



HELLO & WELCOME

www.smoft.io

SMOFT ERP in numbers

**POC validated — IMATEC Senegal,
Contract under finalization**

SMOFT is not a startup in a testing phase.

It is an operational platform, already
validated in real-world conditions across
Africa.



2017

Founded in Sousse, Tunisia



65+

Functional modules



500+

companies using the platform



<15%

Implementation failure rate



THE PROBLEM NOBODY WANTS TO SEE

At SMOFT

< 15%

IMPLEMENTATION

FAILURE RATE

70 % of ERP projects fail worldwide.

- ✗ The software forces companies to change their processes
- ✗ Implementation is too long and too expensive
- ✗ Teams are not properly trained, leading to low adoption
- ✗ Customization is impossible without developers



OUR ANSWER TO THE PROBLEM

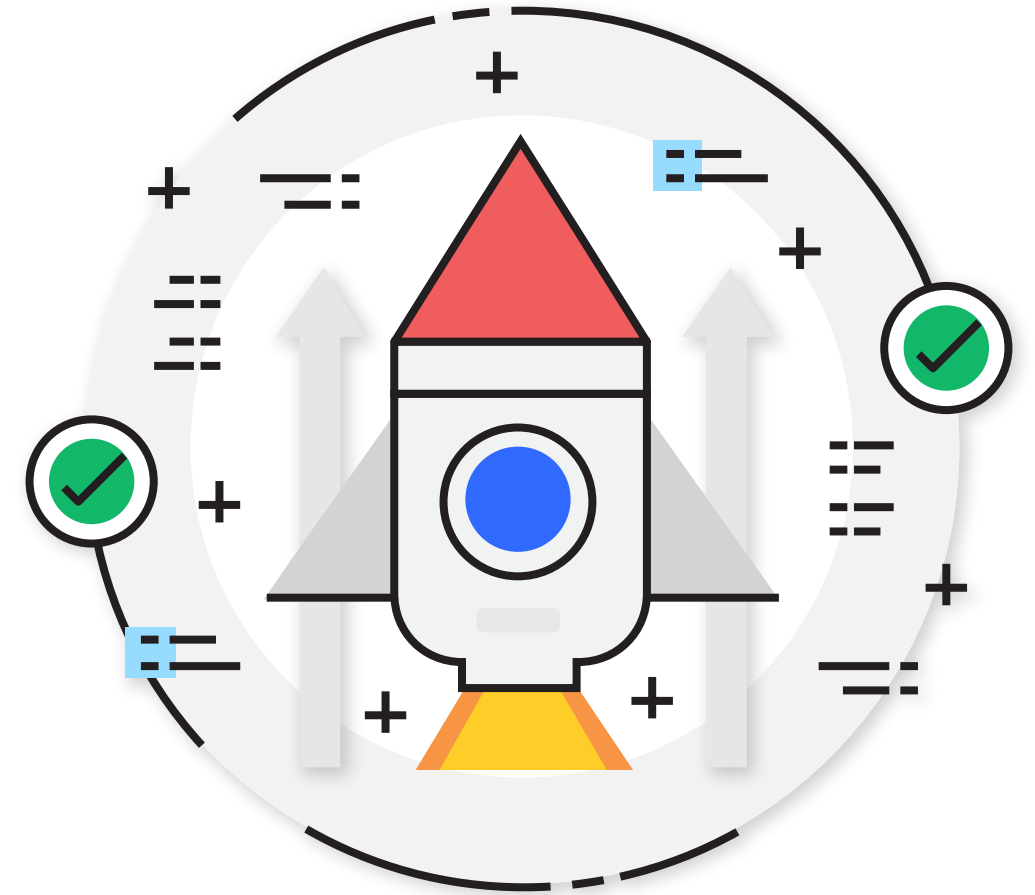
Traditional ERPs	SMOFT ERP
✗ The software imposes its processes	✓ The software adapts to your business processes
✗ You adapt your company to the software	✓ Your company keeps its existing way of working
✗ 6 to 12 months of implementation	✓ Operational in just a few weeks
✗ Custom development = high cost	✓ No-code customization, no developer required
✗ Training is expensive and time-consuming	✓ AI-powered gamified training included
✗ Outsourced support : slow and costly	✓ Local support, even across time zones



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OUR OBJECTIVE

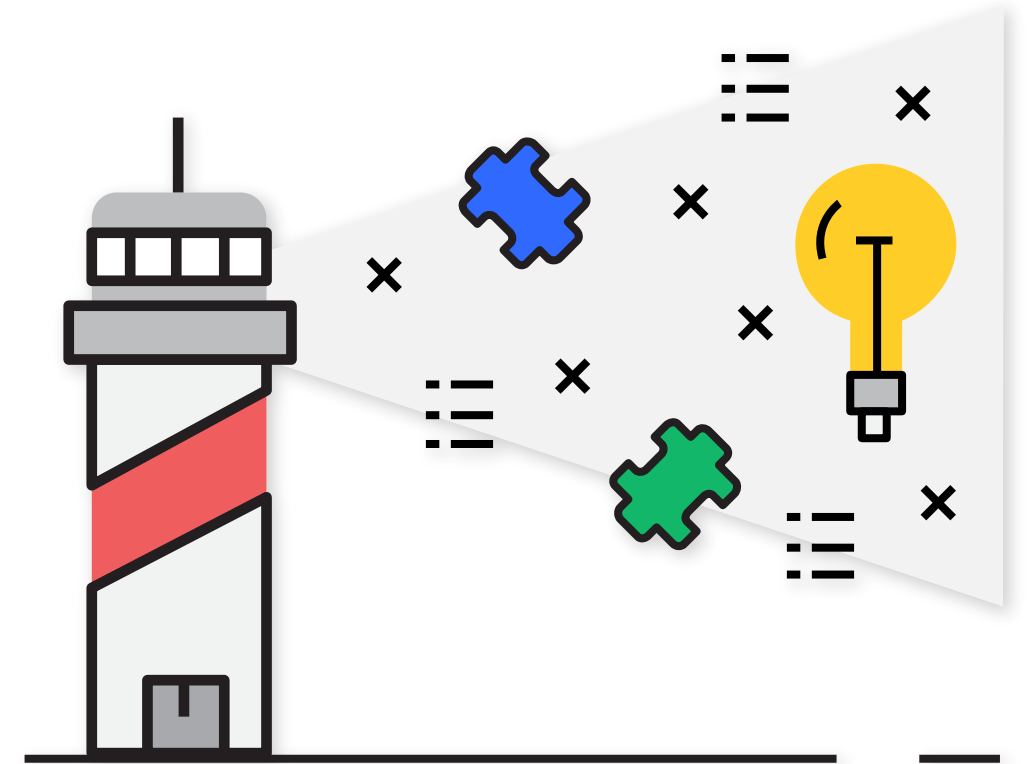
To centralize all company information within a single platform, make data accessible in real time, automate business processes through AI, and reduce waste — so you can focus on what truly matters : growth.



“

OUR VISION

To become the leading ERP provider for Africa and the MENA region by integrating artificial intelligence into every process – enabling businesses to be more agile, more competitive, and capable of anticipating market changes.



WHY SMOFT?



Intelligent and Flexible Technology

SMOFT automatically adapts to your existing business processes. While SAP or Oracle often require companies to change the way they operate, SMOFT aligns with your workflows and optimizes them in real time.



No-Code Custom Development

Create, modify, and adapt your modules, forms, and business rules in just a few clicks. Our no-code engine gives you complete autonomy, eliminating the need for costly external developers.



Transparent and Predictable Costs

Implementation, integration, and training are all included in your subscription with zero hidden fees. Unlike traditional ERPs that charge for every step, SMOFT offers clear, fair, and predictable pricing.



100% Tunisian Innovation

Designed and developed in Sousse, Tunisia, SMOFT competes with the world's leading ERPs while remaining tailored to African and MENA market realities: taxation, payroll, language requirements, and time zones.



CUSTOM DEVELOPMENT

Without writing a single line of code.



CREATE YOUR BUSINESS FORMS

Add fields, sections, and validation rules with drag-and-drop simplicity. Tailored to your industry in minutes.



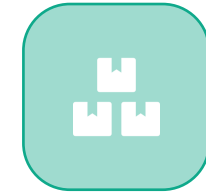
DEFINE YOUR BUSINESS RULES

Set up conditions, automations, and workflows. Configure your company's processes without relying on developers.



CUSTOMIZE EVERY MODULE

Sales, HR, Accounting, Production — every module adapts to your specific business requirements.



INSTANT DEPLOYMENT

Your customizations are activated immediately. No tickets, no delays, no extra costs.

Result : Your teams can adapt the ERP independently, with complete autonomy and zero external dependency.



AI TRAINING & GAMIFICATION

Your teams master SMOFT in weeks, not months.



Micro-Learning Capsules 3–5 Minutes

Each feature is explained through short, interactive, and visual learning capsules. Perfect for mobile-first training and rapid adoption.



Built-In Gamification

Points, levels, badges, and leaderboards. Your teams progress through motivation and engagement—not through obligation.



AI-Powered Assistance

The AI chatbot guides users to the right module at the right time, providing real-time contextual assistance whenever needed.



Certification Program

Three certification levels: User, Administrator, and Integrator. Every employee can validate their skills and earn an official certification.

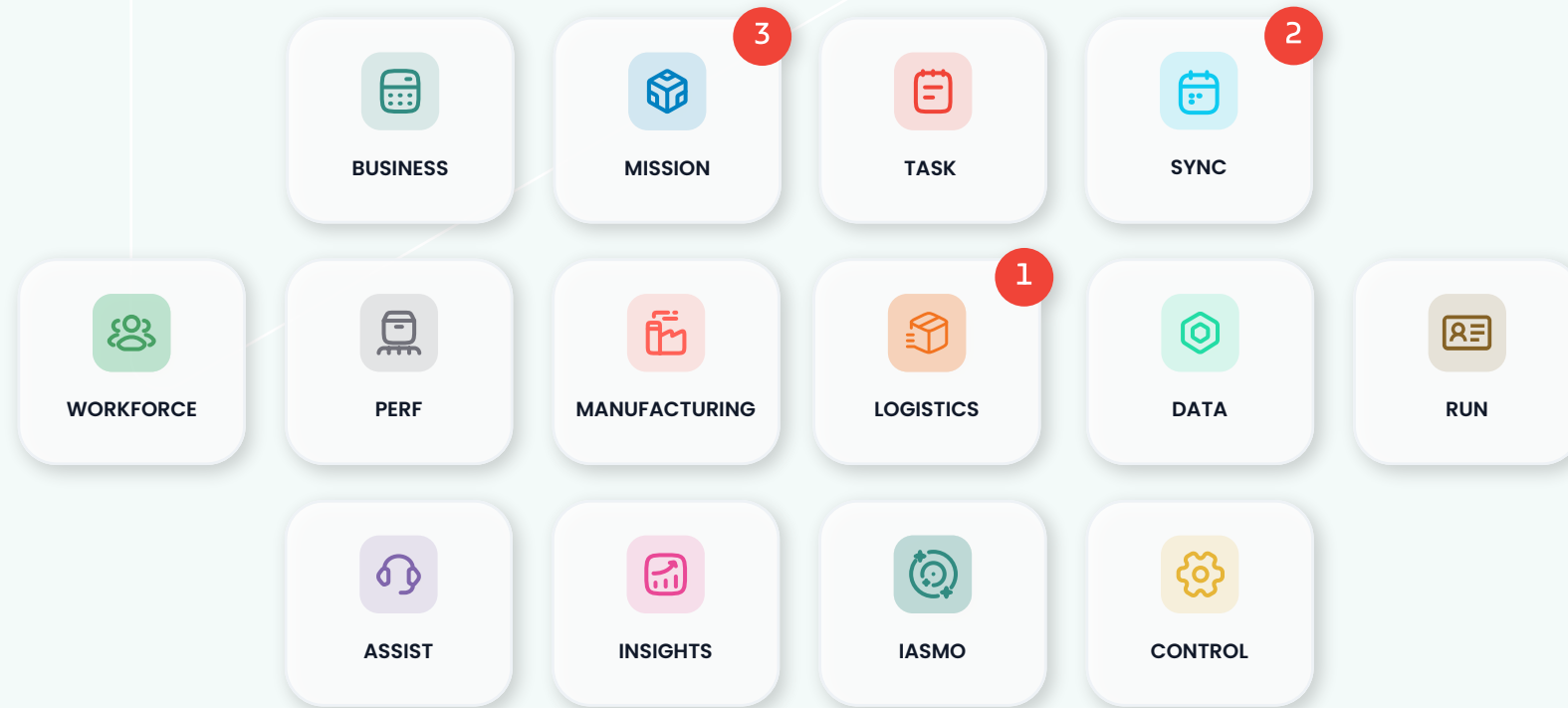
The main reason ERP projects fail is poor user adoption. SMOFT eliminates that barrier.



OUR MODULES

Our modules cover the full spectrum of enterprise operations

Sales Management, Accounting, Payroll, Mission Tracking, Task Management, Analytics, Production, Logistics, HR, AI, and more.



Enhanced by IASMO – 8 built-in AI agents that automate, assist, and optimize your business processes.



WHAT OTHERS DON'T DO, WE DO

SMOFT is more affordable than SAP or Oracle – and better suited to your needs. It's exactly what your clients are looking for

Criteria	Market ERPs	SMOFT ERP
Designed for	✗ The West	✓ Africa & MENA
Deployment	✗ 6 to 12 months	✓ A few weeks
Costs	✗ Hidden costs at every stage	✓ One all-inclusive subscription
Customization	✗ Custom development required	✓ No-code, fully autonomous
Training	✗ Expensive, outsourced	✓ AI + Gamification included
Process Adaptation	✗ You adapt to the software	✓ The software adapts to you
Failure Rate	✗ ~70%	✓ The software adapts to you



THE PROBLEMS WE SOLVE

INEFFICIENT MANAGEMENT

01

Outdated processes, scattered data, wasted time – SMOFT centralizes and optimizes everything.

DATA SECURITY

02

Advanced encryption, redundant SaaS architecture, and tenant-based data separation.

CONTINUOUS UPDATES

03

Your ERP evolves continuously. All updates are included at no additional cost.

OPERATIONAL COMPLEXITY

04

Integrated modules, no-code configuration, autonomous data import – radical simplicity from day one.

COSTLY SUPPORT

05

Free training, contextual AI chatbot, 3 months of included support, and an integrated support module.

NEED FOR COMPLETE CONTROL

06

Accessible from any device (PC, mobile, tablet) with a simple internet connection.



MODULAR PRICING

Customers pay **annual subscriptions** based on their chosen plan.

FREE

0^{DT}

- ✓ SIMPLIFIED SALES
- ✓ OPTIMIZED PURCHASING
- ✓ SMART INVENTORY MANAGEMENT
- ✓ SEAMLESS ACCOUNTING

BUSINESS

88.74^{USD -20%}

- ✓ EVERYTHING IN FREE +
- ✓ ADVANCED MANAGEMENT
- ✓ BUSINESS MODULES
- ✓ INCLUDED SUPPORT

Most Popular

PREMIUM

254.92^{USD -20%}

- ✓ EVERYTHING IN BUSINESS +
- ✓ CRM & MARKETING
- ✓ HR & PAYROLL
- ✓ AI-POWERED IASMO
- ✓ PRODUCTION & QUALITY MANAGEMENT

CORPORATE

Custom pricing

- ✓ CUSTOM SOLUTIONS
- ✓ ONLINE PRESENCE
- ✓ AI AUTOMATION
- ✓ ADVANCED INDUSTRY SPECIFIC MODULES



SMOFT'S KEY STRENGTHS

SMART SYNCHRONIZATION

Seamless collaboration across all modules. Any action performed in one module is instantly reflected everywhere else in real time.

01

UNIFIED ERP PLATFORM

All operations managed within a single platform. No more silos, manual imports /exports, or duplicate data entry.

02

ADVANCED CUSTOMIZATION

Flexible and scalable options tailored to your business needs – no developers required and no delays.

03

NO-CODE & INTUITIVE CONFIGURATION

Fast implementation without coding. Your teams can configure their own workflows with complete autonomy.

04

E-COMMERCE SYNCHRONIZATION

Seamless integration with your online sales channels. Unified management of sales and inventory in real time.

05

FLEXIBLE DEPLOYMENT

Cloud, On-Premise, or Hybrid. SMOFT adapts to your infrastructure – not the other way around.

06

IASMO – 8 AI AGENTS

SmartOCR, AutoFlow, CoPilot, IndusAI, Action Agent, AutoPilot, Scoring, and Student – AI embedded in every module.

07

DIGITAL TECHNOLOGY MINISTRY CERTIFICATION

Official certification in Tunisia. SMOFT is recognized by authorities as a solution distinguished by innovation and excellence.

08





THANK YOU

We sincerely thank you for your time and attention.

We look forward to collaborating with you and building Africa's digital future together.

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