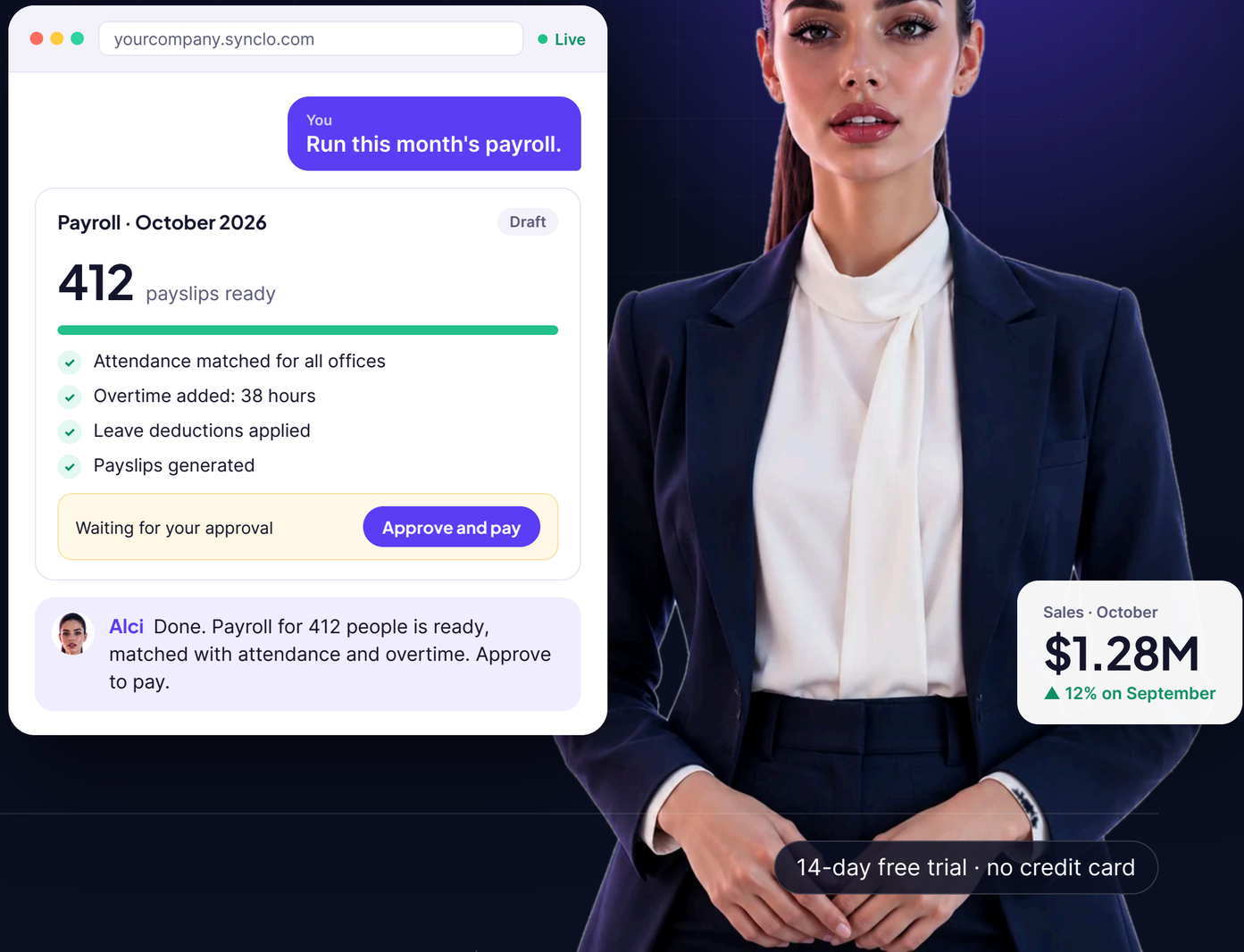
Synclo

THE AI-NATIVE ERP

# Run your company by just asking.

HR, payroll, finance, sales, projects, support, supply chain and learning in one system. You ask, Alci does the work, and your team gets its time back.

8 connected products | Alci, your AI assistant | English and العربية | Live in days




synclo.net

14-day free trial · no credit card

# Most companies don't need more software. They need fewer meetings about it.

## FOR THE BUSINESS

**01 Decisions made on old numbers**
Reports arrive days late, after the moment to act has passed.

**02 Systems nobody wants to use**
Expensive ERPs end up as data-entry chores, while the real work happens in Excel.

**03 Growth that means more admin**
Every new office, team or customer adds more manual work.

## FOR THE PEOPLE DOING THE WORK

> "I copy attendance into payroll every single month."
> HR OFFICER

> "I spend more time updating the CRM than selling."
> SALESPERSON

> "I just want to know where we are, without waiting a week."
> CEO

**188** companies studied before we built a single screen

**123** United States **35** Pakistan **13** UAE
**12** United Kingdom **5** Ireland

Every one told us the same story: the data exists, it is just spread across spreadsheets, inboxes and systems nobody enjoys using.

02 · HOW IT WORKS

# From your Excel to your AI-native ERP in five steps.

## Read

Synclo reads your Excel files or your current system once. No retyping.

YOU SAY
**Upload employees.xlsx**

✓ Read 412 employees from one Excel file

## View

See anything in your company by asking in plain words.

YOU SAY
**Which deals need attention today?**

✓ 3 deals need attention, Northwind first

## Edit

Change records by saying what you want changed.

YOU SAY
**Move Sara to the night shift.**

✓ Sara Khan moves to night shift

## Run

Run whole processes with one command and one approval.

YOU SAY
**Run this month's payroll.**

✓ 412 payslips ready, waiting for your approval

## Learn

Alci learns how your team works, and takes over the routine cases.

ALCI OFFERS
**I can handle these from now on.**

✓ Routine leave requests now handled for you

START THE WAY THAT SUITS YOU

### Start fresh

Upload your Excel files. Synclo builds your company from them: people, customers, stock and numbers.

### Keep SAP, Oracle or Dynamics

Connect your current system first and ask Alci about it from day one. Move over when you are ready.

### Switch module by module

Start with payroll or sales, add the rest as you grow. Every module shares the same data.

03 · MEET ALCI

# Not a chatbot. A colleague that does the work.

Alci lives inside every Synclo product. It answers from your live data, runs work when you ask, and learns your routines, always with your approval.

**Ask** — “Who is absent today?” “Where did we overspend?” Answers from live data in seconds, in English or Arabic.

**Act** — “Run this month’s payroll.” “Chase overdue invoices.” Whole processes with one command and one approval.

**Learn** — Alci notices the work you repeat and offers to take it over. You decide the rules, and can change them anytime.




**You stay in control** — Approvals for anything that matters · Full audit trail of every action · Role-based permissions

# Eight products. One assistant.
# One shared record of your company.

**HR — People Manager**
HR and payroll
People, attendance and payroll
“Run this month's payroll.”

**Sa — Sales Engine Pro**
Sales and CRM
Leads, deals and customers
“Which deals need attention today?”

**Fi — Smart Ledger**
Finance and accounting
Accounting, invoices and budgets
“Where did we overspend this month?”

**Pr — Project Hub**
Project management
Plans, tasks and workloads
“Which projects are late?”

**He — Resolve**
Helpdesk and ticketing
Customer and employee requests
“What problems are employees facing today?”

**Su — Supply Suite**
Supply chain
Inventory, purchasing and suppliers
“What runs out this week?”

**Re — Hire Hub**
Recruitment and onboarding
Hiring and onboarding
“Shortlist 5 candidates for Sales Manager.”

**Le — Academy**
Learning and training
Training and certification
“Who hasn't finished safety training?”



**Alci**
AI in every product
Answers, acts and learns across all eight products, so nothing is typed twice.
“Where are we this month?”

Use one product or all eight. They share the same people, customers and numbers, under one subscription.

HR

# People Manager

HR AND PAYROLL

# Payroll day, without the spreadsheet panic.

People, attendance, leave, performance and payroll in one place. Alci runs the routine work, so HR can focus on people.

## WHAT IT FIXES

- **Payroll mistakes you hear about on payday** Missed overtime and wrong deductions turn into unhappy staff and long correction cycles.
- **No real picture of who is working** Attendance sits on separate machines in each office, so managers guess.

### People and records

**Company setup**
Locations, departments and roles configured once and used everywhere.

**Employee lifecycle**
From onboarding to exit, with every document stored on the employee record.

**Guided onboarding**
Automated onboarding steps, documents and access for every new joiner.

**Policies and conduct**
Company policies, conduct records, show-cause notices and probation reviews in one place.

### Time and pay

**Attendance in real time**
Check-ins, shifts, overtime and leave requests, live from your devices.

**Payroll management**
Salaries, deductions and payroll compliance, calculated from real attendance.

**Compensation and benefits**
Bonuses, commissions, insurance and allowances kept within budget and the rules.

**Leave and approvals**
Requests, balances and manager approvals without email chains.

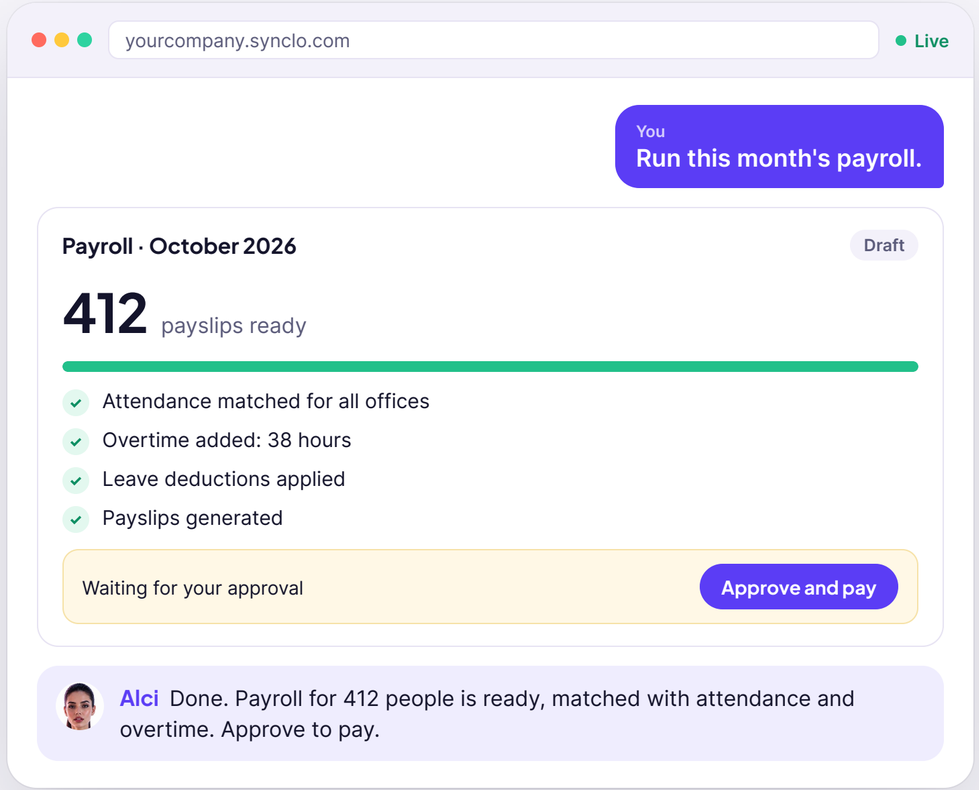
### Performance and communication

**Performance management**
Goals, structured reviews and continuous feedback, tracked as they happen.

**Announcements hub**
Company notices, alerts and updates that reach everyone.

**HR dashboards**
Headcount, attendance, turnover and cost trends in real time.

**Alci for HR**
Ask who is on leave, run payroll or chase overdue reviews in plain words.




## ALSO ASK ALCI

“Which key team members are absent today?”

“Who is due a performance review this month?”

## CONNECTS WITH

ZKTeco · Hikvision · Okta · Microsoft 365 · Google Workspace · Slack

Sa

# Sales Engine Pro

SALES AND CRM

# Close more deals, with fewer chasing emails.

Leads, deals and customer history in one pipeline. Alci tells your team which deals need attention and drafts the follow-ups.

## WHAT IT FIXES

- **Deals slip away unnoticed** A quiet deal is a lost deal, and most teams find out too late.
- **Forecasts nobody trusts** The pipeline lives in people's heads, so the forecast is a guess.

### Leads and pipeline

**Lead capture**
Forms and channels that create leads automatically, with nothing typed in.

**AI lead scoring**
Leads ranked by how likely they are to convert, so you call the best first.

**Custom pipelines**
Stages and deal steps that match how your team actually sells.

**Opportunity tracking**
Every deal from first contact to close, with its full history.

### Selling day to day

**Activities and tasks**
Calls, meetings and follow-ups logged, with reminders so nothing slips.

**Automated follow-ups**
Emails, reminders and task assignments that run on their own.

**Calendar and scheduling**
Team calendars synced with the CRM for meetings and demos.

**Proposals**
Proposals drafted from the customer and deal data you already have.

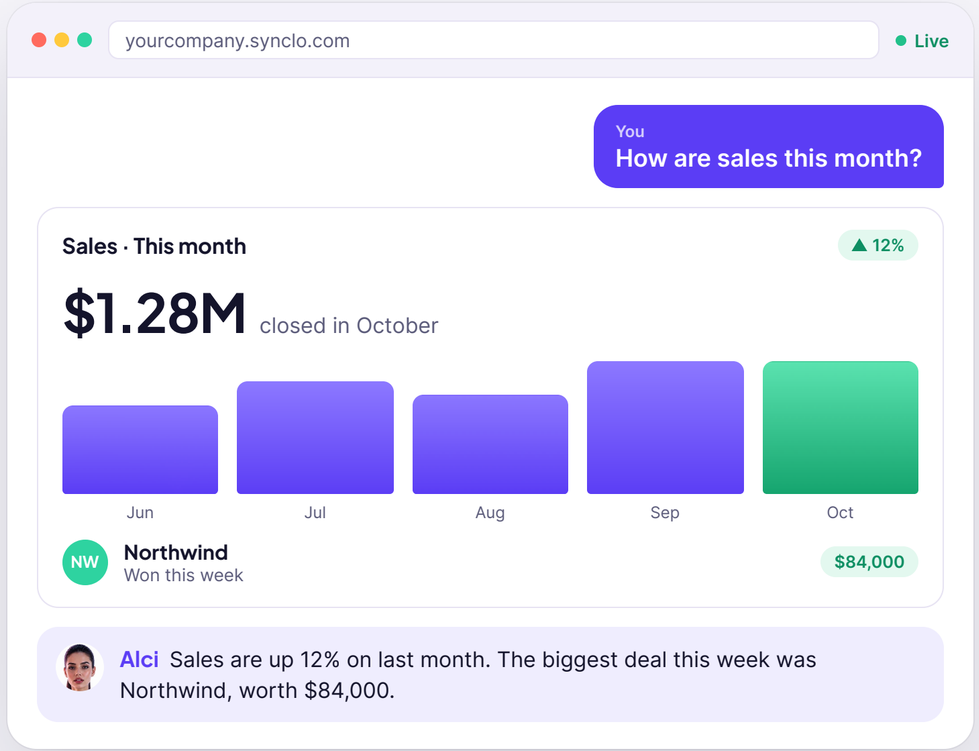
### Team and insight

**Deal rooms**
Shared spaces where the team works on a big deal together.

**Forecasts and analytics**
Pipeline health, conversion and revenue forecasts in real time.

**Sales dashboards and alerts**
Key numbers on screen, and alerts when a deal or lead changes.

**Connected to the business**
Sales linked to marketing, finance and customer support in one system.




## ALSO ASK ALCI

"Which deals need attention today?"

"Draft follow-ups for this week's demos."

## CONNECTS WITH

Shopify · WooCommerce · Stripe · Google Workspace · Microsoft 365 · Zoom

Fi

# Smart Ledger

FINANCE AND ACCOUNTING

# Know where every dollar is, the moment it moves.

Accounting, invoices, payments, expenses and budgets in one live ledger. Ask Alci where the money went, and get the answer in seconds.

## WHAT IT FIXES

- **Overspending found too late** Budgets get checked at month end, after the money is already gone.
- **Cash stuck in unpaid invoices** Overdue invoices wait because chasing them is nobody's favourite job.

### Accounting and payments

**Automated accounting**
Entries, ledgers and routine accounting tasks done as the work happens.

**Invoices and payments**
Invoices created from sales data, payments tracked and matched.

**Bank reconciliation**
Bank accounts synced and transactions reconciled automatically.

**Multi-currency**
International transactions handled with exchange rates applied.

### Spend and control

**Expense tracking**
Expenses recorded and categorised by rule, with less manual entry.

**Approvals and audit trails**
Approval history and a log of every change, ready for audit.

**Tax automation**
Taxes calculated and tax reports produced on schedule.

**Multi-account management**
Several entities and accounts managed and consolidated in one place.

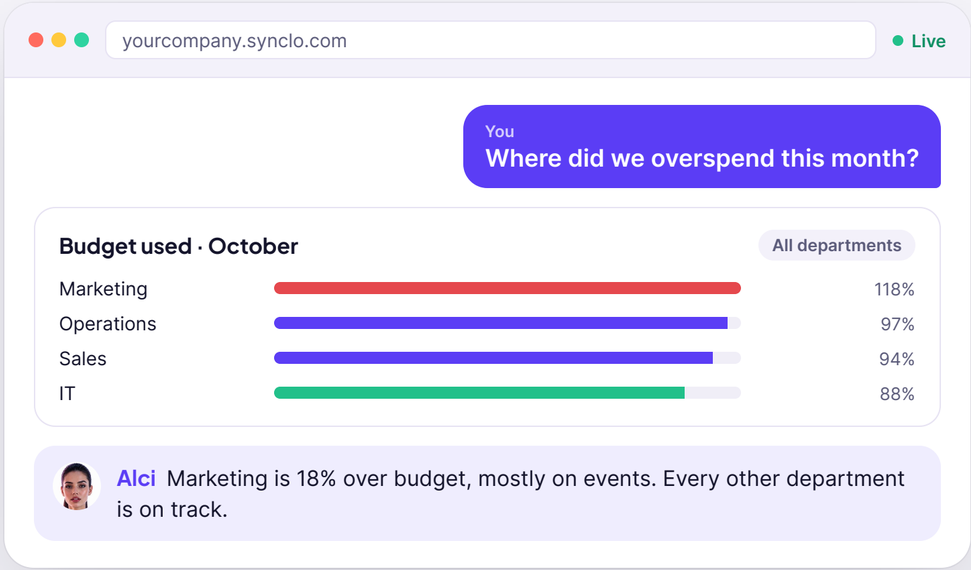
### Reporting and forecasting

**Real-time reports**
Profit and loss, balance sheet and custom templates, always up to date.

**Cash flow forecasting**
AI projects cash flow and expenses from your history.

**Finance dashboards**
The metrics you choose, on dashboards you build.

**Alci for finance**
Ask what is overdue, where you are against budget, or to chase payments.




## ALSO ASK ALCI

"Which invoices are overdue?" "What does our cash look like next quarter?"

## CONNECTS WITH

QuickBooks · Stripe · Microsoft 365 · Google Drive · Dropbox · Google Workspace

Pr

# Project Hub

PROJECT MANAGEMENT

# Projects that report themselves.

Plans, milestones, tasks and workloads in one place. Ask Alci for a status update instead of calling a meeting.

## WHAT IT FIXES

- **Delays found when it's too late** By the time a delay is reported, the deadline is already gone.
- **Projects over budget without warning** Costs drift quietly until the final invoice.

### Plan

**One-click import**
Bring projects, tasks and teams over from Trello, Jira or Asana.

**Project templates**
Start from templates with stages, milestones and dependencies set.

**Planning and scheduling**
Plans, priorities and delivery dates in one workspace.

**Gantt charts**
Timelines that update as tasks and milestones move.

### Deliver

**AI task management**
Tasks ranked by urgency, availability and deadlines.

**Automatic assignment**
Work assigned by skills, availability and project needs.

**Resource management**
Team capacity and workloads balanced across projects.

**Time tracking**
Time logged per task, with reports that show where it goes.

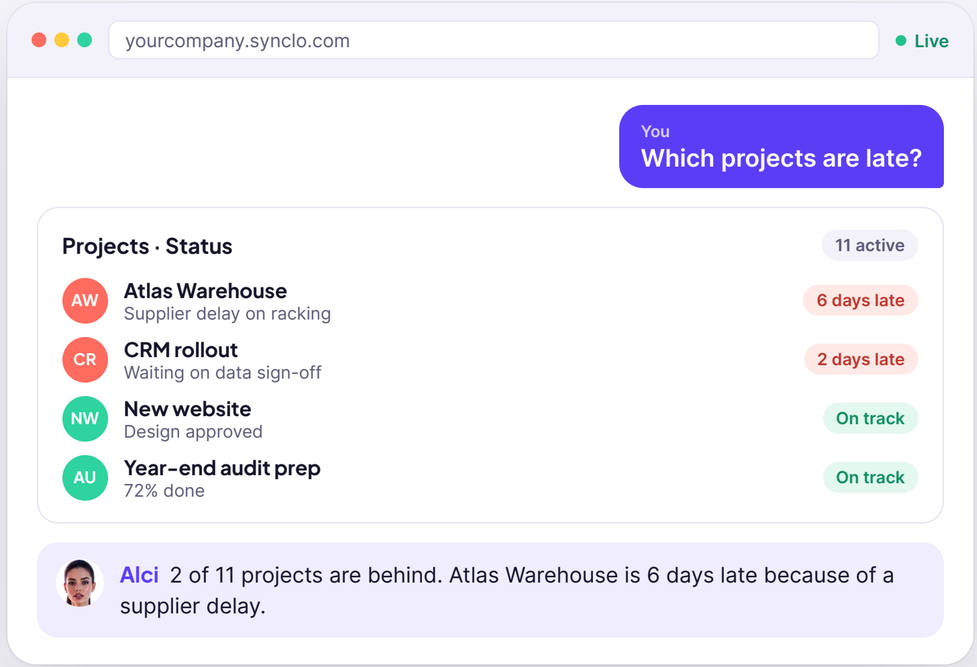
### Stay on track

**Milestones and alerts**
Milestones tracked, with alerts when one is reached or at risk.

**Risk detection**
AI flags likely delays and resource gaps before they hit.

**Collaboration**
Chat, comments, files and shared documents inside each project.

**Workflow automation**
Assignments, approvals and notifications that run themselves.




## ALSO ASK ALCI

"Who is overloaded this week?"

"Give me a status update on Atlas Warehouse."

## CONNECTS WITH

Slack · Microsoft Teams · Google Drive · Dropbox · Zoom · Google Workspace

He

# Resolve

HELPDESK AND TICKETING

# Every request answered, nothing lost.

Every customer and employee request becomes a tracked ticket. Alci routes it to the right team and escalates anything that waits too long.

## WHAT IT FIXES

- **Customers leave after one bad experience** A slow or lost answer costs more than the problem itself.
- **No idea how good support really is** Without numbers, support quality is a feeling.

### Every request in one place

**Multi-channel inbox**
Email, live chat and social requests in a single queue.

**Internal and external support**
Customer support, IT and HR requests, each with its own workflow.

**Ticket automation**
Routine ticket actions handled automatically.

**Knowledge base**
A searchable knowledge base for agents and self-service for customers.

### Faster resolution

**AI prioritisation**
Tickets ranked by urgency, sentiment and history.

**Smart routing**
Tickets sent to the right team or agent by rules, skills and workload.

**Response templates**
Ready replies for common issues, drafted by Alci when needed.

**SLA monitoring**
Service deadlines tracked live, with escalation before a breach.

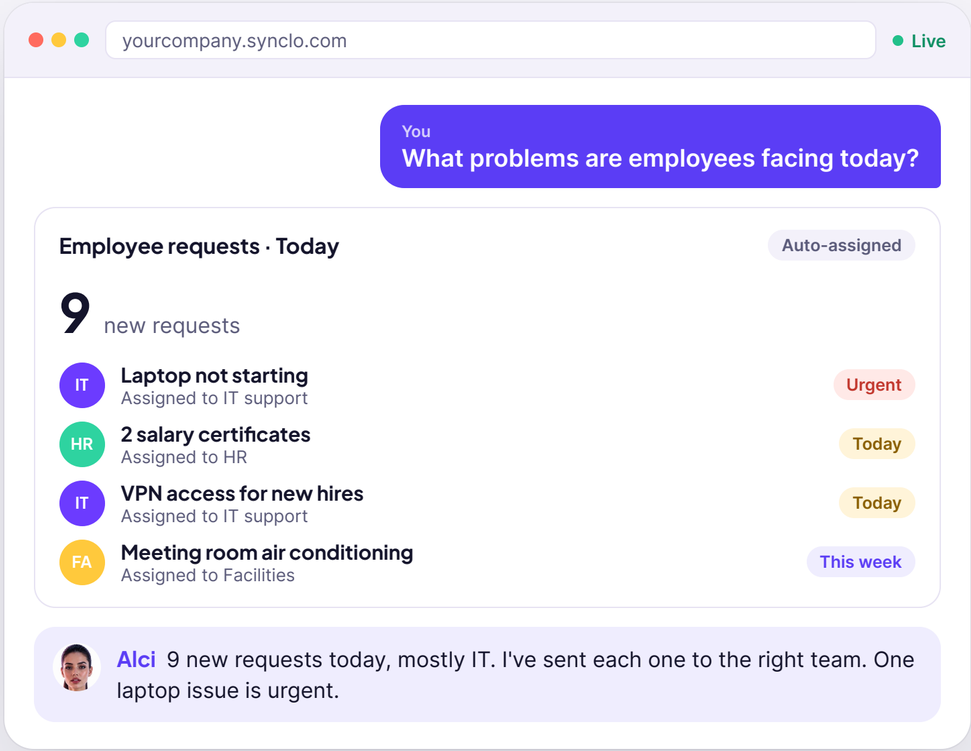
### Quality and insight

**Sentiment analysis**
Unhappy customers flagged from the tone of their messages.

**Satisfaction tracking**
Customer feedback collected and tracked over time.

**Support dashboards**
Volumes, response times and resolution times in real time.

**Full accountability**
Every update, action and owner change recorded on the ticket.




## ALSO ASK ALCI

"What is our average response time this week?"

"Escalate anything waiting over 24 hours."

## CONNECTS WITH

Slack · Microsoft Teams · Google Workspace · Microsoft 365 · Okta · Zoom

Su

# Supply Suite

SUPPLY CHAIN

# Stock that warns you before it runs out.

Live inventory across every location, with purchasing, suppliers and shipments in one place. Alci tells you what runs out before it does.

## WHAT IT FIXES

- **Lost sales from empty shelves** Every stockout sends a customer somewhere else.
- **Cash stuck in stock nobody needs** Overstock ties up money that should be working.

### Buy

**Purchase requests and orders**
Requests, approvals and purchase orders in one workflow.

**Automatic replenishment**
Stock reordered when it reaches the level you set.

**Vendor management**
Supplier details, history and performance in one place.

**Supplier risk**
AI checks supplier reliability and lead times and flags risks.

### Store

**Inventory tracking**
Stock levels across every location, live.

**Multi-warehouse**
Stock movement tracked between warehouses and sites.

**Demand forecasting**
AI predicts demand so you stock enough without overstocking.

**Traceability**
Products followed from supplier to customer for compliance.

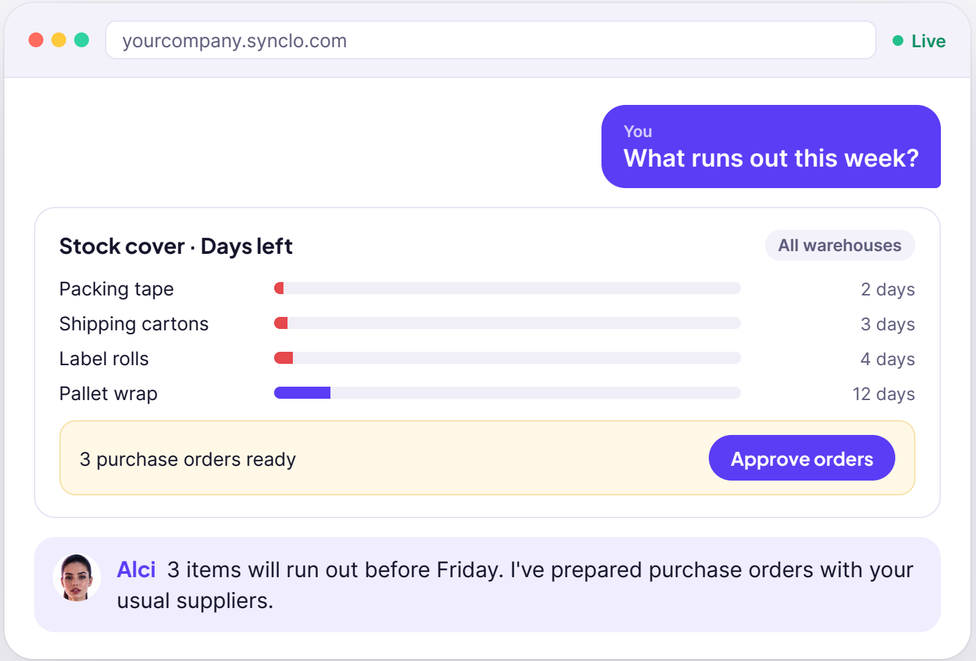
### Deliver

**Shipment tracking**
Deliveries tracked in real time, with carrier performance.

**Shipping cost optimisation**
The best delivery option chosen by distance, weight and urgency.

**Supplier collaboration**
Order, stock and delivery updates shared with suppliers.

**Supply chain analytics**
Turnover, fulfilment rates and supplier performance on one screen.




## ALSO ASK ALCI

"Which supplier is delivering late?" "Where are today's shipments?"

## CONNECTS WITH

DHL · FedEx · Shopify · WooCommerce · Zebra Technologies · Honeywell scanners

Re

# Hire Hub

RECRUITMENT AND ONBOARDING

# Hire the best people before your competitors do.

Every applicant, interview and hiring decision in one pipeline. Alci ranks candidates, books interviews and warns you before a role goes stale.

## WHAT IT FIXES

- **Great candidates lost to slow hiring** The best people are off the market in days. Most hiring processes take weeks.
- **Hiring managers left in the dark** Nobody can say where a role stands without chasing the recruiter.

### Jobs and sourcing

**Job requisitions**
Request new positions and get them approved before hiring starts.

**Post once, everywhere**
Publish a job to several job boards and your careers page from one place.

**Careers page**
Vacancies on your own site, with applications flowing straight into Hire Hub.

**Employee referrals**
Staff refer people they know, and referrals join the pipeline and talent pool.

### Screening and selection

**AI screening**
Résumés ranked by fit for the role, so shortlists take minutes.

**Custom pipelines**
Stages, evaluations, interview rounds and approvals set per role or department.

**Interview scheduling**
Screenings and interviews booked without back-and-forth email.

**Collaborative hiring**
Recruiters, managers and leaders share scores, notes and approvals.

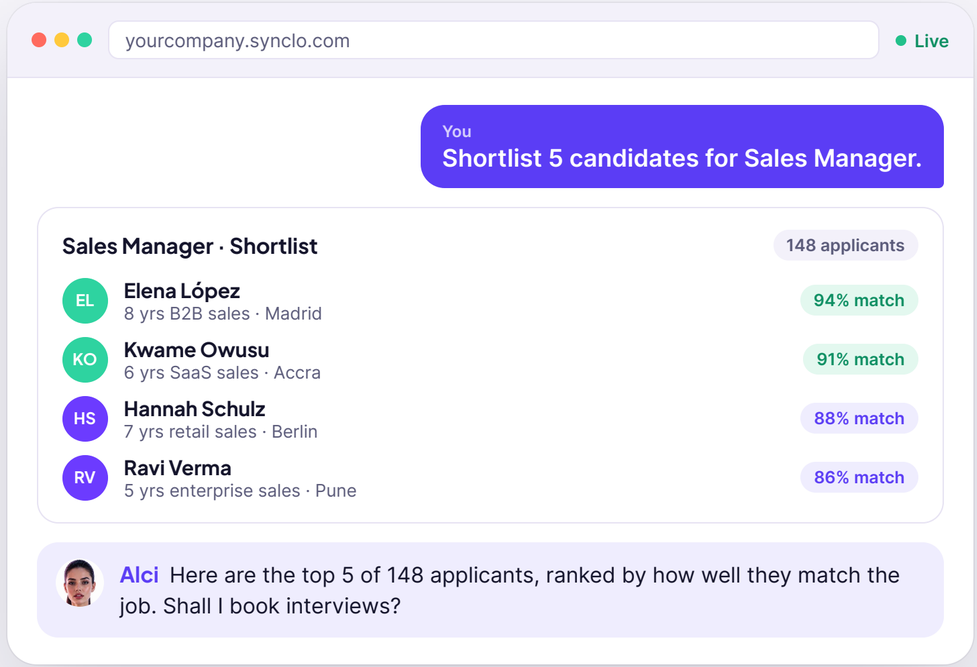
### Offers and insight

**Offers and approvals**
Offer letters created, approved and sent through a set workflow.

**Talent pool**
A searchable pool of past applicants, referrals and sourced candidates.

**Candidate communication**
Emails, updates and follow-ups to candidates handled in one place.

**Hand-off to People Manager**
Hired candidates move straight into onboarding, nothing retyped.




## ALSO ASK ALCI

“Book interviews with the top 3 next week.”

“Which roles are taking too long to fill?”

## CONNECTS WITH

LinkedIn · Indeed · Zoom · Microsoft Teams · Google Workspace · Microsoft 365

Le

# Academy

LEARNING AND TRAINING

# Teams that are always trained, without the chasing.

Courses, learning paths and certificates in one place. Alci tells you who is behind and builds new learning paths on request.

## WHAT IT FIXES

- **Failed audits over missing records** One missing certificate can mean a failed inspection.
- **New hires slow to get productive** Onboarding is different every time, and it shows.

### Create

**Course builder**
Courses with video, documents, quizzes and certificates.

**AI course creation**
Summaries, flashcards and quizzes generated from your material.

**Learning paths**
Paths assigned by role, career goal or company need.

**E-learning content**
Bring in existing e-learning content and share material across teams.

### Learn

**Any device**
Learn at your own pace on the web or a phone, in the office or remote.

**Assessments**
Tests and performance assessments that grade themselves.

**Collaborative learning**
Discussions, shared resources and peer reviews.

**Gamification**
Badges, leaderboards and rewards that keep people engaged.

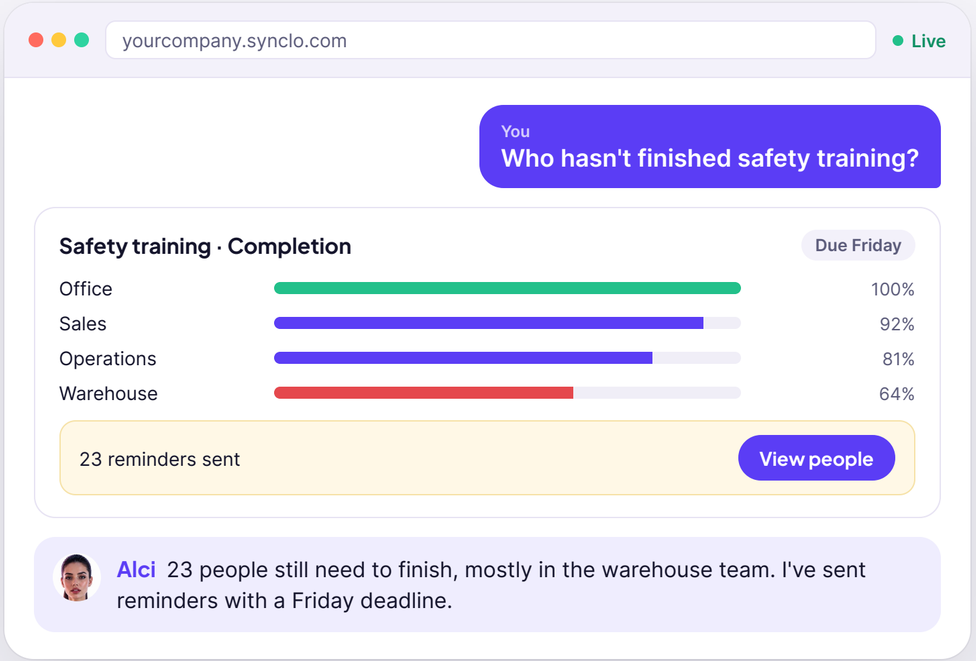
### Prove

**Progress tracking**
Completion, participation and scores tracked in real time.

**Certification and compliance**
Certificates tracked, with reminders before they expire.

**Learning analytics**
AI insight into what is working and who needs support.

**Linked to People Manager**
Training records sit on each employee profile.




## ALSO ASK ALCI

"Build an onboarding path for new sales hires."

"Which courses are working best?"

## CONNECTS WITH

Zoom · Microsoft Teams · Google Drive · Dropbox · Okta · Microsoft 365

05 · INDUSTRIES

# Built for how your industry works. Fifteen industries, one platform.

RE

## Real estate

Every unit, reservation and agent in real time, so nobody sells a unit that is already gone. Leads from Property Finder and Bayut answered in minutes.

OG

## Oil and gas

Crews, assets, certifications and tenders on one screen. Sales sees what operations can deliver before the bid goes out.

ED

## Education

One portal with its own view for admin, faculty, students, parents and deans. Admissions to graduation on one record.

RT **Retail and e-commerce**
Stores, online shops and marketplaces selling to customers and trade buyers.

HC **Healthcare**
Clinics, hospitals, labs and pharmacies growing patients and corporate contracts.

MF **Manufacturing**
Manufacturers selling to distributors, OEMs and projects, from quote to delivery.

FB **Finance and banking**
Banks, finance companies, insurers and investment firms growing client relationships.

AV **Aviation**
Charter operators, MRO providers, ground handlers and aviation services.

AU **Automotive**
Dealerships, leasing companies, fleet sellers and service centres.

IT **Information technology**
Software companies, IT services firms, MSPs and system integrators.

HO **Hospitality**
Hotels, resorts, restaurants and venues selling rooms, events and experiences.

LG **Logistics and distribution**
Freight forwarders, 3PLs, couriers and distributors.

NP **Non-profit organisations**
Charities, foundations and NGOs growing donors, grants and partnerships.

EN **Entertainment and leisure**
Venues, attractions, event organisers, gyms and leisure clubs.

Each industry has its own page on synclo.net with live examples, meeting playbooks and the tools it connects to.

06 · CUSTOMERS

# Built with real teams.
# Proven in real work.

> Synclo streamlined our academic and admin workflows, and unified course delivery and student tracking through the LMS.

**Mohsin Ali**
Managing Partner, Converge Business School

> Synclo improved inventory visibility, vendor coordination, and order fulfillment as we scaled.

**Daniel Winston**
Head of Supply Chain & Operations, Echo Leather

> Synclo centralized our inventory, compliance, and team workflows, improving visibility and day-to-day execution.

**Aman Ali**
Managing Partner, Phlox Pharma

> I can confidently say that our ERP system has been a game-changer.

**Jared Knowles**
Managing Director, Legend & Pearls

## WHAT WE BUILT WITH THEM

HEALTHCARE

### Medtrix

Custom medical billing: automated claims, one financial record, audit-ready invoicing.

✓ **Fewer billing errors, faster reimbursement**

RETAIL · USA

### Echo Leather

Inventory system with real-time stock across locations.

✓ **Fewer stock discrepancies, smoother fulfilment**

EDUCATION

### Converge Business School

Custom LMS for course delivery and student performance.

✓ **One LMS, less coordination for faculty**

FINANCIAL SERVICES

### Banking client

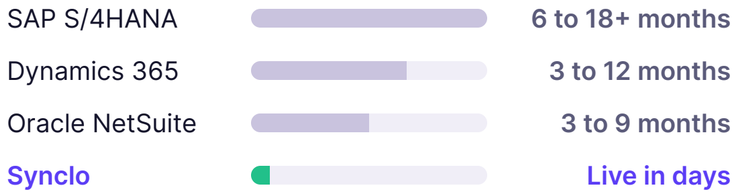
ECL provisioning and EIR automation, plus a multi-currency wallet.

✓ **Less manual calculation, reporting aligned with regulation**

07 · WHY SYNCLO

# Enterprise power, without the enterprise project.

## TYPICAL TIME TO GO LIVE




- One subscription: every product and Alci included
- No consultants or implementation partner needed
- If your team can type a question, they can use it on day one

## LOCAL RULES, HANDLED

### Middle East

WPS salary files, ZATCA e-invoicing, GOSI, end-of-service gratuity, VAT, Emiratisation and Saudization targets.

### Africa

PAYE, NSSF, SHIF, UIF, pensions, eTIMS, NRS e-invoicing and ETA e-receipts.

### United States

Federal withholding, FICA, FUTA, state taxes, sales-tax nexus and FLSA overtime.

Rules change often. Tell us where you operate and we confirm exactly what is covered before you start.

## SECURE BY DESIGN

- Role-based access: people see only what their role allows
- Full audit trail of every change and every Alci action
- Encrypted data and secure document storage
- Approvals for anything that matters
- Arabic and English, right-to-left ready

START TODAY

# Your company, run by just asking.

- 14 days free, every product and Alci included
- No credit card, cancel anytime
- Bring your Excel files, or connect SAP, Oracle or Dynamics
- Guided onboarding from our team

Scan to start your free trial


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Synclo

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