

SOLUTION PROPOSAL

Aleph Hospitality Intranet Solution

Solution design, project plan and investment

Prepared for Aleph Hospitality and Deep Hospitality

Prepared by TopNotch Technology · 2 October 2026

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Summary

TopNotch proposes to build Aleph's standards library as a lightweight web application on Supabase (database, sign-in, file storage) and Vercel (hosting). The two pilot hotels in Morocco go live at the start of week 5 after scope sign-off. The platform is fully mobile compatible: it works on phones, tablets and computers in any current browser, with nothing to install. Aleph owns the code, the accounts and the data from day one.

Phase 1: standards library pilot	Live for the two Morocco pilot hotels in week 5
Phase 1b: approval flow and controls	Live in week 7
Platform	Supabase and Vercel, in accounts owned by Aleph, with no per-user fees
Devices	Phones, tablets and computers, in any current browser
Warranty	Defects fixed free of charge for 12 months from launch

Phasing follows the order Deep Hospitality proposed: the standards library first, the approval flow next, then the wider intranet on the same platform without a rebuild. We build with AI-assisted engineering and senior review of every change, which is what makes these timescales achievable.

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Our understanding of the requirement

Aleph needs one place where every hotel finds the current version of the standards that apply to it, and nothing else. This proposal responds to the scope of work v03 of 1 October 2026 prepared by Deep Hospitality.

Aleph manages about 50 hotels across Africa and the Middle East and expects to reach 100. Corporate runs on Google Workspace, while hotels use a mix of Microsoft 365, brand systems and personal addresses. There is no single HR system, and internet at some hotels is slow. About 1,200 standards in English and French arrive in batches from October 2026, starting with two hotels in Morocco.

Phase 1 is complete when

1. A hotel user signs in and sees only the estate-wide standards, those for the hotel's brand and tier, and the hotel's own.
2. Each standard opens as a web page on a phone, in English or French, and prints as a controlled PDF.
3. Aleph's standards team loads and publishes a batch in one step, with no retyping.
4. Every change is versioned and traceable. Hotels request changes; they do not make them.

5. Aleph owns the content and code, can export everything at any time, and does not depend on one supplier.

Design constraints

- No fee per user: start with about 300 users (General Managers and heads of department) and grow to all staff.
- Simple to run: day-to-day administration does not need a developer.
- Built for 100 hotels and 20,000 documents: adding a hotel, brand or tier is a setting.
- A standard opens in under three seconds on a slow mobile connection.

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Platform recommendation

We recommend a custom web application on Supabase and Vercel. Sign-in, permissions, file storage and backups come built in, so the effort goes into Aleph's actual requirements rather than infrastructure.

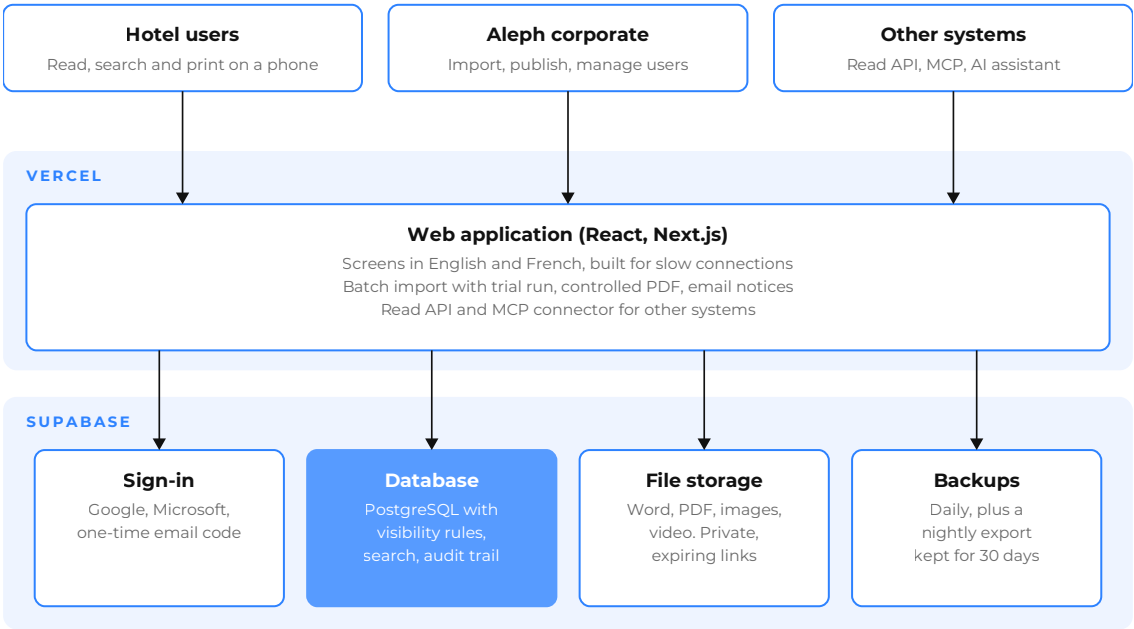
Option	Assessment	Reason
Supabase + Vercel (React web application)	Recommended	Meets every Phase 1 requirement. No per-user fees. Aleph owns the code and both accounts. Fastest route to a working pilot.
Custom application on Microsoft Azure	Viable, slower	Same design, but sign-in, storage and environments are built rather than provided: about 520 hours and a pilot in week 7.
SharePoint / Power Platform	Not recommended	Requires Microsoft 365, which Aleph does not use. Licences grow with users. The visibility rule becomes complex across 20,000 documents.
Google Sites, Drive or AppSheet	Not recommended	Hotels without Aleph Google accounts struggle to get in. Folders cannot express the visibility rule without copying files. No controlled PDF, versioning or batch import.
Ready-made knowledge base	Not recommended	Per-user fees and no source code, against the ownership and pricing requirements (N2, N14).

No lock-in. The application is standard React and PostgreSQL code held in Aleph's own GitHub. It can move to Azure or any other host without a rebuild.

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Solution design

One React web application hosted on Vercel, with Supabase providing sign-in, the database and file storage. Every request passes the visibility rule in the database before anything is shown.



Component	Service	Purpose
Web application	Vercel, React (Next.js), TypeScript	All screens in English and French, plus import, PDF and email jobs
Read API and MCP connector	Part of the web application	Lets other Aleph systems and an AI assistant read published standards, limited to what a user or hotel may see
Sign-in	Supabase Auth	Google for Aleph staff; Microsoft or a one-time email code for invited users
Database	Supabase PostgreSQL	Documents, versions, users, hotels, audit trail, search index and visibility rules
File storage	Supabase Storage (private)	Word originals, PDFs, images and videos, served only through expiring links
Email	Transactional email service	Workflow notices and daily digests
Backups	Supabase daily backups plus nightly export	30 days of recoverable history
Source code	GitHub, in Aleph's organisation	Every change is released to a test address first, then live

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Key design decisions

- 1. The visibility rule is enforced by the database.** Each document states who it applies to: the whole estate, a brand, band or tier, or named hotels. The database itself only returns what the signed-in person may see, in lists, search, links, exports and the API (B1, B2).
- 2. One person, any sign-in.** Aleph staff use Google; others use Microsoft or a one-time email code after an invitation. One person can have several email addresses linked to a single account, role and history (A1, A2, A8). A suspended Google account cannot sign in (A4).
- 3. Files are private.** Word originals, PDFs, images and videos sit in private storage. The application checks permission, then issues a link that expires within minutes (B2, N9).
- 4. The PDF is generated once and stamped on print.** The controlled PDF is produced at publication; at print time the platform adds "uncontrolled copy, printed by [name] on [date]" (C3).
- 5. Import does the heavy lifting.** Editors upload a zip with one data file plus English and French pages and Word originals per standard. A trial run shows what will be created, updated or refused, row by row. A known reference becomes a new version, never a duplicate. The batch then waits for an approver to preview and publish it (H1–H5, E2).
- 6. Search runs in the database.** Titles, references and full text are searchable in English and French, accents are ignored, an exact reference comes first, and results only include what the user may see (F1–F3).
- 7. Mobile first, built for slow connections.** Every screen is designed for phones first and adapts to tablets and computers. It runs in current Chrome, Safari and Edge with nothing to install (N13). Pages are prepared on the server, images are resized on import, and nothing heavy loads unless requested. The three-second target is tested on a throttled connection (N12).
- 8. 30 days of backups.** Daily platform backups plus a nightly export of the database and files, kept for 30 days. A full restore is demonstrated before launch (N6).
- 9. Aleph owns everything.** The GitHub repository and the Supabase and Vercel accounts are in Aleph's name from day one; TopNotch works in them as a member (N1–N4).

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Phases and scope

The library comes first and works properly from day one. The approval flow follows during the pilot, then the HR and learning area. Each phase is switched on in the same platform. SOW requirement references are shown in brackets.

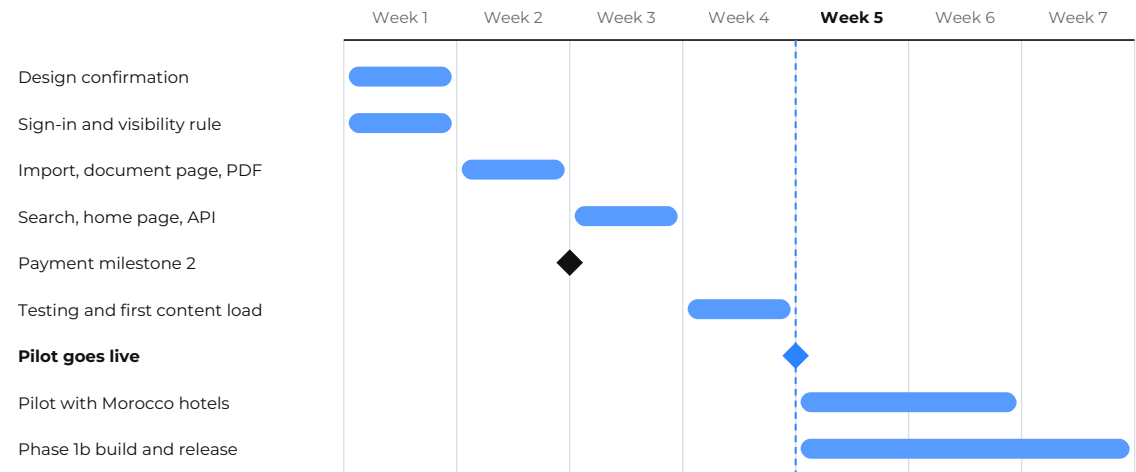
Phase	Scope	Timing
Phase 1 Standards library pilot	Sign-in and seats (A1–A5, A8); visibility rule and settings (B1–B6); document page, English/French switch, controlled PDF (C1–C5, C7–C10); versions, statuses, audit trail (D1–D3, D5, D7); batch import, trial run, batch publish, full export (H1–H5, H7, E2); search (F1–F3); home page, menu, “what changed” feed, branding, English/French screens (G1–G3, G6–G9); read API and MCP connector (I1–I2); document register (J1)	Live week 5
Phase 1b Approval flow and controls	Editor, reviewer and approver workflow (E1); change requests from hotels (E3); email notices and daily digest (E5); review reminders (D4); version comparison (D6); view as a hotel (B7); hotels leaving the estate (B8); announcements (G4); My Property page (G5); simple editor (H6); bulk user upload (A6); usage and review reports (J2, J3, F4); notifications to other systems (I3); videos hosted in the platform with a simple learning area (C6, K3)	Live week 7
Phase 2 HR and learning	Who's who (K4); learning pathways, completion tracking and session registration (K3b); training and events calendar (K5); benefits page (K8); reminders pushed to users (K9)	When Aleph is ready (not priced now)
Options	AI assistant answering from the library (K1); read and acknowledged (K2)	At Aleph's choice
Later phases	Job board (K6), Arabic (K7), hotel microsites (K10), local hotel documents (E4), HR system link (A7)	Quoted when required

Phasing of the approval workflow. The SOW lists the full approval workflow (E1) and change requests (E3) for launch. Because standards arrive already approved, batch preview and publish (E2) is delivered in Phase 1, and E1 and E3 follow two weeks later in Phase 1b, in line with the “SOPs first, then approval flow” sequence.

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Project plan

The pilot goes live at the start of week 5 after scope sign-off, and Phase 1b is live by the end of week 7. Sign-in, the visibility rule and import are built first, so Aleph can load real content from week 2.



Payment milestone 2 falls at the end of week 2, when sign-in, permissions and import work on the test address with Aleph's five sample standards. Progress is shown on the test address every week, with a 30-minute progress call (N15).

TopNotch team

Role	Commitment
Project lead and single point of contact	About 4 hours per week, throughout
Senior full-stack developer, building with AI-assisted engineering and reviewing all code	Full time, weeks 1 to 5
Developer for testing, content loading and Phase 1b	Half time, weeks 1 to 7
Security reviewer, independent of the build team	Week 4

What we need from Aleph

Item	Needed by
Signed scope, named project contact, and account owner for GitHub, Supabase and Vercel	Week 1, day 1
Confirmation from Aleph IT of hosting in the EU region (Paris or Frankfurt)	Week 1, day 1
Logo files, colours, typeface and platform name	Week 1, day 3
Five sample standards with their data file	Week 1, day 3
Hotel list (code, country, region, brand, band, tier, languages)	End of week 1
Named approver per division and pilot seat list for the two hotels	End of week 3

Item	Needed by
First content batch, supplied as web pages with a data file as set out in the SOW	Week 4
Decision on the annual maintenance contract or in-house operation	Week 5
Answers to project questions within two working days	Throughout

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Investment

Phase 1 is a fixed price of AED 60,500 for 275 hours of work. Phase 1b is a fixed price of AED 24,860 for 113 hours. Work is priced at AED 220 per hour (AED 1,760 per day). All prices are in UAE dirhams and exclude VAT.

Phase 1 by work package

Work package	Includes	Hours	AED
Setup	Test and live environments, GitHub, deployment pipeline, 30-day backup export, restore test	10	2,200
Design confirmation	Reference screens 1–3 on the platform, Aleph branding	10	2,200
Sign-in and users	Google, Microsoft, email code, invitations, multi-hotel users, seat limits, suspension, multiple emails	25	5,500
Visibility rule and settings	Database rules, hotels, brands, bands, tiers, divisions, document types	25	5,500
Document page and PDF	Aleph template, English/French switch, controlled PDF and print stamp, connected documents, Word originals	30	6,600
Versions and records	Versions, statuses, history, audit trail, register with Excel export	20	4,400
Import and export	Zip import, row-by-row checks, trial run, batch preview and publish, import API, full export	35	7,700
Search	English and French, accents ignored, filters, reference first	15	3,300
Home and intranet frame	Home page, menu, “what changed” feed, How it works page, English/French screens	20	4,400
Read API and MCP connector	Secured read interface limited to what a user or hotel may see	10	2,200
Testing and acceptance	The 18 acceptance tests, automated permission tests, slow-connection test, independent security review	30	6,600
Training and documentation	Two recorded sessions, administrator guide, one-page hotel guide in English and French, technical handover	13	2,860
Project management	Weekly demonstration and progress call, one named lead	20	4,400
Pilot support	Two weeks with the Morocco hotels	12	2,640

Work package	Includes	Hours	AED
Total Phase 1		275	60,500

All phases

Item	Hours	AED	Basis
Phase 1: standards library pilot	275	60,500	Fixed price
Phase 1b: approval flow and controls	113	24,860	Fixed price
Option K1: AI assistant	38	8,360 plus model usage	Optional
Option K2: read and acknowledged	15	3,300	Optional
Annual maintenance contract (AMC)	60 per year	13,200 per year	Optional

Payment milestones

1. Phase 1: 30% on scope sign-off.
2. Phase 1: 30% when sign-in, permissions and import work on the test address with Aleph's five sample standards (end of week 2).
3. Phase 1: 40% on passing the acceptance tests.

Phase 1b is invoiced 50% at start and 50% on acceptance. Defects are fixed free of charge for 12 months from launch (N19). Work outside this scope is agreed by written change request at AED 220 per hour, with hours agreed before work starts.

Running costs

Aleph's platform subscriptions come to approximately AED 400 per month for the pilot and AED 900–1,100 per month for the full estate. No cost depends on the number of users below 100,000 monthly active users.

Item	Pilot, up to ~1,000 users (USD / month)	Full estate, all staff (USD / month)
Supabase Pro plan (database, sign-in, files, daily backups)	25	25
Database compute, live and test (after included credit)	15	70
Additional storage and data transfer	0	30
Vercel Pro hosting	20–40	40–60
Transactional email service	20	35
30-day backup storage	5	10
Custom sign-in domain (Aleph's address on the login page)	10	10
Total	95–115 (≈ AED 350–420)	220–240 (≈ AED 810–880)

The full-estate range allows headroom up to about AED 1,100 per month for video viewing and growth. Subscriptions are billed to Aleph directly by each provider at its published prices (USD converted at 3.67). If option K1 is chosen, the AI assistant adds a usage-based model cost that grows with the number of questions asked.

Annual maintenance contract (optional, SOW N4 option a). TopNotch keeps the platform running in Aleph's accounts for AED 13,200 per year, paid annually in advance. This covers security and software updates, monitoring and alerts, a quarterly restore check, and up to 2 hours of small changes each month. Platform subscriptions are not included. Alternatively, Aleph can operate the platform in house using the handover guide.

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Risks and mitigations

Risk	Impact	Mitigation
Permission leak	One hotel sees another hotel's documents	Rule enforced in the database, private files, automated versions of acceptance tests 1, 2 and 14, independent security review before launch
Code quality	AI-assisted code hides a security gap or is hard to maintain	Senior review of every change; sign-in and permission code written and checked by hand; automated tests on every release
Content batches	Late or badly formed pages and data files delay the pilot	Five real sample standards at sign-off; the importer refuses bad rows with reasons; written batch format guide
Sign-in edge cases	Hotel leaders use brand or owner emails; one hotel group may not use Google	Invitations with Microsoft or email-code sign-in; several emails per person; one-login policy set by Aleph IT
Timeline	Week 5 slips, mostly through late inputs	Sign-in, permissions and import built first so content loads from week 2; Aleph inputs dated in the plan
Scope growth	Additional requests affect the fixed price	Each phase lists its items by SOW reference; anything else by written change request with hours agreed first
Slow hotel internet	Pages feel slow at some properties	Light server-rendered pages, tested on a throttled connection
Key-person dependency	Delivery depends on a small core team	Two developers in the code from week 1; documentation written as we build
Operation after handover	The platform is not maintained	Annual maintenance contract option, plain runbook, alerts to a named Aleph owner
Data location	Supabase has no UAE region, so data is hosted in the EU	Only name, work email, role and hotel are stored (N10); region confirmed with Aleph IT at sign-off; the application can move to Azure without a rebuild

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Next steps

1. Confirm the phasing and scope set out in this proposal.
2. Sign the scope and name the account owner for GitHub, Supabase and Vercel.
3. Kick off within one week of sign-off, with the first demonstration on the test address at the end of week 1.

Ehab, Founder and CEO, TopNotch Technology

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Appendix: AI and agentic roadmap

The platform is AI-ready from day one. This appendix sets out how Aleph can build on it in future phases; each item is scoped and priced when Aleph is ready.

The foundation in Phase 1

- **MCP connector (I2).** MCP (Model Context Protocol) is the open standard for connecting AI tools to business systems. Assistants such as Claude, ChatGPT, Microsoft Copilot or Gemini can read Aleph's standards through it.
- **Permission-aware by design.** An AI tool only ever sees what the person using it may see. A hotel manager's assistant cannot read another hotel's documents (B2, I1).
- **Open to external AI and data tools.** The same interface connects other AI platforms, analytics tools or future HR systems without changing the platform.

Step 1: ask the library (option K1)

Staff ask a question in English or French, such as “What is our check-in procedure for VIP guests?”, and get an answer drawn only from the published standards they are allowed to see, with the source document named and linked. Unanswered questions are logged so corporate can see gaps.

Step 2: agents that act

An agent goes beyond answering questions: it follows up, reminds, collects information and hands work to the right person. Two agents fit Aleph's needs well:

Agent	What it does
Property Compliance Agent	Checks in regularly with each hotel's General Manager and heads of department on progress against their standards. Sends reminders when reviews, acknowledgements or actions are overdue. Accepts change requests in plain language and passes them to the right owner at head office. Gives corporate a running view of where each hotel stands.
Onboarding Agent	Takes each new team member through their first days: the standards to read and acknowledge, the training and welcome videos for their role, and the setup of their workspace and accounts. Answers questions along the way and reports progress to the hotel and to HR.

How agents stay under control

- Agents work within the same permissions as the people they serve, and every action is recorded in the audit trail.
- Anything that changes a standard or a record goes to a person for approval: agents prepare, people decide.

AI usage costs. AI features carry a usage-based cost billed by the chosen AI provider. As provider pricing changes frequently, TopNotch will recommend a model and estimate monthly usage when each AI phase is scoped.