Matrix108 Launches AI-Powered All-in-One Business Management Platform for Growing Businesses

GiniLytics introduces Matrix108 to help businesses streamline core operations through integrated business management and AI capabilities

Mohali, Punjab Nov 20, 2026 (Issuewire.com) - GiniLytics, a technology company focused on business software and artificial intelligence, has launched Matrix108, an all-in-one business management platform designed to help small and growing businesses manage sales, projects, employees, assets, communication, and business workflows from a centralized platform.

Matrix108 brings together Sales CRM, Projects & Tasks, HRMS, Asset Management, Communication, and AI-powered capabilities, giving businesses a single environment to manage key operational functions instead of relying on multiple disconnected applications.

Bringing Core Business Operations Together

As businesses grow, teams often use separate tools for customer management, project delivery, employee administration, and asset tracking. Matrix108 is designed to bring these functions together within one connected platform.

The platform's Sales CRM provides tools for managing leads, accounts, opportunities, activities, sales funnels, proposals, orders, invoices, and sales analytics.

Its Projects & Tasks capabilities help teams organize projects, create and assign tasks, manage workflows, monitor project progress, and access dashboards and reports.

For employee management, Matrix108's HRMS provides capabilities including employee onboarding and offboarding, employee information management, organizational hierarchy, leave management, attendance, and payroll-related workflows, depending on the selected plan.

The platform also includes Asset Management features for managing business assets, including asset inventory, allocation, and usage tracking.

AI-Powered Workflows with Gini AI

AI is a core part of the Matrix108 platform through Gini AI, which is designed to help businesses automate and simplify everyday workflows.

Gini AI capabilities include AI-assisted task creation, automated sales follow-ups, and AI-powered

reports and analytics on eligible plans.

The platform is designed to help teams use AI within their existing business workflows, allowing users to work with information related to projects, tasks, sales activities, deadlines, workloads, and business performance.

"Our goal with Matrix108 is to bring the essential parts of running a business together in one connected platform," said Pralyankar Kumar, Founder & CEO of GiniLytics. "By combining business management capabilities with AI, we want to help growing teams spend less time managing disconnected systems and more time moving their work forward."

Designed for Small and Growing Businesses

Matrix108 is designed with small and growing businesses in mind, providing tools that can support different operational requirements as organizations expand.

By connecting sales, project management, HR, assets, communication, and AI capabilities, Matrix108 aims to provide business owners and teams with greater visibility into their operations while reducing the complexity of working across multiple software applications.

The platform offers multiple plans, including a free option as well as paid plans designed for different business requirements. Businesses can explore Matrix108 and its available features through the company's official website.

Connecting Sales, Projects and Teams

One of Matrix108's key objectives is to connect business workflows that are often managed independently.

For example, a business can manage a lead through its sales pipeline, convert that opportunity into a project, assign tasks to team members, monitor execution, manage employee-related activities, and track relevant business assets within the same platform.

This connected approach is intended to help businesses maintain operational visibility while providing teams with a centralized environment for managing day-to-day activities.

About Matrix108

Matrix108 is an all-in-one business management software platform developed by GiniLytics. The platform combines Sales CRM, Project & Task Management, HRMS, Asset Management, Communication, and AI-powered capabilities to help businesses manage core operations from a centralized platform.

About GiniLytics

GiniLytics is a technology company focused on developing software solutions that help businesses manage operational workflows through technology and artificial intelligence. Pralyankar Kumar is the Founder & CEO of GiniLytics.

Matrix108 is one of the company's business software products.

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