TERRAIN WALK (CHECK) · RESULT

Terrain Map (automation map)

Kranichblau Kommunikation GmbH

6 automations · traffic light per automation · 90-day roadmap · fixed price

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

387 h	€27,104	1.6 months
SAVED PER YEAR, ESTIMATE	VALUE PER YEAR, ESTIMATE	TO PAYBACK, ESTIMATE

All figures are estimates based on your answers and the Terrain Walk session.

AleV-B

At a glance

02

387 hours back per year

8.8 h per week from 6 automations × 44 working weeks · estimate

€27,104

VALUE PER YEAR AT YOUR HOURLY RATE, ESTIMATE

1.6 months

PAYBACK MOVE-IN: ALVIN-BOT SETUP, COMPLETE, ESTIMATE

Savings per automation, hours per week · estimate

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
A3	Fetch receipts from supplier portals and reconcile	1.0 h	amber · with conditions
A5	Scan the cloud bill	0.4 h	green
A6	Pre-screen or reject applicants	0.0 h	red · do not automate
	Total	8.8 h	

Three first steps

STEP 1 · WEEK 1
Test the weekly report A2 with two retainer clients

STEP 2 · WEEK 1
Google Cloud account with DPA under Art. 28 GDPR, region fixed to Frankfurt

STEP 3 · WEEK 1
Put the credentials of the 14 supplier portals into a separate Bitwarden collection “Alvin-Bot”

Calculation: 8.8 h × 44 working weeks = 387 h per year · × your hourly rate = €27,104 value. Payback divides the fixed price by the value after the estimated model costs (upper range); The Long Run (ongoing care) is not included. The value is working time, not cash flow. All figures are estimates.

Your day with Alvin-Bot

03

Your typical day from the questionnaire, completed in the session. Left as today, right with Alvin-Bot. Fixed appointments stay where they are.

can be automated · with Alvin-Bot · unchanged

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)

Automations with the biggest leverage

04

For each automation: what triggers it, what it does, what is there at the end, and a sample output with data from the Terrain Walk. Names of clients and senders are fictitious. Hours per week are estimates. Traffic light and references: Guidance only, not legal advice.

Effort per automation: Plains (small effort) Hills (medium effort) Peaks (large effort)

A1 Pre-sort the info@ inbox, replies as drafts

amber · with conditions **3.0** h/week · estimate

TRIGGER
New mail to info@, checked every 5 minutes

→

STEPS
1. Classify: enquiry, existing client, invoice, application, advertising
2. Look up the sender in MOCO (client, running project)
3. For enquiries, a draft with two free slots from the Outlook calendar
4. Invoices to the bookkeeping inbox
5. Only file applications in the folder “Applications”, never rate them

→

RESULT
Drafts in the mailbox, overview at 08:30 in Slack

Connections: Outlook (Microsoft 365), MOCO (read only), Slack **Effort:** Hills

Data protection: Third-party mails with personal data. Drafts only, sent after approval, model in the Frankfurt region, cache deleted after 30 days.
Reference: Art. 6(1)(b) and (f) GDPR · Art. 28 GDPR (DPA with the model provider)

SAMPLE OUTPUT

Received 08:12 · enquiry, new · not in MOCO
From: Musterwerk Fenster GmbH, “Website relaunch with dealer finder”

Dear Ms Muster,
thank you for your enquiry about the relaunch. For a first call we have two slots next week, 30 minutes each by video; the draft offers both. It would help to know beforehand: which system runs your website today?
Kind regards
Team Kranichblau

A2 Weekly report to retainer clients

green · 2.4 h/week · estimate

TRIGGER
Schedule, every week on the first working day 07:00

→

STEPS
1. Read last week's done and open tasks per client from MOCO
2. Compare booked hours with the monthly budget
3. Flag risks: budget above 80 %, approvals open longer than 5 days
4. Draft the report in house style, one draft per client

→

RESULT
Nine draft reports, approval with one click in Slack, sent by mail

Connections: MOCO (read only), Outlook (Microsoft 365), Slack **Effort:** Plains

Data protection: Project and time data without special categories. DPA with the model provider, Frankfurt region.
Reference: Art. 6(1)(b) and (f) GDPR · Art. 28 GDPR (DPA with the model provider)

SAMPLE OUTPUT

Weekly report, last week · Musterhausen municipality (retainer 20 h/month)

Done: events calendar migrated, accessibility check of the home page
Open: approval of the "Citizen services" texts (6 days, risk)
Hours: 14.5 of 20 h (73 %)
Next week: citizen service forms, editor training

Draft · sent after approval

A3 Fetch receipts from supplier portals and reconcile

amber · with conditions · 1.0 h/week · estimate

TRIGGER
Schedule, first calendar day of the month 06:00

→

STEPS
1. Log in to 14 supplier portals, credentials only from the Bitwarden vault
2. Download last month's invoices
3. Send them to the bookkeeping inbox
4. Reconcile with the bank transactions (read only)
5. List missing receipts

→

RESULT
Receipts in bookkeeping, list of gaps in Slack #bookkeeping

Connections: Bitwarden, Supplier portals, Bookkeeping (receipt inbox), Slack **Effort:** Hills

Data protection: Portal credentials: only from the vault, never in chat or memory. Bank data read only.
Reference: Art. 32 GDPR (security of processing)

SAMPLE OUTPUT

Receipts last month · 13 of 14 portals fetched, 21 invoices sent to the receipt inbox
Missing: Musterhost Domains (login asks for a new confirmation)
Bank: 2 debits without receipt (Muster Software, €49.00; Muster Fonts, €12.00)
Please upload them or reply here.

A4 Find tenders and prepare the bid

green 2.0 h/week · estimate

TRIGGER
Schedule, working days 07:30

STEPS
1. Search procurement portals by profile (website, relaunch, accessibility, region)
2. Check suitability and deadlines (references, turnover, certificates)
3. Pick matching references and text blocks
4. Create a bid draft and a document checklist in the folder

RESULT
Hits with deadline and suitability in Slack, bid draft in the folder; the team submits in the portal

Connections: Procurement portals (public notices), OneDrive (references), Slack **Effort:** Peaks

Data protection: Public notices and own references, no personal data of third parties.
Reference: Art. 6(1)(f) GDPR

SAMPLE OUTPUT
Hit 07:31 · Website relaunch, Musterhausen municipality
Deadline: in 19 days, 12:00 · open procedure · lot 1
Suitability: 3 references required, 4 matching available · turnover proof available
Bid draft and document list: OneDrive/Tenders/Musterhausen
Open for the team: self-declarations, price sheet, submission in the portal

A5 Scan the cloud bill

green 0.4 h/week · estimate

TRIGGER
Schedule, nightly 02:00

STEPS
1. Query Hetzner Cloud and AWS accounts with read-only keys
2. Find idle servers, old snapshots, oversized volumes
3. Estimate the monthly saving per finding
4. Savings plan as a list; deleted only after approval

RESULT
Savings plan in Slack every morning

Connections: Hetzner Cloud API (read only), AWS (read only), Slack **Effort:** Plains

Data protection: Technical account data without personal content; read-only keys only.

SAMPLE OUTPUT
Savings plan · 38 client servers checked
1. Staging server “muster-relaunch-old”, no access for 94 days · approx. €15/month
2. 11 snapshots older than 6 months · approx. €9/month
3. Volume 200 GB, 18 GB used · approx. €8/month
Total approx. €32 per month · applied after approval

A6 Pre-screen or reject applicants

red · do not automate

0.0 h/week · estimate

TRIGGER
New application in the folder "Applications"

→

STEPS
1. Rate and sort applications
2. Send rejections

→

RESULT
Not set up: the managing director reviews applications personally

Effort: Peaks

Data protection: Selecting applicants is high-risk under Annex III No. 4 AI Act; automated rejections fall under Art. 22 GDPR. Stays manual.

Reference: AI Act Annex III No. 4(a) · Art. 22 GDPR

SAMPLE OUTPUT

Not set up. Alvin-Bot only files applications in the folder (A1), without rating and without reply.

Traffic light: GDPR and AI Act

05

For each automation the rating, the reasoning and the references. Green means set up, amber set up with the stated conditions, red do not automate.

AUTOMATION · RATING	REASONING AND CONDITIONS	REFERENCES
A1 Pre-sort the info@ inbox, replies as drafts amber · with conditions	Third-party mails with personal data. Drafts only, sent after approval, model in the Frankfurt region, cache deleted after 30 days.	Art. 6(1)(b) and (f) GDPR · Art. 28 GDPR (DPA with the model provider)
A2 Weekly report to retainer clients green	Project and time data without special categories. DPA with the model provider, Frankfurt region.	Art. 6(1)(b) and (f) GDPR · Art. 28 GDPR (DPA with the model provider)
A3 Fetch receipts from supplier portals and reconcile amber · with conditions	Portal credentials: only from the vault, never in chat or memory. Bank data read only.	Art. 32 GDPR (security of processing)
A4 Find tenders and prepare the bid green	Public notices and own references, no personal data of third parties.	Art. 6(1)(f) GDPR
A5 Scan the cloud bill green	Technical account data without personal content; read-only keys only.	–
A6 Pre-screen or reject applicants red · do not automate	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

Guidance only, not legal advice. References: Regulation (EU) 2024/1689 (AI Act), Regulation (EU) 2016/679 (GDPR).

Roadmap and system sketch

06

WEEK 1

- Test the weekly report A2 with two retainer clients
- Google Cloud account with DPA under Art. 28 GDPR, region fixed to Frankfurt
- Put the credentials of the 14 supplier portals into a separate Bitwarden collection “Alvin-Bot”

DAY 30

- A1 in draft mode
- A2 for all nine retainer clients
- A3 first run on the first of the month
- First success check

DAY 60

- A4 sharpen the search profile
- A5 apply the savings plan
- Check the model cost cap

DAY 90

- Measured against estimated savings
- Add further automations yourself
- Decision on The Long Run (ongoing care)

System sketch

TOOLS AND STORES

- Microsoft 365 (Outlook, calendar, OneDrive)
- MOCO (projects, time)
- 14 supplier portals
- Procurement portals
- Hetzner Cloud and AWS
- Bookkeeping, receipt inbox
- Bitwarden vault

→

ALVIN-BOT

Alvin-Bot, own instance on a cloud server in Germany

→

CHANNELS

- Slack #clients · #bookkeeping
- Telegram, managing director

CONNECTIONS

- Microsoft 365 (Outlook, calendar, OneDrive) → Alvin-Bot, own instance on a cloud server in Germany · read, drafts
- MOCO (projects, time) → Alvin-Bot, own instance on a cloud server in Germany · read
- 14 supplier portals → Alvin-Bot, own instance on a cloud server in Germany · fetch invoices
- Procurement portals → Alvin-Bot, own instance on a cloud server in Germany · read
- Hetzner Cloud and AWS → Alvin-Bot, own instance on a cloud server in Germany · read
- Bitwarden vault → Alvin-Bot, own instance on a cloud server in Germany · keys
- Alvin-Bot, own instance on a cloud server in Germany → Bookkeeping, receipt inbox · receipts
- Alvin-Bot, own instance on a cloud server in Germany → Slack #clients · #bookkeeping · reports, approvals
- Alvin-Bot, own instance on a cloud server in Germany → Telegram, managing director · daily overview

Costs, limits and offer

07

Running model costs per month, estimate

AUTOMATION	RANGE PER MONTH
A1 Pre-sort the info@ inbox, replies as drafts	€8 to €12
A2 Weekly report to retainer clients	€2 to €4
A3 Fetch receipts from supplier portals and reconcile	€1 to €2
A4 Find tenders and prepare the bid	€6 to €10
A5 Scan the cloud bill	€1
Model total	**€18 to €29**

HOSTING COMPARED, MONTHLY TOTAL, ESTIMATE

€26	€29	€0
API DIRECT · PER MONTH	EU CLOUD · PER MONTH	LOCAL · PER MONTH

Budget cap: €50 per month (estimate). You pay the running costs directly to the providers.

What Alvin-Bot should not do here

- 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

Success after 30 days

METRIC	TARGET	MEASURED BY
Time for weekly reports	3 h → at most 30 min	MOCO, activity “Reports”
Response time to new enquiries	median under 4 h	Timestamps in the mailbox
Missing receipts on the fifth day of the month	at most 2	Gap list A3
Model costs	at most €50 per month	Google Cloud billing

Fixed price · Move-In: Alvin-Bot setup, complete

- Terrain Walk (check) with map, if not ordered yet
- We set up to 5 automations from your confirmed map for you (2 channels, 1 installation) and show you how to add as many more as you like yourself; further setup by us €175 per hour after approval
- Trial week (day 3–9): daily look at runs and logs, fine-tuning, closing call; rework at no extra charge if something does not run as agreed
- 60-day Sure-Footed Commitment on agreed automations
- First year of the business licence included

Move-In: Alvin-Bot setup, complete	€3,490.00
Terrain Walk, credited	– €490.00
Price	**€3,000.00**

Final price

Request Move-In

in your customer area

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

Appendix

08

Your answers from the questionnaire.

QUESTION	YOUR ANSWER
Company	Kranichblau Kommunikation GmbH
Industry	Advertising and web agency
Role	Management
Size (employees)	10 to 49
Tasks (time per week)	Sort and answer the info@ inbox (4 to 8 hours); Weekly reports to nine retainer clients (2 to 4 hours); Collect receipts from supplier portals (1 to 2 hours); Find tenders, prepare bids (2 to 4 hours); Check hosting bills and servers (under 1 hour)
Description of your day	Inbox in the morning, then the daily, client meetings, concept work with the team. Reports to retainer clients on Mondays, receipts for bookkeeping at the start of the month. The managing director checks tenders in the evening.
Biggest time sinks	Sorting and answering mails, Writing status reports, Building offers from templates, Matching receipts and invoices, Screening applications
Channels	Slack, Telegram
Tool areas	Email and calendar, Team chat, Projects and tickets, Time tracking and HR, Accounting and invoices, Files and storage, Recruiting
Other tools	Microsoft 365 (Outlook, OneDrive), MOCO, Slack, Bitwarden, Hetzner Cloud, AWS
Data class	personal data
Hosting	cloud
AI contracts	Google Gemini or Vertex AI
Hourly rate	70 EUR/h