

FERVOUR TECHNOLOGIES

# The Business Operating System

*A Website When Visitors Arrive. Your Entire Business When Your Team Logs In.*

BUSINESS OPERATING SYSTEM

## Business Operating System

### Overview

Fervour Business OS is a single platform that simultaneously serves as your public-facing website and your complete internal operating system. Every Fervour Business OS engagement begins with a process discovery exercise — we study how your business actually works, streamline the workflows, and then build a system around them. Role-based access means every user logs in to a personalised operational environment: an employee sees salary slips and leave applications; sales sees the CRM and pipeline; finance sees P&L and cash flow; leadership sees consolidated dashboards. Workflow automation handles approvals, alerts, and notifications. White-label configuration means your team and your customers see your brand — not a third-party product.

#### Employee

Salary slips, leave applications, approvals, company notices

#### Customer Interface

Service requests, order status, invoices, warranty documents

#### Sales Team

CRM, pipeline, quotations, follow-up tracker, target dashboard

#### Operations

Task manager, project milestones, resource allocation, workflows

#### Finance

P&amp;L, invoicing, MIS reports, cash flow, payables, receivables

#### Leadership

Analytics dashboards, KPIs, consolidated P&amp;L, forecasts

fervourtech.asia | hello@fervourtech.com

### The Challenges

#### ► Software That Ignores Your Reality

Off-the-shelf platforms are designed for an imaginary average business. Your team adapts its workflows to fit the software — and ends up managing the tool rather than running the business. Workarounds accumulate. Efficiency deteriorates.

#### ► Disconnected Systems Across Departments

Sales runs on one CRM. Finance tracks payments in Excel. Operations manages tasks on WhatsApp. HR keeps attendance in a register. Four systems generate four versions of the truth — and someone reconciles them manually at month end.

### ► No Visibility Without Chasing

Management receives information when someone sends it. Project status, cash position, pending approvals, and team performance are known only after a phone call or a meeting. The business runs on yesterday's data.

### ► A Website That Does Nothing Operational

Your public website tells the world what you do. It does not help your team do it. There is no connection between your external presence and your internal operations — two separate systems, two maintenance headaches, zero integration.

## The Solution

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Fervour Business OS is a single platform that serves two purposes simultaneously. Visitors see a professional public website. Your team logs in and finds a complete operational system — CRM, task management, HR, finance, MIS, and analytics — all role-controlled so every user sees precisely what is relevant to their function.

## Key Benefits

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### Website and Operations — One Platform

Your public face and your internal operations run from the same system. One login separates the visitor experience from the operational dashboard. Maintenance, hosting, and support managed in one place by one team.

### Process Discovery Before Any Code

Every Business OS engagement begins with a process discovery exercise. We map your actual workflows, identify inefficiencies, and design the system around how your business runs — not how a template assumes it should run.

### Six Role-Based Operational Views

Every user logs in to a personalised operational environment. An employee sees salary slips and leave. Sales sees the CRM. Finance sees P&L and invoicing. Leadership sees consolidated dashboards. Each view configured to the role, not the individual.

### Workflow Automation Built In

Approvals route automatically. Alerts fire when thresholds are crossed. WhatsApp notifications reach customers and staff without manual intervention. Your team makes decisions. The platform handles the communication and tracking.

### Real-Time Visibility for Leadership

An always-live executive dashboard shows key business metrics — revenue, pipeline, task completion, cash position, and team performance — without waiting for a report or calling a manager. The business is visible, always.

### Tailored to Your Exact Workflows

No two Fervour Business OS implementations are identical. Every approval hierarchy, every field, every notification, every report is configured around your specific business rules — not adapted from a generic template.

## Platform Modules

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15 modules — activated via the module toggle architecture as your business evolves.

- ✓ Role-Based Access Control
- ✓ Customer Interface Portal
- ✓ Finance & MIS
- ✓ Approval Routing Engine
- ✓ White-Label Branding
- ✓ Public Website + CMS
- ✓ Sales CRM
- ✓ HR & Leave Management
- ✓ Analytics Dashboard
- ✓ Module Toggle Architecture
- ✓ Employee Portal
- ✓ Task & Project Management
- ✓ Workflow Automation
- ✓ Notifications (Email + WhatsApp)
- ✓ Audit Trail

## How It Works

### 1. Business Discovery

#### *Week 1–2*

We study your business model, interview your team, and map your actual workflows — procurement, approvals, reporting, customer interactions — before any technology decision is made. This is not a requirements document. It is a working understanding of how your business operates.

### 2. Process Streamlining

#### *Week 3*

We identify redundant steps, consolidate fragmented processes, and design lean workflows. We confirm the role structure, approval hierarchies, notification triggers, and dashboard requirements with your leadership before build begins.

### 3. Build & Deploy

#### *Weeks 4–8*

We configure and build your Business OS against the agreed workflow design — roles, modules, automations, branding, and integrations. Deployed on your domain, trained with your team, live in a single sprint.

## Why Fervour Technologies?

### Designed Around Your Business — Not a Template

We begin every engagement by understanding your operations. The Business OS is built around the workflows, approval structures, and reporting requirements we discover — not configured from a generic starting point.

### One System Replaces Many

Website, CRM, task management, HR, finance, and analytics in one platform — one login, one data source, one support relationship. The reconciliation overhead of four disconnected systems disappears on day one.

### Automation That Works the Way You Do

Approval routing, alert triggers, WhatsApp notifications, and third-party integrations are configured around your rules — not a vendor's assumed workflow. The automation fits your business because it was designed around it.

### Transparent Pricing. Rapid Go-Live.

Sub-module pricing visible before you sign. 4–8 week structured deployment. Fixed scope, fixed timeline. Both Perpetual Licence and SaaS Subscription available — no surprises on the invoice or the calendar.

**Ready to build your Business OS?**

Let's start with a conversation about your business. We'll understand how it works, streamline the workflows, and build a platform around them — not the other way around.

fervourtech.asia info@fervourtech.com +91 70320 55760