

The Adilas Blueprint

1. Purpose

This document is the master reference for the Adilas platform story, architecture, strategy, and future direction.

It is intended to unify the major themes that have emerged through years of development, brainstorming, user feedback, and strategic reflection.

2. Core Summary

Adilas began as a homegrown solution to real operational problems. Over time, through experimentation, user feedback, and continuous development, it evolved into a deep business platform designed to connect operations and accounting inside one unified system.

The platform now represents more than software. It reflects:

- a system model
 - a business methodology
 - a relational data architecture
 - a world-building framework
 - a long-term vision for configurable business environments
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3. Origin Story

3.1 Early beginnings

- Started in the early 2000s as a custom operational solution
- Initial needs centered around inventory, location assignment, and operations
- Early work was driven by real problems rather than a rigid software roadmap

3.2 The operational phase

- Focused first on operations
- Solved inventory, stock/unit tracking, timecards, POS, quotes, invoices, and customers
- Each solved need revealed the next need

3.3 The super system idea

- Steve Berkenkotter helped shift the vision from isolated tools to a larger integrated system
 - The concept evolved toward bridging operations and accounting
 - This became the philosophical turning point of the platform
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4. Development Philosophy

The Adilas development method has followed a repeating pattern:

1. Identify a real need or pain point
2. Research and brainstorm the solution
3. Prototype the feature or workflow
4. Let users interact with it
5. Gather feedback and refine it
6. Discover the next logical step

Key internal ideas: - We keep building - We are heading north - You can do that? Yes, you can do that. - Listening and following a dream

5. Version Evolution

5.1 Version 0

- Paper, spreadsheets, disconnected systems, separate accounting

5.2 Versions 1–10

- Inventory and stock tracking
- POS and transactions
- Customers, quotes, invoices, vendors, and purchase orders
- Payroll, reporting, and visibility
- Accounting integration
- Platform features and corp-wide settings
- Scheduling, time, customization, APIs, and world-building concepts

5.3 Key lesson

The architecture emerged organically through real-world use and need-driven iteration.

6. What Adilas Really Is

Adilas is not best understood as a single tool. It is a platform for modeling and running the operational world of a business.

Possible positioning statements: - A unified business platform - A business operating system - A configurable platform for running and understanding how a business operates - A platform for building business worlds

7. The Adilas Formula

Results = Mix(Functions, Players, Concepts)

7.1 Functions

Examples: - Sales / POS - Inventory - CRM - Scheduling - Payroll - Reporting - Accounting - BI - eCommerce

7.2 Players

Examples: - Customers - Vendors - Employees - Invoices - Quotes - Inventory items - Deposits - Expenses - Time elements

7.3 Concepts

Examples: - Capture and record the story - Relationships - Decisions and choices - Consequences - Accountability - Permissions and settings - Systems - Objects and data over time

8. The Transactional Core

At the center of Adilas is the transactional core.

This is where: - operations happen - transactions are recorded - relationships are connected - accounting impacts are generated - business history is captured over time

This core is the foundation of both Ship A and Ship B.

9. The Value Add-On Core Model

9.1 Transactional Core

The daily operational engine

9.2 Industry Skins

Industry-specific experiences built on the core

9.3 Custom Code Layer

Extensions, APIs, and specialized tools

9.4 Business Intelligence Layer

Reports, analytics, dashboards, and predictive insights

9.5 Enterprise Layer

Multi-corporation coordination, roll-ups, and high-level oversight

9.6 AI (Artificial Intelligence) Layer

Interactions, intelligence, and automation. Shift from clicks and steps to outcomes and results.

10. World Building Model

Adilas can be understood as a world-building system.

Hierarchy

- Universe level — all Adilas systems
 - Galaxy level — linked servers
 - Cluster level — individual boxes and servers
 - Solar system level — databases
 - World level — corporations or companies
 - Location level — virtual or physical divisions
 - Group level — application player groups
 - Individual level — specific actors or items
 - Data level — storage and relationships
 - Run all levels over time
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11. Ship A and Ship B

Ship A

- Existing production platform
- 10+ versions of working evolution

- Large fully functional working prototype

Ship B (Fracture / Adilas Lite)

- Modular next-generation platform architecture
- Improved user experience
- Configurable views and exposed complexity
- Structured expression of the same core system model

Key principle

Do not throw away the core concepts. Preserve the system model and modernize the architecture.

12. Strategic Strengths

- Extreme customization capability
 - Deep operational coverage
 - Unified operations + accounting model
 - 20+ years of development and learning
 - Large accumulated knowledge base
 - Platform and ecosystem potential
 - Strong builder culture
 - Client-driven refinement
 - Real working system already in production
 - Ability to support many industries and workflows
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13. Strategic Weaknesses

- Complexity of explanation
 - Small core team
 - Limited marketing resources
 - User interface still evolving
 - Long-term fatigue and bandwidth constraints
 - Hard to summarize quickly because the system spans many layers
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14. Strategic Opportunities

- Fracture / Ship B modular interface
- Platform ecosystem growth

- Industry-specific configurations and skins
 - Business intelligence and AI layers
 - Educational and training outreach
 - Community collaboration and Adilas Cafe
 - White label and partner solutions
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15. Strategic Threats

- Market inertia and tradition
 - Larger funded competitors
 - Complexity perception
 - Resource constraints
 - Difficulty communicating the full value quickly
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16. The Adilas Story in One Line

Adilas started as a homegrown solution to real operational problems and evolved into a deep, configurable business platform through continuous experimentation, client feedback, and more than two decades of iterative development.

17. The 30-Second Explanation

Adilas is a business platform that helps companies run their operations and accounting inside one connected system. Instead of using many disconnected tools, businesses can manage sales, inventory, employees, scheduling, reporting, and accounting in one flexible environment.

18. Big Picture Analogy

Train analogy

- Tracks = system architecture and relational model
- Train = core platform engine
- Train cars = modules and capabilities
- Towns along the tracks = industries, partners, and ecosystems built around the platform

Core insight

Adilas is not just software. It is infrastructure for running businesses.

19. Cultural Core

- We like helping people succeed
 - We have been having fun
 - We are excited to see where it goes
 - Listening and following a dream
 - We keep building
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20. Future Direction

The future direction of Adilas appears to center on:

- refining the platform through Ship B / Fracture
 - making the system easier to consume and explain
 - allowing others to build worlds, modules, and industries on top of the platform
 - expanding toward analytics, intelligence, and ecosystem participation
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21. Open Questions / Next Layers

- Final wording for public vs partner vs internal messaging
- Clear articulation of the 12 player groups
- Better explanation of roll call accounting and transaction lifecycle
- Integration of additional notebook references and source materials
- Creation of visual diagrams for the big picture map