ENCRYPTONE

AI-POWERED DEVELOPMENT

We build the software that runs your business. And make it AI-ready.

Encryptone is an AI-powered development company. Since 2021 we have built trading platforms, ride-hailing apps, beauty and retail networks, accounting systems and AI assistants for businesses in Malaysia, China and Southeast Asia.

WHO WE ARE

A development team that thinks like a business owner.

Most software companies hand over an app and leave. We start from the job your team repeats every day: the WhatsApp orders typed into Excel, the receipts keyed by hand, the month-end reports that take a weekend. Then we build the system that does it, and put AI inside so it reads, checks and drafts for your people.

30,000+
users on MUSKBOT, our 2021 trading-bot platform

34
AI tools and systems built and running

827 h
staff hours a month our tools can save one business*

3
markets served: Malaysia, China and Southeast Asia

Full-stack builders

Web systems, phone apps, back offices, kiosks, bots and integrations: designed, built, hosted and looked after by one team.

AI in every product

Our systems read documents, understand voice in English, Chinese and Malay, answer questions about your own data and draft the next step.

People stay in control

AI does the repeating work. Staff approve what matters: payments, prices, anything sent to a customer.

Measured in hours saved

Every project starts with how long the job takes today and ends with how long it takes now.

* Forecast for one typical small or medium business using our full tool set, from task-by-task estimates (minutes per task before and after, times monthly volume). Real results depend on volume and setup.

TRACK RECORD

From a 30,000-user trading bot to AI for every department.

2021

MUSKBOT: automated trading-bot platform

Grew to more than 30,000 users. Our first large-scale product: real-time, always-on and built to handle a big user base.

MOBILITY

DACSEE: ride-hailing app

A complete ride-hailing platform with apps for passengers and drivers and an operator back office.

CHINA · BEIJING

Beauty Forever 医直美

A beauty and aesthetics booking platform: customer app, shop portal, sales-rep portal and AI shop listing from a photo or voice note.

SOUTHEAST ASIA

Hartinna

A whole business on one platform: partner ordering app, HQ back office, event and therapist app, AI assistant and an AI-searchable website.

BUSINESS AUTOMATION

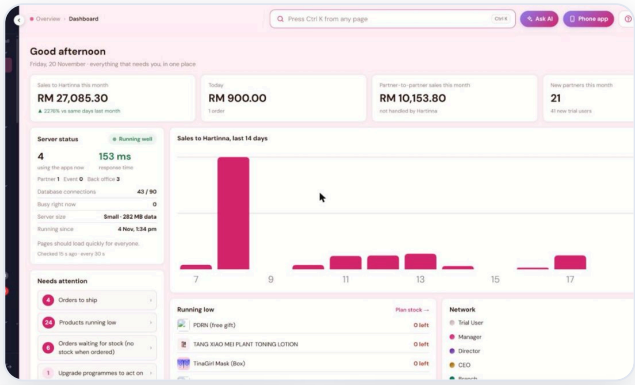
Cold chain, accounting, retail, F&B

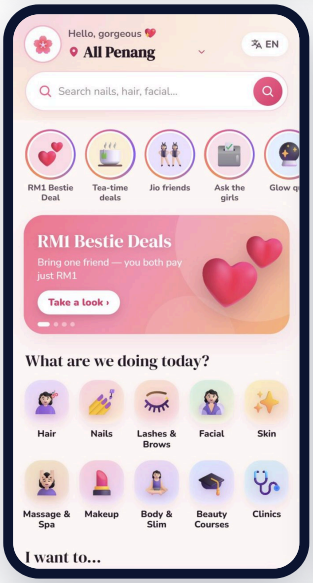
ColdChain Ops for a frozen food distributor, an office system for an audit firm, Sempoa cloud accounting, online store autopilot, an AI café kiosk and QR table ordering.

GROWTH SERVICES

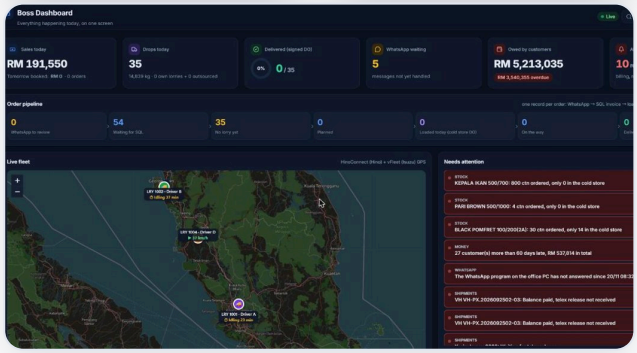
Ads, SEO, AEO and TikTok Shop

Online ads, search optimisation, AI-answer optimisation and TikTok Shop management for the brands we build for.









WHAT WE DO

One partner for the app, the AI and the customers it brings in.

We cover the whole path: building the system, putting AI inside it, and helping the business behind it grow online.

Custom software & platforms

Web systems and back offices built around how you work: orders, stock, members, commissions, approvals.

Web · Back office · Cloud

Mobile apps

Android and iPhone apps for customers, agents, drivers and staff, with QR, payments and live tracking.

iOS · Android · PWA

AI automation & agents

AI that reads receipts and chats, drafts replies and reports, and runs routine steps for your team to approve.

Voice · Documents · Agents

AI-ready data & connectors

Connect your data so the boss can ask Claude or ChatGPT "who has not paid?" and get a live answer.

MCP · API · Integrations

E-commerce & TikTok Shop

Multi-shop stock and profit across Shopee, Lazada and TikTok Shop; courier booking; TikTok Shop management.

Marketplaces · Shipping

Online ads & content

Ad campaigns, AI-made product videos, short dramas and voiceovers that turn into sales.

Ads · Video · Content

SEO & AEO

Be found on Google, and be quoted by ChatGPT, Claude and Perplexity when customers ask AI for a recommendation.

SEO · AEO · 3 languages

Fintech & trading systems

Real-time platforms like MUSKBOT, built for many users, round-the-clock uptime and clear reporting.

Real-time · Scale

e-Sign & compliance

Agreements, consent forms and resolutions signed by link, with signature and company-stamp capture.

e-Sign · PDPA

INDUSTRIES

Built for real businesses, across every industry.

Every business has its own forms, chats and spreadsheets, but the repeating work looks the same: take an order, check it, key it in, chase it, report it. That is the work we automate.

Food & beverage

AI voice-ordering café kiosk, POS and barista queue; QR table ordering for food courts.

Beauty & wellness

Booking platforms, partner networks, therapist apps with face maps, consent and before/after photos.

Distribution & cold chain

WhatsApp orders to invoice, warehouse release and lorry dispatch, with mismatch alerts.

Accounting & professional firms

Document chasing, bookkeeping, bank matching, tax, company secretarial and MBRS filing.

Retail & e-commerce

Multi-marketplace profit and stock, courier booking, vending machines and reorder alerts.

Transport & mobility

Ride-hailing apps for passengers and drivers, dispatch and fleet monitoring.

Fintech & trading

Trading-bot platforms with large user bases and always-on operation.

Education & training

Multilingual academy websites, lessons, classes, certificates and rewards.

Security & IT

Smart CCTV dashboards with motion alerts and clips, internet failover.

Malaysia	China	Southeast Asia
F&B, distribution, accounting firms, retail	Beauty & aesthetics (Beijing)	Beauty & wellness partner networks

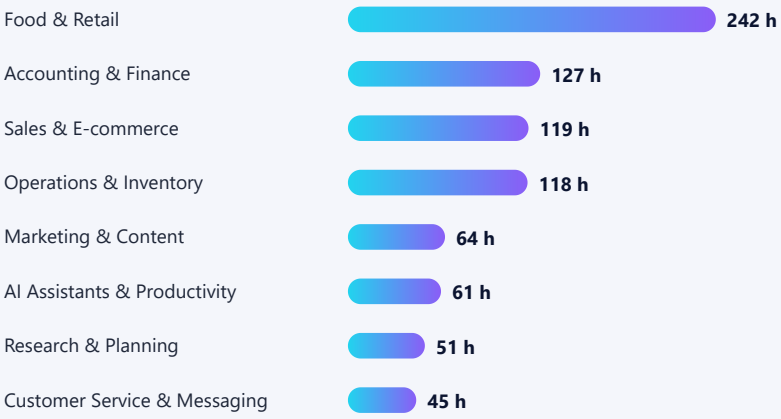
HOW MUCH TIME WE SAVE

About 827 staff hours a month. That is 5 full-time people.

AI takes the repeating work. Your people keep the decisions. This is how every Encryptone system is designed:

Reads	Checks	Drafts	Remembers	You approve
chats, receipts, PDFs, voice	totals, stock, duplicates	invoices, replies, reports	every customer and order	what really matters

Staff hours saved per month, by business area*



827 h
saved every month across a typical business

≈ 5 staff
full-time workloads freed for sales and service

RM 149k
staff time value a year, at RM 15/hour

* Forecast for one typical small or medium business using our full tool set: for each of our 34 tools, minutes per task before and after, times a typical monthly volume. Staff time valued at RM 15/hour (clerk about RM 2,600/month), 173 working hours = one full-time person.

BEFORE AND AFTER

The same job, done in a fraction of the time.

Real tasks from the businesses we work with. Minutes per task, today and with an Encryptone system.

TASK	BEFORE	WITH ENCRYPTONE	TIME SAVED
Monthly bookkeeping close for one small client	4 h	**2 h**	50%
Take one WhatsApp order through to invoice, warehouse release sheet and check against the loading slip	12 min	**3 min**	75%
Taking an agent order by WhatsApp: check level price, confirm payment slip, key into system, reply with status	12 min	**3 min**	75%
Month-end commission calculation and payout list for agents	20 min	**3 min**	85%
Listing one new shop with its services and prices	45 min	**5 min**	89%
Producing one market-entry research report with sources and a revenue model	40 h	**4 h**	90%
Editing raw phone clips into one 60-90 s captioned vertical social video	3 h	**20 min**	89%
Copying a marketplace order into the system and booking its courier label	6 min	**1 min**	83%
Answering an ad-hoc business question	20 min	**2 min**	90%
Writing up meeting notes / a voice idea into a summary with action items	20 min	**3 min**	85%
Get one client agreement signed and filed	30 min	**5 min**	83%
Collect, read, name and file one expense receipt and match it to its payment	4 min	**1 min**	75%
Updating a product page in three languages after a product or price change	30 min	**0 min**	100%

Estimates per task from our project work; approvals and judgement stay with your staff. Your own numbers come from a free discovery interview (page 13).

FEATURED PROJECT · SOUTHEAST ASIA

Hartinna: a whole beauty business on one AI platform.

A beauty and wellness brand selling through agents and distributors. Before: orders by WhatsApp, payment slips checked by hand, commissions calculated in spreadsheets. Now everything runs on four connected products.

- **Partner app:** agents order at their own level price, track parcels, see earnings and team.
- **HQ back office:** approve, pack and ship, stock and batches, commissions, promotions.
- **Event & therapist app:** check-in, face diagnosis map, consent signed on the phone, before/after photos, sales report.
- **AI assistant + AI ball:** staff ask "which products are low on stock?"; agents order by voice.
- **Crown Rush:** a live sales game that drives promotions.
- **AI-searchable website** in English, Chinese and Malay.

12 → 3 min
per agent order

20 → 3 min
month-end commission work

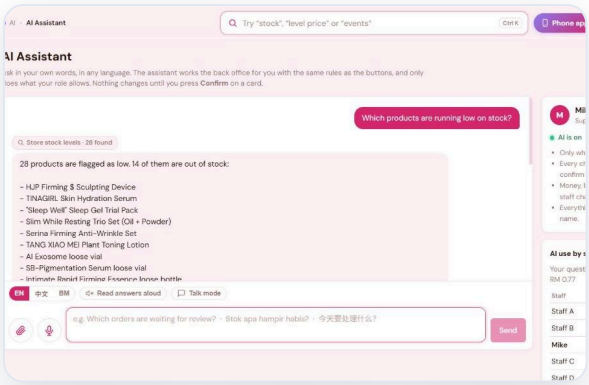
20 → 2 min
to answer a business question

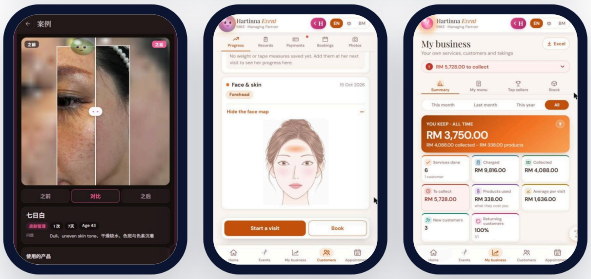
Before

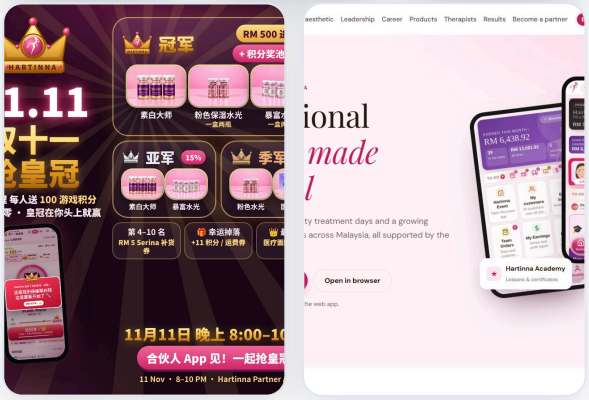
WhatsApp orders, payment slips checked by eye, stock in spreadsheets, commissions worked out by hand at month end.

After

One platform. Agents order themselves, HQ approves in a tap, stock and commissions update on their own, and the boss asks the AI for any number.







FEATURED PROJECTS · CHINA AND MOBILITY

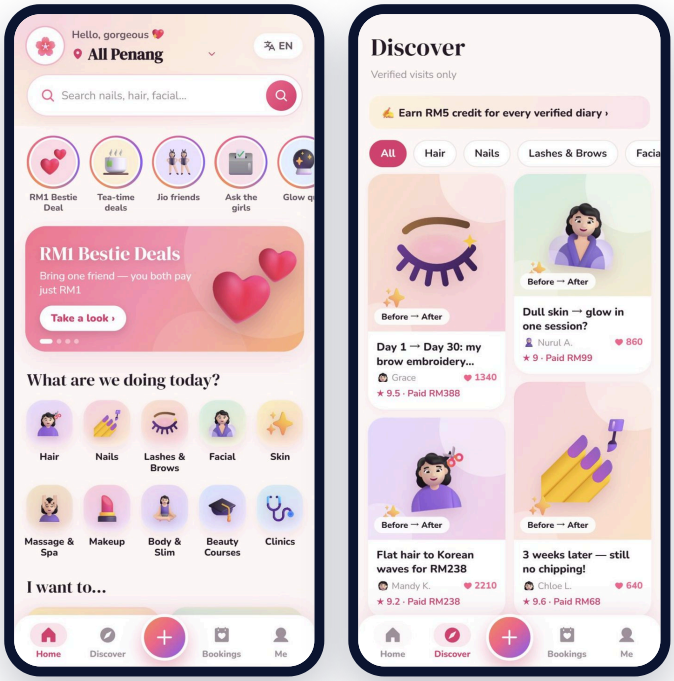
Platforms with many sides, working as one.

BEIJING · BEAUTY & AESTHETICS

Beauty Forever 医直美

A trusted booking platform for beauty and aesthetic shops, with four connected sides:

- **Customer app:** discover shops and deals, book with a deposit, QR ticket, verified reviews only.
- **Members:** login code, member prices, points and referral credit.
- **Shop portal:** bookings, QR scan, services and packages, payouts.
- **Sales-rep portal** with their own QR standee and earnings.
- **AI shop listing:** a shop is listed from one photo or voice note, in 5 minutes instead of 45.



MOBILITY

DACSEE ride-hailing app

A complete ride-hailing platform: a passenger app to book rides, a driver app to accept and complete trips, and an operator back office to run the service. It proves we can build products where many users move in real time.

Passenger app

Book a ride, see the driver arrive on the map, pay and rate the trip.

Driver app

Accept trips, navigate to pickup and drop-off, track earnings.

Operator back office

Drivers, trips, fares and payouts managed from one screen.

FEATURED PROJECTS · SCALE AND OPERATIONS

Built for thousands of users and thousands of orders.

2021 · FINTECH

MUSKBOT trading-bot platform

An automated trading-bot platform that grew to more than 30,000 users. It runs around the clock, in real time, for a very large user base, and it shaped how we build every product since: reliable, secure and ready to scale.

30,000+
users

MALAYSIA · FROZEN FOOD DISTRIBUTION

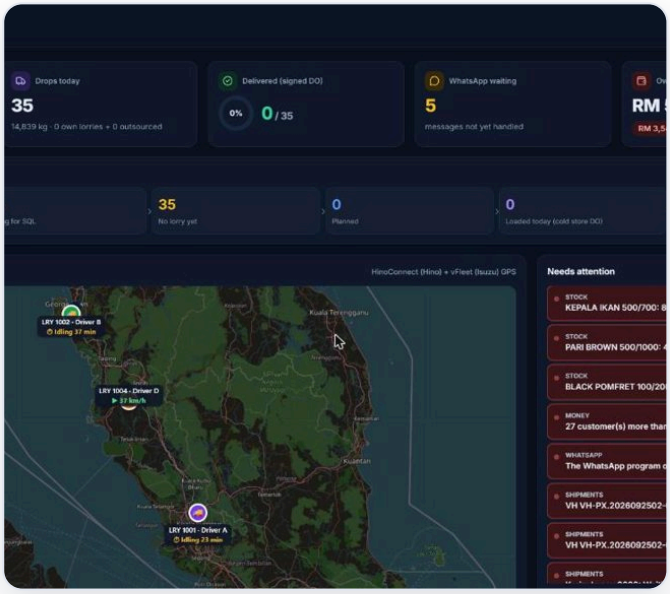
ColdChain Ops

A frozen food importer typed every WhatsApp order three times: for billing, for the cold-store warehouse and for the lorries.

- WhatsApp orders read by AI into one order record, with an approval queue.
- Invoices synced to the accounting system; warehouse loading sheet in its own template.
- Lorry dispatch, routes, fuel-card monitoring and a driver app.
- Alerts when what was ordered, released and billed do not match.

12 → 3 min
per order, end to end

90 h
staff time saved a month



Same order, three systems

One record flows to billing, warehouse and lorries. The boss sees Today, To do, Lorries and Money on one phone screen.

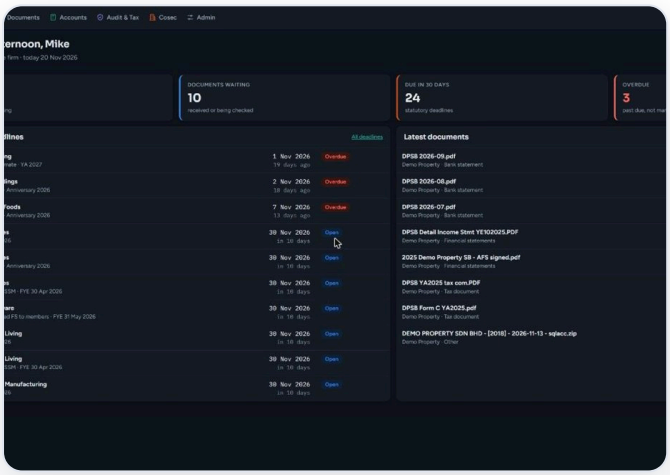
FEATURED PROJECTS · FINANCE AND RETAIL

Books that keep themselves. Shops that restock themselves.

ACCOUNTING & AUDIT FIRM

Office system for an audit firm

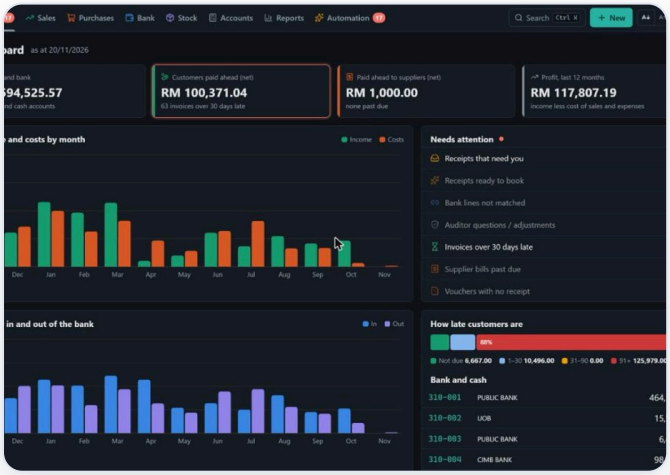
Client documents come in, missing ones are chased, bookkeeping, bank matching, tax computation, company secretarial and MBRS filing are handled in one place.



SMALL COMPANIES

Sempoa cloud accounting

Receipts in, rules book them, bank lines matched, e-invoices ready for LHDN MyInvois.



ONLINE SELLERS

Online store autopilot

Sales, exact platform fees and stock from Shopee, Lazada, TikTok Shop and vending machines on one phone: true profit, synced stock, reorder alerts and the monthly pack for the accountant.



4 h → 30 min
weekly reconciliation across 6 shops

6 → 1 min
marketplace order + courier label

4 h → 2 h
monthly close per bookkeeping client

4 → 1 min
per expense receipt

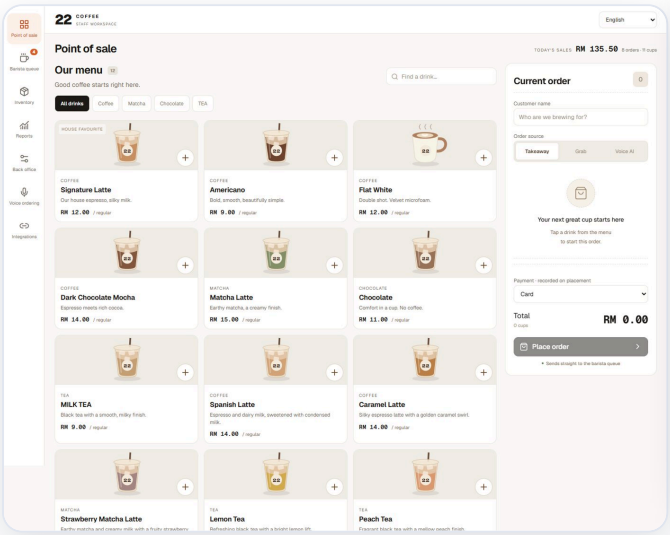
FEATURED PROJECTS · F&B AND GROWTH

Customers order by talking. Then AI helps them find you.

CAFÉ

AI voice-ordering café system

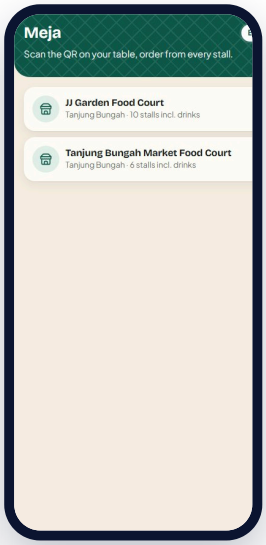
Customers talk to an AI kiosk in English, Chinese or Malay. The order goes to the barista queue, stock deducts itself and sales are tracked.



FOOD COURTS

QR table ordering

One QR per table: order from every stall at once; each kitchen gets its own screen.



4 → 1 min
per multi-stall table order

1.5 min → 18 s
per café drink order

GROWTH SERVICES

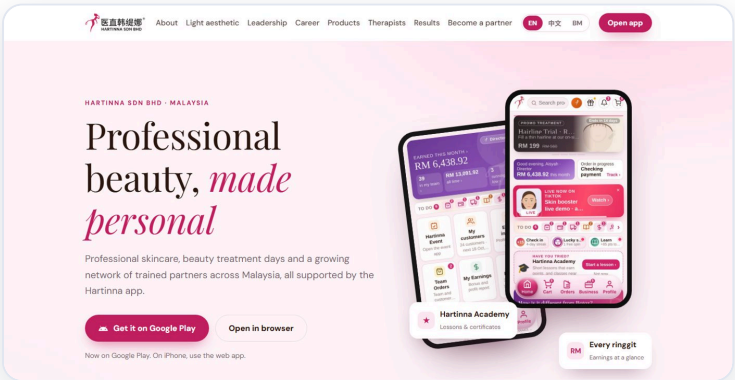
Online ads · SEO · AEO · TikTok Shop management

Online ads
Campaigns with AI-made product videos and copy, measured on sales.

SEO
Pages built from your own data so Google ranks every product.

AEO
Structured data and llms.txt so ChatGPT, Claude and Perplexity quote you.

TikTok Shop
Listings, stock, orders and content run alongside your other shops.



AEO IN ACTION

A website that AI can read and quote

Product, therapist and results pages build themselves from the app's data in English, Chinese and Malay, with structured data for Google and an llms.txt file for AI assistants. A product page that took 30 minutes to update in three languages now updates itself.

BE AI-READY

Four steps from WhatsApp and Excel to AI-ready.

Being "AI-ready" means your business data is connected, clean and safe to ask questions of. We take you there step by step, starting with a free discovery interview.

01

Discover

Our AI interviewer talks with your team by voice and maps where the time goes. You get a ranked list of pain points and a build brief.

02

Connect

We bring your chats, orders, stock and accounts into one clean system, so AI has live data to work with.

03

Automate

We build the tools that read, check and draft, with approval steps where your people decide.

04

Ask

You stop clicking through ten apps and just ask: how much stock is left? Who has not paid? What should I reorder?

Where is your business today?

LEVEL 0

Paper & chat

Orders in WhatsApp, numbers in notebooks.

LEVEL 1

Spreadsheets

Data typed in by hand, in many files.

LEVEL 2

One system

Orders, stock and money in one place.

LEVEL 3

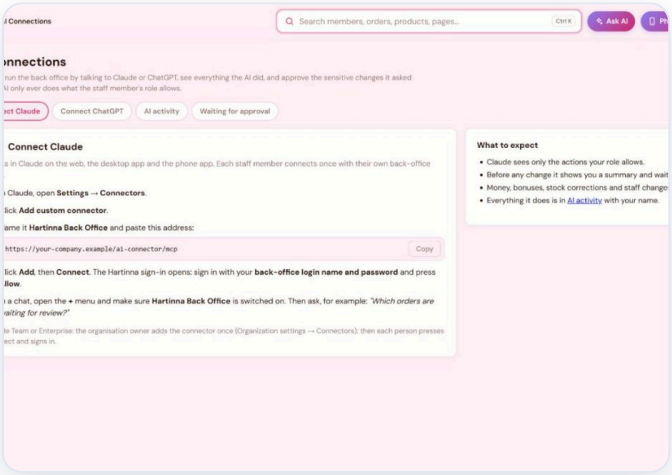
AI automation

AI reads, checks and drafts; staff approve.

LEVEL 4

AI-ready

Ask your business anything and get a live answer.



Your AI, your data, your rules

Staff ask Claude or ChatGPT about live orders, stock and members using their own login and permissions. Any change shows a confirm card first, and admins can require approval. Nothing is changed without a person saying yes.

WORKING WITH US

From first call to a working system in weeks.

WEEK 1

Discovery

AI interview, process map, savings forecast

WEEKS 2-3

Prototype

Clickable app on your real data

WEEKS 3-8

Build & connect

Weekly releases you can try on your phone

GO-LIVE

Launch & train

Team training, then ongoing care and new features

Why Encryptone

Secure by design

Role-based access, approval steps, activity logs and personal data kept out of places it does not belong.

AI-native team

We build with the latest AI models every day, so projects move in weeks, not quarters.

Proven at scale

From a 30,000-user platform to multi-country partner networks.

Plain-language partner

We explain everything in simple words, in English or Chinese, and train your team.

What we build with

Claude & ChatGPT · Whisper speech-to-text · MCP AI connectors · Cloudflare · Supabase / Postgres · React & TypeScript · Flutter · Android & iOS · Python · WhatsApp & WeChat bridges · LHDN MyInvois · SQL Account · Shopee · Lazada · TikTok Shop · Schema.org & llms.txt

OUR PROMISE

If your team does it again and again, it can be automated.

We measure the hours before we build, and we show you the hours saved after.

ENCRYPTONE
AI-POWERED DEVELOPMENT

Tell us the job your team repeats every day.
We'll show you how to automate it.

Start with a free discovery interview. You get a list of what to automate first, and how many hours it will save.

WHATSAPP & CALL · CHINA
+86 135 0190 1314

CALL · MALAYSIA
+60 16-416 1314

EMAIL
mike@encryptone.ai

OFFICE
22/22A, 8Row Jalan Krian, 10400 Penang

Encryptone Sdn. Bhd. · Registration No. 202201000314 (1446011-D)