

⦿ CATEGORY DEFINITION

Operational Intelligence & Governance Platform

APPEX360 does **not** replace CMMS, ERP, EAM, MES, SCADA or BI tools. It sits **above** them as an Intelligence Layer — converting operational data into executive decisions with full governance and financial traceability.

- CMMS = Execution
- ERP = Transactions
- MES = Production
- SCADA = Monitoring
- APPEX360 = Intelligence

"CMMS systems manage work. ERP systems manage transactions. APPEX360 manages intelligence."

APPEX360 Is a New Category

PRIMARY FUNCTION Intelligence Generation	INPUT Multi-System Operational Data	OUTPUT Diagnoses, Risks, Narratives, Actions	PRIMARY USER Executives, Consultants, Plant Managers	TIME HORIZON Strategic (Months–Years)
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WHY CMMS / ERP CANNOT DO THIS

CMMS and ERP Store Data. APPEX360 Generates Intelligence.

CAPABILITY	CMMS / ERP / EAM	APPEX360 OIGP
Root Cause Diagnosis	✗ Track symptoms only	✓ 20-stage diagnostic engine, 10+ hypotheses
Contradiction Detection	✗ Reports each KPI independently	✓ 4-layer contradiction engine
Cross-System Intelligence	✗ Isolated data silos	✓ Native CMMS + ERP + HRIS + MES fusion
Workforce Capability Intel	— Training records only	✓ Role-based scoring, skill-will, SPOF, shift coverage
Business Continuity Intel	✗ No continuity modelling	✓ SPOF, OEM, succession, knowledge, shift risk
Financial Exposure Analysis	— Cost tracking only	✓ 9-component workforce + 8-domain enterprise cost

Executive Narratives

✗ Raw data exports

✓ Boardroom-ready with financial justification

Benefits Realisation

✗ No benefits tracking

✓ Full pipeline: opp → business case → verified

Governance Intelligence

✗ Audit trails (limited)

✓ Truth Index, calibration, confidence scoring

Boardroom Reporting

— Basic report generators

✓ Full pack: risks, exposure, actions, roadmap, PDF

COMPLEMENTARY ARCHITECTURE

APPEX360 Enhances Existing Investments — It Does Not Replace Them



Your CMMS tracks what happened. Your ERP tracks what was spent. APPEX360 tells you **why** it happened, **what** it's costing you, and **what to do** about it.

CONTRADICTION INTELLIGENCE

Problems Traditional Systems Cannot Explain

Most CMMS and ERP systems report each KPI independently. They never compare values across systems or ask why two things that shouldn't both be true are both happening. APPEX360 identifies these contradictions automatically.

High PM Compliance 92%

+

High Breakdowns +15% YoY

APPEX360 detects: PM program is ineffective — work is being checked off without addressing root causes.

Low Overtime 3%

+

High Contractor Spend \$450K

APPEX360 detects: Site is hiding understaffing by using contractors. True labour cost hidden from headcount reports.

High Training 95%

+

Low Competency 2.1/5

APPEX360 detects: Training delivered but not absorbed. Checker-box training culture with no competency verification.

Under Budget -8%

+

Growing Backlog +22%

APPEX360 detects: Savings achieved by deferring work. "Under budget" is actually a risk indicator.

High MTBF Improving

+

High Reactive 65%

APPEX360 detects: MTBF calculation excludes reactive work. Selective reporting or data quality issues.

Low Absenteeism 2%

+

High Vacancy 18%

APPEX360 detects: Remaining staff covering gaps without overtime recording. Burnout risk and hidden capacity gap.

👑 CEO VALUE PROPOSITION

What Executives Actually Care About

APPEX360 converts operational data into board-ready intelligence — answering the questions that keep CEOs awake at night.

⚠️ RISK

Unknown operational risks that could become crises — detected before they escalate.

💰 COST & EXPOSURE

\$8.7M average exposure identified. Financial impact engine with CFO-defensible confidence.

🔧 RELIABILITY

Unplanned downtime killing production targets — workforce → PM compliance → MTBF linkage identified.

👥 WORKFORCE

Critical skills leaving, no succession plan, capability gaps quantified in real dollars.

🔗 GOVERNANCE

Full audit trail, governance classification on every figure, Truth Governance Index (76/100).

📈 BENEFITS

\$6.4M confidence-weighted savings identified with 4.1:1 ROI.



“ ABOUT THE FOUNDER

Built by Engineers, for Operations Teams

APPEX360 was founded by **Alireza Sayadi**, a Mechanical Engineer who has worked for global leaders with more than 25 years of leadership experience across food manufacturing, automotive, asset management, maintenance, reliability and operational excellence.

Throughout his career, Alex worked with maintenance teams, production leaders and executives who were surrounded by data but lacked the intelligence needed to make confident operational decisions.

APPEX360 was created to bridge that gap. By combining operational assessments, workforce capability analysis, financial exposure modelling and executive intelligence, APPEX360 helps organisations convert operational data into boardroom-ready decisions. The platform reflects real-world manufacturing experience and has been designed specifically for operations, engineering, maintenance and executive teams.

CONSULTANT EDITION ADVANTAGE

Why Consultants Adopt APPEX360 as a Delivery Platform

FEATURE	APPEX360	TYPICAL CMMS / ERP
Multi-Client Management	✓ Native workspace tree with isolation	✗ Single-tenant per deployment
White-Label Reports	✓ Branded board packs + proposals	✗ Generic vendor-branded output
Proposal Generator	✓ Assessment → Proposal in one click	✗ Manual PowerPoint creation
Pilot Toolkit	✓ 30-day accelerator + success metrics	✗ No pilot framework
Benefits Realisation	✓ Full pipeline with financial tracking	— Basic cost tracking at best
Boardroom Packs	✓ Narrative + risks + exposure + actions + ROI	✗ No boardroom output
Benchmarking	✓ 8 industries, cross-client comparison	✗ Single-client only
Consulting Playbooks	✓ 7 playbooks with templates	✗ No playbook framework
Executive Story Mode	✓ Auto-generated boardroom narratives	✗ Manual narrative creation

INTEGRATION ARCHITECTURE

Feed Existing Systems Into One Intelligence Layer

CMMS

ERP

→ Work Orders
→ Assets & Hierarchies
→ PM Schedules
→ Inventory & Parts

→ Costs & Budgets
→ Labour & Contractor Data
→ Purchasing & CAPEX

HRIS

→ Competency Records
→ Training Compliance
→ Vacancies & Turnover

MES / SCADA

→ OEE & Production Data
→ Downtime Events
→ Alarm & Machine States

↓ All Feed APPEX360 Intelligence Layer

Diagnostic Engine
> Root Causes

Risk Engine
> Exposure

Financial Engine
> Cost / ROI

Workforce Engine
> Capability

Governance Engine
> Audit Trail

✓ TOTAL COST OF OWNERSHIP

APPEX360 Delivers Executive Intelligence at a Fraction of the Cost

*Costs are estimates. Actual costs vary by deployment scope, system integrator, and region.

CATEGORY	APPEX360	MEX	JD EDWARDS	SAP PM	MAXIMO
License (1 site/yr)	\$3.6K-\$12K	\$15K-\$30K	\$100K-\$250K	\$150K-\$500K	\$100K-\$300K
Implementation	Days	3-6 months	12-24 months	12-36 months	6-18 months
Implement Cost	\$5K-\$15K	\$50K-\$150K	\$500K-\$2M	\$500K-\$3M	\$200K-\$1M
Customisation	\$0 (configurable)	\$20K-\$100K	\$200K-\$1M	\$200K-\$2M	\$100K-\$500K
Reporting (yearly)	Included (auto)	\$5K-\$20K	\$50K-\$200K	\$50K-\$200K	\$20K-\$100K
Intelligence Engine	☐ Built-in (42)	☐ None	⚠ Basic BI	⚠ Basic rep.	⚠ Basic
Boardroom Output	☐ PDF/PPTX	☐ Manual	⚠ BI Pub.	⚠ BI Pub.	⚠ Cognos

📅 Year 1 TCO (1 Site)

APPEX360: ~\$25K-\$55K MEX: ~\$120K-\$200K Pronto Xi: ~\$300K-\$700K JD Edwards: ~\$800K-\$3M+

SAP PM: ~\$1M-\$5M+ Maximo: ~\$400K-\$1.5M

APPEX360 delivers executive intelligence functionality that would cost \$200K-\$1M+ to build on top of a CMMS or ERP.

WHAT IT IS

An Operational Intelligence & Governance Platform (OIGP) — the intelligence layer above operational systems.

WHAT IT DOES

Converts operational data into diagnoses, risks, narratives, actions, and boardroom-ready intelligence.

DOES NOT REPLACE

CMMS · ERP · EAM · MES · SCADA · HRIS · BI — these systems execute; APPEX360 interprets.

WHAT IT ENHANCES

Every system a site already owns — by converting their output into actionable intelligence.

WHY CMMS CAN'T

CMMS tracks work. It doesn't diagnose why work is needed. It tracks the symptom. APPEX360 finds the cause.

WHY ERP CAN'T

ERP tracks transactions. It doesn't connect cost data to root causes. ERP tracks what was spent. APPEX360 connects spending to outcomes.

WHY EXECS LOVE IT

\$8.7M exposure identified. \$6.4M savings. 4.1:1 ROI. Full governance. CFO-defensible.

WHY CONSULTANTS USE IT

Deliver projects in days, not months. Multi-client native. White-label. 7 playbooks. One consultant manages 10+ engagements.



Download the full executive positioning document



Download Executive Positioning Pack (PDF)

▶ SEE APPEX360 IN ACTION

Watch the Executive Walkthrough

14 slides covering cross-system intelligence, financial exposure, workforce capability, and boardroom-ready outputs — with sample data shown for illustration.

▶ Watch Executive Demo

📄 Investor Overview

📄 Investor Pack

🚀 START YOUR JOURNEY

Start a 30-Day Pilot

No credit card. No integration required. Set up your workspace in 2 minutes.

Duration
30 Days

Avg Exposure Found
\$8.7M

Avg ROI
4.1:1

Success Score
85%

🚀 Start 30-Day Pilot

🚀 Free Trial

✉ REQUEST A CONSULTATION

Book a Personal Walkthrough

Tell us about your operation. We'll set up a personalised demo tailored to your industry.



 Submit Inquiry

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