



VertixApps

BUSINESS SOLUTIONS

One platform for the way your organization works.

Sales, invoicing, finance, projects, people, property, content and correspondence — connected apps that share one set of customers, products and settings. In Arabic and English.

 CRM

 Invoicing

 ERP

 Projects

 HR & Payroll

 Property Management

 CMS & Website

 Correspondence

 Contacts

 Portal

Business software that works as one

VertixApps is a set of business apps built on one platform. Each organization chooses the apps it needs and adds more as it grows. Because the apps share the same contacts, products, tax settings and users, information is entered once and every team works from the same facts.



Connected, not just integrated

A customer, a product or a tax code exists once. A quote from CRM becomes an invoice in Invoicing and a posting in the accounts — without exports or double entry.



Arabic and English

Every screen, document and report in both languages, with full right-to-left layout. Each user picks their language.



Your own environment

Each organization runs in its own isolated environment with its own databases, on its own address, with its own sign-in page and branding.



Desktop, tablet and phone

Every page works in the browser on any device — no installation for your staff.



Right access for every role

Roles and permissions decide who opens which app and who can create, approve or post. Approvals follow your rules.



Ready to go live, step by step

System Readiness shows what is set up and what is missing in each app; the go-live checklist guides the move of your data from the old system.

THE APPS

Choose what you need. Add more as you grow.

SELL AND BILL



CRM

Leads, opportunities, accounts, activities and campaigns.



Invoicing

Quotes, orders, invoices, payments, subscriptions and reminders.



Projects

Projects, tasks, milestones, timesheets and project profit.

RUN THE BUSINESS



ERP

Accounting, purchasing, inventory, expenses, fixed assets and VAT.



HR & Payroll

Employees, leave, recruitment, performance and payroll.



Property Management

Properties, units, leases, rent, deposits and maintenance.

COMMUNICATE



CMS & Website

Your website's pages, products, services and news.



Correspondence

Incoming, outgoing and internal letters and memos.



Portal

Every employee's start page: apps, approvals, payslips, news.

INCLUDED WITH EVERY ORGANIZATION



Organization Settings

Users, roles, companies, branches, currencies, tax and the organization profile.



Contacts

Every customer, vendor, tenant and owner in one place, with their full picture.





SELL

CRM

Find, win and keep customers.

For sales teams, sales managers and marketing.

- ✓ **Leads and opportunities** — capture leads (including from your website), qualify them and follow each deal through your own pipeline stages.
- ✓ **Accounts and contacts** — the full history of every customer relationship in one place.
- ✓ **Tasks and calendar** — calls, meetings and follow-ups, with reminders.
- ✓ **Lead assignment and scoring** — new leads go to the right person; the best ones rise to the top.
- ✓ **Sales teams, territories and targets** — who sells where, and how they are doing.
- ✓ **Campaigns, email templates and sequences** — reach customers and measure the response.
- ✓ **Reports** — forecast, pipeline funnel, rep performance, loss reasons, lead conversion and campaign results.

↔ **Works with** Invoicing (quotes and invoices from the opportunity) and Contacts.





BILL

Invoicing

From quote to cash, with tax done right.

For sales administration, billing and accounts receivable.

- ✓ **Quotes your customers can accept online** — share a link; they view, accept and download the PDF.
- ✓ **Pro-forma invoices, sales orders and invoices** — plus credit notes, debit notes and returns.
- ✓ **Payment schedules** — deposits and stages billed as the work progresses.
- ✓ **Subscriptions and renewals** — recurring billing that runs on its own.
- ✓ **Customer payments and reminders** — record payments, apply them and send polite reminders automatically.
- ✓ **Tax-ready** — tax codes, tax invoices with QR codes, and e-invoice status tracking.
- ✓ **Your documents, your brand** — invoice and quote templates with your logo, in Arabic and English.
- ✓ **Reports** — receivables aging, customer statements, credit exposure and billing schedule.

↔ **Works with** CRM, Projects, Property Management and ERP (every invoice posts to the accounts).





RUN

ERP

Accounting, purchasing and inventory in one ledger.

For finance, purchasing, warehouse and management.

Accounting

- ✓ Chart of accounts, journal entries, receipts and payment vouchers
- ✓ Budgets, fixed assets and depreciation
- ✓ Bank reconciliation and exchange revaluation
- ✓ VAT returns, cost centres and dimensions
- ✓ Fiscal periods and posting rules

Purchasing and expenses

- ✓ Purchase requests, approvals and purchase orders
- ✓ Vendor invoices, credit notes and returns
- ✓ Vendor payments and statements
- ✓ Employee expense claims, from receipt to reimbursement

Inventory

- ✓ Products and services, warehouses and transfers
- ✓ Stock adjustments and write-offs
- ✓ Stock on hand and movements

Reports

- ✓ Trial balance, income statement and balance sheet
- ✓ Budget vs actual and dimension analysis
- ✓ Payables aging and tax detail

↔ **Works with** every app that sells, buys or pays — their documents post here automatically.



DELIVER

Projects

Deliver the work you sold — on time and on budget.

For project managers, delivery teams and finance.

- ✓ **Projects from accepted quotes** — or set up on their own.
- ✓ **Team, tasks and milestones** — milestones linked to the customer's payment stages.
- ✓ **Timesheets with approval** — and billable time turned into invoices.
- ✓ **Change requests and retention** — scope changes quoted and agreed; retention held and released.
- ✓ **Budgets and commitments** — purchase requests and bills tracked against each project.
- ✓ **Reports** — project profitability, hours and unbilled time.

↔ **Works with** Invoicing (billing), ERP (costs and purchases) and HR (people and rates).





PEOPLE

HR & Payroll

Your people, from hiring to payslip.

For HR, payroll, managers — and every employee through the Portal.

- ✓ **Employee records** — personal, job and pay details, documents and contacts in one file.
- ✓ **Leave** — leave types, balances, requests and manager approval.
- ✓ **Recruitment, onboarding and offboarding** — openings, candidates and checklists.
- ✓ **Training, performance and benefits** — courses, reviews and plans.
- ✓ **Payroll** — salary components and grades, pay periods, inputs, loans and advances, pay runs that post to the accounts.
- ✓ **Self-service** — employees see their payslips and request leave from the Portal.

↔ **Works with** ERP (payroll journals), Projects (timesheets and rates) and Portal.





OPERATE

Property Management

Every property, unit, lease and rent payment.

For property managers, leasing teams, owners' accountants and maintenance.

- ✓ **Properties and units** — with owners, documents and status.
- ✓ **Tenants and leases** — contracts, renewals and terminations.
- ✓ **Rent and invoicing** — automatic rent billing, tax on charges, payments and tenant ledgers.
- ✓ **Security deposits** — held, applied and refunded with a clear record.
- ✓ **Maintenance** — requests, vendors and follow-up.
- ✓ **Reports** — rent roll, vacancy, expiring leases, overdue invoices, revenue and owner statements.

↔ **Works with** Invoicing and ERP (rent is billed and posted), Contacts (tenants and owners).





PUBLISH

CMS & Website

Your website, managed by your team.

- ✓ **Pages, products, services and news** — in Arabic and English, with review before publishing.
 - ✓ **Design without code** — layouts, templates and reusable sections.
 - ✓ **Media library, navigation, redirects and SEO.**
 - ✓ **Website leads** go straight into CRM.
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COMMUNICATE

Correspondence

Every letter tracked, nothing lost.

- ✓ **Incoming, outgoing and internal memos** — registered, numbered and routed.
- ✓ **Inbox and outbox** for every user, with approvals.
- ✓ **Organizational units and external entities.**
- ✓ **Reports** — overdue items, by type and by status.

INCLUDED WITH EVERY ORGANIZATION

The foundation every app shares



Organization Settings

- ✓ Users, roles and permissions
- ✓ Companies and branches
- ✓ Currencies, tax codes and payment terms
- ✓ Organization profile and branding — your logo on your sign-in page and documents
- ✓ Email server and AI assistant settings
- ✓ Data import and the go-live checklist



Contacts

- ✓ Every customer, vendor, account, tenant, owner and employee — one record each
- ✓ Tags, custom fields, notes, files and full change history
- ✓ Duplicate detection and merge
- ✓ A 360° view: what each contact is in every app, with balances and open items
- ✓ Data-quality report



Portal

- ✓ Every employee's start page: what waits for them and what happened
- ✓ My approvals in one list, from every app
- ✓ My payslips, leave balance, expenses and purchase requests
- ✓ My profile, my manager and my team
- ✓ News, announcements, directory and knowledge base



IN EVERY APP

Built in, everywhere



Approvals

Your approval rules on orders, quotes, leave and more.



Notifications

In the app and by email — instantly or as a daily digest, as each person chooses.



Charts

Every report and home page shows the picture at a glance, beside the exact figures.



Import from Excel

Bring in your data with guided mapping and checks.



Reports and export

Ready reports; every list exports to Excel, CSV and PDF.



Notes and mentions

Notes, files and @mentions on every record — the person mentioned is told.



Custom fields

Add the fields your business needs, without development.



Audit trail

Who changed what and when, on every record.



Document templates

Branded documents in Arabic and English.

Getting started

1

Your environment

We set up your own environment with the apps you choose.

2

Set up

System Readiness walks you through each app's settings.

3

Bring your data

The go-live checklist and import move your data from the old system.

4

Go live

Your team signs in on your own branded page and starts working.



VertixApps

Talk to us about the apps your organization needs.

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