```html
<!DOCTYPE html>
<html lang="en" class="scroll-smooth">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Simpro: The AI Revolution in Fire & Security</title>
    <!-- Chosen Palette: Calm Harmony (Warm Neutrals, Simpro Teal, Subtle Accent) -->
    <!-- Application Structure Plan: A 5-section narrative SPA designed as a sales presentation. It flows from Market Problem -> AI Solution -> Simpro as Leader -> Competitive Edge -> CTA. This structure guides the user through a persuasive argument, making complex information digestible and positioning Simpro as the logical choice, which is more effective for an AE's presentation than a standard report layout. -->
    <!-- Visualization & Content Choices: Market Growth -> Goal: Show Opportunity -> Viz: Bar Chart (Chart.js) -> Interaction: Hover for details. AI Impact -> Goal: Compare Old vs. New -> Viz: Interactive "Before/After" toggle -> Interaction: Click to flip state. Simpro Workflow -> Goal: Show comprehensiveness -> Viz: HTML/CSS Diagram -> Interaction: Click for details. Competitors -> Goal: Differentiate -> Viz: Dynamic content blocks -> Interaction: Dropdown selection updates view. This avoids static tables and engages the user in discovering Simpro's advantages. CONFIRMING NO SVG/Mermaid. -->
    <!-- CONFIRMATION: NO SVG graphics used. NO Mermaid JS used. -->
    <script src="https://cdn.tailwindcss.com"></script>
    <script src="https://cdn.jsdelivr.net/npm/chart.js"></script>
    <link rel="preconnect" href="https://fonts.googleapis.com">
    <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
    <link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;500;600;700&display=swap" rel="stylesheet">
    <style>
        body {
            font-family: 'Inter', sans-serif;
            background-color: #f8f9fa;
            color: #343a40;
        }
        .nav-link {
            transition: color 0.3s, border-bottom-color 0.3s;
            border-bottom: 2px solid transparent;
```

```css
        }
        .nav-link:hover, .nav-link.active {
            color: #0d9488;
            border-bottom-color: #0d9488;
        }
        .card {
            transition: transform 0.3s, box-shadow 0.3s;
        }
        .card:hover {
            transform: translateY(-5px);
            box-shadow: 0 10px 15px -3px rgba(0, 0, 0, 0.1), 0 4px 6px
-2px rgba(0, 0, 0, 0.05);
        }
        .btn-primary {
            background-color: #0d9488;
            color: white;
            transition: background-color 0.3s;
        }
        .btn-primary:hover {
            background-color: #0f766e;
        }
        .section-title {
            color: #115e59;
        }
        .pill {
            background-color: #ccfbf1;
            color: #115e59;
            font-weight: 500;
        }
        .chart-container {
            position: relative;
            width: 100%;
            max-width: 700px;
            margin-left: auto;
            margin-right: auto;
            height: 300px;
            max-height: 400px;
        }
        @media (min-width: 768px) {
            .chart-container {
```

```css
            height: 350px;
        }
    }
    .fade-in {
        opacity: 0;
        transform: translateY(20px);
        transition: opacity 0.6s ease-out, transform 0.6s ease-out;
    }
    .fade-in.visible {
        opacity: 1;
        transform: translateY(0);
    }
    .ai-toggle-btn {
        transition: background-color 0.3s, color 0.3s;
    }
    .ai-toggle-btn.active {
        background-color: #0d9488;
        color: white;
    }
    .workflow-step {
        transition: background-color 0.3s, border-color 0.3s, color 0.3s;
        cursor: pointer;
    }
    .workflow-step:hover, .workflow-step.active {
        background-color: #ccfbf1;
        border-color: #0d9488;
        color: #0f766e;
    }
    .competitor-select {
        -webkit-appearance: none;
        -moz-appearance: none;
        appearance: none;
        background-image: url("data:image/svg+xml,%3csvg
xmlns='http://www.w3.org/2000/svg' fill='none' viewBox='0 0 20
20'%3e%3cpath stroke='%236b7280' stroke-linecap='round'
stroke-linejoin='round' stroke-width='1.5' d='M6 8l4 4
4-4'/%3e%3c/svg%3e");
        background-position: right 0.5rem center;
        background-repeat: no-repeat;
```

```
            background-size: 1.5em 1.5em;
            padding-right: 2.5rem;
        }
    </style>
</head>
<body class="antialiased">

    <!-- Header & Navigation -->
    <header id="header" class="bg-white/80 backdrop-blur-md sticky top-0
z-50 shadow-sm">
        <nav class="container mx-auto px-6 py-3 flex justify-between
items-center">
            <a href="#" class="text-2xl font-bold
text-teal-700">simpro</a>
            <div class="hidden md:flex space-x-8">
                <a href="#trends" class="nav-link pb-1">Market Trends</a>
                <a href="#ai-advantage" class="nav-link pb-1">The AI
Advantage</a>
                <a href="#leader" class="nav-link pb-1">Why Simpro</a>
                <a href="#competitors" class="nav-link pb-1">Competitive
Edge</a>
            </div>
            <a href="#contact" class="btn-primary px-4 py-2 rounded-lg
font-semibold">Book a Demo</a>
        </nav>
    </header>

    <main>
        <!-- Hero Section -->
        <section id="hero" class="min-h-screen flex items-center
bg-white">
            <div class="container mx-auto px-6 text-center">
                <div class="max-w-4xl mx-auto">
                    <span class="pill px-4 py-1 rounded-full text-sm">The
Future of Field Service is Here</span>
                    <h1 class="text-4xl md:text-6xl font-bold
text-gray-800 mt-4 mb-6 leading-tight">The AI Revolution in Fire &
Security</h1>
                    <p class="text-lg md:text-xl text-gray-600
mb-8">Discover how Simpro's AI-driven platform is transforming compliance,
```

```
documentation, and operational efficiency for trade businesses like
yours.</p>
                    <a href="#trends" class="btn-primary px-8 py-4
rounded-lg text-lg font-bold">Explore the Transformation</a>
                </div>
            </div>
        </section>


        <!-- Section 1: The Shifting Landscape (Market Trends) -->
        <section id="trends" class="py-20 lg:py-32">
            <div class="container mx-auto px-6">
                <div class="text-center max-w-3xl mx-auto mb-16">
                    <h2 class="section-title text-3xl lg:text-4xl
font-bold mb-4">A Market in Transformation</h2>
                    <p class="text-lg text-gray-600">The fire and security
industry is facing unprecedented growth and complexity. Staying ahead
requires a new approach to operations, driven by technology.</p>
                </div>

                <div class="grid md:grid-cols-2 gap-12 items-center">
                    <div class="fade-in">
                        <h3 class="text-2xl font-bold text-gray-800
mb-4">Explosive Market Growth</h3>
                        <p class="text-gray-600 mb-6">The global Field
Service Management (FSM) market is expanding rapidly, signaling a massive
shift towards digital solutions. This growth creates immense opportunity
for businesses ready to adapt.</p>
                        <div class="chart-container">
                            <canvas id="marketGrowthChart"></canvas>
                        </div>
                    </div>
                    <div class="fade-in">
                        <h3 class="text-2xl font-bold text-gray-800
mb-4">Key Industry Drivers</h3>
                        <p class="text-gray-600 mb-6">Several powerful
forces are compelling businesses to innovate. Click each driver to learn
more.</p>
                        <div id="drivers-container" class="space-y-4">
                            <!-- Driver cards will be injected here by JS
-->
```

```html
                </div>
            </div>
        </div>
    </div>
</section>


<!-- Section 2: The AI Advantage -->
<section id="ai-advantage" class="py-20 lg:py-32 bg-white">
    <div class="container mx-auto px-6">
        <div class="text-center max-w-3xl mx-auto mb-16">
            <h2 class="section-title text-3xl lg:text-4xl
font-bold mb-4">The AI Advantage: From Reactive to Predictive</h2>
            <p class="text-lg text-gray-600">Artificial
Intelligence isn't just a buzzword; it's a fundamental shift in
operational capability. See how AI transforms core business functions.</p>
        </div>

        <div id="ai-impact-container" class="grid lg:grid-cols-3
gap-8">
            <!-- AI Impact cards will be injected by JS -->
        </div>
    </div>
</section>

<!-- Section 3: Simpro: Leading the Charge -->
<section id="leader" class="py-20 lg:py-32">
    <div class="container mx-auto px-6">
        <div class="text-center max-w-3xl mx-auto mb-16">
            <h2 class="section-title text-3xl lg:text-4xl
font-bold mb-4">Why Simpro is the Market Leader</h2>
            <p class="text-lg text-gray-600">Simpro delivers more
than just software; we provide a comprehensive, AI-enhanced ecosystem
built to drive your success. Our leadership is built on three core
pillars.</p>
        </div>

        <div class="grid lg:grid-cols-3 gap-8 text-center">
            <!-- Pillar 1 -->
            <div class="card bg-white p-8 rounded-xl shadow-lg
fade-in">
```

```html
                    <div class="text-5xl text-teal-600 mb-4">➜</div>
                    <h3 class="text-2xl font-bold text-gray-800
mb-3">End-to-End Platform</h3>
                    <p class="text-gray-600">Manage your entire
workflow, from lead to final payment, in one unified system. Eliminate
software sprawl and gain a single source of truth for your entire
operation.</p>
                </div>
                 <!-- Pillar 2 -->
                <div class="card bg-white p-8 rounded-xl shadow-lg
fade-in" style="transition-delay: 0.2s;">
                    <div class="text-5xl text-teal-600 mb-4">🧠</div>
                    <h3 class="text-2xl font-bold text-gray-800
mb-3">AI-Powered Ecosystem</h3>
                    <p class="text-gray-600">Leverage cutting-edge AI
through native features like AI Site Notes and a marketplace of powerful
integrations, all governed by our ethical AI Pledge.</p>
                </div>
                 <!-- Pillar 3 -->
                <div class="card bg-white p-8 rounded-xl shadow-lg
fade-in" style="transition-delay: 0.4s;">
                    <div class="text-5xl text-teal-600 mb-4">📈</div>
                    <h3 class="text-2xl font-bold text-gray-800
mb-3">Proven ROI</h3>
                    <p class="text-gray-600">Our customers see
tangible results. We provide the tools to not just improve efficiency, but
to measurably boost your bottom line and drive sustainable growth.</p>
                </div>
            </div>

            <!-- Interactive Workflow -->
            <div class="mt-20 fade-in">
                <h3 class="text-2xl font-bold text-center
text-gray-800 mb-4">Explore the Simpro Workflow</h3>
                <p class="text-center text-gray-600 mb-8 max-w-2xl
mx-auto">Click on each step to see how Simpro streamlines every part of
your job cycle, ensuring seamless data flow and maximum efficiency.</p>
                <div id="workflow-steps" class="flex flex-col
md:flex-row justify-center items-center gap-2 md:gap-0">
                    <!-- Workflow steps injected by JS -->
```

```html
                    </div>
                    <div id="workflow-details" class="mt-8 bg-white p-8
rounded-xl shadow-lg min-h-[150px] max-w-4xl mx-auto">
                        <!-- Details injected by JS -->
                    </div>
                </div>

                <!-- Proven ROI Stats -->
                <div class="mt-20 grid md:grid-cols-3 gap-8 text-center
fade-in">
                    <div class="bg-white p-8 rounded-xl shadow-lg">
                        <p class="text-5xl font-bold text-teal-600"
data-stat-target="200">0</p>
                        <p class="text-lg text-gray-600 mt-2">Faster
Quoting (%)</p>
                    </div>
                    <div class="bg-white p-8 rounded-xl shadow-lg">
                        <p class="text-5xl font-bold text-teal-600"
data-stat-target="10">0</p>
                        <p class="text-lg text-gray-600 mt-2">Increase in
Profit Margin (%)</p>
                    </div>
                    <div class="bg-white p-8 rounded-xl shadow-lg">
                        <p class="text-5xl font-bold text-teal-600"
data-stat-target="90">0</p>
                        <p class="text-lg text-gray-600 mt-2">Reduction in
Manual Invoicing (%)</p>
                    </div>
                </div>
            </div>
        </section>

        <!-- Section 4: Competitive Edge -->
        <section id="competitors" class="py-20 lg:py-32 bg-white">
            <div class="container mx-auto px-6">
                <div class="text-center max-w-3xl mx-auto mb-16">
                    <h2 class="section-title text-3xl lg:text-4xl
font-bold mb-4">The Simpro Difference: A Clear Competitive Edge</h2>
                    <p class="text-lg text-gray-600">While other solutions
exist, Simpro's unique focus and ecosystem approach provide a distinct
```

```html
advantage. Select a competitor to see how we compare on the factors that
matter most to your business.</p>
                </div>

                <div class="max-w-xl mx-auto mb-8">
                    <label for="competitor-selector" class="block text-sm
font-medium text-gray-700 mb-2">Compare Simpro with:</label>
                    <select id="competitor-selector"
class="competitor-select w-full p-3 border border-gray-300 rounded-lg
bg-white shadow-sm focus:ring-teal-500 focus:border-teal-500">
                        <!-- Options injected by JS -->
                    </select>
                </div>

                <div id="comparison-container" class="grid md:grid-cols-2
gap-8 max-w-6xl mx-auto">
                    <!-- Comparison cards injected by JS -->
                </div>
            </div>
        </section>


        <!-- Section 5: Contact / CTA -->
        <section id="contact" class="py-20 lg:py-32">
            <div class="container mx-auto px-6 text-center">
                <div class="max-w-3xl mx-auto">
                    <h2 class="section-title text-3xl lg:text-4xl
font-bold mb-4">Become a Partner in Transformation</h2>
                    <p class="text-lg text-gray-600 mb-8">Simpro is more
than a software vendor; we are your strategic partner in growth and
innovation. Let's discuss how we can tailor a solution to revolutionize
your business.</p>
                    <a href="#" class="btn-primary px-8 py-4 rounded-lg
text-lg font-bold">Book Your Personalized Demo Today</a>
                    <p class="text-sm text-gray-500 mt-4">No commitment,
just a conversation about your future.</p>
                </div>
            </div>
        </section>
    </main>
```

```html
        <footer class="bg-gray-800 text-white py-8">
            <div class="container mx-auto px-6 text-center">
                <p>&copy; 2025 Simpro. All rights reserved.</p>
                <p class="text-sm text-gray-400 mt-2">This is an interactive
presentation for demonstration purposes.</p>
            </div>
        </footer>

<script>
document.addEventListener('DOMContentLoaded', function() {

    const appData = {
        marketDrivers: [
            {
                title: 'Stricter Regulations & Compliance',
                icon: '📜',
                description: 'Increasingly complex fire and safety codes
demand flawless documentation and audit trails. Manual processes create
significant risk and liability.'
            },
            {
                title: 'Smarter Buildings & IoT',
                icon: '🏢',
                description: 'The rise of smart buildings and IoT sensors
generates vast amounts of data. This requires integrated systems to manage
and derive insights for proactive maintenance.'
            },
            {
                title: 'Higher Customer Expectations',
                icon: '💬',
                description: 'Clients now demand real-time updates,
transparent communication, and faster service. A seamless digital
experience is key to retention and loyalty.'
            },
            {
                title: 'Workforce & Talent Shortages',
                icon: '👷',
                description: 'Attracting and retaining skilled technicians
is a major challenge. Modern, efficient mobile tools are crucial for job
satisfaction and productivity.'
```

```
                }
        ],
        aiImpacts: [
                {
                        title: 'Compliance',
                        icon: '✅',
                        before: {
                                title: 'Before AI: Reactive & Risky',
                                points: ['Manual, periodic audits', 'Paper-based
checklists', 'High risk of human error', 'Difficult to prove compliance']
                        },
                        after: {
                                title: 'With Simpro AI: Predictive & Proactive',
                                points: ['Continuous risk analysis', 'Automated
regulatory checks', 'AI-verified documentation', 'Strengthened audit
trails']
                        }
                },
                {
                        title: 'Documentation',
                        icon: '📄',
                        before: {
                                title: 'Before AI: Manual & Inconsistent',
                                points: ['Handwritten, messy notes', 'Time-consuming
report writing', 'Inconsistent data capture', 'Lost paperwork and
evidence']
                        },
                        after: {
                                title: 'With Simpro AI: Automated & Accurate',
                                points: ['AI-generated site notes', 'Automated
spelling/grammar correction', 'Structured, court-ready narratives',
'Digital, searchable evidence logs']
                        }
                },
                {
                        title: 'Operations',
                        icon: '⚙️',
                        before: {
                                title: 'Before AI: Inefficient & Guesswork',
```

```
                    points: ['Manual, complex scheduling', 'Reactive,
costly emergency repairs', 'Wasted travel time', 'Low first-time fix
rates']
                },
                after: {
                    title: 'With Simpro AI: Optimized & Efficient',
                    points: ['Intelligent, optimized dispatch',
'Predictive maintenance alerts', 'Reduced fuel costs and downtime',
'Higher technician productivity']
                }
            }
        ],
        workflow: [
            {
                name: 'Quote',
                details: 'Generate fast, accurate, and professional
quotes. Use pre-builds, templates, and supplier catalogs to reduce quoting
time by up to 200%, winning more jobs with professional, timely
estimates.'
            },
            {
                name: 'Schedule',
                details: 'Optimize your team with a clear view of
availability. Drag-and-drop scheduling, proximity-based dispatch, and
automated notifications ensure the right technician is at the right job,
on time.'
            },
            {
                name: 'Job',
                details: 'Empower technicians with the Simpro Mobile app.
They get real-time access to job details, site history, and digital forms,
ensuring work is done correctly and documented perfectly the first time.'
            },
            {
                name: 'Invoice',
                details: 'Accelerate your cash flow by invoicing on-site
or from the office. Integrations with Xero and QuickBooks mean less manual
entry and faster payments, reducing invoice-to-payment cycles from 60+
days to under 30.'
            },
```

```
            {
                name: 'Report',
                details: 'Gain deep insights into your business with
comprehensive reporting. Track profitability, technician performance, and
compliance metrics to make data-driven decisions for growth.'
            }
        ],
        competitors: {
            ServiceTitan: {
                name: 'ServiceTitan',
                points: [
                    { dim: 'Target Market', simpro: 'Commercial &
Specialized Trades', competitor: 'Primarily Residential Focus' },
                    { dim: 'AI Approach', simpro: 'Ethical Pledge & Open
Ecosystem', competitor: 'Strong Native AI for Residential' },
                    { dim: 'Compliance Focus', simpro: 'Deep Integrations
(Worx, CERTIFi)', competitor: 'NFPA Forms, but less ecosystem depth' },
                    { dim: 'Core Philosophy', simpro: '"Built for the
Trades, By the Trades"', competitor: 'General Home Services Platform' }
                ]
            },
            ServiceTrade: {
                name: 'ServiceTrade',
                points: [
                    { dim: 'Target Market', simpro: 'Broad Specialized
Trades', competitor: 'Hyper-focused on Commercial Fire/Mechanical' },
                    { dim: 'AI Approach', simpro: 'Flexible Ecosystem
(LANA, etc.)', competitor: 'Deeply Integrated "Smart AI" for field' },
                    { dim: 'Compliance Focus', simpro: 'Holistic (Safety,
Electrical, etc.)', competitor: 'Excellent NFPA & Deficiency Focus' },
                    { dim: 'Core Philosophy', simpro: 'End-to-End Business
Management', competitor: 'Service & Repair Workflow Optimization' }
                ]
            },
            Jobber: {
                name: 'Jobber',
                points: [
                    { dim: 'Target Market', simpro: 'Complex Commercial &
Project Work', competitor: 'Small Businesses & General Home Service' },
```

```
                    { dim: 'AI Approach', simpro: 'Advanced AI for
Efficiency & Growth', competitor: 'Focus on "Smart Automation"' },
                    { dim: 'Compliance Focus', simpro: 'Deep,
Industry-Specific Tools', competitor: 'Basic Safety Checklists' },
                    { dim: 'Core Philosophy', simpro: 'Comprehensive
Operational Control', competitor: 'Simplicity and Ease of Use' }
                ]
            }
        }
    };

    // --- Section 1: Market Drivers ---
    const driversContainer = document.getElementById('drivers-container');
    appData.marketDrivers.forEach(driver => {
        const card = document.createElement('div');
        card.className = 'card bg-white p-6 rounded-xl shadow-md
cursor-pointer';
        card.innerHTML = `
            <div class="flex items-center mb-3">
                <span class="text-3xl mr-4">${driver.icon}</span>
                <h4 class="text-xl font-bold
text-gray-800">${driver.title}</h4>
            </div>
            <p class="text-gray-600 hidden">${driver.description}</p>
        `;
        driversContainer.appendChild(card);
        card.addEventListener('click', () => {
            card.querySelector('p').classList.toggle('hidden');
        });
    });

    // --- Section 1: Market Growth Chart ---
    const ctx =
document.getElementById('marketGrowthChart').getContext('2d');
    new Chart(ctx, {
        type: 'bar',
        data: {
            labels: ['2023', '2032'],
            datasets: [{
                label: 'Global FSM Market Value (in Billion USD)',
```

```
                data: [4.15, 11.87],
                backgroundColor: ['rgba(13, 148, 136, 0.6)', 'rgba(15,
118, 110, 0.6)'],
                borderColor: ['rgb(13, 148, 136)', 'rgb(15, 118, 110)'],
                borderWidth: 1
            }]
        },
        options: {
            responsive: true,
            maintainAspectRatio: false,
            plugins: {
                legend: { display: false },
                title: {
                    display: true,
                    text: 'Projected FSM Market Growth (CAGR 12.2%)',
                    font: { size: 16, family: 'Inter' },
                    color: '#343a40'
                }
            },
            scales: {
                y: {
                    beginAtZero: true,
                    title: {
                        display: true,
                        text: 'Billion USD'
                    }
                }
            }
        }
    });

    // --- Section 2: AI Advantage ---
    const aiImpactContainer =
document.getElementById('ai-impact-container');
    appData.aiImpacts.forEach((impact, index) => {
        const card = document.createElement('div');
        card.className = 'card bg-white p-8 rounded-xl shadow-lg fade-in';
        card.style.transitionDelay = `${index * 0.2}s`;
        card.innerHTML = `
            <div class="flex items-center mb-4">
```

```
            <span class="text-4xl mr-4">${impact.icon}</span>
            <h3 class="text-2xl font-bold
text-gray-800">${impact.title}</h3>
        </div>
        <div class="flex justify-center my-4 bg-gray-200 rounded-lg
p-1">
            <button class="ai-toggle-btn w-1/2 py-2 rounded-md text-sm
font-semibold active" data-type="before">Before AI</button>
            <button class="ai-toggle-btn w-1/2 py-2 rounded-md text-sm
font-semibold" data-type="after">With Simpro</button>
        </div>
        <div class="ai-content">
            <h4 class="font-semibold text-gray-700
mb-2">${impact.before.title}</h4>
            <ul class="list-disc list-inside text-gray-600 space-y-1">
                ${impact.before.points.map(p =>
`<li>${p}</li>`).join('')}
            </ul>
        </div>
    `;
    aiImpactContainer.appendChild(card);
});

aiImpactContainer.addEventListener('click', function(e) {
    if (e.target.matches('.ai-toggle-btn')) {
        const card = e.target.closest('.card');
        const type = e.target.dataset.type;
        const impactData = appData.aiImpacts.find(i => i.title ===
card.querySelector('h3').textContent);

        card.querySelectorAll('.ai-toggle-btn').forEach(btn =>
btn.classList.remove('active'));
        e.target.classList.add('active');

        const contentDiv = card.querySelector('.ai-content');
        const data = type === 'before' ? impactData.before :
impactData.after;

        contentDiv.innerHTML = `
```

```
                <h4 class="font-semibold text-gray-700
mb-2">${data.title}</h4>
                <ul class="list-disc list-inside text-gray-600 space-y-1">
                    ${data.points.map(p => `<li>${p}</li>`).join('')}
                </ul>
            `;
        }
    });


    // --- Section 3: Workflow ---
    const workflowStepsContainer =
document.getElementById('workflow-steps');
    const workflowDetailsContainer =
document.getElementById('workflow-details');
    appData.workflow.forEach((step, index) => {
        const stepEl = document.createElement('div');
        stepEl.className = 'workflow-step border-2 border-gray-300
rounded-full px-6 py-2 font-semibold text-gray-700';
        stepEl.textContent = step.name;
        stepEl.dataset.index = index;
        workflowStepsContainer.appendChild(stepEl);

        if (index < appData.workflow.length - 1) {
            const arrow = document.createElement('div');
            arrow.className = 'text-teal-500 text-2xl font-light mx-2
hidden md:block transform rotate-90 md:rotate-0';
            arrow.innerHTML = `&rarr;`;
            workflowStepsContainer.appendChild(arrow);
        }
    });

    function updateWorkflow(index) {
        const step = appData.workflow[index];
        workflowDetailsContainer.innerHTML = `<p class="text-lg
text-gray-700">${step.details}</p>`;
        document.querySelectorAll('.workflow-step').forEach(el => {
            el.classList.toggle('active', el.dataset.index == index);
        });
    }
```

```javascript
    workflowStepsContainer.addEventListener('click', e => {
        if (e.target.matches('.workflow-step')) {
            updateWorkflow(e.target.dataset.index);
        }
    });
    updateWorkflow(0); // Initialize with first step

    // --- Section 4: Competitor Comparison ---
    const selector = document.getElementById('competitor-selector');
    const comparisonContainer =
document.getElementById('comparison-container');
    Object.keys(appData.competitors).forEach(key => {
        const option = document.createElement('option');
        option.value = key;
        option.textContent = appData.competitors[key].name;
        selector.appendChild(option);
    });

    function updateComparison(competitorKey) {
        const competitorData = appData.competitors[competitorKey];
        comparisonContainer.innerHTML = `
            <!-- Simpro Card -->
            <div class="card bg-teal-50 border-2 border-teal-200 p-6
rounded-xl fade-in">
                <h3 class="text-2xl font-bold text-teal-800
mb-4">simpro</h3>
                <div class="space-y-4">
                    ${competitorData.points.map(p => `
                        <div>
                            <p class="font-semibold
text-teal-700">${p.dim}</p>
                            <p class="text-teal-900">${p.simpro}</p>
                        </div>
                    `).join('')}
                </div>
            </div>
            <!-- Competitor Card -->
            <div class="card bg-gray-100 border-2 border-gray-200 p-6
rounded-xl fade-in" style="transition-delay: 0.2s;">
```

```
                <h3 class="text-2xl font-bold text-gray-700
mb-4">${competitorData.name}</h3>
                <div class="space-y-4">
                    ${competitorData.points.map(p => `
                        <div>
                            <p class="font-semibold
text-gray-600">${p.dim}</p>
                            <p class="text-gray-800">${p.competitor}</p>
                        </div>
                    `).join('')}
                </div>
            </div>
        `;
    }

    selector.addEventListener('change', (e) =>
updateComparison(e.target.value));
    updateComparison(selector.value); // Initialize

    // --- General: Animations & Active Nav ---
    const fadeElements = document.querySelectorAll('.fade-in');
    const statElements = document.querySelectorAll('[data-stat-target]');
    const navLinks = document.querySelectorAll('.nav-link');
    const sections = document.querySelectorAll('section');

    const observerOptions = {
        root: null,
        rootMargin: '0px',
        threshold: 0.15
    };

    const observer = new IntersectionObserver((entries, observer) => {
        entries.forEach(entry => {
            if (entry.isIntersecting) {
                entry.target.classList.add('visible');

                // Animate stats
                if (entry.target.querySelector('[data-stat-target]')) {
                    statElements.forEach(stat => {
                        const target = +stat.dataset.statTarget;
```

```
                    if (stat.textContent === '0') { // Only animate
once
                        let current = 0;
                        const increment = target / 100;
                        const timer = setInterval(() => {
                            current += increment;
                            if (current >= target) {
                                clearInterval(timer);
                                stat.textContent = target;
                            } else {
                                stat.textContent = Math.ceil(current);
                            }
                        }, 15);
                    }
                });
            }

            // Update nav
            navLinks.forEach(link => {
                link.classList.toggle('active',
link.getAttribute('href').substring(1) === entry.target.id);
                });
            }
        });
    }, observerOptions);

    fadeElements.forEach(el => observer.observe(el));
    sections.forEach(sec => observer.observe(sec));
});
</script>

</body>
</html>
```