

■ WHITEPAPER

From scattered work to one operational rhythm

A practical whitepaper for management teams that want better control over projects, planning, documents, capacity and daily execution without burying the organization in software complexity.

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1. Operational fragmentation has a human cost

Disconnected tools do not only create reporting gaps. They create hesitation. People wait for confirmation, rebuild context, ask for updates and keep private spreadsheets alive because the official system does not give enough confidence.

For project-driven SMEs, that friction compounds across CRM, quotations, projects, planning, documents, approvals, time, resources and invoicing.

2. The answer is an operating layer, not another isolated tool

A useful platform keeps business objects connected: customers, projects, people, files, approvals, hours and financial context. Zentova is designed as that shared layer, so operational teams can work from the same structure.

KPIT

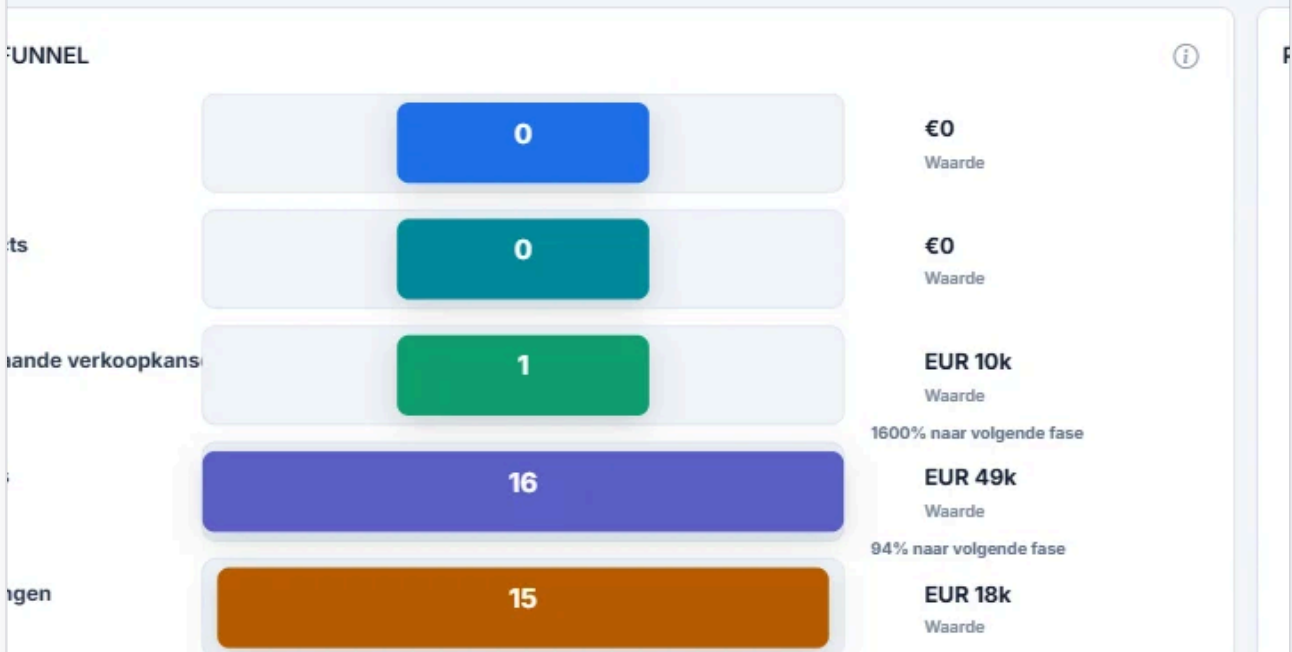
Cockpit

Ar deals staan, wat opvolging nodig heeft en hoe offertes worden omgezet naar orders.

TOT	VERKOPER	KOSTENPLAATS
2025	06/12/2026	Alle verkopers
		Alle kostenplaatsen

kans van openstaande verkoopkansen	EUR 10k	Offerterisico verlopen openstaande offertes	8	Sl ov
----------------------------------------------	----------------	-------------------------------------------------------	----------	------------------------

OPENSTAANDE VERKOOPKANSEN 1 Actieve deals waarvoor nog een volgende stap nodig is	VERKOOPKANSENPIPELINE €10,000 Geschatte waarde van openstaande verkoopkansen	OPENSTAANDE OFFERTES €45,399 Offertewaarde die wacht op beslissing
GEBOEKT DEZE MAAND €1,481 Verkooporderwaarde geboekt deze maand	OFFERTECONVERSIE 25% Aandeel offertes dat is omgezet naar orders	ACHTERSTALLIGE VERKOOP 1 De verwachte sluitingsdatum het verleden



Operational dashboard with project, task and financial signals.

Projecten selecteren

Tasks

Zoom:

Day

Week

Month

Quarter

02



56

dfsdf

rd



001



002



Selecteer links projecten om h
te vergelijken.



Selectie bekijken

Weergave opslaan

Planning and capacity views for coordinating teams and resources.

Documents

DOCUMENTEN

Documenten

Documenten zoeken

Documenten

Documenten

Documenten

Documenten

Documenten

Documenten

Documenten

Documenten

Documenten

Documenten



Selecteer een categorie

Document control with sharing, approvals and version-sensitive work.

jects

ten

t van projecten

PROJECTNUMMER	OMSCHRIJVING	STARTDATUM
0002	test	17/03/2026
9856	testsdfsdfsdf	01/04/2026
100001	test	01/04/2026
100002	test	01/04/2026

CRM and commercial context connected to project delivery.

3. A practical rollout starts with the strongest pain

Most SMEs should not attempt a big-bang implementation. Start with the workflow that causes the most daily friction, prove adoption, then extend the platform into nearby processes.

Phase 1

Stabilize customers, projects, users and permissions.

Phase 2

Connect planning, documents, approvals and time.

Phase 3

Add quotations, sales orders, reporting and invoicing context.

4. Readiness checklist

- Can every team see the same project status?
- Are document versions and approvals traceable?
- Can planning trust real availability and workload?
- Are hours connected to the right project and financial context?
- Can management see risks before the end of the month?



Zentova is a modular operations platform for project-driven SMEs that want a calmer way to run customers, projects, planning, documents, approvals, time and invoicing context.

Platform

Platform

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