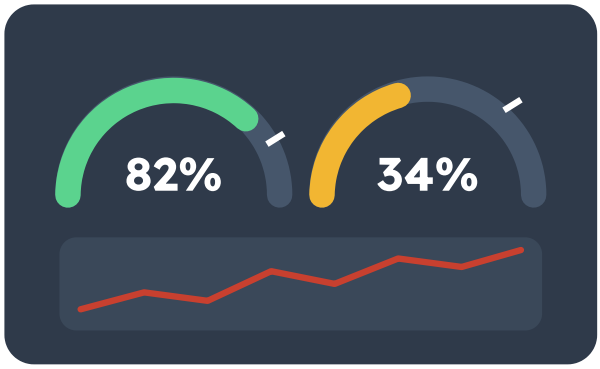
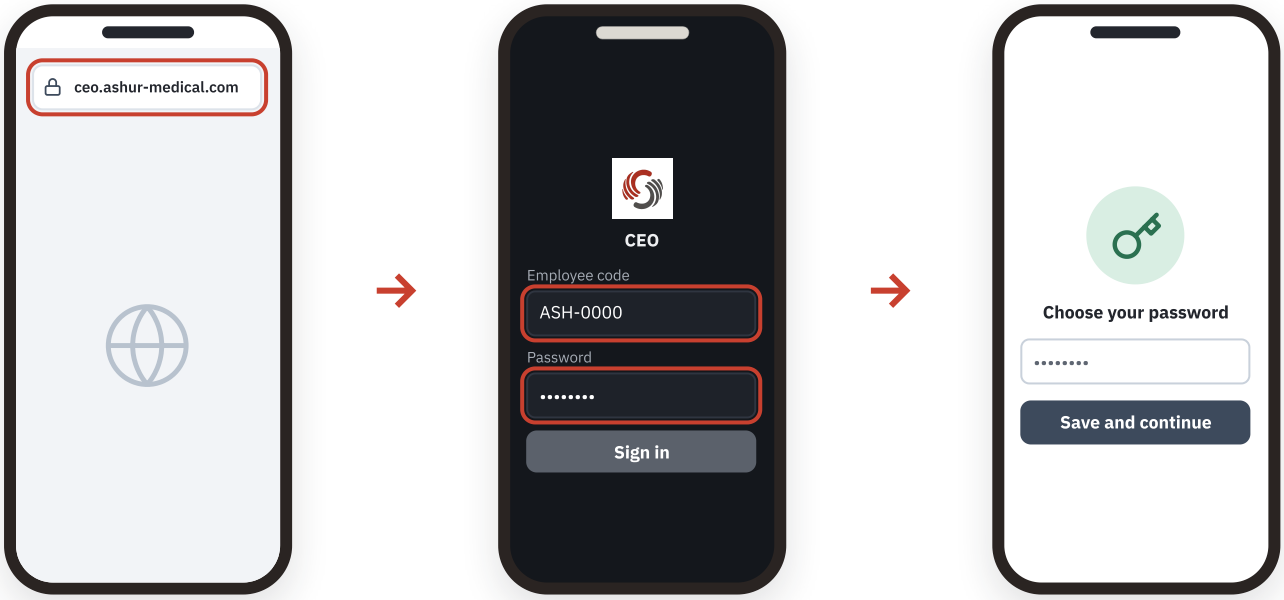
The whole company, in one look

From a lead to cash in the bank: sales, money, the store, shipments, service, people — with your approvals and your assistant in one place.



Sign in, in three steps



1. **Open the browser and type the address**
2. **Your code + the temporary password from the admin**
3. **Choose a password only you know**

The cockpit is for the CEO and the owner only. **The figures in this guide's drawings are examples**, not the company's figures.

The chain and the tabs

At the top, a chain of eight links follows the money from the first name to the bank. Press a link to open its tab.



From a lead to cash in the bank

58	2.4B IQD 1.2M USD	960M IQD 480K USD	14	310M	1.1B IQD 650K USD	900M IQD 520K USD	440M IQD 205K USD
Leads	Open deals	Won this year	Orders	Stock on the shelf	Invoiced this year	Collected this year	Cash in the bank
			open purchase orders			82% IQD · 80% USD of what was invoiced	months of runway

Every amount is in **IQD and USD side by side** — on the screen, in the PDFs and in the shared text. **They are never added or converted.**

Seven tabs

At a glance
Health, companies, offices — everything in short

Today
Your signatures, and what needs your eye

Money
Where the cash sits, and finance

Sales
Deals, marketing, manufacturers

Operations
Store, shipments, service, speed

People
Departments, and each person by what they did

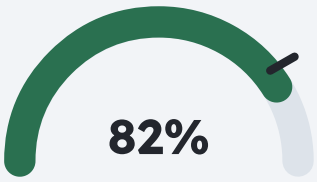
The board
Every KPI against its target

Every title, every figure, and the “Report” button open a **PDF report** on the company letterhead: “Share”, “Save as PDF”, “Print”, or WhatsApp.

At a glance

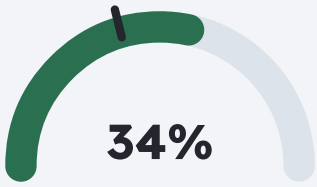
The health of the business

Six dials: the needle is where we are; the tick is the mark we aim for.



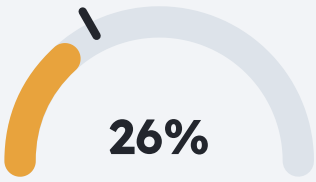
Collected of invoiced · IQD

target 90%



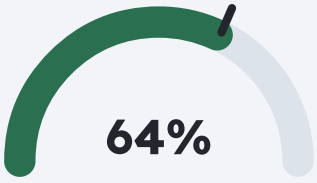
Gross margin

target 25%



Win rate

target 35%



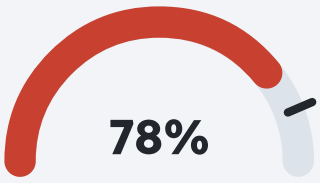
Budget used

against the year gone



Cash runway

target 6 months



Service jobs on time

target 95%

Eight counters — each opens its detail

3 Waiting for your signature	**2** Machines down	**4** At the ports	**1** Late shipments
17 Items below minimum	**5** Overdue maintenance	**9** Deals gone quiet	**2** On leave today

“All KPIs” opens the **The board** tab: every KPI against this year's target.

At a glance

Our companies and offices

Each company of the group in its own currencies — never converted. And each office: its cash, its sales and what is on the way to it.

Ashur — Main

Cash
210M IQD · 85K USD

Owed to us
620M IQD · 40K USD

of it overdue
140M IQD

Sold this month
95M IQD

Collected this month
70M IQD

6 purchase orders open

23 invoices this month

Medi Trading

Cash
40M IQD

Owed to us
180M IQD

of it overdue
32M IQD

Sold this month
22M IQD

Biladuna

Cash
12M IQD

Owed to us
64M IQD

Sold this month
8M IQD

Medi Dubai (DWC · FZE)

Cash
120K USD · 40K AED

This month, in USD
Income ↔ expense

No activity recorded yet in this company.

Our offices and the road between them



Under the map, one column per office: **Cash, sold this month, orders open, shipments coming, people**.

Each company keeps **its currencies**: IQD, USD, AED, EUR — **never converted**, so you see them as they stand in its books. And **“Sold this month”** is net of credit returns, as in Finance.

At a glance

Money and sales in charts

The last six months in simple charts — and each chart opens its tab.

Income, expense and result

By month, in dinars



Income Expense Result

Invoiced and collected

What the store sold, and what came back as money

IQD



USD



Invoiced Collected

How old is what we are owed

Customer balances by age

Not yet due	320M IQD · 20K USD
1–30	210M IQD · 12K USD
31–60	110M IQD · 5K USD
61–90	80M IQD · 0 USD
90+	140M IQD · 3K USD

One bar per currency, each against its own largest bucket

Deals by stage

From prospecting to won



The companies we represent

The ring: what we ordered against the year's target



GE Nipro Olympus Terumo

Operations

Service, logistics, approvals



Service jobs open · Shipments by stage · Approvals waiting

Also: **Pipeline by business line**, and **Top customers this year**, and **Service: opened and done by month**.

Cash in the bank: a small line of the last months per currency, with owed to us, we owe, overdue to us — each in both currencies — and runway.

Today

What needs you today

Six tiles, then your approvals, then what needs your eye, then what reaches your desk and why.

Cash in the bank	Owed to us	Result this month	Pipeline, weighted	Waiting for your signature	Owed to staff
440M IQD **205K USD**	**860M IQD** **40K USD** 220M IQD · 3K USD of it overdue	**+41M** Result this year 320M	**730M IQD** **310K USD** Win rate 26%	**3** 1 overdue	**6M** 4 people waiting

Your approvals

"Open the inbox →"

PO — final approval

PO-2026-0031 · GE Healthcare

Raised by Hijaz · step 2 of 2 · Overdue

$48,000

Commissions

September commissions

step 3 of 3 · due tomorrow

18M IQD

Approve | Approve with a note | Not approved | Pass it on

Needs your eye

- **Top overdue customers**
- **At the ports** — and the free time left
- **Machines down**

Overdue maintenance | Steps running late | Waiting at the store | Expense claims waiting

What reaches your desk

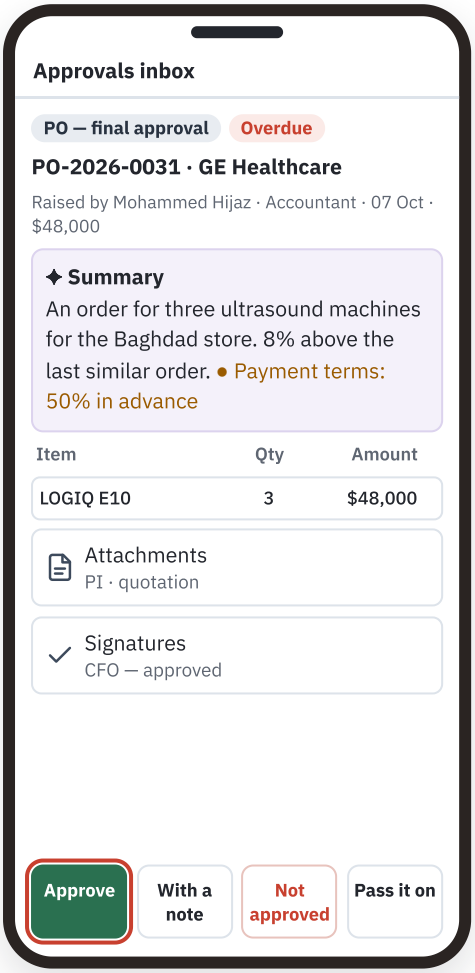
- Orders this year, how many signed in the system, how many are coming to you
- **Your signature is required for**: each policy with its band, its ladder and its time to sign
- **Your own average time to sign this year**

The **"Waiting for your signature"** tile turns crimson when anything waits, and shows how many are overdue.

Approvals inbox

Sign only here

Since 1 October the CEO signs in the cockpit only. Every paper comes with a summary, its figures, its attachments and who signed before you.



Approve	One click
Approve with a note	A note (optional) reaches the person who raised it
Not approved	**Why not** — the reason is required
Pass it on	**Pass it to** another person, with the reason

What lands here

PO — final approval, commissions, payroll, the contract (last step: sales manager → chief accountant → CFO → you), events or campaigns above 2.5 million IQD — and anything passed to you.

Tender bids

Every non-MOH bid, whatever the amount: sales manager → CFO → you (when the sales manager sends it himself, his step is skipped). MOH bids: to you alone.

✦ The summary

Written by AI from the records: what the request is, how it compares with past ones, the flags, and “You could ask”. Check it before you decide.

Your step is yours

Only you (or your delegate) can pass your signature step to someone else. If a step of yours is moved, you are notified. An admin can move a step only when its approver is no longer active.

Nobody signs two steps

On one request the same person never signs two steps — even as someone's delegate. In every approval chain: contracts, commissions and payroll.

A PO once sent

Once sent for approval, its amounts, currency and vendor change only through an amendment, and it cannot be deleted.

Each step has a deadline (usually 48 hours). The **“Answered lately”** tab keeps what you approved, refused or passed on.

Money

Where the cash sits

Every box and every bank by office — and what is in people's hands. Then the year's finance figures.

In the boxes
60M IQD

In the banks
380M IQD · 205K USD

Cheques on hand
22M

Collected, not handed in
9M

Advances with staff
4M

Hand-ins not confirmed
2

Office	In the box	In the bank	Cheques	Total
Baghdad	35M	240M	14M	289M
Erbil	18M	110M	8M	136M
Dubai	—	120K USD	—	120K USD

Finance

Income this year	Result this year	Gross margin	Net margin	Owed by us	Days to collect
1.2B	**320M**	**34%**	**26%**	**290M IQD** **140K USD**	**70**

Also: **Budget used** against the year gone, and the chart **Income and expense, by month**.

Invoiced, collected, collection rate and days to collect count only real sales in the period; the opening debts carried over from the previous system are left out — but they stay in **"Owed to us"**.

In people's hands: who took an advance and has not settled it, who collected and has not handed it in, whose hand-in is not confirmed — by name.

Sales

Sales, marketing and manufacturers

The whole pipeline, what marketing brought and what it cost, and where we stand on every manufacturer's target.

Open pipeline	Pipeline, weighted	Won this year	Win rate	Open leads	Open tenders
2.4B IQD **1.2M USD**	**730M IQD** **310K USD**	**960M IQD** **480K USD**	**26%**	**58**	**7**

Marketing

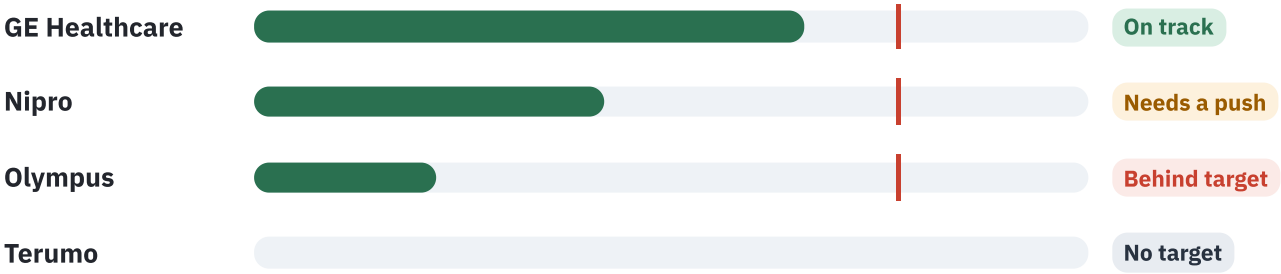
opens the marketing results

Leads this month	Called by reps	Won from marketing, this year
24	**19**	**120M IQD · 40K USD**

Helped win, this year	Open deals it brought	Net cost, this year
260M IQD	**340M IQD · 90K USD**	**14M IQD**

The companies we represent

Target, ordered, paid, and the pipeline behind them



The red tick on each bar: how much of the year has gone.

Operations

Store, shipments and service

Three cards, then the age of the stock, then “How fast things move” — the clock on every step.

Store

Stock on the shelf	310M
Collected of what was invoiced	82% IQD · 80% USD
Below minimum	17
Waiting at the store	4

Logistics

Shipments open	9
Value in transit	$410K
On the demurrage clock	2
Papers missing	3

Service

Open jobs	28
SLA breached	4
Customer rating	4.6 / 5
Machines down	2

How old the stock is

Age of every item on the shelf and when it expires



Also: expired, expiring within 90 days, without a batch — by warehouse, and batches nearest expiry first.

How fast things move

Average time on every step — red above 48 hours

The order road	Sales manager · Finance · Purchase order · PI · Paid · Shipped · Port · Store · Customer
The service road	Engineer told · Engineer on site · Machine working again
The purchase road	CFO · CEO · Dubai accountant · Sales manager · Vendor · Logistics · Store
Who signs, and how fast	Waiting on them · Oldest · Signed this year · Average

People · The board

Each person by what they did, each KPI by its target

What each department and each person did this year — from the record, not from talk. And the full KPI board.

Headcount	Engineers	Sales team	On leave today	Approvals, average hours to decide	Expense claims waiting
101	30	31	2	19	5

Departments and people

Four departments, and a ranked table per person

Sales
Won, win rate, pipeline, invoiced, collected, overdue, activities, days to close

Service
Done, hours to site and to fix, first-time fix, rating

Store
Receipts, picked, delivered, hours to deliver, transfers, parts sent

Finance
Vouchers posted, signed, hours to sign, collected, cash in hand

The board

This year against target · tap a dial for its report

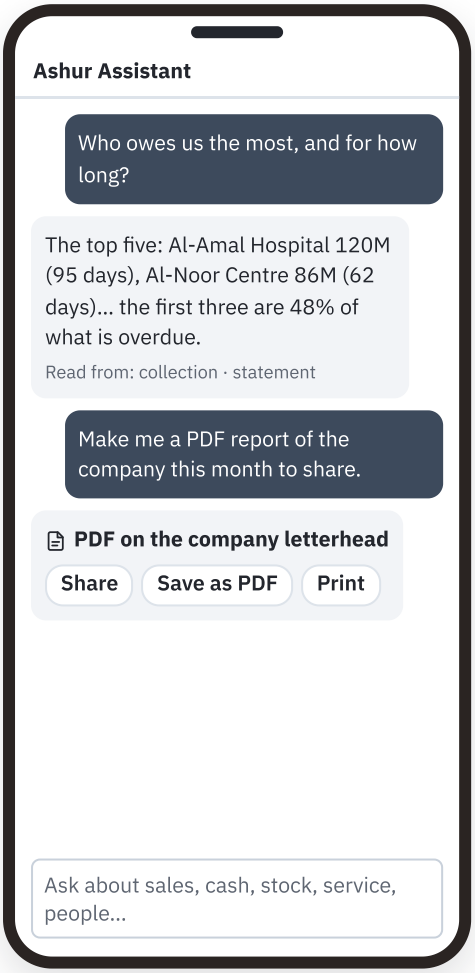
Gross margin % target 25%	**Win rate** target 35%	**PM on schedule** target 95%
SLA breached target 5%	**Customer rating** target 4.5	**Days sales outstanding** target 45
Approval cycle time target 24 h	**Machines down** target 0	**Over budget** target 0

Three sections: **Rates against target**, **Counts** this month, and **All measures** with the change ▲▼.

✦ Ask

Ask in your own words

Ashur Assistant reads the company's records as you are allowed to see them, and answers — and makes you a PDF report or an Excel sheet. It reads; it never changes anything.



Try asking

- How did we do this month against last month?
- Which stock expires in the next 90 days, and what is it worth?
- Sales by product line this year: won, pipeline and margin.
- What is waiting on my signature, and for how long?
- Make me an Excel sheet of every open deal with its owner and value.
- Which hospitals had the most machine downtime in the last 90 days?

What does it read?

The cockpit, finance per company and for the group, the cash forecast, collection, the pipeline and its forecast, manufacturer targets, stock, shipments, statements — and about fifty record tables.

✓ Under every answer: **“Read from”** — the sources it answered from. **Check a figure before you act on it.** The chat is kept on this device only.

Reports

Every report in one press

From the cockpit: seventeen PDF reports on the letterhead. From the systems: full report centres with filters and Excel.

From the cockpit

Share · Save as PDF · Print · WhatsApp — in the screen's language

- Full report — Everything, in one look.
- The company today
- Your approvals
- Finance
- Sales
- The companies we represent
- Store
- Logistics
- Service
- People
- The board
- What reaches your desk
- Where the cash sits
- How fast things move
- How old the stock is
- Sales · Service · Store · Finance teams

Finance · Report centre

28 reports · periods and filters · Excel and PDF

- **Sales**: by item, manufacturer, line, salesperson, returns
- **Customers and collections**: customer payments and accounts
- **Stock**: by brand and branch
- **Expenses and cost** and cost centres
- **The books**: trial balance, income statement, balance sheet, cash flow

Store (ERP) · Reports

Summary, comprehensive analysis, sales, profits

- Outstanding invoices, top customers, sales forecast
- Inventory reports: stock on hand, below minimum, expiries, movement, idle
- Employee performance

Sales (CRM) · Reports

PDF and share

- Pipeline by stage, business unit, source
- Win/loss by reason and owner
- Campaign ROI, outstanding bonds

Service · Reports

Print or WhatsApp

- Monthly pack, weekly summary
- PM compliance, uptime, device health
- Engineer KPIs, customer ratings, warranty register

Can't find the report? ✦ **Ask**: “Make me a PDF report...” or “an Excel sheet...” — in any order you like.

Help and the numbers

What helps you every day — and what to know about the numbers until the real data is complete.

Bell

"Notify this device, even when the app is closed" — every signature request reaches you at once

Search in your own words

Ctrl+K: machines, customers, deals, shipments, invoices, approvals

The Feedback button

Something broken? Tap it and say what happened

English / عربي

The ع / EN button at the top

About the numbers today

- **Today's data is practice data** until go-live; the figures become complete when the real data is loaded and the opening balances are locked.
- **Stock value and gross margin**: become right once the cost of goods sold reaches Finance — until then the margin may look far too high.
- **Days to collect and collection rate**: from real sales only (about 70 days, not 27,000); the old debts carried over from the previous system stay in "Owed to us" alone.
- **IQD and USD**: every amount in both currencies side by side — never added or converted, on screen, in PDFs and in shared text.
- **Budget used** appears once the year's budget is approved.

Your first week

- [ ] Sign in and choose your password
- [ ] Sign a request from the inbox
- [ ] Ask the assistant a question about the month
- [ ] Turn on "Notify this device" from the bell
- [ ] Open the "Full report" and share it
- [ ] Ask it for an Excel sheet of the open deals

If it is not in the system... the cockpit cannot see it. Every figure here comes from what the team recorded in its systems.