ALVIN-BOT SETUP · SAMPLE CASE

Sample case

From Terrain Walk to The Long Run · Kranichblau Kommunikation GmbH

Advertising and web agency, 11 employees

Five stops, week by week

Prices from Alev-B's catalogue

Sample case: the business, people and figures are invented. Process, services and prices match the real offer.

8.8	5	7 h 15 min	W6
HOURS BACK PER WEEK, ESTIMATE	AUTOMATIONS IN THE MOVE-IN	OWN EFFORT	THE LONG RUN STARTS

Alev-B

Business and starting point

01

Sample case: the business, people and figures are invented. Process, services and prices match the real offer.

Kranichblau Kommunikation GmbH: 11 people, websites and campaigns for mid-sized firms and municipalities. Here is the whole route, week by week: what the agency did before, what Alev-B set up, what it had to contribute itself and what deliberately stayed manual.

INDUSTRY
Advertising and web agency

SIZE
11 employees, managing director and team

TOOLS
Microsoft 365, MOCO, Slack, Bitwarden, Hetzner Cloud, AWS

CHANNELS FOR ALVIN-BOT
Slack for the team, Telegram for the managing director

DATA
personal: mails from clients and applicants

ASSUMED HOURLY RATE
€70 per internal hour

Starting point

About 14 hours a week go into routine: the inbox, weekly reports to nine retainer clients, tenders, receipts from 14 portals, hosting bills. The managing director does much of it in the evening.

Why an agency

Agencies are named on the service page for each of the six example routines, and the automation library has the most entries for them. A business like this touches almost everything Alev-B sets up: inbox, reports, bids, receipts, cloud costs and a clear limit in recruiting.

Before and after

An average day of the managing director from the questionnaire and the Terrain Walk. Weekly and monthly tasks (weekly reports, tenders, receipts) appear as a daily share so that the day matches the example calculation. Fixed meetings stay where they are; what Alvin-Bot prepares only needs approval.

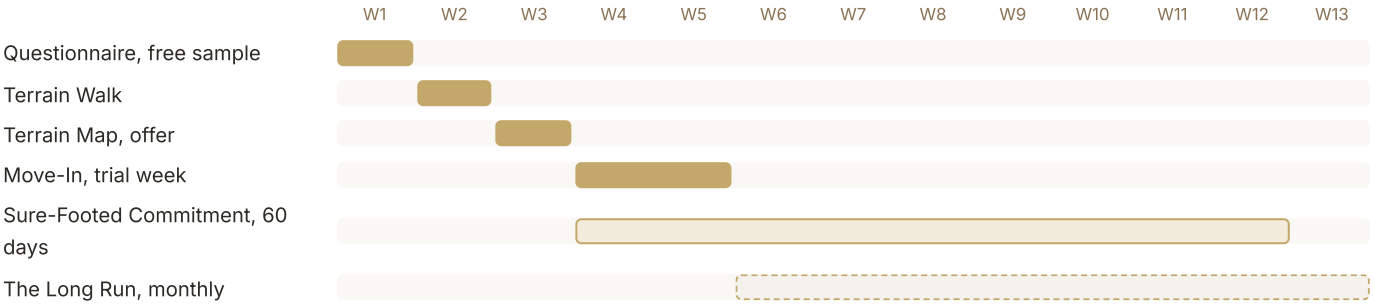
TODAY		WITH ALVIN-BOT	
08:00	Sort and answer the info@ inbox (75 min)	08:00	Approve drafts from the inbox (10 min)
09:15	Team daily (15 min)	08:10	Answer tricky enquiries personally (30 min)
09:30	Client meeting Musterhausen municipality (60 min)	08:40	Won back: 35 min
10:30	Concept work with the team (90 min)	09:15	Team daily (15 min)
12:00	Lunch (45 min)	09:30	Client meeting Musterhausen municipality (60 min)
12:45	Hours and budgets for weekly reports, daily share (30 min)	10:30	Concept work with the team (90 min)
13:15	Procurement portals and bid from a tender, daily share (30 min)	12:00	Lunch (45 min)
13:45	Look for invoices and receipts, daily share (15 min)	12:45	Approve report drafts in Slack, daily share (5 min)
14:00	Check hosting bills, daily share (5 min)	12:50	Check tender hits and bid draft, daily share (5 min)
14:05	Approvals and questions in the team (70 min)	12:55	Won back: 70 min
		14:05	Approvals and questions in the team (70 min)

The route

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Week by week

Calendar weeks from the request. Real dates depend on both sides.



00 WEEK 1

Questionnaire and free sample

One evening the managing director fills in the questionnaire, in about 10 minutes: five tasks with time spent, tools, channels, data class and an hourly rate of €70 for the calculation.

After confirming the email address, the free sample arrives: the top 3 automations with time saved and privacy traffic light, as a PDF. It is an automatic first assessment, not an offer.

FREE SAMPLE: TOP 3

A1 Pre-sort the info@ inbox, replies as drafts	3.0 h	amber · with conditions
A2 Weekly report to retainer clients	2.4 h	green
A4 Find tenders and prepare the bid	2.0 h	green

Further ideas: Meeting slot proposals for first calls · Time tracking: gap reminders · Minutes from bullet notes · Estimates based on the answers, non-binding.

01 WEEK 2

Terrain Walk

The agency requests the Terrain Walk; Alev-B replies within 2 working days with proposed times. Once online booking is switched on, the slot can alternatively be reserved with a Handshake Hold.

In the Zoom video call both sides go through the five tasks: how much time they really take, which tools are involved, what a person has to approve.

Call of up to 40 minutes via Zoom

CALL NOTES (EXCERPT)

- Inbox: 60 to 90 minutes a day, about a third are enquiries
- Weekly reports: nine retainer clients, hours from MOCO, done by hand today
- Tenders: two to three suitable ones a month, one gets a bid
- Receipts: 14 portals, missing receipts often only surface at the tax office
- Applications: wish for automatic pre-screening, not set up (traffic light red)
- Hosting: 38 client servers on Hetzner Cloud, two clients on AWS

Terrain Map and limits

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02 WEEK 3

Terrain Map

An AI drafts the Terrain Map from the questionnaire and the call notes; Alev-B reviews, completes and releases it. The agency receives the PDF in its customer area.

Six automations are on it: five to set up, one red. Each with savings, traffic light, effort as plains, hills or peaks, plus the fixed price for the Move-In, against which the Terrain Walk is credited.

THE TERRAIN MAP OF THE SAMPLE CASE

AUTOMATION	H/WEEK	TRAFFIC LIGHT	EFFORT
A1 Pre-sort the info@ inbox, replies as drafts	3.0	amber · with conditions	Hills
A2 Weekly report to retainer clients	2.4	green	Plains
A3 Fetch receipts from supplier portals and reconcile	1.0	amber · with conditions	Hills
A4 Find tenders and prepare the bid	2.0	green	Peaks
A5 Scan the cloud bill	0.4	green	Plains
A6 Pre-screen or reject applicants	0.0	red · do not automate	Peaks

Produced with the same template as every Terrain Map, using the sample case data. Terrain Map of the sample case: fallbeispiel-landkarte-en.pdf

What was deliberately not automated

Not everything that is technically possible belongs in a bot. These limits are in the Terrain Map and the operations manual.

TRAFFIC LIGHT RED

Pre-screen or reject applicants

Selecting applicants is high-risk under Annex III No. 4 AI Act; automated rejections fall under Art. 22 GDPR. Stays manual.
AI Act Annex III No. 4(a) · Art. 22 GDPR

STAYS WITH PEOPLE

- Send mails to clients without approval
- Rate, sort or reject applicants
- Submit bids or self-declarations in the procurement portal
- Promise prices or discounts
- Evaluate individual performance from time tracking
- Delete servers or snapshots without approval
- Store credentials in chat or memory

Guidance only, not legal advice.

Move-In

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03 WEEKS 4 AND 5

Move-In

The agency confirms the map and requests the Move-In; Alev-B sends the offer to the customer area, payment runs through Stripe. Setup happens remotely: a joint Zoom session with screen sharing, the agency enters credentials itself.

Handover with onboarding is on day two. Then comes the trial week (day 3 to 9): Alev-B looks at runs and logs every day, fine-tunes and closes with a final call.

MOVE-IN SCHEDULE

Day 1	Zoom session: cloud server in Germany, install Alvin-Bot, connect Slack and Telegram, add Google Cloud access with the Frankfurt region
Day 2	Set up A1 to A5 and test them with real examples; handover with onboarding, operations manual and installation log in the customer area
Day 3 to 9	Trial week: daily look at runs and logs; fine-tuned are the tone of the reply drafts and the threshold for budget risk
Day 9	Final call: result of the trial week, open points, The Long Run yes or no

HANDOVER CHECKLIST

- Five automations running, one test run each with real data
- Approvals in Slack: who approves what
- Credentials only in the Bitwarden vault, read-only keys where possible
- Model cost cap: €50 per month
- Onboarding: create a new automation yourself
- DPA under Art. 28 GDPR for Alev-B's access

OPERATIONS MANUAL (EXCERPT)

```
A2 weekly report
Runs:       every week on the first working day,
07:00
Reads:      MOCO (read only), projects tagged
“Retainer”
Writes:     drafts to Slack #clients, sent only
after approval
Pause:      tell Alvin-Bot in chat to pause A2
If it fails: log in the customer area, report to
Alev-B by mail
Not allowed: sending without approval, promising
prices or dates
```

The five automations set up

AUTOMATION	TRIGGER	RESULT
A1 Pre-sort the info@ inbox, replies as drafts	New mail to info@, checked every 5 minutes	Drafts in the mailbox, overview at 08:30 in Slack
A2 Weekly report to retainer clients	Schedule, every week on the first working day 07:00	Nine draft reports, approval with one click in Slack, sent by mail
A3 Fetch receipts from supplier portals and reconcile	Schedule, first calendar day of the month 06:00	Receipts in bookkeeping, list of gaps in Slack #bookkeeping
A4 Find tenders and prepare the bid	Schedule, working days 07:30	Hits with deadline and suitability in Slack, bid draft in the folder; the team submits in the portal
A5 Scan the cloud bill	Schedule, nightly 02:00	Savings plan in Slack every morning

Commitment and The Long Run

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04 WEEKS 4 TO 12

Sure-Footed Commitment

The Sure-Footed Commitment runs 60 days from handover, in the sample case until week 12. If an agreed automation does not run as agreed because of a setup error, Alev-B fixes it remotely after notice in text form, within 5 working days, at no extra charge.

A FIX THAT IS COVERED

Week 7: the agency reports by mail that the weekly report counts hours twice for a client with two projects.

Cause: during setup, the project-to-client mapping for this case was stored incorrectly, so a setup error.

Alev-B fixes it remotely, after 2 working days, at no extra charge. From the next report on, the hours are right.

WHAT IS NOT COVERED

Week 9: a domain provider changes its login, the receipt fetch (A3) gets nothing from there any more. That is a change at the provider, not a setup error, and is not covered under § 6(3) of the terms. It is solved in The Long Run, with the time for changes included there.

Also not covered: new or changed requirements, outages of model providers, changes by the customer, operation and training, ongoing operation and monitoring. Standby service is not part of it; statutory rights remain unaffected.

05 FROM WEEK 6

The Long Run

After the trial week the agency books The Long Run: paid monthly in advance via Stripe, cancellable monthly.

In week 8 the team, after the onboarding, creates a sixth automation itself: slot proposals for first calls. Alev-B is not needed for that: there is no limit on how many automations the business creates itself.

INCLUDED IN THE LONG RUN

- updates
- monthly health check
- 1 hour of changes
- response within 2 working days

€190 /month

A SMALL CHANGE

The managing director wants a line “Budget forecast end of month” in the weekly report. Alev-B adds it in about 20 minutes from the change time of The Long Run; no extra work billed.

MONTHLY REPORT (HEALTH CHECK)

```
Health check month 1 · Kranichblau
A1 inbox:     1,240 mails classified, 212 drafts, 0 errors
A2 report:    4 runs, 36 drafts, all approved
A3 receipts:  1 run, 13 of 14 portals (provider changed, fixed)
A4 tenders:   21 runs, 6 hits, 2 suitable
A5 cloud:     30 runs, savings plan approx. €32 per month, applied
Update:       Alvin-Bot to the current version, restart at night
Model costs:  €23.40 (cap €50)
Change time:  35 min used (A3 login, A2 new line)
```

Numbers and prices

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Example calculation

An example calculation with stated assumptions, not a promise. The value is working time, not cash flow.

Savings per week, five automations (Terrain Map estimate)	8.8 h
× 44 working weeks	387.2 h
× hourly rate = value per year (€70/h)	**€27,104**
− model costs, upper range, 12 months	−€348
− The Long Run, 12 months	−€2,280
= net value per year	**€24,476**
Terrain Walk + Move-In (Terrain Walk credited)	€3,490
+ own effort: 7 h 15 min × hourly rate	€508
= investment	**€3,998**

Investment back after (estimate) 2.0 months

Why this differs from the Terrain Map (1.6 months): the map only deducts model costs. This calculation is stricter and also deducts The Long Run and counts the own effort.

ASSUMPTIONS

- 44 working weeks per year (holidays, public holidays, sickness deducted), as in every Terrain Map
- Savings per automation at most 80 % of the task's current time; checking and approving remain
- The business pays model costs directly to the provider, calculated with the upper range
- Savings on cloud costs (A5) are not included
- Prices from Alev-B's current catalogue

What the business had to do itself

Fill in the questionnaire	10 min
Read the free sample	10 min
Terrain Walk with preparation: task list, two sample mails	60 min
Read and confirm the Terrain Map	45 min
Prepare the Move-In: Google Cloud account with DPA under Art. 28 GDPR, approve the Slack app, credentials in Bitwarden, current backup of the mailbox	120 min
Zoom sessions: start and onboarding	90 min
Trial week: check drafts daily, final call	100 min
Total	**7 h 15 min**

After that, about 20 minutes of approvals a day remain. This time is already deducted from the savings.

Prices

Terrain Walk	€490
Move-In at a fixed price	€3,490
Terrain Walk, credited when you order the Move-In	−€490
Terrain Walk and Move-In together	**€3,490**
The Long Run per month	€190
Extra work per hour, only after approval	€175

Final prices

Sample case: the business, people and figures are invented. Process, services and prices match the real offer. Guidance only, not legal advice. More and questionnaire: https://alev-b.com/en/alvin-bot-einrichtung/fallbeispiel