ASHUR
SCIENTIFIC BUREAU

ASHUR PLATFORM · THE COMPLETE GUIDE

One company, one pulse.

Eleven systems working as one body: from the first call with a customer, to the machine arriving, installed and serviced, to the last dinar collected. This guide shows the whole picture and takes each person to their system and their guide.

Prepared by **Dhafer Al-Dabbagh** Edition **16 · 10 · 2026** For every Ashur employee



Each beat is a system. One line, because data is entered once and passes between systems without being typed again.

ashur-medical.com/guide

HOW WORK FLOWS

The road of one machine through the company

Every sale at Ashur passes these stops in order. Each stop belongs to a system, and each system hands over to the next one by itself.

1

The lead

An event, a visit, or a request from a service engineer. Marketing picks the rep by hand.

Marketing · CRM

2

Deal and offer

Deal stages, the quotation, a tender or a project, then the win.

CRM · Projects

3

Stock or purchase

A stock request to the store, or a purchase request that passes its approvals to the vendor.

CRM · Finance

4

Shipping

The Dubai and Iraq desks follow the shipment step by step to the store.

Logistics

5

Received in store

A receipt note, lots, serial numbers. Stock and its value enter the books together.

ERP

6

Invoice and delivery

An invoice, a delivery note, and the customer's signature of receipt.

ERP

7

Installation and service

The machine enters the service fleet by its serial number, and visits and preventive maintenance begin.

Service

8

Collection

A receipt at the store or in Finance settles the invoice and is booked once.

ERP · Finance

9

The CEO sees it

Sales, collection and cash in dinars and dollars, each on its own, as they happen.

CEO

THE SYSTEMS

Find your system

Each system has its own address and colour. You sign in with the same employee code everywhere, and you see only what belongs to your seat.

CR Sales · CRM

Reps, area managers, sales managers, the application team.

`crm.ashur-medical.com`

PR Projects

The projects desks in Iraq and Dubai.

`projects.ashur-medical.com`

MK Marketing

The marketing team, events and doctors.

`marketing.ashur-medical.com`

ER Stores · ERP

Store keepers, store managers, collection.

`erp.ashur-medical.com`

FI Finance

Accountants, cashiers, the CFO.

`finance.ashur-medical.com`

LG Logistics

The Dubai desk, the Iraq desk, procurement.

`logistics.ashur-medical.com`

SV Service

Engineers, the call centre, the service manager.

`service.ashur-medical.com`

HR People · HR

Every employee for their file, leave and pay; the HR desk.

`hr.ashur-medical.com`

CE CEO cockpit

The CEO and the owner.

`ceo.ashur-medical.com`

DW Diwan · documents

Whoever the administrator lets in: search and bring the company's papers.

`diwan.ashur-medical.com`

AD Admin

System admins: people, seats and approvals.

`admin.ashur-medical.com`

CR Sales · CRM

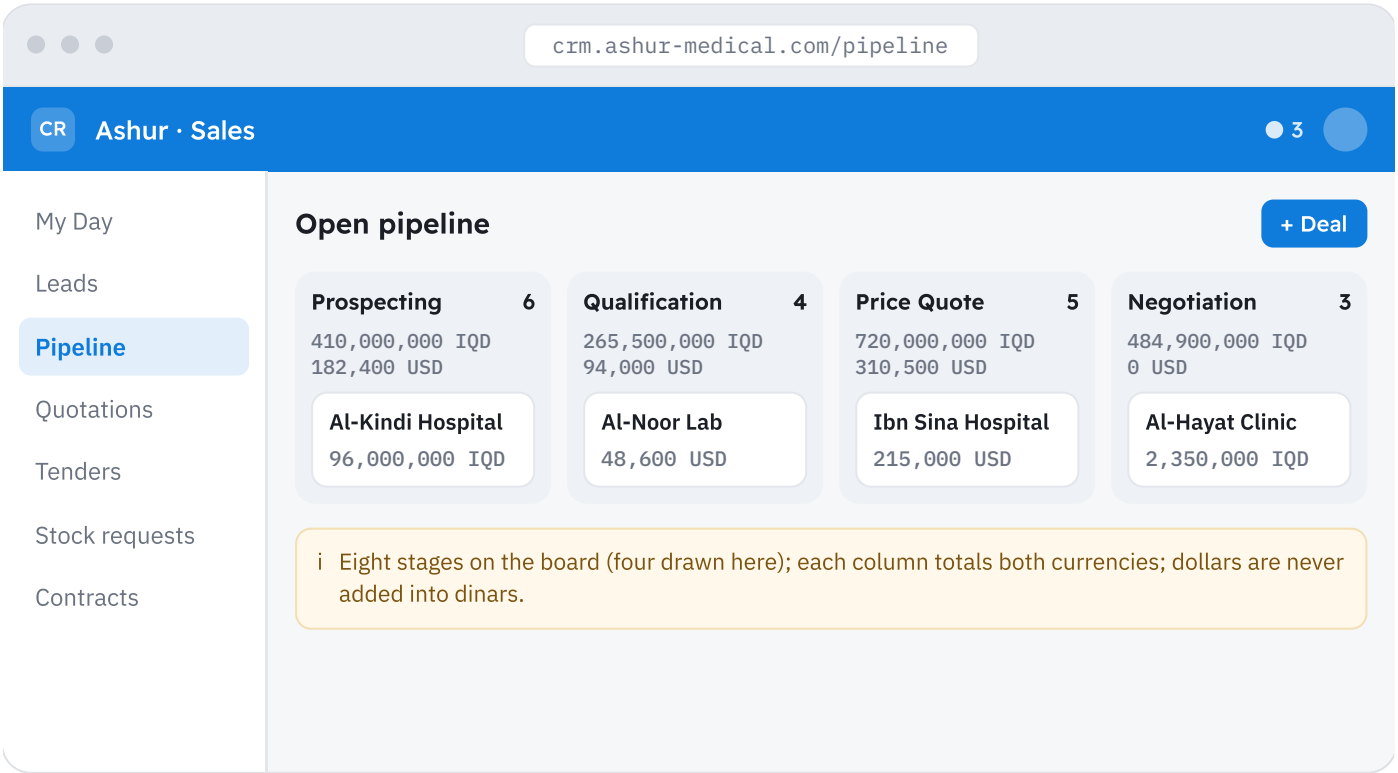
For: sales reps, area managers, sales managers, the application team.

- **My Day:** your tasks and overdue follow-ups on one page every morning.
- **Leads → deals:** log, qualify, convert into a customer and a deal.
- **The deal:** stages, lines, the quotation, then Won with an amount and a close date.
- **My region:** the area manager's team, invoices, collection and own deals.
- **Stock request:** rep → their manager → office Finance → the store.
- **Tenders and contracts:** reps create the tender; requesting the bid decision, pricing and submitting are for managers and project engineers.

Rules to know

- ! A won deal is locked for the rep; only a manager changes its lines.
- ! Totals show dinars and dollars side by side, never converted.
- ! A stock order is cancelled only by its rep, their managers or an admin.

Open the system ↗ · crm.ashur-medical.com | Rep guide | Sales process | Area manager guide



The pipeline board. Figures are examples.

PR Projects

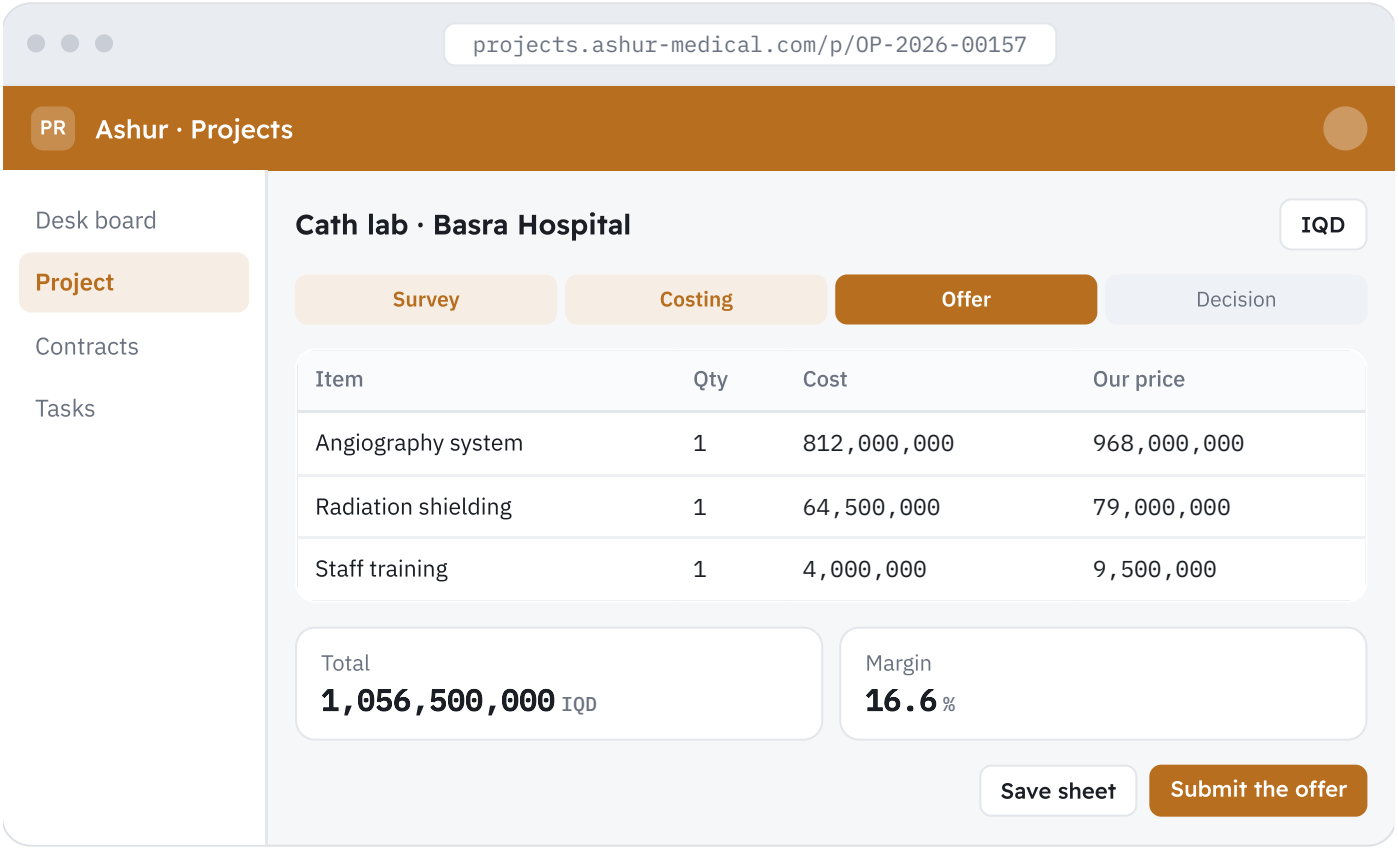
For: the Iraq and Dubai projects desks — desk leaders and project engineers.

- **The workspace:** pursuit steps in order: survey, costing sheet, offer, decision.
- **Costing sheet:** line prices and margin; the offer is frozen when submitted.
- **After the win:** the purchase request, the contract, delivery by milestones.

Rules to know

- ! Any desk member can advance the project, submit the offer and record won or lost.
- ! Buttons follow your real permission: start the purchase, send the contract, record the signature.
- ! If a colleague saved the costing sheet after you opened it, reload it before you change it.

Open the system ↗ · `projects.ashur-medical.com` **Projects guide**



A project workspace at the offer step. Figures are examples.

MK Marketing

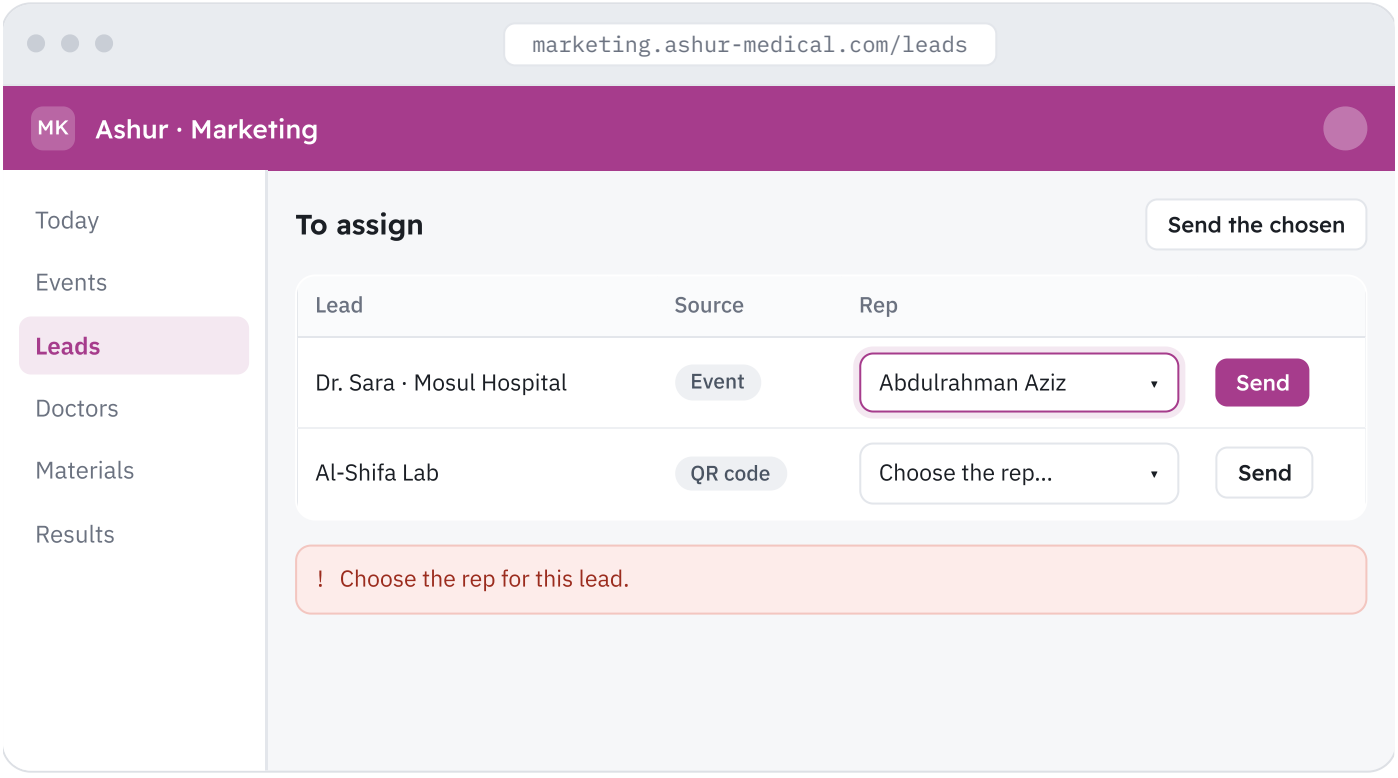
For: the marketing manager and team.

- **Events:** an approved budget, then costs in dinars or dollars, then the results.
- **Leads:** from events and QR codes, sent to a rep you choose.
- **Doctors, materials, social, market:** everything the team needs in one place.

Rules to know

- ! Marketing chooses the rep for every lead; there is no automatic suggestion.
- ! An approved event's budget and currency are locked.
- ! An approved material is not edited; make a new version for approval.

Open the system ↗ · marketing.ashur-medical.com Marketing guide



Assigning leads: the rep is chosen by hand.

ER Stores · ERP

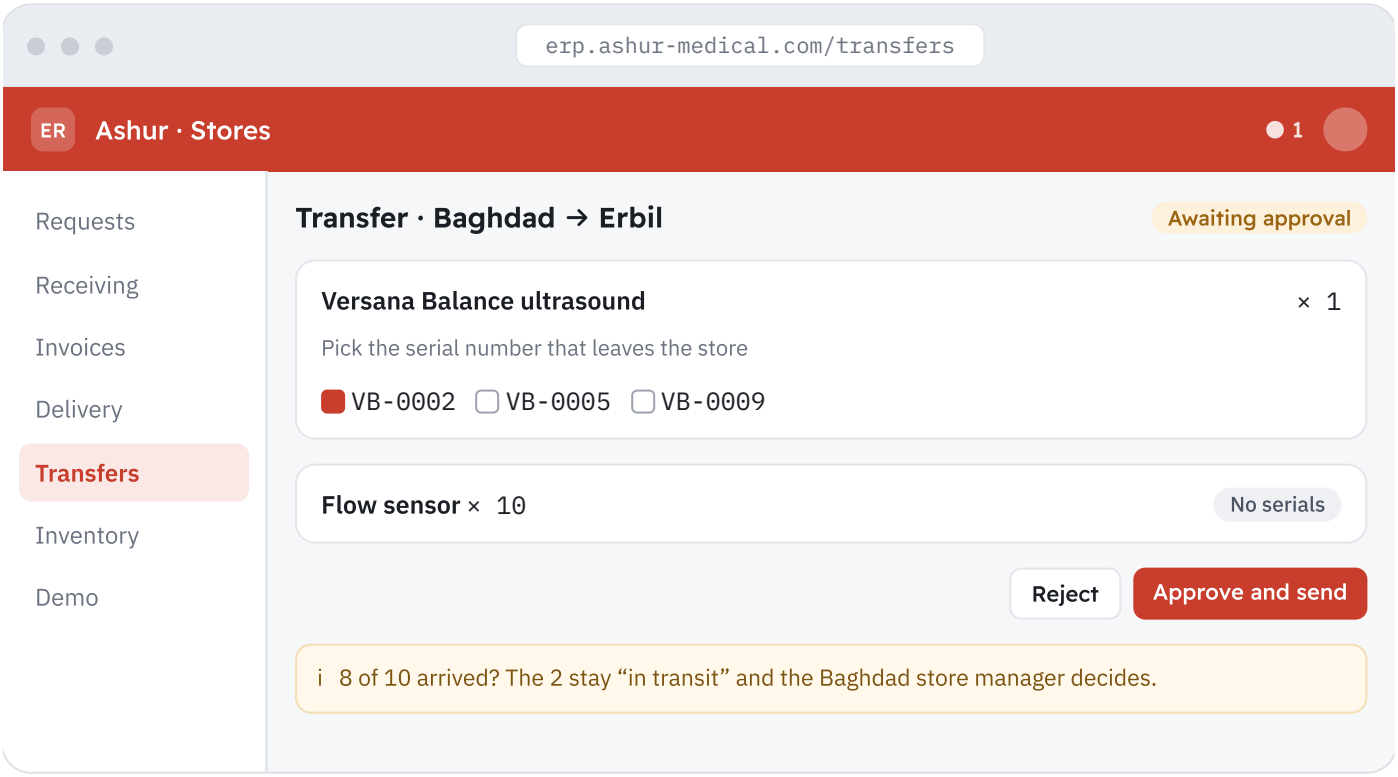
For: store keepers, store managers, collection officers, the sales office.

- **Receiving:** a receipt note with lots and serial numbers.
- **Selling:** sales order → invoice → delivery note → customer signature.
- **Transfers:** the sender picks the serial numbers; they are “in transit” until received.
- **Collection:** receive payments against chosen invoices, and the customer statement.

Rules to know

- ! No manual “Set stock”; stock changes only by receipts, sales, transfers, returns and the entry wizard.
- ! A transfer shortfall stays “in transit” until the sending store manager sends the rest or writes it off with a reason.
- ! A return is recorded only by that store's keeper or manager.

Open the system ↗ · `erp.ashur-medical.com` **Store guide** **Collection guide**



A store transfer with serial numbers picked.

FI Finance

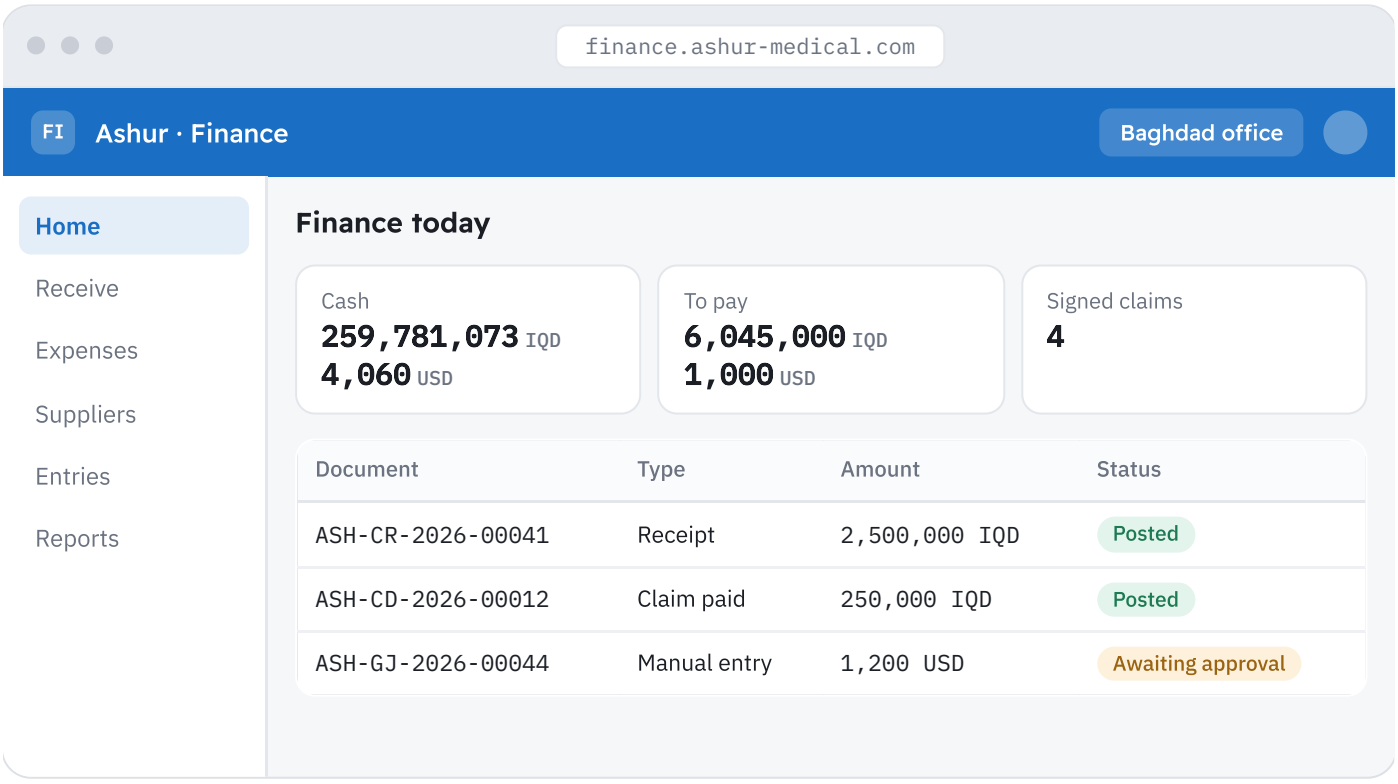
For: accountants, cashiers, the chief accountant, the CFO.

- **Receiving money:** a receipt settles the customer's chosen invoices and shows in ERP and the cockpit too.
- **Expenses and suppliers:** pay signed claims, post the supplier bill from the PO, run supplier payments.
- **Manual entries:** go for approval before they post.
- **Reports:** the report centre, the lock date, and each office with its own cash and banks.

Rules to know

- Sub-ledger documents from an accountant post at once; the lock date and office rules still apply.
- Dollars are booked to a dollar account and never mixed with dinars.

Open the system ↗ · `finance.ashur-medical.com`



The Finance home page. Figures are examples.

LG Logistics

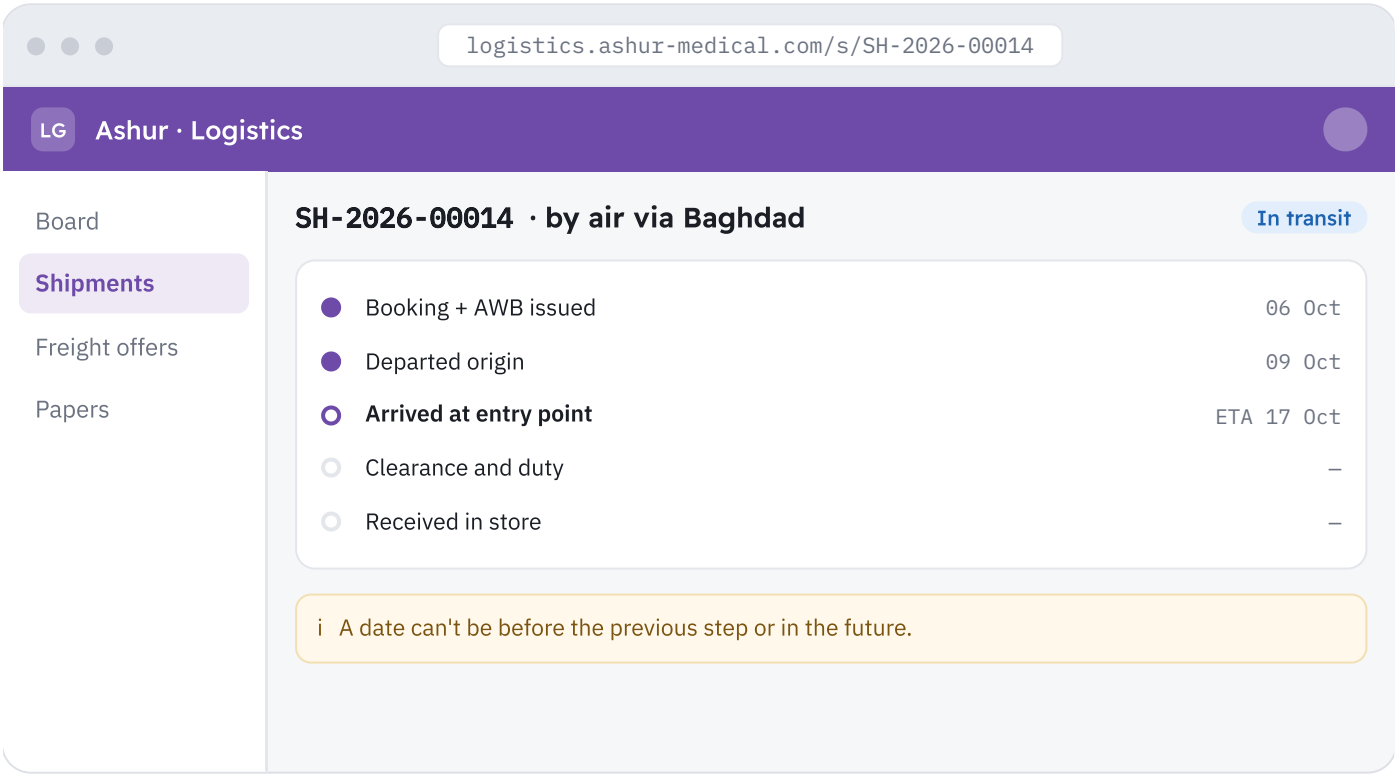
For: the Dubai desk, the Iraq desk, procurement, and the store on arrival.

- **From PO to shipment:** freight offers, booking and papers.
- **Milestones:** each step is stamped with its real date until it reaches the store.
- **Alerts:** delays, port free days and missing papers.

Rules to know

- ! Milestone dates run in order and never in the future: stamp a step on the day it happened.
- ! Once a PO goes for approval, it changes only through an amendment.

Open the system ↗ · `logistics.ashur-medical.com` **Logistics guide**



A shipment's milestones. Dates are examples.

SV Service

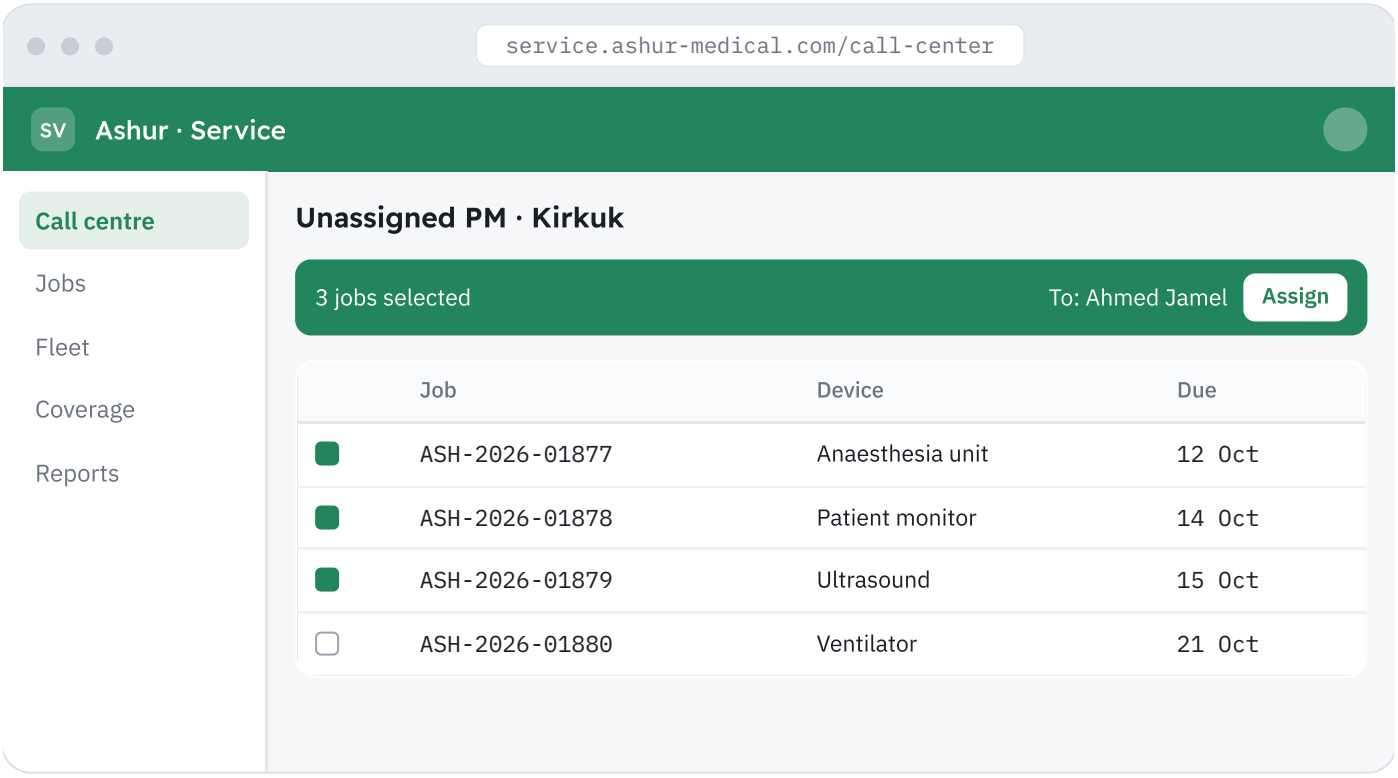
For: service engineers, the call centre, the service manager.

- **Engineer:** his jobs, the visit with its timer, parts, photos and the daily report.
- **Call centre:** opens tickets and assigns them to an engineer by hand.
- **Preventive maintenance:** assigned automatically by province, or in one batch by the call centre.

Rules to know

- ! An engineer always sees the jobs assigned to him, in any province.
- ! The call centre sets which provinces each engineer covers.

Open the system ↗ · `service.ashur-medical.com` **Engineer guide** **Call centre guide**



The call centre assigns several jobs at once. Job numbers are examples.

People · HR

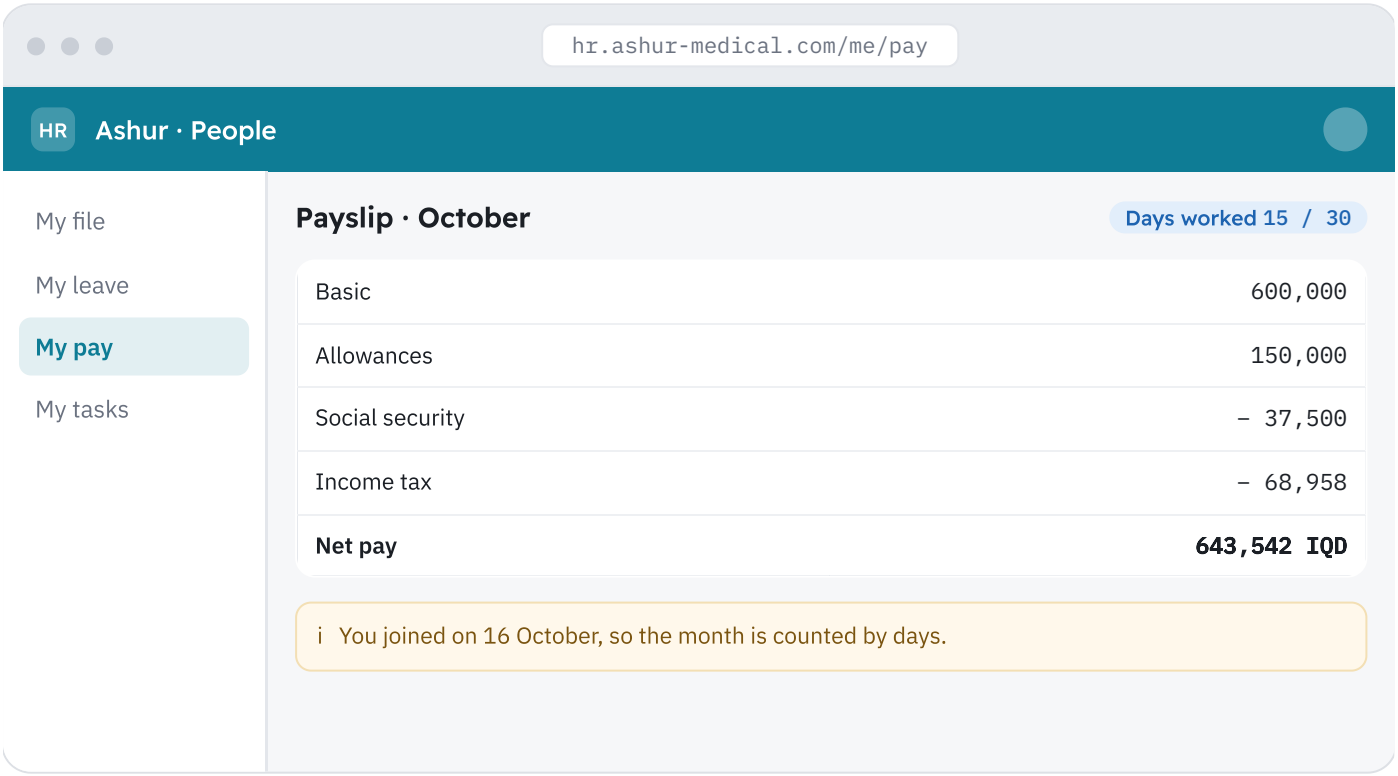
For: every employee (my file, my leave, my pay), and the HR desk.

- **Me:** ask for leave, payslips, loans, attendance.
- **HR desk:** files, allowances, joiner and leaver checklists, payroll.

Rules to know

- You edit only your phone; allowance, name, email and title are changed by HR, and every change is recorded.
- A part month is paid by days: someone who joined on the 16th gets 15 of 30.
- On leaving: pending requests are cancelled and the loan balance shows in the final settlement.

Open the system ↗ · `hr.ashur-medical.com`



A payslip for a part month. Figures are examples.

CE CEO cockpit

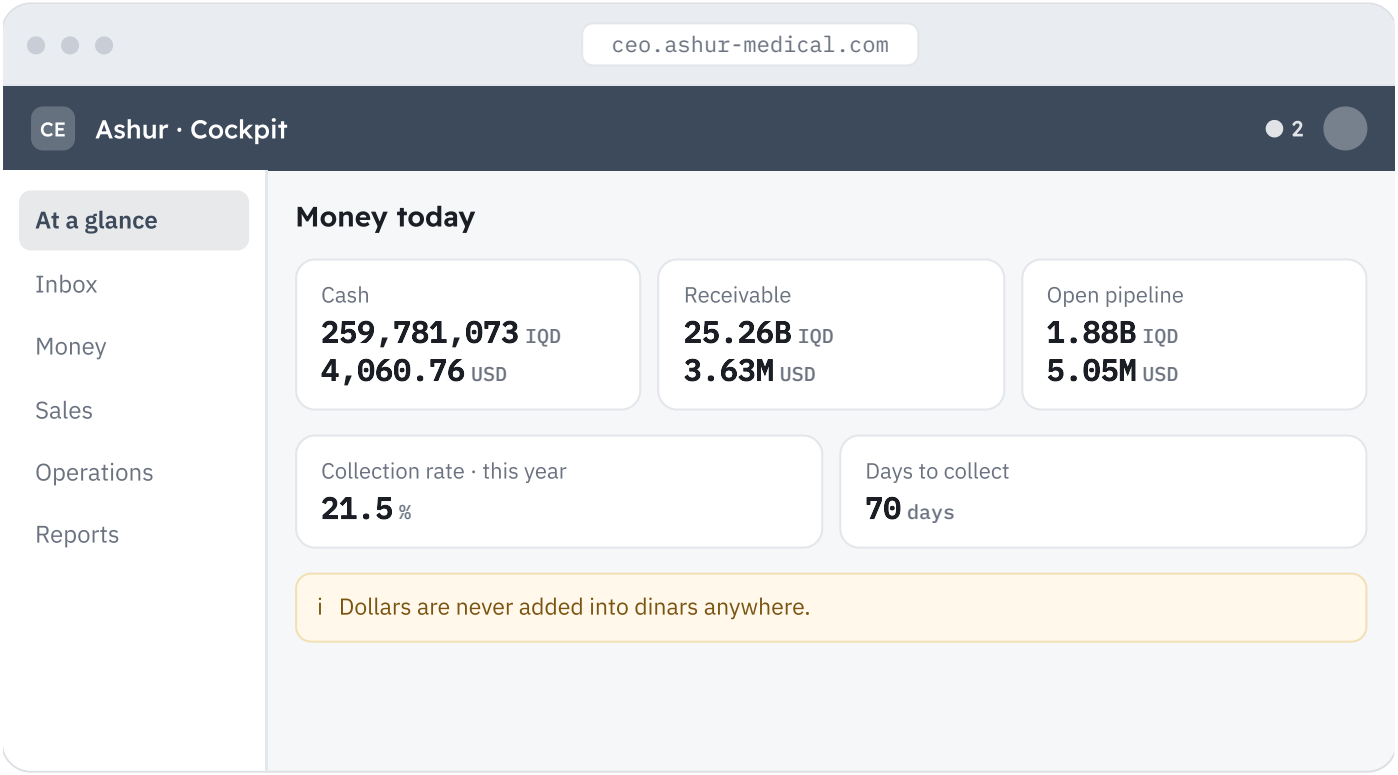
For: the CEO and the owner.

- **At a glance:** the dials, the companies, the offices on the map.
- **Inbox:** every CEO signature happens here, and only here.
- **Money, sales, operations:** cash, receivables, pipeline, stock, service, and reports.
- **The assistant:** ask about any figure.

Rules to know

- ! Every amount in dinars and dollars side by side, on screen and in reports.
- ! Collection rate and days to collect leave out the old opening debts.
- ! Only you or your delegate can move your signing step, and you are told if it moves.

Open the system ↗ · `ceo.ashur-medical.com` **CEO guide**



The cockpit's money tiles. Figures are examples.

DW Diwan · the company's document bank

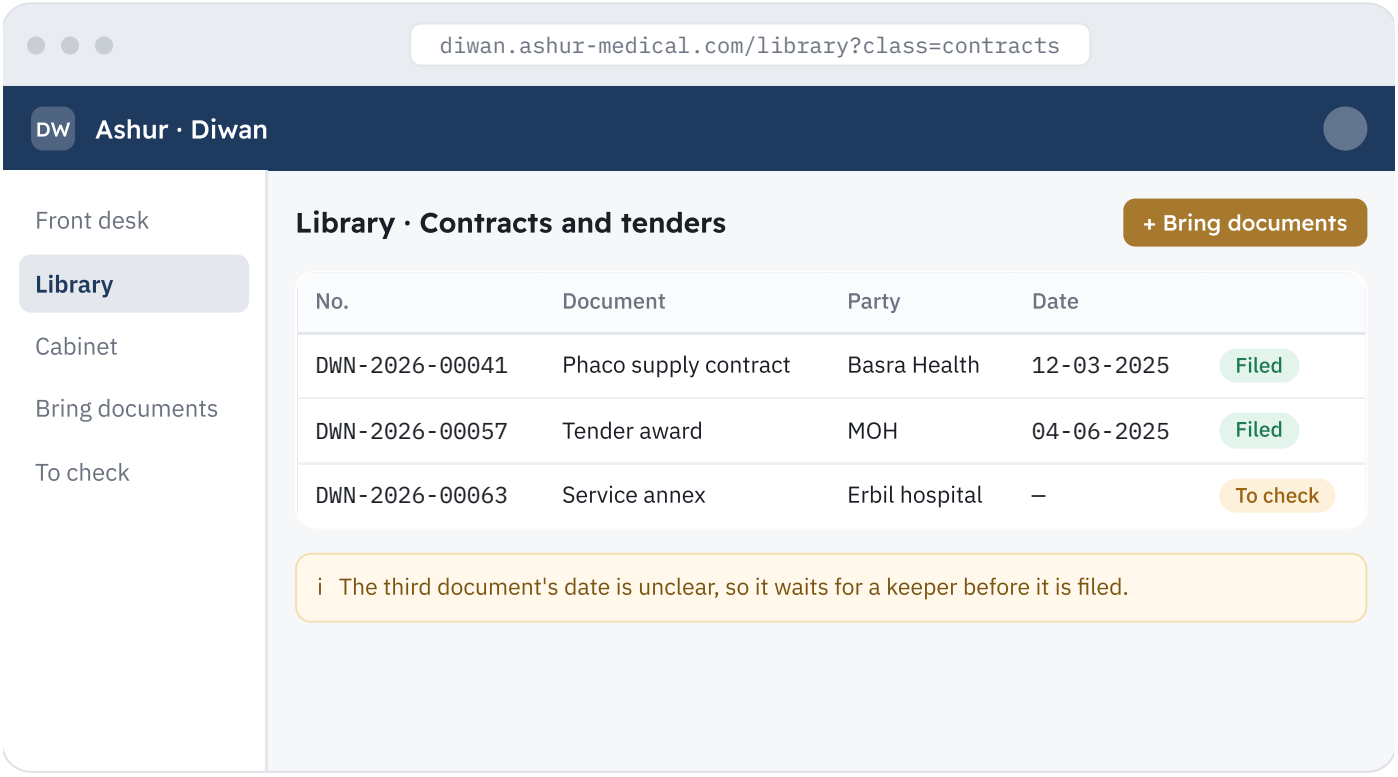
For: whoever the administrator lets in, at one of three levels: a Reader searches and opens, a Contributor also brings documents, a Keeper corrects and files. Administrators always see everything.

- **Library:** search by a number, a party, or any word inside the text; filter by company, year, class, status, date and amount; export the index to Excel.
- **Bring documents:** drop files or a whole folder. The AI reads each one and files it by company, year and class; what it is not sure of waits for a keeper in “To check”.
- **Cabinet:** every company and every year. An administrator closes a year, so its papers can be read but not changed.
- **Classes and access:** the administrator adds the company's own classes and decides who gets in, at which level.

Rules to know

- ! Each document keeps a permanent number for good; the same file is never added twice.
- ! Finance, employee and legal papers are confidential except to those allowed.
- ! Each document goes once into the locked vault the night after it arrives.

Open the system ↗ · diwan.ashur-medical.com Bring your documents



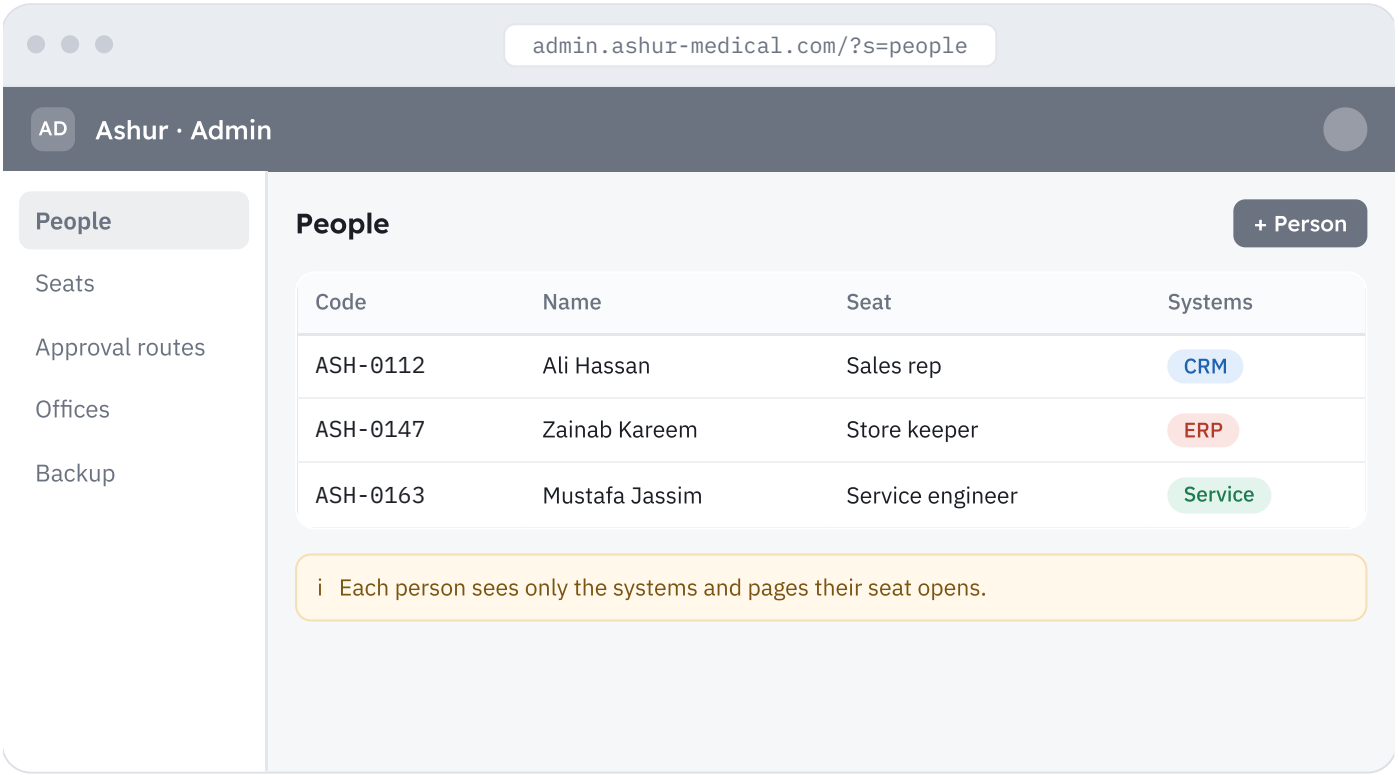
The library filtered to contracts. Numbers and names are examples.

AD Admin

For: system administrators.

- **People and seats:** who someone is, which seat they hold, which systems they open.
- **Approval routes:** set and changed here without programming.
- **Doors:** which systems each person opens, including the Diwan door and its three levels.
- **Offices, backup, the feedback board:** everything that keeps the system healthy.

Open the system ↗ · admin.ashur-medical.com Application team guide



People and their seats in Admin. Names are examples.

RULES FOR EVERYONE

What every employee should know

Two currencies, no conversion

Dinars and dollars appear side by side and are never added together on screen.

`1,880,434,850 IQD · 5,049,950 USD`

One sign-in code

You sign in to every system with the same employee code, and each shows only what belongs to your seat and office.

`ASH-0204`

Enter it once

Never retype what exists: the invoice makes the entry, the receipt adds stock and its value, a payment shows everywhere.

The real date

Record each step on the day it happened; the systems refuse future and out-of-order dates.

Every move is recorded

Who changed what and when is kept in the audit trail for stock, finance, contracts and people.

Your data is safe every night

An encrypted copy every night in a locked vault outside the company, plus the daily and weekly copies.

Company papers live in the Diwan

Contracts, licences, letters and paper invoices go into the Diwan, not a personal folder. Search finds them by any word inside.

`DWN-2026-00001`

TEAM GUIDES AND HELP

Step by step, for each team

This guide gives the whole picture. For hands-on training, open your team's guide. Stuck? Press the Feedback button in any system and say what happened, or ask the Ashur Assistant.

Sales rep guide
العربية English

The sales process, lead to cash
العربية English

Area manager guide
العربية English

Application team guide
العربية English

Projects guide
العربية English

Marketing guide
العربية English

Store guide
العربية English

Collection guide
العربية English

Logistics guide
العربية English

Service engineer guide
العربية English

Call centre guide
العربية English

CEO guide
العربية English

Finance guide
In preparation

HR guide
In preparation

Dhafer Al-Dabbagh
Designer of the Ashur Platform

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