



SALES & PARTNER PLAYBOOK

# ManufacturedOps

ManufacturedOps gives a mid-sized plant one system for production, quality, maintenance and OEE — so the office and the floor finally see the same numbers.

Production execution

Quality & SPC

Maintenance

Real-time OEE

Traceability

PREPARED BY  
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Ltd.

PRODUCT  
[manufacturedops.com](https://manufacturedops.com)

BOOK A CALL  
[calendly.com/vignesh-burdenoff/1-1](https://calendly.com/vignesh-burdenoff/1-1)



## 00 How to use this playbook

Read the opportunity signals and the discovery questions first — they are what turn a plant tour or a supplier conversation into a qualified introduction. Use the elevator and persona hooks when you are in the room, and keep the objections and competitor pages for the second conversation. You are not expected to demo or quote: get the plant to a call with us and we will take it from there.

### IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

### BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

### HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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## 01 Product Overview

MANUFACTUREDOPS.COM

ManufacturedOps is a manufacturing operations platform — what the industry calls an MES or MOM — that runs the working day of a plant. It covers production orders and routings, operator data capture on the floor, inspection plans and statistical process control, non-conformances and corrective actions, material lots and their genealogy, an asset registry with maintenance work orders, reason-coded downtime, and OEE calculated from all of it. Everything belongs to a workspace, which is how the product models a plant, so a group can run several plants under one governed roof. It is designed to sit alongside an ERP rather than replace it.

### CATEGORY

Manufacturing operations platform (MES/MOM) for discrete, batch and process manufacturers, aimed squarely at plants of roughly 50 to 500 people that a full enterprise suite prices out.

### WHERE IT STANDS TODAY

Generally available with a free tier you can sign up for and use today. The execution, quality, SPC, maintenance, traceability and OEE core is shipped; operator terminals, andon dashboards and preventive scheduling are rolling out; OPC UA and PLC machine connectivity, broader ERP sync and predictive analytics are on the roadmap. There are no public reference customers yet.

### HOW CUSTOMERS GET IT

Cloud service, hosted in India, with sign-up straight from the website — no implementation project needed to get a first production order running. A dedicated tenant and self-hosting are available on the Enterprise plan for regulated or air-gapped sites. Guided onboarding, migration from spreadsheets or a legacy system, and integration setup are available as paid services for plants that want help.

Web application — the full product for planners, supervisors, quality, maintenance and plant leadership

Operator terminal — touch-friendly, kiosk-style station screen for clocking jobs and reporting quantities

OEE and andon dashboards for the line and the plant

Governed GraphQL API for ERP connectors, custom dashboards and automation

MQTT machine tag ingestion for live equipment readings

In-app AI assistant that knows which record you have open

Model Context Protocol tools so an external AI agent can work on plant data under your permissions

Documentation site with product guides and API reference

Mobile app, command-line tool and Node and Python SDKs — on the roadmap

## 02 One-Line Pitch

### SAY EXACTLY THIS

*"ManufacturedOps gives a mid-sized plant one system for production, quality, maintenance and OEE — so the office and the floor finally see the same numbers."*

### SHORTER, FOR A CHAT MESSAGE

One platform for the plant: orders, quality, maintenance and live OEE.

### THE CATEGORY SENTENCE

ManufacturedOps is a manufacturing operations platform — a modern MES — for manufacturers of roughly 50 to 500 people who have outgrown spreadsheets but cannot justify an enterprise MES.

## 03 30-Second Elevator Pitch

### SPOKEN, ROUGHLY 30 SECONDS

*"Most plants still run on a planning spreadsheet, a shop-floor clipboard, a quality binder and a maintenance log that never agree with each other. ManufacturedOps is a manufacturing operations platform that puts all of them on one record. A planner releases a production order, the operator reports good and scrap quantities at the terminal, the inspection is recorded against that same order, and the plant's OEE is calculated from those counts rather than a spreadsheet. One model, from plan to shipped unit."*

### IF THEY ARE TECHNICAL

ManufacturedOps models the plant properly: work centres, production orders, routing operations, material lots with parent and child links, inspection plans, non-conformances, assets, maintenance work orders and reason-coded downtime are real entities, not app-building exercises. Everything the interface can do is also a governed GraphQL operation, with role-based access checked on every call and every change written to an audit trail. That makes ERP connectors, custom dashboards and AI agents first-class rather than afterthoughts.

### IF THEY ARE A BUSINESS BUYER

A plant buys ManufacturedOps to stop running the operation on gut feel and end-of-shift reconstruction. Because production, quality, maintenance and OEE share one record, a supervisor sees what is actually running, a quality engineer catches a drifting dimension before it becomes a batch of scrap, and a recall scope becomes a query instead of a fortnight of spreadsheet archaeology. Pricing is published, starts free, and scales with managed assets rather than with how many people log in.

## 04 Problem We Solve

These are the six binds that put a plant in the market for something like ManufacturedOps. If a prospect describes two or more of them unprompted, you have a real opportunity.

### The plan lives in a spreadsheet and the floor runs on paper

**Who feels it:** Production planners, schedulers and supervisors

**What it costs them:** The schedule stops being true within hours of being published, so the supervisor works from a clipboard and the planner reconstructs what happened after the fact instead of planning the next week.

**How ManufacturedOps answers it:** Production orders, routing operations and work centres are one structured record. The scheduler places open orders by priority and due date inside each work centre's available hours and writes real planned dates, so the floor is given a sequence it can actually run and progress reports back against the same order.

### Shop-floor data arrives too late to act on

**Who feels it:** Machine operators, supervisors and anyone who reports numbers upwards

**What it costs them:** Quantities, scrap and stoppages are written on paper travellers and keyed in hours or days later, so the numbers everyone argues about at the stand-up describe a shift nobody can change any more.

**How ManufacturedOps answers it:** Operators record good and scrap counts, run and setup time and downtime reasons at the station as the work happens, and machine tag readings can stream in over MQTT. The same captured numbers feed availability, performance and quality, so the OEE figure is a by-product of doing the work rather than a separate reporting exercise.

### **Quality is policed at the end instead of built into the process**

**Who feels it:** Quality engineers and quality managers

**What it costs them:** Defects are found at final inspection, which means rework, scrap and the occasional escape to a customer — and every failure becomes a fire drill rather than a closed loop.

**How ManufacturedOps answers it:** Inspection plans are tied to the stage and the operation, so the right checks belong to the right step. Recorded measurements feed real control charts — X-bar and R, individual and moving range, p and c charts with three-sigma limits and Cp, Cpk, Pp and Ppk indices — and an out-of-control point can raise a non-conformance in one action, with disposition, root cause and corrective action tracked to closure.

### **Maintenance is reactive, so downtime surprises everyone**

**Who feels it:** Maintenance planners and reliability engineers

**What it costs them:** Preventive intervals sit in a spreadsheet, servicing competes with production for the same machine, and the true cost of a breakdown is never quantified because nobody records the reason consistently.

**How ManufacturedOps answers it:** Every machine is an asset tied to its work centre with status and history. Preventive and reactive maintenance work orders run their own lifecycle, and downtime events carry reason codes from a controlled list — so the Pareto of losses is a report rather than an argument, and preventive scheduling can be planned around production instead of against it.

### **A recall or customer audit means weeks of spreadsheet archaeology**

**Who feels it:** Compliance leads, quality managers and anyone supplying a regulated or automotive customer

**What it costs them:** Lot records are spread across the ERP, paper travellers and inspection sheets, so scoping which finished units a suspect batch touched takes days and the answer is never fully defensible.

**How ManufacturedOps answers it:** Material lots are lot- and serial-controlled, carry parent and child links, and are tied to the production orders that consume and produce them. Because inspections and non-conformances hang off the same orders, tracing forward from a suspect batch or backward from a complaint is a query over records the plant already created.

### **The floor and the rest of the business do not speak the same language**

**Who feels it:** IT managers, manufacturing engineers and controls engineers

**What it costs them:** The ERP knows about orders and inventory but nothing about what actually ran, so the floor stays an island and every report is somebody exporting a spreadsheet.

**How ManufacturedOps answers it:** The whole product is exposed as a governed GraphQL API with the same permission checks as the interface, plus event streaming, MQTT tag ingestion and a two-way QuickBooks Online inventory connector with an auditable sync ledger. A plant's own team can build dashboards and connect its other systems through the API as ordinary work rather than a vendor project.

## **05 Value Proposition**

Five things a plant gets from ManufacturedOps that it will struggle to get anywhere else at this price. Each is backed by something in the product, not by a promise.

### One record from plan to shipped unit

Production orders, routing operations, work centres, material lots, inspections, non-conformances, assets, maintenance work orders and downtime all reference each other in one model. A quality hold or a breakdown appears against the exact run it affected. Nobody re-keys anything between a planning tool, a quality tool and a maintenance tool, because there is only one.

**Evidence:** The data model itself: a non-conformance points at the inspection, the inspection points at the production order, and the lots point at the orders that consumed and produced them.

### Quality, maintenance and traceability are included, not sold separately

Inspection plans, SPC control charts and capability indices, the non-conformance and corrective-action loop, the asset registry, maintenance work orders and lot genealogy are part of every plan, including the free one. A plant does not have to buy a separate quality system, a separate maintenance system and a separate OEE tool and then integrate them.

**Evidence:** Competing tools charge separately for traceability, shop-floor execution or maintenance, or gate preventive maintenance behind their top tier; here the tiers differ by capacity, not by feature.

### OEE calculated from what the floor actually recorded

Availability times performance times quality is computed from real good and scrap counts, run and setup time and recorded downtime, alongside a ranked breakdown of downtime by reason. There is no overnight batch, no machine-only estimate and no spreadsheet in the middle. When somebody disputes the number you can show them the inputs it came from.

**Evidence:** The operations summary returns the OEE percentage and the downtime Pareto together, computed from the same operation and downtime records the floor created.

### Priced by the size of the operation, not by headcount

Plans are banded by managed assets and work centres, so putting a terminal in front of every operator does not increase the bill. Prices are published, there is a free tier for evaluation, and a plant manager can work out what a year costs before speaking to anyone. Regional bands mean a plant in India or Latin America is not asked to pay a United States price.

**Evidence:** Published tiers from free through to a per-asset Enterprise contract, with four regional price bands and roughly twenty per cent off for annual billing.

### Governance you would normally pay extra for

Access control is enforced on every operation before a request reaches the product, six plant roles are seeded into every workspace automatically, and every change is attributable in an activity timeline. Plants are isolated from each other, and the same rules apply whether a request comes from the screen, the API or an AI agent.

**Evidence:** Ten permission-controlled resource types, role levels seeded per workspace, and a mutation audit trail — available from the free tier upward rather than as an enterprise upsell.

## 06 Ideal Customer Profile

A 50 to 500 employee manufacturer running one to three plants, already on an ERP for finance and inventory, still running the floor on spreadsheets and paper, where the plant manager or owner can decide without a procurement committee.

| SEGMENT                                                                                              | TYPICAL SIZE                                              | WHY THEY BUY                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Discrete manufacturers — automotive components, electronics, industrial equipment, metal fabrication | 50–500 employees, 1–3 plants, roughly \$5M–\$100M revenue | Routings, work centres and operator data capture map directly onto how they work, and OEM customers increasingly demand traceability and process data they cannot currently produce. |

| SEGMENT                                                                                                                        | TYPICAL SIZE                                           | WHY THEY BUY                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Batch and process manufacturers — food and beverage, chemicals, packaging, cosmetics</b>                                    | 50–500 employees, often single site with several lines | Lot control and forward-and-backward genealogy are the whole reason they buy, and downtime on a packaging line is the most expensive event in their week.                                      |
| <b>Regulated and quality-driven manufacturers — medical device, pharmaceutical contract manufacturers, aerospace suppliers</b> | 100–1,000 employees                                    | They need inspection plans, a real non-conformance and corrective-action loop and defensible genealogy, and they usually cannot justify a separate quality management system on top of an MES. |
| <b>Contract manufacturers and job shops</b>                                                                                    | 50–300 employees, high product mix                     | Every customer has different routings and evidence requirements, and a rigid legacy system that needs a vendor project to change a routing is exactly what they are trying to escape.          |
| <b>Multi-plant operations groups expanding site by site</b>                                                                    | 500+ employees across several plants                   | Workspaces make each plant its own governed boundary, so a group can land one plant, prove it, and expand without re-platforming or losing cross-site comparability.                           |

#### GEOGRAPHIES

Sold globally with four regional price bands: band A covers the United States, Europe, the United Kingdom, Japan, Korea, Australia, Canada and Singapore; band B the Gulf, Eastern Europe, Taiwan and Hong Kong; band C Latin America, South-East Asia, Turkey and South Africa; band D India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt. Data is hosted in India today, which is worth raising early with European buyers who have residency requirements.

#### NOT A FIT — DO NOT CHASE

- Plants that need automatic counts and downtime states pulled straight off PLCs via OPC UA today — that connectivity is on the roadmap, and MQTT tag ingestion is as far as it goes right now
- Companies looking to replace their ERP; ManufacturedOps deliberately does not do finance, purchasing or sales
- Small makers and direct-to-consumer brands that only need inventory and a visual kanban — a light MRP tool will be cheaper and closer to what they want
- Teams who want a no-code app builder to design their own data model; the whole point here is that the manufacturing model is fixed and ready
- Automotive suppliers whose immediate requirement is full PPAP, FMEA and formal audit management — that depth is not built yet
- Buyers who need a signed SOC 2 or ISO 27001 certificate before they will start a trial

## 07 Buyer Personas

Six roles decide, use or block this purchase. The hook is the line to open with; the question is the one they will ask you within a minute of showing interest.

### Plant manager or operations director (economic buyer)

#### WHAT THEY WANT

One honest number for how the plant is running, fewer surprises at the Monday stand-up, and a credible replacement for the whiteboard, the spreadsheets and the legacy system nobody uses.

**Open with:** If I asked you right now what your OEE was on line two this shift, how long would it take to get an answer you would defend in front of a customer?

**They will ask:** How long before my floor is actually using it, and what does it cost me for a year?

#### WHAT FRUSTRATES THEM

Finds out about problems after they have become crises, builds slide decks from Friday reports, and cannot answer a customer question about a specific batch without sending three people looking for it.

### Production planner or scheduler

#### WHAT THEY WANT

A schedule the floor will actually follow, and a way to see what is running without walking the plant or ringing supervisors.

#### WHAT FRUSTRATES THEM

Rebuilds the plan by hand whenever a machine goes down, chases status all day, and gets blamed for a schedule that stopped being true at ten in the morning.

**Open with:** When a machine drops out at nine, how long does it take you to know what that did to the rest of the week?

**They will ask:** Does it schedule against real work-centre capacity, or is it just a list of jobs?

### Quality engineer or quality manager

#### WHAT THEY WANT

Catch a drifting process while the batch is still on the machine, and be able to hand an auditor evidence without a week of preparation.

#### WHAT FRUSTRATES THEM

Inspection sheets on clipboards, measurements retyped into spreadsheets, corrective actions chased by email, and a recall scope that means opening filing cabinets.

**Open with:** When a dimension starts drifting, does anyone see it before the batch is finished — or do you find out at final inspection?

**They will ask:** Are these real control charts with capability indices, or just a line on a graph?

### Maintenance planner or reliability engineer

#### WHAT THEY WANT

Move the team from breakdown response toward planned work, and prove where downtime is actually going.

#### WHAT FRUSTRATES THEM

Preventive intervals live in a spreadsheet, servicing collides with production, and every stoppage is described differently so the numbers never add up.

**Open with:** What are your top three downtime reasons this month, and would maintenance and production give me the same three?

**They will ask:** Can maintenance work be planned around the production schedule instead of fighting it?

### IT manager, manufacturing engineer or controls engineer (technical gatekeeper)

#### WHAT THEY WANT

Judge whether the vendor understands shop-floor reality, whether the data belongs to the plant, and how much integration work lands on them.

#### WHAT FRUSTRATES THEM

Has been through a rigid implementation before and is wary of anything that needs a professional-services project to change a routing.

**Open with:** If you wanted last month's downtime and scrap in your own reporting stack, could you get it out of what you run today without asking a vendor?

**They will ask:** Does everything the interface can do exist in the API, and can we get our data out?

### Owner or managing director of an independent manufacturer

#### WHAT THEY WANT

Fix the operations problem without a six-figure system and a nine-month project.

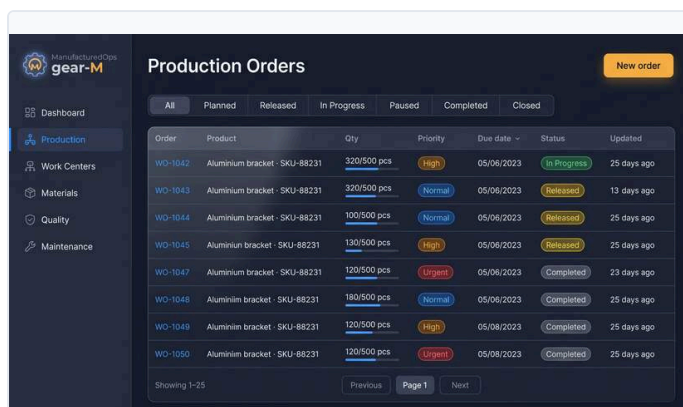
#### WHAT FRUSTRATES THEM

Has been quoted enterprise numbers before and walked away, and does not want to bet the plant on an implementation.

**Open with:** Would it help to test this on one line, at no cost, before anyone talks about a contract?

**They will ask:** What happens if it does not work — how much have I lost?

Fourteen situations the product was built for. Each one is a scenario, not a customer story — use them to help a prospect recognise their own plant.



#### PRODUCTION PLANNER AND PRODUCTION SUPERVISOR

### Release and run production orders end to end

#### THE SITUATION

Orders live in the ERP as quantities and dates, but how they will actually be made is in a planner's head, a routing sheet and a whiteboard that gets wiped every Friday.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

A production order is created with its product code, quantity, priority and due date, its operations are defined along a routing and assigned to named work centres, and the order is released to the floor. It then moves through planned, released, in progress and completed, with good and scrap quantities and time recorded at each operation, and hold and cancel available when reality intervenes.

The live status of the plant is accurate because it is a by-product of doing the work rather than a separate tracking ritual.



#### MACHINE OPERATOR AND SHIFT LEAD

### Give operators a terminal built for the line

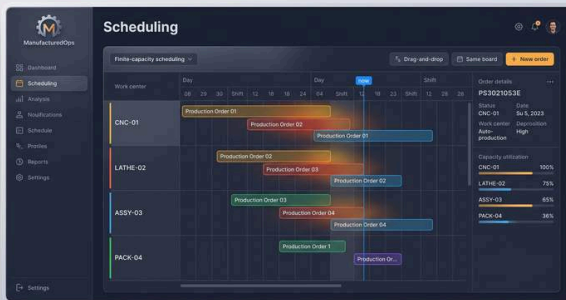
#### THE SITUATION

Operators write counts on paper travellers, scrap is reported at the end of the day if at all, and nobody at the station can see the work instruction that matters right now.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

A touch-friendly terminal runs at the work centre. The operator clocks on to a job, sees the operation and its instructions and drawings, records good and scrap counts and run and setup time in a couple of taps, and flags a problem — a tool change, a material issue, a quality concern — without leaving the station or finding a keyboard.

Data is captured where and when it happens, and operators get a voice the moment something goes wrong.



## PRODUCTION SCHEDULER

### Schedule against real work-centre capacity

#### THE SITUATION

The schedule is a spreadsheet built on optimistic assumptions about how much a machine can do in a day, and it is wrong by the second shift.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

The scheduler places open production orders by priority and due date inside each work centre's available hours, writes real planned dates onto the operations, and reports back what it could place and what it could not. It runs from the schedule board's Gantt view, so a planner can see the resulting sequence rather than reading a list.

A plan built against real constraints instead of a wishlist — and an explicit list of what will not fit.



## MATERIALS MANAGER AND PLANNER

### Check material before the plan reaches the floor

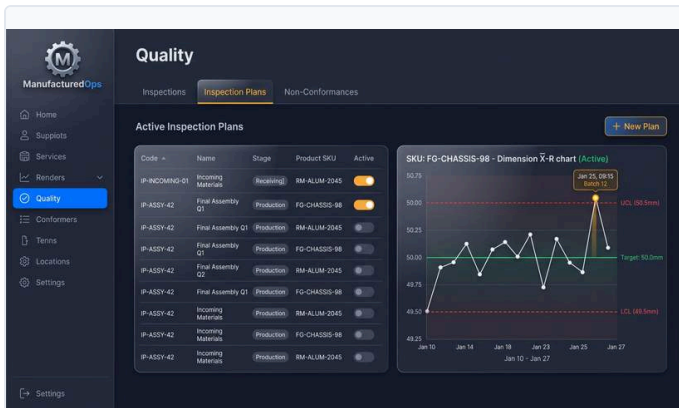
#### THE SITUATION

A job is released, set up and started before anyone discovers that a component is short — so the line stops with the machine already changed over.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

An item master and multi-level bills of material define what each product needs. The requirements calculation explodes an order's bill of material and nets it against real on-hand lot quantities, recording required, available and shortage for every component so the gap is visible before the order is released.

Shortages surface early enough to expedite, substitute or resequence rather than after the changeover.



## QUALITY ENGINEER

### Build quality into the process with inspection plans and SPC

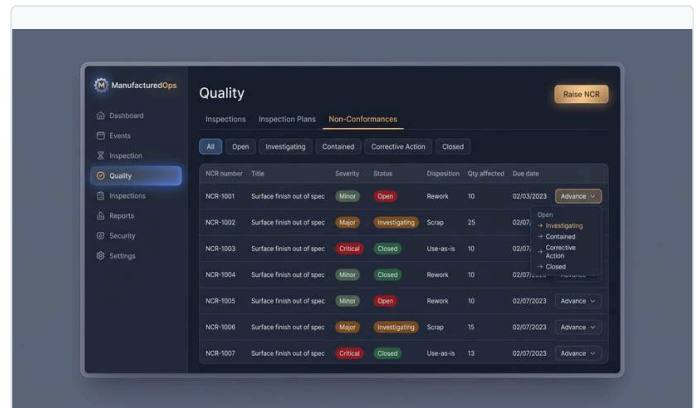
#### THE SITUATION

Checks happen at final inspection, measurements are typed into a spreadsheet afterwards, and a drifting dimension is only obvious once it has produced a bin of scrap.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Inspection plans are defined by stage — incoming, in-process, final — and tied to operations, so the right checks belong to the right step. Recorded measurements are charted on demand as X-bar and R, individual and moving range, p and c charts with three-sigma control limits, Western Electric out-of-control detection, and Cp, Cpk, Pp and Ppk capability indices against the plan's specification limits.

A process going out of control is visible while the batch is still on the machine.



## QUALITY MANAGER

### Close the loop on defects with non-conformance and corrective action

#### THE SITUATION

Failures are handled by whoever is nearest, material is dispositioned in a corridor conversation, and the same defect comes back next quarter because nothing was written down.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

A non-conformance is raised against the order, lot or operation — including in one action from an out-of-control point on a control chart — with severity, status and a material disposition of use-as-is, rework or scrap. Where a root cause needs fixing, a corrective or preventive action is opened, assigned and tracked to closure with the audit trail intact.

Firefighting turns into a documented loop that an auditor can follow.



## COMPLIANCE LEAD AND QUALITY MANAGER

### Scope a recall from a single suspect lot

#### THE SITUATION

A customer complains about one batch, and answering which other units are affected means cross-referencing the ERP, paper travellers and inspection sheets by hand.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Material lots are lot- and serial-controlled, carry parent and child links, and are tied to the production orders that consumed and produced them, with inspections and non-conformances hanging off the same orders. Tracing forward from a suspect batch to everything it touched, or backward from a finished unit to its source lots, equipment and checks, is a traversal over records the plant already created.

A recall scope or audit question becomes a query rather than a fortnight of spreadsheet archaeology.

The screenshot shows the 'Maintenance' section of the ManufacturedOps interface. It includes a dashboard with four key metrics: 'Operational assets' (250), 'Down assets' (00), 'Open work orders' (12), and 'Downtime hrs' (13 hrs). Below the dashboard is a table of work orders with columns for 'WO number', 'Title', 'Type', 'Asset', 'Status', 'Scheduled for', 'Downtime (min)', and 'Advance'. The table lists several work orders for 'Spindle lubrication' on 'AS-PRESS-01' assets, with statuses ranging from 'Predictive' to 'Completed'.

## MAINTENANCE PLANNER AND RELIABILITY ENGINEER

### Keep machines healthy instead of reacting to breakdowns

#### THE SITUATION

Preventive intervals sit in a spreadsheet, reactive jobs are phoned through, and maintenance and production argue over the same machine because neither can see the other's plan.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Every machine is an asset in the registry, tied to its work centre, with status and history. Preventive and reactive maintenance work orders run their own lifecycle with an assigned technician and labour time, and stoppages are logged as downtime events with reason codes from a controlled list.

Maintenance becomes planned work with a record, and the reliability picture builds itself from the jobs already being done.



#### PLANT MANAGER AND LINE SUPERVISOR

### See OEE without waiting for the end of the shift

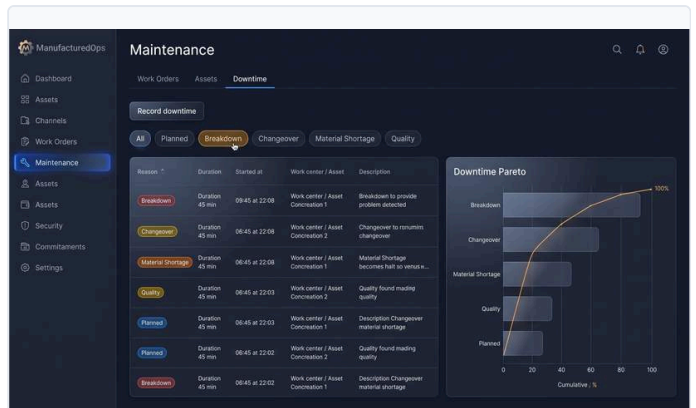
#### THE SITUATION

OEE is calculated once a week in a spreadsheet by someone who has to chase three people for the inputs, and nobody entirely believes the result.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Availability, performance and quality are computed from the operation counts, run and setup time and downtime records the floor is already producing, and combined into a single OEE figure for the line and the plant, shown on a dashboard the shift can look at.

A plant manager walking the floor and the line looking at the board are reading the same number, from the same inputs.



#### PLANT MANAGER AND CONTINUOUS-IMPROVEMENT LEAD

### Rank this shift's losses before the morning stand-up

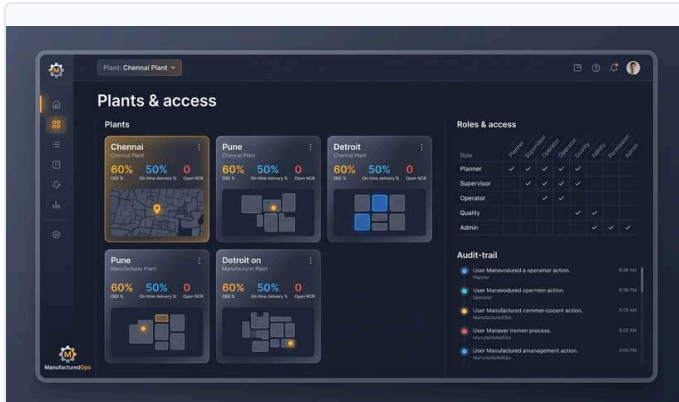
#### THE SITUATION

Everyone has an opinion about what is costing the plant time, and the improvement effort goes wherever the loudest argument points.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Downtime events carry reason codes, so losses are ranked by reason as a Pareto over any period. The biggest contributors are obvious, and because the events are tied to work centres and assets you can see whether one machine is responsible for most of the total.

Improvement work is aimed at the largest measured loss rather than at the most recent complaint.



## OPERATIONS DIRECTOR AND MULTI-SITE QUALITY LEAD

### Run several plants under one governed platform

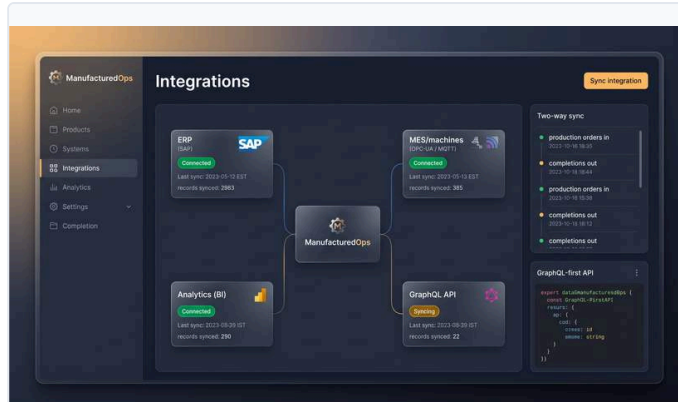
#### THE SITUATION

Each plant has its own spreadsheets, its own definitions and its own version of the truth, so group-level comparison is a monthly reporting exercise nobody trusts.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Each plant is its own workspace with its own orders, work centres, assets and people, and six plant roles — plant manager, production lead, quality engineer, maintenance lead, shop-floor operator and plant viewer — are seeded into every workspace automatically. Access is checked on every operation before a request reaches the product, and every change is attributable in an activity timeline.

A group can add plants one at a time, with the same definitions and the same governance, and compare them honestly.



## IT MANAGER AND MANUFACTURING ENGINEER

### Connect the floor to the rest of the business

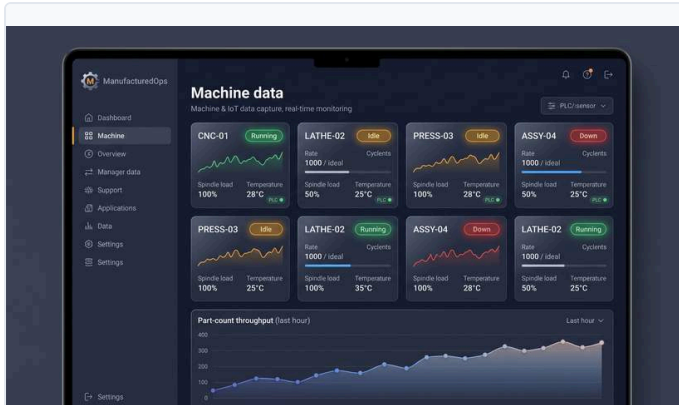
#### THE SITUATION

The ERP holds the orders and the money, the floor holds what actually happened, and the two are reconciled by somebody exporting a spreadsheet once a week.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Everything the interface can do is available as a governed GraphQL operation with the same permission checks, alongside event streaming and a two-way QuickBooks Online inventory-item connector that keeps an auditable push-and-pull ledger. Broader order and bill-of-material sync, and other ERP vendors, are on the roadmap.

The plant's own team builds dashboards and connects its other systems through the API as ordinary internal work rather than a vendor change request.



## CONTROLS ENGINEER

### Stream machine readings instead of typing them

#### THE SITUATION

Counts and states are read off machine displays and written on a sheet, so the equipment's own version of the shift never reaches anyone who could act on it.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

Machine tag readings are published to an MQTT broker and ingested as queryable machine-tag history, or pushed in directly through the API. Automatic capture of cycle counts, run and idle and down states and downtime over OPC UA and direct PLC tags is on the roadmap, so today this complements operator capture rather than replacing it.

The first machine data starts flowing without an edge-gateway project, with a clear path to fuller automation.



## PRODUCTION SUPERVISOR AND PLANT MANAGER

### Ask a question about the record already on your screen

#### THE SITUATION

The person who can answer a question about an order or an asset is on the other side of the plant, and finding the answer means clicking through four screens.

#### WHAT HAPPENS WITH MANUFACTUREDOPS

An AI assistant is available on every screen and knows which record you have open — a production order, a work centre, a material lot, an inspection, a non-conformance, an asset, a maintenance work order or the OEE board — so a question phrased the way a supervisor would phrase it arrives with the right context. Each turn is metered against the workspace's allowance. Manufacturing-specific grounding, so it can read a control chart for you, is still being built.

Plain-language questions about the plant, answered in context, without the assistant inventing numbers it could have looked up.

## 09 Product Capabilities

What ships today, what is rolling out and what is committed. Anything not marked shipped should be described to a prospect as coming, never as available.

### Production execution

The spine of the platform: orders, the steps they run through, and where those steps happen.

#### Production orders

Product code, quantity, priority and due date, with a full lifecycle through planned, released, in progress and completed, plus hold and cancel.

#### Operations and routings

Ordered steps for each order, dispatched to named work centres, with good and scrap quantities, run and setup time and the operator who clocked on recorded at each step.

#### Work centres

Machines, cells and stations with a type and capacity hours, created, updated and archived per plant — the structure capacity and OEE are measured against.

#### Live floor status

Because every transition is captured as part of the work, the current state of every order and line is accurate without a separate tracking exercise.

#### Operator terminal in progress

Touch-friendly station screen for clocking on, reporting quantities and scrap, viewing work instructions and flagging issues. Progressively rolling out.

### Planning and materials

Turning what needs making into something the plant can actually run this week.

#### Finite-capacity scheduling

A deterministic scheduler places open orders by priority and due date inside work-centre capacity hours and writes real planned dates, run from the schedule board. It is a heuristic, not an optimiser.

#### Item master and multi-level bills of material

Define what each product is made from, several levels deep, as structured records rather than attachments.

#### Material requirements netting

Explodes an order's bill of material and nets it against real on-hand lot quantities, persisting required, available and shortage per component.

#### Material lots

Lot- and serial-controlled material with a status lifecycle through available, allocated, consumed, quarantined and scrapped, tied to the orders that consume and produce it.

#### Drag-and-drop rescheduling, shift calendars and auto-reschedule planned

Editing the sequence on the Gantt, modelling setup and changeover and shift patterns, and reflowing the plan automatically when a machine drops out.

#### Bill-of-material and inventory management screens planned

The requirements engine ships today via the API; the management interface and proactive shortage flags on the schedule are still to come.

#### Demand intake from sales orders or ERP planned

Pulling demand in automatically and exploding it into a resource-aware plan, rather than creating orders directly.

## Quality and traceability

Inspection where the work happens, a closed loop on defects, and genealogy as a by-product.

### Inspection plans

Reusable plans by stage — incoming, in-process, final — tied to operations, with active and inactive control and characteristic specification limits.

### Quality inspections

Checks recorded against a production order with pass or fail results, the measurements behind them and the inspector who made the judgement.

### Statistical process control

X-bar and R, individual and moving range, p and c charts with three-sigma limits, Western Electric out-of-control detection, and Cp, Cpk, Pp and Ppk indices, computed on demand from recorded measurements. Manually entered measurements only for now.

### Non-conformance and disposition

Raised against an order, lot or operation with severity, status and a material disposition of use-as-is, rework or scrap — including in one action from an out-of-control point.

### Corrective and preventive actions

Root cause and corrective action carried on the non-conformance, assigned to an owner and tracked to closure with the audit trail intact.

### Lot genealogy

Parent and child lot links make forward and backward tracing a native traversal; deeper as-built records and certificates of analysis are still to come.

### Blocking quality gates in progress

Stopping a job from advancing at the terminal until a required check is complete.

### Deep multi-tier quality management planned

Production part approval, failure mode analysis and formal audit management — the depth an automotive supplier's quality function eventually wants.

## Maintenance and assets

Equipment health as part of operations rather than a separate system.

### Asset registry

Equipment tied to its work centre with status — operational, down, under maintenance — and history.

### Maintenance work orders

Preventive and reactive jobs against an asset with their own status lifecycle, assigned technician and labour minutes.

### Downtime events

Recorded stoppages with duration and a reason code from a controlled list, feeding availability and the loss Pareto.

### Preventive scheduling in progress

Servicing by calendar interval or accumulated runtime, coordinated with the production schedule so it does not collide with a critical run.

### Spare-parts linkage planned

Connecting maintenance jobs to parts inventory so a job cannot be planned without the parts to do it.

### Predictive maintenance analytics planned

Ranking equipment by failure risk from recorded history rather than by calendar interval.

## OEE and analytics

One honest number for how the plant is running, computed from the plant's own records.

### OEE calculation

Availability times performance times quality, computed from real operation counts, run and setup time and recorded downtime rather than from estimates or a spreadsheet.

### Downtime Pareto

Losses ranked by reason over any period, returned alongside the OEE figure so the biggest contributor is never in doubt.

### OEE dashboard

Line and plant views of the same figures the calculation produces, for the floor and for leadership.

### Andon-style line boards and trend analytics in progress

Board displays for the line, and trends over shifts and weeks that show whether an improvement stuck.

### Cross-site benchmarking in progress

Comparing OEE and quality across plants in a group from one place.

### Predictive quality and failure prediction planned

Forecasting out-of-specification trends and equipment failure before they happen.

## Integration and machine data

How the plant joins the rest of the business, and how equipment reports itself.

### Governed GraphQL API

Everything the interface can do is available programmatically, with the same permission checks and audit trail applied to every call.

### Event streaming

Production events are published so new integrations are additive rather than disruptive.

### MQTT machine tag ingestion

Subscribe to a broker or push readings through the API; tag history is queryable alongside the rest of the plant record.

### QuickBooks Online connector

Two-way inventory-item synchronisation with an auditable ledger of what was pushed and pulled.

### OPC UA and direct PLC connectivity planned

Automatic capture of cycle counts, run and idle and down states and downtime straight from equipment.

### Two-way ERP sync for orders, bills of material and confirmations planned

Beyond inventory items, and beyond a single accounting vendor.

### Warehouse and analytics push planned

Scheduled export into a data warehouse and outbound webhooks for downstream reporting.

## Governance and the wider platform

The enterprise plumbing a plant would otherwise have to buy, configure or build.

### Access control on every operation

Ten permission-controlled resource types, checked before a request reaches the product; the product itself never makes the decision.

### Seeded plant roles

Six roles — plant manager, production lead, quality engineer, maintenance lead, shop-floor operator and plant viewer — created automatically in every workspace, with individually attributed work records deliberately restricted.

### Activity and audit timeline

Every change attributable to an actor, target and result, searchable and exportable, with retention increasing by plan.

### Multi-plant isolation

Each plant is its own workspace boundary, so a group runs several sites under one governed roof without them seeing each other's records.

### Files, tags, comments, notifications and multi-lingual interface

Drawings, work instructions and certificates in shared storage with signed-link access; discussion threads on orders and non-conformances; in-app, email and webhook alerts; language switching per user.

### Quota enforcement

Plan limits applied at the point of action rather than discovered on an invoice.

### Enforced single sign-on and directory sync in progress

Sandbox connectors are available on paid plans; enforced sign-on, directory provisioning, security-log streaming and customer-managed keys are Enterprise capabilities.

### Compliance accelerators planned

Electronic-signature capture for regulated records, and packaged workflows and evidence exports for quality and automotive standards.

## AI in the plant

Reasoning on top of numbers the product computed, never instead of them.

### Assistant on every screen

An in-app assistant available across the dashboard, the OEE board, production, the schedule, the terminal, materials, quality, maintenance and integrations.

### Knows the record you have open

The route is resolved into a typed context so a question about the order in front of you arrives with that order's identity attached; the payload deliberately carries no measurement values or names.

### Metered per question

Each turn reports its usage against the workspace's allowance, so assistant spend is visible like any other resource.

### Non-conformance from an out-of-control point

A bad point on a control chart can become a properly structured non-conformance in one action, with a person confirming it.

### Plant tools for external AI agents in progress

Model Context Protocol tools covering work centres, orders, operations, lots, inspections, non-conformances, assets, maintenance and downtime, running with the caller's own permissions. Not yet published, and destructive tools do not yet ask for confirmation.

### Manufacturing-specific grounding planned

Teaching the assistant the plant's own operations so it can answer from your production data rather than as a capable general assistant that knows which record you are on.

### AI schedule sequencing and maintenance risk ranking planned

Proposals a planner reviews and approves, with the reasoning kept on the record.

## 10 Pricing & Plans

Pricing is based on the size of the operation — managed assets and work centres — rather than on how many people log in, so putting a terminal in front of every operator does not raise the bill. Every feature is available on every tier including the free one; the tiers differ by capacity, retention, support and governance. Prices are published in four regional bands, and annual billing is roughly twenty per cent cheaper than monthly. All features run on the customer's own provider key, so there is no inference resold on top.

| PLAN              | PRICE                                                                                                                              | WHO IT IS FOR                                                                                    | WHAT IS INCLUDED                                                                                                                                                                                                                                                                                                                      |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Free</b>       | \$0<br>Forever, no card required                                                                                                   | A micro-workshop, a job shop or a single line proving the model before anyone talks about budget | 15 managed assets; 1 work centre, 1 plant; 2 seats; 50 production orders and 50 inspections a month; 3 open production orders; 1 GB storage, 30-day analytics and 7-day audit retention; Community support plus one ticket a month                                                                                                    |
| <b>Pro</b>        | \$99/mo<br>Band A; \$79/mo billed annually.<br>India ₹3,999/mo or ₹3,199/mo annually                                               | Small manufacturers up to roughly 50 people running a single line or shop                        | 50 managed assets; 10 work centres, 1 plant; 5 seats; 500 production orders and 1,000 inspections a month; 25 GB storage; 90-day analytics and 30-day audit retention; Email support, under 48 hours                                                                                                                                  |
| <b>Growth</b>     | \$399/mo<br>Band A; \$319/mo billed annually.<br>India ₹14,999/mo or ₹11,999/mo annually.<br>14-day trial available                | Scaling manufacturers up to roughly 250 people running multiple lines on one site                | 250 managed assets; 50 work centres, 3 plants; 15 seats; 5,000 production orders and 10,000 inspections a month; 100 GB storage; 365-day analytics and 180-day audit retention; Advanced analytics, custom dashboards, 25 custom roles; Priority support under 24 hours, 99.5% availability commitment                                |
| <b>Business</b>   | \$999/mo<br>Band A; \$799/mo billed annually.<br>India ₹39,999/mo or ₹31,999/mo annually                                           | Established manufacturers up to roughly 1,000 people across several teams or plants              | 1,000 managed assets; Unlimited work centres under fair use, 10 plants; 50 seats; 50,000 production orders and 100,000 inspections a month; 1 TB pooled storage; 730-day analytics and 365-day audit retention; Approval workflows, advanced exports, 100 custom roles; Priority support under 8 hours, 99.9% availability commitment |
| <b>Enterprise</b> | From \$12/asset/mo<br>Band A list; \$9/asset/mo annual floor from 250 assets. Band D from \$4/asset/mo equivalent. Annual contract | Multi-site groups, regulated manufacturers and anyone above roughly 250 managed assets           | Custom asset, order and inspection volumes; Unlimited seats and plants; Enforced single sign-on, directory sync and security-log streaming; Customer-managed keys and data residency; Dedicated tenant or self-hosting; Custom availability commitments from 99.9%; Dedicated success manager and premium support                     |

### Add-ons

| ADD-ON                               | PRICE    |
|--------------------------------------|----------|
| Managed assets — 50 pack             | \$39/mo  |
| Managed assets — 250 pack            | \$149/mo |
| Work centres — 10 pack               | \$29/mo  |
| Production orders — 5,000 a month    | \$29/mo  |
| Quality inspections — 10,000 a month | \$29/mo  |
| Storage — 250 GB                     | \$49/mo  |

| ADD-ON                                                                                    | PRICE    |
|-------------------------------------------------------------------------------------------|----------|
| Analytics Pro — 730-day retention, custom dashboards, scheduled reports                   | \$99/mo  |
| Audit Standard — 365-day audit retention with export                                      | \$39/mo  |
| Quick Start implementation — one-day workshop, first workflows live                       | \$2,500  |
| Standard implementation — two to four weeks of setup, integration, migration and training | \$12,000 |

#### WHAT TO TELL A PROSPECT ABOUT PRICE

- Four regional bands set the price for a customer's billing market: band A for the United States, Europe, the United Kingdom, Japan, Korea, Australia, Canada and Singapore, down to band D for India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt. A band D price is the normal price for that market, not a discount.
- Add-ons require a paid plan; free customers upgrade first. Capacity packs stack on top of the tier's allowance.
- Enterprise is quoted per managed asset on an annual contract — as a rough guide, 250 to 500 assets lands around \$27,000 to \$54,000 a year and 500 to 1,000 assets around \$48,000 to \$96,000, before any regional band adjustment.
- Larger migrations from a legacy system are quoted separately, typically between \$30,000 and \$100,000 depending on scope.
- Never quote a price yourself. Send the requirement to us and we will issue the quote — final pricing, discounting and contract terms are ours to set.

## 11 Competitive Landscape

Six alternatives come up in real conversations. Each of them genuinely beats us at something, and saying so is what makes the rest of your argument credible.

| ALTERNATIVE             | WHAT IT IS                                                                                                                                                                                             | WHERE THEY ARE STRONG                                                                                                                                                                                                                                                | WHERE WE WIN                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Tulip Interfaces</b> | A no-code platform for building shop-floor apps, strong on operator experience and machine connectivity, sold mostly to larger discrete manufacturers who already own an ERP and a maintenance system. | Machine connectivity is genuinely better — OPC UA, MQTT and an on-premises edge gateway shipping today — and the no-code builder lets a plant with the appetite for it build exactly the app it wants. Their operator interface design is excellent.                 | Tulip has no fixed manufacturing data model, no native maintenance system and no planning, so work orders, routings, quality and traceability are each an app-building project with the governance risk that implies. Here they are entities on day one. Their per-interface pricing also climbs with every station, where our price is set by assets, not terminals. |
| <b>Katana</b>           | A cloud inventory and production tool for small product makers and direct-to-consumer brands, with tight commerce and accounting integrations.                                                         | For a maker business with a webshop, Katana's inventory and multi-channel sync is better than anything we offer, the interface is clean and non-technical people are productive in days. Their accounting and e-commerce connectors are a real strength.             | Katana is thin on the floor: no OEE, no maintenance system, basic quality, and batch traceability, shop-floor and routings are separately priced add-ons that push the real bill well above the headline. If the customer's problem is execution, quality or downtime rather than inventory, they will outgrow it quickly.                                            |
| <b>MRPeasy</b>          | An affordable all-in-one cloud manufacturing ERP for small shops, covering planning, inventory, procurement, sales and basic accounting.                                                               | Real material requirements planning with finite-capacity scheduling, plus full small-business ERP breadth we deliberately do not have — purchasing, sales and accounting sync in one system. For a shop that wants one tool for everything, that is a fair argument. | Per-user pricing taxes exactly the thing a plant should want, which is broad floor participation. Operator experience is web reporting rather than a station terminal, preventive maintenance is reserved for their top tier, and there is no statistical process control or structured non-conformance loop.                                                         |

| ALTERNATIVE                       | WHAT IT IS                                                                                                                                                              | WHERE THEY ARE STRONG                                                                                                                                                                                                                                                                                                            | WHERE WE WIN                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>L2L</b>                        | A connected manufacturing operations platform built around real-time OEE, digital dispatch and maintenance, sold to mid-sized and large plants that already run an ERP. | Their OEE and maintenance pairing is mature and proven at scale, lean methodology is designed into the product, they have shipped execution AI for shop-floor guidance, and they connect to controllers and industrial devices today. On OEE and maintenance we are at rough parity at best.                                     | L2L overlays the ERP rather than owning the production record, so there is no planning, no scheduling and no material genealogy, and formal quality is limited. Pricing is contact-sales only with a three to six month rollout, where a plant can start here on a free tier this afternoon.                                    |
| <b>Plex (Rockwell Automation)</b> | The most comprehensive cloud MES, ERP and quality suite on the market, backed by Rockwell's industrial ecosystem.                                                       | Depth we do not match: production part approval, failure mode analysis, formal audit management, certificates of analysis, deep controller integration, and earned automotive, food-safety and security certifications. For a large regulated manufacturer that wants one system for everything, Plex is often the right answer. | Mid-market deals are commonly estimated at \$120,000 to \$400,000 a year with four to nine month implementations and per-user licensing, and it means adopting their full ERP footprint. A plant here runs its first production order the day it signs up, keeps its existing ERP, and can see the price without a sales cycle. |
| <b>Odoo Manufacturing</b>         | The manufacturing module of the Odoo open-source ERP suite, covering bills of material, routings, work centres and manufacturing orders.                                | Unbeatable value if the company already runs Odoo for accounting, sales and inventory, with a large partner ecosystem and full source access for teams with development capacity. Their planning depth for the price is good.                                                                                                    | It is ERP-first rather than floor-first: no touch operator terminal, no native maintenance system, no real-time OEE, and quality limited to basic checks — most of which arrive as paid add-ons or custom development. The community edition also hands backups, upgrades and security back to the plant.                       |

#### THE POSITIONING LINE TO HOLD

ManufacturedOps gives mid-market manufacturers enterprise-grade operations depth without enterprise complexity, and small-business affordability without small-business thinness.

## 12 Why Us / Differentiators

If a partner remembers six things about why this product exists, make it these.

### The data model is the product

Work centres, production orders, routing operations, material lots, inspection plans, non-conformances, assets, maintenance work orders and downtime events are native entities that reference each other. Competitors either make you configure your own model, overlay an ERP for the production record, or stitch the plant together from point tools. One record means no re-keying, and no reconciliation job that quietly drifts.

### Quality, maintenance and OEE in every tier, including the free one

Elsewhere, traceability is an add-on, preventive maintenance is a top-tier feature and OEE is a separate product. Here the tiers differ by capacity, not by capability, so a plant on the free tier is evaluating the same product a multi-site group runs.

### Numbers computed from the plant's own records

OEE, control limits and capability indices are calculated from the counts, times and measurements the floor recorded, and returned with the inputs. That matters most when someone disputes the figure, and it is also what makes the AI layer trustworthy — the assistant reasons over computed numbers rather than estimating them.

### Priced by the operation, not by the login

Bands are set by managed assets and work centres, so a plant can put a terminal at every station without a per-seat penalty. Prices are published, there is a free tier, and four regional bands mean the price reflects the market the customer actually operates in.

### Governance from the free tier upward

Access control is enforced on every operation before a request reaches the product, six plant roles are seeded automatically, and every change is attributable. Person-attributed records — who ran the operation, who inspected, who was assigned the maintenance job — are deliberately restricted rather than visible to everyone with a login.

### Headless by construction, so the plant's data is the plant's

Everything in the interface exists as a governed API operation with the same permission checks, plus event streaming and tools an external AI agent can use under the caller's own permissions. Connectors, dashboards and automation are ordinary internal work rather than a vendor change request — which is also the honest answer to a lock-in question.

## 13 Customer Proof & Credibility

There are no customers to point at yet, so credibility has to come from the product itself: what is actually built, how it is governed, how honestly the roadmap is labelled, and the fact that a prospect can test every claim on the free tier without talking to anyone.

#### YOU CAN CHECK IT YOURSELF, TODAY

The free tier is the full product surface with activation-sized limits. A sceptical engineer can create a work centre, release a production order, record an inspection, log downtime and read the resulting OEE figure in an afternoon, without a sales conversation.

#### DEPTH ACROSS THE WHOLE OPERATION, NOT ONE CORNER OF IT

Ten permission-controlled resource types spanning production, quality, materials, maintenance and downtime, with statistical process control and lot genealogy built in rather than bolted on.

#### GOVERNANCE THAT IS ENFORCED, NOT DOCUMENTED

Every query and mutation carries an access-control rule that is checked at the edge before the request reaches the product; the product itself never makes the authorisation decision. Every change is written to an activity trail with actor, target and result.

#### STATUS LABELLED HONESTLY ON THE PUBLIC SITE

The website marks planned capabilities as planned, including where a competitor is ahead. Machine connectivity, deeper quality management and broader ERP sync are described as roadmap in public, not implied as shipped.

#### A PUBLISHED PRICE LIST

Tiers, quotas, add-ons and regional bands are all public, which is unusual in this category — two of the six main alternatives will not tell a prospect what anything costs without a sales cycle.

#### A NAMED CERTIFICATION ROADMAP RATHER THAN VAGUE ASSURANCES

Encryption in transit and at rest, tenant isolation, audit retention by plan, and data hosted in India today. SOC 2 and ISO 27001 work is scheduled, not claimed — there is no certificate yet, and the roadmap says so.

#### A DESIGN-PARTNER ROUTE FOR EARLY PLANTS

Plants willing to be early get direct access to the product team and influence over sequencing, in exchange for feedback. That is a genuine advantage for a prospect who wants their requirements to matter.

**Be straight about this.** ManufacturedOps is early. It is generally available with a free tier, and the execution, quality, SPC, maintenance, traceability and OEE core is genuinely built — but there are no public reference customers, no published usage numbers and no completed security certifications, and the first plants are only now going through onboarding. Real gaps remain: automatic machine capture over OPC UA and PLC tags is on the roadmap, ERP sync is limited to one accounting connector today, operator terminals and andon boards are still rolling out, and the deep automotive quality toolkit is not built. Do not sell around any of that. The right way to handle a prospect who wants references is to hand them the free tier and let the product answer for itself, and to tell them plainly that they would be an early customer with the influence and the risk that carries.

## 14 Demo Information

There is no demo environment to hand out and no login to share. The strongest demo is the prospect's own free workspace with their own part numbers in it, so aim to get them signed up on the call rather than watching a recording.

### HOW TO GET A DEMO

Anyone can sign up at [app.manufacturedops.com](https://app.manufacturedops.com) and start on the free tier immediately — no card, no sales approval. For a guided walkthrough built around a specific plant, book time with Vignesh at <https://calendly.com/vignesh-burdenoff/1-1> and bring the prospect along. Partners should not attempt a technical demo alone.

**Runs about** Twenty minutes to show the shape of it; forty-five minutes if quality and maintenance people are in the room and want detail.

### WHERE TO LOOK

- **Product website** — <https://manufacturedops.com>
- **Sign in or sign up** — <https://app.manufacturedops.com>
- **Use-case library** — <https://manufacturedops.com/use-cases>
- **Comparisons against the main alternatives** — <https://manufacturedops.com/vs>
- **Documentation** — <https://docs.manufacturedops.com>
- **Book a guided walkthrough** — <https://calendly.com/vignesh-burdenoff/1-1>

### The walkthrough, in order

- 1 The plant structure — work centres with their type and capacity hours**

Start here, because everything else hangs off it. This is your plant as the system understands it: each machine, cell or station, what it is, and how many hours it can actually give you.
- 2 A production order with its operations and routing**

One order, the steps it goes through, and which work centre each step happens at. This single record is what planning, quality, OEE and traceability all attach to — nothing gets copied anywhere else.
- 3 The schedule board placing open orders inside capacity**

This sequences the open orders by priority and due date inside the hours each work centre actually has, and tells you what would not fit. It is a working heuristic rather than an optimiser, and we say so.
- 4 The operator terminal recording good and scrap counts**

This is what the person at the machine sees. Big buttons, no keyboard, clock on, count, scrap, flag a problem. Everything above this screen is only as good as what gets captured here.
- 5 An inspection recorded and its control chart**

The inspection plan decides which checks belong at this step. These are real three-sigma control charts with capability indices, computed from the measurements you recorded — and a point out of control can become a non-conformance in one click.
- 6 A non-conformance with its disposition and corrective action**

Severity, what happened to the material, the root cause and who owns the fix, tracked to closure. This is the record an auditor asks for, produced as part of the day rather than reconstructed for the audit.
- 7 The material lot genealogy view**

Lots link to their parents and children and to the orders that consumed and produced them. So the recall question — which finished units did this suspect batch touch — is a query rather than a fortnight in the archives.
- 8 The OEE dashboard and the downtime Pareto**

Availability times performance times quality, from the counts and stoppages you just watched being recorded. And underneath it, your losses ranked by reason — that is where the improvement money is.
- 9 The pricing page**

Everything you have seen is on every tier, including the free one. What changes is capacity, retention and support. Start free with one line, and nothing about the model changes when you grow.

## 15 Sales Talking Points

Nine lines that do real work in a conversation. The reason each one lands is given so you can adapt the wording without losing the point.

**The gap this closes is between the office and the floor, not between two software packages.**

Operations buyers are tired of being sold integration. Framing the product as one record rather than a better connector is what separates it from the tools they have already rejected.

**OEE here is calculated from the counts your operators recorded, and it shows you the inputs.**

Everyone in this market has been shown an OEE number they did not believe. Offering to show the arithmetic is more persuasive than claiming accuracy.

**Quality, maintenance and traceability are in every tier, including the free one.**

Their reference point is a category where traceability, the shop-floor app and preventive maintenance are all separately priced. The absence of an add-on ladder is a concrete, checkable claim.

**You are charged by managed assets and work centres, not by how many people log in.**

Per-seat pricing is the reason many plants keep operators off the system, which then guarantees the data is bad. Removing the seat penalty removes the reason to under-deploy.

**It is not trying to replace your ERP, and it never will.**

A finance-owned ERP is the single biggest political obstacle to an MES purchase. Taking the replacement fear off the table early usually shortens the conversation by weeks.

**You can run a real production order on the free tier this week, without talking to anyone.**

For a plant that has been burned by a long implementation, low-risk evaluation matters more than any feature. It also converts scepticism into a trial rather than an argument.

**Machine connectivity today means MQTT tag readings; OPC UA and PLC capture are on the roadmap.**

Say it before they discover it. A controls engineer will find this out in ten minutes, and volunteering it buys credibility for everything else you have claimed.

**Every action is permission-checked and attributable, from the free tier upward.**

Plants supplying regulated or automotive customers are audited on who did what. Governance being included rather than an enterprise upsell is a genuine differentiator here.

**It is early, and the first plants will shape what gets built next.**

Honesty about stage disqualifies the wrong prospects quickly and appeals strongly to the right ones — the plants that want their requirements to matter rather than joining a queue.

The ten objections that actually come up. Answer the hard ones straight — this is a market where evasion is noticed immediately.

**"You have no customers I can talk to. Why would I be the first?"**

You would be early, and that is a real thing to weigh rather than something to explain away. What you get for it is direct access to the team building it and influence over what gets built next, which no established vendor will offer you. What reduces the risk is that you do not have to take our word for anything: the free tier is the full product, so you can run a real order, a real inspection and a real downtime event through it before you spend anything.

**PROOF** · Free tier with no card, and a design-partner route with direct product access for the first plants.

**"We already have an ERP with a manufacturing module. Why add another system?"**

Because your ERP is built around orders, inventory and money, and it will keep being the right place for those. What it does not do is capture what actually happened at the machine — quantities, scrap, run time, the reason a line stopped, whether the check passed. That is what this adds, and it is designed to sit alongside your ERP rather than replace it. If the module was working, you would not be describing the floor the way you just did.

**PROOF** · A governed API and a two-way inventory connector today, with broader ERP sync on the roadmap; nothing in the product touches finance or purchasing.

**"Why not just buy Plex or another established enterprise MES?"**

If you need production part approval, failure mode analysis, formal audit management and a signed automotive certification, buy Plex — that depth is real and we do not have it. What you are also buying is commonly a \$120,000 to \$400,000 a year commitment and a four to nine month implementation, on their ERP footprint. If what you actually need is execution, quality, maintenance and honest OEE, this gives you that in days, at a published price, keeping the ERP you have.

**PROOF** · Published tiers from free to \$999 a month before Enterprise, and first production order in hours rather than quarters.

**"At that price it must be thin."**

Test the specific thing you doubt. The free tier includes control charts with capability indices, the non-conformance and corrective-action loop, the asset registry and maintenance work orders, lot genealogy and computed OEE — capabilities that are usually a paid add-on or a separate product elsewhere. The price is low because it is banded by managed assets rather than seats and sold without a sales cycle, not because the product is hollow. Where it is thinner than an incumbent, we tell you which capability and where it sits on the roadmap.

**PROOF** · Every feature on every tier; the tiers differ by capacity, retention and support rather than by capability.

**"Our machines are on PLCs. Can you pull counts and downtime automatically?"**

Not from PLCs or OPC UA yet — that is on the roadmap and I am not going to tell you otherwise. What works today is MQTT: if your equipment or a gateway can publish tag readings, they stream in and become queryable history, and you can push readings through the API. Everything else is captured by operators at the terminal. If fully automatic machine capture is your gating requirement this quarter, Tulip or L2L are ahead of us and you should know that.

**PROOF** · MQTT ingestion and tag-reading queries are available now; OPC UA and direct PLC capture are published as roadmap on the website.

**"How do I know my production data is safe, and where does it live?"**

Data is encrypted in transit and at rest, each plant is an isolated workspace, access is checked on every single operation before the request reaches the product, and every change is recorded with who did it and what changed. Data is hosted in India today, which matters if you have residency requirements — raise it early and we will tell you honestly whether we can meet them now or when. There is no completed SOC 2 or ISO 27001 certificate yet; that work is scheduled and we will not pretend otherwise.

**PROOF** · Encryption at rest and in transit, tenant isolation, permission checks on ten resource types, audit retention rising by plan, and a published certification roadmap.

**"My operators will never use it. The last system we bought is sitting unused."**

That is the most reasonable objection on this list, and usually the last system failed the floor for the same two reasons: it wanted a keyboard, and it charged per person so only supervisors got access. The terminal here is built for taps rather than typing, shows the instruction for the job in front of them, and lets an operator flag a problem in one action. And because pricing is by assets rather than seats, there is no reason to keep anyone off it. Pilot it on one line with one shift and let the operators tell you.

**PROOF** · Touch-first terminal recording counts, scrap and issue flags; unlimited operator participation within the tier's asset band.

### **"What happens if we want to leave? I do not want to be locked into your data model."**

Everything the interface can do is available through a governed API with the same permission checks, and the audit and analytics history is exportable. Your orders, lots, inspections and downtime are queryable records, not a proprietary black box. The honest form of lock-in in this category is the operational habit, not the data — and the way to test the claim is to pull your own data out during the trial and see how hard it is.

**PROOF** · Full API parity with the interface, event streaming, and exports on the analytics and audit history.

### **"We could build this ourselves. We have an internal team."**

Teams do, and the first version usually works. What follows is the part that hurts: control charts with correct limits and capability indices, a genealogy traversal that holds up in an audit, permission checks on every resource, an audit trail your customers accept, quota handling and the ongoing maintenance of all of it. That is years of work maintained forever by people you would rather have automating the plant. Use the free tier to see how much of your internal specification is already there.

**PROOF** · Ten permission-controlled resource types, computed SPC and OEE, seeded roles and audit trail — all working today.

### **"You are a small company. Will you still be here in three years?"**

Fair question, and I will not answer it with bravado. Three things are worth weighing: it is one product in a broader platform, so identity, billing, files, notifications and audit are shared infrastructure rather than things this product has to fund alone; the data is exportable through an open API from day one, so your exit is real rather than theoretical; and you can start free and stay on a monthly plan, so your exposure is a month at a time until you are convinced.

**PROOF** · Shared platform services, full API access to your own data, and monthly billing with a free tier underneath it.

### **"Who supports us when a line is down at two in the morning?"**

Support is by plan: email within 48 hours on Pro, priority under 24 hours on Growth, under 8 hours on Business, and a dedicated success manager with a negotiated response commitment on Enterprise. There is no follow-the-sun phone desk today, and if round-the-clock cover is a hard requirement you should say so up front so we can quote premium support or tell you it is not the right fit. Note also that the product is not in the control loop — if it were unavailable, your machines keep running.

**PROOF** · Published support tiers and availability commitments of 99.5% on Growth, 99.9% on Business and higher on Enterprise, plus purchasable premium support blocks and retainers.

### **"We looked at Katana and MRPeasy. They are cheaper and cover inventory too."**

They are good tools and if the problem is inventory and purchasing they may well be the better buy. Ask the prospect where the pain actually is. Neither gives you OEE or a maintenance system, quality stops at basic checks with no control charts or structured non-conformance loop, and with Katana lot traceability, shop-floor and routings are separately priced add-ons that change the comparison substantially. MRPeasy also charges per user, which is a tax on getting operators onto the system at all.

**PROOF** · OEE, maintenance, SPC and lot genealogy included in every tier here, priced by managed assets rather than per seat.

## **17 Discovery / Qualification Questions**

Twelve questions that separate a real opportunity from a polite conversation. Ask three or four, and listen for the phrasing as much as the answer.

#### **ASK THIS**

#### **LISTEN FOR**

**How do you know what is running on the floor right now?**

A walk, a phone call or a whiteboard is a strong signal. If they name a live screen anyone can look at, they may already have an MES and the conversation is about replacement rather than first purchase.

**When does yesterday's scrap and downtime become a number someone can act on?**

Anything measured in days points straight at at-source capture. If the answer is a weekly meeting, ask who prepares the figures and how long it takes them — that person is often your champion.

**How is your OEE calculated today, and who would defend the number in front of a customer?**

Hesitation, a spreadsheet owner or 'we do not really measure it' are all good. Be wary if they already have a machine-monitoring product they are happy with — that narrows the opening to quality and execution.

**If a customer rang tomorrow about a suspect batch, how long to tell them which units are affected?**

Days or 'we would have to dig' is the single strongest buying signal in this product. A recent audit, recall or customer complaint turns it into an urgent one.

## ASK THIS

## LISTEN FOR

**Has an OEM or regulated customer asked you for traceability or process data you could not produce?**

A customer mandate is the most common trigger for a purchase in this category, and it usually comes with a deadline and a budget attached.

**Where do inspection results live once they have been written down?**

Clipboards, spreadsheets and a filing cabinet mean quality is a separate world from execution. If they already run a standalone quality system, ask how well it links to the production order.

**Do maintenance and production work from the same schedule?**

'No' is normal and useful. Ask what happens when a preventive job and a rush order want the same machine — the answer usually reveals how much unplanned downtime really costs them.

**What is on the plant's floor for operators today — paper, a screen, or nothing?**

Paper travellers mean the data quality problem is upstream of everything else. If a previous system is sitting unused, find out why before you position the terminal.

**What ERP do you run, and what does it not tell you about the floor?**

Naming a finance-led ERP and then describing an execution gap is exactly the fit. Someone insisting the ERP module already handles it is either happy or has not looked recently.

**Who would sign off a system like this, and would it need a committee?**

A plant manager or owner who can decide is the ideal path. A corporate procurement process is not a disqualifier, but it changes the timeline and probably the plan tier.

**How many plants and how many machines or work centres are we talking about?**

This sizes the plan directly, since pricing is banded by managed assets and work centres. Above roughly 250 assets you are in Enterprise territory and should hand over early.

**What made you start looking now?**

A trigger — an audit, a recall, a lost customer, a bad quarter, a capacity crunch, or the planner who held everything in their head leaving. No trigger usually means no timeline, however good the fit looks on paper.

## 18 How to Identify a Good Opportunity

Use these to decide whether to spend your time. A prospect showing three green signals is worth an introduction today; one showing two reds is worth a polite exit.

#### STRONG SIGNAL — PURSUE

- They describe a recent audit, recall or customer complaint they struggled to answer with records
- An OEM or regulated customer has demanded traceability or process data they cannot currently produce
- The plan lives in a spreadsheet and the floor runs on paper travellers or a whiteboard
- They run 50 to 500 people across one to three plants, with an ERP for finance but nothing for execution
- The plant manager or owner can sign off a \$500 to \$3,000 a month system without a committee
- They are already paying for OEE, quality or maintenance as separate tools and resenting the integration
- They have looked at an enterprise MES, seen the quote and the timeline, and walked away

Introduce us straight away.

#### WORTH A CONVERSATION

- Machine connectivity over OPC UA or PLC tags is on their must-have list — worth qualifying how hard a requirement it really is this year
- They want full automotive quality depth such as production part approval and failure mode analysis, which is not built yet
- European or Middle Eastern data-residency requirements, given data is hosted in India today
- They want a signed security certificate before they will trial anything
- There is an incumbent MES in place that is disliked but paid for until renewal
- Interest is coming from corporate IT rather than from anyone who works in the plant

Qualify further before an introduction.

#### POOR FIT — DO NOT CHASE

- They are shopping for an ERP replacement — finance, purchasing and sales are explicitly in scope
- A small maker or direct-to-consumer brand that only needs inventory and a simple production board
- They want to build their own data model with a no-code tool and treat the fixed model as a limitation
- Round-the-clock phone support or an on-premises air-gapped install is a day-one non-negotiable below Enterprise size
- No trigger and no budget: a research exercise with no operational pain behind it

Politely park it; suggest another product if one fits.

#### THE ONE-QUESTION TEST

Ask: 'If a customer rang you tomorrow about a suspect batch, how long would it take to tell them exactly which units are affected — and would you be confident in the answer?' A plant that says days, or admits it would not be confident, has the exact problem this product is built for and usually has a reason to act.

## 19 How to Introduce Us

Keep the introduction short and about their problem, not our feature list. Your job is to earn a 20-minute conversation with someone who runs a plant, and then to get out of the way.

### IN CONVERSATION

*"You know how the plan is in a spreadsheet and the floor is on paper, and nobody agrees on the numbers until Friday? There is a manufacturing operations platform I have been looking at — production orders, quality checks, maintenance and live OEE all on one record — built for plants your size rather than for the enterprise price bracket. There is a free tier you can put on one line to try it. Worth twenty minutes with the founder?' Then stop talking and let them tell you where their pain actually is."*

### EMAIL — SUBJECT: ONE RECORD FOR THE FLOOR — WORTH 20 MINUTES?

Hi [Name],

When we spoke about [specific problem — the recall scope, the scrap number, the downtime nobody can explain], it sounded like the underlying issue was that planning, the floor, quality and maintenance all live in different places.

I have been looking at ManufacturedOps — a manufacturing operations platform built for plants of about [50-500] people. Production orders, operator data capture, inspection plans with real control charts, maintenance and OEE all sit on one record, so a recall scope or an OEE number is a query rather than a week of reconstruction. It works alongside your ERP rather than replacing it, and there is a free tier you can put on one line.

It is early — no long customer list yet — but that also means your requirements would carry real weight.

Worth 20 minutes with Vignesh, who runs it? <https://calendly.com/vignesh-burdenoff/1-1>

Best,  
[Your name]

### SHORT MESSAGE / LINKEDIN

Short version for a message or a comment: 'If planning, the floor, quality and maintenance are four different systems in your plant, ManufacturedOps puts them on one record — orders, operator capture, inspection plans with real SPC, maintenance and live OEE, built for mid-sized manufacturers rather than the enterprise price bracket. There is a free tier at [manufacturedops.com](https://manufacturedops.com). Happy to introduce you to the team if it is useful.'

### WARM THREE-WAY INTRODUCTION

When you can introduce by email, put both sides on the thread and give us one paragraph of context: the plant's size and what they make, the trigger that made them look, who is in the room, and which of the six problems they described. Copy [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) and we will take the first meeting within two working days. A three-line introduction with a real trigger in it is worth more than a long forwarded pitch.

**Please do not:** Do not claim customers, plants or numbers we do not have — this market checks, and one invented reference ends the conversation permanently; Do not promise automatic machine capture over OPC UA or PLC tags; MQTT tag readings are what works today; Do not position it as an ERP replacement, even if the prospect wishes it were one; Do not quote a price beyond the published tiers, and never offer a discount, a term or a commitment — every quote comes from us; Do not attempt a technical demo alone; bring us in rather than guessing at an answer about SPC, genealogy or integration

## 20 Lead Handoff Process

Register the opportunity before you introduce it. Registration is what protects your commission, and it takes a short email.

## 1. Register the opportunity

Email [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) with the company, the contact and what you know, before or at the moment you make the introduction. Approved registrations are protected for 90 days, with one 90-day extension where there is active progress. There is no retrospective registration.

## 2. Make the introduction

Warm email with both sides on the thread, or book directly into <https://calendly.com/vignesh-burdenoff/1-1> with the prospect. Include the context paragraph — size, trigger, roles in the room — so the first call starts in the right place.

## 3. Join the first call if you can

You do not have to run it, and you should not try to answer technical questions. Being present keeps you in the relationship and means you hear the requirements first-hand, which makes you far more useful on the second conversation.

## 4. Let the free tier do the qualifying

The strongest next step after a first call is the prospect standing up their own workspace with their own part numbers. Encourage it. A plant that has run its own order through the product is a different conversation entirely.

## 5. Hand over the commercial thread

Quotes, discounts, contract terms and security questionnaires are ours. Send anything of that kind straight over rather than answering it — an unapproved promise can invalidate the deal and your commission with it.

## 6. Stay in the loop to renewal

If you have an approved implementation or success role, tell us and we will keep you on the account thread. Renewal commission only applies where that role has been agreed in advance.

### SEND US THIS — IT IS ALL WE NEED

- Company name, what they manufacture, roughly how many employees and how many plants
- Approximate number of machines, work centres or managed assets — this sizes the plan directly
- The named contact with role and email, and who else is likely to be in the decision
- The trigger: audit, recall, customer mandate, capacity crunch, bad quarter or a key person leaving
- What they run today for planning, execution, quality, maintenance and OEE, and which ERP they use
- Any hard requirements you already know about — machine protocols, data residency, certifications, languages
- Their billing country, since the regional price band follows it
- Anything you have already told them, so we do not contradict you on the first call

### WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one working day and aim to be in front of the prospect within two working days of the introduction. You get a note back after the first call telling you what happened and what the next step is — no silent pipelines.

**Deal registration:** Register by email to [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) (or call +91-7358445777 for anything urgent) before the introduction. Approved registrations hold for 90 days with one possible 90-day extension. If we already had an active opportunity with that account, registration will not be approved unless you bring a new buying centre or materially expand the scope — we will tell you straight away either way.

## 21 Partner / Referral Commercials

Partners are paid on collected net subscription revenue — what the customer actually pays after taxes, refunds, credits and pass-through costs, at their regional band price. Rates depend on how much of the work you do, from a registered introduction through to implementation delivery or full resale. Everything starts with deal registration.

| PROGRAMME                                   | YOUR ROLE                                                                                 | FIRST-YEAR                                      | RENEWAL / ADD-ONS                                                                                                        |
|---------------------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <b>Referral Partner</b>                     | Registered introduction, no sales ownership                                               | 10% of first-year collected net subscription    | 0% unless separately approved · 3% on first-year collected net add-ons, capped at \$10,000                               |
| <b>Consulting Partner</b>                   | Introduction plus support through the customer's evaluation                               | 12% of first-year collected net subscription    | 0–3% where active in the success plan · 3% on first-year collected net add-ons, capped at \$15,000                       |
| <b>Implementation Partner</b>               | Introduction plus rollout, migration, integration or training delivery                    | 15% of first-year collected net subscription    | 3–5% where active in the renewal success plan · 5% on first-year collected net add-ons, capped at \$25,000               |
| <b>Authorised Reseller</b>                  | Approved resale with first-line commercial ownership in a region or account               | Up to 15% reseller margin on the approved quote | Up to 8% where the account stays active and supported · Up to 5% on dedicated tenant or managed services, where approved |
| <b>Managed service or strategic partner</b> | Bundled or managed offering under the ManufacturedOps name, or repeat enterprise pipeline | Custom wholesale or programme terms             | Custom · Custom                                                                                                          |

#### THE RULES THAT MATTER

- Register before you introduce. Approved registrations are protected for 90 days, extendable once by 90 days where there is active progress; there is no retrospective registration and no commission where we already had an active opportunity.
- Commission is calculated on collected net subscription revenue at the customer's regional band price. A band B, C or D price is that market's normal price and does not reduce your rate — but extra discounts, credits and coupons reduce the commissionable amount.
- Larger deals earn an additional incentive on first-year net subscription: 1% capped at \$2,500 from \$100,000, 2% capped at \$7,500 from \$250,000, and 3% capped at \$25,000 from \$500,000, where the deal was registered early and you materially helped close it.
- Dedicated tenant, self-hosted, air-gapped, premium support and managed-service revenue carry lower approved rates and need quote approval; professional services we deliver are usually not commissionable.
- Services you contract directly with the customer are yours to keep, provided they do not conflict with our agreement with that customer.
- Partner commission and affiliate rewards do not stack on the same customer, and duplicate claims go to the first approved registration with real contribution unless a split is agreed in writing.
- Refunds, chargebacks and credits are deducted from future payouts, and multi-year deals pay as cash is collected rather than on total contract value.
- We control final pricing, discounting and contract terms. Never promise a feature, a compliance status, a timeline or a discount without written approval — accuracy is a contractual obligation, not just good practice.

#### GETTING PAID

Commission is paid on collected net revenue, 15 days after revenue is realised, once settlement, refund, fraud, tax and payout-document checks have cleared. You are responsible for your own invoices, tax forms and local compliance; we withhold and report where law requires it. Payment currency follows the partner agreement.

These are the standard ManufacturedOps partner programme terms as published in the partner and reseller commission guide, and they are indicative rather than binding. The terms that actually apply are those in your signed partner agreement and the quote we issue to the customer. Everything here assumes an approved deal registration and an approved quote.

## 22 Contact Information

#### YOUR CONTACT

**Vignesh T.V.**  
vignesh@burdenoff.com  
+91-7358445777

#### BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

#### EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If ManufacturedOps is not the right fit, the answer may well be on that page.

#### WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

## 23 Useful Links & Sales Assets

| ASSET                                            | WHERE                                                                                               | WHAT IT IS FOR                                                                                             |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <b>ManufacturedOps website</b>                   | <a href="https://manufacturedops.com">https://manufacturedops.com</a>                               | Positioning, features, pricing and the full use-case library — safe to share with anyone                   |
| <b>Application sign-in and sign-up</b>           | <a href="https://app.manufacturedops.com">https://app.manufacturedops.com</a>                       | Where a prospect starts on the free tier; no card and no sales approval needed                             |
| <b>Documentation</b>                             | <a href="https://docs.manufacturedops.com">https://docs.manufacturedops.com</a>                     | Product guides, API reference and integration material for a technical evaluator                           |
| <b>Pricing</b>                                   | <a href="https://manufacturedops.com/pricing">https://manufacturedops.com/pricing</a>               | Published tiers, quotas and add-ons — quote from this page, never from memory                              |
| <b>Use-case library</b>                          | <a href="https://manufacturedops.com/use-cases">https://manufacturedops.com/use-cases</a>           | Scenario walkthroughs by role, useful to send after a first conversation                                   |
| <b>Comparisons against the main alternatives</b> | <a href="https://manufacturedops.com/vs">https://manufacturedops.com/vs</a>                         | Head-to-head pages for Tulip, Katana, MRPeasy, L2L, Plex and Odoo, including where they win                |
| <b>Security and compliance</b>                   | <a href="https://manufacturedops.com/security">https://manufacturedops.com/security</a>             | What is in place today and what is on the certification roadmap — send it before the questionnaire arrives |
| <b>Services</b>                                  | <a href="https://manufacturedops.com/services">https://manufacturedops.com/services</a>             | Implementation, migration, integration setup and managed-operations offerings for plants that want help    |
| <b>Book a call with Vignesh T.V.</b>             | <a href="https://calendly.com/vignesh-burdenoff/1-1">https://calendly.com/vignesh-burdenoff/1-1</a> | The fastest handover: put the prospect straight into the diary                                             |
| <b>Vignesh T.V. — direct contact</b>             | <a href="mailto:vignesh@burdenoff.com">mailto:vignesh@burdenoff.com</a>                             | Deal registration, quotes and anything commercial. Phone +91-7358445777 for urgent matters                 |
| <b>General enquiries</b>                         | <a href="mailto:contact@manufacturedops.com">mailto:contact@manufacturedops.com</a>                 | For a prospect who prefers to reach the product team directly                                              |
| <b>All Burdenoff products</b>                    | <a href="https://burdenoff.com/products">https://burdenoff.com/products</a>                         | The wider portfolio, useful when a prospect asks who is behind ManufacturedOps                             |

### WHAT YOU CAN SHARE, AND WITH WHOM

- Share freely: anything published on [manufacturedops.com](https://manufacturedops.com) — the website, pricing page, use-case library, comparison pages, security page and documentation. It is written for the public and reviewed for accuracy.
- Prospects only: this playbook and the cheat sheet. They contain competitive positioning, commission structure and internal-stage honesty that are for you, not for forwarding to a customer or posting publicly.
- Needs our sign-off before it goes out: any quote, discount, term, availability commitment, security questionnaire response, roadmap date or claim about a compliance certification. Send the request to [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) rather than answering it yourself.
- Never publish: customer names, plant details, screenshots of a real workspace, or any number that implies traction we do not have. There are no reference customers to name yet, and inventing one is unrecoverable in this market.
- Using our name and logo in your own materials, on your site or in a listing needs written approval first, and must describe your role accurately — for example partner or reseller, not vendor.

## 24 Product Mockups — Complete Visual Appendix

43 SCREENS

Every screen in the ManufacturedOps design set — 43 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

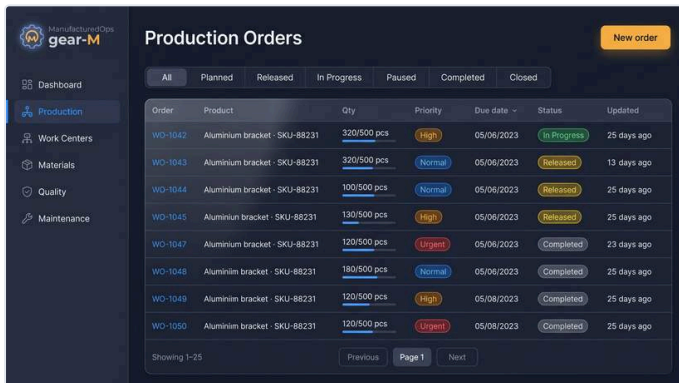
PRODUCT SCREENS • 38 SCREENS



001 Mops 01 Operations Dashboard



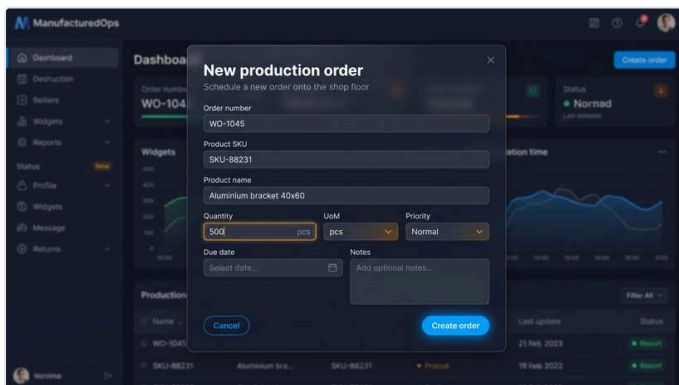
002 Mops 02 Oee Andon Dashboard



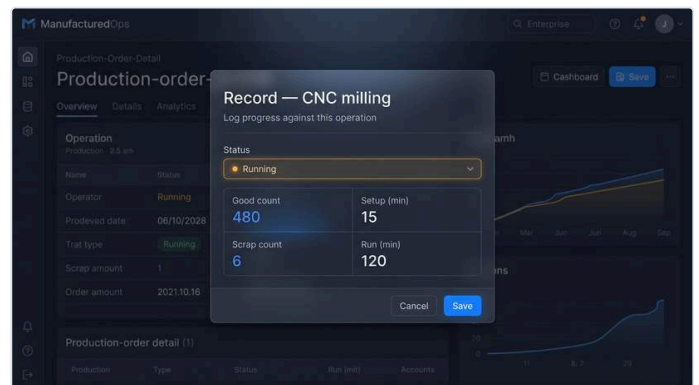
003 Mops 03 Production Orders List



004 Mops 04 Production Order Detail



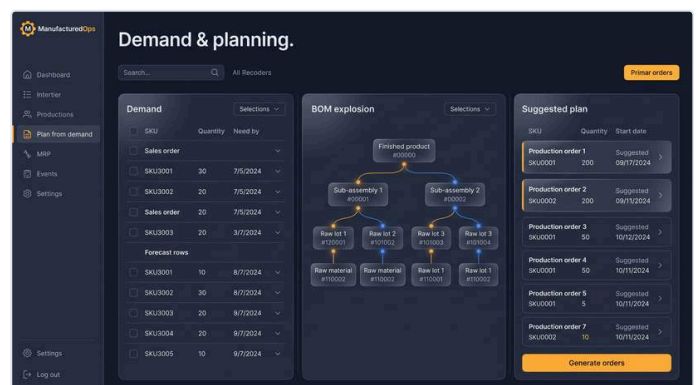
005 Mops 05 New Production Order Modal



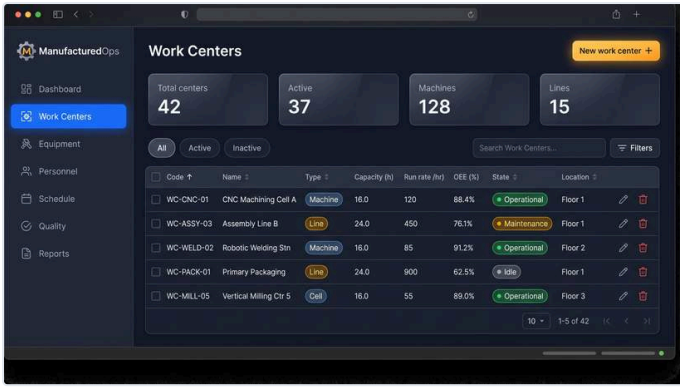
006 Mops 06 Record Operation Modal



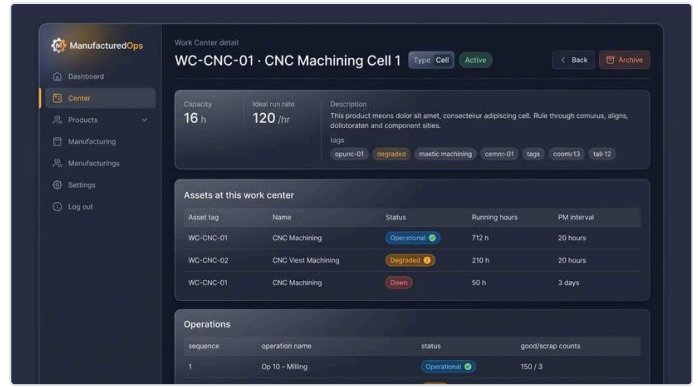
007 Mops 07 Finite Capacity Scheduling Gantt



008 Mops 08 Plan From Demand MRP



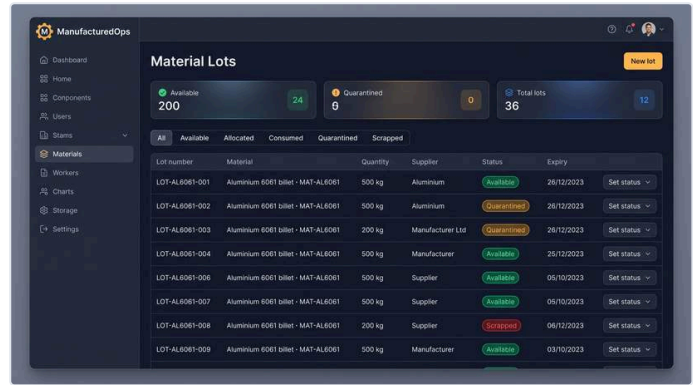
009 Mops 09 Work Centers List



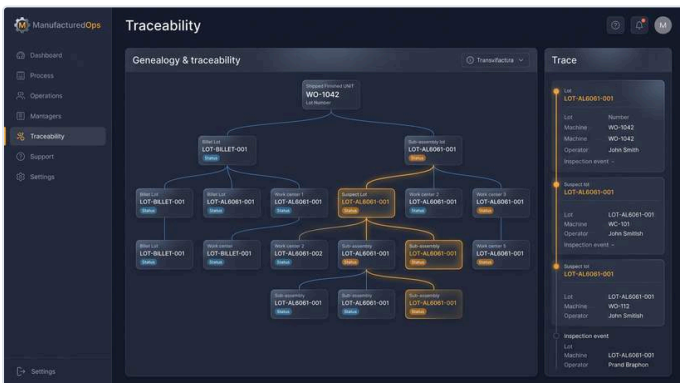
010 Mops 10 Work Center Detail



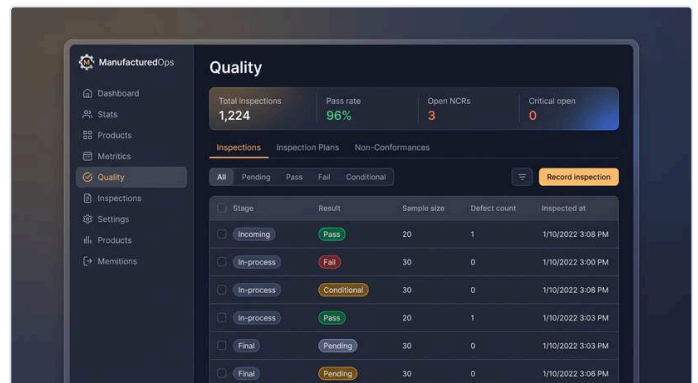
011 Mops 11 Operator Shopfloor Terminal



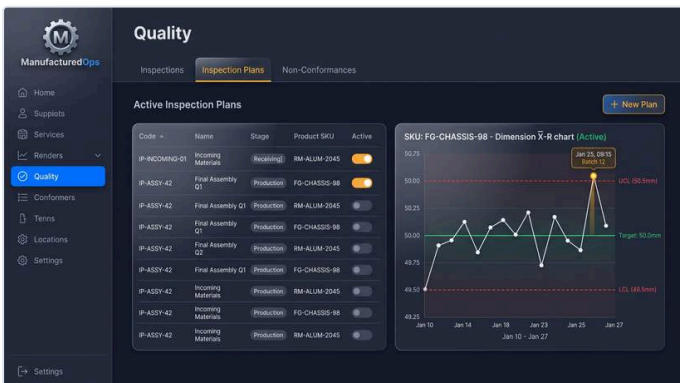
012 Mops 12 Material Lots List



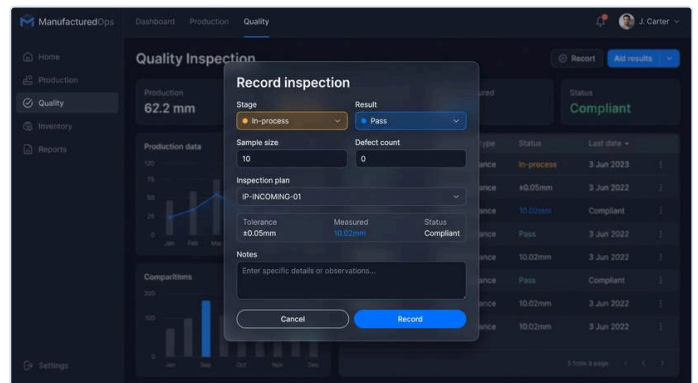
013 Mops 13 Genealogy Traceability Tree



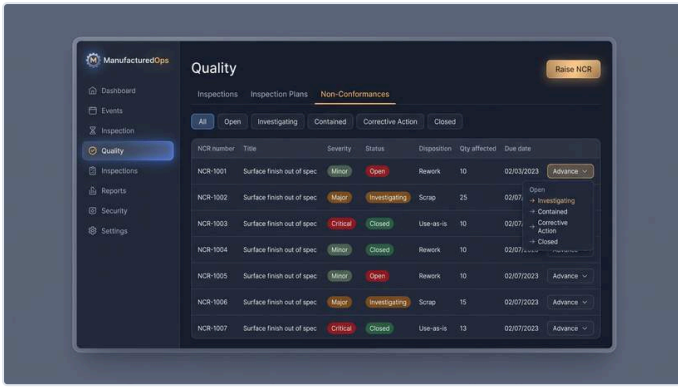
014 Mops 14 Quality Inspections



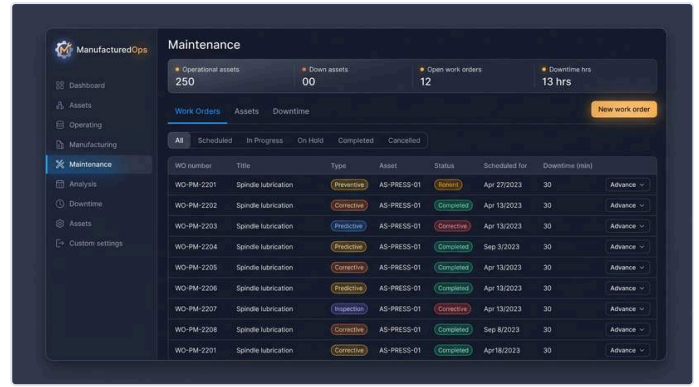
015 Mops 15 Inspection Plans Spc



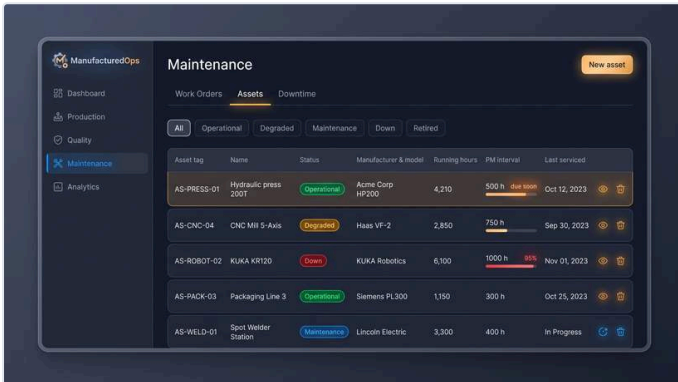
016 Mops 16 Record Inspection Modal



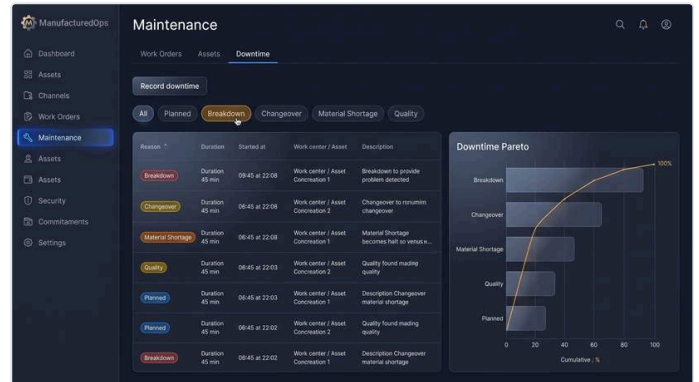
017 Mops 17 Non Conformances Capa



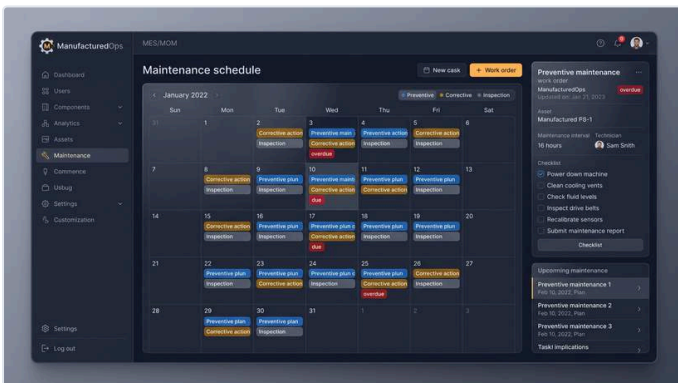
018 Mops 18 Maintenance Work Orders



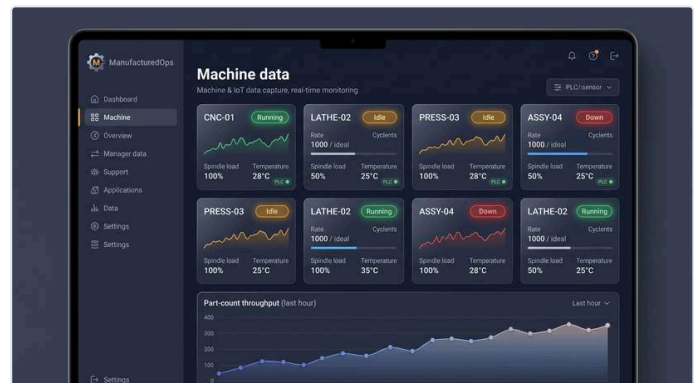
019 Mops 19 Asset Registry



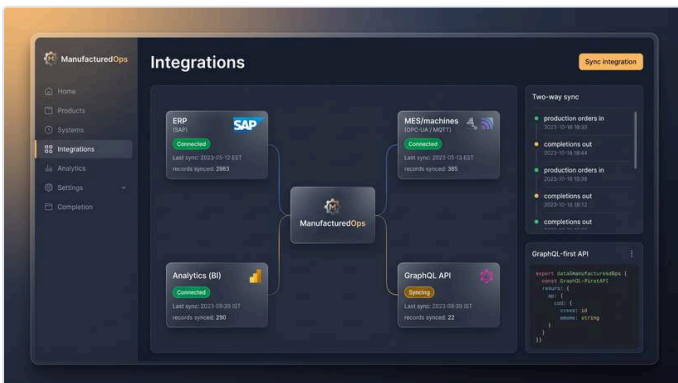
020 Mops 20 Downtime Pareto



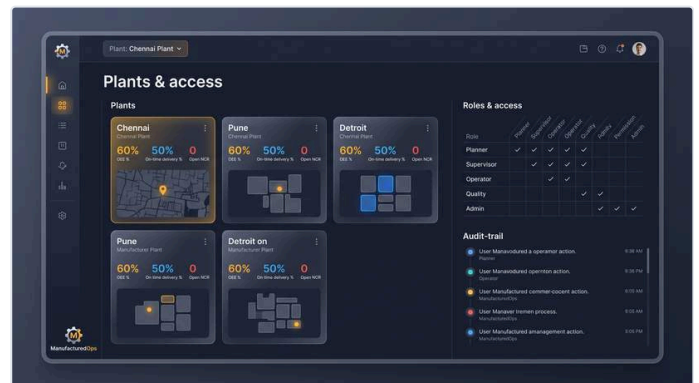
021 Mops 21 Preventive Maintenance Schedule



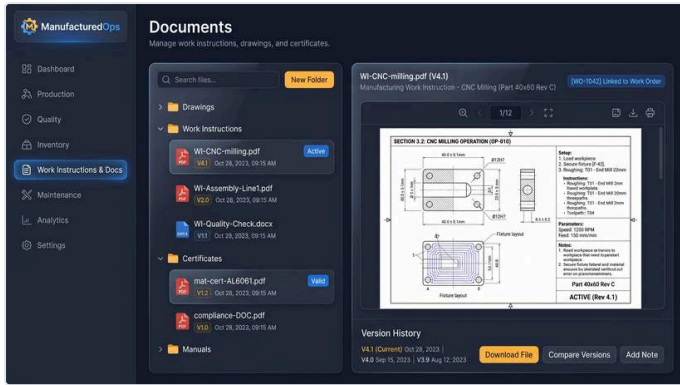
022 Mops 22 Machine IoT Data Capture



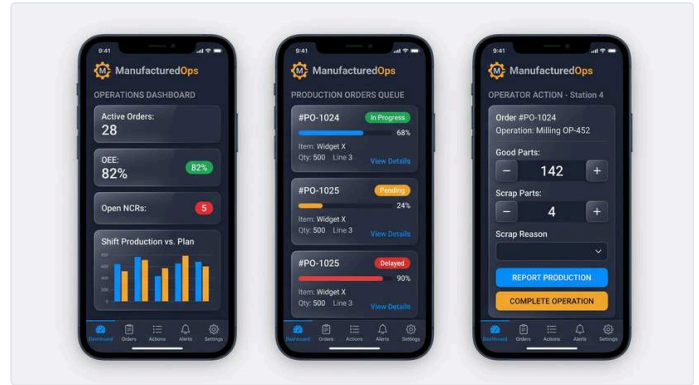
023 Mops 23 ERP Systems Integration



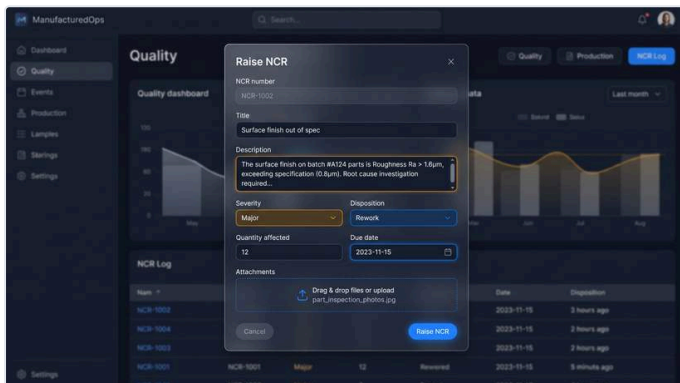
024 Mops 24 Multi Plant RBAC



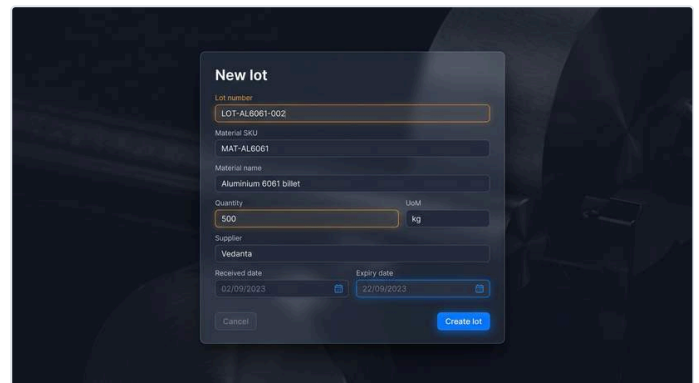
025 Mops 25 Work Instructions Files



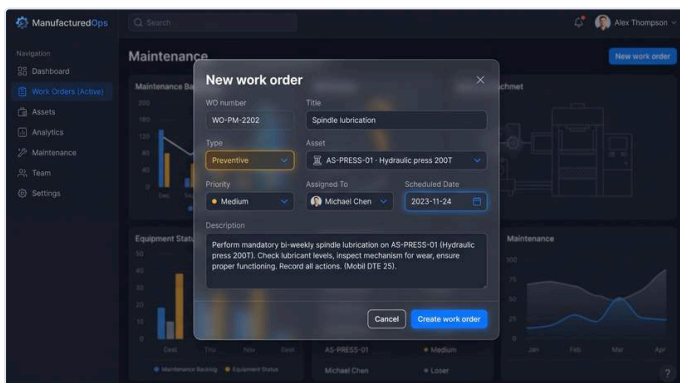
026 Mops 26 Mobile App Screens



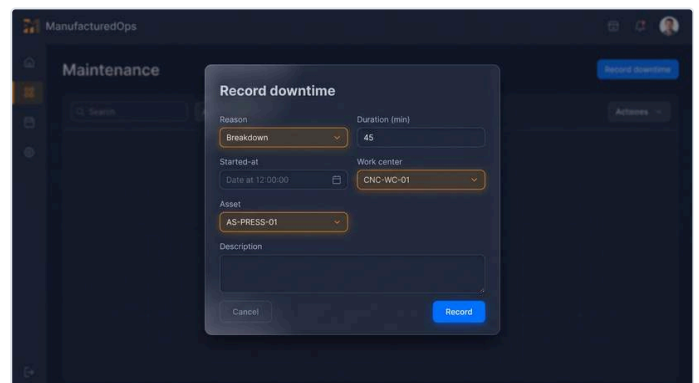
027 Mops 27 Raise Ncr Modal



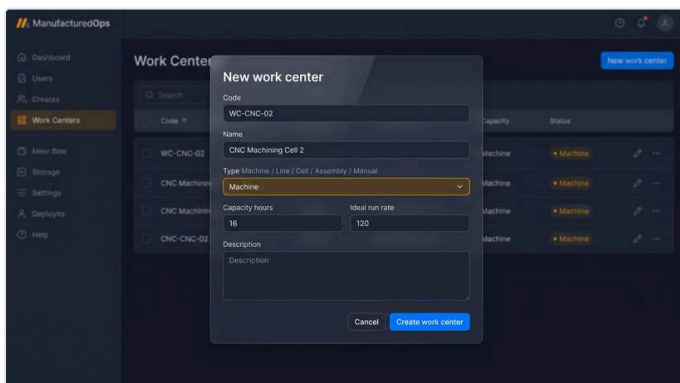
028 Mops 28 New Material Lot Modal



029 Mops 29 New Maintenance Wo Modal



030 Mops 30 Record Downtime Modal



031 Mops 31 New Work Center Modal



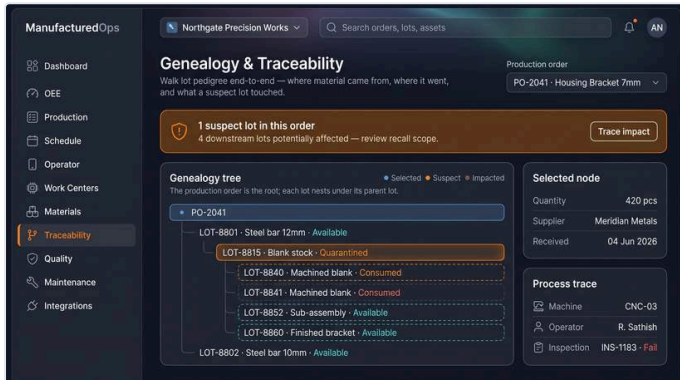
032 Mops 32 AI Assistant Page Context



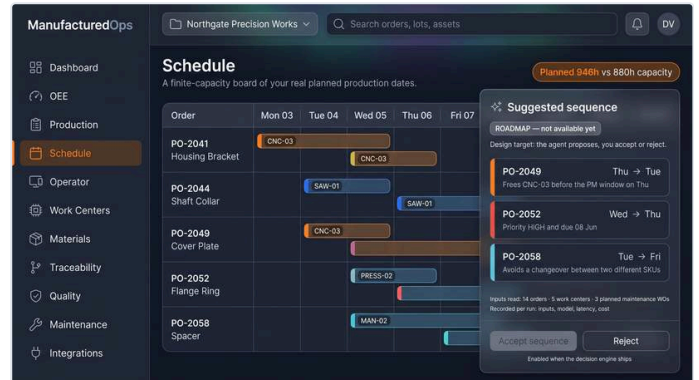
033 Mops 33 AI Spc Out Of Control To Ncr



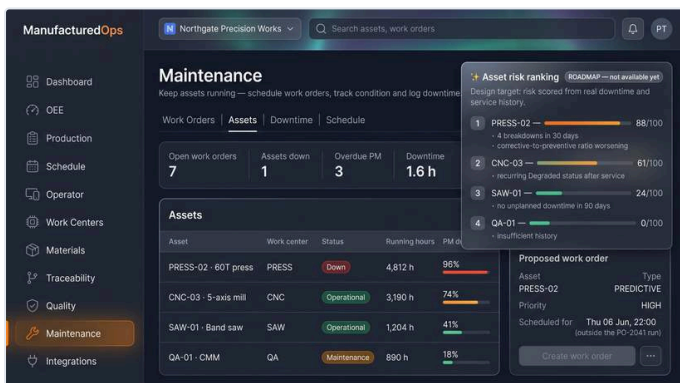
034 Mops 34 AI Oee Loss Triage



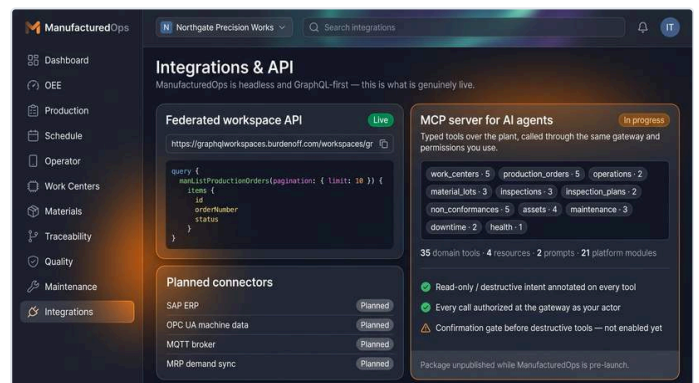
035 Mops 35 AI Recall Scope Genealogy



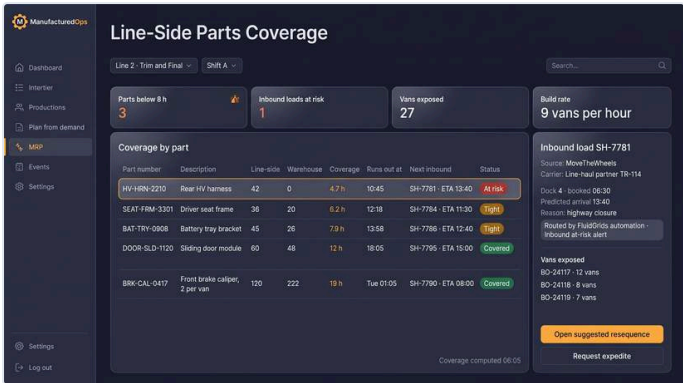
036 Mops 36 AI Schedule Sequencing Proposal



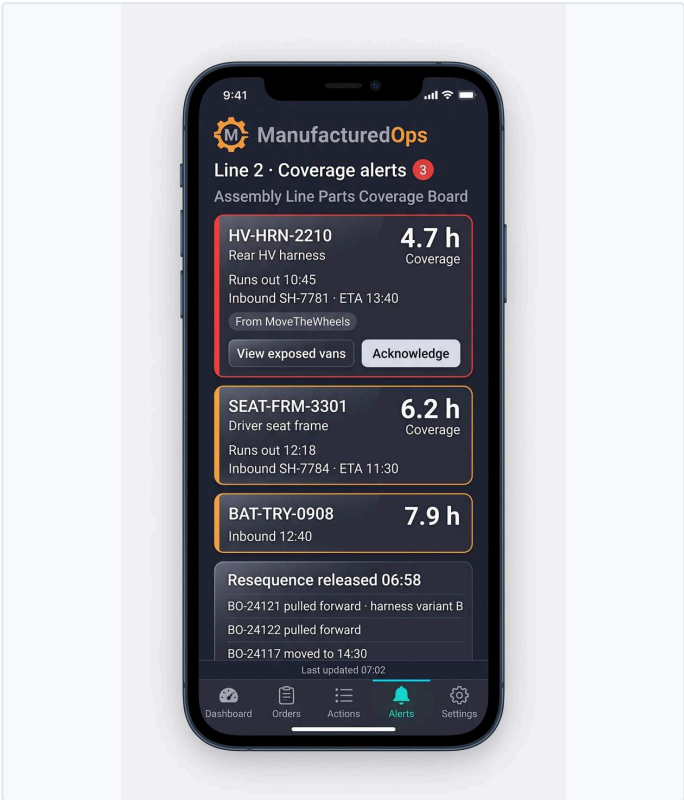
037 Mops 37 AI Predictive Maintenance Ranking



038 Mops 38 AI MCP Agent Tools



039 Assembly Line Parts Coverage Board 1 Line Side Coverage Board



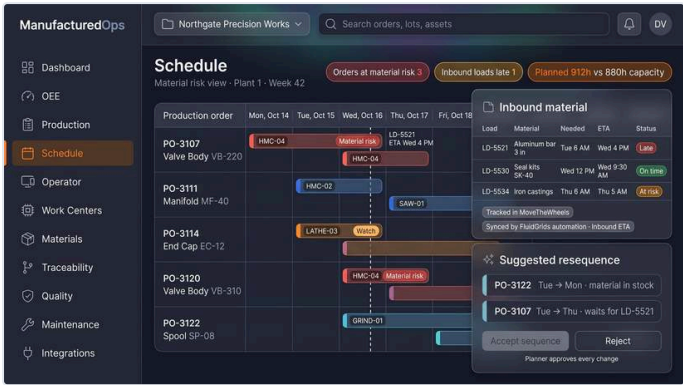
040 Assembly Line Parts Coverage Board 2 Line Supervisor Coverage



041 Commissary Lot Recall And Store Holds 1 Recall Scope From Lot To



042 Batch Record Review And Qa Release 1 Batch Review



043 Inbound Material Risk On Production Schedule 1 Schedule With Material R



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