



Freeing up time for growth

Your business data and processes
in one AI system.

AI for real business



AI for everyday business tasks

Describe a task in everyday language.

ORELTA uses connected sources to help you get an answer, report or document.

Who it is for

Small and medium-sized businesses.
Trading companies, suppliers and distributors with extensive product ranges.

Where it helps most

Data is spread across different tools.
Teams copy information manually and repeat the same operations.

Core modules already in place

01 Sales and catalogue

Product search, specifications, prices and stock. Data for quotations.

02 Documents and spreadsheets

Quotations, letters and contracts from templates.
Excel, Word and PDF.

03 Purchasing and marketplaces

Ozon and Yandex Market analytics.
Consolidated purchasing requirements.

04 Email and document exchange

Find correspondence and document statuses.
Draft emails for approval.

Core functionality. Features and data connections are agreed separately for each company.

Editorial module

Useful website content with fact-checking and approval

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|-----------|--------------------------------|--|
| 01 | Sources and topics | Collect information, select topics and check duplicates. |
| 02 | Research and drafting | Build a fact file, cite sources and draft an article. |
| 03 | Editing and publication | Check quality, approve the version and send it to the CMS. |

Available: source collection and basic version approval.

In development: reliable article production and website publishing.

Advertising agent: Yandex Direct and Metrica

Spending control and campaign decisions based on data

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| 01 | Direct and Metrica | Impressions, clicks, spend, visits, goals and revenue. |
| 02 | Local processing | Connector, protected storage and KPI calculations. |
| 03 | Cloud Safe and AI | Permitted depersonalised metrics for the AI agent. |
| 04 | Recommendation / draft | Monitor, change bids or budget, pause or leave unchanged. |
| 05 | Approval and action | A second administrator approves the draft.
The system then applies changes in Direct. |

Limits: CPC, CPA, advertising cost as a share of revenue, and budget.

In development. Campaign changes require separate approval.

Example: a customer quotation

“Find the products on this list, check prices and availability, and prepare a quotation using our template.”

The system

Retrieves available data and creates the document.
Missing information is clearly identified.

The team member

Reviews the result, clarifies details and approves sending the prepared email to the customer.

How ORELTA works

- 01 Task** A team member describes the result they need.
- 02 Checks** The system checks access and whether data processing is permitted.
- 03 Execution** A connected service searches, calculates or prepares a file.
- 04 Result** The team member receives and reviews the answer or document.

AI helps interpret the task. Services perform operations according to defined rules.

Cloud Safe: control over data sharing

01 Depersonalisation

Detected personal information is removed or masked before it reaches the model.

02 Permitted data only

The model receives permitted data.
Some workflows use aggregated metrics.

03 Local processing

Certain sensitive results stay inside the system
and are available according to user permissions.

04 Request blocking

Transmission stops if a request does not meet the data processing rules.

Cloud Safe controls cloud processing. Rules are agreed separately for each company.

Model selection for business needs

AVAILABLE NOW

GPT / OpenAI

Models from the developer of ChatGPT

PLANNED

Claude
GigaChat
DeepSeek

Response quality, speed, cost and data requirements will guide model selection for each company.

One ORELTA interface. Each new connection is checked against Cloud Safe rules.

Next stages of development

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| 01 | Product selection | Select products against requirements.
Check product compatibility. |
| 02 | Calculations and quotation approval | Calculate costs using company rules.
Quotation versions and approval routes. |
| 03 | Company knowledge | Search company materials, respecting access permissions and Cloud Safe rules. |
| 04 | Onboarding new companies | Configure modules, data sources and operating rules for each business. |

Development stages. Scope and timing are refined based on pilot results.

Benefits you can measure

**Less manual work.
More attention to
customers and growth.**

We assess completed tasks
and the quality of the result.

What we compare in the pilot

Time to complete a task

Number of corrections

Amount of data copied manually

Processing cost

Before-and-after pilot measures help determine which workflows to expand.

First step: one task for a pilot

Choose a process that regularly takes up your team's time.

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| 01 | Describe the task | Record the process and time spent. |
| 02 | Check readiness | Agree on data, access and features. |
| 03 | Run the pilot | Train a small group of team members. |
| 04 | Evaluate the impact | Decide which workflows to expand. |

Core functionality is already available. Readiness for a specific workflow and access to company data are assessed separately.