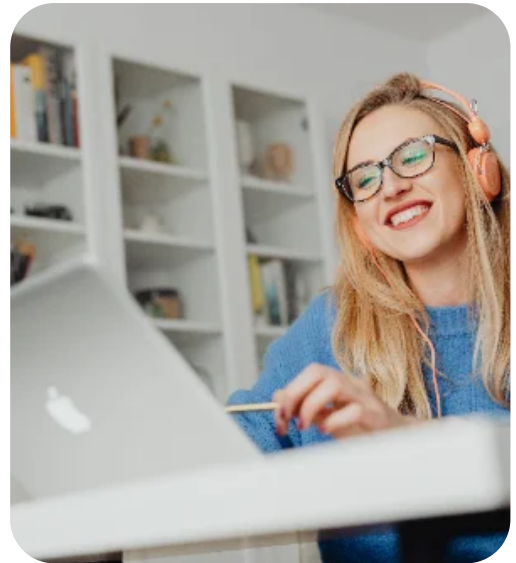


## Customer stories

# Real teams running on Overden.

Seven businesses across the UAE, Saudi Arabia and India running dispatch, contracts, billing, deliveries and stock — day to day.



FSM + CRM + Books

### Overden Field

Service teams run jobs, billing and collections.

Stock, delivery & driver ops

### Overden Route

Distribution businesses run stock, deliveries and driver tracking.

POS + Inventory + Books

### Overden Commerce

Inventory-led businesses control stock, sales, purchasing and finance.

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## Features

# One source of truth. Every hand-off, connected.

The capabilities these customers rely on, grouped by product. Each replaces a hand-off that used to live on paper, a spreadsheet or a phone call.

## Overden Field

**CRM & lead management**

Every enquiry and customer on one record, from first call to repeat contract.

**Technician dispatch**

One board for every service type, with map view and nearest-technician assignment.

**Recurring billing & contracts**

Yearly contracts generate their own visit and billing schedule; renewals keep history.

**Proof of service**

Check-ins, treatment notes, chemical use and photos attached to each visit.

**Invoicing & payments**

Invoices raised from the completed visit — no gap between job and bill.

**Team & access management**

Departments, field access and roles for office and technicians.

## Overden Route

**Stock movements**

Every unit issued to or returned from a site, against one yard ledger.

**Deliveries & driver tracking**

Delivery IN/OUT per load with live driver location.

**Purchases**

Supplier orders post straight into the stock ledger.

**Crew attendance**

Marked on site, so headcount per project is current.

## Overden Commerce

**POS & counter sales**

Sales tied directly to stock movement.

**Inventory & variants**

Variant-level catalog with low-stock visibility.

**Quotation to invoice**

Comparison-led selling without losing pricing context.

**Purchasing & books**

Replenishment and financial control in the same system.



Overden Field

# Al Ameen Pest Control & Cleaning



Location  
Sharjah, UAE

Industry  
Pest control & cleaning

Website  
[alameenpestcontrol.com](http://alameenpestcontrol.com)

Al Ameen runs route-based service across Dubai, Sharjah and Ajman. They adopted Overden Field to bring route scheduling, technician dispatch, proof of service and client invoicing into one workspace.

## Replacing paperwork with one shared job record

### Before Overden

Jobs could get lost between the first call, the technician visit and the final invoice.

Paperwork and billing lagged behind completed field work.

Office and field teams worked from separate records, so follow-up depended on manual coordination.

### With Overden

- ✓ Route schedules, technician dispatch and client invoicing run from one shared workspace.
- ✓ Real-time route tracking and digital job sign-offs replace paper checklists in the field.
- ✓ Office and field work from the same customer record — nothing falls through between visit and invoice.

**"We stopped losing jobs between the first call, the technician visit, and the invoice."**

Raees, Operation Head, Al Ameen Pest Control

## Why it works

General Manager Hafis Muhammed reports fully organised operations and roughly 3x higher team productivity since switching.

Faster, more reliable service has already led to multiple customer referrals.

## How it rolled out

### 01 Getting started

#### Workspace set up for route-based service

Service types and departments configured for pest control and cleaning across Dubai, Sharjah and Ajman.

### 02 Rolling out to the field

#### Technicians moved off paper

Arrival check-ins, treatment notes and photo proof moved onto the technician app.

### 03 Connecting the office

#### Invoicing tied to completed visits

Client billing moved onto the same record as the visit, closing the gap between job and invoice.

### 04 Today

#### Running on one shared record

Dispatch, field execution and billing run from the same workspace.

Reflects the operating environment Overden Field is built for: high coordination needs, repeat workflows, and a clear need for one operational source of truth.

[Explore Field >](#)



Overden Field

# Goodlife Pest Control & Cleaning



Location  
Dubai, UAE

Industry  
Pest control & cleaning

Website  
[goodlifepestcontrol.com](http://goodlifepestcontrol.com)

Goodlife serves named commercial accounts and residential customers across Dubai, operating under both Dubai and Sharjah Municipality approval. Overden Field gives them one dispatch board for both sides of the business.

## Commercial and residential work on one board

### Before Overden

Commercial contracts and walk-in residential calls stacked onto the same day with no system telling them apart.

Chemical application records were kept separately from the invoice raised for each job.

Coordinating technicians relied on constant phone check-ins with the office.

### With Overden

✓ Commercial and residential jobs share one dispatch board, split by service type and department.

✓ Chemical use, treatment notes and photos attach to each visit automatically, alongside its invoice.

✓ Recurring commercial contracts renew into linked terms, keeping account history intact.

## Why it works

The mix of commercial accounts and residential bookings fits Field's per-job-type configuration — one board, different checklists and materials per job.

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Dual-municipality compliance records are now a by-product of completing the job in the field app, not a separate task.

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As both segments grow, contract renewals keep each account's history instead of restarting it every term.

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## How it rolled out

### 01 Getting started

#### Service types split by job class

Residential treatments configured separately from commercial and facilities-contract service types.

### 02 Rolling out to the field

#### Dispatch replaced manual day-planning

The board took over scheduling for booked commercial visits and same-day residential calls.

### 03 Compliance & billing

#### Records tied to every visit

Dubai and Sharjah Municipality records attach to each completed job with its invoice.

### 04 Today

#### Contracts renew without a rebuild

Commercial accounts continue term to term on a linked contract history.

Reflects the operating environment Overden Field is built for: high coordination needs, repeat workflows, and a clear need for one operational source of truth.

[Explore Field >](#)



Overden Field

# AI Rasa Pest Control & Cleaning



Location  
Sharjah, UAE

Industry  
Pest control & cleaning

Website  
[alrasapestcontrol.ae](https://alrasapestcontrol.ae)

AI Rasa runs pest control, water tank cleaning, pipeline jetting and deep cleaning as four distinct service lines across Sharjah. Overden Field brings all four onto one dispatch board and one customer record.

## Four service lines from one dispatch board

### Before Overden

Each service line was tracked its own way — a technician's day could span four job types and four records.

Yearly pest contracts sat apart from one-off tank or pipeline jobs, with no shared client record.

Consumables for each line weren't tracked from a single place.

### With Overden

- ✓ Each line is its own service type with its own checklist, all on the same dispatch board.
- ✓ A client with a yearly pest contract and an occasional tank clean has one record covering both.
- ✓ Stock across every line is tracked from one catalog, with low-stock alerts.

## Why it works

The same board handles a yearly contract renewal and a one-off pipeline job without forcing either into the wrong template.

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One record across service lines shows the office a client's full relationship — contract status, last tank clean, last deep clean — in one place.

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## How it rolled out

### 01 Getting started

#### **Four lines mapped as service types**

Each line set up with its own service type and checklist.

### 02 Contracts first

#### **Recurring pest contracts moved on**

Yearly contracts began generating their own visit and billing schedule automatically.

### 03 The rest of the business

#### **One-off lines joined the board**

Tank, pipeline and deep-cleaning jobs are dispatched alongside contract visits.

### 04 Today

#### **One stock catalog across all four**

Pest chemicals and cleaning supplies tracked together with low-stock alerts.

Reflects the operating environment Overden Field is built for: high coordination needs, repeat workflows, and a clear need for one operational source of truth.

[Explore Field >](#)



Overden Field

# Highline Pest Control & Cleaning



Location  
Ras Al Khaimah & Ajman, UAE

Industry  
Pest control & cleaning

Website  
[highlinepestcontrol.com](https://highlinepestcontrol.com)

Highline covers Ras Al Khaimah and Ajman, combining pest control contracts with post-construction site cleaning. Overden Field's map-based dispatch and warranty follow-ups keep that spread manageable.

## Dispatching across two emirates from one board

### Before Overden

Technicians and jobs were spread across two emirates with no single view of who was working where.

Construction cleaning and pest contracts ran through one small team with no shared client history.

Treatment warranty periods weren't tracked centrally — follow-up depended on memory.

### With Overden

- ✓ Map view and nearest-technician assignment remove the guesswork across two emirates.
- ✓ Site cleaning and pest visits run as job types on one board, under one record per client.
- ✓ Warranty-backed treatments surface automatically as they approach expiry.

## Why it works

Nearest-technician assignment matters more once “nearest” can mean a real drive between Ras Al Khaimah and Ajman.

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Combining construction cleaning with ongoing pest contracts on one board keeps a mixed service business off two separate systems.

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## How it rolled out

### 01 Getting started

#### Workspace across two emirates

Service types configured for pest contracts and post-construction cleaning.

### 02 Rolling out dispatch

#### Map view took over assignment

Nearest-technician assignment replaced manual guesswork.

### 03 Automating follow-up

#### Warranty tracking switched on

Ending warranties surface as follow-up opportunities automatically.

### 04 Today

#### One board, two emirates

Contracts renew and dispatch runs across both emirates from the same board.

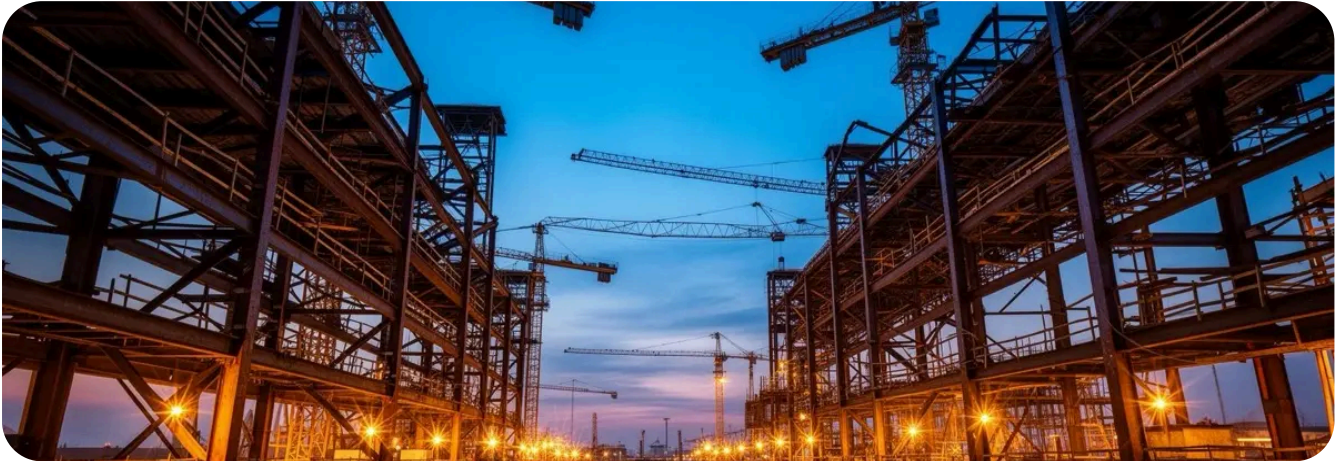
Reflects the operating environment Overden Field is built for: high coordination needs, repeat workflows, and a clear need for one operational source of truth.

[Explore Field >](#)



Overden Route

# Ellora Contracting Co.



Location  
Yanbu, Saudi Arabia

Industry  
Industrial & construction  
contracting

Website  
[ellorasaudi.com](http://ellorasaudi.com)

Since 2004, Ellora has delivered civil, mechanical, electrical and manpower-supply work across Saudi Arabia's biggest industrial sites — from YANSAB to NEOM. Overden Route now runs their material and equipment stock, site deliveries and crew attendance across every active project.

## 20 years of contracting, now on Overden Route

### Before Overden

No single stock record showed what the yard held across Yanbu, Jeddah, Rabigh and NEOM.

Site purchases were raised separately, with no tie-back to what was received or deployed.

Attendance across dispersed sites arrived on paper or spreadsheets at day's end.

Vehicles had no live visibility once they left the yard.

### With Overden

- ✓ Stock movements record every unit issued to or returned from a site.
- ✓ Supplier purchases post straight into the same stock ledger.
- ✓ Delivery IN/OUT logs each load, with live driver location for the trip in between.
- ✓ Attendance is marked on site, so headcount per project is always current.

## Why it works

Deploying manpower, material and equipment across dispersed industrial sites is exactly the stock-movement and delivery problem Route is built around.

With purchases, deliveries and attendance in one system, site supervisors and the Yanbu office see the same numbers — not a version a day old.

## Company timeline

**01** 2004

### Founded in Yanbu

First project: material supply for the Ibn Rushd Expansion Project, with Technip Italy.

**02** 2005 – 2020

### Two decades of industrial contracts

YANSAB, Petro Rabigh, KAUST, Yanbu Power & Water, YASREF — 2,000+ professionals, 500 projects.

**03** 2021 – 2025

### NEOM and new sectors

CCTV, electrical and civil works for giga-projects; new contracts with Saudi Carbonate Co. and P&G.

**04** Now

### Running on Overden Route

Stock, purchases, deliveries, driver tracking and attendance from one workspace.

Reflects the operating environment Overden Route is built for: high coordination needs, repeat workflows, and a clear need for one operational source of truth.

[Explore Route >](#)



Overden Commerce

# Raha Living



Location  
Kozhikode, India

Industry  
Lighting & home decor retail

Website  
[rahaliving.wordpress.com](http://rahaliving.wordpress.com)

Raha Living sells indoor lamps, outdoor lighting and home decor. Stock, counter sales and customer billing used to run in separate places — Overden Commerce brought them into one workflow.

## Stock, sales and billing in one system

### Before Overden

Stock, counter sales and customer billing were updated separately.

Variant-heavy inventory across finishes, sizes and styles made stock position hard to trust.

Closing the day meant reconciling numbers across disconnected records.

### With Overden

- ✓ Products, invoices, stock movement and customer history stay together.
- ✓ Quotation-to-invoice flow supports comparison-led selling without losing pricing context.
- ✓ Purchase tracking keeps replenishment close to actual stock movement.

**"Bringing them into one workflow gave us a cleaner close each day and far fewer manual fixes."**

Muhammed Jaseem, Shop Owner, Raha Living

## Why it works

Sales staff move faster from product discussion to quote to confirmed invoice.

Reordering is less reactive because stock-visibility gaps are reduced.

## How it rolled out

### 01 Getting started

#### Stock catalog set up

Lamps, outdoor lighting and decor entered variant by variant.

### 02 Connecting the counter

#### Sales tied to real stock

Counter sales and quotations moved onto the same record as stock movement.

### 03 Fixing replenishment

#### Purchase tracking adopted

Restocking now follows actual sell-through.

### 04 Today

#### One system, one daily close

The team closes each day from one system instead of reconciling records.

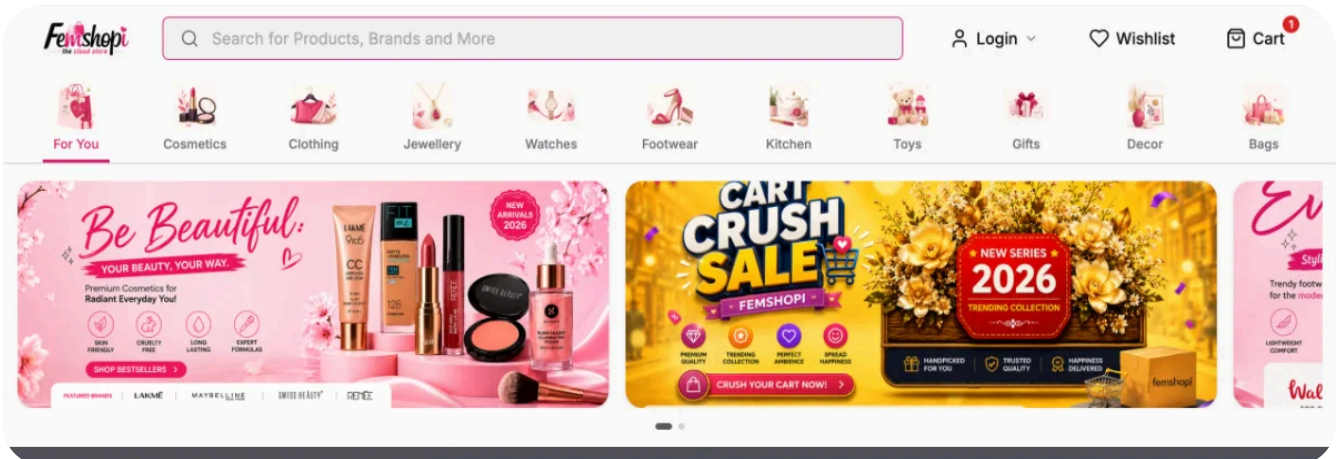
Reflects the operating environment Overden Commerce is built for: high coordination needs, repeat workflows, and a clear need for one operational source of truth.

[Explore Commerce >](#)



Overden Commerce

Femshopi



Location  
Kozhikode, India

Industry  
Online e-commerce

Website  
[overden.com/customer-stories](https://overden.com/customer-stories)

Femshopi runs an online store for women's fashion, beauty and curated gift products. Overden Commerce connects their order fulfillment, stock and billing, so a sale is never disconnected from what's actually in stock.

## Every online order tied to real stock

### The operating model

An online-only storefront selling women's fashion, beauty and curated gifts.

Orders arrive online and must be packed and fulfilled from physical stock.

Curated gift packaging combines several products into a single order.

### What Overden Commerce connects

- ✓ Order fulfillment
- ✓ Stock
- ✓ Billing — so a sale always reflects what is on the shelf.

**"A sale is never disconnected from what's actually in stock."**

Overden customer stories — Femshopi

## Why it matters

For an online store, overselling is the costliest mistake — stock and orders on one record prevents it.

Billing generated from the same order keeps fulfillment and finance aligned.

## Commerce capabilities in play

### 01 Stock

#### One stock catalog

Products and quantities tracked in one place.

### 02 Sales

#### Orders and invoicing

Each order produces its invoice on the same record.

### 03 Purchasing

#### Supplier purchases

Replenishment tied to stock movement.

### 04 Finance

#### Financial operations

Books alongside sales and stock (POS + Inventory + Books).

Reflects the operating environment Overden Commerce is built for: high coordination needs, repeat workflows, and a clear need for one operational source of truth.

[Explore Commerce >](#)