

**Catelora** is a comprehensive multi-tenant SaaS platform that enables businesses to create stunning interactive digital catalogs, flipbooks, and product presentations — then share them across channels, measure visitor behavior, capture leads, and convert interest into quotations and sales through an integrated CRM pipeline. Built with Next.js 14, TypeScript, and PostgreSQL.

### ◆ PLATFORM FLOW — FROM CREATION TO CONVERSION

#### 1 Create a Workspace

Business creates tenant, configures branding, users, and publishing preferences.

#### 2 Upload PDF or Build

Upload an existing PDF or design a catalog using the block-based editor.

#### 3 Publish the Catalog

Convert content into a responsive flipbook ready for public viewing.

#### 4 Share Across Channels

Distribute via public link, QR code, embed, social media, or custom domain.

#### 5 Visitors View & Interact

Customers browse pages, open product details, click hotspots, submit inquiries.

#### 6 Capture Leads & Interest

Every inquiry recorded in CRM with catalog, product, and traffic source context.

#### 7 Convert to Quotations

Qualified leads become quotations with products and customer info carried forward.

#### 8 Manage Sales Pipeline

Track: New → Contacted → Qualified → Quotation → Negotiation → Won/Lost.

#### 9 Fulfil & Track Operations

Connect sales with inventory, warehouse, stock movement, and delivery.

### ◆ SIGNATURE FEATURES



#### Block-Based Catalog Editor

Drag-and-drop editor with 12+ block categories — Hero, Product, Gallery, Compare, Contact, Footer, Data. Product binding, image binding with remote proxy, hotspot system, layer management, and reusable "My Blocks" library for brand consistency.



#### PDF-to-Flipbook Engine

Upload any PDF and auto-convert to an interactive flipbook with page-turning animation. Add hotspot overlays, product links, CTA buttons. Mobile swipe, zoom, fullscreen, thumbnail navigation, and per-page analytics tracking included.

## ◆ ANALYTICS & LEAD CAPTURE

### Real-Time Viewer Analytics

Unique visitors, page views, product clicks, session duration, bounce rate, traffic sources, and device analytics per catalog.

### Lead Capture Forms

Contact forms, product inquiries, and quote requests with catalog ID, product ID, and referrer URL context.

### CRM Lead Inbox

Tenant-specific inbox with lead details, status, notes, filtering, search, and team assignment capabilities.

## ◆ CRM & SALES PIPELINE

### Lead → Quotation

Convert leads to quotes with auto-populated catalog and product data. Status tracking and full revision history.

### 8-Stage Sales Pipeline

New → Contacted → Qualified → Quotation → Negotiation → Won/Lost. Stage change audit trail and performance metrics.

### Inventory & Delivery

Product stock, warehouse management, stock movements, and delivery tracking — all tenant-isolated.

## ◆ DEVELOPER PLATFORM & MULTI-TENANT ARCHITECTURE

### API Keys

Tenant-specific keys with plan-based access, copy and revoke functionality.

### REST API

Catalogs, products, analytics, leads endpoints with OpenAPI JSON schema.

### Signed Webhooks

HMAC SHA-256 payloads, delivery queue, retry mechanism, replay, audit history.

### Tenant Isolation

Separate workspaces for catalogs, products, users, media, analytics, and leads.

### Role System

Owner → Admin → Editor → Viewer with granular per-tenant permissions.

### Custom Domain

White-label publishing on custom domains with tenant logo and brand colors.

## ◆ TECHNICAL ARCHITECTURE



### Current Stack

Next.js 14, React, TypeScript, PostgreSQL, Drizzle ORM, Next-Auth, Next-Intl, Supabase, Tailwind CSS, REST API, modular feature architecture with tenant-aware database design and multi-language support throughout.



### Scale Roadmap

Redis, BullMQ, S3/Cloudflare R2, CDN, API Gateway, Docker, Kubernetes, GitHub Actions, Sentry, Grafana, OpenTelemetry, React Native apps, AI Catalog Builder, and Template Marketplace for ready-made catalog designs.

## ◆ TECHNOLOGY STACK

Next.js 14

React

TypeScript

PostgreSQL

Drizzle ORM

Next-Auth

Next-Intl

REST API

OpenAPI

Webhooks

Supabase

Tailwind CSS

Multi-Tenant

i18n

Redis

Docker