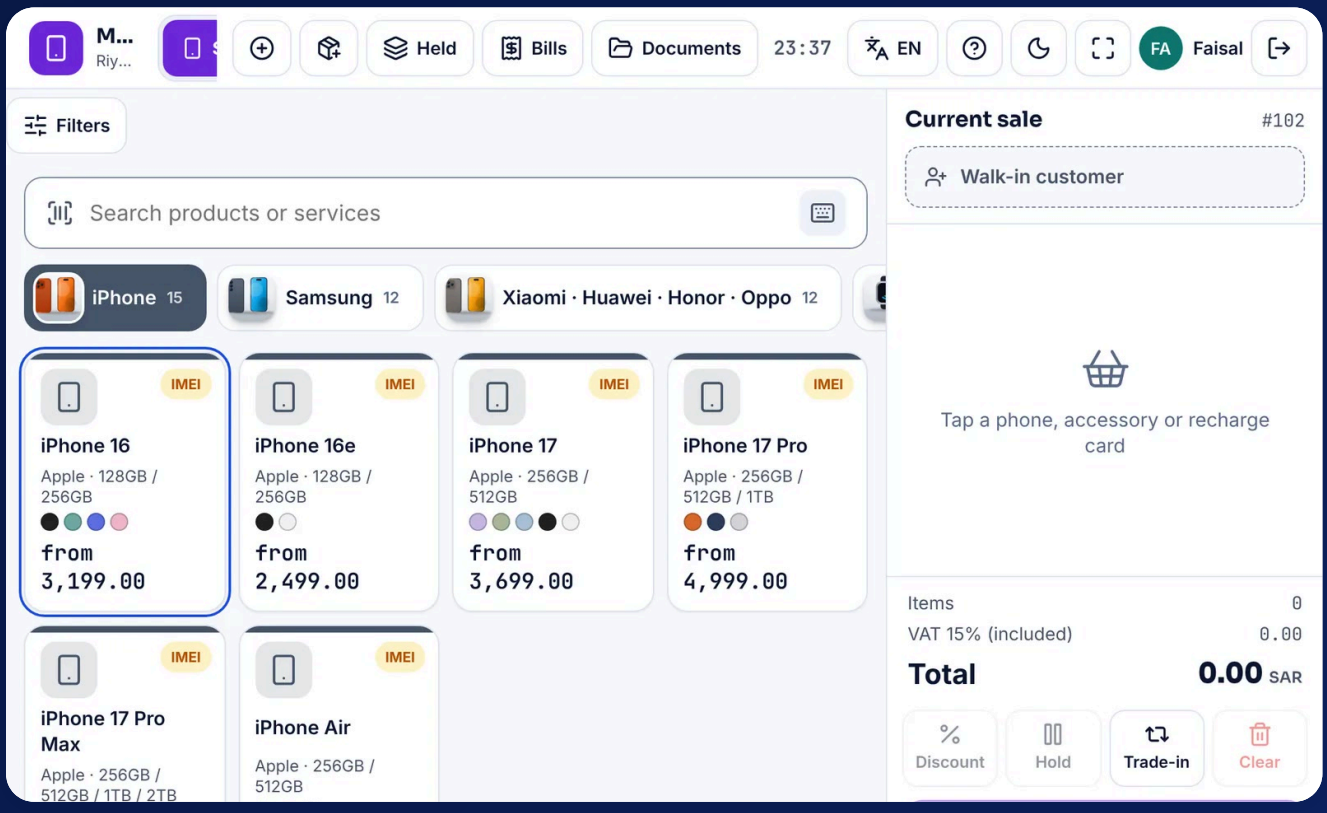
StartERP
AI BUSINESS OS

USER GUIDE · SAUDI ARABIA

Mobile Phone Shop

Step by step, from opening your account to your first sale, your ZATCA connection and your VAT return. The steps and button names are the app's own.



In this guide

IMEI capture, warranties, trade-ins, SIM and recharge sales and a repair board for phone shops.

1 Creating your account

2 Connect to ZATCA (Phase 2)

3 Products

4 POS basics: selling at any terminal

5 Mobile shop POS

6 Keyboard POS

7 Your business type's dashboard

8 VAT return

9 AI assistant chat

10 Help when you need it

1 Creating your account

Start a 15-day free trial in four tabs: Business, Address, Account and Plan. A progress bar shows how far you are; on Plan pick your modules, see the cost, check your details and create the account.

/register

1. Business tab: enter the registered company name in English and in Arabic exactly as on the Commercial Registration, the VAT number, CR number, store mobile and business category (listed A to Z; type in the search box above the list to find yours), then press “Continue to address”.
2. Address tab (National Address): fill in building no., street and district (English and Arabic), city, postal code and additional no. as registered with Saudi Post (SPL), then press “Continue to account”.
3. Account tab: enter the owner’s full name, email, owner mobile, a password and confirm it, then press “Continue to plan”.
4. Plan tab, Modules and cost: choose Subscribe (the cheapest to start, paid upfront at the start of each month or year) or a one-time licence with a yearly renewal, tick any add-on modules and set the POS terminals and Monthly / Yearly. The green “Included in every store” cards are the modules every store gets at no extra cost; the info icon on any card opens what the module does, its screens and a clip. “Your cost” shows the first payment and the renewal, before and with VAT; with a licence it also shows the subscription price and “Subscribe instead”.
5. Under “Check your details” look over your business, address and account; “Edit” opens that tab. Tick the terms checkbox and press “Create account”.
6. On “Your account is ready” press “Continue to setup” (or wait a moment) to open the onboarding wizard.
7. Confirm your email: we send a 6-digit code to the address you entered. Type it on “Confirm your email address” and press “Confirm and continue”, or press the button in the email. A welcome email follows.

TIPS

- When StartERP shares its prices on request, Plan shows no prices: pick your modules and hardware, and keep “Send me a price for these modules when I create my account” ticked to get a quote by email with your new account. Not ready to sign up? Fill in your name, email and mobile on Account and press “Only send a price request”.
- Every add-on card has an Add button; once the module is added it says Remove, and one press takes it off again.
- “Continue” checks only the open tab. You can open any tab at any time, and “Back” or a tab never loses what you typed. A tick marks a finished tab and a red mark a tab with a mistake.
- If anything is wrong, “Create account” opens the first tab with a mistake and focuses the field; fix the red messages and press “Create account” again.

2 Connect to ZATCA (Phase 2)

Link this branch to ZATCA's Fatoora platform with a one-time password so your invoices are cleared and reported automatically.

1. Phase 2 needs the ZATCA e-invoicing (Phase 2) add-on: add it in Settings → Subscription & billing first (stores already connected keep it). Without it the Phase 2 option is locked and invoices carry the free Phase 1 QR code.
2. Check that General and National address in Store settings match your ZATCA registration (name, VAT number, CR number, address), then save.
3. In Store settings → ZATCA credentials set Phase to "Phase 2 — Integration (clearance)" and click Save settings.
4. Log in to fatoora.zatca.gov.sa → Onboard new solution unit/device → Generate OTP.
5. Click Connect to ZATCA, type the 6-digit One-time password (OTP) and click Connect.
6. Wait while the app generates the key pair, creates the CSR, requests the compliance CSID, runs 6 compliance checks and requests the production PCSID.
7. When you see "Connected to ZATCA", the dialog shows the PCSID, certificate expiry and the 6 compliance checks until you click Done; the Connection card then reads "Connected · Non-production (sandbox)" or "Connected · Production". New invoices are now signed and sent.

TIPS

- An OTP is valid for 1 hour and works once. "Invalid-OTP" means it is wrong or expired — generate a new one in the Fatoora portal and try again.
- Connect to ZATCA is disabled while the phase is 1; Phase 1 needs no credentials and only prints the QR code.
- Connect to ZATCA stays disabled until Phase 2 and the environment are saved: onboarding uses the saved phase and environment, so click Save settings first.
- Onboarding can take up to a minute on ZATCA's side; keep the dialog open until the result shows.

3 Products

Your catalogue of stocked items: codes, barcodes, prices, VAT and stock in every warehouse. Sales, purchases, transfers and repair jobs all move this stock.

/app/products

The list

1. Search by name, code, part number or barcode in the search box — you can also scan a barcode into it.
2. Use the filters for Category, Brand, Warehouse, Stock, Retail price and Type (single items or sets / bundles).
3. Choose Stock → “Low (at or below min)” or “Out of stock (0)” to see what needs reordering.
4. Click “New product” to add an item, or click a row to open it.
5. Open a row’s menu for “Print barcode label”, “Duplicate” or “Stock movement”.
6. Tick several rows and choose “Print labels” to print barcode labels for all of them at once.

TIPS

- The cards at the top show total products, out of stock, low stock and total stock value at purchase price.
- Total stock value counts only stock that is there: a product sold below zero adds nothing, and the card says how many are left out. Pick Stock → “Below zero (needs a stock fix)” to list them, then fix each with a stock adjustment or the missing purchase.
- When the warehouse module is on, each warehouse gets its own stock column next to “Total stock”.
- A product is “Low stock” when its total stock is at or below the sum of its minimum levels, and “Out of stock” at zero or less.

Adding one

1. On “Basic info”, enter “Name (EN)” (required) and “Name (Arabic)”; leave “Item code” empty to get the next code, or press “Auto”.
2. Add the “Part number”, “Unit of measure”, “VAT %”, “Product category” and brand, then type or “Generate” the barcode.
3. Under “Brand”, “+ Create new brand” adds a brand with its Arabic name and picks it; “Edit list” adds, renames or deletes brands without leaving the form (deleting tells how many products use the brand). Logo and country are set on the Brands page.
4. Under “Product category”, “+ Create new category” adds a category (with its parent, if any) and picks it; “Edit list” adds, renames or deletes categories without leaving the form. Deleting tells how many items use the category, and its sub-categories move up one level.
5. “Unit of measure” lists every standard unit code (UN/ECE Rec 20, packaging from Rec 21): type a name or a code to search (Kilogram, KGM, Box, XBX). A new product starts on Unit / Each (C62). The code goes on your e-invoices; “Unit name on bills” is the word printed on bills and labels (it follows the unit you pick, or type your own, such as Strip or Cup).
6. On “Pricing”, enter the purchase price and the retail and wholesale prices — ex. VAT, inc. VAT or as a margin %.
7. On “Inventory”, enter the opening stock, “Min stock level” and “Rack location” for each warehouse.
8. Use “Add adjustment” to add or remove stock later, with a reason.
9. On “Images”, drop up to 10 photos; the first one is the thumbnail.
10. Press “Create” (or “Update” when editing). A tab with an error shows a count of the problems.

TIPS

- The date cannot be in the future: it says when the sale, purchase, payment or entry happened, so the picker stops at now in your store's time (a few minutes of leeway for a device clock that runs fast). Due dates, valid-until, expected delivery and bookings can still be later.
- Restaurants and cafes: fill Calories (kcal per serving) and Allergens on each dish, plus Caffeine for drinks and High in salt where it applies. They show on the POS tiles and the Menu card; Saudi Arabia (SFDA) requires them on every menu item.
- Typing 13 digits checks the EAN-13 check digit. If it is wrong the hint shows the correct last digit; on the Barcode tab press “Fix check digit”.
- When editing, stock cannot be typed directly: it changes only through purchases, sales, transfers and adjustments, so every change is traced.

Opening one

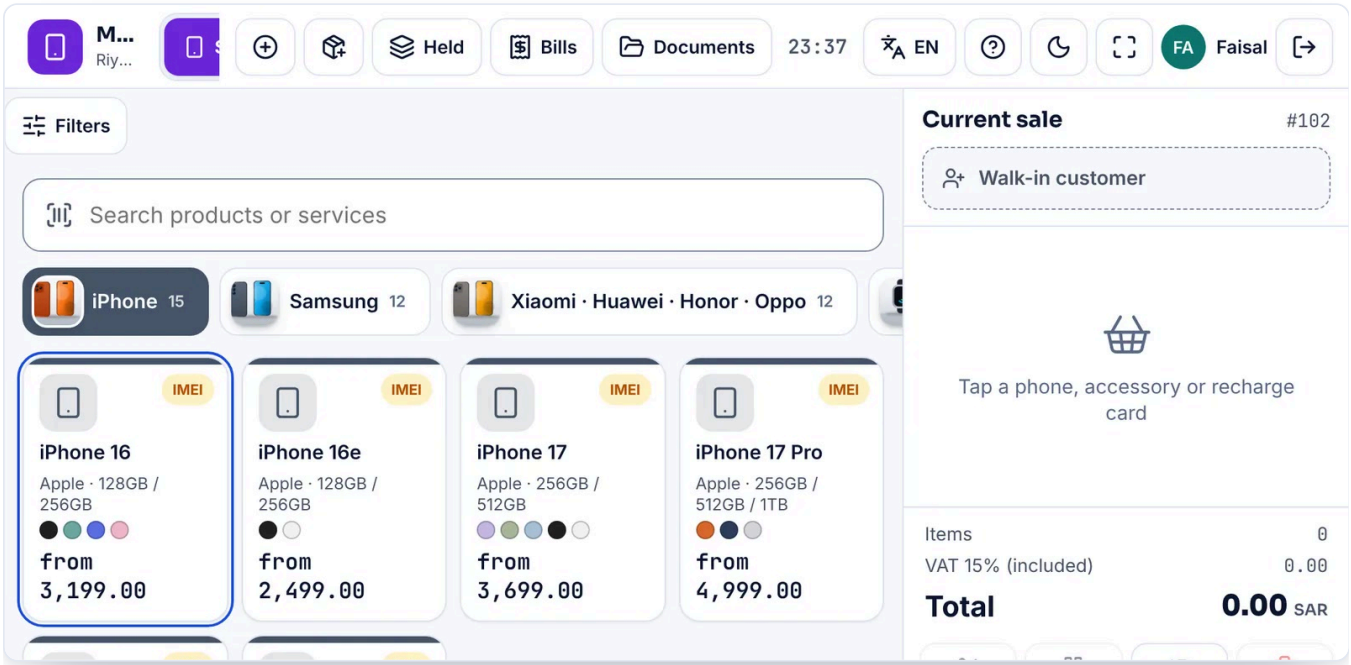
1. Check the summary: total stock, retail inc. VAT, purchase price, retail margin, stock value and units sold in the last 30 days.
2. On “Overview”, see pricing per branch, stock per warehouse with min and rack, images and the barcode.
3. Open the history tabs (Sales, Purchases, returns, Quotations, Delivery notes, Transfers…) to see every document with this item.
4. Open “Stock movement” for the stock ledger: every in and out with a running balance.
5. Open “Analytics” for the sales trend, top customers, purchase price trend and profit margin trend.
6. Use “Edit”, “Print label”, “Share WhatsApp”, “Send email”, “Duplicate” or “Delete” at the top.

TIPS

- The stock ledger’s running balance is for all warehouses together; filter by warehouse to see one.
- “Share WhatsApp” sends the name, code, VAT-inclusive price and available stock.
- On sales and purchase forms, the “Info” menu next to a line opens the same history without leaving the form.
- A red “Check digit mismatch” under the barcode means scanners will read a different number — edit the product and fix it.

4 POS basics: selling at any terminal

Every terminal shares the same cart, payment screen and receipt. Learn them once and you can work any counter.



1. Tap an item tile (or scan its barcode) to add it to the cart. Items with "Options" open a picker for size, add-ons and a note.
2. With a USB or Bluetooth barcode scanner, just scan: the item goes into the cart with no tap, even when the search box is not selected (after tapping a tile, a tab or the cart). Scan it again for one more. A short beep and a green search box mean it was added; a low buzz, a red box and “Barcode not found” mean no product has that barcode, code or part number. Scans are ignored while you type in another box (such as the amount on the payment screen) or while a window is open. Items this device has already shown are still found by barcode when the internet drops.
3. Type in the search box and the tiles show the matching items at once, with the words you typed marked. Enter adds an item whose barcode or code you typed; on a name the text stays and the tiles keep its matches, so you tap the one you want. A code that is not found buzzes and turns the box red.
4. Too many filter rows above the items? Tap "Filters" (in the top bar on a wide screen, just above the items on tablets and phones, beside the search on the industrial counters): "Show filters" hides or shows every filter bar at once (category tabs, product types, and on the industrial counter the category, brand, type, size and material rows), and the ticks below hide or show each bar on its own. A hidden bar stops filtering, so the grid goes back to all items (or the "All" tab) and search still finds everything. The choice is kept on this device for you and this terminal; the number on the button says how many bars are hidden.
5. Tap a cart line to change it. The editor names the line ("Editing line 1 of 2") and shows its unit price "excl. VAT" and "incl. VAT"; pick "Quantity", "Price excl. VAT" or "Price incl. VAT". The box shows the current value: type a new one to replace it, or use ⌫ / C to edit or clear it, on the keypad or keyboard; the other price (with or without VAT) and the new "Line total" show below as you type. Tap "Apply qty" / "Apply price" or press Enter. − / + step the quantity, × or Esc closes without changing, and the bin removes the line. The ↑ and ↓ buttons beside it move the line up or down the cart; the receipt and the invoice keep that order.

6. Every terminal opens on the "Walk-in customer", so you can tap items right away; an empty customer field is always a walk-in sale. To bill someone else tap "Walk-in customer" to search by mobile, name or VAT number, or add a "New customer"; the × beside a chosen customer puts the bill back on walk-in. On the trading and industrial counters tap "Choose customer" (the button "Change" once one is picked). An on-account or part-paid sale, a quotation and a B2B tax invoice with the buyer's VAT number still need a named customer, and so do tailoring orders and salon packages kept on the client's card.
7. Tap "Discount" and choose % or an amount, pick a preset or type a value, then "Apply". A discount can never exceed the cart total.
8. Tap "Hold" to park the sale and serve the next customer; open "Held" in the top bar and tap "Resume" to bring it back.
9. Tap "Pay" and choose the method. For cash the "Amount tendered" starts at the total: tap a preset note or type what the customer hands over and the "Change due" shows at once. For Mada, Visa, Apple Pay and other cards tap "Record … payment": with a connected card machine the amount is sent to it, the customer taps the card and the approval number is recorded by itself; otherwise type the approval number from the machine.
10. Partly paid? Type the amount paid now: the rest goes on the chosen customer's account ("Partly paid · balance … on the account"); without a customer the till asks you to choose one. To split, tap "Add payment" for each part (for example part cash, part Mada). "On account" leaves the whole amount on the customer's account and shows the credit limit.
11. In a Saudi store in ZATCA Phase 2, "Report to ZATCA" on the payment screen (and on deposit screens) is on for every sale: the invoice is reported to ZATCA (cleared for a B2B customer with a VAT number) as soon as it is saved, and the receipt prints with ZATCA's QR code once ZATCA has answered. Switch it off to save the sale without reporting: the receipt then prints the ZATCA Phase 1 QR code.
12. The bottom of the payment screen shows the default print format (80 mm receipt, A4 or A5 invoice, or dot-matrix page); the settings icon next to it opens the Print Center for the paper, template, printer, copies and language over a preview of this bill. Then tap "Save & print": the sale is saved and this device's print dialog opens with it straight away, with no preview first. "Save" only saves. Either way the next sale starts at once; the bar at the bottom shows the saved invoice, the change to give, any unpaid balance and ZATCA's answer, with "Details" for the preview, "Print" (any format, or the Print Center), "PDF" and the WhatsApp icon ("WhatsApp receipt" on Indian terminals); a past sale is printed again from "Bills".

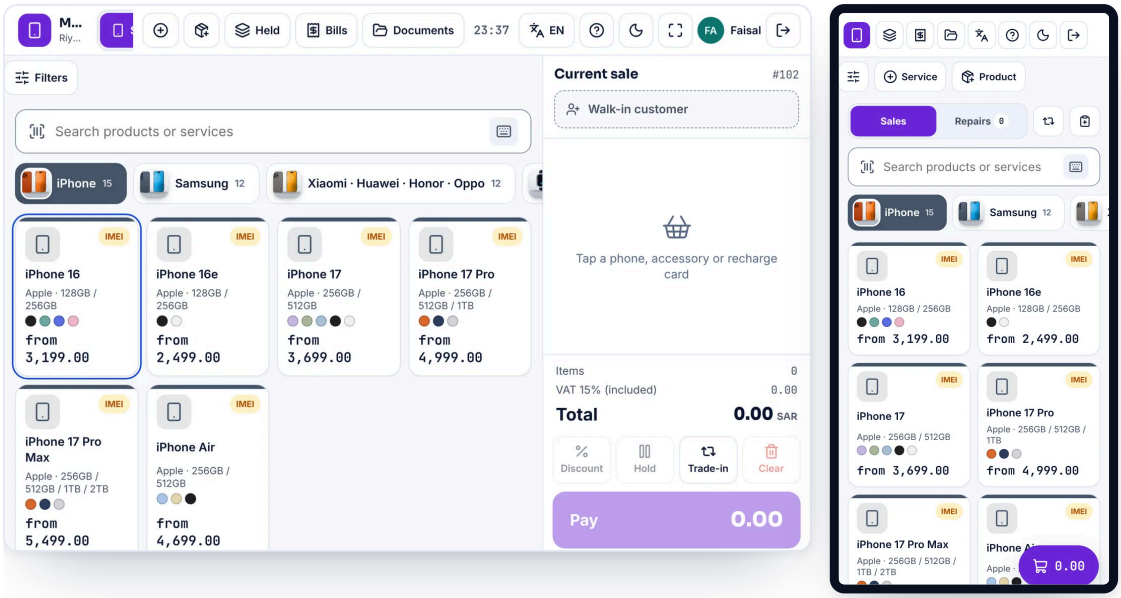
TIPS

- Terminals that sell services (workshop, car wash, salon, barber, tailors, clinics, agencies and other service trades) have small “Service” and “Product” buttons in the top bar (“New service” only where the business sells no goods): they open the service or product form over the terminal, with the fields your business category uses, and “Add to ticket” puts the saved item on the open sale. To change an item on the ticket, tap its line, then “Item” → “Edit service” (or “Edit product”). Only users whose role may create or edit products see these. While the terminal has no products of its own, “Starter list” in the top bar adds the starter items.
- Item tiles show a picture of the product: starter products come with a ready-made one, and any product can have its own (edit the product → “POS picture”). Pictures load as you scroll; a product with no picture shows its icon.
- The WhatsApp icon opens "Send WhatsApp message" with the PDF's link in the message and the customer's number (change it if you like, with the country code, e.g. 9665xxxxxxxx). "Open in WhatsApp" opens your WhatsApp app (phone or desktop) with that message. When Store settings → WhatsApp is connected, "Send PDF" sends the PDF itself from your WhatsApp Business number with the Invoice share template approved for your store under Store settings → WhatsApp → Message templates (invoice_pdf unless you pick another); it is never asked when sharing. In ZATCA Phase 2 stores the PDF of a reported invoice has its signed XML inside (PDF/A-3) and a "Zatca signed xml" link to it.
- Typing a price "incl. VAT" on a terminal whose prices are excl. VAT (or the other way round) keeps the price you typed exactly: the other price is worked out at the VAT rate and the invoice carries the price excl. VAT. Terminals with prices excl. VAT also show each item's price "incl. VAT" on its tile and cart line.

5 Mobile shop POS

Phones by storage and colour with an IMEI per unit, warranty and protection plans, bundle offers, trade-in credit, Absher SIM registration, repair tickets and Tabby / Tamara.

/pos/mobile



1. Tap a phone, choose "Storage" and "Colour", then scan or type the "IMEI of this unit" (or "Scan box").
2. Offer "Protection add-ons" such as "Extended warranty +1 year" or "Screen protection plan 12 m".
3. Tap "Complete the bundle" to add accessories at the bundle discount.
4. For "Trade-in old phone", enter the old IMEI, condition grade and checks, the "Seller ID / Iqama", then "Accept trade-in".
5. For a "New line", enter the National ID / Iqama, tap "Verify fingerprint" (Absher), choose the number and "Activate & add".
6. Under "Repairs", tap "New repair", record the problem, estimate and deposit, then "Create ticket"; later use "Collect & pay".
7. Tap "Pay"; Tabby and Tamara are available for instalments.

TIPS

- An IMEI is checked: "Invalid IMEI — check digit does not match" means a typo; each IMEI can be sold only once.
- Ask the customer to dial *#06# on the device to show its IMEI.
- For repairs, no passcode is kept — the customer unlocks the phone for testing at collection.
- Trade-in credit cannot be more than the purchase.

6 Keyboard POS

A second counter made for a till with a keyboard and a barcode scanner and no touch screen, in every business category: shops, supermarkets, pharmacies, fashion, jewellery and spare parts, trade and building counters, restaurants and cafés, salons, spas, gyms, clinics and gaming lounges, service desks, hotels, showrooms and tailors. Type or scan a code, press Enter, and pay with F10 F10. Every action has a key, so the mouse is never needed. It is part of the POS module at no extra charge.

/pos-keyboard

1. Open it from Sales → Keyboard POS, the Keyboard button on the touch counter's top bar, the small keyboard button on the POS shortcut, or Alt+Shift+K (⌥⇧K on a Mac) from any screen. The till remembers the choice: POS opens the keyboard counter until you press Alt+Shift+V for the touch counter.
2. Scan or type a barcode, part no. or code and press Enter. 5*CODE adds five, and *3 changes the last line to three. Search as you type: from two letters, the matching items show under the box with their code, stock and price, without pressing Enter; ↓ ↑ choose one and Enter adds it (5*name adds five), a tap or click adds it too, PgDn opens every match in Find item (F3) and Esc goes back to the box. The list shows Price excl. VAT and Price incl. VAT, and Alt+Shift+O (or its gear) opens its own Table settings. A lone match goes on with Enter. Alt+Shift+J shows the history of the chosen line, or of the highlighted row in the list or in Find item: its sales, quotations, purchases and every stock movement. In the quantity and price window (F4, F5), ← and → move between Quantity, Price excl. VAT and Price incl. VAT. A scanner's barcode and Enter still add the exact item at once. Enter on a name or part of a code opens no window: the text stays in the box with its matches, the first one chosen, and a second Enter adds it. The words you typed are marked in the matches. A search typed again, or narrowed with more letters, shows its matches at once. In Find item, Alt+Shift+O opens Table settings: show, hide or move columns such as brand, country, category or rack; with the Warehouse module on, Stock shows the main store and each warehouse. The customer picker (F2) has its own Table settings (Alt+Shift+O): phone, email, VAT and CR no., city, credit limit, balance and available credit.
3. Sold by weight (grocery, supermarket, butcher, bakery): the PLU alone asks for the kilos off the scale, 1.25*PLU adds 1.25 kg at once, and the scale's barcode label goes on at its weight. At a petrol station a fuel code (91, 95 ...) asks for an amount or litres (Alt+Shift+L switches), the pump and the car's plate; Tab moves between them and Enter adds.
4. ↑ and ↓ choose a line; + and − change it by one; F4 sets its quantity, F5 its price (a manager's PIN if your role cannot change prices) and Del removes it. Alt+Shift+↑ and Alt+Shift+↓ move the chosen line up or down the bill; the invoice keeps that order.
5. F2 picks the customer (trade accounts get their contract prices), F6 a bill discount (10% or an amount), F7 holds the bill and F8 recalls it, F9 starts a new bill.
6. F10 opens the payment with the total already in and the cursor in the amount box. Type the amount, ↑ ↓ or Alt+Shift+1, 2, 3 ... picks the method, Enter adds a part payment, Alt+Shift+D a cash discount, Alt+Shift+G a commission, Alt+Shift+Z turns ZATCA reporting on or off, Tab reaches the other fields, and F10 again saves and prints. The next bill starts in the code box.
7. F1 shows every key, the PDF user guide and the demo video. Change keys there gives any action a key of your own, kept on that till. The top bar has keys too: Alt+Shift+W new product or service, Alt+Shift+1 POS documents, Alt+Shift+2 light or dark screen, Alt+Shift+3 full screen and Alt+Shift+0 back to the ERP.

8. At a mobile phone shop a scanned phone asks for its IMEI: scan the IMEI barcode on the box label or type its 15 digits (a wrong check digit, or an IMEI already on the bill or sold, is refused). ↑ ↓ picks the colour, Alt+Shift+W adds the extended warranty and Alt+Shift+P the screen plan, and Enter adds the phone with its warranty date. A smartwatch or earbuds ask for the serial number (Enter skips it); a new SIM is sold on the touch counter.
9. Pharmacy: a brand or generic name in the code box (paracetamol) lists the matches with each medicine's generic name, strength and form. A medicine kept by the strip asks one strip or the whole box (B). With Batch & expiry dates each medicine asks for its batch, the one that expires first already chosen; an expired batch is never offered, and the batch and expiry go on the invoice line. With Prescriptions, Alt+Shift+G finds or records the prescription and a controlled medicine waits for it at F10; with Insurance claims, Alt+Shift+U bills the sale to the patient's insurer.
10. Booking counters (ladies salon, hair salon & spa, barbershop, Ayurveda spa, gaming lounges, ladies' and men's gyms, clinics, dental, acupuncture, Ayurveda clinic and hospital, hospital, car wash and workshop): a service asks who does it and when: the stylist, barber, therapist, trainer, doctor or technician (your employees whose job title fits) or the gaming station; ↑ ↓ or typing a name picks, Tab moves to the start time and minutes, Enter adds. The line says it (Amal · 10:30–11:15), Alt+Shift+G changes it on the last service, products go on at once, each stylist's commission is kept with the sale, and F10 asks the plate and odometer, the patient's file no. or the member no. where the counter needs them.

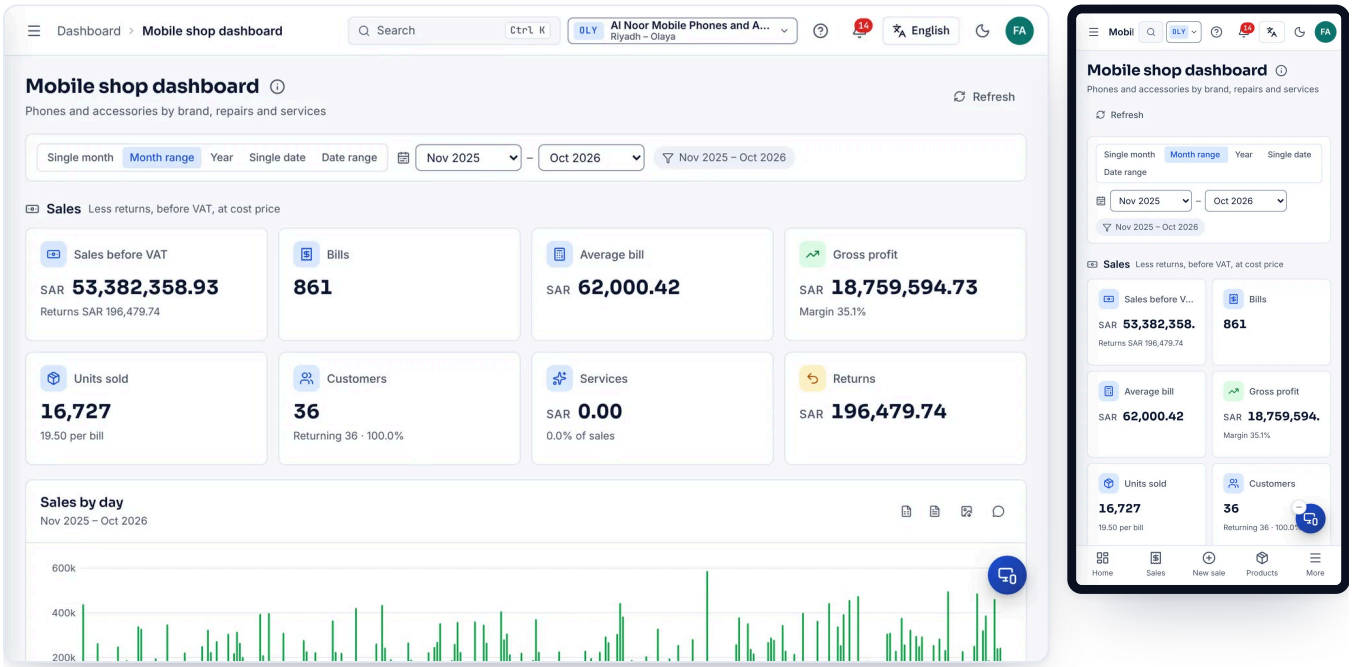
TIPS

- Every F-key action also has an Alt+Shift letter (Alt+Shift+F find, C customer, Q quantity, Y pay …) and Ctrl+Enter (⌘+Enter on a Mac) pays. They work on Windows, Linux and macOS in any browser, on a Mac keyboard without fn, and with an Arabic layout.
- Keys the computer or the browser keeps (Ctrl+T, Ctrl+W, Cmd+Q, Alt+F4, Alt+Tab, F11, F12, Alt+letter …) are never used and are refused when you choose your own keys. In the StartERP desktop app the browser's keys are free to use.
- Spare parts, Toyota, Isuzu, Hyundai and Honda parts and car accessories shops have it too: the code box also takes an OEM cross-reference number, labour and fitting jobs are added by their code like a part, prices include VAT as on the touch counter, and a customer with a VAT number gets a B2B tax invoice.
- The owner can turn it off in Settings → Store → POS terminal → Keyboard POS.

7 Your business type's dashboard

A dashboard made for your business type (grocery, pharmacy, salon, clinic, trading company, tailor, oil, tyre & car wash centre and more), under Dashboard in the menu: sales before VAT less returns, the number of bills, baskets or visits and their average, gross profit and margin, items sold, customers and how many came back; and, by business type, the busy hours and weekdays, services against goods, the top categories, brands, products and customers, and what is still due.

/app/dashboard/grocery



1. Open Dashboard in the menu and pick your business type's dashboard (for example Grocery dashboard or Salon dashboard).
2. Pick the period at the top: a month, a range, a year or specific dates.
3. Press the sales or customers tile to open that list, or Refresh after new sales.

TIPS

- Sales are the invoice lines less returns, before VAT; gross profit uses each line's cost price at the time of the sale.
- A returning customer has two invoices or more in the period; invoices without a customer count as walk-ins.
- Services are the products marked as a service; everything else counts as goods.
- Only stores of that business type see the dashboard; restaurants, butcher shops and workshops have their own.

8 VAT return

Your VAT return for a month or a quarter, laid out box by box like the tax authority's form: the ZATCA return in Saudi Arabia, VAT 201 in the UAE, the NBR return in Bahrain and the Tax Authority return in Oman; other countries get a plain summary. It is built from the period's sales, sales returns, purchases, purchase returns and vendor expenses in your own currency, the same figures as the dashboard's VAT box. Part of the VAT return add-on.

/app/vat-return

1. Open Accounting → VAT return. Pick Quarterly or Monthly and the period; it opens on the last period that has ended.
2. Each box shows its amount, the adjustment (returns are taken off here) and the VAT. Press a box marked see documents to list the sales, returns, purchases or expenses behind it, and open any of them.
3. Under Adjustments, press Add adjustment for what the documents do not show, such as exempt sales, reverse charge on services bought from abroad or tourist refunds: pick the box, type the amount and VAT and the reason, and press Save. Type corrections from the previous period and credit carried forward where the form has them.
4. Download Excel or print the return and type its figures into the tax authority's portal; there is no direct filing.
5. Once it is submitted, an admin presses Mark as filed. The return is kept exactly as filed and, with Journals, the period is locked up to its last day so nothing in it changes. Reopen lets an admin change a filed return; the lock stays until an admin changes it under Period lock.

TIPS

- A sale with VAT is a standard rated sale; one without VAT is an export when the customer's country is not yours, else zero-rated. A purchase with VAT from a vendor abroad counts as an import with VAT paid at customs. Set the customer's or vendor's country to have exports and imports sorted for you.
- The VAT by period chart under the return shows the output, input and net VAT of the last months or quarters, so a period out of line stands out.
- If a document of a filed period changes later, the return warns you and shows the net VAT now, so you can file a correction next period.

9 AI assistant chat

StartAI is a chat with your store's AI assistant, on every screen: type, dictate or talk, and it answers from your real records with charts, tables and figures. It can compare your stores and prepare changes (a new customer, a new price...) that happen only when you press Confirm. Part of the AI assistant add-on.

/app/dashboard/bi

1. StartAI goes by a first name that fits the language you use and your store's country, shown at the top of its window and in its greeting. In English it takes the country's name: Noura in Saudi Arabia, Mariam in the UAE, Meera in India, Olivia in the UK, and so on. Pick Malayalam and it takes a Kerala name, Devika (Urdu: Ayesha, Bangla: Nusrat, French: Camille, Arabic: Noura, unless your country already speaks that language and has its own). StartAI Radio's presenter has a name of their own the same way, such as Faisal, or Arun in Malayalam. Ask "who are you?" and it tells you its name.
2. Each name matches its voice: StartAI has a woman's name and speaks with a woman's voice, and StartAI Radio's presenter has a man's name and speaks with a man's voice. With the browser's own voice, a voice of the same kind is chosen when the device has one.
3. Press Ask StartAI, the round chat bot button at the bottom corner of any screen, to open the chat in a window; the size button at its top makes the window large or small again. If the button is in the way, press the small – on its corner to tuck it into a tab on the screen's edge; press the tab to bring it back (your choice is kept). Pick the AI model in the bar under the question box: the cheapest are first with the cost of a typical question, and the one you used last is picked for you.
4. Type a question and press Enter, or press the microphone to dictate it. The answer streams in with the steps the assistant took and any chart or table it drew.
5. Ask in your own words, for any period: "top selling products this month", "slowest products last quarter", "which category sold most in 2025", "who bought the most of this product", "unpaid invoices over 30 days", "stock value by warehouse" or "the cash account's ledger last week". Periods are worked out in your store's time zone, and every total is added up on the server over all your records, as on the reports.
6. To ask about a file, press the paperclip (or paste an image, or drop files on the question box) and attach up to 5 files: images, PDFs, text or CSV, Excel (.xlsx) or Word (.docx), 10 MB each. Ask your question, or just press Send to have the file read. Attached files are kept with the conversation; press a file's name to open it again.
7. Ask it to add or change almost anything in your own words: "sell 2 brown bread to Al Noor, paid cash", "make a quotation for 10 chairs at 120 for Gulf Supplies", "record October rent of 5,000 by bank transfer", "add customer Al Noor Trading 0551234567", "set the retail price of brown bread to 6". It reads the form of that record, finds the customer, products and other details in your data, checks the change the way the screen does, and asks you if something is missing. Then it shows a card: each line with its quantity and price and the total with VAT for a new document, or each field as it is now and as it will be for a change. Press Confirm, or Cancel. Besides adding and editing records, it can approve or reject requests and leave, make a customer from a lead, post a stock count, invoice a service job or report an invoice to ZATCA. It runs with your permissions and is recorded in the record's history.
8. Ask it to email someone: "email invoice INV-0012 to Al Noor", "send the purchase order to Gulf Supplies", "remind Al Noor about the unpaid invoices". It takes the address from the customer or vendor (or asks you), writes a short message and shows a card with To, Subject, Message and the document. Press Send and it goes from your store's own mail account with the document's PDF attached, as the Email button sends it. Set up Settings → Email → Outgoing mail (SMTP) first; the assistant tells you when it is missing. It prepares at most five emails per answer and 50 a day per store.
9. Open Conversations to go back to an earlier chat, or + to start a new one.

TIPS

- The assistant reads only what you can see in the app and can never delete anything.
- Until your store connects its own AI provider, StartAI answers with free models, for chat and Talk, up to a set number of answers a day; the line under the question box shows how many are left today. Connect a provider in Settings → AI models for faster, more accurate answers.
- In a demo store opened with your email address, StartAI answers from the demo's own records on the free models: figures, product sales, totals, lists and charts. Talk speaks with Gemini Live, and a Talk session counts as one question. It cannot change anything there or read files.
- Images and PDFs need a model that reads images (most Claude, GPT and Gemini models do); the assistant says so when the picked model cannot. Deleting a conversation deletes its files too.

10 Help when you need it

Every screen has a ⓘ help button. The Help center (Help in the menu) holds every topic of this guide and more, and StartAI answers questions about your own business.

1. Type in “Search help”, e.g. return, ZATCA, barcode or salary — Arabic and English words both work.
2. Click a topic card to open it and read the steps for each section (list, creating / editing, record page).
3. Click “Go to this page” to open the screen the topic explains.
4. Click “Open in side panel” to keep the instructions open next to your work, including fields and related topics.
5. On any page, click the ⓘ beside the page title for a short note on what the page is for; “Show me how” in that note opens the full steps.

TIPS

- On any page, press F1 or ? or click the ? button in the top bar for help with exactly that page.
- The ⓘ note takes no space until you click it; Esc, a click outside it or its × close it again.
- The side panel follows the page: on a form it opens the “Creating / editing” section, on a record the “Record page” section; use the tabs to switch.
- If nothing matches your search, try a shorter word or the other language.

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