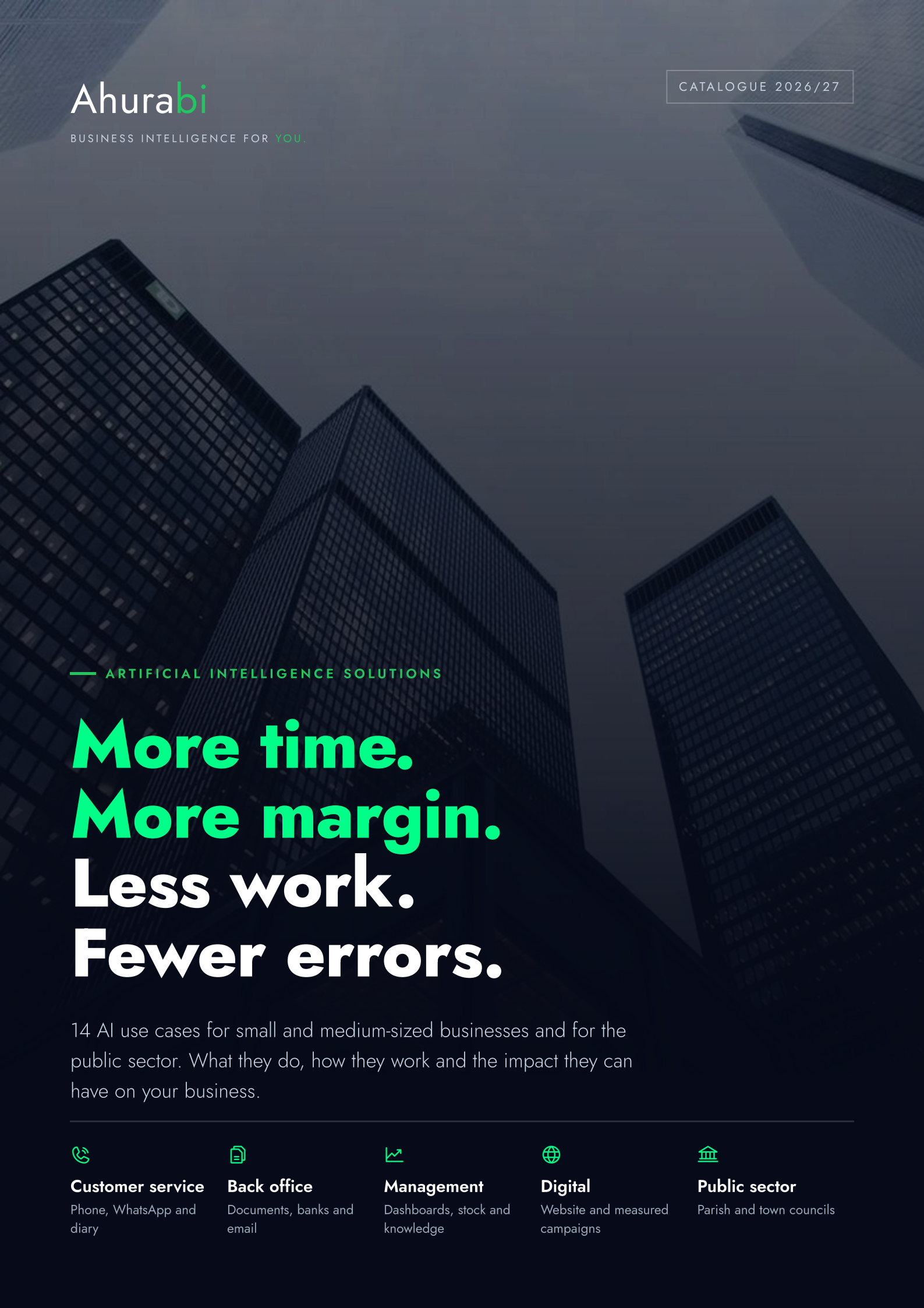
Ahurabi

BUSINESS INTELLIGENCE FOR YOU.

CATALOGUE 2026/27



ARTIFICIAL INTELLIGENCE SOLUTIONS

More time. More margin. Less work. Fewer errors.

14 AI use cases for small and medium-sized businesses and for the public sector. What they do, how they work and the impact they can have on your business.

Customer service
Phone, WhatsApp and diary

Back office
Documents, banks and email

Management
Dashboards, stock and knowledge

Digital
Website and measured campaigns

Public sector
Parish and town councils

ABOUT THIS CATALOGUE

We turn operational chaos into a predictable profit machine.

Each solution takes one page: the problem it solves, how it works, what changes day to day and a real case with figures — hours, no-shows, days to get paid, euros. All of it built on what the business already uses.

- Our process, from first contact to a complete cycle — p. 03
- How we work — p. 04

CUSTOMER SERVICE AND SALES

01 AI phone receptionist — p. 06
02 WhatsApp and website assistant — p. 07
03 Automatic bookings and reminders — p. 08
04 Lead qualification and follow-up — p. 09

BACK OFFICE AND FINANCE

05 Invoices and documents straight into the ERP — p. 12
06 Bank reconciliation, collections and risk — p. 13
07 Smart email triage — p. 14
08 Proposals and quotes in minutes — p. 15

MANAGEMENT AND KNOWLEDGE

09 Management dashboard and cash forecast — p. 17
10 In-house company assistant — p. 18
11 Accurate stock and orders without spreadsheets — p. 19

DIGITAL PRESENCE

12 A website that sells and measured traffic — p. 21

PUBLIC SECTOR

13 Citizen service and requests at the parish council — p. 23
14 Street issues reported by WhatsApp — p. 24
- Security and compliance — p. 25
- Next step — p. 26

About the cases. These are real cases: they describe problems found in Portuguese companies and solutions we implemented. The names of people and companies have been changed to protect our clients' anonymity. For each case we explain how the figures are reached; results in your company depend on its volume and processes, and that is what we measure in the free diagnosis.

OUR PROCESS

From first contact to a complete cycle.

There is a lot of work between having a problem and having it solved for good. That work is ours. We always do it in the same order, with the same care, and we show you every step.

PHASE 1 — Understand

01 — The problem
A task that eats up hours, customers left without an answer, mistakes that keep coming back.

02 — Getting in touch
Through the website, email or WhatsApp. We reply on the same working day.

03 — Diagnosis meeting
Free of charge. We listen to the people who do the work and find out what the business needs.

04 — Process map
Every step, every system, every exception. And where time and money are lost.

PHASE 2 — Design

05 — A clear proposal
Scope, timeline, investment and the indicators that will prove the result.

06 — Solution design
A specialist designs a tailored automation, with clear rules and limits.

07 — Connecting the systems
Phone, WhatsApp, email, ERP, CRM, diary. Without replacing what already works.

08 — Security first
Minimum access, data kept in the EU and someone from your team always alongside us.

THE HEART OF THE AUTOMATION

Artificial intelligence does the work

Once designed and connected, the AI does the processing: it reads, understands, decides within the rules the business has approved and carries the work out. Anything outside those rules goes to a person.

- Reads documents, emails and messages
- Understands requests in plain language
- Decides within approved rules
- Acts in the company's systems
- Logs everything it does

PHASE 3 — Validate

09 — Short deliveries
The solution grows in stages, and each stage is checked before the next.

10 — Tests with real data
Real cases from the business, including the hard ones and the exceptions.

11 — Demonstration
The client sees everything working and signs it off before final delivery.

12 — Training and manual
The team learns to use the automation they hired. A simple manual stays with them.

PHASE 4 — Maintain

13 — Go-live
A launch followed closely during the first few days.

14 — Monitoring
Every AI action is logged and checked. Errors are fixed quickly.

15 — Monthly report
The agreed indicators, what improved and what can still improve.

16 — Updates
Security, new model versions and adjustments when the business changes.

The cycle closes and starts again. The monthly report brings new things to improve, and the process goes back to step 04.

- The same team from start to finish, with no hand-offs.
- Every automation documented: nothing depends on a black box.
- Transparent about the method. How we do it under the bonnet stays with us.

HOW WE WORK

The same people, from diagnosis to results.

We start small, with one process and one indicator. Once the result is proven, we move on to the next.



01
Diagnosis
A meeting to understand your needs and choose the most efficient solutions to the problem.

02
Plan
Scope, risks, deadlines and the indicator that will prove the result.

03
Build
Short deliveries and a demonstration before final delivery.

04
Launch
Tested with real data and with the client who commissioned the automation.

05
Follow-up
Monitoring, adjustments and continuous improvement, every month.

Connected to what you use
We do not ask you to change systems. The AI works inside the company's phone, WhatsApp, email, ERP and CRM.

A person in the loop
Decisions involving money, customers or sensitive data always go through someone on the team.

Measured results
Indicators agreed at the outset (hours, no-shows, days to get paid, savings, among others) and measured every month. There is always more to measure, and gains that were not on the list almost always appear.

THE COMPANY'S INVOLVEMENT

- One contact person, 1 to 2 hours a week
- Someone with access to the systems who works alongside us while we build the automation
- Real examples of the process: documents, emails, calls
- The rules and exceptions only the team knows

Mandatory: someone from the team accompanies the whole project, for the security of the data and of the process.

WHAT THE COMPANY RECEIVES

- The solution working with its own data
- Team training and a simple manual for the automation hired
- A monthly report with the agreed indicators
- Support and continuous improvements



01

SOLUTION FAMILY

Customer Service and Sales

Answer everyone, at any hour, without growing the team. Phone, WhatsApp, website and diary working together to sell more.

01 AI phone receptionist

02 WhatsApp and website assistant

03 Automatic bookings and reminders

04 Lead qualification and follow-up

01 AI phone receptionist

Joana answers **every call, 24 hours a day**. She books, answers and only passes to the team what genuinely needs a person.

THE PROBLEM

Reception answers the phone, welcomes customers at the desk and manages the diary, all at once. At lunchtime, at the end of the day and at peak times, calls go unanswered. And whoever is not answered calls the competitor.

HOW IT WORKS

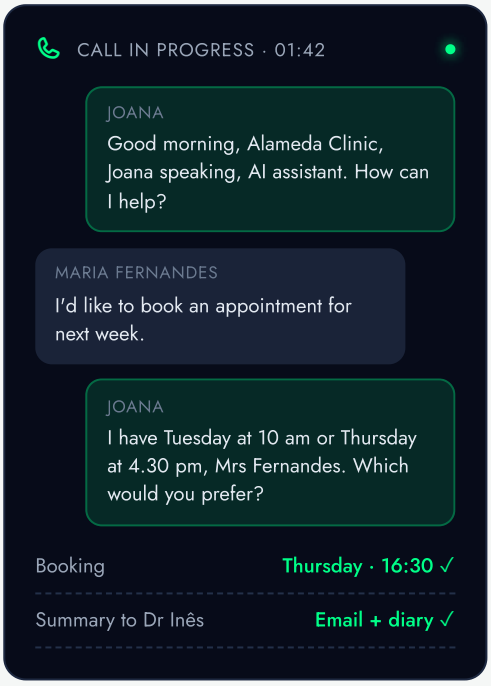
The customer calls
The usual number.

Joana answers
By name, in a natural voice.

Resolves
Books, answers or takes details.

Hands over
Only what is sensitive.

Notifies
Summary to the person in charge.



WHAT CHANGES

- ✓ No missed calls, not even outside business hours
- ✓ Natural European Portuguese. Also answers in British English, Spain Spanish and France French, with native voices
- ✓ Linked to the diary (Google, Outlook or sector software) and the CRM
- ✓ The booking or summary reaches the head of department by their preferred channel
- ✓ No menus and no robotic tone: the legal note that it is AI fits in one sentence

IDEAL FOR

Clinics · Garages · Estate agents · Restaurants · Hotels · Law firms · Technical support

Any business that takes calls from the public

IMPACT SCENARIO

Alameda Clinic (dental) · 2 receptionists · ~900 calls/month

	BEFORE	AFTER
Unanswered calls	28%	**0%**
Outside business hours	Answering machine	**24 hours, 7 days**
Reception time on the phone	~67 h/month	**~24 h/month**
Booking or summary to the team	Paper note	**Email, WhatsApp, diary or task**

+50
bookings recovered per month

≈ 43 h
freed up at reception per month

≈ €0.40–0.90
cost of a 3-minute call

How we get here: 900 calls × 28% = 252 missed; around 40% were to book (≈ 100) and half convert: 50 bookings × €40 per appointment (DECO PROteste 2026 average: €36, in Lisbon) ≈ €2,000/month, before any follow-up treatment. Per-minute cost of a complete voice agent, telephony included: USD 0.12 to 0.33 (public 2026 price lists). National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

02 WhatsApp and website assistant

Answers everyday questions **in seconds**, such as prices, lead times, opening hours and orders, on WhatsApp, the website and Instagram.

THE PROBLEM

Most messages are the same questions. The team replies when it can, often hours later. By then, the customer who wanted to buy has lost interest.

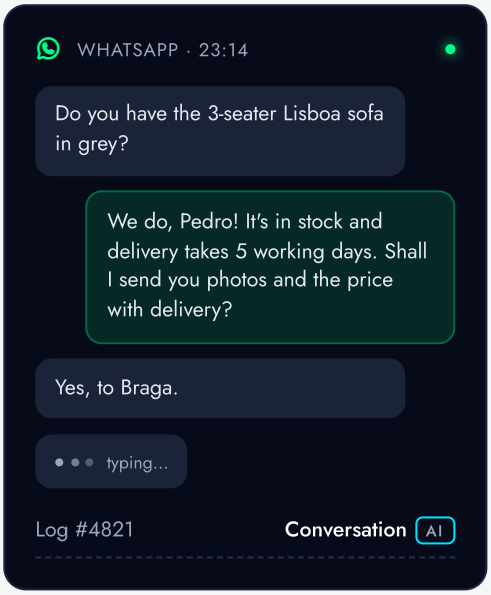
HOW IT WORKS

A message arrives
WhatsApp, website, Instagram or Messenger.

Checks
Catalogue, prices, stock and company rules.

Types
At a human pace: the customer sees "typing...".

Escalates
Complex requests go to the right person.



WHAT CHANGES

- ✓ Instant replies, at night and at weekends too
- ✓ Human typing rhythm, with the "typing..." indicator: customers feel someone is looking after them
- ✓ Only answers with information the company has approved, and never makes things up
- ✓ Every conversation, booking or contact is logged and marked as done by the AI, so you can see it is working well
- ✓ Collects name, contact and request and creates the opportunity in the CRM

IDEAL FOR

Shops · E-commerce · Hotels · Restaurants · Clinics · Gyms · Schools · Estate agents · Home services

Any business that receives customer messages

IMPACT SCENARIO

Casa Norte Furniture · showroom and online shop · ~1,200 messages/month

	BEFORE	AFTER
First response time	~3 hours	**< 1 minute**
Questions solved without a person	0%	**70%**
Messages outside business hours	Answered the next day	**Answered straight away**

70%
of questions solved on their own

≈ 25 h
of team time freed per month

+18%
quote requests (estimated)

How we get here: 1,200 messages × 70% repetitive = 840 × ~1.8 min ≈ 25 h/month. The rise in requests comes from customers who used to give up because of the wait. WhatsApp cost (Meta, since July 2025): replying within 24 hours to someone who wrote first is free; template messages outside that window cost ~€0.014 (utility) to ~€0.05 (marketing) in Portugal. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.



03 Automatic bookings and reminders

Online booking, confirmations and WhatsApp reminders that **cut no-shows almost in half** and refill the slots that become free.

THE PROBLEM

Every no-show is a paid hour that is never billed. Manual reminders depend on someone having time. When a customer cancels, the slot is rarely filled in time.

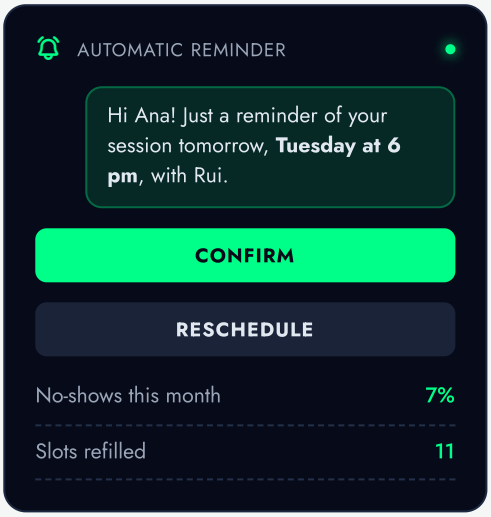
HOW IT WORKS

Books
Online, by phone or WhatsApp.

Reminds
48 h and 2 h before, with one-tap confirmation.

Reschedules
The customer changes the time alone, via a link.

Fills
The slot is offered to the waiting list.



WHAT CHANGES

- Fewer no-shows, without the team having to phone
- A waiting list that fills slots automatically
- Works with the diary you already use
- Messages with the company's name and tone
- Monthly report on occupancy and no-shows per professional

IDEAL FOR

Physiotherapy · Clinics · Beauty · Hairdressers · Tutoring · Vets · Garages · Personal trainers

Any business that works by appointment

IMPACT SCENARIO

Fisiomove · physiotherapy centre · 4 therapists · ~400 sessions/month

	BEFORE	AFTER
No-shows	12%	**7%**
Rescheduling	By phone, in office hours	**By link, at any time**
Freed slots refilled	Rarely	**Automatic waiting list**

–42%
no-shows

+20
sessions billed per month

≈ €800
recovered per month

How we get here: 400 sessions × (12% – 7%) = 20 sessions no longer lost, × €40 per session (Zaask average: ~€40; Fixando: €40 to €60 in Porto and Lisbon) ≈ €800/month. Slots refilled from the waiting list come on top of this. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

04 Lead qualification and follow-up

Every lead is **answered within 2 minutes**, qualified with the right questions and followed up until there is a reply. Nobody gets forgotten.

THE PROBLEM

Leads come in from the website, ads and the phone. Sales staff reply hours later, some are forgotten, and nobody knows for sure how many were lost along the way.

HOW IT WORKS

A lead comes in
Form, ad, WhatsApp or email.

Qualifies
Asks about budget, timing and need.

Assigns
Creates the CRM record and books the meeting.

Follows up
Reminders until the customer replies.



WHAT CHANGES

- ✓ First contact within minutes, while interest is hot
- ✓ Sales staff only talk to people likely to buy
- ✓ CRM always up to date, with no manual typing
- ✓ Follow-up sequences by WhatsApp and email, with an opt-out
- ✓ Campaign report with cost per lead, per meeting and per sale (next page)

IDEAL FOR

Solar energy · Construction · Insurance · Training · Property · Car dealers · B2B

Any business that lives on enquiries

IMPACT SCENARIO

SolarVale · solar panel installer · ~180 leads/month

	BEFORE	AFTER
Time to first contact	~6 hours	**2 minutes**
Leads with no follow-up	~30%	**0%**
Lead → meeting booked	18%	**27%**

+16
sales meetings per month

2 min
to first contact

100%
of leads followed up

How we get here: 180 leads × (27% – 18%) ≈ 16 extra meetings a month, with the same ad budget. In B2C, follow-up messages respect the prior consent required by EU and Portuguese e-privacy rules (Law 41/2004). National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

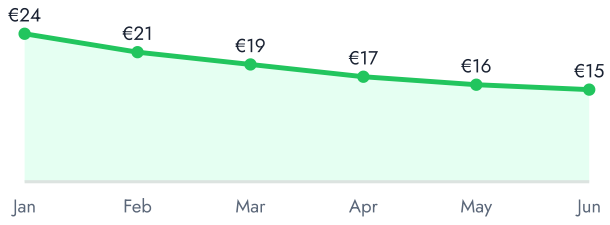
04 Campaign report

What SolarVale receives every month: how much it invested, how many leads, meetings and sales came from it, and what changed. No jargon, just the figures that matter.

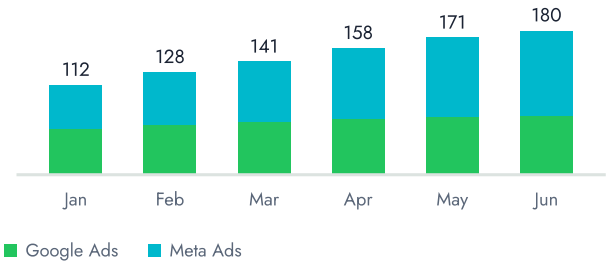
Google Ads + Meta Ads · SolarVale — January to June 2026

Monthly spend	Leads (Jun)	Cost per lead	Meetings (Jun)	Sales (Jun)	Revenue generated
€2,700	**180**	**€15**	**49**	**9**	**≈ €58k**
same every month	+61% since Jan	−38% since Jan	+145% since Jan	+6 since Jan	≈ €21 per € spent

COST PER LEAD



LEADS PER MONTH AND SOURCE



FROM CLICK TO SALE (JUNE)

4,150	clicks
180	leads
49	meetings
31	proposals
9	sales

BY CAMPAIGN (JUNE)

CAMPAIGN	SPEND	LEADS	€/LEAD	MEETINGS
Google · Local search	€1,300	74	€17.6	26
Meta · Lead form	€1,000	82	€12.2	17
Meta · Remarketing	€400	24	€16.7	6
Total	**€2,700**	**180**	**€15.0**	**49**

WHAT WORKED

- ✓ Replying within 2 minutes raised the share of leads reaching a meeting from 18% to 27%
- ✓ We cut searches that brought clicks but no sales (“free”, “jobs”, “grant”)
- ✓ Budget moved to the campaigns that bring meetings, not just clicks
- ✓ Google brings fewer leads but more meetings per lead, so it gets the larger share

Reference values for the sector. Average sale assumed: ~€6,500 per installation with battery. Cost per lead depends heavily on the sector and on competition in the area. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

02

SOLUTION FAMILY

Back Office and Finance

Documents, banks, emails and quotes. Repetitive office work done in minutes, with a person checking whenever there is doubt.

05 Invoices and documents straight into the ERP

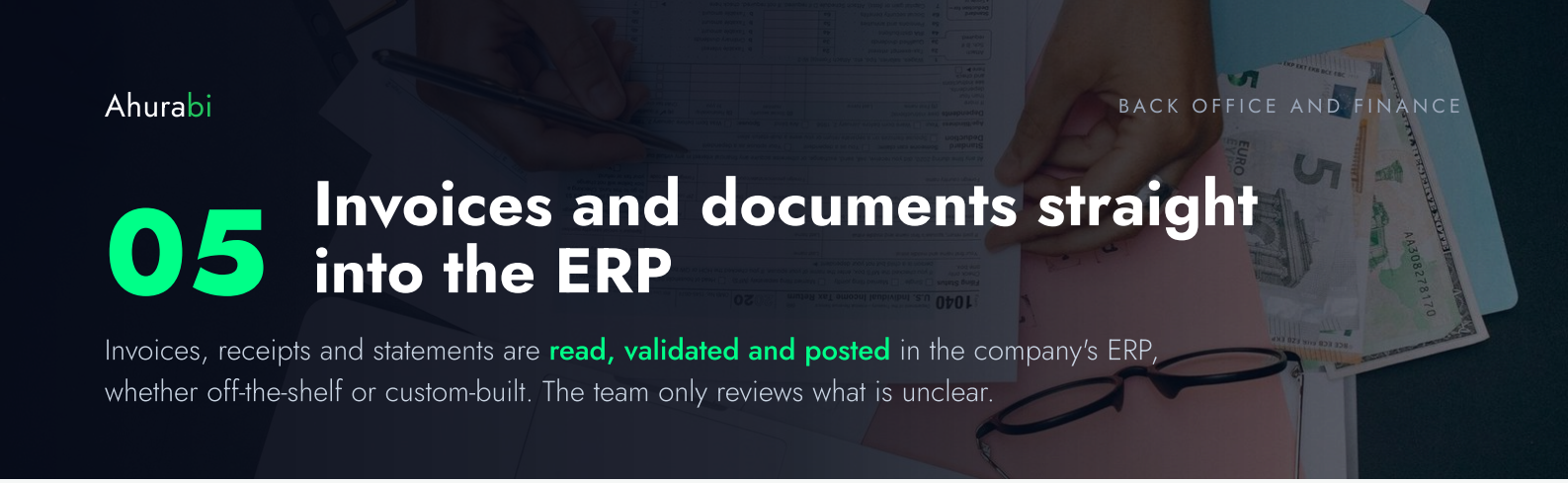
06 Bank reconciliation, collections and risk

07 Smart email triage

08 Proposals and quotes in minutes

FOR ACCOUNTING FIRMS

- Clients' invoices collected by email, WhatsApp or photo, without chasing anyone
- Automatic posting and reconciliation; the accountant only reviews what is unclear
- Automatic requests for missing documents before the VAT deadline
- Answers to clients' repeated questions, approved by the firm



05 Invoices and documents straight into the ERP

Invoices, receipts and statements are **read, validated and posted** in the company's ERP, whether off-the-shelf or custom-built. The team only reviews what is unclear.

THE PROBLEM

Documents arrive by email, as PDFs, photos or on paper. Someone has to open them one by one and copy tax numbers, dates, amounts and VAT before posting them. It is slow and tiring. And that is where errors creep in.

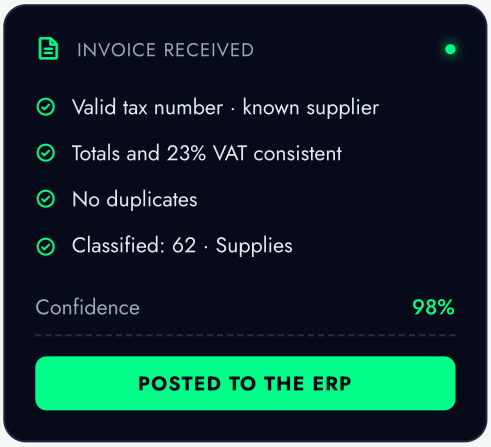
HOW IT WORKS

Receives
Inbox, folder or photo.

Reads and checks
Tax number, totals, VAT and duplicates.

Posts to the ERP
Via API or import file.

Review
Only doubtful cases go to a person.



IDEAL FOR

Accounting · Distribution · Construction · Manufacturing · Restaurants · Healthcare · Retail

Any business that receives invoices every day

WHAT CHANGES

- Works with any ERP or CRM, including the company's own custom-built systems
- In Portugal: Primavera, PHC, Sage, TOConline, Moloni. In Spain and the rest of Europe: A3, Holded, SAP Business One, Microsoft Dynamics 365, Odoo, Cegid, DATEV and others
- Automatic validation of tax numbers, sums and VAT rates
- Spots duplicate invoices before they are paid
- Every document stays linked to its entry, for audit

IMPACT SCENARIO

Ribeiro & Matos · accounting firm · 6 people · ~2,500 documents/month

	BEFORE	AFTER
Time per document	~3 minutes	**~30 seconds (review)**
Posting hours per month	~125 h	**~21 h**
Typing errors	Frequent	**Automatic validation**

–104 h
of manual work per month

≈ €1,450
per month in time freed

≈ 0.6
of a full-time person free for clients

How we get here: 2,500 × 3 min = 125 h; 2,500 × 30 s ≈ 21 h; the 104 h difference × €14/h ≈ €1,450/month. The hourly cost starts from the average gross pay of €1,694 (INE, Portugal, 2025) plus employer contributions and the 13th and 14th salaries; it is lower inland. 104 h ÷ 168 h ≈ 0.6 of a person. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

06 Bank reconciliation, collections and risk

Bank movements are **matched to invoices automatically**, customers receive payment reminders and the business sees each customer's risk before selling on credit.

THE PROBLEM

Reconciling the bank takes hours, week after week. Collections depend on someone remembering to call. And a bad payer is only spotted once the debt is already large.

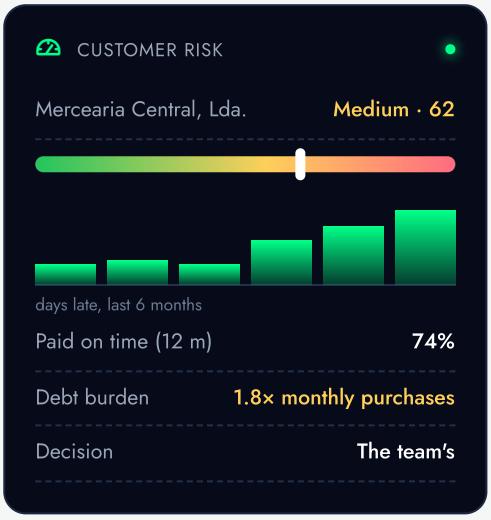
HOW IT WORKS

Reads the bank
Daily statements and movements.

Matches
Each payment with the right invoice.

Reminds
Before and after the due date.

Scores risk
History, delays and debt burden.



WHAT CHANGES

- Daily reconciliation instead of weekly
- Polite, personalised reminders by email or WhatsApp at 3, 15 and 30 days
- Risk score per customer: punctuality, average delay and debt compared with what they usually buy (debt burden)
- Charts of each customer's trend, to see the problem before it grows
- The score informs and does not decide: selling, collecting or giving more time is always the company's call

IDEAL FOR

Distribution · B2B services · Manufacturing · Property management · Schools · Clinics · Wholesale · Any business that sells on credit

IMPACT SCENARIO

Tejo Food Distribution · turnover ~€150k/month · ~320 customers

	BEFORE	AFTER
Bank reconciliation	~6 h a week	**~45 min a week**
Average collection period	68 days	**52 days**
At-risk customers	Spotted too late	**Flagged in advance**

≈ €80k
of cash released

–16 days
to get paid

–21 h
per month on reconciliation

How we get here: €150,000 ÷ 30 days × 16 days ≈ €80,000 no longer sitting in receivables. Reconciliation: (6 h – 0.75 h) × 4 weeks ≈ 21 h/month. The fall in defaults depends on the customer portfolio and is not included in these figures. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

07 Smart email triage

The shared inbox **sorts itself out**: every email is read, classified, turned into a task and delivered to whoever handles it, with a draft reply ready.

THE PROBLEM

A shared inbox with hundreds of emails a day. Someone spends their mornings reading, forwarding and answering the same questions. In the middle of it all, urgent matters get lost.

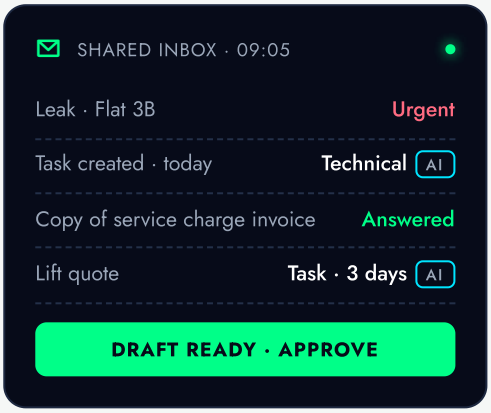
HOW IT WORKS

Reads
Subject, body and attachments.

Classifies
Type, customer and urgency.

Creates the task
In the team's planner, marked as made by the AI.

Routes
To whoever handles it, with a draft reply.



IDEAL FOR

- Property management
- Insurance
- Freight forwarders
- Accounting
- Law firms
- Estate agents
- Public services
- Any team with a shared inbox

WHAT CHANGES

- ✓ After reading, it creates the task in Google Tasks, Microsoft To Do, Asana or the team's own tool, marked as created by the AI
- ✓ Urgent items stand out; the rest get a deadline and a priority
- ✓ Attachments saved in the right folder, with the right name
- ✓ Drafts in the company's tone: the person only approves
- ✓ Works with Outlook/Microsoft 365, Gmail and other mailboxes

IMPACT SCENARIO

Lumiar Property Management · shared inbox with ~150 emails a day

	BEFORE	AFTER
Manual triage	~2.5 h a day	**~40 min a day**
Email reaching whoever handles it	Up to 1 day	**Minutes**
Urgent matters	Lost in the inbox	**Highlighted task in the planner**

≈ 40 h
freed per month

Minutes
to reach whoever handles it

100%
of emails with a task and an owner

How we get here: (2.5 h – 0.67 h) × 22 working days ≈ 40 h/month. Replies are never sent without approval, except in the cases the company defines as automatic. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

08 Proposals and quotes in minutes

From a site visit, notes or a voice memo, the proposal goes out **complete and branded on the same day**. And the follow-up is automatic.

THE PROBLEM

Every quote takes hours: gathering measurements, checking prices, writing, formatting. It goes out days after the visit, when the customer already has others. Then nobody calls to ask whether it was accepted.

HOW IT WORKS

Collects
Notes, photos or audio from the visit.

Calculates
With the company's price list and margins.

Generates
A formatted proposal, ready to review.

Follows up
Reminders at 3 and 7 days.

PROPOSAL NO. 2026/184 · KITCHEN 9 M²

Demolition and waste	€520
Plumbing and electrics	€1,430
Floor and wall tiling 18 m²	€1,260
Units and worktop	€3,450
Total excl. VAT	€6,660

SEND TO CUSTOMER

WHAT CHANGES

- Proposal sent on the day of the visit, not three days later
- Prices and margins always from the current list, nothing forgotten
- A professional, consistent look on every proposal
- Automatic follow-up until there is an answer
- History of acceptance rates by type of job

IDEAL FOR

Renovation · HVAC · Events · Metalwork · Joinery · Printers · Consultancy

Any business that quotes to order

IMPACT SCENARIO

Obras Mendes · renovation company · ~30 quotes a month

	BEFORE	AFTER
Time per quote	~4 hours	**~45 minutes**
Time to send to the customer	~3 days	**Same day**
Quotes with no follow-up	Most	**None**

–97 h
per month on quoting

Same day
proposal sent

100%
of proposals followed up

How we get here: 30 quotes × (4 h – 0.75 h) ≈ 97 h/month. The sample proposal (a kitchen of ~9 m², ~€740/m²) follows market prices in Portugal: around €800/m² and ~€4,000 for 5 m² (Habitissimo, 2026). The final price is always checked by a person. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.



03

SOLUTION FAMILY

Management and Knowledge

The business figures every day, not just at the end of the month. And the company's knowledge in the hands of whoever needs it.

09 Management dashboard and cash forecast

10 In-house company assistant

11 Accurate stock and orders without spreadsheets

09 Management dashboard and cash forecast

Sales, margins, costs and cash **updated every day** in a simple dashboard, with a short-term forecast and alerts when something is out of line.

THE PROBLEM

The month's figures only arrive halfway through the next month, when nothing can be corrected any more. Decisions are made on gut feeling and cash is only visible once it is already tight.

HOW IT WORKS

Connects
ERP, invoicing, bank and POS.

Cleans
Organised, consistent data.

Shows and forecasts
Daily dashboard and short-term forecast.

Alerts
Margin, cost or cash deviations.



WHAT CHANGES

- Margin by product, shop, customer or project
- Short-term forecast with seasonality and macroeconomic indicators: inflation, consumer confidence, raw material prices
- 13-week cash forecast, updated every day
- Weekly report emailed to management, or whenever requested
- Automatic alerts and access on your phone, with nothing to install

IDEAL FOR

Restaurants · Retail · Construction · Manufacturing · Services · Franchising · Distribution

Any business that wants to decide with figures

IMPACT SCENARIO

Tasca Velha Group · 3 restaurants · turnover ~€80k/month

	BEFORE	AFTER
Month's figures available	15th of the next month	**Every day**
Cost of goods	33% of sales	**31% of sales**
Sales and cash forecast	Did not exist	**4 and 13 weeks, daily**

≈ €1,600
more margin per month

Daily
instead of monthly

13 wks
of cash in view

How we get here: €80,000 × 2 percentage points ≈ €1,600/month. In restaurants, cost of goods typically runs between 28% and 35% of sales; the improvement comes from what the data makes visible: waste per site, supplier price rises and low-margin dishes. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

10 In-house company assistant

An assistant that **knows the company's manuals, procedures and records** and answers the team in seconds, always citing the source.

THE PROBLEM

Knowledge is scattered across folders, emails and the heads of two or three people. The team interrupts managers all the time and every new starter takes weeks to work independently.

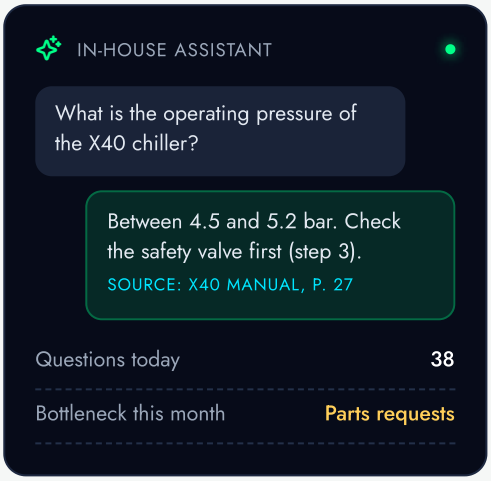
HOW IT WORKS

Gathers
Manuals, procedures, data sheets and records.

Searches
Finds the answer in the right document.

Answers
In plain language, with the source.

Protects
Everyone sees only what they may see.



IDEAL FOR

Maintenance · Manufacturing · Healthcare · Retail · Logistics · Franchising · Technical services

Any team that relies on procedures

WHAT CHANGES

- ✓ Answers with the source document, so they can be checked
- ✓ On the channel the company already uses: Teams, Google Chat, Slack, WhatsApp, mobile or others
- ✓ Role-based permissions: a technician does not see finance
- ✓ Updates itself when documents change
- ✓ Monthly report with efficiency suggestions: shows where the most direct bottlenecks are and how to fix them, without touching the company's preferences

IMPACT SCENARIO

TecniFrio · technical maintenance · 25 field technicians

	BEFORE	AFTER
Questions to managers	~40 a day, ~6 min each	**Answered by the assistant**
Onboarding a new technician	~6 weeks	**~3 weeks**
Finding a manual	Folders and emails	**One question on the phone**

≈ 4 h
a day of managers' time freed

–50%
onboarding time

Sourced
answers, every time

How we get here: 40 questions × 6 min = 240 min/day. The assistant answers only from the company's documents; when it cannot find the answer, it says so and passes the question on. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

11 Accurate stock and orders without spreadsheets

The stock in the system **finally matches what is on the shelf**, discrepancies show up the same day and orders come from real sales.

THE PROBLEM

The stock in the system rarely matches what is on the shelf. The stocktake means closing the shop, orders come from a spreadsheet only one person understands, and errors are only found when a customer asks and there is none.

HOW IT WORKS

Reads sales and stock
From the system the company already uses.

Checks
Discrepancies, unposted deliveries and shrinkage.

Suggests
An order per supplier, for approval.

Alerts
Stock-outs, expiry dates and dead stock.



IDEAL FOR

Retail · E-commerce · Distribution · Pharmacies · Building supplies · Restaurants · Car parts

Any business with stock to manage

WHAT CHANGES

- ✓ Adapts to the system the company already uses: ERP, POS, online shop or even spreadsheets
- ✓ Quick counts by area instead of closing the shop for a stocktake
- ✓ Stock discrepancies flagged on the day they happen
- ✓ Suggested orders respecting each supplier's minimums and lead times, always approved by a person
- ✓ Alerts for expiry dates and slow-moving items

IMPACT SCENARIO

Eletro Sado · electrical supplies with online sales · ~2,000 product lines

	BEFORE	AFTER
System vs shelf discrepancies	Found at the annual stocktake	**Flagged the same day**
Stocktake	2 days with the shop closed	**20-minute rolling counts**
Lines out of stock	9%	**4%**
Supplier orders	Spreadsheet, on Fridays	**Suggested from real sales**

–55%
stock-outs

0 days
of shop closed for stocktake

≈ 5 h
a week saved on ordering

How we get here: stock-outs from 9% to 4% = a 55% reduction. Rolling counts cover every line over the year. The forecast uses sales history, the season and each supplier's lead times. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.



04

SOLUTION FAMILY

Digital Presence

A fast website that explains clearly what the business does, and campaigns measured to the euro. The starting point for everything else.

12 A website that sells and measured traffic

12 A website that sells and measured traffic

A fast, clear website built to convert, with **campaigns measured to the euro** and connected to every automation in this catalogue.

THE PROBLEM

The website exists, but it is slow, does not explain clearly what the business does and generates no enquiries. Money goes into ads without knowing what each customer costs.

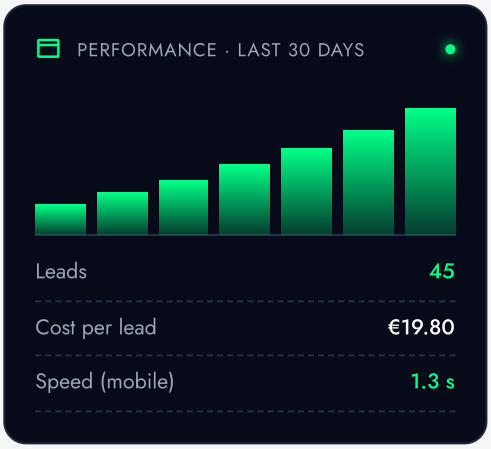
HOW IT WORKS

Positions
A clear message and offer.

Builds
Fast, mobile site with SEO.

Promotes
Google and Meta Ads, with testing.

Measures
Cost per lead and per customer.



WHAT CHANGES

- Website live in a few days, with a preview within 2 working days at most
- Loads in under 2 seconds on mobile
- Forms and WhatsApp connected to the CRM and automatic follow-up
- Dashboard with the cost of every lead and every customer
- GDPR compliance: cookies, consents and privacy policy

IDEAL FOR

Schools · Clinics · Services · Tourism · Restaurants · Local shops · Professionals

Any business that wants to be found

IMPACT SCENARIO

Speak Up · local language school · no real online presence

	BEFORE	AFTER
Online information requests	~5 a month	**~45 a month**
Cost per lead	Unknown	**≈ €20 (€900/month in ads)**
Loading time	> 4 seconds	**< 1.5 seconds**

×9
information requests

≈ €20
per lead

2 days
at most, to the preview

How we get here: €900 of ads ÷ 45 leads = €20 per lead, below the 2025 global Google Ads average (≈ USD 70 per lead, Search Engine Land). In Portugal, cost per click is around 56% of the US level. Every lead goes straight into automatic follow-up. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.



05

SOLUTION FAMILY

Public Sector

Problems every parish or town council recognises, solved with tools citizens already use. Small projects, within the value allowed for direct award, with no public tender.

13 Citizen service and requests at the parish council

14 Street issues reported by WhatsApp

ALSO ON A LARGER SCALE

- Screening of planning applications, flagging missing documents
- Minutes of council and assembly meetings from the recording, ready for review
- An internal assistant with the municipality's regulations and procedures

13 Citizen service and requests at the parish council

Certificates, declarations and appointments requested by phone, WhatsApp or email, **at any hour**, with the form already prepared when the citizen arrives at the desk.

THE PROBLEM

Two or three staff at the desk and a phone that never stops. Many calls are just to ask about opening hours, which documents to bring or whether a certificate is ready. Whoever arrives without the right papers has to come back another day.

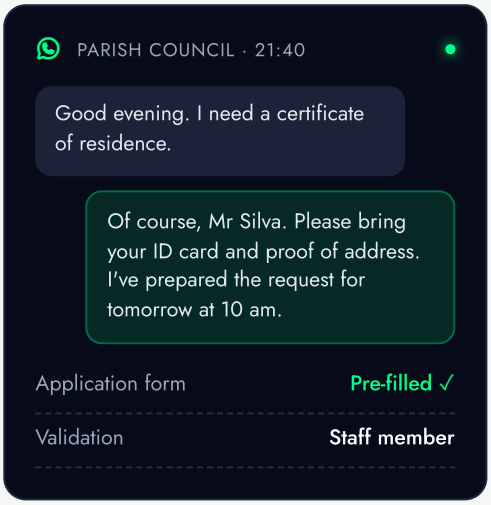
HOW IT WORKS

Requests
Phone, WhatsApp, email or website.

Clarifies
Documents, opening hours and fees.

Prepares
Pre-filled form for staff to validate.

Notifies
When the document is ready.



WHAT CHANGES

- ✓ Instant answers to the questions that come up every day
- ✓ Fewer trips to the desk: citizens arrive with everything they need
- ✓ Staff validate and sign; the AI decides nothing on its own
- ✓ SMS or WhatsApp notice when the request is ready
- ✓ A low-value project that can be awarded directly, with no public tender

IDEAL FOR

Parish councils · Town councils · Municipal services · Charities · School groups

Any public service with a front desk

IMPACT SCENARIO

Urban parish council · ~20,000 residents · ~1,200 calls and ~450 requests/month

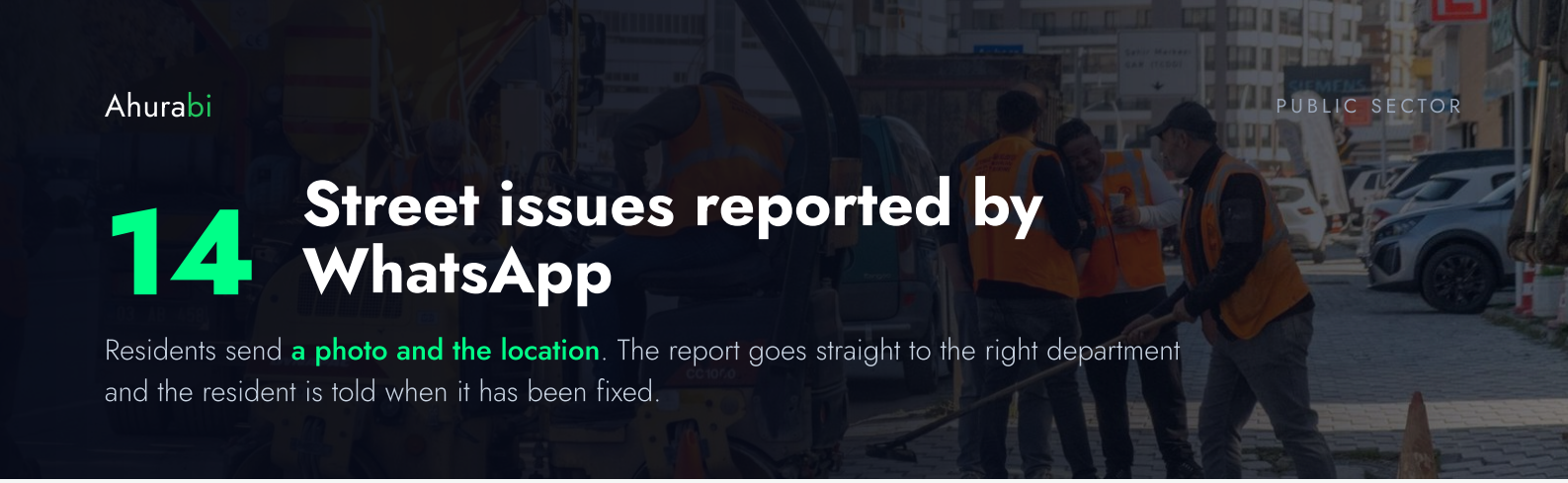
	BEFORE	AFTER
Calls for simple information	~60% of the phone	**Answered by the AI**
Citizens returning for missing documents	~1 in 5	**~1 in 20**
Notice that a document is ready	Phone call from staff	**Automatic**

≈ 55 h
of desk and phone time freed per month

–75%
repeat trips to the desk

24 h
to ask and get answers

How we get here: 1,200 calls × 60% = 720 × 4 min ≈ 48 h; 450 requests × (20% – 5%) ≈ 68 return visits avoided × 6 min ≈ 7 h. Total ≈ 55 h/month. The value stays below the direct award thresholds of the Portuguese Public Contracts Code. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.



14 Street issues reported by WhatsApp

Residents send **a photo and the location**. The report goes straight to the right department and the resident is told when it has been fixed.

THE PROBLEM

Potholes, broken street lights, rubbish not collected. Complaints arrive by phone, email or at the desk, with no exact address or photo. Someone has to log them, go and check the site and pass them on. The resident never knows whether anyone picked it up.

HOW IT WORKS

Reports
Photo and location on WhatsApp.

›

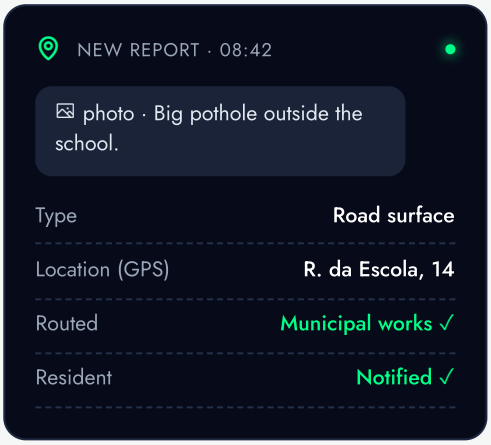
Classifies
Type, urgency, area and duplicates.

›

Routes
To the department or contractor, with a map.

›

Informs
The resident follows it to resolution.



IDEAL FOR

- Town councils
- Parish councils
- Municipal services
- Municipal companies
- Any body that looks after public space

WHAT CHANGES

- ✓ No app to install: it works on the WhatsApp everyone already has
- ✓ Repeated complaints merge into one report, with the number of requests
- ✓ Map of issues by type and area, to plan the crews
- ✓ Resolution times measured by department
- ✓ Starts in one parish and extends to the whole municipality

IMPACT SCENARIO

Municipality of ~60,000 residents · ~350 reports a month

	BEFORE	AFTER
Time to reach the right department	Up to 3 days	**Minutes**
Trips just to confirm the location	~1 in 3	**~1 in 10**
Residents told the outcome	Rarely	**Always**

Minutes
to the department in charge

≈ 80
site trips avoided per month

100%
of residents get an answer

How we get here: 350 reports × (33% – 10%) ≈ 80 inspection trips avoided, because the photo and GPS location arrive with the request. Can be awarded directly. National reference values for Portugal: they vary from region to region (Lisbon is not Santarém) and from company to company.

SECURITY AND COMPLIANCE

Artificial intelligence within the rules.

Every solution complies with Portuguese and European law from day one. It is not an add-on at the end.

GDPR and data in the EU

Data processed on infrastructure in the European Union, with data processing agreements and role-based access.

EU AI Act

Since 2 August 2026, anyone talking to an AI must be told so (Article 50). We do it naturally: one short sentence at the start, no robotic tone, and a clear answer whenever someone asks.

Everything the AI does is logged

Every call, conversation, booking or task created by the AI is logged and marked as its own. That is how you confirm it is working well.

Team involvement

During the build, someone from the company always accompanies our work in the systems. It is mandatory, for the security of the data and of the process.

Human decision

The AI prepares, suggests and carries out routine work. Payments, final prices, customer risk and sensitive cases are always validated by a person.

Marketing communications

Messages to individuals only with prior consent (EU e-privacy rules; Law 41/2004 in Portugal) and an opt-out in every message.

Call recording

Only with the caller informed and consenting, and with defined retention periods. Without consent, only the written summary is kept.

Public sector

Projects sized for direct award, with full documentation for procurement and records.

Ahurabi

NEXT STEP

Is there a process that steals your hours?

In 45 minutes we find out where your business loses the most time and money. And we tell you honestly whether automation is worth it.

FREE DIAGNOSIS · NO COMMITMENT

01 **A 45-minute conversation**, online or in person, about goals, systems and routines.

02 **An opportunity map** with the 2 or 3 highest-impact automations and the time and money they free up.

03 **A clear proposal**, with timeline, investment and the indicators that will prove the result.

ahurabi.com

contacto@ahurabi.com

Portugal