

We build working systems. *Not content. Not leads. Not chat.*

AI agents wired into the tools you already run on — MYOB, Xero, your CRM, your phones — doing jobs: answering the call, chasing the invoice, following up the lead. Measured against your own baseline, reviewed weekly. **Infrastructure, not output.**

01 THE COMPARISON — SAME WORD "AI", FOUR DIFFERENT PRODUCTS

WHAT MATTERS	CONTENT AGENCY	LEAD-GEN AGENCY	CHATGPT \$20 / MO	AAA · WORKING SYSTEMS
What you're actually buying	Views & reach	More enquiries	Answers when you ask	Agents that do jobs calls · invoices · follow-ups
Works 24/7 without you	✗	✗	✗ only when prompted	✓ runs while you sleep
Wired into your systems MYOB · Xero · CRM · phones	✗	✗ CRM only	✗	✓ sits above, never replaces
Fixes what happens AFTER the lead arrives	✗	✗ sells you more inputs	✗	✓ the follow-up is the product
Measured against your baseline numbers	✗ views ≠ invoices	✗ leads counted, revenue isn't	✗	✓ weekly report · same numbers
You own it when you stop paying	✗	✗	✗ subscription	✓ agents you own · no lock-in
Your risk if it doesn't work	Your spend	Your spend	\$20 + your time	Phase 0 fully refundable

02 ARCHITECT · ORCHESTRATOR & OPTIMISER — THE THREE JOBS IN ONE OPERATOR

01 ARCHITECT

designs the system

Which agents · what data they touch · what they're allowed to do · what happens when something fails. Security & permissions before anything runs.



02 ORCHESTRATOR

runs it as one operation

Multiple agents + your existing tools in sequence, clean handoffs — and a human in the loop wherever money moves.

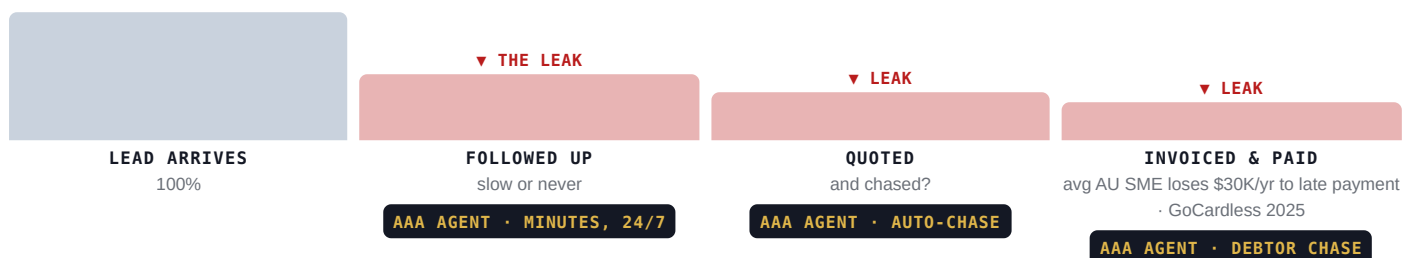


03 OPTIMISER

makes the numbers move

Everything measured against your baseline sheet, reported weekly, tuned at every 2–4 week review. If it doesn't move, you see it too.

03 WHERE BUSINESSES ACTUALLY LEAK — AND WHERE AAA SITS



This is why "more leads" isn't the answer. More leads into a leaking funnel is a bigger leak — AAA patches the funnel you already paid for. Illustrative funnel; your real numbers get baselined in week one.

"I already use ChatGPT — it's \$20."

Perfect — you've seen the engine. Now ask it to chase your debtors at 7am and log the responses in MYOB while you're at your kid's soccer. That gap — between a conversation and a system that runs without you — is exactly what AAA builds. **The \$20 is the engine.** We build the vehicle, drive it, and service it — and Phase 0 is fully refundable if we're wrong.

The questions everyone asks. *Straight answers.*

Every comparison on this page is fair — the word "AI" covers four very different products. Here is exactly where AAA sits, in plain words. Ask us any of these in person; you'll get the same answers.

"A video got 2 million views — isn't this AI stuff easy?"

Reach is hard, and worth respecting. But it's a different job: **views don't invoice anyone**. AAA automates the work that gets paid — calls answered, invoices chased, quotes followed up. Viral content is marketing. This is operations.

"Agencies charge per lead — they show results."

Agencies sell you more inputs. AAA fixes what happens **after** the lead arrives — because when a funnel gets baselined, the leak is almost never "not enough leads", it's slow follow-up. More leads into a leaking funnel is just a bigger leak. We'll measure yours in week one and both look at the same number.

"I already use ChatGPT / Claude — it's \$20 a month."

Good — then you've seen the engine. Now ask it to chase your debtors at 7am and log the responses in MYOB while you're at your kid's soccer. **Chat answers when you ask. Agents work when you don't.** The \$20 is the engine; AAA builds the vehicle, drives it, and services it.

"I tried vibe coding — I can build this myself."

You probably can build a demo — that's the fun 20%. The other 80% is what an engagement covers: **permissions, security, error handling, uptime, and something that still runs in month six**. A prompt is a conversation. Production is a responsibility.

"It's all Claude — you just change the names."

Yes — AAA uses Claude the way your accountant uses Excel. You're not paying for the typing. You're paying for knowing **what to build, wiring it into your systems, and being accountable to your baseline**. That's why Phase 0 is refundable — judge the working agent, not the document.

"Did a human even write this document?"

Honest answer: our own agents drafted it — and that's the point. **AAA runs the same systems it sells**. The documents come from the machine; the conversation, the design, and the accountability are the founder's. You're seeing the product before you've bought it.

"You're new — why should we trust you? What have you actually done?"

Fair — and the honest answer has two halves. **The brand is young; the operator isn't**: 25 years self-employed across 4 industries and 38 countries, an Australian operating entity since 2003, live production builds you can open right now — **aaa.artigellence.com and synarka.pro, click around** — and paying engagements underway across multiple Australian SME industries. But here's the real answer: **the whole model is built for exactly this question**. Your 1st Insight is free. Phase 0 is **fully refundable within its 30-day window**. Payment is staged per agreed scope. Everything runs in your systems, on your data, with the same numbers reviewed together weekly. **New earns trust by removing your risk — not by asking for it**. Big platforms ask for trust; AAA removes the need for it.

HOW TO START — THE WHOLE FLOW, NOTHING HIDDEN

1 ASK THE AGENT

Go to **aaa.artigellence.com/start** — our AI agent answers your questions itself. Pricing, method, fit. **Free**.



2 ONE PAIN POINT IN

Fill the **1st-Insight Intake** (15–20 min). Within 48 hours: your **FREE 1st Insight** — an audit, POC, prototype or agent scoped to your pain point — plus your **Baseline Sheet**.



3 NDA & SCOPE

Mutual NDA on request, then engagement terms — every stage **scoped and agreed in writing** before it starts. No surprises, ever.



4 PHASE 0 · A\$4,500

Staged payment, up front per scope — **never charged on results**. Results are measured openly; your protection is that **Phase 0 is fully refundable**.

THE FIRST THING WE'LL AGREE ON · BEFORE ANY MONEY MOVES

Not a promise of outcomes — **nobody honest guarantees those**. A number: the one that has to move for you to call this real. **Written down. Baselined from your own systems in week one. Reviewed together every 2–4 weeks.**

If it moves, you'll see it. If it doesn't, you'll see that too — and **Phase 0 is fully refundable**. That's the whole deal.