

[00] applications in artificial intelligence · coimbatore, india

Systems we have built.

Three AI products built by AppsinAi, with the screens, the AI features and the stack behind each one. The company presentation has the services, the case studies and how we work.

 scores, deal health and summaries are computed from your data; the model only explains them, so outputs stay grounded and auditable, and every feature still works when no model is configured.

projects.log

- 01 **PulseAi CRM**
Self-hosted sales and marketing CRM with an AI layer
- 02 **Invoice Agent**
AI-powered invoice processing agent
- 03 **HTTP.IN**
URL-shortening SaaS with an AI layer, live at http.in

[01] pulseai crm • self-hosted sales and marketing crm with an ai layer

A self-hosted sales and marketing CRM with a Python AI layer for drafting emails, scoring and enriching leads, and summarising deals.

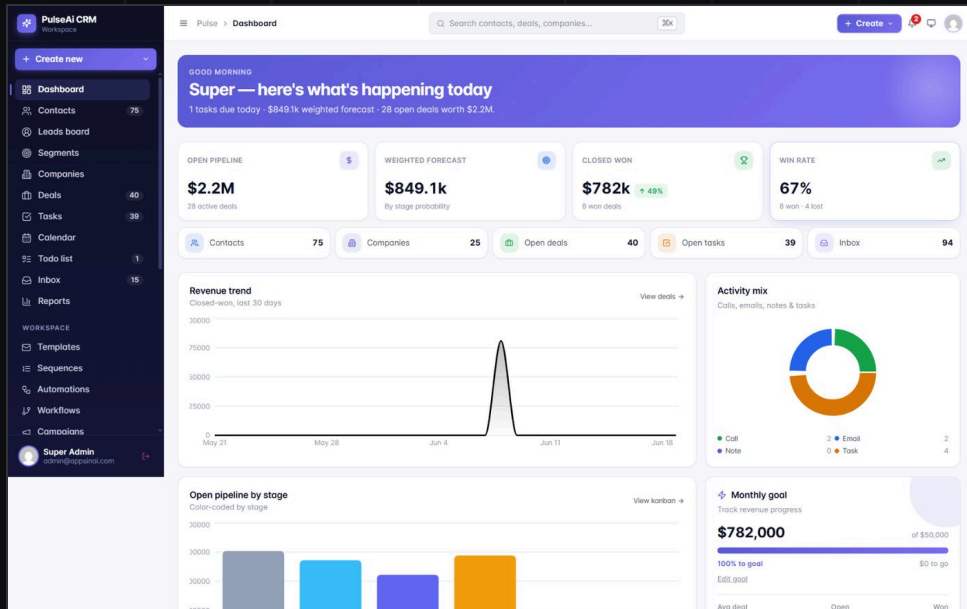
Pulse CRM covers the full revenue lifecycle: leads with firmographic and behavioural scoring, segments and lifecycle stages; contacts, companies and deals on a stale-deal-aware Kanban pipeline; templated email with open and click tracking and send-later scheduling; a visual workflow and automation builder with campaigns; proposals with PDF generation and e-signature hooks; and goals, reports, a command palette, calendar export, audit logs and a duplicate finder.

On top sits an AI layer orchestrated in Python and built for graceful degradation: every AI capability runs through one orchestration layer that calls an LLM when a provider is configured and otherwise falls back to deterministic heuristics, so features work with no API key. Deal health, scores and summaries are computed from the CRM data; the LLM only narrates them, which keeps outputs grounded and auditable.

python rest api react + typescript front end

token auth, role-based access async task queue

works with no api key



Twelve AI features. And the system behind them.

■ ai features · current and candidate features

- 01 AI email drafting from intent and tone
- 02 AI reply drafting from a logged thread
- 03 Template generation from a plain-language purpose
- 04 Draft refinement: shorten, expand, formalise, proofread
- 05 Predictive lead scoring with a heuristic fallback
- 06 Lead enrichment: company tech stack and firmographics
- 07 Conversational lead qualification and auto-routing
- 08 "Catch me up" summaries of a contact, company or deal
- 09 Deal health and win-probability insights
- 10 Inbound email triage and needs-reply classification
- 11 Natural-language segment and audience builder
- 12 Meeting-note summaries and next-step suggestions

■ architecture

01 · data and triggers

CRM data: contacts, companies, deals

Emails, notes and activity

Workflow triggers



02 · orchestration

LangChain + LangGraph: a stateful agent graph

Pydantic: typed, validated outputs

Celery + Redis: enrichment, scoring and triage jobs



03 · model layer

LLM provider: Claude, OpenAI, Gemini or Ollama

Deterministic fallback: works with no API key

pgvector embeddings: semantic search and RAG



04 · features

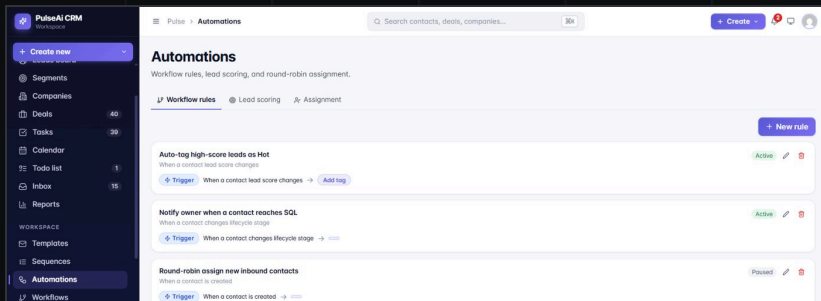
Email AI

Lead and deal AI

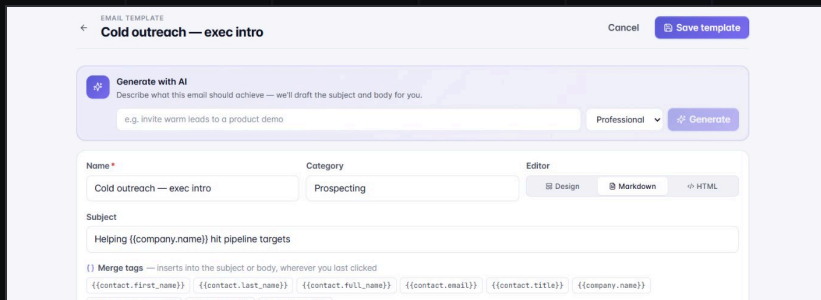
Knowledge AI

built with · LangChain · LangGraph · FastAPI · LangSmith · Pydantic · Anthropic
Claude · OpenAI · Google Gemini · Ollama · Sentence-Transformers · pgvector ·
Celery · Redis · scikit-learn · PostgreSQL · React

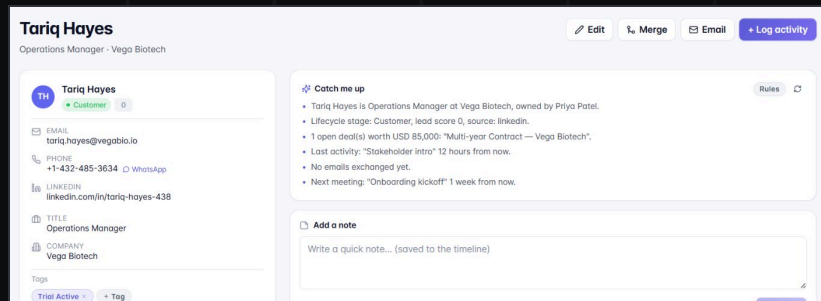
Four more screens. PulseAi CRM in use.



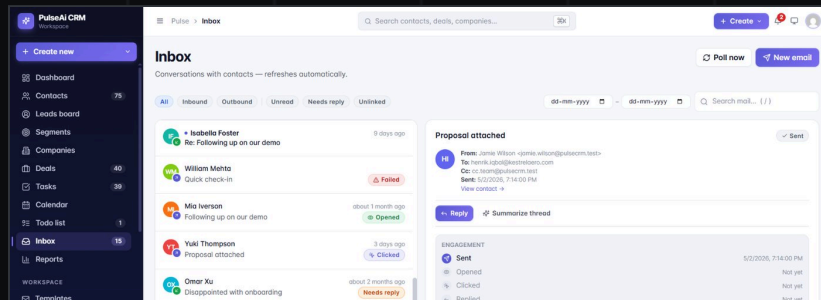
Workflow rules: plain language becomes trigger, condition and action rules



An email template drafted from a plain-language purpose, with merge tags and a preview



"Catch me up" on a contact, with the predicted fit and its heuristic fallback



Inbox triage: needs-reply classification and thread summaries

[02] invoice agent · ai-powered invoice processing agent

Invoice automation that turns incoming emails into validated business transactions through OCR, AI extraction and workflow integration.

The agent monitors a Gmail or Outlook inbox, identifies invoice attachments, extracts the invoice data with OCR and an LLM, validates each invoice against configurable rules, and uploads approved invoices to the ERP or accounting system through its API. Exceptions go to a review queue, and every step is logged.

It is built as a Python service with FastAPI and PostgreSQL, a React dashboard for monitoring and rules, AWS Textract or Tesseract for OCR and OpenAI GPT models for extraction, and deploys with Docker.

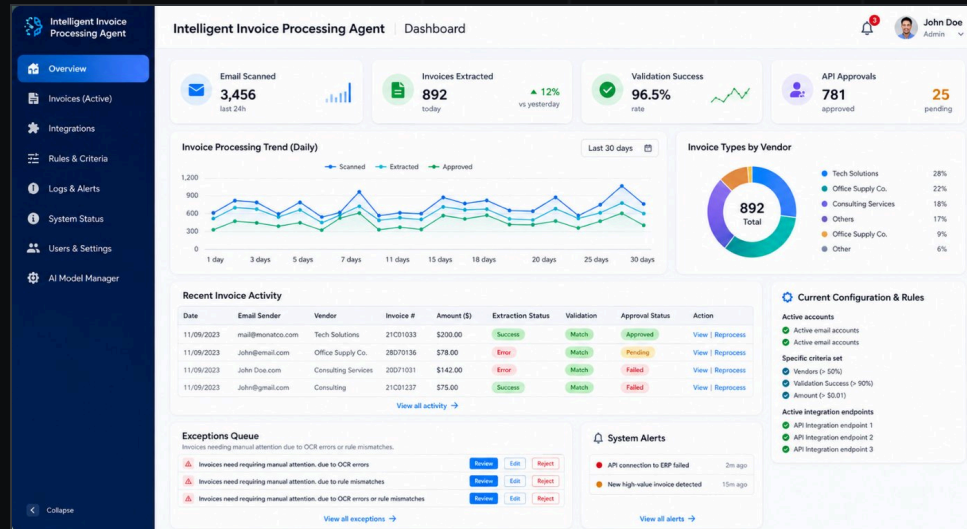
gmail, outlook and imap inboxes

ocr + llm extraction

configurable validation rules

erp and accounting upload

audit logs



Eight AI features. And the system behind them.

■ ai features

- 01 Email inbox monitoring: Gmail, Outlook, IMAP
- 02 Invoice detection and extraction from attachments
- 03 OCR and AI-powered data processing
- 04 Configurable validation rules
- 05 Automated approval workflow
- 06 Third-party API integration with ERP and accounting systems
- 07 Error handling and notifications
- 08 Audit logs and tracking

■ reported outcomes · not one of our published case studies

Manual invoice processing reduced by up to 90% · Improved accuracy and compliance · Faster invoice approval and processing cycles · Seamless integration with ERP and accounting systems · Real-time monitoring and reporting · Scales with growing invoice volumes

■ architecture

01 · inbox

Gmail API Outlook API IMAP



02 · detect and extract

Invoice attachment detection OCR: AWS Textract or Tesseract

Field extraction with an LLM



03 · validate and approve

Configurable validation rules Approval workflow

Exceptions queue, errors and notifications



04 · deliver and audit

Upload to ERP or accounting via API Audit logs and tracking

Monitoring dashboard

built with · Python · FastAPI · OpenAI GPT · AWS Textract · Tesseract OCR · PostgreSQL · React · IMAP · Gmail API · Outlook API · Docker

[03] http.in · url-shortening saas with an ai layer, live at http.in

Shorten URLs, generate QR codes, create bio pages and track every click with real-time analytics, with an AI layer on top.

HTTP.IN is a full-featured, self-hosted URL-shortening SaaS: custom aliases, expiry by date or click count, bulk CSV import and Safe Browsing scans, styled QR codes, link-in-bio pages, one-time secret sharing with AES-256 encryption, and click analytics by country, city, device, browser and referrer, plus geo and device targeting, A/B testing, link rotation and retargeting pixels.

The backend is FastAPI over PostgreSQL with pgvector, with Celery and Redis for background jobs; the front end is React with TypeScript; billing runs on Stripe and sign-in on JWT and OAuth2 with two-factor codes. It is multi-tenant with teams, roles and custom domains, and deploys with Docker Compose.

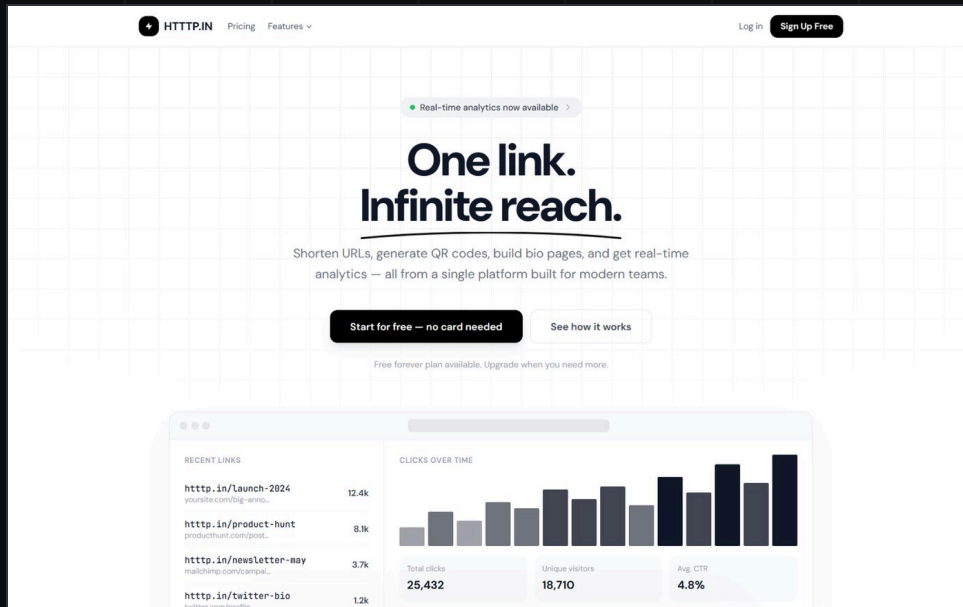
live at http.in

multi-tenant: teams, roles, custom domains

stripe billing

docker compose deployment

■ http.in



Seven AI features. And the system behind them.

■ ai features

- 01 AI phishing and malware detection on every new link
- 02 Smart alias suggestions from the destination page
- 03 Natural-language analytics chat: "why did clicks spike?"
- 04 Predictive click forecasting and traffic anomaly detection
- 05 Bio pages and QR designs generated from a prompt
- 06 A weekly performance digest written in plain language
- 07 Natural-language link creation: "shorten X, expire Friday"

■ architecture

01 · backend, data and events

FastAPI backend: ingests link events

PostgreSQL + pgvector: data and embeddings

Redis + Celery: async task queue



02 · ai orchestration

LangGraph: stateful agents

LangChain: tools and RAG

Claude API and embeddings: reasoning, classification, vector search



03 · ai features

Threat scanner

Smart aliases

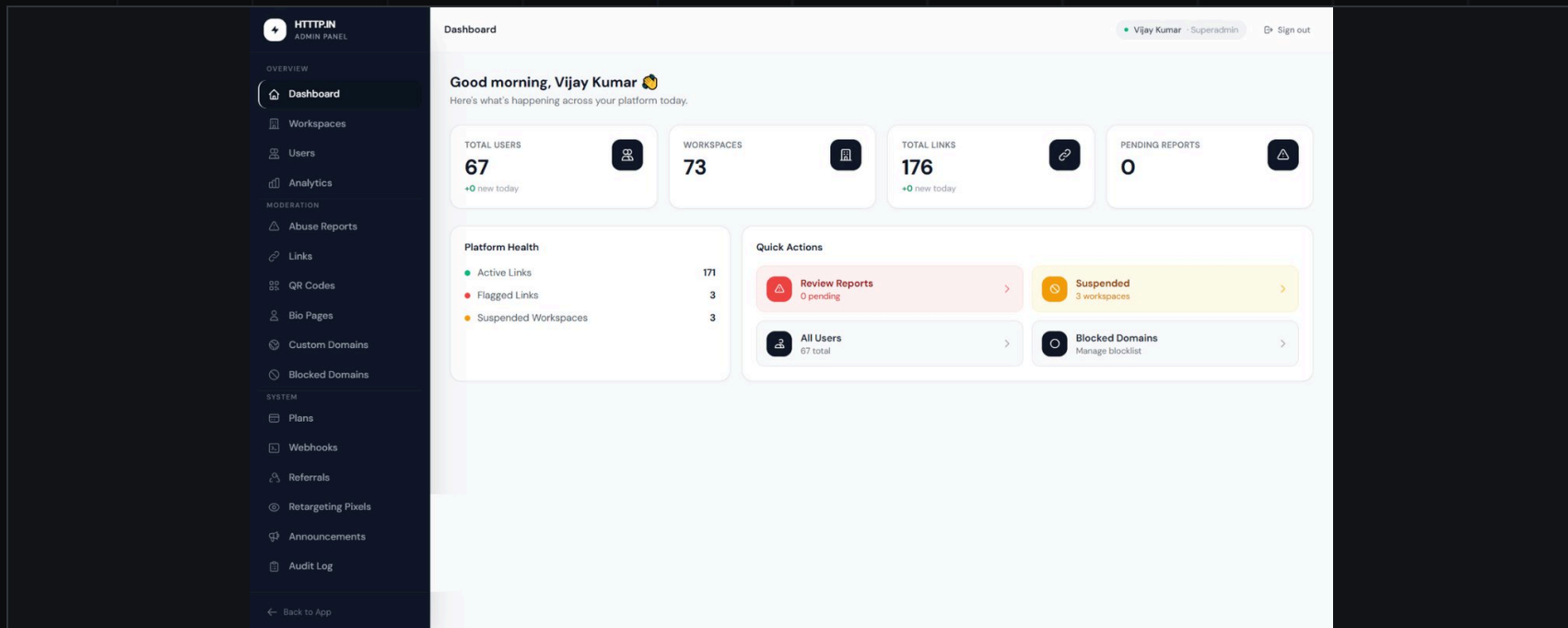
Analytics chat

Click forecast

Bio and QR studio

built with · FastAPI · PostgreSQL · pgvector · Celery · Redis · LangChain ·
LangGraph · LangSmith · Anthropic Claude · Pydantic · scikit-learn · XGBoost ·
React · Stripe · Docker

One more screen. HTTP.IN in use.



Admin overview: users, workspaces, links, abuse reports and platform health

[04] next step

Let's talk about your project.

Book a free 30-minute call. You get a range on the first call and a fixed quote after discovery, and if AI is not the right answer to your problem we say so before you spend money on it.

Book a free call

calendly.com/apps-in-ai/30min

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web **appsin.ai**

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