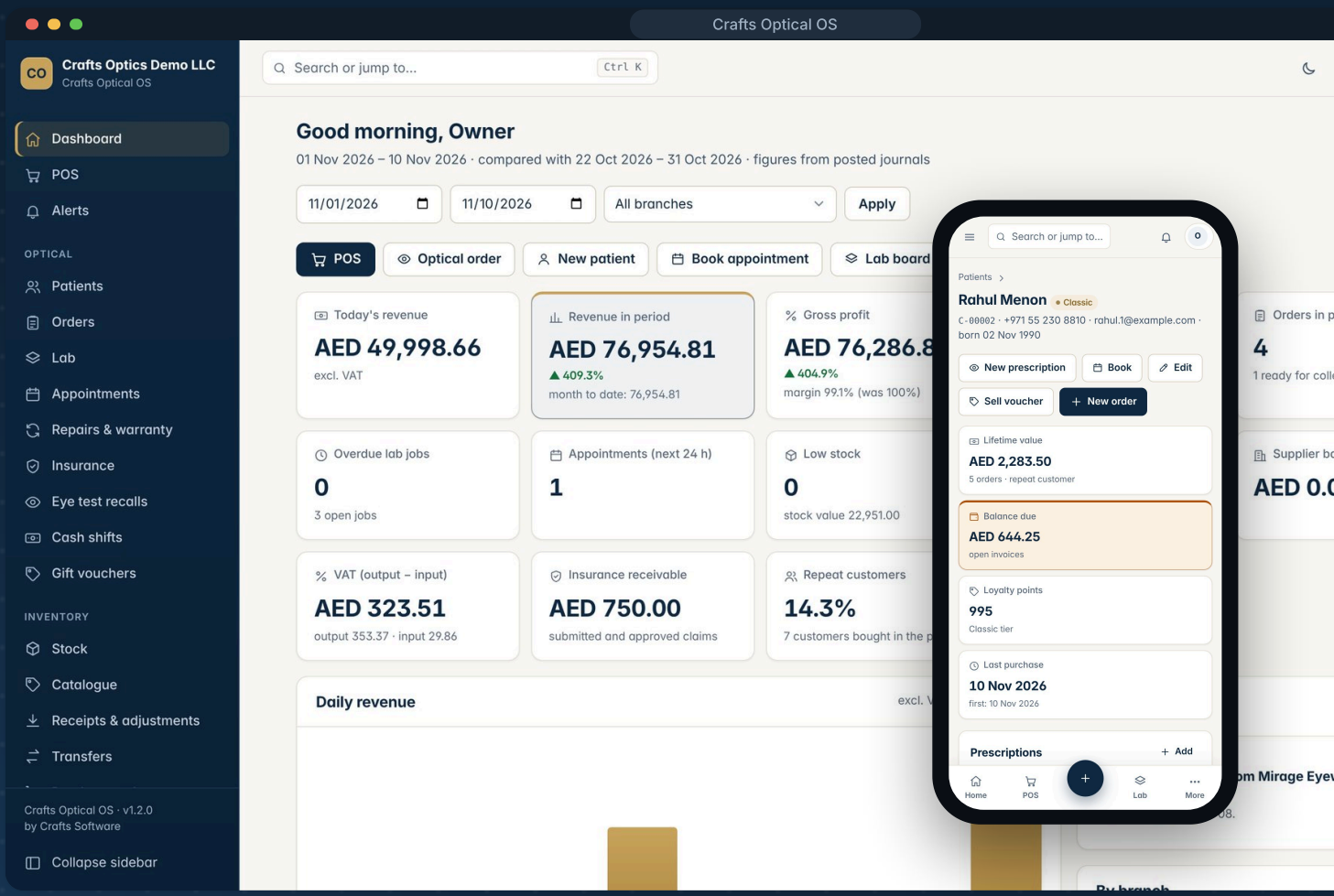
CO

Crafts Software
Software profile · Version 1.2

Crafts Optical OS

The complete operating system for optical retail in the UAE — from the eye test to the VAT return, in one system.

Built for the UAE | Patients & prescriptions | Optical orders & lab | Point of sale | Stock & purchasing | Insurance | Accounting & UAE VAT



01

AT A GLANCE

One system for the whole optical business

Crafts Optical OS runs every part of an optical store or chain — the counter, the clinic, the lab, the stockroom and the books. Every sale, payment and stock movement posts to a full double-entry ledger automatically, so the shop floor and the accounts always agree. It is built for the UAE: dirham amounts, Dubai time, UAE VAT and the FTA Audit File, English-first screens, and hosting that runs on ordinary shared hosting or your own cloud server.

17
modules in one system — turn on only what you need

7
ready-made store roles, from cashier to general manager

AED
dirham amounts, Dubai time zone and UAE VAT built in

1 zip
upload to shared hosting, a VPS or a cloud server

Module map

01 **Dashboard & alerts**
Live KPIs, branch filter, automated alerts

02 **Patients**
One record, family, access log, merge

03 **Prescriptions**
Versioned, finalised by optometrists

04 **Optical orders**
Frame, lenses, options and lens checks

05 **Point of sale**
Barcode, split payments, cash shifts

06 **Lab board**
Stages, quality check, rework, job cards

07 **Stock & catalogue**
Multi-warehouse, transfers, valuation

08 **Purchasing**
RFQ, approvals, receipts, returns, bills

09 **Gift vouchers**
Sell, redeem, refund, store credit

10 **Appointments & clinic**
Bookings, eye examinations, recalls

11 **Repairs & warranty**
Tickets from estimate to collection

12 **Insurance**
Co-pay, claims workflow, aging

13 **Loyalty**
Points and four customer tiers

14 **Reports & insights**
Sales, margin, lab, commissions

15 **Accounting & finance**
Ledger, invoices, bills, banking, assets

16 **UAE tax & eInvoicing**
VAT, FTA Audit File, Corporate Tax

17 **Payroll & WPS**
Optional: salaries, SIF file, gratuity

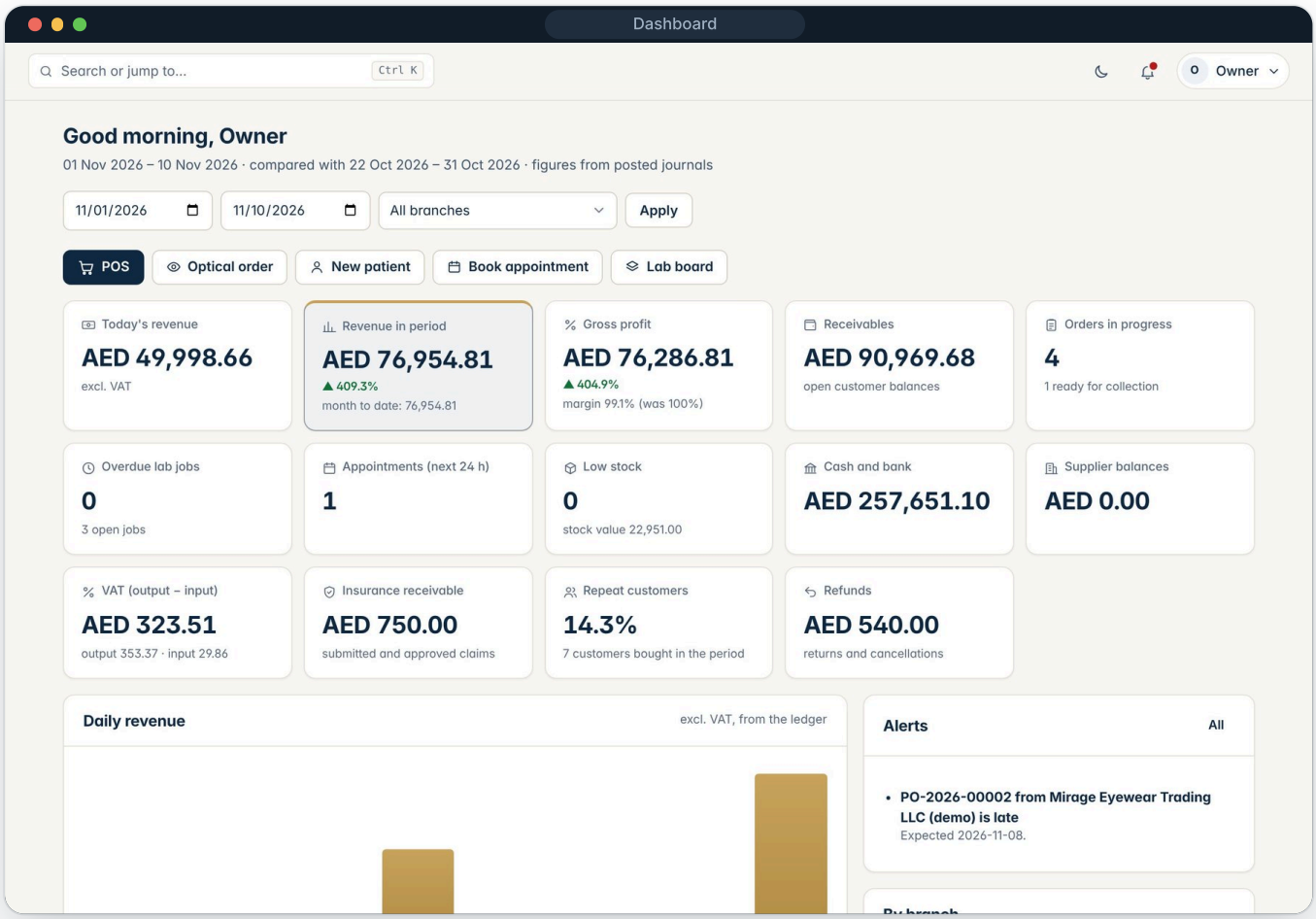
\+ **Administration**
Roles, branches, backups, updates, audit

02

OWNER DASHBOARD & ALERTS

Your whole business at a glance

The dashboard opens on the numbers an owner checks first, for one branch or all of them. Every figure is calculated from posted transactions, so it matches the accounts to the fils.



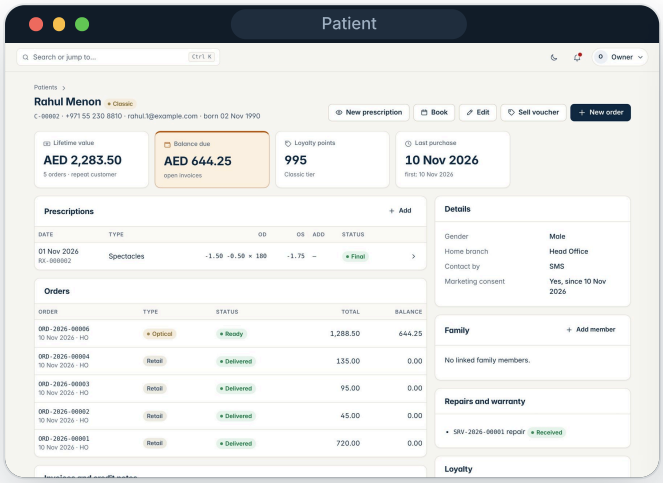
- **Live KPI cards**
  Today's revenue, revenue for the period against the previous one, gross profit and margin, receivables, cash and bank, and supplier balances.
- **Tax and insurance**
  VAT output and input for the period, insurance receivable, repeat-customer rate and refunds.
- **Automated alerts**
  Rules run every 15 minutes and raise overdue jobs, low stock, upcoming appointments, recalls due, expiring warranties, rejected claims and late purchase orders.
- **Operations at a glance**
  Orders in progress and ready for collection, overdue lab jobs, appointments in the next 24 hours, low stock and stock value.
- **Charts and breakdowns**
  Daily revenue from the ledger, revenue by category, sales by brand, by branch and by salesperson.
- **Quick actions**
  Start a POS sale, an optical order, a new patient, an appointment or open the lab board in one click.

03

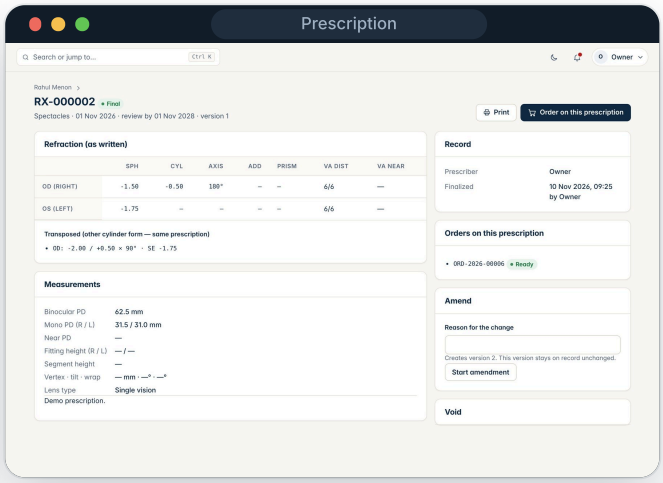
PATIENTS & PRESCRIPTIONS

One complete record for every customer

Everything about a patient lives on one page — prescriptions, orders, lab jobs, appointments, repairs, insurance claims, invoices, loyalty and family — with a clinical-grade prescription record behind it.



Patient page: lifetime value, balance due, loyalty points and history.



Prescription: refraction, transposed form, measurements and versions.

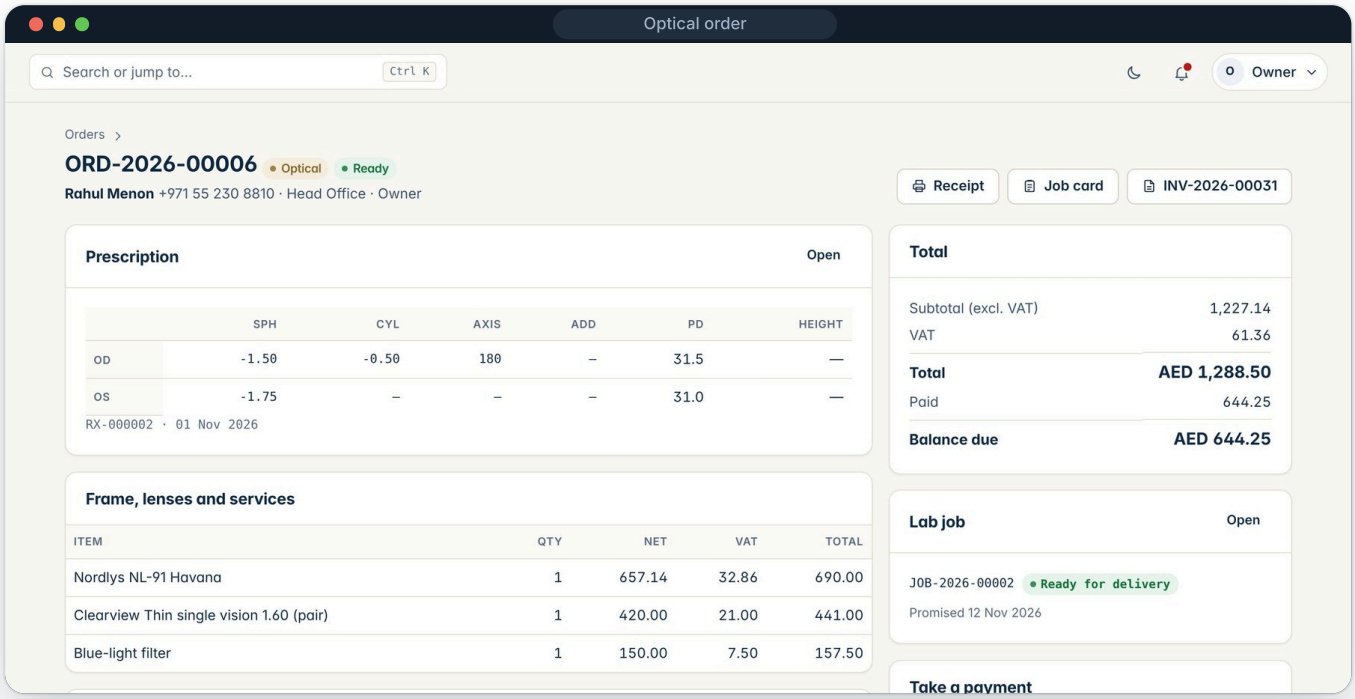
- **Duplicate protection**
  A warning appears when a mobile number, email, or the same name and date of birth already exists, so duplicates are caught at the counter.
- **Full prescription detail**
  Sphere, cylinder, axis and ADD per eye, single or per-eye PD, fitting height and prism. Impossible values are refused.
- **Automatic transposition**
  The transposed (other cylinder) form is shown as the prescription is typed, and a clean prescription card prints for the patient.
- **Privacy by design**
  Every opening of a patient record is written to an access log that managers can review.
- **Merge duplicates**
  Moves every record from a duplicate to the patient you keep, with the reason written to the audit trail.
- **Draft and finalise**
  Opticians save drafts; optometrists finalise. An amendment creates a new version and the original stays unchanged.
- **Eye test recalls**
  Lists patients due for review — 24 months for spectacles and 12 for contact lenses by default — respecting marketing consent.
- **Family and contact**
  Link family members, record the preferred contact method and consent with its date.

04

OPTICAL ORDERS & LENS CATALOGUE

Spectacles made to prescription, without mistakes

An optical order brings together the patient, the prescription, the frame, the lenses and their options, and the measurements — then checks the combination before anything reaches the workshop.



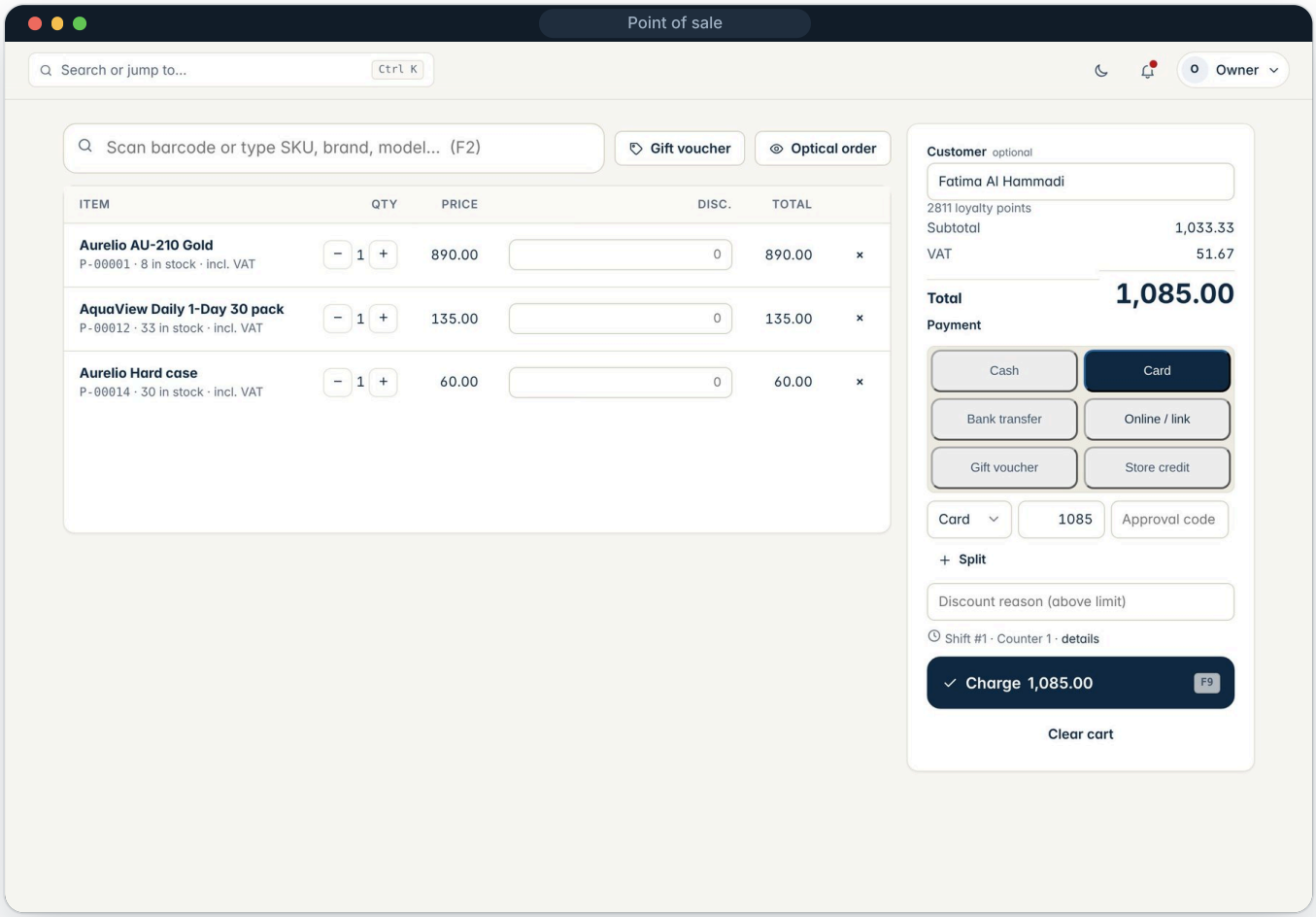
- **Guided four-step order**
  Patient and prescription, frame and lenses, measurements, then payment.
- **Lens catalogue with power ranges**
  Each lens has its design, index, sphere, cylinder and ADD range, price per pair and compatible options such as coatings, photochromic and tints.
- **Delivery**
  When the lab marks the job ready, staff notify the customer; at pickup the balance is collected and the frame leaves stock.
- **Cancellations and returns**
  Cancelling issues a credit note and releases the reservation; returns credit the chosen lines, optionally restock them and refund the customer.
- **Lens check**
  Errors stop the order — a progressive lens without ADD, a power outside the lens range, or options that exclude each other. Warnings flag a high power on a low-index lens or an expired prescription.
- **Deposit and balance**
  Confirming suggests a 50% deposit (a minimum can be enforced), issues the tax invoice, reserves the frame and creates the lab job.
- **Customer tracking link**
  A private web page shows only the order status, expected date and pickup branch — no prices and no prescription.
- **Printed documents**
  Receipt, tax invoice and a job card that travels with the tray to the lab.

05

POINT OF SALE & CASH SHIFTS

Fast checkout with full cash control

For frames, sunglasses, contact lenses, solutions and accessories taken away at once. The counter is built for speed, and every dirham is accounted for at the end of the day.



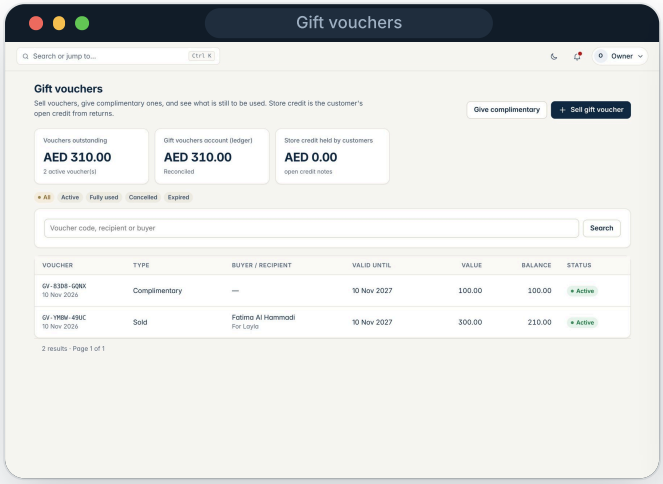
- **Scan or search**
  Scan a barcode or type a name or SKU; stock available is shown as you search.
- **Split payments**
  Spread one sale across several methods; change due is calculated for cash.
- **Discount control**
  Discounts above the counter limit (10% by default) need a manager's approval with a reason.
- **Cash shifts**
  Open with a float, close with a cash count. The system shows expected cash, the variance and totals per payment method.
- **Every payment method**
  Cash, card with the terminal approval code (never the card number), bank transfer, online link, gift voucher and store credit.
- **Customer and loyalty**
  Attach a named customer to show and earn loyalty points, or sell to a walk-in.
- **No double sales**
  A double click or a slow connection never records the same sale twice.
- **Instant documents**
  Completing the sale issues the tax invoice, moves stock out and prints the receipt.

06

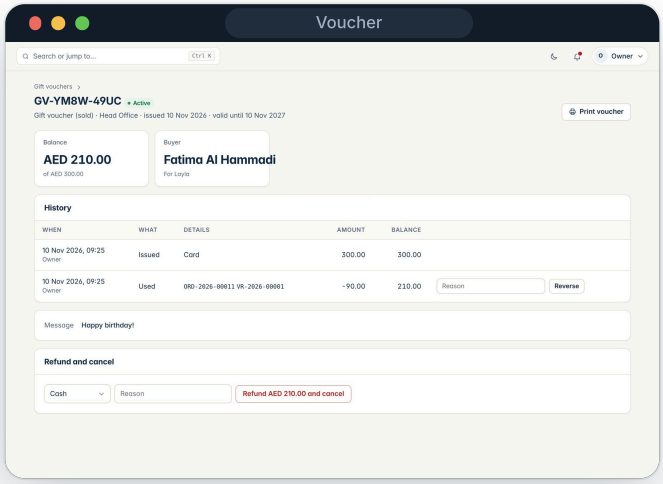
GIFT VOUCHERS, STORE CREDIT & LOYALTY

Bring customers back, and keep the books right

Sell and redeem gift vouchers at the counter, keep refunds as store credit, and reward repeat customers — with every balance reconciled to the ledger.



Vouchers outstanding agree with the Gift vouchers account in the ledger.



Each voucher keeps its full history of issue, use and refunds.

Gift vouchers & store credit

- **Sell and print**
  From AED 10, with recipient and message, a unique GV code and a printed voucher.
- **Complimentary vouchers**
  For campaigns, goodwill or complaints, with a reason and the value booked as an expense.
- **Store credit**
  Refund a cancellation or return as credit on the customer's account, then spend it on the next order.
- **Partial redemption**
  Use a voucher across several sales until the balance is zero; expired or cancelled vouchers are refused.
- **Refund, reverse, expire**
  Refund the balance, reverse a mistaken payment, and expire vouchers after the validity you set.
- **Correct VAT treatment**
  No VAT on the voucher itself; the goods it pays for carry the VAT on their tax invoice.

Loyalty

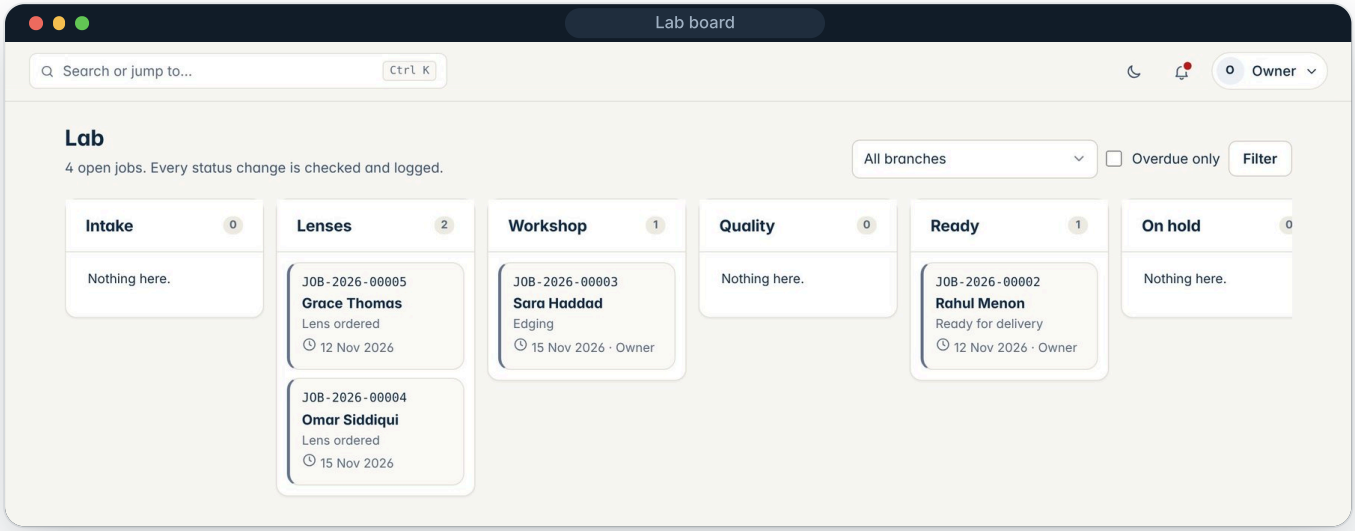
- **Points on delivered sales**
  One point per dirham by default, reversed automatically on returns.
- **Four tiers**
  Classic, Silver at 1,500 points, Gold at 5,000 and Platinum at 10,000; managers can adjust points with a reason.

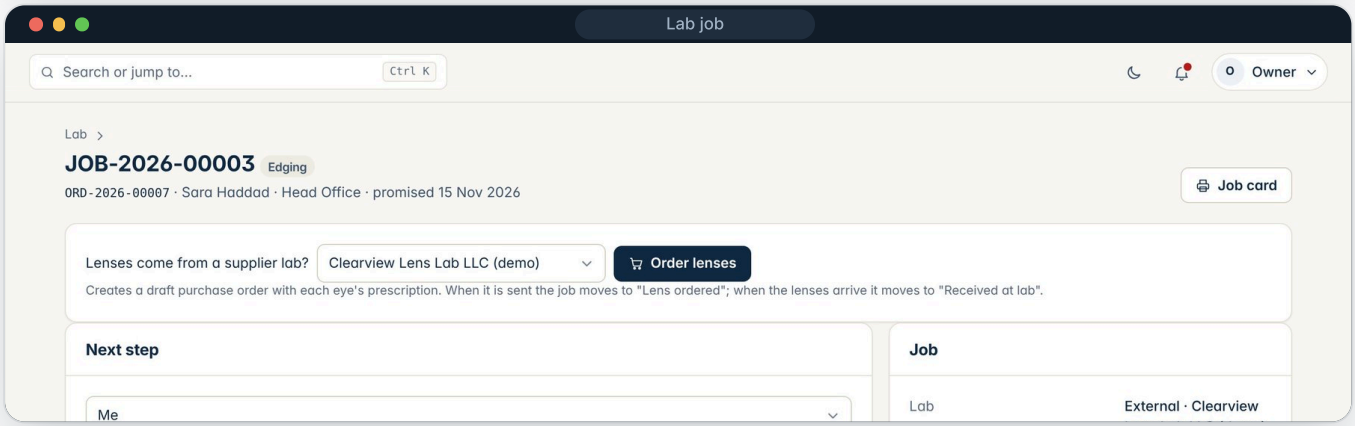
07

LAB BOARD

Every job, every stage, on time

Confirmed orders arrive on the lab board as cards. Technicians move each job through the workshop, quality check it, and hand it back to the counter — with every step recorded.





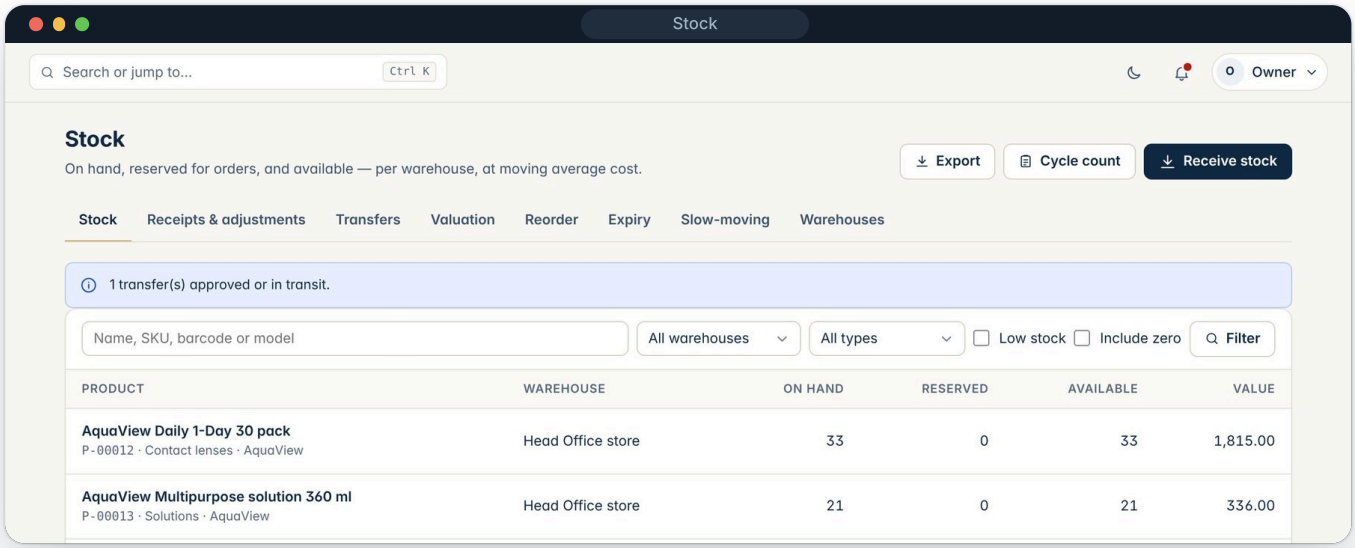
- **Board by stage**
  Intake, lenses, workshop, quality check, ready and on hold, filtered by branch or overdue only.
- **Quality check**
  Powers, centration, fitting height, frame condition and cosmetics; a failed check sends the job to rework or remake.
- **Job details**
  Promised date, technician, supplier cost, rework count and a full history of who did what, and when.
- **Only valid moves**
  A job cannot skip steps — for example from edging straight to ready.
- **Order lenses in one click**
  Drafts a purchase order to the lens supplier with each eye's prescription; the job moves on as lenses are sent and received.
- **Overdue highlighting**
  Late jobs are marked on the board and raised in alerts and the dashboard.

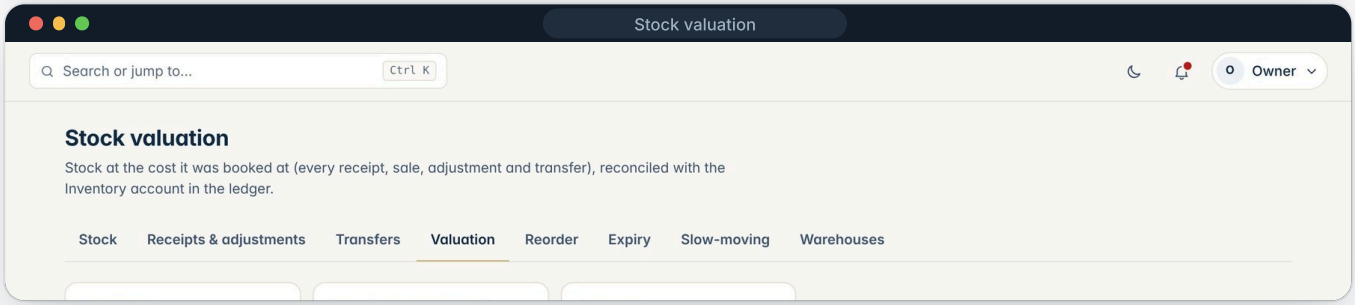
08

STOCK & CATALOGUE

Multi-branch inventory at true cost

Frames, sunglasses, contact lenses, solutions and accessories across every branch and warehouse — valued at moving average cost and reconciled to the balance sheet.





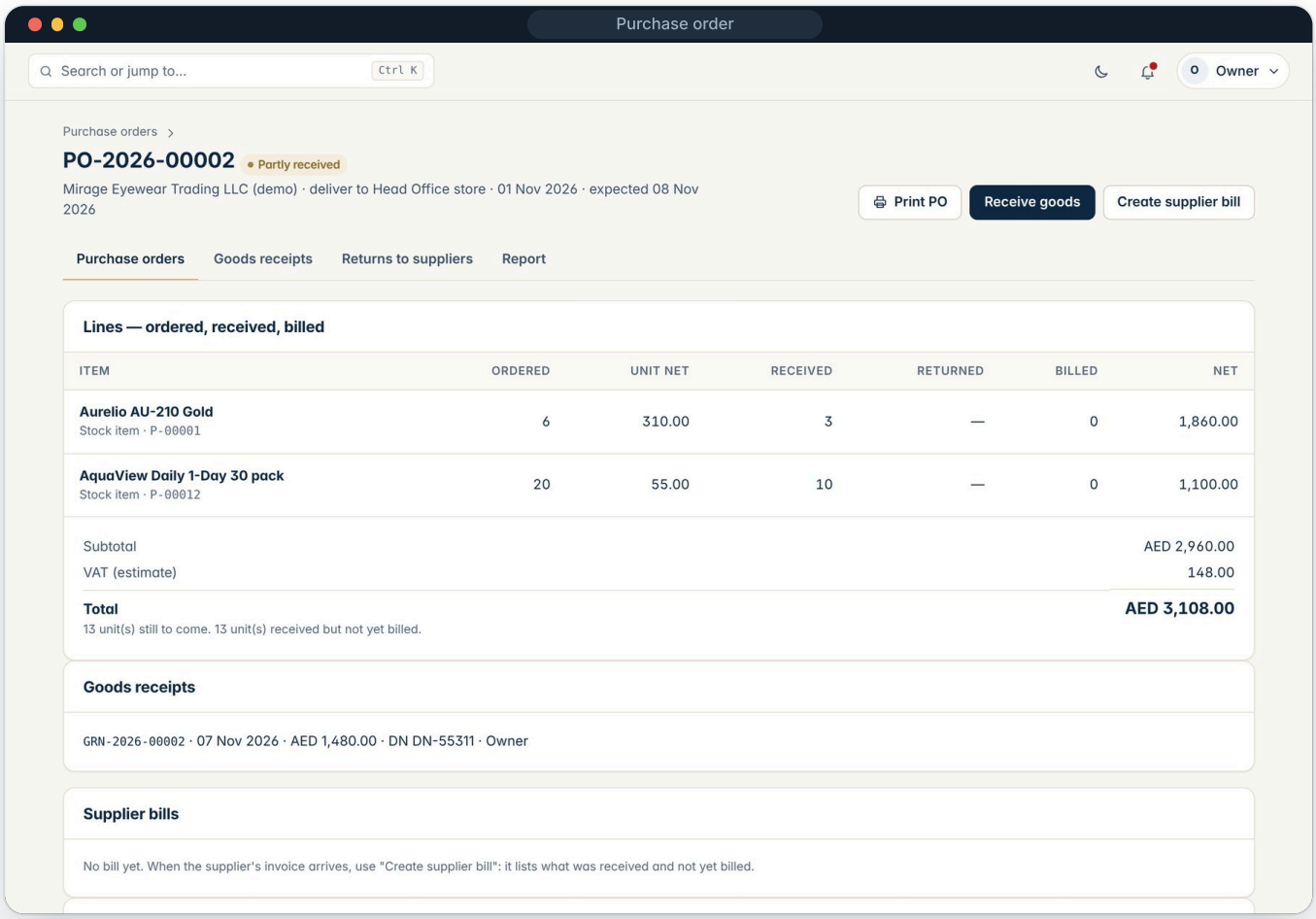
- **Rich catalogue**
  Brand, model, colour, size, barcode, reorder level and preferred supplier; barcode labels print from the system.
- **Branch transfers**
  Draft, approve, ship and receive, with partial receipts and goods in transit always accounted for.
- **Contact lens expiry**
  Lot and expiry tracking with earliest-expiry-first selling and an expiry report.
- **Reorder and aging**
  Reorder suggestions, slow-moving stock and aging reports, with CSV export.
- **On hand, reserved, available**
  Per warehouse, with a full movement history for every product.
- **Adjustments with approval**
  Counts, damage and write-offs post at once up to AED 500; above that a second person approves.
- **Ledger-matched valuation**
  Every movement posts to inventory and cost of goods sold, so the valuation equals the inventory account.
- **Cycle counts**
  Count stock by warehouse and post the differences with a reason.

09

PURCHASING

From quotation to supplier bill

A complete procure-to-pay cycle for frames, contact lenses and prescription lenses, with approvals, partial deliveries and a three-way check of what was ordered, received and billed.



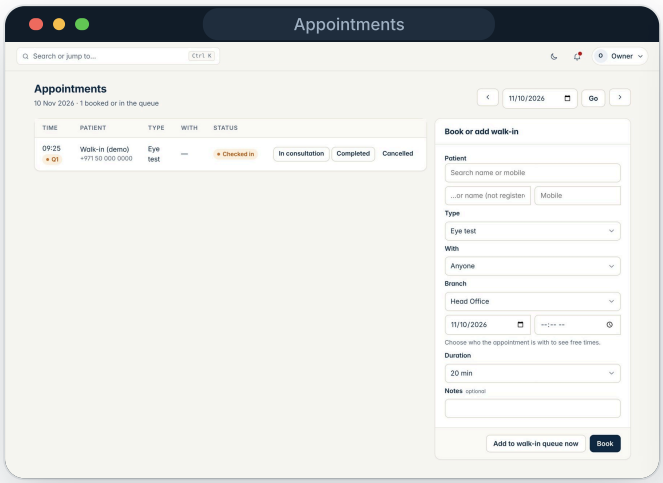
- **Requests for quotation**
  Price the same list with several suppliers, then convert the best quote into a purchase order.
- **Approval limit**
  Orders above AED 5,000 (configurable) need approval — by default from someone other than the creator.
- **Ordered · received · billed**
  Each line compares the three and flags over-billing or prices more than 0.5% off the order.
- **Returns to supplier**
  Return damaged or wrong items with a reason; the order line reopens for a replacement.
- **Purchasing report**
  Received but not billed, overdue orders, supplier lead times and on-time delivery.
- **Stock, lens and charge lines**
  Order stock items, prescription lenses per eye, and freight or customs charges with their expense category.
- **Receive goods**
  Part deliveries, delivery note numbers, lots and expiry; you can never receive more than was ordered.
- **Supplier bill from receipts**
  One click drafts the bill with everything received and not yet billed.
- **Reorder to PO**
  Tick low-stock products and create one draft order per supplier and warehouse.
- **Close or short-close**
  Close a fully received order, or short-close the rest with a reason.

10

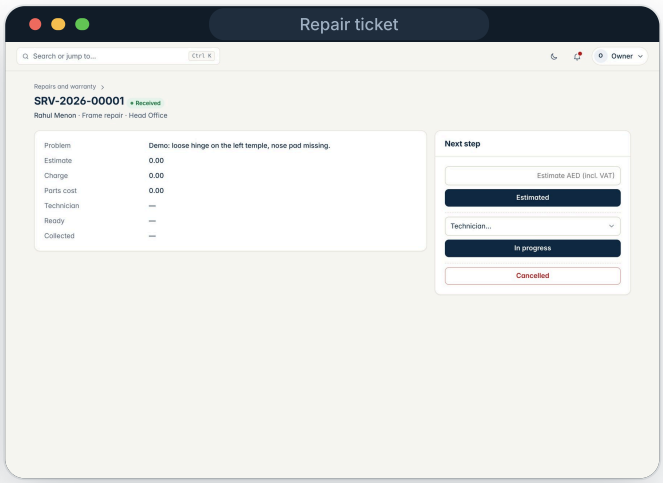
APPOINTMENTS, CLINIC, REPAIRS & WARRANTY

Run the clinic and the after-sales desk

Book eye tests and walk-ins, record examinations, and track every repair and warranty claim from the moment it is handed over to the moment it is collected.



Day view with the walk-in queue and booking panel.



Repair ticket with estimate, technician and next step.

Appointments & clinic

- **Bookings by optometrist**
  Branch, optometrist, date, duration and slot, with double booking refused.
- **Eye examinations**
  With the Clinic module, record history, visual acuity, refraction and findings, then sign; signed records cannot be changed.
- **Walk-in queue**
  Check patients in, mark them in consultation, completed or no-show.
- **Reminders for staff**
  Appointments in the next 24 hours and recalls due appear as reminders for the team.

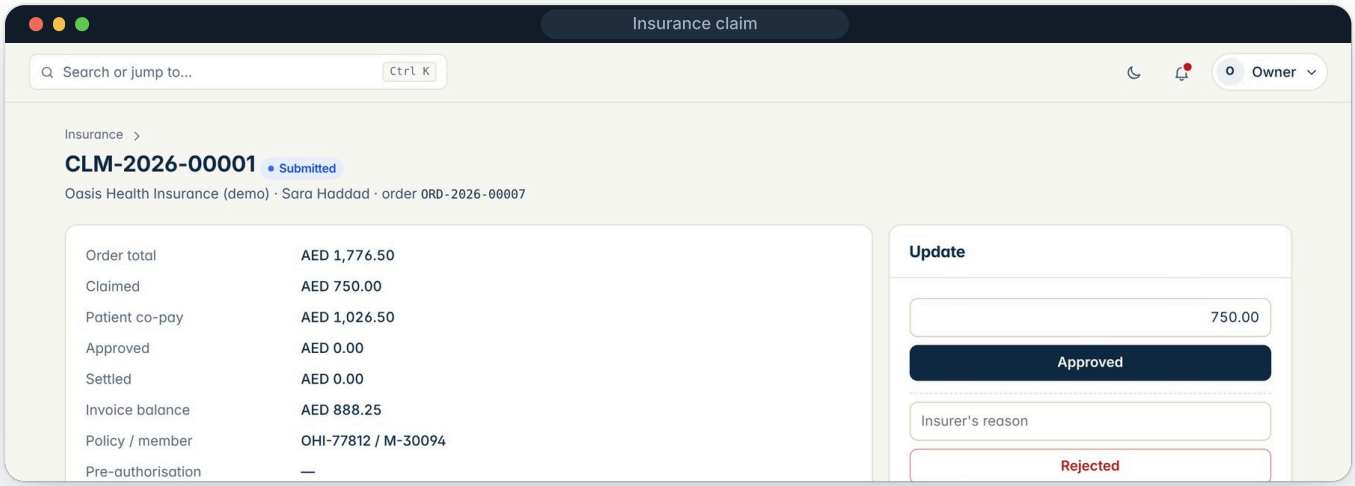
Repairs & warranty

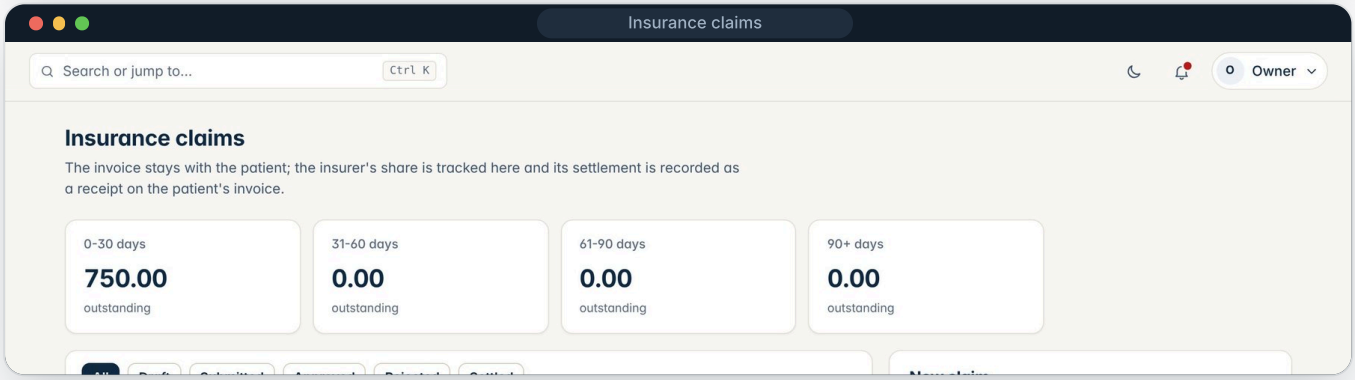
- **Ticket workflow**
  Received, estimated, approved, in progress, ready and collected — or cancelled.
- **Linked to the order**
  Warranty claims link to the original order, and expiring warranties raise alerts.
- **Chargeable or warranty**
  Chargeable repairs are invoiced on collection; warranty work is free to the customer and its cost is tracked.
- **On the patient record**
  Every ticket appears on the patient page with its status.

INSURANCE & CORPORATE BILLING

11 Co-pay and claims under control

Bill insurers and corporate payers for their share, keep the patient's co-pay separate, and see exactly how much each payer owes and for how long.





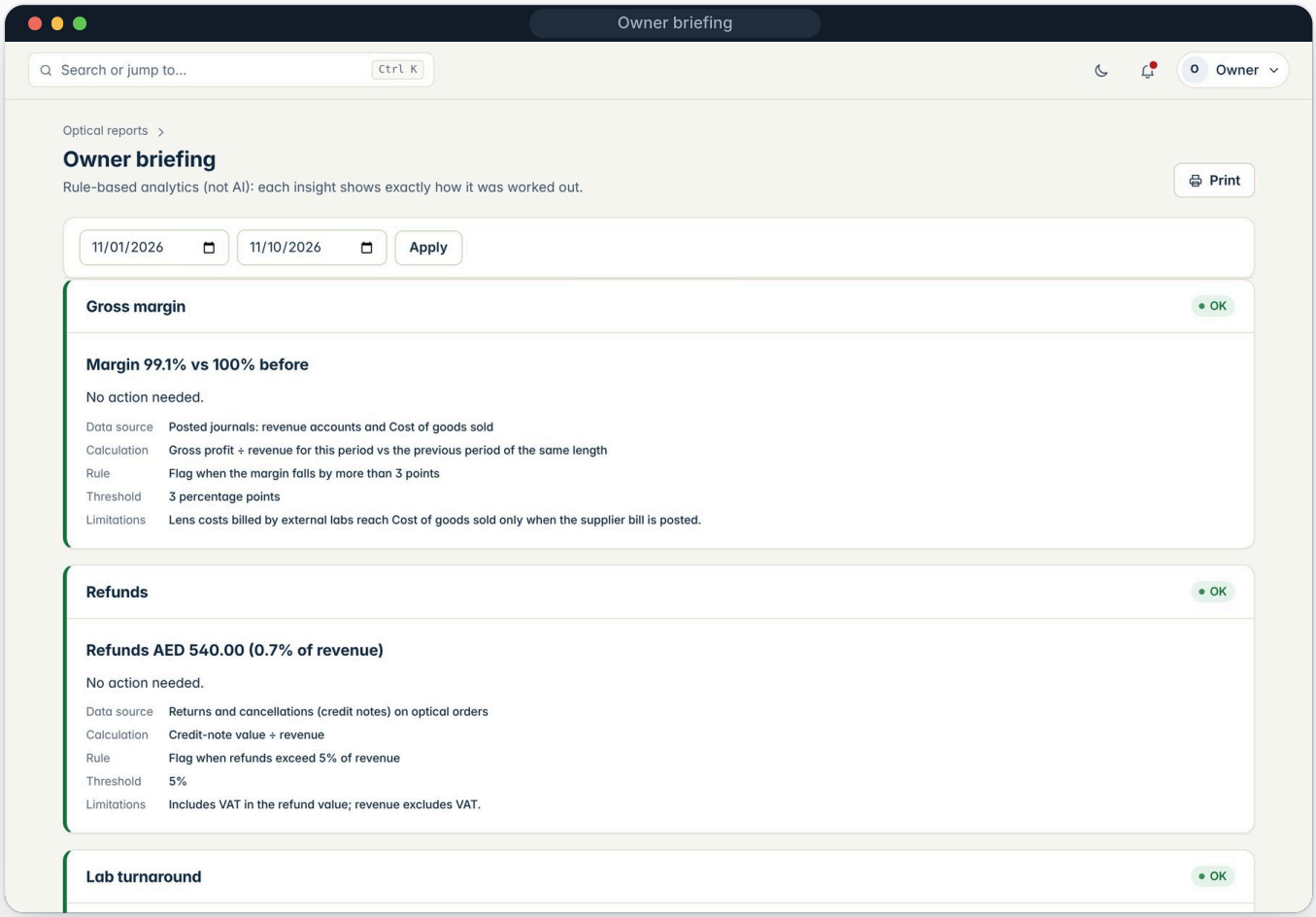
- **Insurers and corporate payers**
  Keep payers with their default coverage, policy and member numbers.
- **Full claim workflow**
  Draft, submitted, approved and settled — or rejected and resubmitted, or written off.
- **Aging by payer**
  Outstanding claims in 0–30, 31–60, 61–90 and 90+ day buckets.
- **Claims from orders**
  Create a claim from a confirmed order for the insurer's share, with pre-authorisation number.
- **Correct receivables**
  The tax invoice stays with the patient; settling the claim records the insurer's payment against it.
- **Rejected claim alerts**
  Rejections raise an alert so the team can correct and resubmit quickly.

12

REPORTS & OWNER BRIEFING

Clear numbers, clearly explained

All figures come from posted transactions. Optical reports cover the store; accounting reports cover the business — and the owner briefing explains what changed and why.



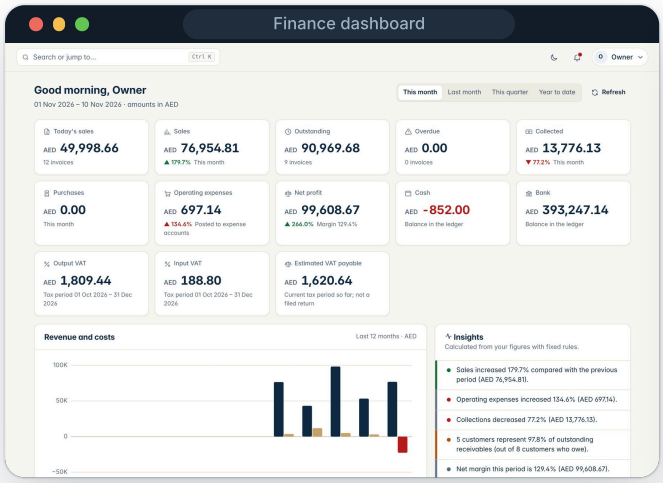
- **Sales and margin**
  By branch, salesperson, brand or product, net of returns, with cost and gross profit.
- **Lab turnaround**
  Average and median days, late and reworked jobs, and lab profitability.
- **Commission statements**
  Per salesperson from delivered orders, net of returns.
- **Financial statements**
  Profit and loss, balance sheet, cash flow, trial balance and general ledger, with comparisons.
- **Owner briefing**
  Rule-based insights, each showing its data source, calculation, threshold and suggested action. No black box.
- **Prescription conversion**
  The share of in-store eye tests that led to a sale.
- **Stock and cash reports**
  Stock valuation, slow-moving stock, insurance aging and cash reconciliation by shift.
- **Print and export**
  Print-ready pages and CSV export on every list.

13

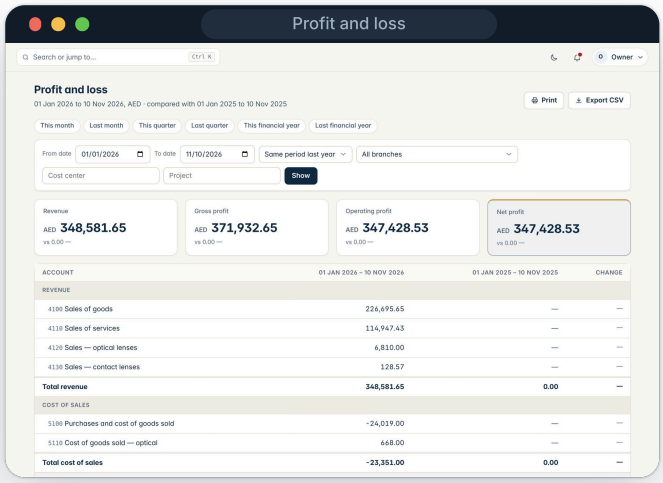
ACCOUNTING & FINANCE

A complete double-entry ledger underneath

Crafts Optical OS sits on a full accounting system. The store never re-keys anything: sales, payments, purchases and stock movements post themselves, and finance works in the same system.



Finance dashboard with sales, collections, VAT and insights.



Profit and loss with comparison periods, branches and cost centres.

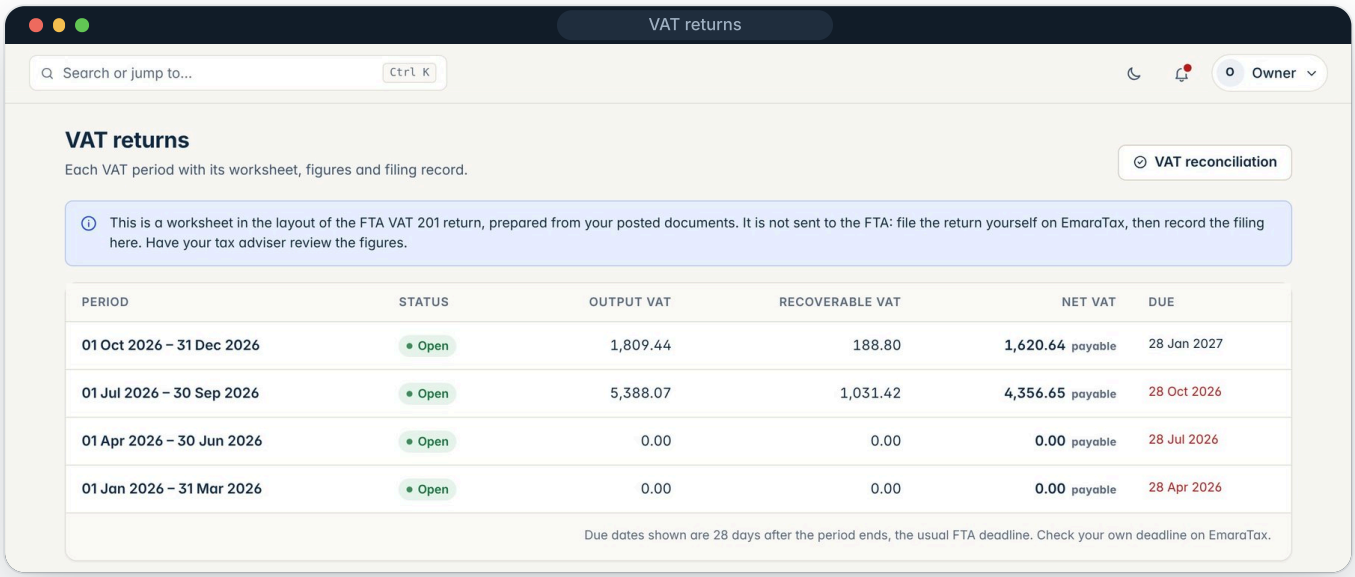
- **Sales**
  Quotations, tax invoices with locked numbering, credit notes, recurring invoices, receivables and payment reminders.
- **Banking**
  Bank and cash accounts, payments and receipts, post-dated cheques and bank reconciliation with statement rules.
- **Fixed assets and budgets**
  Asset register with depreciation, budgets against actuals, and cost centres and projects.
- **Approvals**
  Maker-checker approval rules for documents where you switch them on.
- **Purchases and expenses**
  Supplier bills, supplier credits, expenses with categories, recurring expenses and payables.
- **General ledger**
  Chart of accounts, journals, opening balances, financial periods with locking and year-end closing.
- **Multi-currency**
  Foreign currency accounts and documents with currency revaluation.
- **Statements**
  Profit and loss, balance sheet, cash flow, cash movement and trial balance, printable and exportable.

14

UAE VAT, CORPORATE TAX & EINVOICING

Built around UAE tax rules

VAT is calculated on every document from versioned tax codes, and the returns, reconciliations and worksheets your tax adviser needs are prepared from your posted figures.



- **VAT return worksheet**
  Each period laid out like the FTA VAT 201 return, with output VAT, recoverable VAT, net VAT and due dates.
- **VAT reconciliation**
  Ties the return figures back to the ledger, document by document.
- **FTA Audit File**
  Generates the FTA Audit File (FAF) from your books for any period.
- **Tax codes and periods**
  Standard, zero-rated, exempt and reverse-charge codes, versioned rates, tax periods and a VAT calculator.
- **Corporate Tax worksheet**
  Accounting profit to taxable income, adjustments, losses carried forward and Small Business Relief.
- **eInvoicing-ready**
  Produces and validates PINT AE eInvoices, receives supplier eInvoices, and exchanges them through the accredited service provider you contract with.

Payroll & WPS

optional module

- **Monthly payroll**
  Employees, salaries and allowances posted to the ledger every month.
- **WPS and gratuity**
  Creates the WPS Salary Information File (SIF) and calculates end-of-service gratuity.

Good to know: returns are prepared for review and filed by you on EmaraTax. Crafts Optical OS is not an Accredited Service Provider or FTA-accredited; eInvoices are exchanged through your chosen accredited provider.

15

MULTI-BRANCH, ROLES & MOBILE

The right access for every person, on any device

Each person sees only their work and their branches. Ready-made roles cover a typical optical store, and you can create your own from a full list of permissions.

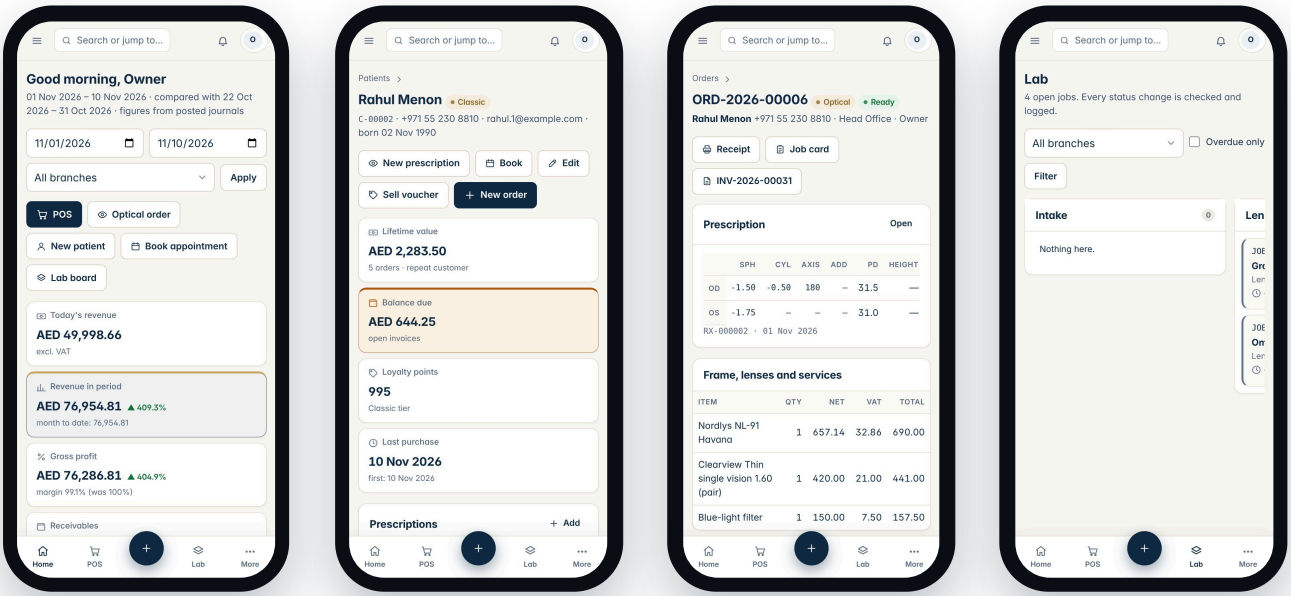
ROLE	TYPICAL WORK
General manager	Everything optical in every branch, reports and settings
Branch manager	Their branches: orders, discounts above the limit, returns, stock and purchase approvals, shifts
Optometrist	Patients, eye examinations and finalising prescriptions
Optician	Patients, draft prescriptions, POS, optical orders and delivery
Cashier	POS, cash shift and receipts
Lab technician	The lab board, quality checks and receiving lenses
Inventory manager	Catalogue, purchase orders, receiving, adjustments, transfers and reorder

Branch access

Staff without all-branch access only see the branches assigned to them; other branches' records simply don't exist for them.

Modules on demand

Turn modules on or off to fit the business; turning one off hides it without deleting any data.



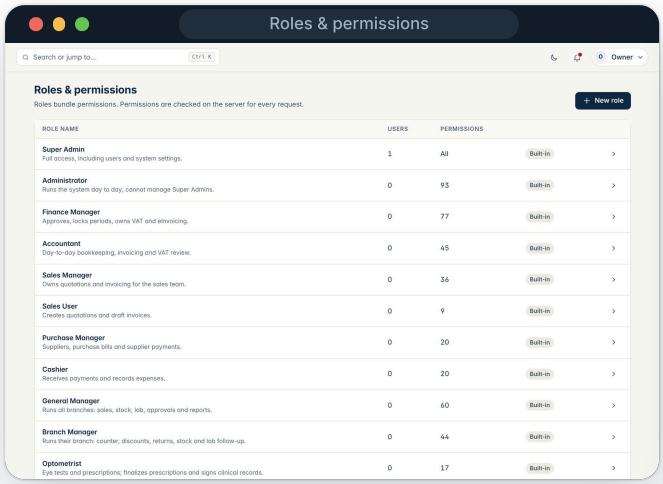
Works in the browser on phones, tablets and desktops — no app to install.

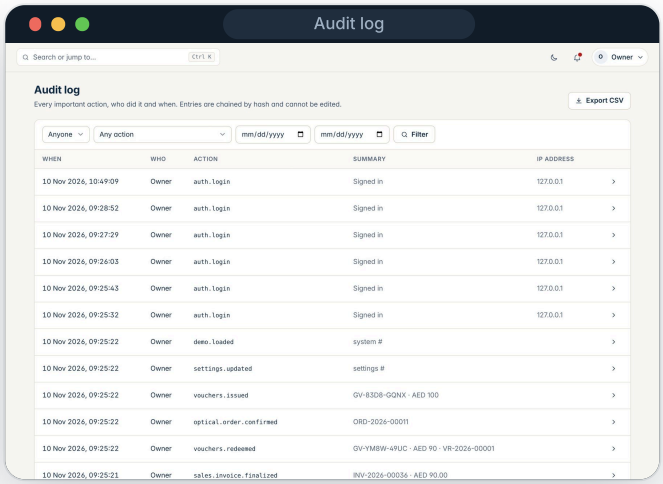
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SECURITY & DATA PROTECTION

Enterprise-grade controls, built in

Patient and financial data deserve serious protection. Security is part of every page, every action and every backup — and it is tested by a dedicated security test suite.





Sign-in and access

- **Strong passwords** stored with Argon2id, with rate limits on sign-in attempts
- **Two-factor sign-in** (authenticator app) with single-use recovery codes, required for Super Admins
- **Password re-confirmation** for sensitive actions; idle and absolute session timeouts
- **Permission checked on the server** for every page and every action

Data and audit

- **Hash-chained audit log** of every change, verified nightly
- **Encrypted secrets** — provider credentials and two-factor secrets, with the key kept outside the database
- **Patient access log** recording every opening of a patient record
- **Safe uploads** checked by content and stored outside the web folder

Web protection

- **CSRF tokens** on every form and a strict Content Security Policy
- **Prepared SQL statements** only, and output escaping everywhere
- **Plain error pages** with a reference number; details go to the logs only

Backups & recovery

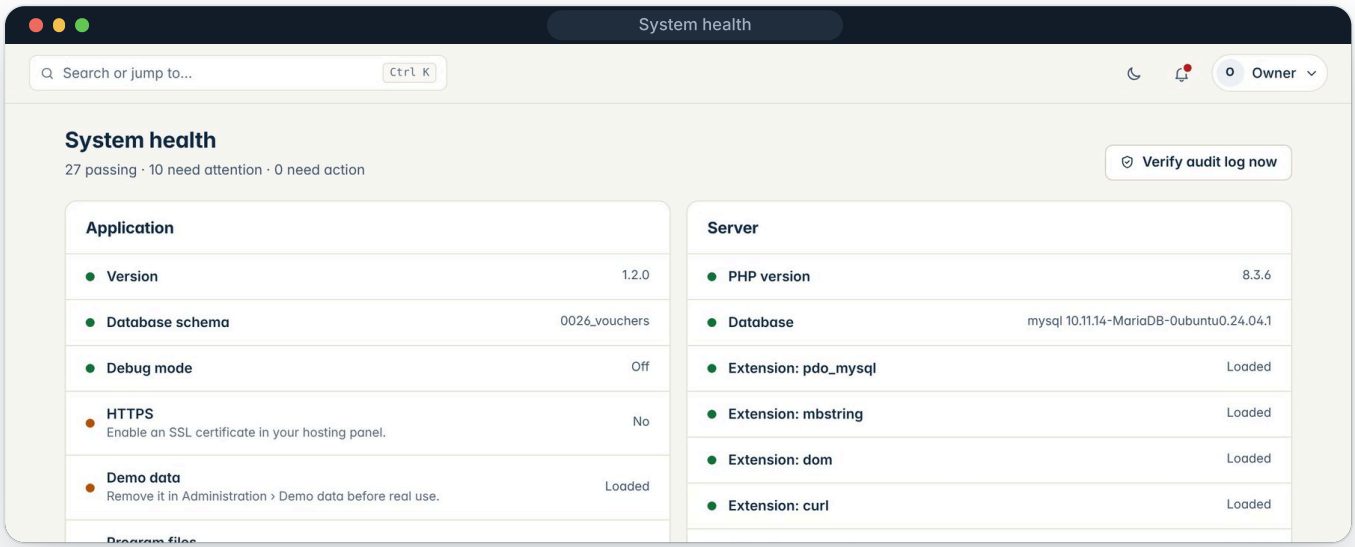
- **Automatic daily backups** with retention you choose
- **Restore tests** that verify each new backup can be opened
- **System health** page and support package for fast help

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DEPLOYMENT & TECHNICAL SPECIFICATIONS

Simple to host, ready to grow

Crafts Optical OS ships as one zip file. Upload it to ordinary shared hosting for a single store, or run it on a VPS or cloud server for a larger group — and move between them as you grow.



Hosting options

- **Shared hosting** — cPanel, Plesk or DirectAdmin, with a browser-based installer
- **VPS or cloud server** — Apache or Nginx for multi-branch groups
- **One scheduled task** (cron) runs automation, backups and reminders
- **In-app updates** from a release package, with a backup first

Requirements

- **PHP 8.2** or newer with standard extensions
- **MySQL 5.7.8+ or MariaDB 10.3+** (MySQL 8 or MariaDB 10.6+ recommended)
- **No framework, Composer or Node** needed on the server
- **HTTPS** recommended for every installation

Localisation

- **English-first** interface; accounting screens also available in Arabic
- **AED** base currency with multi-currency support
- **Asia/Dubai** time zone and UAE date formats

Quality assurance

- **Automated test suites** for accounting, optical, security and HTTP flows
- **Concurrency tests** so simultaneous counters never double-count stock or cash
- **Pre-release checks** before every version is packaged

CO

Crafts Optical OS
by Crafts Software

Why optical stores choose Crafts Optical OS

Made for optical retail

Prescriptions, lens rules, lab stages, insurance co-pay and contact-lens expiry are built in — not bolted on to a generic POS.

Shop floor and books agree

Every sale, payment and stock movement posts to the ledger automatically. No re-keying, no month-end surprises.

Built for the UAE

AED, Dubai time, UAE VAT return worksheet, FTA Audit File, Corporate Tax worksheet and eInvoicing readiness.

From one store to a chain

Branch access, transfers, approvals and consolidated reports — on shared hosting today and a cloud server tomorrow.

Controls that protect you

Discount limits, cash shifts, maker-checker approvals, a hash-chained audit log and two-factor sign-in.

Your data, your server

Install on hosting you control, with daily backups, restore tests and in-app updates.

Book your demo

See your own store running on Crafts Optical OS.

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craftssoftware.com

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