Aura Intelligence: Official Knowledge Base & Support Manual

Table of Contents

Company Overview & Mission

Company Name: Aura Intelligence (Aura AI)

Founded: 2021

Headquarters: San Francisco, CA (Remote-First)

Mission Statement:

To democratize executive-level focus by automating the "busy work" of the modern professional through intuitive, privacy-first generative AI.

What We Do:

Aura Intelligence provides an AI-powered workspace assistant that integrates with existing business tools. Unlike general-purpose LLMs, Aura is context-aware—it learns your specific project history, tone of voice, and organizational structure to provide proactive assistance.

Key Brand Values:

- **Privacy First:** We never train our foundation models on user data.
- **Transparency:** Every AI-generated output includes a "Confidence Score."
- **Simplicity:** Minimalist design for maximum productivity.

Product Suite: Aura Pro & Aura Enterprise

Aura offers two primary subscription tiers designed for individual professionals and large-scale organizations.

1. Aura Pro ($29/month)

- **Target:** Freelancers, Managers, and Individual Contributors.
- **Core Features:**
    - **SmartScribe:** Real-time meeting transcription and action-item generation.
    - **Inbox Zenith:** AI-driven email sorting and drafting based on your specific style.
    - **DeepFocus Mode:** Blocks distracting notifications and summarizes what you missed.
- **Limits:** 5,000 AI credits/month.

2. Aura Enterprise (Custom Pricing)

- **Target:** Teams of 50+.
- **Core Features:**
    - **OrgBrain:** A shared knowledge base where Aura learns from internal company wikis and Slack history.
    - **Custom Models:** Fine-tuned LLMs specific to the company's industry (e.g., Legal, Medical, Tech).
    - **Admin Console:** Advanced user permissions and audit logs.
- **Limits:** Unlimited AI credits.

Account Management & Billing

Subscription Management

- **Upgrading:** Users can upgrade from Pro to Enterprise via the "Billing" tab in the Aura Dashboard.
- **Cancellations:** Subscriptions can be canceled at any time. Access remains active until the end of the current billing cycle. No pro-rated refunds are offered for partial months.
- **Free Trial:** Aura offers a 14-day "Full Access" trial. No credit card is required to start.

Payment Methods

- We accept all major credit cards (Visa, Mastercard, Amex), PayPal, and Apple Pay.
- Enterprise clients can request invoicing with Net-30 terms.

Credit System

- **What is a Credit?** One credit equals approximately 100 words of generated text or 1 minute of meeting transcription.

- **Top-ups:** If a Pro user runs out of credits, they can purchase "Boost Packs" (1,000 credits for $10).

Security, Privacy, and Data Handling

Data Encryption

- All data is encrypted at rest using AES-256 and in transit via TLS 1.2+.

"The Vault" Protocol

Aura Intelligence utilizes a proprietary "The Vault" architecture. This ensures that:

1. **Zero-Knowledge Storage:** Aura employees cannot access your specific data without an explicit, time-limited digital key granted by the user for support purposes.
2. **Training Opt-Out:** By default, no customer data is used to train Aura's global models.

Compliance

- **SOC2 Type II:** Certified.
- **GDPR:** Fully compliant. Users can request a "Right to be Forgotten" data deletion via the privacy portal.
- **HIPAA:** Available for Enterprise customers only with a signed BAA.

Technical Troubleshooting & API

Common Issues

- Aura isn't syncing with Google Calendar: 1. Go to Settings > Integrations.
  2. Disconnect Google Workspace.
  3. Clear browser cache and reconnect.
- **Transcription is inaccurate:** Ensure the "Microphone Input" is set to the correct hardware device in Aura Settings. Background noise suppression should be toggled "ON" for loud environments.

API Access (Beta)

- **Endpoint:** https://api.auraintelligence.ai/v1/
- **Authentication:** Bearer Token via Header.
- **Rate Limits:** 100 requests per minute for Pro; 2,000 for Enterprise.

Integration Guide

Aura is designed to live where you work.

Slack Integration

- **Function:** Use `/aura [query]` to ask questions about your documents directly in Slack.
- **Setup:** Admin must approve the Aura app from the Slack App Directory.

Salesforce Integration

- **Function:** Aura automatically updates Lead records based on notes taken during meetings.
- **Prerequisite:** Requires an Enterprise license and Salesforce "API Enabled" permission.

Zoom & Microsoft Teams

- **Function:** The "Aura Ghost" bot joins meetings to record and transcribe.
- **Privacy Note:** The bot will always announce its presence: *"Aura Intelligence is now recording for transcription."*

Ethical AI Policy & Compliance

Bias Mitigation

Aura Intelligence runs weekly "Bias Audits" on our underlying models to ensure equitable responses across different demographics and languages.

Human-in-the-Loop

Aura is designed as a **Co-Pilot**, not an **Auto-Pilot**. We advise all users to review AI-generated legal or financial documents before sending. Aura takes no legal responsibility for the accuracy of generated factual data (hallucinations).

Prohibited Use Cases

Aura may not be used for:

- Generating malware or phishing content.
- Automated harassment or "botting" social media.
- Disseminating political misinformation.
- *Violation results in immediate account termination without refund.*

Service Level Agreements (SLA) & Contact

Uptime Guarantee

- Aura Pro: 99.5% Uptime.
- Aura Enterprise: 99.9% Uptime with a dedicated Technical Account Manager (TAM).

Support Response Times

- **Tier 1 (Critical Outage):** 2 Hours (Enterprise), 12 Hours (Pro).
- **Tier 2 (Feature Issues):** 24 Hours.
- **Tier 3 (General Inquiries):** 48 Hours.

Contact Information

- **Help Center:** help.auraintelligence.ai
- **Email Support:** support@auraintelligence.ai
- **Sales:** sales@auraintelligence.ai
- **Mailing Address:** 500 AI Plaza, Suite 100, San Francisco, CA 94105.

End of Knowledge Base