🏢 McMillan Enterprise Edition – A Business-Friendly Breakdown

Executive Summary

Product Vision: To deliver a premier, AI-driven SaaS platform that automates invoice data extraction and streamlines bank reconciliation, empowering finance teams to operate with greater speed, accuracy, and strategic insight.

Purpose of this Document: This blueprint serves as a foundational guide for all teams—from engineering and product to marketing and sales. It outlines the features, architecture, and strategic considerations necessary to build, launch, and scale the McMillan Enterprise Edition successfully.

Target Audience:

Persona	Role	Key Pain Points
Finance Manager	Manages a team of accountants, oversees financial closing.	Manual data entry errors, slow month-end close, lack of visibility into team workload.
Accountant / AP Clerk	Responsible for day-to-day invoice processing and reconciliation.	Tedious, repetitive tasks, chasing missing invoices, resolving discrepancies.
CFO / Head of Finance	Strategic financial planning, compliance, and reporting.	Inaccurate cash flow forecasting, high operational costs, security risks with financial data.

1. 🌐 The Public Website (Our Digital Storefront)

This is the part of our service that anyone can visit. Its main job is to show people what we do, convince them we can solve their problems, and help them get started with our product.

- **Home / Landing Page:**
  - **Main Message:** This is the first thing people see. We need a clear, easy-to-read sentence that explains exactly what our product does for a business—for example, "We automatically read your invoices so you can balance your books without all the manual work."

    - **Product Demos:** We will show videos or pictures of the software in action. These visuals should highlight how easily the system pulls information from an invoice.
    - **What We Do:** A simple list of our key features and the benefits they provide, like "saving time," "reducing mistakes," or "making reconciliation faster."
    - **Customer Stories:** We will feature logos of well-known companies that use our product, along with testimonials from happy customers. This shows that we are trusted by others.
    - **Getting Started Buttons:** We will have buttons that encourage visitors to take the next step, such as "Try for Free" or "Schedule a Call."
- **Features Page:**
    - We will organize all our features into clear groups, like "Core Tools," "Advanced Capabilities," and "Connecting with Other Apps."
    - For each feature, we'll explain not just what it is, but what problem it solves. For example, instead of just saying "AI-Powered Extraction," we'll explain it as "Our smart technology reads invoices for you, so you don’t have to type anything in by hand."
- **Pricing Page:**
    - We will clearly lay out our different service plans (like Starter, Growth, and Enterprise) and what's included in each.
    - We will have an easy switch to let customers see the price for paying every month versus paying for a full year, with a clear note about how much they save.
    - A table will compare all the plans side by side, making it easy to see the differences and choose the best fit.
    - **Toggle:** A prominent Monthly / Annual (Save 20%) switch.
    - **FAQ Section:** What happens if I go over my invoice limit? Can I change plans later?

Feature	**Starter**	**Growth**	**Enterprise**
Price	$49 /mo	$199 /mo	Contact Sales
Invoices / Month	100	1,000	Custom
Users	1	Up to 5	Unlimited
AI Data Extraction	✅	✅	✅
Accounting Integrations	QuickBooks, Xero	All + NetSuite, SAP	All + Custom API
Role-Based Permissions	❌	✅	✅
Single Sign-On (SSO)	❌	❌	✅

Dedicated Account Manager	❌	❌	✅
Uptime SLA	❌	❌	✅ (99.9%)

- **Solutions Page (By Industry):**
  - This page will show how our product is a great fit for specific types of businesses, like startups, small businesses, or large corporations.
  - We will provide real-world examples of how our software helps solve unique challenges in different fields, like finance, education, or healthcare.
- **About Page:**
  - This page tells our company's story, mission, and who is on our leadership team. It helps customers get to know the people behind the product.
- **Resources / Blog:**
  - This is a library of useful information, including tutorials on how to use the product, success stories from our customers, and articles that help businesses with topics related to invoice management and bank reconciliation.
- **Contact Page:**
  - We will provide clear ways for people to reach out to us, whether they need technical support or want to speak with our sales team.

- **Customer Stories & Case Studies Page:**
  - While we have testimonials on the homepage, this dedicated page provides in-depth stories and data-driven examples of how our product has created significant value for our clients. It will feature detailed breakdowns of their challenges, our solutions, and the measurable results.

2. 🔑 The Customer App (Where the Real Work Gets Done)

This is the secure part of our website that customers log into. It's the control center where they use all the powerful tools to analyze and manage their invoices.

- **Dashboard (Your Mission Control):**
  - This is the first page a user sees when they log in. It will show important numbers and charts, like how many invoices have been processed and how long it's taking.
  - It will have shortcuts for common tasks, like uploading a new invoice.
  - New users will see a checklist of simple first steps to get them started, like "Upload your first invoice."
- **Core Modules (Our Main Tools):**
  - **Invoice Management:** This is like a digital filing cabinet. Users can upload invoices, see a list of them, and click on any one to see all the details the system extracted.
  - **Data Checking:** We'll have a special screen where the user can quickly review and

    make corrections to any information our system pulled from an invoice.
  - **Reconciliation Reports:** This module helps users see the difference between what's on their invoices and what's in their bank accounts. It will show a clear, visual report that they can save or print.
  - **Analytics & Insights:** This provides charts and graphs that help a business see trends and patterns in their invoice data over time.
- **Team & Settings:**
  - **Profile:** A place for users to manage their personal account information.
  - **Team Members:** For businesses with multiple users, this section lets them invite new people and give them different roles and permissions, so they can control who sees and does what.
- **Billing & Subscription:**
  - This page gives a clear overview of the current plan, past invoices, and options to upgrade or change payment information.
- **Integrations (Connecting with Other Apps):**
  - This is where users can connect our software to other apps they already use, like accounting systems or team chat tools.
- **Notifications & Activity Logs:**
  - Users can choose what notifications they want to receive (e.g., email alerts when a new report is ready).
  - For large companies, we'll keep a record of all activity for security and auditing purposes.
- **Help & Support Center Page:**
  - This is a dedicated portal where customers can find answers to their questions. It will include a searchable knowledge base of articles and tutorials, an FAQ section, and a way to submit a support ticket to our team.
- **Security Settings Page:**
  - For enhanced security, this page allows users to manage their security preferences. This includes options for setting up two-factor authentication (2FA), viewing a list of devices that have logged into their account, and managing their saved login information.

3.📈 Client Onboarding and Data (Your First Steps)

This section explains how a new customer gets set up with our software and the important data we handle to make it all work.

- **How to Onboard Clients:**
  - **Step 1: Sign Up:** A new client creates an account on our public website by entering their email and creating a password.
  - **Step 2: Welcome and First Look:** Immediately after signing up, they are taken to their personal **Dashboard** inside the app. A welcome message or pop-up will appear, along with a simple checklist to guide them.
  - **Step 3: Connect to Your Data:** This is the most crucial step. The client is prompted

to connect their bank accounts or upload their invoice data. This is what allows our system to start doing the work for them. We will make this process as easy and secure as possible, using simple instructions and clear visual cues.
    - **Step 4: Start Processing:** Once the data is connected, they can upload their first invoice and see our system in action. The onboarding checklist will mark this step as complete, giving them a sense of progress.
- **What Data to Pass:**
    - To get started, a client needs to provide basic company information:
        - Their company name and primary contact details (name, email).
        - Their payment information to process their subscription.
        - Authorization to access their financial data (e.g., invoices from their email or accounting software) so our software can analyze it. This is done through secure integrations, and the client always remains in control.
- **What Data to Store:**
    - For our software to work, we need to securely store the following information:
        - **User Account Data:** This includes the client's name, email, and billing information.
        - **Customer-Specific Financial Data:** This is the core data of the service. We store the invoice files and the extracted information from them (like dates, amounts, and vendor names).
        - **Reconciliation Reports:** We will store the reports created by the system, so clients can access them later.
    - All this data is stored in a secure, encrypted way to ensure privacy and compliance with financial regulations. We will never share or sell this data.

4. 🔐 The Legal Stuff (Making Sure Everything is Safe and Secure)

These pages are important for building trust and ensuring we comply with the law, especially since we handle sensitive financial data.

- **Legal Documents:** This includes our Privacy Policy (how we handle your data), Terms of Service (the rules for using our software), and our Cookie Policy.
- **Compliance:** We will explain how we meet important security standards and regulations, like GDPR or SOC2, which tells big companies that we are reliable and responsible.

5.🏗️ High-Level Architecture & Technology

Guiding Principles: Scalability, Security, and Maintainability. The architecture must support rapid feature development while ensuring rock-solid reliability.

Component	Technology Recommendation	Rationale
Frontend	React / Angular	Modern, component-based frameworks for building fast, interactive user interfaces.
Backend	FastAPI	Robust ecosystems, excellent for API development and integrating with AI/ML libraries.
Database	PostgreSQL	Proven reliability, scalability, and strong support for structured financial data.
AI / Data Extraction	Gen AI API	Leverage powerful pre-trained models for initial launch, with the option to build a custom model for higher accuracy over time.
Infrastructure	Docker Compose , Kubernetes	Containerization for consistency and cloud platforms for scalability, security, and managed services.