

Start page.

The company home screen IT actually controls —
and employees actually keep.

A self-hosted, multi-tenant start page that replaces the default browser home page across an entire organisation. Administrators push mandatory application links, bookmark categories and branding to every desk. Users layer their own shortcuts, timezones and widgets on top. Both sets merge into one screen — no intranet project required.

Multi-tenant

Self-hosted

Locked mandatory links

Java / Spring Boot

PostgreSQL

3

TENANCY LEVELS

1

JAR TO DEPLOY

4

BUILT-IN ROLES

6

COLOUR THEMES

THE PROBLEM

Every employee's first click is unmanaged.

The browser home page is the most-visited screen in any company and the least governed one. Staff bookmark the wrong URLs, keep links to systems that were retired two migrations ago, and never find the tools they were never told about. Meanwhile the intranet home page — the one IT spent a year building — is the page everyone skips.

Shadow bookmarks

Personal link collections that no administrator can see, correct or retire.

Onboarding drag

New joiners spend their first week asking colleagues for URLs and credentials.

Adoption gap

Licensed tools go unused because nobody can find the entry point.

Compliance blind spot

The security policy and incident line are two clicks away — on a page nobody opens.

THE SOLUTION

One screen. IT owns half of it, the user owns the rest.

What IT owns

Organisation-wide default links and categories, pushed to every user account automatically. Any of them can be flagged **locked** — present on every dashboard, impossible for a user to edit or delete. Branding, default theme, session policy and authentication method are set centrally per organisation.

What the employee owns

Their own links, their own categories, their own ordering, theme, timezones and widgets — all layered on top of the corporate set and merged at read time. Personalisation is never taken away to achieve governance, which is precisely why the page survives contact with real users.

HOW IT WORKS

1

Deploy

One Spring Boot JAR against one PostgreSQL database, on your own infrastructure. Port 8484, Flyway builds the schema on first start, a default tenant and administrator are seeded.

2

Define the corporate set

Create link categories and application tiles in the admin console. Drag to order them. Lock the ones that are non-negotiable.

3

Point the fleet at it

Set the URL as the browser home page and new-tab page by group policy. Every user lands on the governed screen from day one.

4

Let personalisation happen

Users add their own shortcuts and widgets. The corporate layer stays intact underneath, and updates to it propagate instantly to everyone.

CAPABILITIES

The dashboard, the link model, the tenancy.

1 The dashboard

Everything on one screen, delivered by a single API call.

- Full-width search bar with / and **Ctrl/Cmd+K** hotkeys
- Time-of-day greeting by display name
- Live clock with millisecond precision and full date line
- Live weather card — temperature, feels-like, humidity, wind speed and direction, pressure, condition icon, resolved city and country
- Categorised link grid with right-click edit and delete
- Modal create/edit for links and categories, auto-generated icons
- Toast notifications and a global keyboard-shortcut map

3 Multi-tenancy & organisations

Built for one company or for a hundred.

- Three-level hierarchy: **Tenant** → **Organization** → **User**
- Complete data isolation — every business table is tenant- and organisation-scoped with cascade deletes
- Usernames and e-mail addresses are unique *per tenant*, so client companies never collide
- Per-tenant and per-organisation JSON settings for independent configuration
- Soft deactivation at every level instead of destructive deletes
- One deployment can serve many client companies — the MSP shape, out of the box

2 Links & bookmark governance

The mechanism the whole product is built around.

- Two link types from one model — **application** tiles and **bookmark** lists
- Organisation links and personal links merged transparently at read time
- **Lock flag** on links and on whole categories: mandatory, undeletable, uneditable by users
- Per link: title, URL, description, icon URL or embedded icon data, colour, position, open-in-new-tab, active flag
- Drag-order reordering of the corporate set from the admin console
- Policy switches: allow users to add personal links; allow users to customise layout

4 Personalisation & widgets

Enough utility that people stop navigating away.

- **World Clock** — home timezone plus two additional zones
- **Stopwatch** with millisecond precision
- **Calendar** month grid with navigation
- **Calculator** with expression input and persisted history
- Six colour themes — Gold, Ocean, Purple, Forest, Rose, Teal — applied instantly and stored server-side, so they follow the user across devices
- Light, dark and system theme modes; dark is the default
- Per-organisation widget policy: enable, disable, mark required, set default size

Why the merge model matters. Competing start pages force a choice: a locked corporate page nobody personalises, or a personal page IT cannot influence. Startpage stores both sets in one table, distinguished only by whether a link belongs to a user or to the organisation, and combines them on every read. Governance and personalisation stop being a trade-off.

ADMINISTRATION & OPERATIONS

An admin console that behaves like an operations tool.

5 Admin console

- Dashboard tiles: users, active sessions, organisation links, system health, memory
- Tenant, organisation and user management with role assignment
- Default-link management with reorder and lock toggle
- Settings: organisation name, default theme, default search provider, personalisation policy
- Authentication settings and session timeout policy
- Live session list with revoke-one and revoke-all-for-user
- Activity feed by tenant, organisation and user
- Sortable tables with per-user, server-side sort preferences

6 Sharing & portability

- Generate a cryptographically random 32-character share token
- Snapshot applications, bookmarks and clock configuration into a shareable set
- Seven-day expiry, access counting, instant deactivation
- One-click import of a colleague's set into your own dashboard
- Tenant-scoped lookup — a token never crosses a tenant boundary

THE UNEXPECTED PART

Observability normally sold separately.

Startpage ships the diagnostic tooling most portal products expect you to buy alongside them. When the page every employee opens has a problem, the answer is in the product, not in a log aggregator you still have to procure.

7 Log viewer

- Switch between application log and system log
- Tail the last 100, 500, 1 000 or 5 000 lines
- Full-text search and logger-name filtering
- Clickable level badges with live counts per level
- Per-entry detail: timestamp, level, logger, thread, message, stack trace
- File size, line count, last-modified; five-second auto-refresh
- Download the log; clear the log (superadmin only)
- **Change Logback levels at runtime** — no restart, no redeploy

8 Memory & retention console

- Live heap: used, free, max, total and usage percentage
- Manual collection trigger and a nightly scheduled run
- Retention cleanup for activity logs at 7, 30, 90 or 180 days
- Expired-session purge at 7 or 30 days; temporary-file cleanup
- Per-task enable/disable with last-run statistics — memory freed, rows deleted

Roadmap, configured and scheduled: single sign-on through Azure AD and Google, LDAP directory synchronisation, TOTP multi-factor enforcement, RSS and notes widgets, drag-and-drop board layout, and an assistant panel. The data model, settings screens and provider configuration for these are already in place; they are documented here as direction, not as shipped function.

WHO BUYS IT

Wherever the first click has to be the right one.

Managed service providers

The three-level tenancy model is an MSP model. One deployment, many client companies, complete isolation, cross-tenant operation from a single superadmin account. Bill it per seat as a managed workspace service.

Public sector & defence

Self-hosted single JAR, no mandatory outbound calls, no telemetry, no SaaS dependency. Deployable inside restricted and air-gapped networks where a cloud portal is simply not procurable.

Healthcare

Shared clinical workstations where the mandatory links — patient system, incident reporting, on-call rota — must be present on every session, on every machine, without exception.

Financial services

Locked compliance links, full activity audit trail, configurable retention, server-side session revocation, and an on-premise deployment your risk function can actually approve.

Education

Universities and school groups pushing mandatory tool links — LMS, mail, library, timetable — per faculty or per campus, using the organisation layer to keep cohorts separate.

Manufacturing & logistics

Shared shop-floor and warehouse terminals. A fixed, kiosk-like home screen with the tools the shift needs, and nothing else, on hardware that many people touch.

Professional services

Agencies and consultancies whose staff live across a dozen SaaS tools. Category-organised tiles keep the toolchain visible and onboarding of new consultants down to minutes.

Distributed teams

Remote-first companies spanning timezones. The world clock, per-user timezone preferences and shared link sets give a scattered team one common surface.

Internal IT & digital workplace

The direct replacement for a neglected SharePoint landing page: faster to stand up, far cheaper to maintain, and something employees keep as their home page voluntarily.

WHO USES IT

Superadmin / platform operator

Organisation administratorEmployee

Read-only viewerMSP service desk

Digital workplace lead

Four roles are enforced in code at both the page and the API method level. The superadmin is the only role that can create tenants and organisations, switch context between client companies, and reach the log and memory consoles.

WHAT IT DISPLACES

TODAY	THE PROBLEM
SharePoint home page	Expensive to maintain, ignored by staff, no personal layer
Browser bookmarks	Invisible to IT, per-device, never updated
Consumer start pages	No tenancy, no governance, data leaves the company
A wiki page of links	Stale within a quarter, nobody sets it as home
Group-policy shortcuts	Desktop-only, no categories, no personalisation

TECHNICAL SPECIFICATION

Boring infrastructure, deliberately.

Runtime	Java, Spring Boot 4 · single executable JAR
Web layer	Spring MVC + Thymeleaf, no front-end build step
Front end	ES6 modules, Bootstrap 5.3, Tabler admin theme — all vendored, no CDN required
Database	PostgreSQL, Flyway-versioned schema, every table and column documented in-database
API	REST under /api, uniform success/error envelope, typed request and response objects
Auth	JWT, stateless; header or cookie; BCrypt password hashing
Tokens	24 h access, 7 d refresh with rotation, 30 d remember-me, max 5 refresh tokens per user
External calls	Weather and geocoding only, no API key required, 30-minute cache
Deployment	On-premise, private cloud, or partner-hosted. Port 8484.
Performance	200 request threads, 20-connection pool, gzip, one-year static asset caching

SECURITY & GOVERNANCE

- Four-role RBAC enforced at page and method level
- Tenant isolation on every table, with per-tenant uniqueness constraints
- Server-side session registry recording IP address, user agent and expiry — revocable individually or per user
- Audit trail of logins, logouts, creates, updates and deletes with actor, entity, IP and timestamp
- Configurable retention and scheduled purge for logs and sessions
- Refresh tokens stored hashed; raw tokens never persisted
- HttpOnly, SameSite-strict, secure-flag cookies
- All secrets supplied by environment variable
- Dependency vulnerability scanning built into the build, gated at CVSS 7

Hardening for production — rotating the seeded administrator account, the signing secret and the database credentials, and enabling secure cookies — is a documented step of the standard installation.

COMMERCIAL

Licensed per organisation. Unlimited internal users.

Startpage is licensed per organisation with unlimited internal users, or per tenant for service providers. Perpetual licence with annual maintenance, or annual subscription — both available on-premise and hosted.

REVENUE	PER YEAR	REVENUE	PER YEAR
Up to €500k	€900	€100M	€13,000
€1M	€1,500	€500M	€37,000
€5M	€2,500	€1B	€52,000
€25M	€5,500		

Annual licence on your own turnover, ex VAT. The schedule is marginal like income tax — each slice of turnover is charged at its own rate, so there are no cliffs — with a €900 minimum and any yearly increase capped at 25%. Every tranche carries unlimited users, projects and organisations inside one tenant, self-hosting and support that rises with the tranche. Hosting and hardware are yours, and consultancy, setup, migration and training are quoted separately. Illustrative: a portal at €5 per user a month bills a thousand-person organisation €60,000 a year; at €5M turnover this is €2,500.

NEXT STEP

See it on your own links.

We will stand up a tenant with your organisation's real application set, locked where it should be, and hand you the URL.

Sales	tim@automatize.eu
Partners	luc@automatize.eu
Web	automatize.eu