Custom ERP/SaaS Platform

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Custom ERP/SaaS Platform
Built & Scaled Solo (6+ Years)

- High-volume service-business management system.

- End-to-end ownership: architecture, development, UI/UX, SEO, product management.

- Powers multi-million ₪ annual revenue with zero downtime.

Platform Overview & Business Impact

- High-volume service-business management system.

- Handles thousands of daily transactions across bookings, payments, inventory, and customer management.

- Scaled from prototype to mission-critical platform driving multi-million ₪ revenue.

- 100% uptime over 6+ years.

- Powers multi-million ₪ annual revenue

- **Built and maintained single-handedly.**
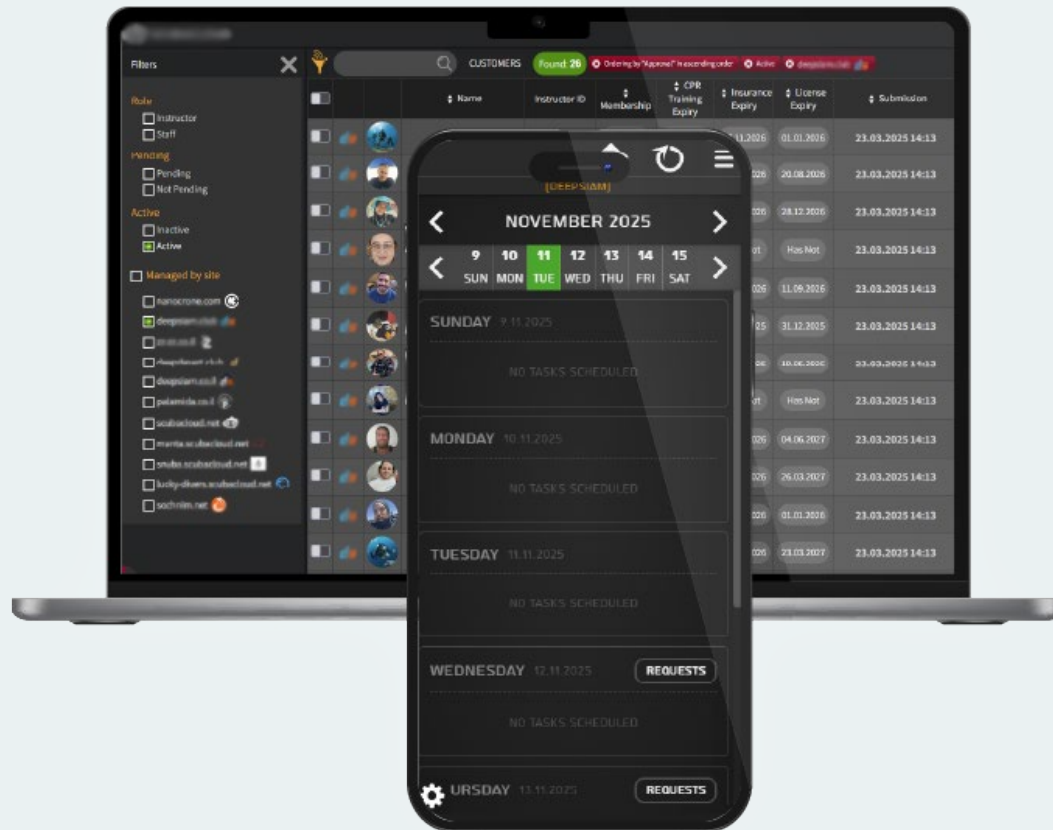
Intelligent Team & Resource Scheduling

- Real-time staff scheduling with availability, shifts, and conflict detection.

- Automated assignments and notifications.

- Full visibility for managers and team members.

- Reduces scheduling errors and optimizes resource allocation.

- Supports complex shift patterns and team collaboration.

Industry-Optimized Checkout & POS

- Streamlined point-of-sale with smart product selection and pricing rules

- Supports complex bundles, discounts, and upsells.

- Instant payment processing and receipt generation.

- Mobile-friendly for on-site operations.

- Reduces checkout time and increases average transaction value.
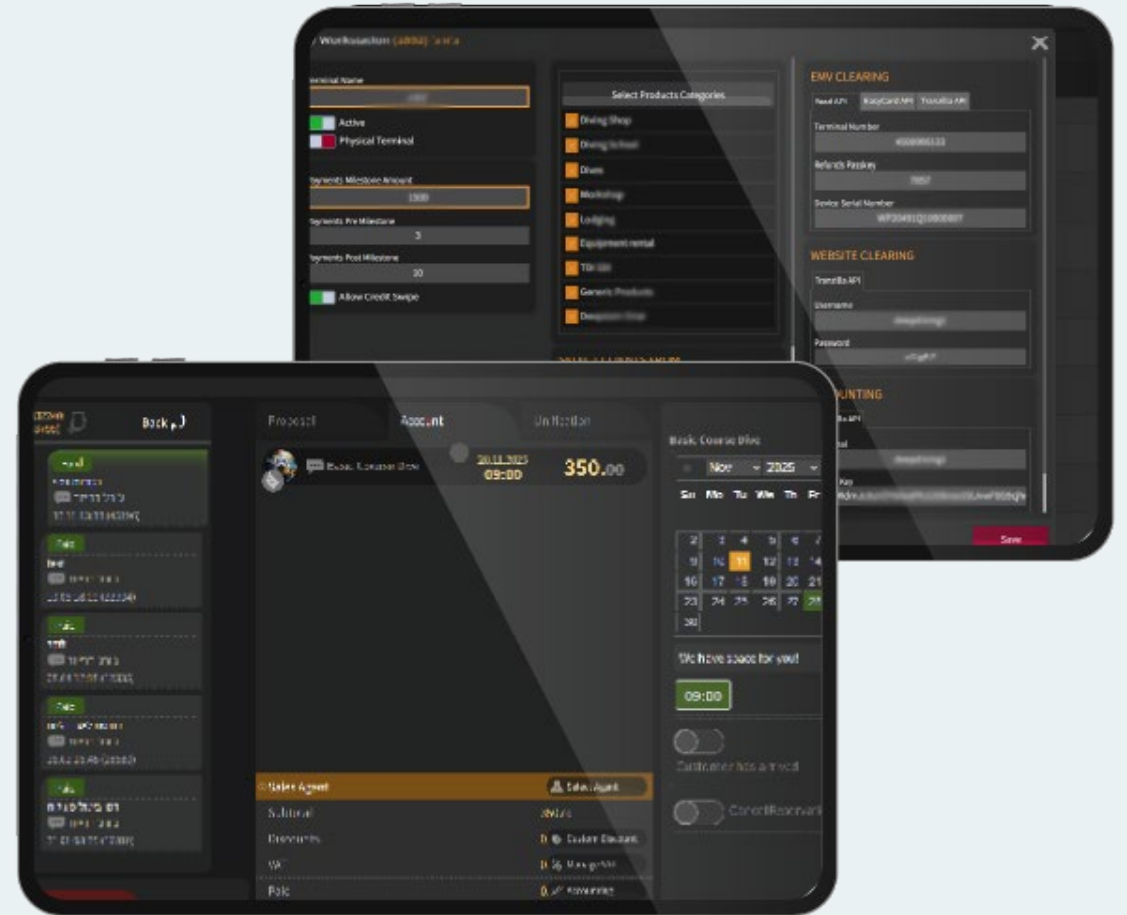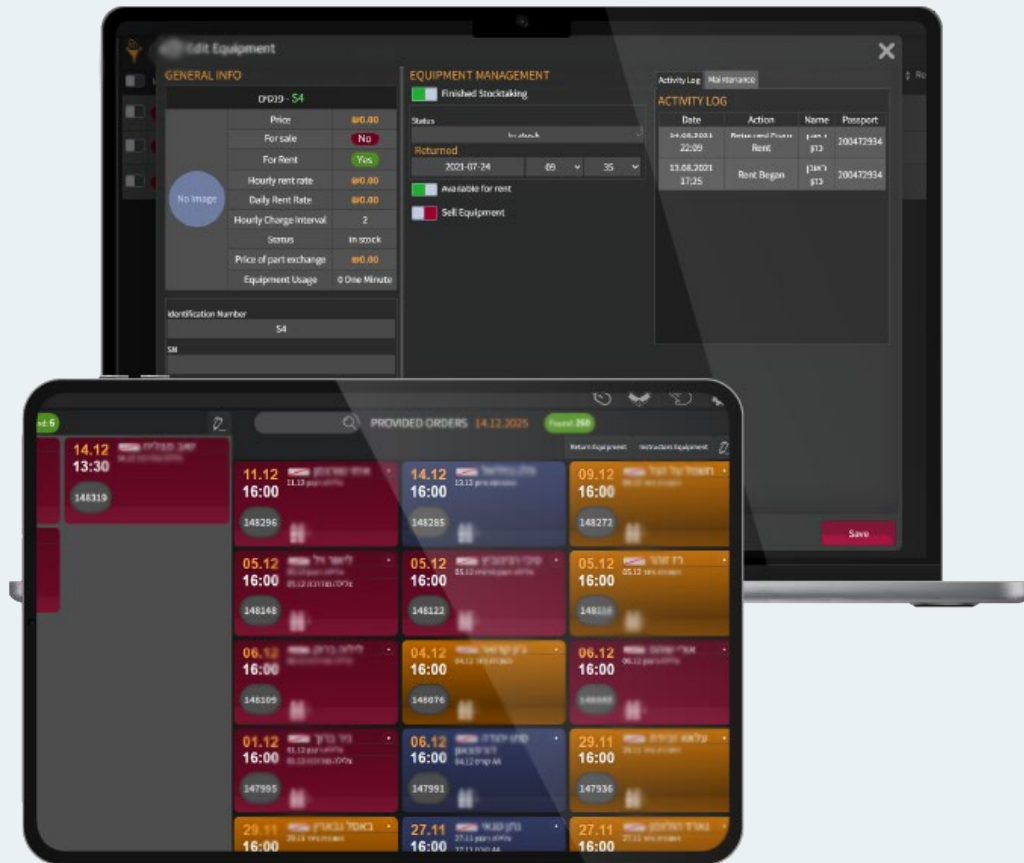
# Advanced Inventory & Rental Tracking (RFID-Enabled)

- Full lifecycle tracking: stock levels, maintenance schedules, rentals, and returns.

- RFID integration for automated check-in/out and loss prevention.

- Low-stock alerts and predictive reordering.

- Detailed audit trails and reporting.

- Reduces inventory loss and maintenance costs significantly.

Built-In CRM with Promotional Remarketing

- Centralized customer database with history, preferences, and segmentation

- Automated remarketing campaigns (email/SMS) based on behavior

- Loyalty tracking and personalized offers

- Drives repeat business and customer retention.

- Fully integrated into sales client app, for performance measurement.

- Increases customer lifetime value through data-driven personalization.
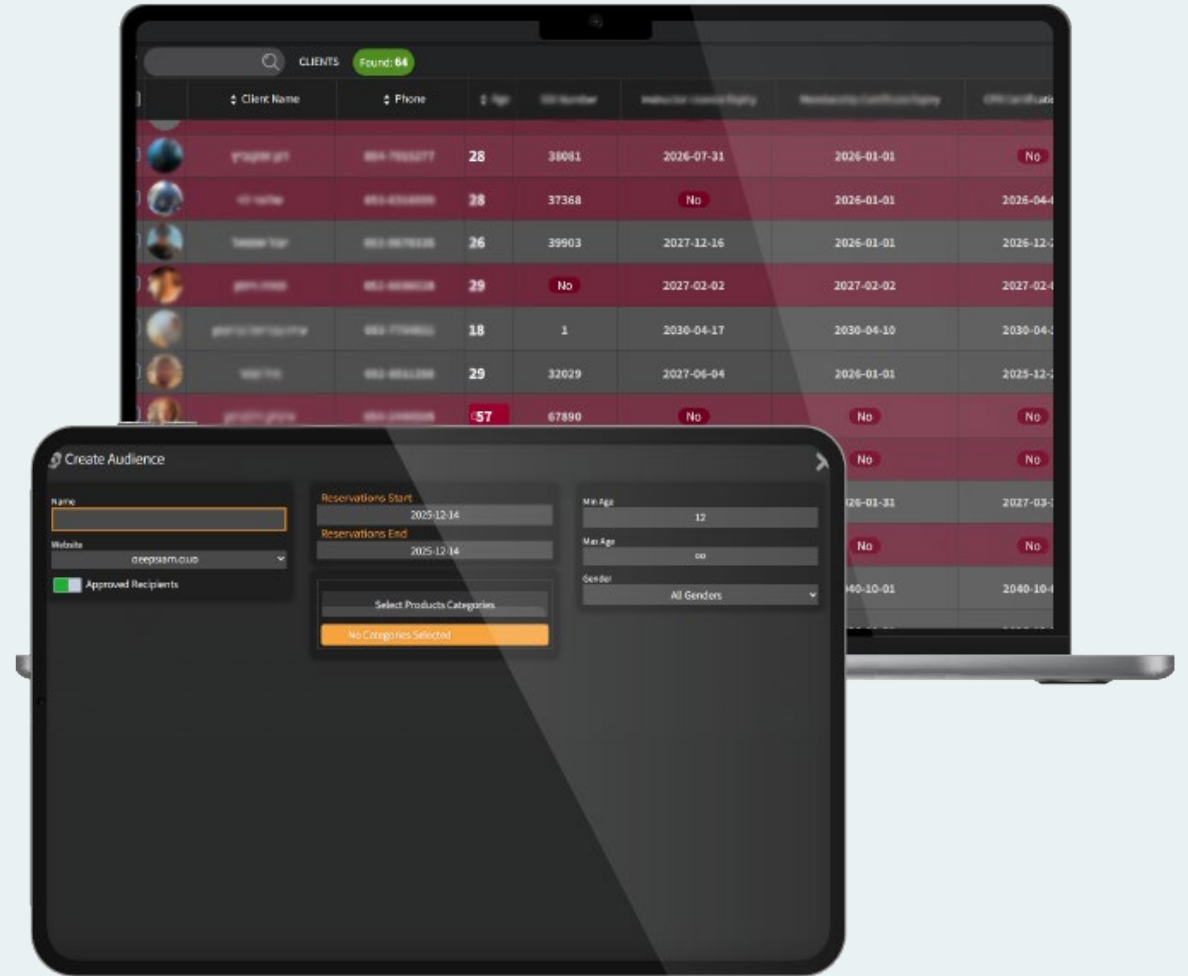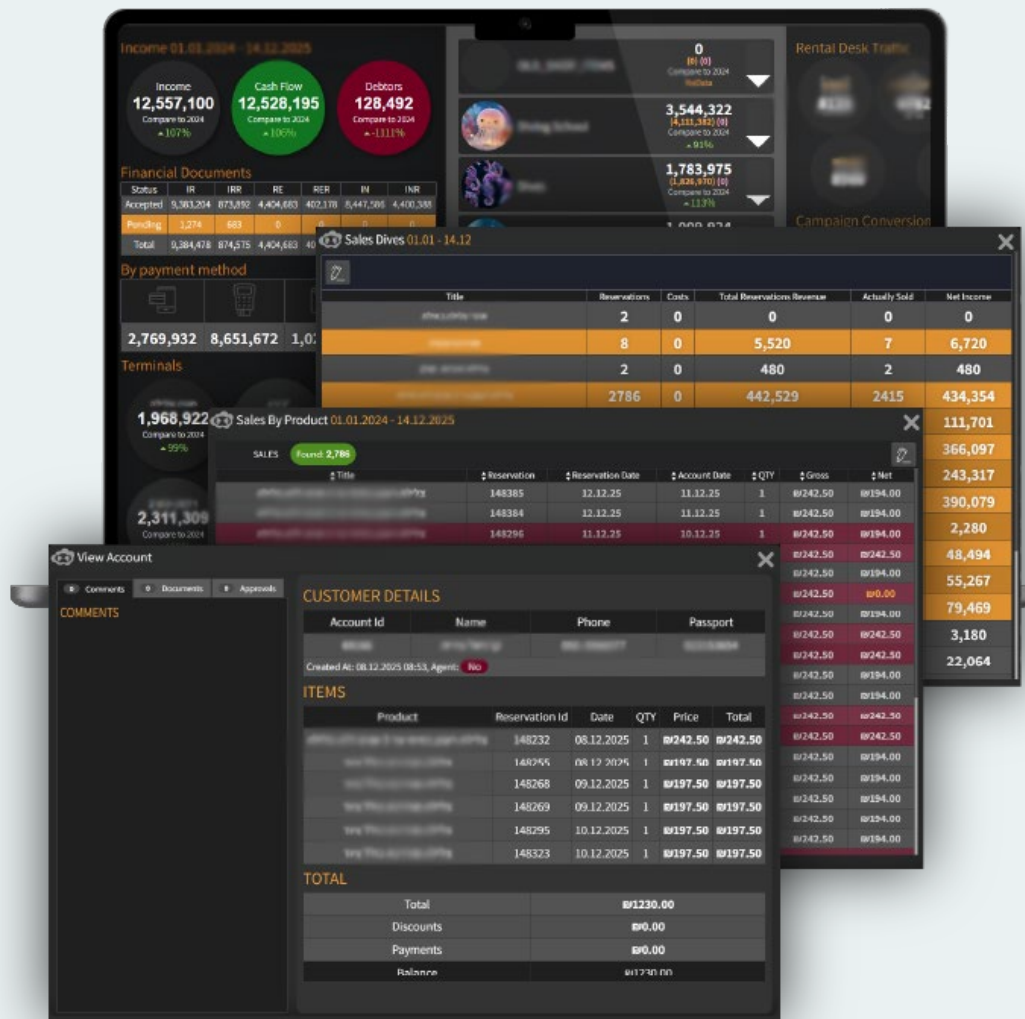
Comprehensive Analytics – Macro to Micro in One View

- Single-screen overview: revenue, occupancy, performance KPIs, trends.

- Drill-down from business-wide metrics to individual transactions.

- Customizable reports and real-time data.

- **Enables fast, data-driven decisions.**

Thank you

Happy to go deeper into any feature or discuss how this experience translates to your team.

Questions?

George Dryser