

INTERNAL DOCUMENT · PRODUCT OVERVIEW · CONSOLIDATED EDITION

Centriu Dossier

The Centriu suite after portfolio consolidation: 19 commercial systems plus the internal Core layer - what each system does, what it now includes, how it is used and how it is built.

19	+1	7
COMMERCIAL SYSTEMS	INTERNAL CORE LAYER	SYSTEMS THAT ABSORBED ANOTHER

Prepared from the live codebase and the single catalog source (src/domain/centriu-catalog), already deployed in production · August 2026

Contents

This dossier covers the portfolio consolidation, the 19 commercial systems by business front, the internal Core layer and the institutional website (centriu.com).

Overview

How the portfolio was consolidated · The website - centriu.com

Growth & Sales (8)

Atlas · Axis · Flow · Maestro · Orbit · Run · Vértice · Vesper

Intelligence, Data & Governance (9)

Axiom · Dash · Gauge · Guardian · Helix · Oracle · Synapse · Sync · TrustOps

Customer Service & CX (2)

Link · Loop

Internal layer

Core - platform infrastructure, not sold separately

How the portfolio was consolidated

On 23 August 2026, Centriu reduced its public portfolio from 34 to 19 commercial systems. Fifteen brands ceased to exist as standalone products - including their page, price, route, card, sitemap entry and catalog listing - but no capability was deleted. Each capability is now sold and described within a surviving system. Nexus is the sole exception: it was retired without a public successor.

19	15	7	1
PUBLIC SYSTEMS	RETIRED BRANDS	EXPANDED SYSTEMS	INTERNAL LAYER

CONSOLIDATION MAP

Surviving system	Absorbed	Capability now included
Axiom	Agent, Arena, Pulse, Vista	Consultative AI agents; market simulation; specialist brainstorming; visual and in-person brand intelligence
Oracle	Entropia, Forge, Genesis, PCI	Strategic disruption; MVP governance; innovation blueprint; Ideal Customer Profile
Link	Care, Echo	Customer service and ombudsman workflows in the unified inbox
Dash	Insight	Client performance intelligence in dashboards
Gauge	Mint	Economic intelligence in management finance
Flow	Nova	Governed information collection through forms
Helix	Sentinel	Evidence-based portfolio risk intelligence

What did not change

Nexus was the only retired brand without a successor. The other twelve systems - Atlas, Axis, Guardian, Loop, Maestro, Orbit, Run, Synapse, Sync, TrustOps, Vértice and Vesper - did not absorb another product in this consolidation and continue with their independent commercial scope and evolution.

TECHNICAL CONTINUITY

Nothing was technically erased. Modules, pages, databases, migrations, edge functions and integrations for the fifteen retired brands remain in the repository and, in several cases, on their own domains. What changed was commercial exposure: selling, catalog placement, pricing and public routing as standalone products. Pricing for the seven expanded systems also remained unchanged.

SHARED FOUNDATION

Axis and Sync remain free with any Centriu engagement. Core - previously treated as a separate system - is now formally an internal platform layer for organisations, permissions, billing, RBAC, auditing and data connectors. Customers never buy it separately.

COMMON GOVERNANCE STANDARD

AI proposes; people decide. Sensitive actions require explicit human approval and an audit trail, frequently immutable.

Growth & Sales

Marketing, content, paid media, sales funnels and business networking - 8 systems.

GROWTH · MARKETING

Centriu Atlas

A complete AI content production platform - from monthly planning to final video editing.

WHAT IT IS

A full senior production workflow: strategy, living editorial calendar, conversational creative generation and a sophisticated native video editor rather than a wrapper around a third-party tool.

WHO IT IS FOR

Agencies and marketing teams producing recurring content for multiple clients.

KEY CAPABILITIES

- Editorial calendar and video scripts
- Conversational Creative Lab with a project canvas
- Native video editor: auto-cut, auto-zoom, storyboard, motion captions, AI avatar, canvas rendering and audio mixing
- Competitive intelligence, websites, paid media, reporting and analytics

HOW IT IS USED

Define the monthly strategy and calendar; generate creatives in the Lab; script and produce video; schedule publication; track performance.

TECHNICAL FOUNDATION

Multi-tenant Next.js App Router, 46 database migrations, native mobile apps and a dedicated MCP client for AI integrations.

From BRL 2,590/month

GROWTH · OPERATIONS

Centriu Axis

The communication, approval and support hub connecting teams and clients - free for every Centriu customer.

WHAT IT IS

Chat, tickets, post and script approvals, files, cadences and reports in one place, with every decision recorded. It is not the billing dashboard.

WHO IT IS FOR

Service and operations teams, company clients, project managers and sales users.

KEY CAPABILITIES

- Persistent chat history, tickets, post and script approval, files
- Cadences and Checkpoint with adherence, deployment, intelligence, reports, results and settings
- Revenue recovery module and activity reporting

HOW IT IS USED

Teams and clients communicate in one traceable history; deliverables pass through explicit approval; requests become trackable tickets.

TECHNICAL FOUNDATION

Dedicated web client and native mobile apps, largely consuming shared Core platform resources.

Free for Centriu customers

GROWTH · MARKETING

Centriu Flow

No-code automation across marketing, sales and customer service - the suite’s largest system.

WHAT IT IS

Lead capture, multichannel campaigns, nurturing, CRO, e-commerce, SEO, Instagram automation, marketing AI, integration marketplace and agency/white-label mode.

WHO IT IS FOR

Marketing and sales teams, and agencies serving multiple clients.

KEY CAPABILITIES

- Contacts, audiences, lead scoring and pipelines
- AI/Autopilot campaign and automation creation from a business objective
- Instagram, templates, inbox, push, WhatsApp, SMS, e-commerce and SEO
- Landing pages, forms, pop-ups and A/B testing
- Multi-client agency mode with replicable blueprints

EXPANDED SCOPE

Governed collection of client information through unique, password-protected forms is now part of Flow.

HOW IT IS USED

Import contacts; segment and score leads; build automation; publish forms and landing pages; monitor attribution and performance.

TECHNICAL FOUNDATION

Extensive React SPA with hundreds of pages and approximately 136 edge functions. Contact-tier pricing with sending limits.

From BRL 197/month

GROWTH · MARKETING

Centriu Maestro

A human-controlled paid media cockpit - AI proposes, you decide.

WHAT IT IS

Connects Meta, Google, TikTok, LinkedIn and Google Business advertising accounts; generates campaigns from a brief; publishes and monitors spend, pacing and anomalies.

WHO IT IS FOR

Agency paid media and performance teams.

KEY CAPABILITIES

- Brief-driven campaign wizard and seasonal budgeting
- Spend pacing, anomaly detection and client-specific rules
- Attribution, creative library, fatigue analysis, QA, revenue and extensions

HOW IT IS USED

Connect an account via OAuth; let AI generate the campaign from a brief; review it; publish; monitor continuously.

TECHNICAL FOUNDATION

Micro-frontend with strict separation between app and server-side edge functions, plus scheduled token renewal and monitoring jobs.

From BRL 990/month

GROWTH · SALES

Centriu Orbit

A cadence-driven sales CRM - now a complete RevOps platform.

WHAT IT IS

Multi-pipeline Kanban with quality gates and follow-up cadences, extending through CPQ, electronic signatures, client portal and Customer Success.

WHO IT IS FOR

Sales, pre-sales and Customer Success teams requiring governed pipelines.

KEY CAPABILITIES

- Multi-pipeline Kanban, Today dashboard, contacts and companies
- CPQ, versioned proposals and forensic e-signatures
- Deal-based client portal, custom objects, webhooks and marketplace
- Health scoring, onboarding, MRR/ARR contracts and renewals

HOW IT IS USED

Move deals through Kanban; manage detail in the side panel; generate a proposal; send it for signature; close automatically when signed.

TECHNICAL FOUNDATION

Continuously evolved platform with more than 30 incremental migrations and an internal V4.7 changelog.

From BRL 490/month

GROWTH · OPERATIONS

Centriu Run

Operations management: the monthly plan becomes owned, staged and deadline-driven work.

WHAT IT IS

Manages tasks and requests while also supporting social media, content production, commercial management and predictive intelligence.

WHO IT IS FOR

Agency operations and production teams.

KEY CAPABILITIES

- Requests, tasks, activities and daily summary
- Production Studio and AI copilots
- War Room for portfolio status, priorities, alerts and bottlenecks
- Commercial pricing, proposals and contracts

HOW IT IS USED

Turn the monthly plan into requests; assign every task an owner, stage and deadline; produce through Studio; manage exceptions in the Daily Summary and War Room.

TECHNICAL FOUNDATION

Web application packaged as a native mobile app, with proprietary machine-learning engines, disruption radar and signal memory.

From BRL 490/month

GROWTH · SALES

Centriu Vértice

A premium, curated business network accessible by application.

WHAT IT IS

Context-rich connections, structured opportunities, live Vértice Talks and verified impact. A transaction counts only after confirmation by both parties.

WHO IT IS FOR

Business owners and executives who apply and pass curation.

KEY CAPABILITIES

- Public application with administrative approval
- Connections, opportunities, thematic circles, live talks and mentoring
- My Business records with two-party confirmation and aggregated impact reporting

HOW IT IS USED

Apply; pass curation; connect with members; join talks; publish or respond to opportunities; confirm completed business mutually.

TECHNICAL FOUNDATION

Dedicated database with 71 proprietary tables, identity and roles independent from the rest of the suite.

Single plan - BRL 149/month

GROWTH · STRATEGY

Centriu Vesper

A strategy hub with AI-guided growth frameworks.

WHAT IT IS

A sequential analytical assistant covering PESTLE, SOAR, ICP, Value Proposition, Personas and Customer Journey, feeding plans, calendars, budgets and presentations by project.

WHO IT IS FOR

Marketing and growth teams conducting a complete strategic cycle for a client.

KEY CAPABILITIES

- More than 30 modules from briefing to final plan
- Contextual AI chat and client briefing forms by link
- Reports and executions shareable by link

HOW IT IS USED

Create a project; send the briefing link; let AI pre-fill modules; review; generate the plan, calendar and final presentation.

TECHNICAL FOUNDATION

A single module registry serves the assistant, AI chat and bulk completion engine.

From BRL 990/month

Intelligence, Data & Governance

9 systems - five expanded with capabilities from retired brands.

INTELLIGENCE · AI

Centriu Axiom

An operational copilot with voice and vision - the suite’s main AI hub.

WHAT IT IS

An intelligent assistant with voice, screen vision and integrated actions. Medium- and high-risk actions require explicit human approval and every action is logged.

WHO IT IS FOR

Agency operators and managers interacting through voice or text and initiating governed actions.

KEY CAPABILITIES

- Sessions workspace and Hologram Mode
- Browser-native speech recognition and synthesis
- Screen capture with automatic private-zone blurring
- Action Center generated from conversation
- Audit, policy, trust center and incident governance
- Outcome simulator, time-travel replay and benchmark tools

**EXPANDED
SCOPE**

Includes consultative AI specialists by role, market-scenario simulation, marketing specialist brainstorming and visual/in-person brand intelligence.

HOW IT IS USED

Start a session; speak or type; optionally share the screen; review suggested actions; approve sensitive actions explicitly; retain the audit trail.

TECHNICAL FOUNDATION

AI runs through a dedicated edge function with server-side keys. Interfaces for absorbed systems remain technically separate while integration continues.

From BRL 790/month

INTELLIGENCE · DATA

Centriu Dash

AI-powered marketing dashboards with a white-label client portal.

WHAT IT IS

Connects Google Ads, Meta Ads, GA4, Search Console and e-commerce to executive dashboards with AI interpretation, reports, alerts and a client-facing portal.

WHO IT IS FOR

Agencies that need to communicate paid and organic performance clearly to clients.

KEY CAPABILITIES

- OAuth data sources across media and analytics platforms
- Dashboards, metrics, goals, templates, reports and presentations
- Cross-source discrepancy and data-quality checks
- White-label client portal

EXPANDED SCOPE

Client performance intelligence from signal to recommendation is now included within Dash.

HOW IT IS USED

Connect accounts; synchronise data; build a dashboard or report; share through the client portal or a public presentation.

TECHNICAL FOUNDATION

25 dedicated edge functions for integrations, with database access always scoped to the user token.

From BRL 790/month

INTELLIGENCE · DATA

Centriu Gauge

Management finance - from reconciled statements to margin by client.

WHAT IT IS

Accounts payable and receivable, cash flow, bank reconciliation, invoicing, pricing, margin by product/client, budgeting, collections, subscriptions and income-tax support.

WHO IT IS FOR

SME finance and controlling teams, plus accountants.

KEY CAPABILITIES

- Payables, receivables, cash flow and bank reconciliation
- Brazilian tax invoices and tax reporting
- Scenario-based pricing and default-risk analysis
- Dedicated income-tax module with AI chat

EXPANDED
SCOPE

Includes economic intelligence for discovering hidden value, margin leakage and invisible assets.

HOW IT IS USED

Import and reconcile statements; categorise entries; register stakeholders and products; manage cash flow; issue invoices; monitor margins.

TECHNICAL FOUNDATION

Tax invoicing runs in a dedicated microservice using ICP-Brasil digital certification; dedicated AI and receipt-reading edge functions.

Custom proposal

INTELLIGENCE · GOVERNANCE

Centriu Guardian

Windows computer health, anti-fraud protection and authorised repair.

WHAT IT IS

Preventive maintenance, intelligent diagnosis and operational protection for Windows fleets monitored through a local agent.

WHO IT IS FOR

Technical support teams, resellers, fleet operators and end users.

KEY CAPABILITIES

- Web console for clients, devices, alerts, incidents, fleet, repairs, warranty and vault
- Offline local Windows agent calculating health across ten categories
- Governed assisted repair with one-time authorisation, safe mode and rollback
- Anti-fraud verification for suspicious messages

HOW IT IS USED

Install the agent; collect local health data; generate degradation alerts; open authorised repair workflows.

TECHNICAL FOUNDATION

Three code fronts: web console, standalone Windows agent with local database and automated tests, and dedicated installers.

From BRL 490/month

INTELLIGENCE · STRATEGY

Centriu Helix

Live portfolio management - every client is treated as an organism with a health state.

WHAT IT IS

Models each client with health score, vital signs, risks and AI-generated opportunities. Actions are prepared but never executed without human approval.

WHO IT IS FOR

Agency leaders and Customer Success teams.

KEY CAPABILITIES

- Client organisms graded healthy, attention or critical
- Daily Summary, Live Growth Map and Decision Council
- Autopilot action queue with mandatory approval
- Learning Book recording outcomes and calibration

EXPANDED SCOPE

Evidence-based risk intelligence, with declared severity and confidence, is now part of Helix portfolio analysis.

HOW IT IS USED

Create the first organism from a real client; review signals and risks; consult the Daily Summary; approve selected actions.

TECHNICAL FOUNDATION

Dedicated audit, operations, integration and launch-criteria modules, with sensitive-data anonymisation and an emergency stop.

From BRL 990/month

INTELLIGENCE · AI

Centriu Oracle

End-to-end strategic consulting - the suite's primary methodology hub.

WHAT IT IS

A complete consulting workflow: immersion, eleven-block diagnosis, channel audit, prioritised plan, versioned proposals, client portal and supervised consultative AI.

WHO IT IS FOR

Consultants and agencies delivering structured consulting engagements.

KEY CAPABILITIES

- Eleven-block strategic diagnosis and 14-channel marketing audit
- Prioritised strategic plan, scenario simulator and hypothesis lab
- Versioned proposals, immutable executive reports and client portal
- Twelve-framework library, package marketplace and certification academy

EXPANDED SCOPE

Includes controlled strategic disruption, MVP product governance, innovation/positioning blueprints and Ideal Customer Profile records.

HOW IT IS USED

Create a project with an embedded brief; build knowledge through diagnosis, market and audit; synthesise with AI; assemble the plan and proposal; release the client portal.

TECHNICAL FOUNDATION

Layered defence with more than 30 proprietary tables. Absorbed modules remain in separate codebases while commercial and catalog integration is complete.

From BRL 490/month

INTELLIGENCE · AI

Centriu Synapse

Conversational AI agent orchestration across multiple channels.

WHAT IT IS

Receives customer messages, assembles prompts, calls the language model and returns responses with long-term memory and append-only auditing. Directly supports WhatsApp and website widgets; other channels arrive through Axis.

WHO IT IS FOR

Centriu's internal delivery operation, deployed per client, and Axis as a technical consumer.

KEY CAPABILITIES

- Custom agent orchestration and long-term client memory
- Knowledge base with prompt-injection defence
- Public LGPD channel and embeddable chat widget

HOW IT IS USED

Provision the client; configure widget identity; create the first agent; embed the widget or connect WhatsApp; orchestrate end-customer responses.

TECHNICAL FOUNDATION

Customer-provided language-model keys, safety circuit breaker and per-client quotas.

From BRL 1,990/month

INTELLIGENCE · OPERATIONS

Centriu Sync

The operational calendar designed to work even offline.

WHAT IT IS

Events, appointments, reminders and notifications in an offline-first model: events live on the device first and a synchronisation queue prevents data loss.

WHO IT IS FOR

Internal teams and end customers using public scheduling.

KEY CAPABILITIES

- Calendar and event grid with public team scheduling
- Focus modes and energy/rhythm insights
- Google Meet integration and natural-language recognition

HOW IT IS USED

Create events offline; synchronise when connectivity returns; let customers self-schedule through public links.

TECHNICAL FOUNDATION

Installable PWA with its own service worker, also packaged as a native mobile app.

Free for Centriu customers

INTELLIGENCE · GOVERNANCE

Centriu TrustOps

The governance, LGPD and trust layer spanning the Centriu suite.

WHAT IT IS

Centralises privacy governance, approval of AI content and campaigns, data-subject rights and audit trails.

WHO IT IS FOR

DPOs, compliance teams, organisation administrators, CX and growth leaders, and auditors.

KEY CAPABILITIES

- Living Consent matrix by purpose and channel
- Safe Campaign risk scoring before distribution
- Evidence Vault, AI Governance and Policy Center
- Data-subject request portal and Regulatory Inspection Simulator

HOW IT IS USED

Configure consent and policies; assess campaign risk before sending; process deletion/export requests; produce auditable evidence for relevant actions.

TECHNICAL FOUNDATION

Dedicated SDK for a versioned public API, confirming a production public integration surface.

From BRL 1,290/month

Customer Service & Customer Experience

2 systems - Link now incorporates two additional service disciplines.

CX · CUSTOMER SERVICE

Centriu Link

A unified omnichannel inbox - also the suite’s customer service and ombudsman platform.

WHAT IT IS

Unifies WhatsApp, email, chat and other channels in one conversation workspace, with queues, SLA, automations and an AI support agent.

WHO IT IS FOR

Service, support and commercial reception teams managing conversations across channels.

KEY CAPABILITIES

- Unified inbox, queue transfers and quick replies
- Channels, queues, tags, SLA, automations and knowledge base
- Calendar and appointments, PDF quotations and SLA reports

**EXPANDED
SCOPE**

Includes consumer service from request to resolution and ombudsman case management from protocol to accountability.

HOW IT IS USED

Connect a channel; configure queues, tags and SLA; receive messages in one inbox; serve customers and transfer conversations when required.

TECHNICAL FOUNDATION

Web app plus native mobile apps and dedicated edge functions, including proprietary WhatsApp, SLA and automation engines.

From BRL 690/month

CX · CUSTOMER EXPERIENCE

Centriu Loop

Digital loyalty and cashback - no physical card and no installed app.

WHAT IT IS

Manages end-customer cashback balances, purchase credits and redemptions. Customers check balances through a unique public link.

WHO IT IS FOR

Retailers and companies seeking their own cashback programme.

KEY CAPABILITIES

- Issue cashback and redeem cashback
- Audited balance adjustments and statement history
- Public balance page through a company-specific link

HOW IT IS USED

Configure rules; record cashback on purchase; let customers view balances; register redemptions on subsequent purchases.

TECHNICAL FOUNDATION

The suite's leanest CX system, with direct business logic and no proprietary edge functions.

From BRL 290/month

Internal Platform Layer

Not sold and never shown in the public catalog - but it is the foundation beneath all 19 commercial systems.

INTERNAL LAYER · PLATFORM

Centriu Core

The multi-tenant administration layer supporting the entire suite.

WHAT IT IS

Since 28 July 2026, Core has formally ceased to be treated as a commercial system. Its live code remains central to the platform, but no customer buys it separately and it does not appear in catalog, navigation, search, pricing, sitemap or public content.

WHO IT IS FOR

Internal Centriu platform administrators, not end customers.

KEY CAPABILITIES

- Platform KPIs, health scores, errors and pending jobs
- Tenant, user, role and plan administration
- Security policies, audit log and LGPD workflows
- Release changelog, feature flags and error monitoring
- Job orchestration, retry/cancellation and approvals
- Versioned template library and Customer Success health scores
- GA4, Meta Ads, Google Ads, CSV, webhook and custom connectors

HOW IT IS USED

Centriu operations use Core to create and manage tenants, assign users and roles, monitor platform health, approve queued jobs, manage feature flags and oversee LGPD compliance.

TECHNICAL FOUNDATION

React 19, TypeScript, Vite, Tailwind/Radix, React Query and Supabase. Five RBAC roles, more than 25 tenant-isolated tables and automated CI/CD to core.centriu.com.

Internal layer - not commercialised

The website - centriu.com

The institutional site reflects the consolidated portfolio exactly: 19 commercial systems across catalog, navigation, pricing, sitemap and search, plus institutional pages, a public AI-readable catalog and a programmatic content pipeline by business niche. Core and the fifteen retired systems are absent from every public surface.

GENERAL ARCHITECTURE

The website is a multilingual web application with one route per system plus About, Pricing, Catalog, Solutions, Contact, Terms and Privacy. The system count is derived from a single source list, PUBLIC_SYSTEM_IDS in src/domain/centriu-catalog; site copy, tests, sitemaps and validators update automatically.

CONSOLIDATION COMMUNICATION

A retired product URL redirects to its successor. Legacy product names are never presented as offers. A successor mentions an absorbed capability only when that capability is genuinely available.

INTERNATIONALISATION

The site is published in Portuguese, English, Spanish, German and Chinese, with language-prefixed URLs and alternate-language metadata.

PRICING AND CHECKOUT

Most systems use Starter, Pro and Max tiers. Axis and Sync are free, Gauge is proposal-based and Vértice uses one plan. Checkout runs through Stripe in Brazilian reais, by card or boleto.

PUBLIC CATALOG, AI API AND SEO

Read-only catalog endpoints and AI-readable factsheets expose the 19 systems from the same authoritative source. Institutional, product, solution, blog and programmatic sitemaps use the same source, preventing stale counts and retired names.

Closing perspective

Centriu is now a suite of 19 commercial systems: eight in Growth & Sales, nine in Intelligence, Data & Governance, and two in Customer Service & CX - plus the internal Core layer supporting organisations, permissions, billing and governance without ever being sold separately.

Seven systems expanded by absorbing the commercial capabilities of fifteen retired brands: Axiom, Oracle, Link, Dash, Gauge, Flow and Helix. Nothing was technically deleted. The public offer became simpler while preserving the capabilities behind it.

THE PRINCIPLE THAT DEFINES THE SUITE

AI proposes, analyses and recommends. People retain the decision to execute, supported by an audit trail at every step.