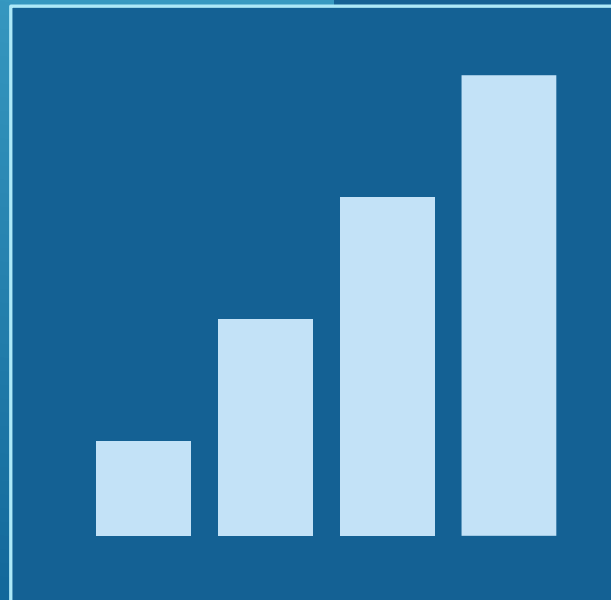


TASK MANAGEMENT PLATFORM

Powered By Event
Driven AI
Intelligence*



Task Management Platform

Overview

Netcell Task Management System A unified, AI-powered workspace that automates task creation, routes work intelligently,

enforces SLAs, and gives every team a modern interface to execute with clarity and speed.

Built on Scope*,

it delivers a fast, fluid, ultra-modern experience backed by a robust microservices architecture and real-time KPI insights.

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Task Management Platform

Overview

Netcell Task Management System Transforms every customer event into actionable work using Netcell EDA and domain-specific AI Agents.

It unifies marketing automation, sales operations, service workflows, and project execution into one intelligent workspace — powered by Scope* for a fast, fluid, modern experience.

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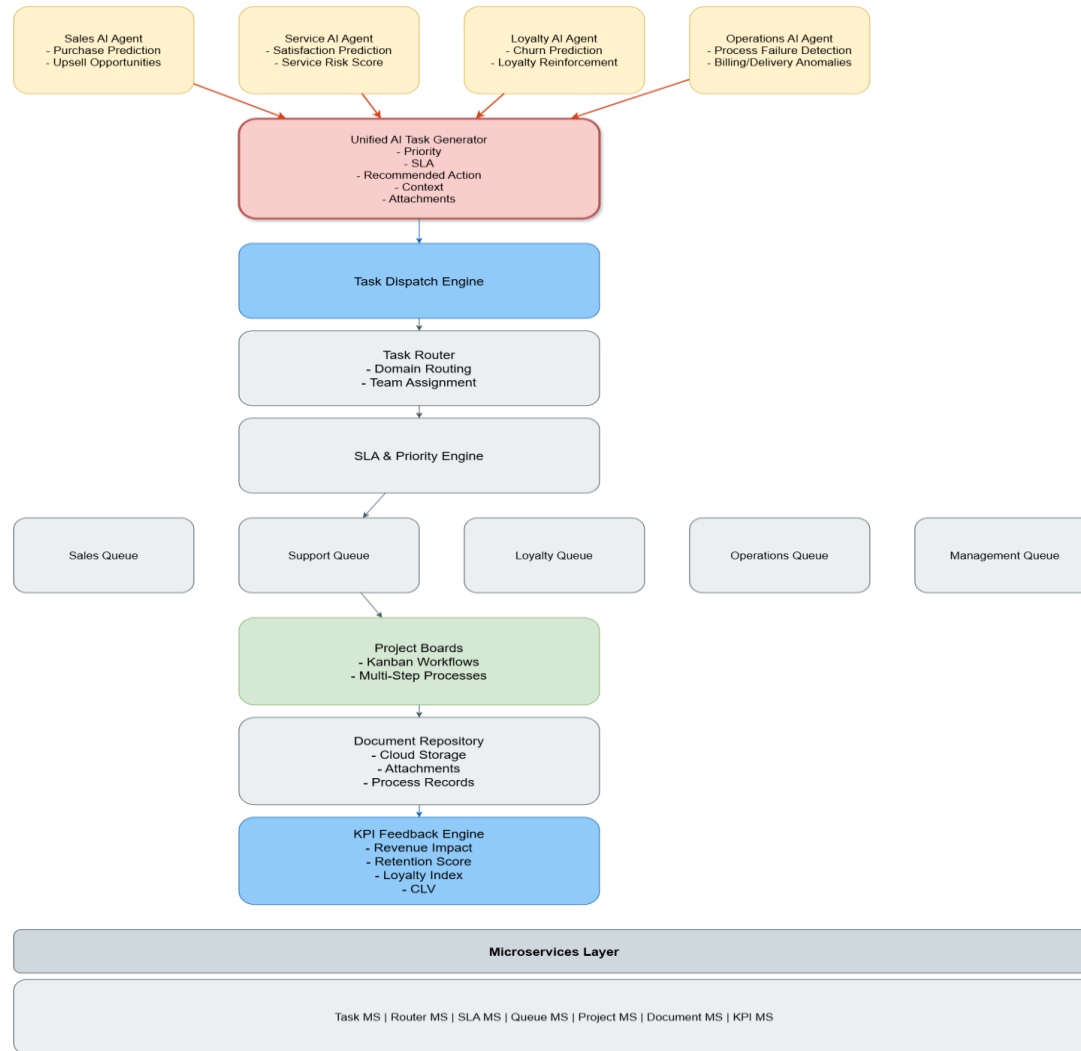
Task Management Platform

Value Proposition

Netcell transforms customer events into intelligent tasks that unify marketing, sales, service, and operations.

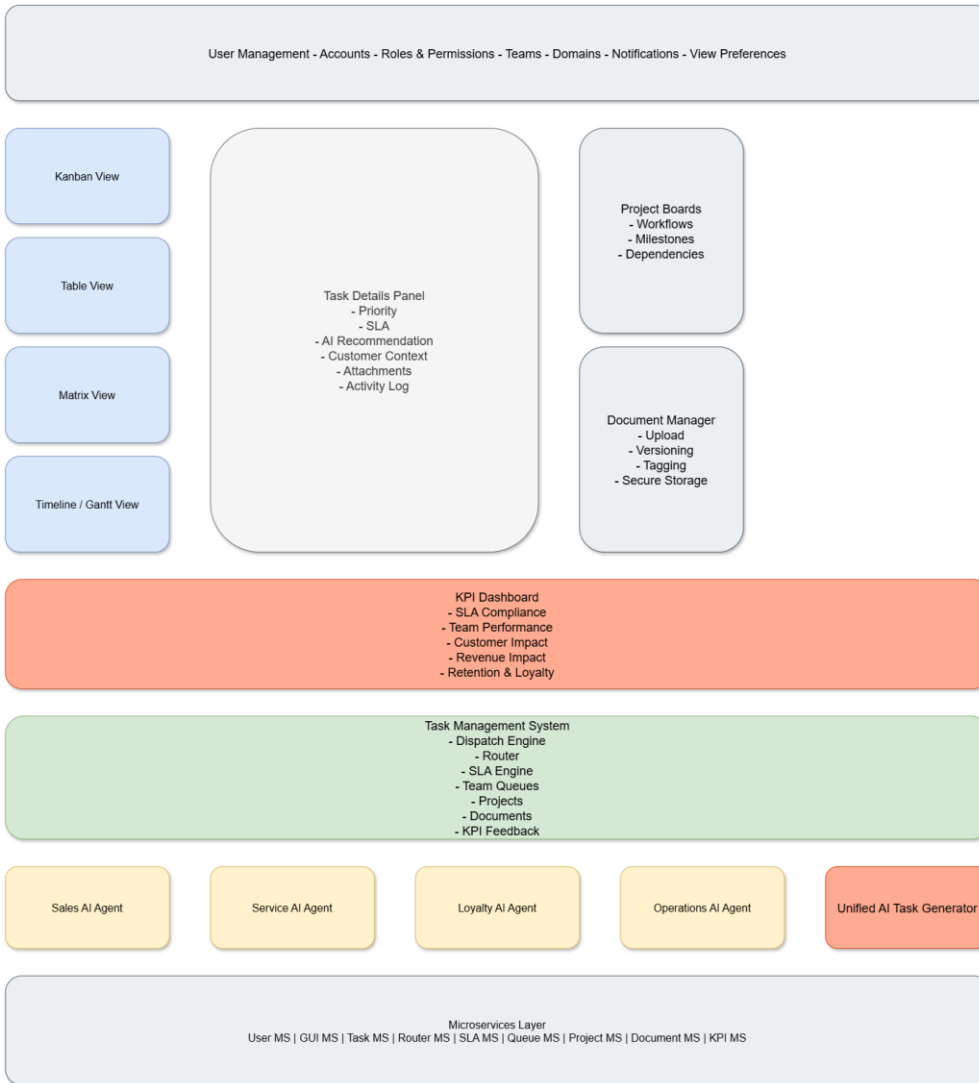
Powered by Netcell EDA and domain-specific AI Agents, it delivers automated workflows, real-time routing, SLA enforcement, and a modern Scope-based workspace that accelerates business outcomes.

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TASK MANAGEMENT PLATFORM

AI Agents Architecture



TASK MANAGEMENT PLATFORM

Web Application and AI
Agents Architecture

Task Management Platform

Presentation Description

Netcell Task Management System — Presentation Description

A Unified, Intelligent Workspace for Every Team

The Netcell Task Management System transforms the way organizations operate. It brings together people, processes, and AI into one seamless workspace, ensuring that every task — from the smallest customer request to the largest cross-team project — is handled with clarity, speed, and precision.

Built on Netcell Scope SPA platform*, the system delivers a fast, fluid, ultra-modern experience that feels alive, responsive, and effortless.

AI-Driven Task Creation

At the heart of the system is the **Unified AI Task Generator**, powered by domain-specific AI Agents:

- ✓ Sales AI
- ✓ Service AI
- ✓ Loyalty AI
- ✓ Operations AI

These agents continuously analyze customer interactions, operational events, and business signals to automatically generate actionable tasks. This means your teams no longer wait for instructions — the system proactively tells them what needs to be done.

Task Management Platform

Task Routing

Smart Task Routing & SLA Enforcement

Every task flows through a powerful orchestration engine:

Task Dispatch Engine assigns tasks to the right team.

Task Router ensures tasks reach the right person.

SLA Engine monitors deadlines and escalates when needed.

Team Queues keep workloads balanced and predictable.

This creates a **self-regulating operational environment** where nothing slips through the cracks.

Task Management Platform

Workspace Design

A Workspace Designed for Humans

The GUI offers multiple views so every user can work the way they prefer:

Kanban View

Visual, drag-and-drop workflow for sales, support, and operations.

Table View

Spreadsheet-style control for managers and analysts.

Matrix View

Priority vs SLA visualization for executives.

Timeline / Gantt View

Project planning with dependencies and milestones.

Everything stays connected to the tasks that drive execution.

Task Details Panel

A clean, modern card showing everything needed to complete a task: priority, SLA, AI recommendations, customer context, attachments, and activity history.

This flexibility makes the system feel natural to every role in the organization.

Project Boards & Document Management

- ✓ Cross-team projects become easy to manage with:
- ✓ Multi-step workflows
- ✓ Milestones
- ✓ Dependencies
- ✓ Shared documents
- ✓ Versioning
- ✓ Secure storage

Task Management Platform

Real-Time KPI

Real-Time KPI Dashboard

The KPI Dashboard closes the loop by showing:

- ✓ SLA compliance
- ✓ Team performance
- ✓ Customer satisfaction impact
- ✓ Revenue influence
- ✓ Retention and loyalty metrics

This gives leaders a **live operational heartbeat** of the entire organization.

This ensures scalability, reliability, and clean separation of responsibilities — ideal for enterprise growth.

Powered by a Robust Microservices Architecture

Under the hood, the system runs on a modular microservices layer:

- ✓ Task MS
- ✓ Router MS
- ✓ SLA MS
- ✓ Queue MS
- ✓ Project MS
- ✓ Document MS
- ✓ KPI MS
- ✓ User MS
- ✓ GUI MS

Task Management Platform

The next-generation product

Built on Scope — Fast, Fluid, Modern

The entire experience is powered by Netcell **Scope SPA platform**, delivering:

- ✓ Instant navigation
- ✓ Smooth animations
- ✓ Zero page reloads
- ✓ GPU-accelerated transitions
- ✓ Component-level control
- ✓ A premium SaaS feel

This makes Netcell feel like a next-generation product from the moment users interact with it.

Powered by a Robust Microservices Architecture

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- ✓ User MS
- ✓ GUI MS

Task Management Platform

Benefits

Benefits of the Netcell Task Management System

Powered by Netcell EDA + Intelligent Marketing Automation

1. Every Customer Signal Becomes Actionable Work

Netcell EDA listens to every event across your business — sales interactions, support conversations, loyalty triggers, marketing engagements — and transforms them into **clear, actionable tasks**.

This means:

No missed opportunities

No forgotten follow-ups

No manual task creation

No dependency on human memory

Your business becomes **event-driven**, not reaction-driven.

2. AI Agents Turn Chaos Into Organized Execution

Each domain-specific AI Agent (Sales, Service, Loyalty, Operations) interprets incoming events and automatically generates tasks with:

Priority

SLA

Recommended next action

Customer context

Business impact

Your teams always know **what to do next**, without needing to ask.

Task Management Platform

Operational Automation

3. Marketing Automation Becomes Operational Automation

Traditional marketing automation only sends messages. Netcell goes further — it creates **tasks**.

Examples:

- ✓ A customer opens a high-value email → Sales task created
- ✓ A customer abandons checkout → Loyalty task created
- ✓ A customer submits a negative survey → Service task created
- ✓ A customer reaches a milestone → Operations task created

Marketing automation becomes **business automation**.

4. Real-Time Routing Ensures Work Reaches the Right Person

- ✓ The Task Router uses:
- ✓ Team availability
- ✓ Skill matching
- ✓ SLA urgency
- ✓ Customer segment
- ✓ Business priority

to ensure every task is assigned to the **best possible agent**.

- ✓ This reduces:
- ✓ Response time
- ✓ Workload imbalance
- ✓ Operational friction

Your teams become **faster and more efficient**.

Task Management Platform

SLA Engine

5. SLA Engine Guarantees Nothing Slips Through the Cracks

The SLA Engine monitors every task in real time:

- ✓ Escalates when deadlines approach
- ✓ Reassigns when needed
- ✓ Alerts managers
- ✓ Adjusts priority dynamically

Your business becomes **predictable, reliable, and consistent.**

6. Unified Workspace Eliminates Tool Fragmentation

Instead of switching between:

- ✓ CRM
- ✓ Helpdesk
- ✓ Marketing automation
- ✓ Project management

- ✓ Document storage

Netcell gives your teams **one workspace:**

- ✓ Kanban
- ✓ Table
- ✓ Matrix
- ✓ Timeline
- ✓ Task Details
- ✓ Project Boards
- ✓ Document Manager
- ✓ KPI Dashboard

Everything is connected. Everything is synchronized.
Everything is visible.

Task Management Platform

One coordinated machine

7. Marketing, Sales, Service, and Operations Finally Work Together

Netcell EDA breaks down silos by connecting all departments through **shared tasks**.

Marketing triggers → Sales tasks Sales events → Service tasks Service issues → Operations tasks Operations milestones → Marketing tasks

Your organization becomes **one coordinated machine**.

8. KPI Dashboard Shows the Impact of Every Task

The KPI Dashboard reveals:

SLA compliance

Team performance

Customer satisfaction impact

Revenue influence

Retention and loyalty metrics

This gives leaders a **live operational heartbeat** of the entire business.

Task Management Platform

Built on Scope*

9. Built on Scope — Fast, Fluid, Modern

The entire experience runs on Netcell **Scope SPA platform***, delivering:

Instant navigation

Smooth animations

Zero reloads

GPU-accelerated transitions

Component-level control

This makes Netcell feel like a **premium SaaS product** from the first interaction.

8. KPI Dashboard Shows the Impact of Every Task

The KPI Dashboard reveals:

SLA compliance

Team performance

Customer satisfaction impact

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Retention and loyalty metrics

This gives leaders a **live operational heartbeat** of the entire business.

Task Management Platform

Benefits Summary

Netcell Task Management System — Benefits Summary

1. Event-Driven Operations (Powered by Netcell EDA)

Transforms every customer interaction, system event, and marketing signal into actionable tasks — automatically.

2. AI-Generated Workflows

Domain-specific AI Agents (Sales, Service, Loyalty, Operations) interpret events and create tasks with priority, SLA, and recommended next actions.

3. Marketing Automation → Business Automation

Marketing triggers don't just send messages — they generate tasks that drive sales, retention, and customer satisfaction.

4. Intelligent Routing & SLA Enforcement

Tasks are assigned to the right person at the right time, with real-time SLA monitoring and escalation.

5. Unified Workspace for All Teams

Kanban, Table, Matrix, Timeline, Task Details, Project Boards, Document Manager — all in one modern interface.

6. Real-Time KPI Visibility

Live dashboards show SLA compliance, team performance, customer impact, revenue influence, and loyalty metrics.

7. Cross-Team Alignment

Sales, Marketing, Service, and Operations finally operate as one coordinated system.

8. Built on Scope SPA

Fast, fluid, animated, and modern — delivering a premium SaaS experience with zero page reloads.

Task Management Platform

Value Proposition

Netcell Value Proposition

Netcell unifies customer engagement, operational execution, and marketing automation into one intelligent, event-driven system. By combining **Netcell EDA**, **AI-powered task generation**, and a **modern Scope-based workspace**, Netcell ensures that every important customer signal becomes actionable work — instantly, automatically, and intelligently.

We turn events into execution.

Traditional systems react. Netcell anticipates, interprets, and acts.

We eliminate operational blind spots.

No missed follow-ups. No forgotten tasks. No siloed workflows.

We connect marketing, sales, service, and operations.

Every department works from the same source of truth — shared tasks generated by real customer behavior.

We accelerate business outcomes.

More conversions. Higher retention. Faster response times. Better customer satisfaction. Stronger operational consistency.

We deliver a premium SaaS experience.

Built on Scope, Netcell feels fast, fluid, and modern — the kind of interface teams love to use.

Task Management Platform

Production Vision

Netcell Product Vision

To create the world's first **fully event-driven business execution platform**, where every customer signal, operational trigger, and marketing action instantly transforms into intelligent, coordinated work across the entire organization.

Our Vision

A business where:

- ✓ **Nothing is missed**
- ✓ **Nothing is delayed**
- ✓ **Nothing is siloed**
- ✓ **Nothing requires manual coordination**

A business where AI, automation, and human teams operate in perfect harmony — guided by a unified task system that understands context, urgency, and impact.

What We're Building

- ✓ A **single workspace** for every team
- ✓ A **single task engine** for every workflow
- ✓ A **single AI brain** interpreting every event
- ✓ A **single operational truth** shared across the company

Netcell becomes the **central nervous system** of the modern enterprise.

The Future We Enable

A future where companies don't react — they **anticipate**, **coordinate**, and **execute** automatically.

Task Management Platform

The Market Problem

The Market Problem

Today's businesses operate in silos. Marketing runs campaigns. Sales manages pipelines. Service handles tickets. Operations manages projects.

Each team uses its own tools, its own workflows, its own dashboards — and none of them talk to each other.

The result:

- ✓ Customer signals get lost
- ✓ Follow-ups are forgotten
- ✓ Opportunities slip away
- ✓ SLAs are missed
- ✓ Teams duplicate work
- ✓ Leaders lack real-time visibility
- ✓ Marketing automation stops at messaging

- ✓ Operations rely on manual coordination
- ✓ Customer experience becomes inconsistent

Companies are drowning in **events**, but starving for **execution**.

There is no system that turns customer behavior, operational triggers, and marketing signals into **coordinated, intelligent, cross-team action**.

This is the gap Netcell fills.

Task Management Platform

EDBE Category

Category: Event-Driven Business Execution (EDBE)

Netcell defines a new category:

Event-Driven Business Execution

A system where every customer interaction, operational trigger, and marketing event instantly becomes **intelligent, actionable work**.

EDBE combines three worlds into one:

- ✓ **Event Processing** (Netcell EDA)
- ✓ **AI-Driven Task Generation**
- ✓ **Unified Operational Execution**

What makes this category new:

- ✓ Tasks are generated automatically
- ✓ Tasks carry context, priority, SLA, and recommended action
- ✓ Tasks route themselves to the right team
- ✓ Marketing automation becomes operational automation
- ✓ AI agents coordinate cross-team workflows
- ✓ KPI dashboards show the impact of every event

This is not CRM. This is not helpdesk. This is not project management. This is not marketing automation.

This is **Event-Driven Business Execution** — and Netcell is the first platform in this category.

Task Management Platform

Vision And Strategy

Vision

To build the world's first **event-driven operating system for customer-centric companies**, where AI, automation, and human teams work together through a unified task engine that transforms every business event into coordinated execution.

Strategy

1. Centralize all business events through Netcell EDA

Capture signals from marketing, sales, service, operations, and product.

2. Interpret events using domain-specific AI Agents

Sales AI, Service AI, Loyalty AI, Operations AI.

3. Convert events into intelligent tasks

Tasks with priority, SLA, context, and recommended next action.

4. Route tasks intelligently across teams

Dynamic assignment, SLA enforcement, escalation, and load balancing.

5. Deliver a unified workspace built on Scope SPA

Kanban, Table, Matrix, Timeline, Task Details, Projects, Documents, KPIs.

6. Close the loop with real-time KPI dashboards

Measure impact on revenue, retention, satisfaction, and operational efficiency.

Task Management Platform

Roadmap

Phase 1 — Foundation (Complete)

Netcell EDA

AI Task Generator

Task Management System

Scope SPA Workspace

Microservices architecture

Phase 2 — Expansion (In Progress)

Multi-tenant enterprise support

Advanced SLA automation

Cross-team workflow templates

Marketing → Sales → Service automation loops

Customer journey task orchestration

Phase 3 — Intelligence (Upcoming)

Predictive task generation

AI-driven prioritization

Automated workload balancing

Customer health scoring

Revenue and retention forecasting

Phase 4 — Ecosystem (Future)

Partner integrations

API marketplace

Event ingestion from third-party systems

Full enterprise automation fabric

Netcell evolves from a product into a **platform**, and from a platform into a **category leader**.

Task Management Platform

Thank you

The background of the slide features a blue gradient. On the right side, there are several sets of parallel white lines that slant upwards from the bottom right towards the top right, creating a sense of motion or a modern design element.