HEINI

HEINI PERSPECTIVES · 01

Who keeps your business connected?

How AI connects work, knowledge and decisions across departments.

Your business software.
Your AI colleague.
One shared workplace.

One continuous example with PSE, a printed support rail and the work behind it.



Daniel Heinen
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THE IDEA IN ONE MINUTE

You buy software.
Your team connects the work.

A customer asks for a product. Your business must turn the request into a quote, the right parts, a manufacturing order and an accurate invoice.

Between these steps sit questions, transfers and decisions. Experienced employees often understand the connections better than the applications they use. Their knowledge keeps the business running.

HEINI combines its own business software with an AI colleague. Product rules, customer work and manufacturing share a business context. Susi is your point of contact: she brings the request, relevant knowledge and the necessary preparation together.

HEINI handles preparation and explicitly authorised steps. Your team focuses on customers, professional decisions and exceptions. The useful question is: what becomes easier in this particular order?

In 2025, 20% of covered EU enterprises with at least ten people used AI. This Eurostat figure measures adoption, not the automation of entire businesses.

Less work connecting systems.
More time helping customers.

HEINI is AI. Susi is your point of contact within it. HEINI proposes; you approve. Important decisions require your authorisation.

Sources: 2 · List on page 20

SUSI AND THE AI TEAM

One point of contact. A team behind her.

You describe what you need. Susi helps turn it into a clear assignment. Behind her, AI colleagues share the preparatory work.

Susi · understands and guides

Susi clarifies the request, asks for missing information and brings the relevant context into the conversation. She is your way into the work and company knowledge.

AI team lead · coordinates the work

The team lead breaks a goal into suitable tasks, involves the designated specialist colleagues and brings their results together.

Supervisor · reviews and reports

This AI review role checks results against agreed criteria. It flags unresolved points, requests rework or presents an exception for a decision.

Susi matters because a useful individual suggestion does not yet connect an entire order. She helps you find the right information and next step without starting again between departments.

An explanation of the roles. Each AI role has an agreed remit. Technical and commercial approvals stay with the responsible people.

ONE EXAMPLE THROUGHOUT

One rail. One order. The whole business.

PSE sells and configures products including PVC strip curtains. In the 3D-printing case confirmed by Daniel Heinen, the printed part is the support rail that holds the PVC curtain.

In our illustrative order, a customer requests several made-to-measure curtains. A support rail belongs to the selected design. A connection dimension then changes. The change affects design, the parts list, price, manufacturing and delivery timing.

Susi helps clarify the request. HEINI keeps the enquiry, product rules and manufacturing connected. The aim is to make the right part, at the right revision, for the right order.



The part connects the order to physical manufacturing.

Schematic illustration, not an engineering drawing. The print material is unspecified; PVC refers to the curtain.

Real component context, illustrated business workflow. Quantities, dimensions, dates and results here are not PSE measurements. PSE is a related company, not an independent customer reference.

Sources: 1 · List on page 20

A FAIR COMPARISON

AI assistance still leaves handover work.

Compare the same order: several business roles, a changed support rail and the same required approvals.

Business role	Work with separate AI tools	Work with HEINI
Sales	Explain the customer request and commitment	Keep the request, commitment and open question in the order folder
Production planning	Reconcile drawing, variant and parts list	Review relevant records and the approved revision
Purchasing / production	Connect material, supplier and print job	Receive prepared work linked to the order
Finance	Reconcile purchase order, delivery and invoice	Review documents and differences in context

Individual AI tools can already accelerate writing, research and analysis. Where applications remain separate, people coordinate handovers and reconcile conflicting information.

HEINI aims to reduce searching, retyping and repeated explanations between these roles. Technical, commercial and manufacturing approvals remain distinct decisions. One click does not replace professional review.

Comparison of two ways of working, not a measured benchmark against a competitor product.

WHY OUR OWN BUSINESS SOFTWARE

The rules belong with the work.

HEINI includes the applications where product and customer decisions take shape. That makes it more than an additional interface on an ERP.

PIM · product information

Maintain items, attributes, documents and valid product information together.

CIM / CPQ · configuration

Connect allowed variants, dimensions, dependencies and the corresponding calculation.

BOM · bills of materials

Connect assemblies, sub-parts, quantities and the approved manufacturing revision.

CRM · customer work

Keep the enquiry, conversation, commitment and next step together.

In the rail example, a changed connection dimension affects more than the wording of a quote. An approved configuration must match the required parts and manufacturing revision.

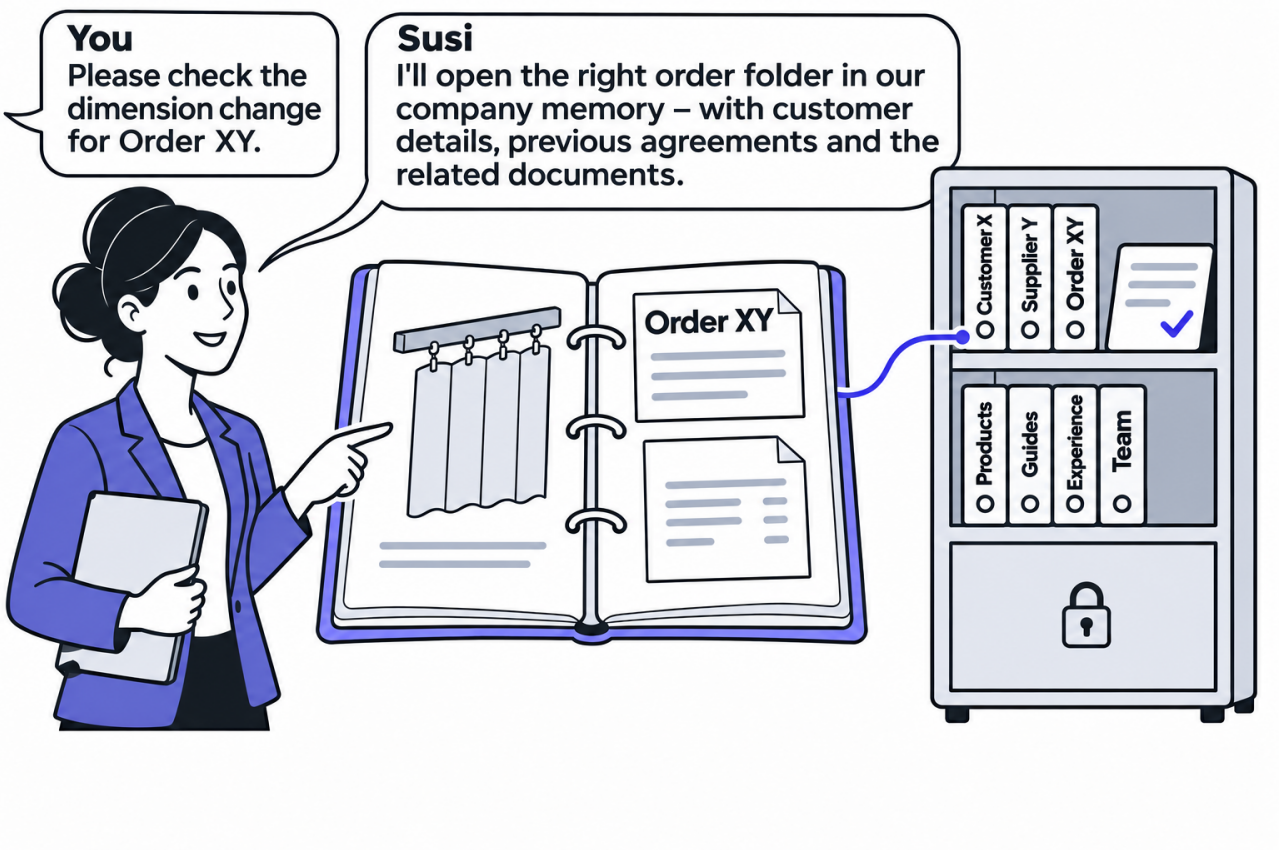
Maintaining these rules again in every extra application creates coordination work. HEINI incorporates part of that work into its own software. Existing specialist applications can continue to fulfil their agreed role.

Define it once. Reuse it in the right business context.

THE PRINCIPLE AS A PICTURE

Susi opens the right folder.

An order has its folder. Company knowledge lives in the filing cabinet. Susi brings both together for the task at hand.



Susi

Your AI point of contact: understands, asks questions and finds the relevant context.

Order folder

Enquiry, quote, drawing, parts list, decisions and the outcome of one order.

Filing cabinet

Your company memory: knowledge with sources, validity and appropriate access rights.

When the rail's connection dimension changes, Susi finds the existing order and its supporting records. The people involved can see what applies, what remains unresolved and who is needed next.

A visual explanation of digital work. Not everything in the cabinet is automatically confirmed or visible to everyone. A statement about one order does not automatically apply to all others.

FROM CONFIGURATION TO MANUFACTURING

A print job needs more than a file.

The support rail connects digital business work to a physical result. The order, part and manufacturing revision must therefore agree.

1

Approve the design

The responsible specialist checks dimensions, attachment and suitability. HEINI prepares relevant sources and open questions.

2

Authorise manufacturing

Define the material, printing method, producing company and permitted quantity for this order.

3

Link the execution

The print job stays connected to the part, order and approved revision. A retry remains identifiable as a retry.

4

Accept the result

The responsible person checks the finished part. Only the accepted result proceeds to delivery and further work.

A “print complete” message says a machine run has finished. It does not establish that the rail is technically suitable. A new drawing revision needs an impact review before it is used for this order.

Real component context supplied by Daniel Heinen. Material, dimensions and inspection methods belong to the specific technical approval.

THROUGH TO THE BUSINESS RESULT

The order does not end at the printer.

The finished part is an important step. The customer also needs the right curtain, the right delivery and dependable documentation.

01

Purchase

Link supplier quotes to requirements. If the association is unclear, keep the question with the original case.

02

Manufacture and assemble

Provide the approved rail and related components. Associate progress and deviations with the order.

03

Deliver and support

Connect delivery status, documents and later service questions to the product sold.

04

Prepare finance work

Bring records together, flag differences and present draft accounting entries for approval.

Sales has less need to ask for information already known in production. Service does not have to reconstruct a later spare-part request from scratch. Customers receive answers in the relevant business context.

HEINI prepares accounting entries for review; you or your tax adviser approve and post them. HEINI does not provide tax advice under the German Tax Consultancy Act.

THE BREADTH OF OUR BUSINESS SOFTWARE

From first interest to the next order.

The rail order shows one connected part of the business. HEINI covers further work in the same workplace.

Win customers

Prepare website drafts, SEO, social posts, campaigns and AI videos, then route them for approval.

Support customers

Connect CRM, inbox, conversations with Susi, questions, quotes and follow-up in the relevant order folder.

Sell products

Bring product data, configuration, prices, multi-level parts lists and shop connections together.

Make and deliver

Support purchasing, manufacturing, shopfloor work, 3D-print jobs, shipping and order documents.

Look ahead

Use demand, cash-flow or delivery-delay forecasts as reviewable inputs to decisions.

Retain evidence

Connect product passports, product-linked digital asset records, documents and service history.

Scope, connections and required approvals are agreed. Forecasts are estimates. A digital product passport is not blanket legal clearance; digital asset records do not automatically transfer ownership.

COMPANY KNOWLEDGE AND LEARNING

HEINI gets to know your business.

Confirmed feedback makes experience useful again. Your team need not explain the same special requirement at every handover.

1

Capture feedback

An important question about the rail was missed. A specialist adds what needs to be checked for this order.

2

Review and classify knowledge

A responsible person confirms what may become company knowledge: for which cases, from which source and for how long.

3

Use it in suitable work

Susi draws on permitted knowledge for the next relevant request. A changed source may require another review.

4

Extend responsibility deliberately

HEINI can become familiar with assigned tasks. Greater responsibility requires your approval; uncertainty brings the question back to you.

The filing cabinet helps preserve experience through role changes, retirement and growth. Personal notes, team knowledge and company knowledge retain separate access rights.

Stored does not mean professionally confirmed. Learning does not turn an earlier one-off decision into an unchecked general rule.

ACTIONS YOU CAN FOLLOW

Four steps. Clear responsibility.

HEINI must distinguish what someone wants, what is permitted and what actually happened.

1

Understand

Identify the request and existing case. Clarify missing or conflicting information.

2

Prepare

Use relevant data and rules. Propose a reasoned action and explain its consequences.

3

Approve and execute

Check the responsible role, current revision and granted authority. Then carry out the permitted step.

4

Check the result

Associate the actual response with the action. If the outcome is unclear, investigate before triggering the same job again.

HEINI checks whether permissions, the valid order revision and the intended action agree. A new rail drawing must not silently replace the accepted manufacturing revision. The affected people assess the consequences.

A source can be wrong. HEINI can also make mistakes. Clarification, approval and traceable results therefore remain part of the work.

COLLABORATION BETWEEN BUSINESSES

Work together. Keep control of your knowledge.

A manufacturing partner needs the approved print job. That does not automatically require the entire customer file or PSE's margin.

01	**PSE**	Approves the agreed work package.
02	**Manufacturing partner**	Handles the assignment within its own responsibility.
03	**Response**	Returns the result and supporting evidence.
04	**Customer**	Receives the agreed product with traceable status.

Several companies can each use HEINI and share agreed tasks. This collaboration is called Federation. The manufacturer receives the required work package; each company's permissions and knowledge remain separate.

An ecosystem can grow from this: implementation and specialist partners earn from defined services. Manufacturers receive clearer orders. Customers benefit from fewer questions and easier handovers. The value must be demonstrated in each new partner case.

This explains the collaboration model. It does not claim an already scaled partner network. The data and tasks to be shared are agreed.

TWO ROUTES TO THE SAME GOAL

A or B: your business sets the route.

You need not abandon useful existing software prematurely. What matters is where data and rules will be maintained.

A · HEINI as business software

Fits when you want to simplify the application landscape. HEINI handles the agreed business scope. Overlapping applications are retired after a successful transition.

B · HEINI with your ERP

Fits when your ERP should stay. HEINI adds its own applications, AI work and the shared workplace. Each type of data has a clearly designated authoritative application.

Odoo, SAP, Xentral, Sage, Infor or another suitable ERP can be the foundation. HEINI extends the agreed scope, such as product configuration, multi-level parts lists and cross-department AI work. Interfaces and responsibilities are configured for the existing ERP.

Potential replacement candidates include paid PIM applications such as Akeneo, separate CPQ tools, selected shop extensions, SEO tools and DPP solutions. Compare the scope actually needed. Licence costs end only when usage, contracts and acceptance allow it.

Keep what works. Simplify what duplicates work.

Named brands belong to their respective owners. No universal feature equivalence or general partnership is promised.

WHY THE COMBINATION MATTERS

The hard part to copy is how it works together.

A new AI interface is quick to demonstrate. Dependable work across sales, engineering, production and finance requires much more.

What must work together	What a competing implementation must also deliver
Own business logic	Products, variants and multi-level parts lists must fit together.
One order folder	New messages and decisions must belong to the right order.
Controlled execution	Revisions, rights, approval, errors and recovery must work together.
Knowledge and learning	Confirmed experience must be usable in the right order, with sources and access rights.
Collaboration	Partners should see and report back exactly the agreed scope.

Recreating this means proving these capabilities together in real workflows. Susi makes them accessible to people; designated specialist AI colleagues, team leadership and review roles work within their responsibilities.

SAP, Microsoft and VEYNDO also combine business software with AI. HEINI must win in its chosen segment through understandable use, less integration work and demonstrable value. A long feature list alone does not establish a lead.

The test: the same order, with a change and a disruption, through to a verified result.

Sources: 4, 5, 6 · List on page 20

MONEY · AN OPEN CALCULATION

Which bills could actually disappear?

Only cancellable costs become cash savings. Existing ERP costs that continue do not count as savings.

Illustrative month · excluding VAT	Amount
Cancellable software licences and shop extras	€4,000
External integration upkeep that ends	€1,000
HEINI service package · assumption	−€3,500
Customer operations outside the package	−€500

€1,000 less recurring spending per month

All figures are freely chosen assumptions, excluding VAT. They are neither PSE invoices nor a HEINI quotation. The assumed package includes functions, extra services and usage; the €500 is additional customer-side spending.

With €12,000 setup and €3,000 extra parallel operation, year one is: 12 × €1,000 − €15,000 = −€3,000. Payback would occur after 15 months if the full monthly saving started immediately at launch.

If only €3,000 of recurring costs disappear, the example instead costs €1,000 more each month. The right scope and cancellable contracts determine the result.

No payroll reduction or additional revenue counted. Retained applications are treated equally on both sides. Delayed cancellations postpone payback.

TIME · CAPACITY FOR CUSTOMERS

Freed time needs a useful destination.

HEINI aims to reduce administration. Whether that becomes more customer contact depends on how the team organises its work.

Business role	AI-assisted · min	HEINI · min
Sales	12	5
Production planning	14	8
Purchasing / coordination	8	4
Finance preparation	6	3
Total	40	20

33 h 20 min

freed handling time across 100 cases

Assumption: 100 comparable cases × 20 fewer administrative minutes = 2,000 minutes. Both variants include the assumed human reviews; four business roles remain involved.

If the team allocates 20 of those hours across roles to customer work, there is theoretical capacity for 60 conversations of 20 minutes each. This is available capacity, not promised revenue or conversations already held.

Illustrative minutes per case, not a PSE measurement. The baseline already uses AI assistance. Design, physical production, quality inspection, transport and waiting time are excluded from both columns.

FROM A SMALL START TO ENTERPRISE

Start small.
Grow with the business.

Start where HEINI can help with a concrete task. Further work, teams and the right operating setup can follow.

1

One order, one team

For example, enquiries for PVC strip curtains: import products, assign responsibility and review the preparation with Susi.

2

More departments and sites

Connect customer work, purchasing, manufacturing and further tasks. The same order context follows the teams involved. Partners can join through agreed collaboration.

3

Enterprise: your server, your AI model

HEINI can use your own infrastructure and a suitable self-hosted AI language model: the AI that understands and writes text. Which tasks run there is configured for your business.

Locally processed AI calls can avoid external usage fees. Hardware, electricity, maintenance and operations still cost money. The local model route covers the tasks configured for it; other services are considered separately.

Data control is part of the setup: access, data flows, retention and deletion are defined for the use case. Your own server alone does not make the operation GDPR-compliant.

ERP choice and operating size are separate decisions. A small start can use an existing ERP, and a broad implementation can proceed in stages.

HOW A USEFUL IMPLEMENTATION STARTS

First, get one order through properly.

Begin with a defined case that costs time today. Susi helps clarify the need; the responsible people check the result.

1

Record the baseline

List applications, responsibilities, handling time, follow-up questions and recurring costs.

2

Bring in data and rules

Import products, configurations and records. Distinguish imported data, unresolved technical issues and items needing business classification. Organise company knowledge appropriately.

3

Test the normal case and a change

Walk the rail order through. Then change a drawing, revoke a permission and handle an interruption.

4

Demonstrate the benefit

Compare like-for-like cases. Measure human time, corrections, elapsed time and costs that actually end.

Applications are switched off or contracts cancelled only after acceptance of the agreed scope. Further tasks can follow when their value and responsibilities are clear.

Bring an order that several people currently have to explain.

CONTEXT · SOURCES · CONVERSATION

Let’s walk through your case.

Which handover costs your business more work than the task itself?

This booklet explains HEINI through an illustrated business workflow. PSE’s product context is publicly available; Daniel Heinen confirmed the printed support rail. PSE is a related company. This is not an independent measurement of PSE results.

The money and time examples on pages 16–17 are models. The specific functions, ERP connection and operating setup are agreed for your company.

The order folder and filing cabinet explain digital collaboration through a familiar picture. They do not replace defined responsibilities or access rights.

Sources and further perspectives

[1] PSE: products and made-to-measure configuration
Product context: PVC strip curtains and cut-to-size products. Not evidence of HEINI savings.

[2] Eurostat: business AI use in 2025
20.0% of covered EU enterprises with at least ten people; selected economic sectors.

[3] Stefan Hamann: Agentic Commerce
An independent contribution on commerce, responsibility and economics.

[4] VEYNDO: public product concept
Native business operations for people and AI; vendor description, not a comparative test.

[5] SAP: Joule and business processes
AI using business data and processes; vendor description, not a price comparison.

[6] Microsoft: AI in Dynamics 365
Business applications and AI functions; vendor documentation, not a comparative test.

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