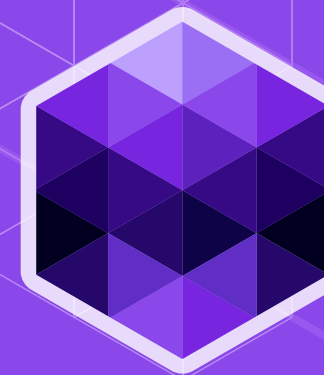




# **MAZE**

## **INTEGRATED ENTERPRISE BUSINESS SOLUTIONS**

## Introduction

In today's dynamic business landscape, organisations are increasingly recognising the need for a comprehensive Integrated Enterprise Business Solutions (IEBS) that seamlessly integrates key functions such as ERP, CRM, SCM, HCM, EAM and more. As businesses strive to optimise their operations, improve customer experiences, and gain a competitive edge, the demand for a robust and flexible IEBS solution has become paramount.

In response to this market need, we have developed a cutting-edge Integrated Enterprise Business Systems (IEBS) offering called MAZE, that leverages the latest technologies, industry best practices, and innovative features. With a deep understanding of the market dynamics and the pain points faced by businesses, MAZE is positioned to revolutionise how organisations manage their operations and drive growth.

Our idea is to develop a product “MAZE”, leveraging the massive cost savings of open-source software, significantly flexible and scalable benefits of Cloud offerings, embrace advancements in AI/ML, modern intuitive UI framework, embedding efficient technological best practices like DevOps, DevSecOps, CI/CD, Infrastructure as a Code (IaC), etc., to bring significant innovation, enabling organisations to build comprehensive and configurable integrated systems.



#### Vision statement

“To be the next generation innovative, flexible, and affordable ‘Integrated Business Systems’ product for Enterprises”.

#### Mission statement

“To unlock the potential of Enterprises and empower people with a product suite that will swiftly leverage and embrace modern technological advancements, which will streamline business operations, nurture customer relationships, optimise asset management, and revolutionise their supply chain”.



## Summary

MAZE is a comprehensive and advanced solution designed to revolutionise how organisations manage their operations. With a wide range of modules, including **ERP, CRM, SCM, HCM, EAM** and more, MAZE offers end-to-end functionality to streamline processes, enhance productivity, and drive growth.

MAZE provides a **user-friendly interface** that simplifies system navigation and ensures ease of use for all employees. Its **robust analytics and reporting capabilities** enable organisations to gain **real-time insights into their operations**, helping them make **data-driven decisions** and drive continuous improvement.

One of the key strengths of MAZE is its **seamless integration capabilities**, allowing for **smooth data flow and information sharing across different modules**. This integration eliminates data silos and enhances collaboration between departments, improving overall efficiency and productivity.

MAZE is **highly configurable, enabling organisations to tailor** the system to their unique business needs. Whether it is configuring modules/features, configuring workflows, configuring reports, or adapting to industry-specific requirements, MAZE can be easily adapted to match the specific processes and workflows of the organisation.

With a strong focus on customer success, MAZE is backed by a dedicated support team that provides timely assistance and ensures smooth implementation and ongoing system maintenance. We are committed to providing a seamless experience for our customers, assisting them at every step of their journey.

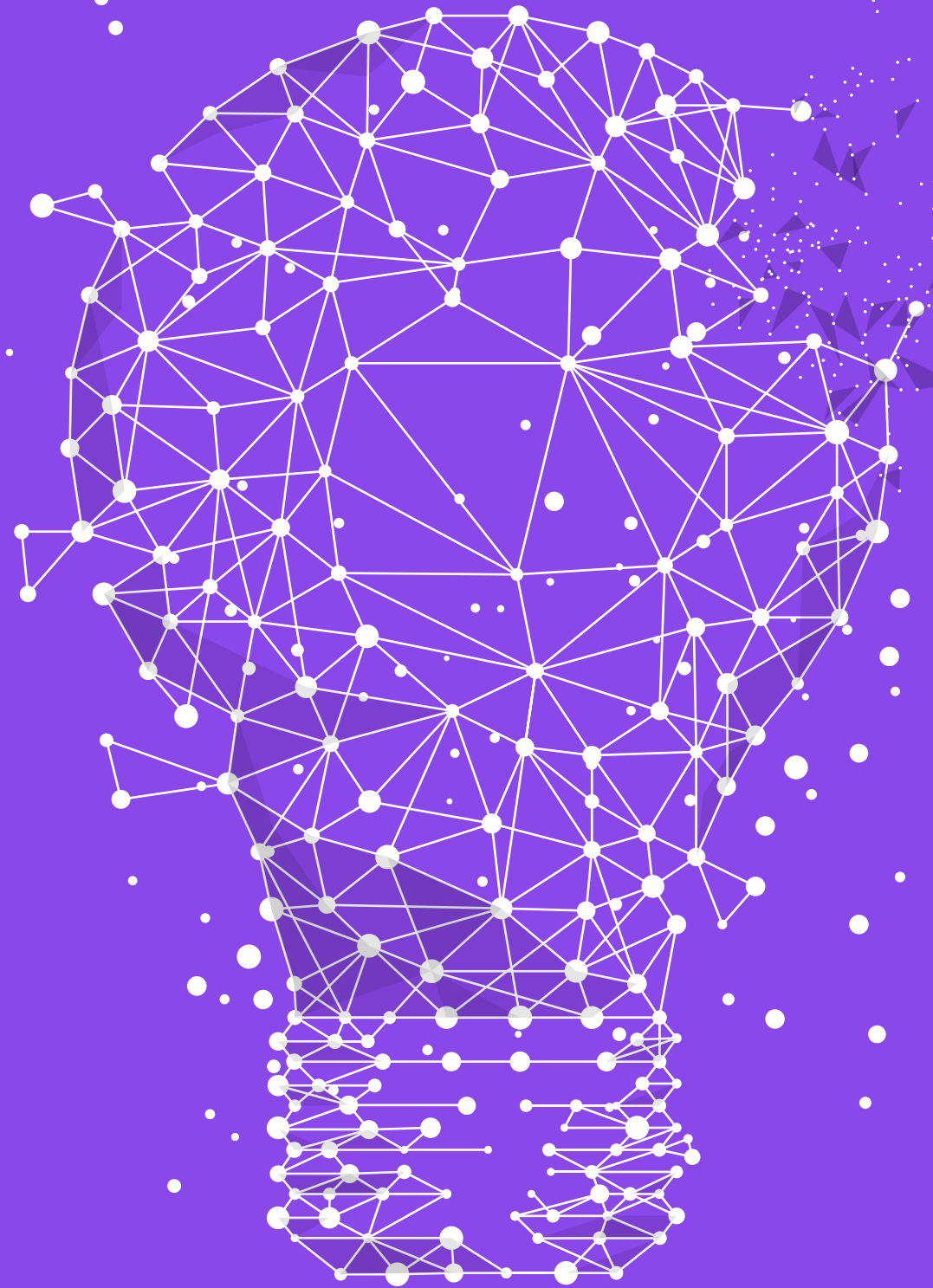
By adopting MAZE, organisations can optimise their operations, improve decision-making, enhance customer experiences, and achieve their business objectives. Our comprehensive solution empowers organisations to stay competitive in today's dynamic business landscape and unlock their full potential for growth and success.



# Big idea

The big idea for MAZE is to disrupt the conventional enterprise systems market; by providing an Integrated Business systems which is affordable, flexible, scalable, cloud-based, modular platform specifically tailored to the needs and limitations of Enterprises, powered by AI/ML..

By focusing on the unique requirements of Enterprises and offering a comprehensive, affordable, and user-friendly Integrated Business solution, this disruptive idea has the potential to revolutionise the market and empower businesses to streamline their operations, drive growth, and compete more effectively in their respective industries



## Big idea



### Simple, Flexible and Scalable

MAZE is a user-friendly, intuitive interface that simplifies complex Enterprise functionalities using the power of AI, making it accessible for Enterprises with limited technical expertise. The platform is scalable, allowing businesses to start with basic modules and gradually add more as they evolve.



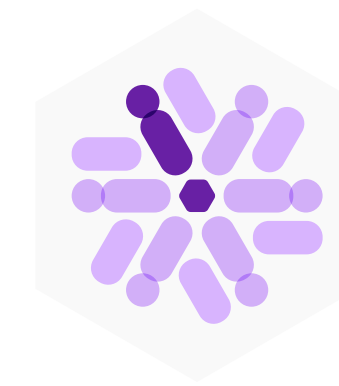
### Support and Training

MAZE offers AI powered bots, video tutorials, knowledge bases, and responsive customer support, ensuring that users can make the most of the software.



### Cost-effectiveness

Maze offers a cost-effective pricing model that aligns with the budget constraints of MSMEs. This could involve a flexible subscription-based model, where businesses pay for the modules they require, avoiding unnecessary features that may burden their finances.



### Personalisation and Integration

Maze provides a highly flexible ERP system that allows enterprises to adapt the software to their specific industry, processes, and workflows. Additionally, ensure seamless integration with other commonly used tools and software, such as accounting software, e-commerce platforms, CRM systems, and logistics providers.



### Mobile Accessibility

Maze is a mobile-responsive platform that enables business owners and employees to access and manage their ERP system from anywhere, using their smartphones or tablets. This mobility will empower empower with real-time insights and the ability to make data-driven decisions on the go.

The global enterprise application market size was estimated at USD 241.8 billion in 2021 and is predicted to hit around USD 530.41 billion by 2030, growing at a compound annual growth rate (CAGR) of 9.12% during the forecast period 2022 to 2030.

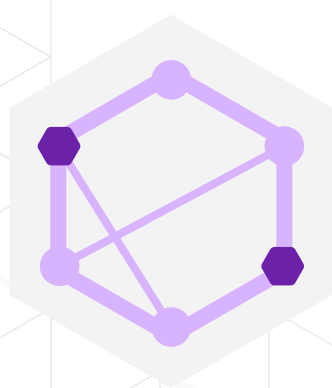


# Big idea



## Analytics and Insights

Incorporate advanced analytics and reporting capabilities into the ERP platform. By providing enterprises with actionable insights and visualisations of their data, they can make informed decisions, identify opportunities for growth, and optimise their operations.



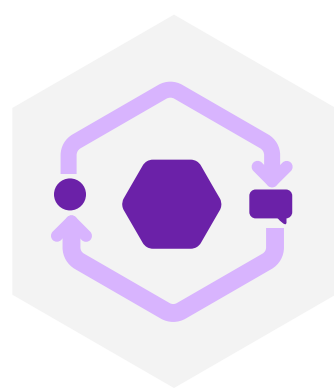
## Ecosystem Collaboration

Foster a collaborative ecosystem by partnering with other enterprise-focused service providers, such as accounting firms, marketing agencies, and payment gateways. By integrating and offering their services within the ERP platform, enterprises can access a wider range of tools and services from a centralised hub.



## Data Security and Compliance

Prioritise robust data security measures to protect sensitive business information. Ensure compliance with relevant data protection regulations, such as GDPR (General Data Protection Regulation) or local privacy laws, instilling confidence in enterprises that their data is secure.



## User Feedback and Iterative Development

Continuously gather user feedback and iterate on the platform based on their needs and suggestions. Engage enterprises through user forums, surveys, and beta testing programs to build a customer-centric ERP solution.

53% of UK CIO's are looking for more intelligent ERP systems that include technology like machine learning, AI and automation.

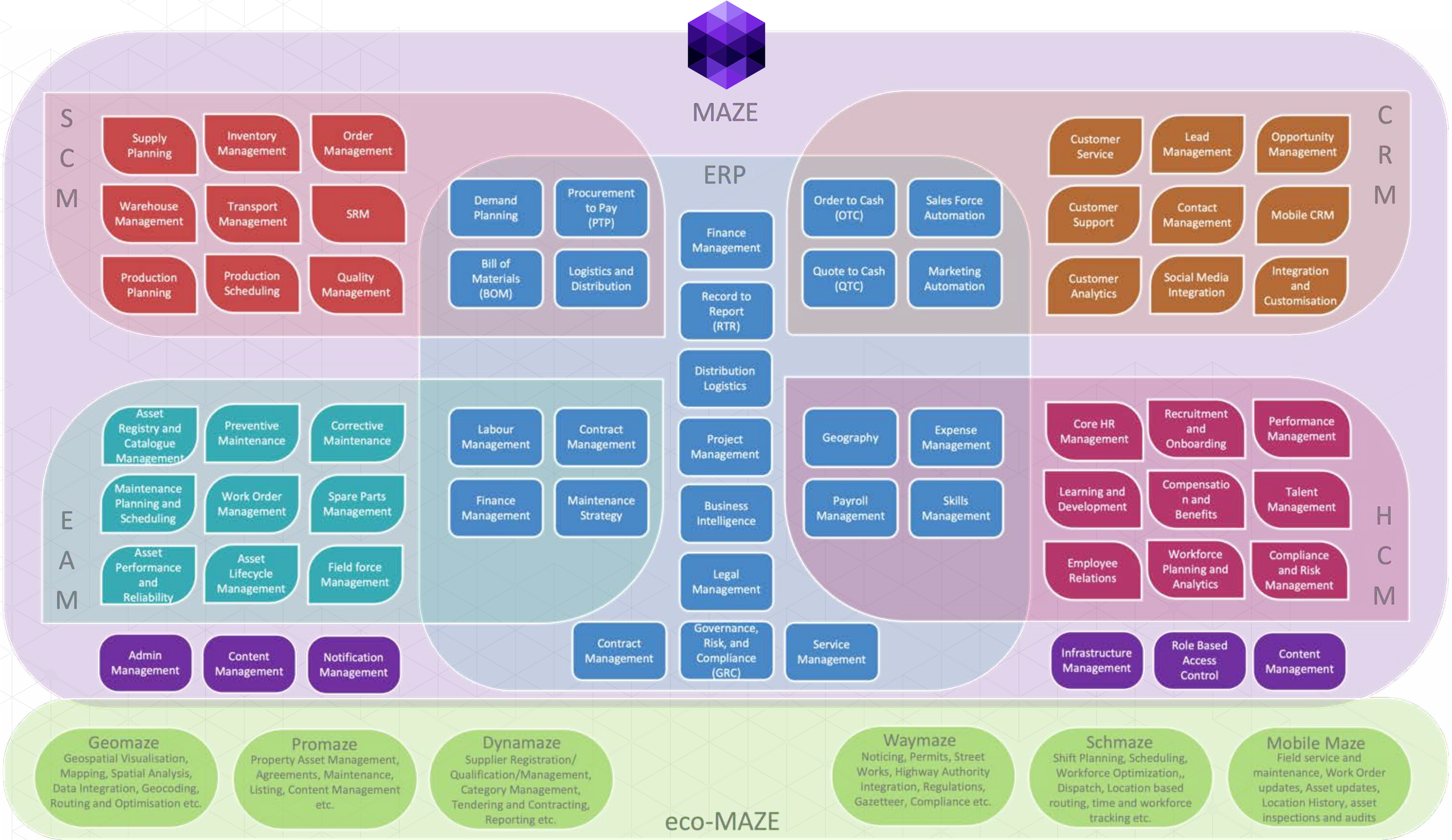


# Capabilities Model

MAZE has a clearly defined and detailed capabilities model called '**The Butterfly Model**', which outlines the specific functional capabilities and features that differentiate our solution in the market. Through this model, MAZE provides organisations with a comprehensive, flexible, and scalable solution that addresses their core business needs, enhances operational efficiency, optimises asset management, and drives growth. With a focus on seamless integration, advanced analytics, and industry-specific functionalities, MAZE empowers organisations to achieve sustainable success in today's competitive market.



# The Butterfly Model



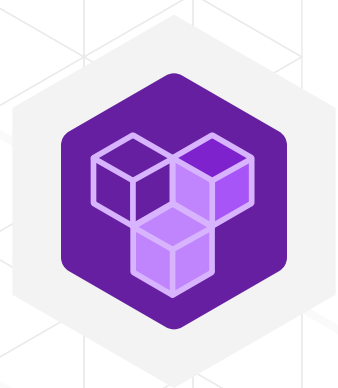


# MAZE Capabilities



## Comprehensive ERP Capabilities

MAZE includes a robust ERP module that provides organisations with end-to-end capabilities for financial management, procurement, inventory control, production planning, and other core operations. With features such as general ledger, accounts payable/receivable, purchase order management, and production scheduling, MAZE offers organisations complete visibility and control over their financial processes.



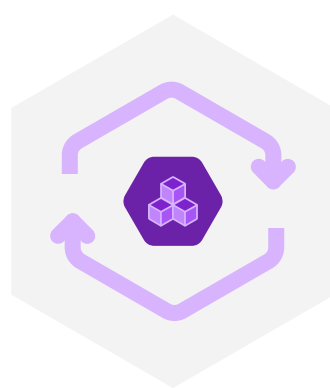
## Enterprise Asset Management (EAM) Functionality

MAZE includes a dedicated EAM module that enables organisations to effectively manage their assets throughout their lifecycle. With features such as asset tracking, maintenance scheduling, work order management, and asset performance analytics, MAZE empowers organisations to optimise asset utilisation, reduce downtime, and extend asset lifecycles.



## Customer Relationship Management (CRM) Excellence

MAZE integrates a powerful CRM module that enables organisations to manage customer interactions, sales pipelines, marketing campaigns, and customer service. With features like lead management, opportunity tracking, customer segmentation, and customer support ticketing, MAZE empowers organisations to build strong customer relationships, improve sales effectiveness, and enhance customer satisfaction.



## Supply Chain Management (SCM) Optimisation

MAZE provides advanced SCM capabilities, allowing organisations to efficiently manage their supply chain processes. With features such as demand forecasting, inventory management, supplier collaboration, and order fulfilment, MAZE enables organisations to optimise their supply chain operations, reduce costs, and enhance overall efficiency.



## Human Capital Management (HCM) Empowerment

MAZE incorporates a comprehensive HCM module that assists organisations in managing their workforce, from employee onboarding to performance management. With features like personnel records, time and attendance tracking, employee self-service, and training management, MAZE helps organisations optimise workforce productivity, enhance employee engagement, and drive talent development.

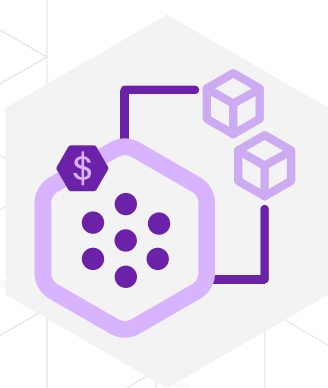


# MAZE Capabilities



## Seamless Integration and Scalability

MAZE includes a dedicated EAM module that enables organisations to effectively manage their assets throughout their lifecycle. With features such as asset tracking, maintenance scheduling, work order management, and asset performance analytics, MAZE empowers organisations to optimise asset utilisation, reduce downtime, and extend asset lifecycles.



## Advanced Analytics and Reporting

MAZE offers seamless integration capabilities, allowing organisations to connect with other software systems, third-party applications, and external data sources. This enables organisations to create a unified and connected ecosystem, leveraging existing technology investments. Moreover, MAZE is designed to scale with the growth of organisations, accommodating increased data volumes, user counts, and transaction loads.



## Industry-Specific Functionality

MAZE incorporates robust analytics and reporting capabilities, providing organisations with real-time insights into their operations, performance, and asset health. With customisable dashboards, visualizations, and pre-built reports, MAZE enables organisations to make data-driven decisions, identify trends, and optimise asset management strategies.



## User Feedback & Iterative Development

MAZE offers industry-specific modules and functionalities tailored to the unique requirements of various sectors, including manufacturing, retail, healthcare, and more. These industry-specific features ensure that organisations can effectively address their specific business needs, comply with industry regulations, and capitalise on sector-specific opportunities.

# eco-MAZE Capabilities

## Geomaze

Discover the true power of geospatial asset visualisation with our cutting-edge SaaS product Geomaze, an integral part of our MAZE suite. This innovative offering empowers organisations to harness the full potential of geospatial data, providing a dynamic and intuitive platform for visualising assets in their real-world context. Whether you're managing a sprawling utility network, a transportation infrastructure, or a complex facility, our product offers unparalleled insight and control. Seamlessly integrate location data, track asset movements, and gain a comprehensive understanding of asset relationships through our user-friendly interface.

## Dynamaze

Dynamaze is a Dynamic Cloud-Based Purchasing System, an integral component of our comprehensive MAZE suite. This robust product redefines how organisations streamline their purchasing processes, offering a versatile and agile platform to efficiently manage procurement operations. From vendor selection and purchase requisition to automated approvals and real-time expenditure tracking, our solution empowers businesses to optimise their procurement strategies, reduce costs, and enhance supplier relationships. Seamlessly integrate with your existing ecosystem to achieve a unified data flow across your organisation, ensuring transparency and compliance at every step.

## Mobile Maze

Mobile Maze is a powerful mobile solution, an integral component of our comprehensive MAZE suite. This dynamic product redefines how organisations plan, execute, and oversee fieldwork tasks, putting the control directly in the hands of your field workforce. From work order creation and real-time scheduling to asset tracking and digital forms, our mobile app offers a robust set of features that enhance productivity and service quality while on the move. Seamlessly integrated within your ecosystem, it ensures seamless data flow between field and back-office operations, enabling informed decision-making at the speed of business.

## Promaze

Promaze is our cutting-edge Cloud-Based Property Asset Management System, a cornerstone of our comprehensive MAZE suite. This powerful product revolutionises how organisations oversee and optimise their property portfolios, offering a dynamic and scalable platform for efficient management. From property acquisition and maintenance planning to lease management and financial tracking, our solution empowers businesses to enhance asset performance, reduce costs, and streamline operations. Seamlessly integrate with your existing ecosystem to ensure data synchronisation across your organisation, facilitating informed decision-making and compliance.

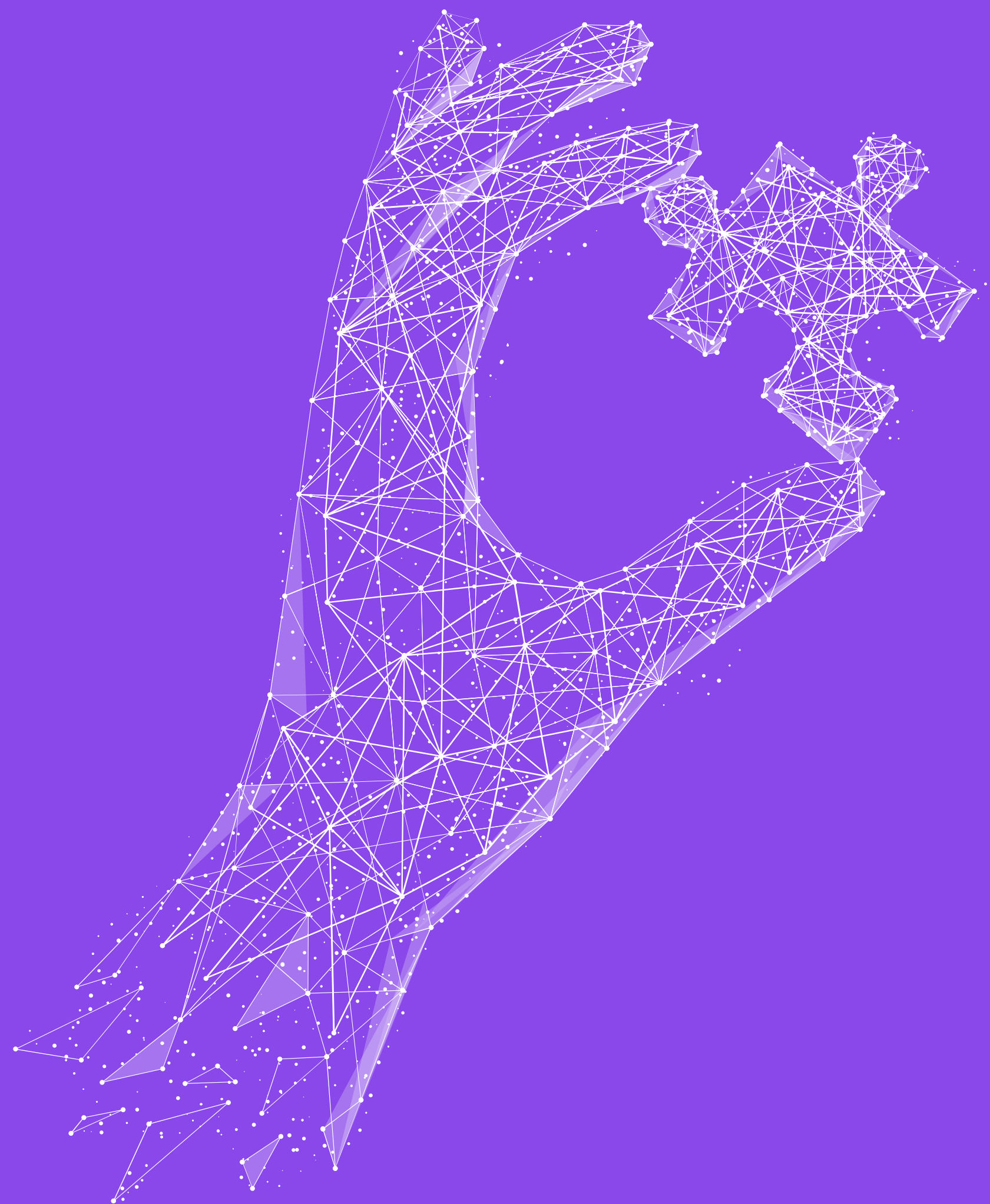
## Schemaze

Experience the future of scheduling management with our robust cloud-based solution Schemaze, a vital component of our MAZE suite. This innovative product revolutionises the way organisations plan, optimise, and coordinate their schedules, offering unparalleled flexibility and scalability. From resource allocation and task assignment to real-time monitoring and performance analytics, Schemaze empowers businesses to enhance operational efficiency and customer satisfaction. Seamlessly integrate with your existing ecosystem to ensure data synchronisation across all facets of organisation, delivering a unified and agile approach to scheduling management.

## Waymaze

Waymaze is a Cloud-Based Streets Works Management System, a pivotal component of our comprehensive MAZE suite. This robust product redefines how organisations plan, monitor, and optimise street works operations, offering a versatile and scalable platform for efficient management. From permit issuance and project scheduling to real-time traffic management and compliance tracking, our solution empowers businesses to enhance project efficiency, minimise disruptions, and ensure regulatory compliance. Seamlessly integrate with your existing ecosystem to ensure data synchronisation across all aspects of your operations, facilitating seamless coordination and data-driven decision-making.





## Market Gaps

While the current major integrated business systems offer numerous benefits to businesses, it is important to acknowledge that these systems create huge gaps and challenges that organisations currently encounter which are not fully addressed by the product companies or come at a huge customisation cost.

## Market Gaps

Here are some of the major gaps that we have identified which exist in the current implementation of these systems:



- High costs
- Lack of Integration
- Limited enhancements through configurations
- Generic Systems
- Opaqueness
- Complex Implementation
- Slow in embracing modern technological advancements
- User Adoption Challenges
- Scalability Constraints
- Data Security and Privacy Concerns
- Inefficient Training and Knowledge Transfers
- Mostly non-mobile compatible
- Lack of Automation
- Single/Mono Channel Integration
- Data Inaccuracy
- Single Input/Output Functionality
- Intellectual Disability
- Reporting and Analytics Limitations
- Delayed and Ineffective Customer Support



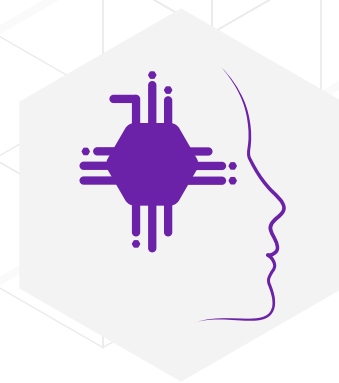


# Unique Value Proposition

Our idea is to develop a product 'MAZE', which is an integrated suite of business systems, leveraging the massive cost savings of open-source software, significantly flexible and scalable benefits of Cloud offerings, embrace advancements in AI/ML, modern intuitive UI framework, embedding efficient technologies best practices like DevOps, DevSecOps, CI/CD, Infrastructure as a Code (IaC), etc., to bring significant innovation, enabling organisations to build comprehensive and configurable integrated systems.

## Unique Value Proposition

The aspiration of MAZE is to disrupt the existing business systems software products in the market like ERP, CRM, SCM, EAM and HCM by leveraging the technological advancements and innovations available in the market which will make MAZE different to and the ideology is ahead of alternative solutions. This amalgamation will make MAZE an innovative and unique product that will help enterprises achieve flexibility, scalability, cost savings, and modernity. Below mentioned are key areas that MAZE will leverage to drive innovation:



### Artificial Intelligence (AI) and Machine Learning (ML):

Inbuilt AI and ML technologies enhance MAZE by automating routine tasks, predicting demand, optimising workflows, smart chatbot and providing intelligent insights. Usage of AI and ML will improve decision-making, streamline operations, and enhance overall system performance.



### Embrace Open Source

MAZE fully embraces, utilises and supports proven open source software and the principles behind it. The evolution of open source software has proven that they are more powerful and secure which can be used safely in enterprise environments.



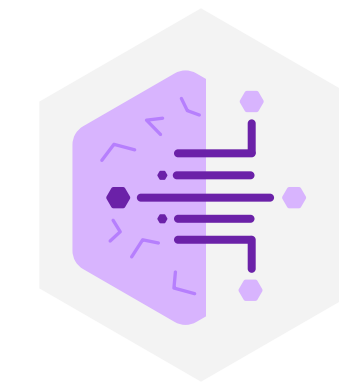
### Economical

By innovative design and embracing open source software, MAZE will lead to significant Capex (capital expenditure) savings which is required to purchase licenses, lowering the initial investment required for software implementation and Opex (operational expenditure) savings by avoiding recurring software costs for businesses.



### Mobility and Mobile Applications

MAZE has adapted Mobile-First Design Approach and Responsive Design Principles. Mobile-friendly interfaces and dedicated mobile applications are part of MAZE suite of applications. These systems will enable users to access and manage data, perform tasks, and collaborate on the go using their smartphones or tablets. MAZE applications will enhance productivity and responsiveness.



### Future-Proof Technology

We adopt future-proof technologies and frameworks when developing MAZE. We stay abreast of industry trends and emerging technologies to ensure that MAZE remains relevant and cutting-edge. By leveraging technologies that are widely adopted and have long-term viability, we assure enterprises that our software product will remain compatible and supported in the future.



# Unique Value Proposition



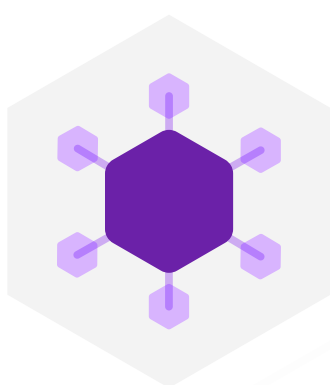
## Cloud-Based Architecture

MAZE is built on cloud-based architecture, offering increased scalability, flexibility, and accessibility. MAZE eliminates the need for on-premises infrastructure and provide real-time data access from anywhere, enabling seamless collaboration across multiple locations.



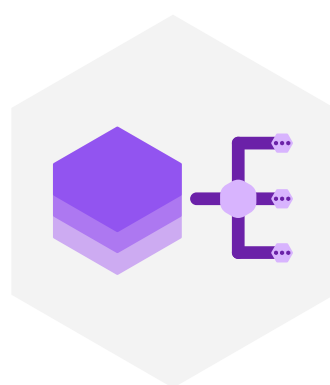
## Agile and Modular Architecture

MAZE has adopted an agile and modular architecture, allowing organisations to choose and deploy specific modules or functionalities as needed. This approach offers scalability and flexibility, enabling organisations to adapt their association with MAZE to evolving business needs.



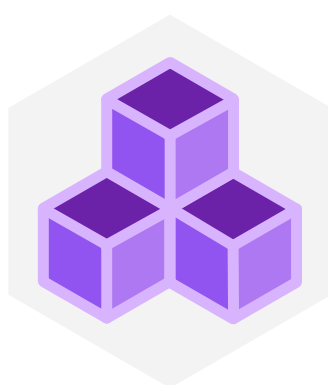
## Containerisation and Micro-service Architecture

MAZE has adopted containerisation and micro-service architecture style that structures an application as a collection of small, loosely coupled, and independently deployable services. This helps MAZE to break down complex applications into smaller, self-contained services that communicate with each other through well-defined APIs. This provides service autonomy, single responsibility, decentralised data management, technology diversity, scalability, fault isolation and resilience, and continuous delivery and deployment.



## Event-driven Architecture

MAZE is developed using event-driven architectural pattern that emphasises the production, detection, consumption, and reaction to events that occur within MAZE. In an event-driven architecture, the flow of data and control is determined by events and their associated actions or triggers.



## No-code/low-code development

MAZE has adapted No-code/low-code development approach that has enabled the creation of applications with minimal or no manual coding. This will provide visual interfaces, drag-and-drop functionality, and pre-built components or templates, allowing users to implement enhancements by configuring and connecting different elements rather than approaching technical support team to write traditional code.

# Unique Value Proposition



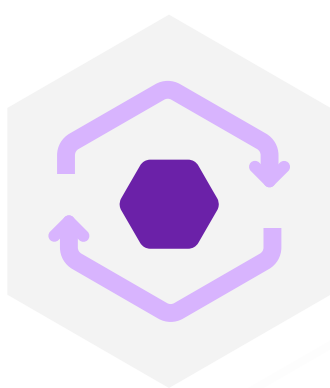
## API-driven Integration and Interoperability

Maze is designed to prioritise seamless integration with other software applications, both within and outside the organization. Maze supports integration with third-party systems, such as CRM, supply chain management, e-commerce platforms, and more. Maze also supports Open APIs and standardised data formats will facilitate data exchange.



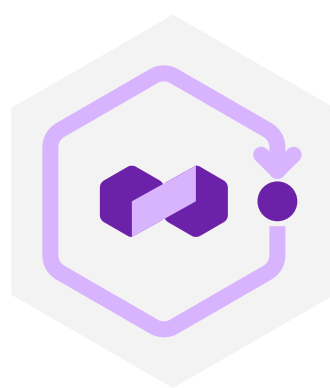
## Internet of Things (IoT) Integration

MAZE is designed to consumes real time IoT data collected from connected devices and sensors. MAZE leverages IoT data to optimise inventory management, monitor equipment maintenance, track shipments, and enable predictive maintenance, among other applications.



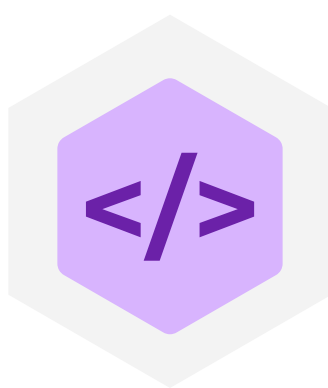
## Automation testing

MAZE uses specialised tools and scripts to automate the execution of test cases and the verification of expected results. Additionally, this automation is embedded into CI/CD process which will ensure code is fully regression tested before promoted to the higher environment. This streamlines the testing process, improve efficiency, and increase test coverage by reducing manual effort.



## Automated pipeline CI/CD

Maze leverages the Continuous Integration/Continuous Deployment (CI/CD) best practices in software development which brings numerous benefits to the customer and help streamline the delivery of changes. These automated processes and tools will enable the efficient and consistent delivery of software applications. It encompasses the entire software development lifecycle, from code integration and build processes to testing, deployment, and release.

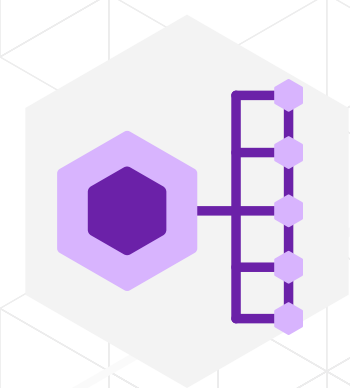


## Infrastructure as a code (IaC)

MAZE's infrastructure is built on a modern infrastructure provisioning and management principles in which infrastructure resources, such as servers, networks, and storage, are defined and managed using machine-readable configuration files or code. It treats infrastructure as software, allowing for automated, repeatable, and version-controlled provisioning and management which will improve efficiency and speed up environment deployment and readiness.



# Unique Value Proposition



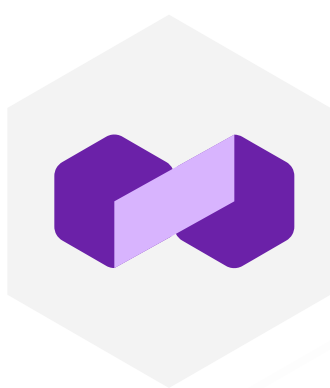
## Advanced Analytics and Business Intelligence

MAZE incorporates robust analytics and business intelligence capabilities. They will enable organisations to gain deep insights from their data, visualise key performance indicators (KPIs), and support data-driven decision-making. Real-time reporting and predictive analytics will be essential features.



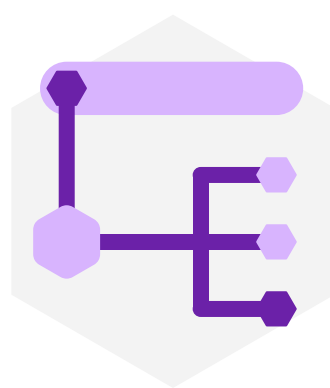
## Enhanced Security and Data Privacy

Security is a critical aspect of MAZE architecture. They will feature robust data encryption, access controls, and authentication mechanisms to protect sensitive data. Compliance with data privacy regulations, such as GDPR, are our core consideration.



## DevOps and DevSecOps

MAZE uses DevOps and DevSecOps approaches to development, delivery and maintenance that emphasise collaboration, automation, and the integration of development, operations, and security practices. While DevOps focuses on streamlining the software development and delivery process, DevSecOps extends this approach by incorporating security considerations throughout the entire software development lifecycle.



## Enhanced Customer Experience (CX) and Intent Driven Approach

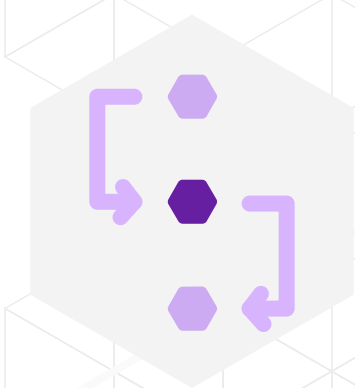
MAZE has prioritised Customer experience which offers intuitive interfaces, simplified navigation, and personalised dashboards. Personalisation options will allow customers to configure the system according to their roles, preferences, and workflows, improving efficiency and user adoption.



## Gamification and leaderboards

MAZE introduces gamification and leaderboards techniques that involves points, ranking and displaying the performance or progress of employee tasks in a competitive manner. These techniques apply game elements and mechanics to non-game contexts to enhance engagement, improves productivity, enhance data quality, increases motivation, and enhances participation in performing the daily and routine tasks while using enterprise applications.

# Unique Value Proposition



## Enhanced Collaboration and Workflow Automation

MAZE provides great collaboration features, enabling seamless communication and task management across departments and teams. Workflow automation capabilities will streamline processes, reduce manual intervention, and improve overall operational efficiency.



## Born in the Cloud

Products or applications of MAZE are designed and developed specifically to operate in cloud computing environments from their inception. Rather than being adapted or migrated from traditional on-premises systems, these applications are built to take full advantage of the capabilities and scalability offered by cloud platforms.

Also, it is important to consider factors such as community support, security, and compatibility when selecting and implementing open-source solutions for integrated business systems. That is where MAZE as a product is going to play a major role in swiftly leveraging and embracing modern technological advancements, which will streamline business operations, nurture customer relationships, optimise asset management, and revolutionise the supply chain.





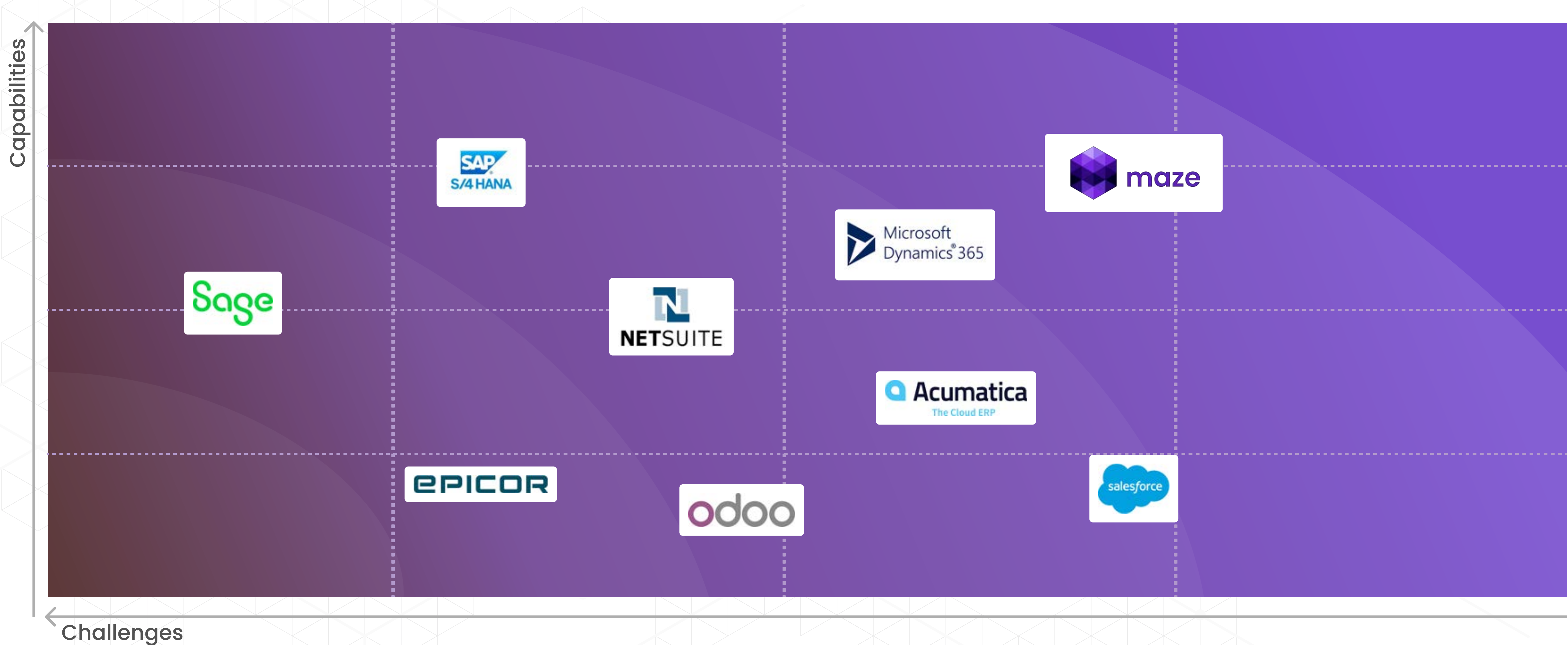
# Positioning

MAZE sets itself apart in the market as a comprehensive, flexible, and scalable solution that surpasses the limitations of existing competitors. With a strong focus on UVPs, MAZE offers a seamless integration of ERP, CRM, SCM, HCM, EAM and other modules, empowering businesses to streamline their operations, optimise processes, and drive growth.

MAZE is designed to meet the specific needs of the Target audience, providing them with a user-friendly interface, advanced analytics capabilities, and the ability to make data-driven decisions. With robust customisation options, reliable customer support, and a track record of successful implementations, MAZE is committed to helping businesses achieve operational efficiency, improve customer satisfaction, and stay ahead in the competitive market.

# Positioning

The model considers the unique features, benefits, and advantages of MAZE compared to competitors, this positioning resonates with the target audience and emphasize the value that MAZE brings to the market. It focuses on the specific areas where your MAZE excels, addresses pain points identified in the competitor assessment, and positions MAZE as the ideal choice for businesses seeking a comprehensive and integrated business system.







# Pricing

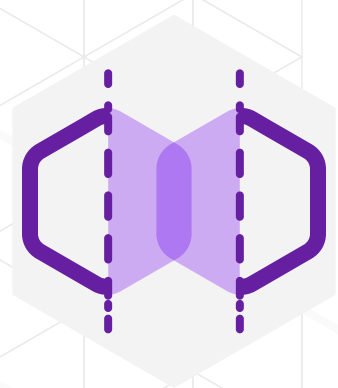
MAZE will be implemented in a tiered pricing model that considers the number of users, varying features, and support contracts which will provide flexibility and value for customers.

# Pricing



## User-based Pricing

Each tier will determine the number of user licenses included in each tier and provide options for customers to add additional user licenses as needed.



## Feature Differentiation

Each tier will clearly define the features and functionalities, highlighting the added value and capabilities in higher tiers



## Support Contracts

Each tier will offer different levels of support contracts or packages, such as basic, standard, and premium, based on the tier selected by the customer



## Pricing Flexibility

Each tier will consider offering monthly or annual subscription options, with potential discounts for annual commitments

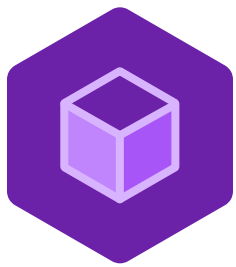


## Upgrades and Downgrades

Each tier will allow customers to easily upgrade or downgrade their subscription tier as their business needs evolve, ensuring scalability and customer satisfaction



# Pricing

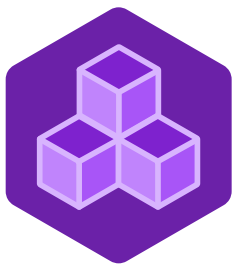


## Basic

Ideal for individuals who need quick access to basic features.

**\$0** / Month

- ✓ For up to 5 users
- ✓ Any 4 blocks of Maze
- ✓ Admin maze included
- ✓ SaaS product
- ✓ Shared resources
- ✓ Basic support

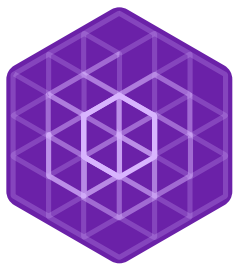


## Professional

Ideal for enterprises who need advanced features and modules for business work.

**\$\$** / Month

- ✓ Everything from Basic
- ✓ 3 additional blocks
- ✓ Tenant Isolation
- ✓ Option to choose region
- ✓ AI/ML
- ✓ SaaS personalisation
- ✓ Advanced support



## Premium

Ideal for enterprises who needs Integrated business applications and integration to internal systems.

**\$\$\$** / Month

- ✓ Everything from Pro
- ✓ All Maze blocks
- ✓ Private cloud & On-premises
- ✓ On-Premises
- ✓ Enhanced AI-ML
- ✓ MAZE eco modules included
- ✓ 24/7 - support