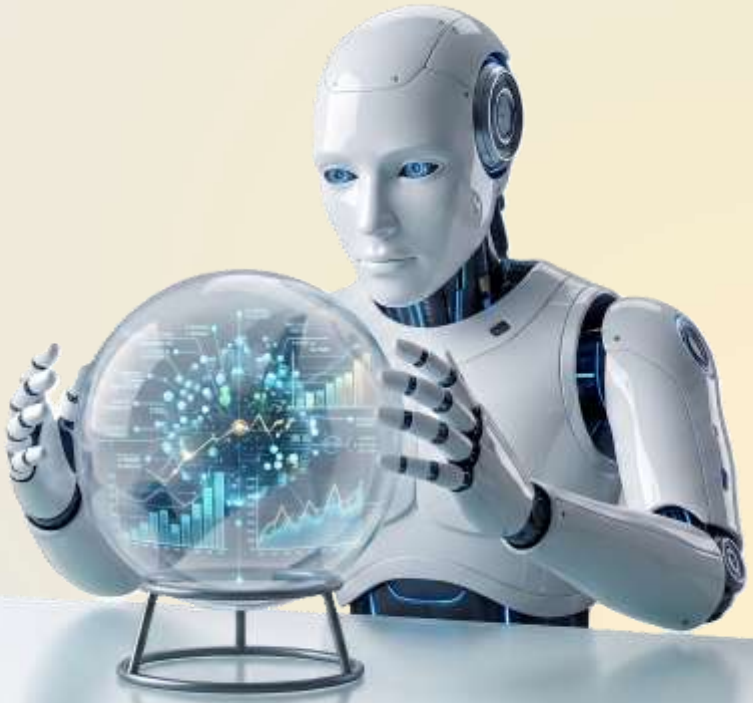
This solution automates the projection of revenue and sales volumes using a predictive model that continuously analyzes market behavior and historical business cycles.

The system processes and cross-references the current activity of the conversion funnel in the CRM (open opportunities, negotiation phases, and pipeline speed) with the billing history hosted in the company's ERP.

To incorporate sector seasonality and macroeconomic trends, the AI connects via automated integrations and APIs to external data sources. These include internet search intent volume tools to monitor interest in real time, trade registries and indices published by official bodies and chambers of commerce, and aggregated sector consumption data.

By unifying these layers, the system isolates repetitive annual peaks from the baseline market growth. This projection consolidates directly into analytical dashboards, allowing management to anticipate short- and medium-term future revenue.

As a result, companies manage to optimize resource planning, adjust inventory management to avoid stockouts, and make strategic investment decisions backed by objective data.



SALES & MARKETING

PROACTIVE RECOMMENDATION AND CROSS-SELLING

This solution automates the identification of commercial opportunities through a predictive engine that analyzes the purchase history, consumption habits, and interactions of each client to proactively suggest the ideal product or service at any given time.

Unlike traditional recommender systems on ecommerce platforms, which are reactive and only act when the user browses through them, this solution works in the background analyzing ERP and CRM data. The AI segments customers by probabilistic behavior and accurately predicts what need an account will have before the customer themselves detects it.

The system connects these predictions directly with outbound channels, opening up the possibility of automating hyper-personalized email marketing campaigns or automatic alerts for the commercial team. As a result, companies manage to multiply customer lifetime value (LTV) and optimize cross-selling without the need for salespeople to manually analyze each account.



SALES & MARKETING

MONITORING OF REVIEWS ON SOCIAL NETWORKS

This solution centralizes and automatically monitors the opinions, comments, and reviews of your customers on Facebook, Instagram, LinkedIn corporate pages, and Google Places. The system acts in the background to transform the volume of digital interactions into a strategic asset, completely eliminating the manual review of social networks.

Management gains the ability to identify and immediately extract purchase intentions, doubts about rates, or recurring commercial objections expressed by users. At the same time, the solution mitigates reputational risks by activating early alerts in the face of complaints or critical ratings, allowing a rapid intervention before they affect the brand.

Likewise, the system automatically isolates claims and service problems to forward them directly to the support team, guaranteeing efficient care.



As a result, all information is consolidated into a unified analytical dashboard that reveals the real doubts of the audience, allowing to define the marketing strategy and make commercial decisions backed by objective data.

SALES & MARKETING

MONITORING OF COMPETITOR PRICES AND OFFERS

This solution automates the tracking and real-time analysis of pricing strategies, catalogs, and commercial movements of direct competition.

The system uses automated data extraction agents (web scraping) that navigate on a scheduled basis through the websites and e-commerce platforms of strategic competitors. This information is processed to extract prices, stock levels, shipping rates, and flash sales, automatically mapping equivalent products in the market even if they use different names or descriptions.

Upon detecting variations or anomalies (such as an unexpected aggressive discount), the system activates immediate alerts and calculates the potential impact on the company's margin.

All this competitive intelligence integrates into the pricing module, allowing commercial teams to apply dynamic pricing strategies.

This ensures that the company can react in minutes to maintain its market competitiveness, optimize profit margins in real time, and design marketing campaigns based on real data from the competition, instead of acting out of a delayed reaction.



SALES & MARKETING

COMMERCIAL RISK ANALYSIS

This solution optimizes the efficiency of the sales team through a predictive model that automatically evaluates the financial viability and conversion probability of each potential client before initiating commercial action.

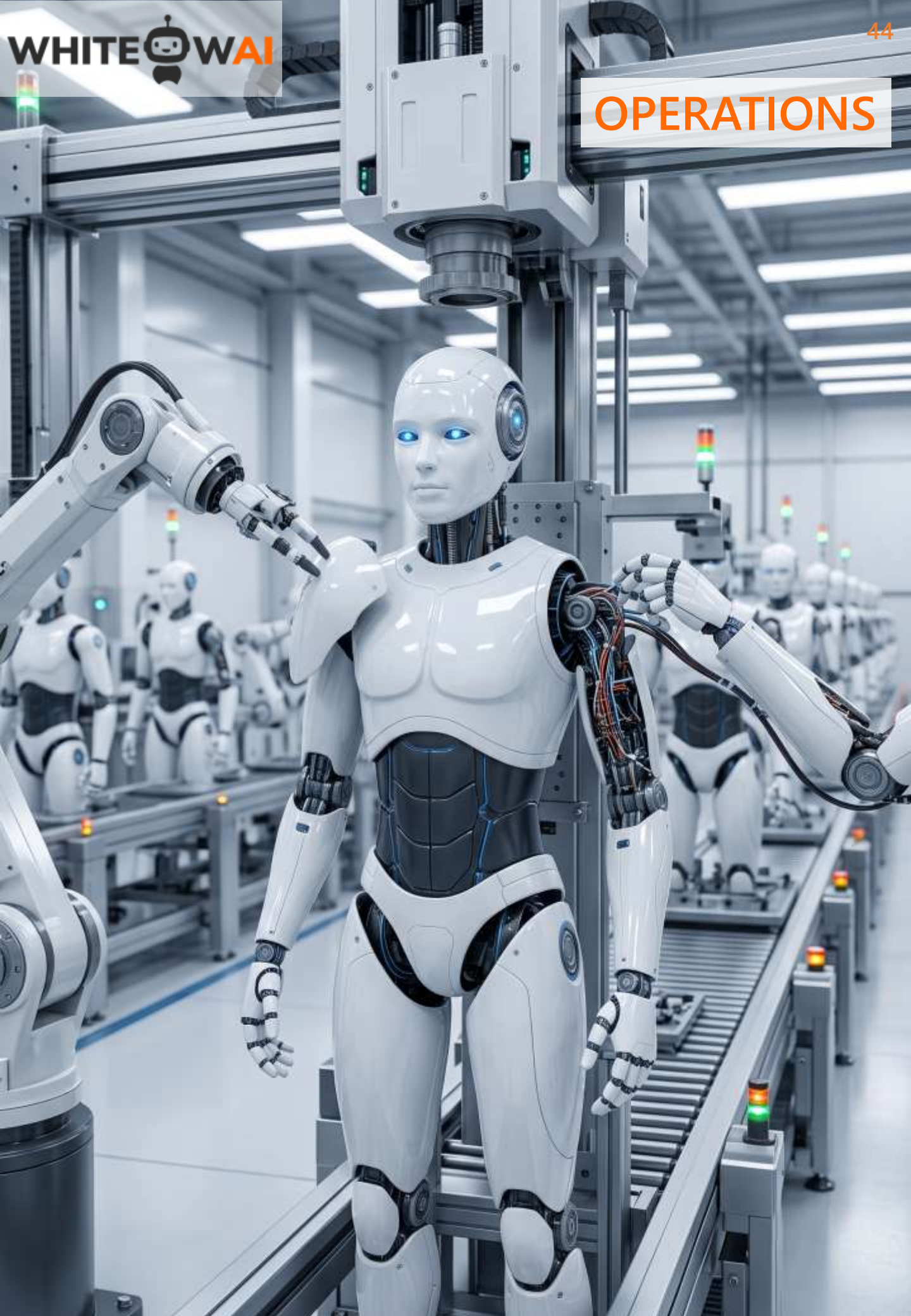


The system unifies three critical layers of information in an automated way: historical billing data from the ERP, the digital interaction footprint and browsing behavior in the CRM, and default risk variables extracted through integrations with commercial registries and external credit bureaus.

By cross-referencing these variables, the AI does not limit itself to applying manual static rules, but rather identifies hidden patterns of behavior and similarity (clustering) to assign a quality and viability score to each new lead in real time.

All this information is consolidated directly into the company's CRM, opening up the possibility of automatically alerting salespeople about accounts with a high risk of delinquency or immediately routing the clients with the highest closing potential to the most qualified agents.

OPERATIONS



PURCHASING NEGOTIATION

This solution manages the complete commercial negotiation cycle: it issues requests for quotation to multiple suppliers, processes the offers received, and executes automatic counter-offer rounds to optimize prices and delivery times.

The process begins upon receiving a purchase requirement, whether generated manually by the purchasing department or in an automated way by internal systems. It issues personalized requests for quotation to approved suppliers and, upon receiving responses via email or B2B portals, uses language models to extract prices, deadlines, and payment terms.

If the proposals do not reach the optimal objectives, the platform initiates an active negotiation phase. It autonomously sends counter-offer emails to the finalists to request rate revisions, based strictly on the margins and business rules previously parameterized by management.

Finally, the system dumps the negotiation history into the ERP, allowing the team to validate the agreements reached or automate the approval of recurring orders that meet the established criteria.



OPERATIONS

OCCUPATIONAL SAFETY MONITORING

This solution automates risk prevention in industrial environments and construction sites through computer vision, guaranteeing the correct use of **Personal Protective Equipment (PPE) and the control of hazardous zones** in real time.

The system locally processes the video streams from installed cameras to autonomously detect whether workers are wearing mandatory elements, such as helmets, vests, or safety glasses.

By working through the detection of objects and anonymized silhouettes, the platform respects strict privacy regulations (GDPR) by design, without storing images or continuously identifying faces.

When the system detects an infraction, it activates a stepped protocol: first, it issues a visual or audible alert directed at the worker to allow its immediate correction. If the failure persists or an invasion of a high-risk area occurs, the system restricts physical access via turnstiles, stops the involved machinery, and generates an encrypted log of the incident so that the prevention manager can identify the infraction and manage the corresponding warning.

This preventive intelligence integrates with the company's access control systems, allowing to ensure regulatory compliance with the Occupational Risk Prevention Law, drastically reduce the accident rate, and have a history of alerts to improve signage and internal training plans.



OPERATIONS

ERGONOMIC WORKPLACE AUDIT

This solution optimizes occupational health through localized analysis of workplaces, accurately **evaluating postural risks** to prevent injuries and medical leaves.



The system works as a station-by-station evaluation tool: a camera is used to record specific sessions in critical or highly repetitive positions. Through pose estimation algorithms, the platform draws a virtual skeleton over the worker's silhouette, calculating the flexion angles in key joints according to international medical standards such as the RULA or REBA methods.

To guarantee economic viability and strict compliance with privacy (GDPR), the processing of recordings is executed in deferred time. The images are processed in a completely anonymous manner and are deleted after the analysis, transforming the video into pure mathematical data and aggregated statistics that do not identify the worker.

Finally, the solution generates a detailed analytical report for the risk prevention and occupational health department. This document identifies the exact moments of overexertion or muscle fatigue, allowing management to redesign positions, plan effective shift rotations, or implement ergonomic improvements based on empirical data.

OPERATIONS

PHOTOGRAPHIC AUTHENTICITY AUDIT

This solution guarantees documentary integrity through image analysis, precisely determining if a photograph is original, if it has been altered using retouching applications, or if it has been completely generated by AI.

The system works as an inspection module that examines photographic images supposedly taken with a digital camera or mobile phone.

To check the veracity of the photograph, the analysis is based on the verification of the source metadata, the coherence of the lighting and shadows, inconsistencies in the geometry, and the structure of the pixels.

Finally, the solution directly determines the level of authenticity of the photograph, allowing falsified files to be dismissed and validating only original images.



OPERATIONS

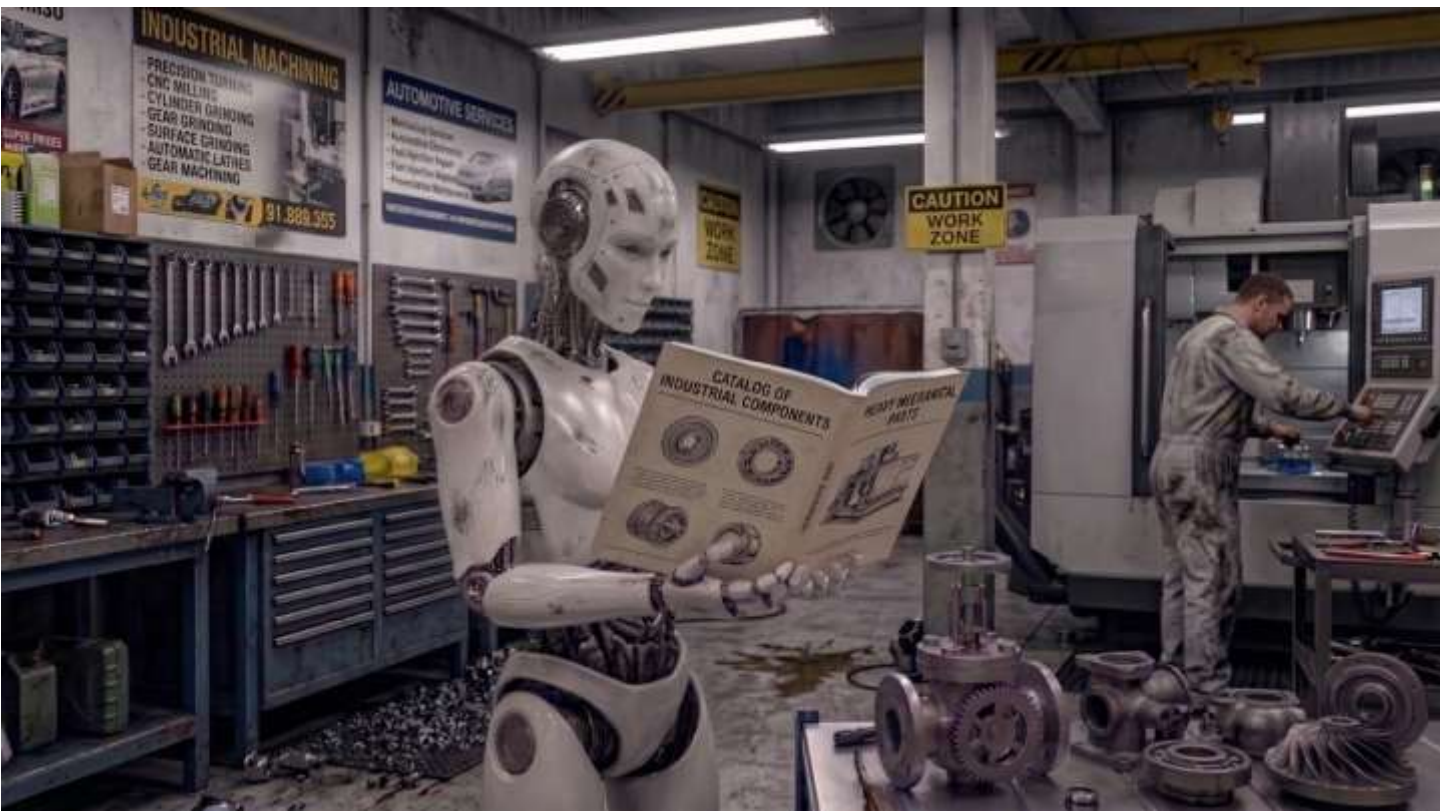
IDENTIFICATION AND LOCATION OF COMPONENTS

This solution allows for the immediate identification of any part, component, or tool from the company's catalog using a photograph taken with a mobile phone.

The system functions as a direct visual assistant: the worker captures an image of the object, and the platform analyzes its geometry and physical characteristics to find its exact reference in the corporate catalog.

Upon identifying the part, the system can display its stock availability and the exact warehouse or physical location where it is stored, show the technical specifications, or even the corresponding instruction manuals or user guides.

Additionally, this same technology can be integrated for public use, allowing customers to identify items autonomously before making a purchase.



LOGISTICS



LOGISTICS

AUTOMATION OF LOGISTICS DOCUMENTS

This solution automates the reading, data extraction, and validation of any document linked to the supply chain, from delivery notes and packing lists to waybills and customs declarations.

The system receives documentation through multiple channels (via email, network scanners at docks, or captures from mobile devices) in any format and condition, processing everything from native digital files to captures of printed, crumpled, or signed forms in mobile environments. The AI processes and structures critical text fields, reads barcodes and QR codes present on labels or documents to ensure traceability, and validates handwritten elements, signatures, and even wet ink conformity stamps to certify the regulatory validity of the reception or shipment.

All extracted information is validated and integrated directly with the ERP and the warehouse management software (SGA). In addition to eliminating manual data entry in administration, this opens the possibility of automating critical derived tasks, such as the immediate updating of stock levels, the release of loading orders, or automated conformity for subsequent invoice reception.



LOGISTICS

AUTOMATIC STOCK REPLENISHMENT

This solution optimizes inventory availability through real-time control of stock, automating replenishment orders to suppliers to avoid stockouts.

The system works by continuously tracking inventory levels in the warehouse. When the stock of a reference falls below a predefined minimum safety threshold, the platform automatically generates and sends a direct purchase order to the assigned supplier.

In the event that the primary supplier also lacks stock to cover the request, the system activates an automated contingency protocol. The platform immediately identifies approved secondary suppliers in the database, segments the order according to their availability, and processes the alternative purchase to guarantee the supply.

Finally, if no supplier has the item, the solution notifies the purchasing department of the incident in real time. The system temporarily blocks the sale or use of the component, calculates the impact on the production or distribution chain, and suggests substitute or equivalent items that are available in the market.



LOGISTICS

STOCK PREDICTION

This solution prevents overproduction and stockouts through predictive market analysis, anticipating inventory needs based on future demand and supply chain response times.

The system works by analyzing sales history along with external variables such as seasonality or trends. At the same time, the platform cross-references this forecast with supplier delivery times and transport times, calculating the exact moment of purchase so that the merchandise arrives just in time and potential route delays are absorbed.

Finally, the solution continuously recalculates safety stock levels based on the actual reliability of the logistics. If transport times are repeatedly extended, the system automatically adjusts alerts and advances orders to guarantee that the warehouse does not run out of stock.



LOGISTICS

WAREHOUSE REDISTRIBUTION

This solution optimizes inventory availability by transferring merchandise between the company's different offices, branches, or stores, balancing stock levels to cover shortages without the need to make new purchases.

The system works by constantly monitoring the stock of the entire commercial network. When a center is at risk of a stockout, the platform identifies which locations have a surplus and automatically calculates the logistical cost and transport time needed to move the merchandise between those points.



Immediately after, the system cross-references that transfer cost with the supplier's purchase price, their delivery times, and the potential costs of a stockout. After evaluating both options under criteria of profitability and urgency, the platform automatically decides on the optimal alternative.

Finally, the solution executes the selected action: it either issues the movement order between the affected centers to leverage existing inventory, or it processes an automatic purchase order to the supplier if the transport cost exceeds the benefit of the transfer.

LOGISTICS

LOADING INSPECTION AT DOCKS

This system automates the physical inspection of merchandise using computer vision arches permanently installed at the departure docks. Its main function is to record the status of each pallet instantaneously and digitally, eliminating the need to perform manual checks with paper and protecting the warehouse operation.

When the forklift crosses the arch, the system simultaneously captures all the exposed faces of the load to analyze any visual anomaly. It identifies broken boxes, deformed packaging, unstable pallets, or illegible shipping labels.

All this information, along with the photographic record and the quality diagnosis, is linked directly to the loading order in the ERP or WMS, creating a digital history of each shipment.

Having this physical evidence with a date and time allows for the immediate resolution of any commercial dispute or claim with carriers and insurance companies. By eliminating manual photos with mobile phones and human visual checks, the process runs at the actual speed of the warehouse without generating bottlenecks, minimizing costs derived from returns or penalties.





ONE TEAM, LEADING THE WAY

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