

COMPANY PROFILE

APUS × APUS PLATFORM

APUS Digital Technology Solutions JSC

The business operations platform — more than ERP. Finance, supply chain & manufacturing, sales, HR, projects, documents and collaboration on one data layer; 100% of the data is yours.

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01

About APUS

A technology company building enterprise management platforms — self-developed products, with full control of the core technology.



COMPANY INFORMATION

Company information

Company name	APUS Digital Technology Solutions Joint Stock Company
Trading name	APUS — Digital Technology Solutions JSC
Tax ID	0109706354
Office	2nd Floor, Central Point Building, 219 Trung Kinh, Cau Giay, Hanoi, Vietnam
Founded	2021
Business areas	Enterprise management & operations platform (ERP), custom software, AI & data
Website	apuscorp.com · apusplatform.com
Contact	contact@apuscorp.com · Hotline +84 985 444 969

2021

Founded

100%

Self-developed products, full ownership of the source code

16 + 1

16 business modules + Apus Office

14

Industry operating models

Apus Platform is our flagship product — researched and developed in-house by APUS, operated and supported long-term by a Vietnamese engineering team.

VISION, MISSION & CORE VALUES

Vision, mission & values



MISSION

To provide comprehensive management solutions that help businesses overcome technology and cost barriers in digital transformation.



VISION

To become a leading Vietnamese technology company in management solutions, expanding into Southeast Asia by 2030.



Dedicated & Professional

We see every job through, to a high standard in every handover.



Trustworthy

Commitments backed by contract, and long-term partnership with customers.



Transparent

Clear on scope, cost, timeline and ownership.



Security & Privacy

Your data belongs to you, on the infrastructure you choose.

THE APUS ECOSYSTEM

Every stage of a business has a product to match — as you grow, add more; never start over



Apus Launch

apuslaunch.com

NO COMPANY YET / JUST INCORPORATED

Company formation, recurring back-office, website & digital presence.



Apus Commerce

apuscommerce.com

ALREADY GENERATING REVENUE

POS and online stores for retail, F&B and pharmacies — a SaaS service.



Apus Platform

apusplatform.com

MULTIPLE BRANCHES & LEGAL ENTITIES

A unified operations platform with an AI agent layer. APUS's flagship product.



Apus Software

apussoftware.com

Custom software development & tailored AI/Data solutions — Fixed / ODC / Hybrid models. Delivered by the same engineers who build Apus Platform.



Apus One

apus1.com

A personal operating system — work & study tools, an AI second brain, local-first data. A consumer product.

THE APUS JOURNEY

Our journey

2021

2022

2023

2024

2025

2026

APUS founded

A seasoned engineering team founded the company and Apus Platform — focused on a self-developed management platform.

Platform foundations

Single-data-layer, microservices architecture; core Finance, Inventory and Purchasing modules.

Module expansion

Added MES, QMS, HRM, CRM, EDM and collaboration — forming a complete operations platform.

Large enterprise customers

Deployed for manufacturing, distribution and education groups with trillion-VND revenue and thousands of staff.

Hybrid AI & Apus Office

Internal + external AI; the Apus Office workspace for every employee.

The Apus ecosystem

Apus Launch, Commerce, Software and One alongside Apus Platform — serving businesses at every stage.

2030 — Goal: the leading management platform in Vietnam, expanding into Southeast Asia.

TEAM & ENGINEERING CAPABILITY

Leadership & product-grade engineering



Tô Thế Đạt

Founder & CEO

Leads product strategy and business development.



Đặng Nhân Ngoan

Co-founder & Tech Lead

Leads platform architecture, microservices and AI strategy.



Đinh Thị Dung

Sales Director

Business development, partnerships and customer success.



Nguyễn Thành Nam

Project Manager

Manages implementation projects, schedules and acceptance.



Proven at scale

Our engineers have built and run systems serving millions of users and processing millions of transactions a day on a microservice architecture. Flagship example: the Viettel e-wallet (VDS) core and its satellite systems — a team of up to 28 engineers.



Technology

Architecture: Cloud-native · Microservices · API-first · Event-driven (Kafka)

Backend: PHP · Python · Go · Java · Node.js

Infrastructure: Docker · Kubernetes · AWS · GCP

Data: PostgreSQL · MySQL · MongoDB · Qdrant (vector)

02

Apus Platform

One platform to run the whole business — every department on the same numbers, and 100% of the data is yours.



BUSINESS CHALLENGES

From fragmented to unified



Disconnected systems

A separate app for every function (ERP, CRM, HR, documents, chat...) — fragmented data.



Manual processes

Re-keying data between systems — error-prone, slow and costly.



No full picture

Hard to decide in time without unified, real-time data.



Hard to scale & collaborate

Legacy systems are hard to connect and to scale across branches, entities and countries.

Apus Platform: no information silos, no re-keying — turn on exactly what you run, expand when needed, on one data layer.

WHAT IS APUS PLATFORM?

More than ERP — one platform for your whole business



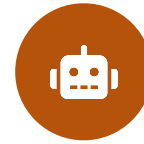
More than ERP

16 business modules in 5 capability groups — from finance, supply chain and manufacturing to CRM, HR, projects, documents and BI.



Apus Office included

Tasks, approvals, e-office and internal chat included; video meetings, email and online editing are add-ons.



Hybrid AI & Ami agents

Internal AI for sensitive data, external AI for complex tasks; a team of business agents works alongside each department.



100% your data

Private cloud · Self-hosted · Self-hosted + Apus-managed, with optional source-code handover — a dedicated instance per company.

Every role × every device

Web · Apus Apps

Desktop

Mobile · Superapp

→ one real-time data layer

ONE PLATFORM · FIVE CAPABILITY GROUPS

16 business modules + Apus Office, all running on one unified data layer



Finance & Control

Finance & Accounting

Contract management – CLM



Supply Chain & Manufacturing

Purchasing

Inventory & Warehouse

Planning – S&OP/MRP/DRP

Manufacturing – MES

Quality – QMS

Maintenance – EAM



Customers & Revenue

Sales & CRM

Distribution – DMS

Marketing



People & Projects

Human resources – HRM

Projects & portfolio – PM/
PPM

Strategy & Performance –
OKR/BSC



Knowledge & Digital Operations

Document management –
EDM

Apus Office

BI & Analytics

Turn on exactly what your business runs, add more when needed — no system change, no re-keying.

CORE: FINANCE, SUPPLY & MANUFACTURING

Finance · Supply chain · Manufacturing



Finance & Accounting

Financial and management accounting, fixed assets; fast close, multi-company consolidation, VAS & IFRS in parallel.



Contract management – CLM

Clause library, signing workflow & e-signature; obligations and payment milestones matched directly to orders and invoices.



Purchasing

Purchase requests, RFQ, PO, three-way matching, supplier evaluation.



Inventory & Warehouse

Multi-warehouse/location, lot/serial, FEFO, stock levels, stock counts and traceability.



Planning – S&OP/MRP

Demand forecasting, S&OP, MRP/DRP, capacity balancing and replenishment planning.



Manufacturing – MES

BOM, routing, scheduling, production orders and real-time shop-floor data.



Quality – QMS

In-line inspection, closed-loop CAPA, certificates, gauge calibration.



Maintenance – EAM

Preventive maintenance, work orders, spare parts and automatic OEE measurement.

CUSTOMERS, PEOPLE & KNOWLEDGE

Revenue · People & projects · Knowledge



Sales & CRM

Leads, opportunities, service and the customer journey — tied to orders & receivables.



Distribution – DMS

Route-based ordering, promotions, market monitoring, dealer receivables.



Marketing

Plans & budgets, multichannel campaigns, content & media; leads flow into CRM, ROI measured in real revenue.



Human resources – HRM

Employee records, payroll & timekeeping, recruitment, training and appraisal — linked to finance.



Projects – PM/PPM

Project, program, portfolio; WBS, baselines, resources, costs and stage gates.



Strategy – OKR/BSC

Strategy maps, OKR/BSC, initiatives and organizational KPIs in one line of execution.



Document management – EDM

Storage, permissions, versioning, digital approval flows, OCR and e-signature.



BI & Analytics

Real-time dashboards, a single source of truth, forecasts and executive alerts.

APUS OFFICE · A DIGITAL OFFICE FOR EVERYONE

Collaboration & digital administration included with Apus Platform — no window switching, no re-keying



Work & documents

- Personal & team tasks, deadline tracking
- Tasks can be promoted to PM/PPM project tasks
- Documents attached to records, with the right access



Collaboration

- Team / department / per-document chat
- Comments & @mentions right on records
- Shared directory and access rights with the Platform



Digital administration

- Numbered incoming/outgoing documents with due dates
- Multi-level sign-off, e-signature via CA, approval trail
- E-forms; car, meeting-room and meal booking

Enterprise add-ons, installed on your own instance: video meetings, full online document editing (documents, spreadsheets, presentations) and an email server on your company domain.

HYBRID AI & THE AMI BUSINESS AGENT TEAM

AI across every process — sensitive data never leaves the business



Internal AI · Local LLM

- Runs in the customer's infrastructure
- For tasks that touch sensitive data
- Apus fine-tunes dedicated models per business domain
- GPU infrastructure provided by the customer



External AI · External LLM

- Powerful models for research & complex work
- Used only with NON-sensitive data
- High reasoning capability, continuously updated
- Pay-as-you-go or an Apus Token package



Ami agents — each agent does one specific job

Not a generic chatbot: assign a task and leave it, or ask the moment you need. Agents read data only within the caller's permissions; every run is recorded in the audit log.

Ami Close · Period close

Ami Receivables · Receivables

Ami Demand · Forecasting

Ami Quality · Quality

Ami Maintenance · Maintenance

Ami Sales · Sales

Ami Payroll · Payroll

Ami Documents · Documents

Smart routing: the system picks internal or external AI based on how sensitive the data is.

INDUSTRY SOLUTIONS

14 operating models — configured to each industry on the same platform



Manufacturing

MES, BOM, QMS, OEE, traceability, maintenance



Construction

Project costs, quantities, subcontractors



Real estate

Unit status, payment schedules, handover



Public sector

Records, sign-off, budgets, assets



Healthcare

Procurement, lot & expiry stock, multi-site



Retail & Distribution

DMS, multi-site stock, route receivables



Food & Beverage

Recipe costing, FEFO, central kitchen



Hospitality & lodging

Stock, procurement, finance around the PMS



Education

Finance, HR, multi-campus processes



Logistics

Transport, assets, operating costs



Agriculture

Crop seasons, pre-processing, multi-farm traceability



Services

Projects, HR, finance, customer portal



Financial services

Budgets, procurement, compliance control



Small & mid-size (SME)

Quick start, scale as you grow

Multi-industry, multi-entity

Each member company runs its own industry model — figures consolidated on one platform.

ARCHITECTURE & GLOBAL READINESS

Enterprise-grade architecture · Global-ready

Five layers, one platform



Apps & workspace

Apus Apps (Web) · Apus Office (Superapp) · Desktop



API & Events

REST API & webhooks for every module · Event bus (Kafka)



Business services

Microservices — one service per business domain, rolling upgrades



One data layer

Shared master data · PostgreSQL · Qdrant (vectors for AI)



Infrastructure

Private cloud run by Apus, or your own infrastructure/cloud · Docker · Kubernetes

Cross-border operations



Multi-company



Multi-branch



Multi-country



Multi-currency



Multi-ledger



10 languages · RTL

IFRS & local accounting standards (VAS...) run in parallel. Each market's standards and compliance obligations live in the configuration layer — not in custom patches.

SECURITY & COMPLIANCE

Committed through mechanisms and contracts — not slogans



Data protection

- Multi-layer security; all traffic encrypted in transit (TLS)
- Fine-grained permissions by role and unit
- Audit log — including every AI agent action
- Data stays in-house with Self-hosted, source-code handover and Internal AI



Backup & continuity

- Continuous backups at the frequency committed in the contract
- A dedicated instance per customer, never shared
- Availability, redundancy, RTO/RPO per plan and SLA appendix
- Business continuity plan (BCP)



Compliance

- ISO/IEC 27001: certification in progress
- GDPR: compliance framework (not a certification)
- DPA and sub-processor list published on the Legal page
- Security overview document available on request

Availability & redundancy per plan — set out in each contract's SLA appendix. For Self-hosted run by the customer, infrastructure uptime is outside Apus's commitment.

03

Deployment, cost & results

A dedicated instance per company — you choose where it runs.
Clear cost structure, measurable results.



YOUR INSTANCE — YOU CHOOSE WHERE IT RUNS

The models differ in where it runs, who operates it and ownership — not in features

Criteria	Private cloud	Self-hosted (± Apus-managed)	Source-code handover
Who operates it	Apus operates: servers, updates, backups	You operate it — or Apus manages it (management fee applies)	You operate; Apus maintains the core
Pricing	Annual subscription (monthly option) · modules + capacity tier	Annual license · includes updates + Standard support	Source-code license · quoted by scope
Where the data lives	Dedicated instance operated by Apus	Your servers / cloud	Your infrastructure
Source code	Optional escrow	Not included (core as binary)	Business layer + documentation; Apus maintains the core
Updates / upgrades	Done by Apus	Apus announces releases; you choose when to update	You extend the business layer; Apus releases the core
Warranty / maintenance	Included in the subscription	Annual license renewal (includes Standard support)	12-month warranty; from year 2: 20%/year of license value
Best for	Companies wanting their own system without running it	Companies needing control of data/ infrastructure	Large enterprises / state sector

Every model is a dedicated, full-featured instance with unlimited users. Priced by module + capacity tier; details per contract.

TWO WAYS TO GO LIVE ON THE PLATFORM

Mid-size/large companies implement with experts; industry starter packages come with fixed-price implementation

Implementation on an enterprise roadmap

- In-depth discovery, processes designed around reality
- Customization beyond templates where the business needs it
- Integration with specialist systems already in use
- Multiple phases: pilot one unit, then roll out

Best for: groups, multiple entities, specialized processes

ERP Essentials — Turnkey implementation

- Pre-configured templates for Manufacturing & Distribution
- Scope, price and timeline fixed before signing
- Go-live in 90–120 days with a standard playbook
- Seamless upgrade to the full Platform

Best for: member units running on an industry template

Four stages — each with a deliverable output

01 Fit-check

Fix scope, template and price — before signing, unchanged mid-project.

02 Process discovery

Form the project team, standardize master data and opening balances.

03 Configure & test run

Configure with real parameters, role-based training, parallel run.

04 Cutover & go-live

Cutover in an agreed window, with a rollback plan.

CLEAR COSTS — THREE ITEMS, ALL SPELLED OUT

No hidden fees; each item depends on scope and is fixed before signing

1

Implementation & consulting

Current-state assessment, process standardization to industry practice, configuration, role-based training and go-live acceptance.

2

Subscription / License

Annual subscription (Private cloud) or annual license (Self-hosted), by module + capacity tier. No per-user fees.

3

Data migration

Tier 0: self-import with templates (included) · Tier 1: Apus maps, cleans and imports for you · Tier 2: multi-year historical data.

What does NOT cost extra



More users — no per-user fees in any model



Features — no feature cuts within purchased modules



Core Apus Office — tasks, approvals, e-office, chat included



Initial data import with templates (Tier 0)



First year of source-code handover — 12-month warranty; maintenance 20%/year from year two

Implementation and subscription/license are quoted after discovery, by module + capacity tier. Apus Office add-ons (video meetings, email, editing) are quoted separately.

PROJECT GOVERNANCE & SLA COMMITMENTS

Committed through mechanisms, acceptance milestones and contracts — not absolute promises

Implementation project governance



Scope fixed before signing

Fit-check fixes scope, template and price — unchanged mid-project.



Dedicated PM · milestone-based acceptance

Each stage has a deliverable output; pilot and accept before scaling.



Parallel run & reconciliation

New-system figures are reconciled against the old way before cutover.



Cutover with a rollback plan

Cutover in an agreed window; role-based training before go-live.

Long-term support & maintenance

	Standard	Business	Premier
Hours	Business hours	12×5	24×7 for P1
P1 response	≤ 4 business hrs	≤ 2 hours	≤ 1 hour
Channels	Portal · email	+ Hotline · chat	+ Dedicated engineer

Self-hosted & source-code handover

- Self-hosted: annual license, includes updates + Standard support
- Source code: 12-month warranty, then 20%/year maintenance
- Includes bug fixes, updates and support at the chosen SLA level
- Premier: process reviews, periodic training, roadmap priority

Support level, hours, response times and RTO/RPO targets apply per each customer's contract and SLA appendix.

FEATURED CUSTOMERS

All four companies run Apus Platform self-hosted — data stays on their own infrastructure



Edufit Education Group

K-12 EDUCATION

3,000+ staff · 14 campuses

Model: **Self-hosted** Deployment: **~5 months**



CTH · APODIO

CERAMICS MANUFACTURING · EXPORT

Trillion-VND revenue · 3 factories · 2,000+ workers

Model: **Self-hosted** Deployment: **~9 months**



TASA Group

INDUSTRIAL MANUFACTURING

Trillion-VND revenue · 2 factories

Model: **Self-hosted** Deployment: **~9 months**



Thanh Long Group

CONSUMER GOODS DISTRIBUTION

28 tier-1 distributors · 150 field staff · 6,600 outlets

Model: **Self-hosted** Deployment: **~4 months**

Plus large-scale engineering projects by the Apus engineering team, notably the Viettel e-wallet (VDS) ecosystem.

MEASURED RESULTS

Before and after, with timeframes and how it was measured

Edufit

EDUCATION · SELF-HOSTED

**Consolidated close across 14 campuses: 12
→ 5 days — payback in 9 months.**

12 → 5

days for the monthly consolidated
close

9 months

payback (ROI)

-40%

average approval time

Migrated data from 3 legacy accounting apps, built 40+ approval flows in E-office, integrated the tuition payment gateway; go-live in waves of 4 + 10 campuses.

CTH · APODIO

CERAMICS MANUFACTURING · SELF-HOSTED

**Production order cycle -42% — costing
closed in 4 days instead of 9.**

-42%

production order → warehouse
receipt cycle

9 → 4

days to close monthly product
costing

-18%

average raw-material inventory

MES at workstations + inventory + lot costing: piloted in 1 factory, then rolled out to 3; MES capture rate reached 98% from week six.

Figures provided by customers and approved for publication, measured within the scope stated for each metric; results vary by scale, industry and initial data standardization.

MEASURED RESULTS

Before and after, with timeframes and how it was measured

TASA Group

INDUSTRIAL MANUFACTURING · SELF-HOSTED

Outgoing defect rate 2.8% → 1.6% — main-line OEE up to 74%.

2.8% → 1.6%

outgoing defect rate

61% → 74%

main production line OEE

+35%

quality team productivity

QMS first, then EAM/OEE: a standard 214-item defect code set shared by 2 factories, maintenance by actual run hours, OEE measured automatically from machines.

Thanh Long Group

DISTRIBUTION · SELF-HOSTED

6,600 outlets, 92% of orders via app — dealer receivables down from 47 to 31 days.

+22%

coverage of outlets placing orders

47 → 31

days to collect dealer receivables (DSO)

92%

route orders placed via the app

Route-based DMS for 28 distributors and 150 field staff; credit limits + automatic delivery blocks; nationwide rollout in 3 waves.

Figures provided by customers and approved for publication, measured within the scope stated for each metric; results vary by scale, industry and initial data standardization.

WHY CHOOSE APUS PLATFORM

A different model from traditional ERP

Criteria	Traditional ERP	Apus Platform
Pricing	Per user — the more staff, the higher the cost	By module + capacity tier — unlimited users; adding people costs nothing
Ownership	Locked into the vendor's cloud; no source code	Dedicated instance: Private cloud · Self-hosted · Source-code handover
Features	Split by edition — unlocking costs extra	Full features within purchased modules; core collaboration included
Implementation	Scope & costs creep mid-project	Fit-check fixes scope and price before signing; pilot before scaling
Technology control	Dependent on foreign vendors; license fees in USD	Self-developed by Apus; in-country engineering team; on-site support
Data & AI	Data scattered across many systems and connectors	One data layer; hybrid AI — sensitive data never leaves the business

You pay for value in use, not for seats — and you always have a path back to owning the system.

GET STARTED WITH APUS

A technology partner for Vietnamese businesses — from fit-check to go-live and beyond.



Fit-check & consulting

Assess fit, then agree scope and roadmap with Apus experts.



Live demo

Experience the platform with scenarios and sample data for your industry.



ROI estimate

Estimate the return on investment for your business at apusplatform.com.

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Golden wings to success. · Thank you for your interest.