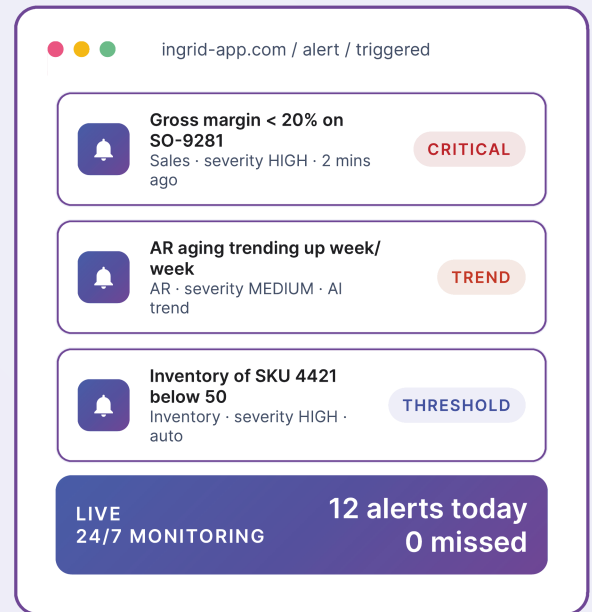


## INGRID ALERT

# "Alert me when..." Ingrid does the rest.

Set up an alert on anything in your Spire or Ingrid data — without writing a line of code. Just say "alert me when a sale closes with a gross margin below 20%" and Ingrid wires up the trigger, schedule, channels, and recipients. Email, SMS, or right in the Ingrid dashboard. Know what's happening as it happens — and act before it's too late.



### Any data field

Watch anything  
Across Spire and every Ingrid app

### 3 channels

Email · SMS · in-app  
Each alert routes to the right people

### Plain English

Setup  
Just say it — Ingrid wires the trigger

### No

Code required  
No SQL, no triggers, no consultants

## Three jobs. One watchful AI.

## ALERT BUILDER

**1**

### Set It Up by Talking

Tell Ingrid what to watch. "Alert me when AR over 60 days hits \$250K."  
Done. No SQL, no triggers, no consultants.

Setup	Plain English
Premade library	Day-one ready
Anyone can build	No tech skill
Modify or clone	One click

**2**

### Watch Anything in Your Data

Any field, any pattern, any threshold. Ingrid watches across every Ingrid app and every corner of your Spire dataset.

Thresholds	Inventory, AR, AP, GL
Trend analysis	AR aging week/week
Anomaly detection	Sales 59% above
Predictions	AP balance breach

**3**

### Alerts That Reach You

Email, SMS, in-app dashboard. Pick the channel that fits each alert and route to the right people — with delivery tracking.

Channels	Email · SMS · in-app
Severity	Critical → Low
Delivery tracking	Sent → Read
Routing	Per recipient list

## WHY IT MATTERS

# Know what's happening before it's too late.

A sale closes at 8% margin. A vendor invoice lands twice. Your top customer hasn't ordered in 90 days. Inventory of your best-seller is one ship away from zero. By the time the monthly report shows it, you've lost money you can't get back. Ingrid Alert tells you the moment it happens — and ahead of issues you don't even know to watch for.

## Why business owners love it

- ✓ **Plain-English setup**  
"Tell me when a customer orders more than \$50K."  
Ingrid wires up the trigger, schedule, and recipients.
- ✓ **AI-powered detection**  
Trend analysis, anomaly detection, and predictive alerts spot patterns no static rule could catch.
- ✓ **Premade library**  
Most-needed alerts — past-due AR, low stock, vendor concentration, cash position — ready on day one.
- ✓ **Multi-channel routing**  
Email, SMS, and dashboard. Different alerts can use different channels, each routed to its own list.
- ✓ **Permission-aware**  
Only the right people see the alert and the data behind it. Same security model as Spire and Ingrid.
- ✓ **Delivery tracking**  
Every notification logged: sent, delivered, bounced, read. You always know whether a critical alert landed.

## Ready to know first?

Watch us set up "any sale with gross margin under 20%" in plain English — and see it fire on a live Spire dataset, all in under two minutes.

EMAIL  
[info@ingrid-app.com](mailto:info@ingrid-app.com)

PHONE  
416-642-2710

WEB  
[ingrid-app.com](http://ingrid-app.com)