

OMNI BY ENTERPRISE DNA

50 agents. One Command Centre.

A simple guide to building a team of agents that does the repeatable work of any business. What they are, what they make, and how they reach your data.

THE BIG IDEA

One place where a team of **agents** does your repeatable work.

A Command Centre is a single home for your business's software helpers. Each one is set up to do a specific job, and they all work from the same place. Modern AI is now good enough to draft, sort, research, and report at the standard of a capable team member.

1

One place. One login. Every agent lives here.

50+

Jobs a team of agents can cover across a business.

24/7

They run day and night. You wake up to the work done.

WHAT IS AN AGENT

An instruction, a skill, and access to your data.

THE INSTRUCTION

What you want done

Said in plain words, like you would ask a good assistant. "Chase the overdue invoices."

THE SKILL

A job it knows

A repeatable task you set up once. Given once, reused forever, at the same standard every time.

THE ACCESS

The data it needs

Permission to read the right information. Your inbox, your customer list, your accounts.

WHAT IS A SKILL

A job you teach **once**, then reuse forever.

Teach an agent how to write your monthly report the way you like it. From then on it makes that report in seconds, every month. Skills stack up. The more you add, the more your Command Centre can do.

Write our monthly report

Draft a first-touch email

Raise an invoice

Summarise a call

Make a slide deck

HOW IT WORKS

From a plain-English ask to a **finished thing.**

You never touch the plumbing. You ask, and you approve. The five steps in between are the agent's job.



TWO KINDS OF DATA

Your agent works with **inside** and **outside** data.

INSIDE YOUR BUSINESS

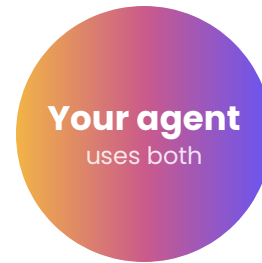
Your own data

Your inbox and messages

Your customer list

Your files and documents

Your database and records

Your calendar and accounts

reads from each side, then
acts

THE OUTSIDE WORLD

Data via a doorway

Maps and directions

Payment and banking data

Public and government registers

Market and pricing data

Search and the web

CONNECTING TO OUTSIDE DATA

Every modern tool has a doorway.

A doorway (its API) lets one tool ask another for information. Your agent knocks, asks a question, and gets an answer back. If a tool has a doorway, your agent can walk through it.

Accounting system

Pull invoices, payments, and who owes you.

Maps and directions

Distances, travel time, and addresses.

Payment providers

What was charged, refunded, and when.

Public registers

Company records, titles, and licences.

Calendars

Free slots, bookings, and reminders.

Search and the web

Live prices, news, and research.

THE LINE-UP

50 agents, by department.

Seven parts of a business, and the jobs an agent can pick up in each. Not a wish list. These are the everyday tasks that eat your week. Mix and match the ones that fit yours.

SALES & MARKETING

Fill the pipeline, and **keep it moving.**

1

Lead Finder

Scans the web and directories for businesses that fit your ideal customer.

2

Outreach Drafter

Writes a personalised first-touch email for each new lead.

3

Follow-up Runner

Tracks who has not replied and drafts the next nudge on time.

4

Pipeline Keeper

Updates deal stages from what is actually happening in email and calls.

5

Proposal Writer

Turns a scope into a branded proposal, ready to send.

6

Campaign Planner

Plans a month of posts and emails around your offers.

7

Social Poster

Drafts platform-ready posts and queues them for your approval.

8

Review Watcher

Watches for new reviews and mentions, and drafts a reply.

CUSTOMER & ADMIN

Handle the front desk, **without the desk.**

9

Inbox Triager

Sorts your inbox, flags what needs you, drafts the routine replies.

10

Meeting Scheduler

Books calls, sends invites, and handles the back-and-forth.

11

Intake Handler

Takes a new enquiry and sets the customer up across your systems.

12

FAQ Responder

Answers common questions from your own knowledge base.

13

Onboarding Guide

Walks a new customer through your steps and sends the right docs.

14

Note Taker

Turns a call into notes, actions, and a follow-up.

15

Reminder Keeper

Never lets a task, renewal, or deadline slip.

+

Plus your own

We add the jobs specific to your business.

OPERATIONS & DELIVERY

Keep the work moving **to the standard.**

16

Task Router

Assigns incoming work to the right person or the right agent.

17

Status Reporter

Each morning, what is done, what is stuck, what needs you.

18

Checklist Runner

Runs your standard procedures, step by step, nothing missed.

19

Supplier Chaser

Follows up orders, deliveries, and quotes with suppliers.

20

Quality Checker

Reviews finished work against your standard before it ships.

21

Document Filer

Names, sorts, and files documents where they belong.

22

Handover Writer

Writes the shift or project handover so nothing gets lost.

+

Plus your own

We add the jobs specific to your business.

FINANCE & REPORTING

Know your numbers, **without the chase.**

23

Invoice Raiser

Turns completed work into a draft invoice in your accounting system.

24

Payment Chaser

Spots overdue invoices and drafts a polite reminder.

25

Expense Sorter

Categorises receipts and expenses for the books.

26

Cash Watcher

What is owed, what is coming in, what is due.

27

Numbers Reporter

Pulls your key figures into a weekly plain-English read.

28

Budget Tracker

Flags when a project or a month is running over.

29

Reconciler

Matches payments to invoices and flags the odd ones.

+

Plus your own

We add the jobs specific to your business.

CONTENT & CREATIVE

Turn a topic into a **finished piece.**

30

Report Builder

Turns your data into a branded, finished report.

31

Presentation Maker

Builds a slide deck from a topic or a set of numbers.

32

Article Writer

Drafts long-form articles and guides in your voice.

33

Image Generator

Creates on-brand images for posts, decks, and pages.

34

Newsletter Editor

Assembles and drafts your regular customer newsletter.

35

Case Study Writer

Turns a customer win into a written case study.

36

Brochure Maker

Lays out a print-ready one-pager or booklet.

+

Plus your own

We add the jobs specific to your business.

RESEARCH & INTELLIGENCE

See what is changing, and what to do.

37

Market Watcher

Tracks what is changing in your industry and what it means for you.

38

Competitor Tracker

Watches competitor moves, pricing, and launches.

39

Deep Researcher

Answers a hard question with sourced, checked findings.

40

Trend Scout

Surfaces new opportunities worth jumping on.

41

Data Analyst

Reads your numbers and explains what changed and why.

42

Feedback Reader

Reads reviews and survey replies and tells you the themes.

43

Compliance Checker

Checks work against rules, registers, and public records.

+

Plus your own

We add the jobs specific to your business.

WEBSITE & PRODUCT

Run the site, and build the small tools.

44

Website Editor

Updates pages, prices, and posts on your site.

45

Landing Page Builder

Spins up a new page for a campaign or an offer.

46

SEO Keeper

Finds what people search for and fills the gaps.

47

Mini-app Builder

Builds a small internal tool to fix a specific bottleneck.

48

Dashboard Builder

Puts your live numbers on one screen.

49

Form Handler

Takes form submissions and routes them into your systems.

50

Uptime Watcher

Checks your site and tools are working, alerts you if not.

+

Plus your own

We add the jobs specific to your business.

WHAT COMES OUT THE OTHER END

The things a **capable team member** makes, drafted for you.

Presentations

Slide decks built from a topic or your numbers.

Proposals

Branded, ready to send to a prospect.

Reports

Your data, turned into a finished read.

Emails

Personalised, in your voice, queued for approval.

Analyses

What the numbers say, in plain English.

Mini-apps

Small internal tools for a specific job.

Website updates

Pages, prices, and posts kept current.

Dashboards

Your live numbers on one screen.

WHY ONE PLACE, NOT TEN TOOLS

Separate tools forget. A Command Centre **remembers.**

Shared context

Every agent knows your business, your customers, and your standards. Set it once, and they all work from it.

Always on

Work runs overnight and on weekends. You wake up to it done, waiting for your yes.

You stay in control

Nothing important goes out until you approve it. The agents draft, you decide.

It grows

Add a skill, add an agent. Your Command Centre gets more capable every week.

WHERE TO START

Pick your three most repetitive jobs. **We'll stand up the agents.**

Every business has three jobs that eat the week. Start there. Omni by Enterprise DNA builds and runs the agents, you approve the output. The first conversation is free.

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