

# From Assumptions to Clarity

## 15.9% uplift in profitability in 17 weeks

### THE PROBLEM

- Limited visibility below leadership level
- Heavy reliance on spreadsheets and manual analysis
- Decisions delayed or based on assumptions

“What we thought was our most profitable area turned out to be the least.”  
Martin Rigley OBE, Managing Director - Jan 2023

### THE BENEFIT

- £250k increase in annualised profit
- Gross margin: 44%-51%
- 15.9% uplift in profitability
- 200+ hours saved on reporting

When clarity replaces assumption,  
confident decisions follow.

### THE SOLUTION

- Shared, trusted visibility of performance by business unit
- Metrics aligned to margin and profitability
- Data embedded into leadership reviews

