FINOMATIC CONSULTING

AI-ready financial infrastructure for PE-backed software and MSP businesses.

Contents

Two brothers with a passion for finance, technology and data

The problem we solve

Built for PE-backed software and MSP businesses. From investment to exit.

A CFO is only as good as the data they can see. When financial infrastructure is not built to be interrogated, when the numbers come up from the team, and there is no clean way to verify them, the risk sits entirely with the person presenting them at the board level.

We have all seen the situations. A buy-and-build CFO presented numbers at FDD that turned out to be wrong. Large customers unbilled. Revenue overstated. A significant price chip with the responsibility sitting squarely with finance. Not because the CFO was incompetent. Because the data environment did not give them the visibility to catch it.

We founded Finomatic to fix that. We are not just data people who hand over a pretty dashboard and walk away. We work with you in detail to make sure every number is correct and that you understand exactly where it comes from. A CFO should never be in a position of standing behind numbers at a board meeting that they cannot fully explain or interrogate themselves.

Everything we build is structured around your accounting processes, reconciled to your source systems, and documented so you can follow the logic at every level. Built on Microsoft tools your team already uses, handed over cleanly, and designed so you are always in control. Not dependent on us. Not dependent on your team telling you it is right. Able to see it yourself.

Your project team

Cameron Hay

Cameron spent nine years advising PE-backed technology companies on M&A and fundraising, preceded by four years at PwC working with FTSE 100 businesses.

That background means he understands both ends of the reporting chain - what investors need to see in an IC paper or data room, and how the underlying financial data is built day to day. It is that combination of corporate finance expertise and operational finance knowledge that sits at the heart of everything Finomatic delivers.

Certifications: CA, Full Stack Modeller.

Nicholas Hay

Nick brings seven years of experience across investment management, data engineering, and automation, having worked at top-tier financial institutions in four countries, and speaks English, Italian, German, Spanish, and Arabic.

He leads Finomatic's technical delivery and owns the ongoing support relationships with clients post-implementation, ensuring solutions stay current, scale with the business, and continue to meet investor reporting standards as the business evolves towards exit. His combination of financial markets expertise and technical depth means he understands what the data needs to do, not just how to build it.

Certifications: CFA, MBA, Full Stack Modeller.

Who we work with – and what they need

We build and optimise financial and operational reporting, forecasting, and data-cube foundations that support PE-backed software and MSP companies from investment through to exit - delivering real-time, decision-ready insight without the disruption of implementing new software.

Your problems:	Your solutions:
Complex revenue models that are difficult to report on accurately	Real-time visibility of KPIs your whole team can trust
Lean finance teams under pressure to deliver board-quality insight with limited resource	More time focusing on analysis and growth, less on manual reporting
Rapid growth and frequent change making reporting harder to keep up with	Data-driven decision-making that scales with the business
Manual processes where automation and better tooling could save significant time	Automated reporting built on Microsoft tools your team already uses
Pressure to be exit-ready with clean, investor-grade data at any point in the hold	Confidence that your data will withstand investor scrutiny at any time

Who have we worked with?

Our clients*

Recent deals

We advised Expedition Growth Capital on their investment in Nesto

We advised Expedition Growth Capital on their investment in ThreatSpike

We acted on behalf of SEP on this transaction

We acted in a transactional CFO to Space Intelligence's

We supported Regorged in their fundraising to support their buy-and-build strategy

We acted on behalf of Integrum ESG to prepare for its funding round with YFM

We acted on behalf of Ohalo to prepare for its funding round with YFM

*Only the investor logos shown inside the boxes represent clients. Logos placed outside the boxes indicate investors who invested in the companies within.

When do we get involved?

We work across the full investment lifecycle. Wherever we come in, we build from that point and stay through to exit. The earlier the better, but no stage is too late to start.

Pre-investment

Getting founder-led businesses exit-ready before they go to market. Clean data and consistent KPIs improve valuation and accelerate the transaction.

Buy

Buy-side or sell-side FDD, building and validating the financial data model used to assess the investment case.

100 day plan

Financial Model Foundation, Interim CFO and Fractional FP&A support to establish investor-grade reporting from day one and ensure the first board pack lands with confidence.

Value creation

Financial model, data warehouse, Power BI and AI enablement, automated, investor-grade reporting that scales with the business.

Exit

Vendor assist and exit preparation - clean KPIs, a ready data room, and reporting that withstands buyer scrutiny.

The challenges we solve

We fix the data and reporting problems that stop CFOs and founders running their business with confidence.

Your problems:	Your solutions:
Data is fragmented and cannot be interrogated at the level needed to make decisions	Clean, structured data you can interrogate at every level with confidence
Reporting is manual and spreadsheet-driven rather than connected to source systems	Automated reporting driven directly from source systems. Every month end is a refresh not a rebuild
The chart of accounts was built for compliance not to help CFOs make data driven decisions	A data architecture and chart of accounts rebuilt around how your business works, combining data best practices with accounting expertise
Finance, billing, CRM and payroll all tell different stories with no single source of truth	A single source of truth connecting your finance and operational data across every system

How we solve them

We transform finance functions in four progressive stages, from spreadsheet control to automated, investor-grade reporting. Our Microsoft-native framework delivers institutional-grade capability without the cost, disruption, or implementation risk of an ERP. Each stage builds on the last and delivers immediate value from day one.

Financial Model Foundation

Know your numbers

Build an investor-grade and system-integrated financial data cube to consolidate reporting, forecasting and calculation of core metrics into one place

Outcome:

- Robust foundation for financial control
- Confidence in reported metrics to be used for decision making

Connected Data Environment

Single source of truth

Integrate financial and operational data into Microsoft Fabric to create a single source of truth for real-time reporting across finance, sales, and operations.

Outcome:

- Eliminate manual data prep
- Create unified reporting across finance and operations

Power BI Insight Layer

Instant access to metrics

Build Power BI dashboards giving leadership and teams self-service visibility of KPIs, ARR trends, and key value drivers.

Outcome:

- Empower c-suite with actionable insights
- Enable faster, data-driven decisions across the organisation

Continuous Finance Optimisation

Continuous improvement

Refine and automate finance workflows such as invoicing and forecasting to scale efficiently and embed continuous improvement across the finance function.

Outcome:

- Maintain lasting efficiency and scalability
- Sustain automation without increasing headcount

Typical delivery: 4–8 weeks per stage. Each step builds on the last to reduce manual effort, accelerate reporting, and increase investor confidence.

AI readiness and enablement

AI is becoming a core value creation lever across PE-backed software and MSP businesses. However, most organisations cannot realise its full potential due to limitations in their underlying data and reporting infrastructure.

Without strong foundations:

- Data is fragmented across systems and difficult to trust
- KPIs are inconsistently defined across the business
- AI tools produce unreliable outputs, and nobody can explain where the numbers came from

What changes:

Once Finomatic builds your data foundation, your team works from a single, secured, reconciled dataset. That means a sales manager or HR lead with no Excel skills can export a clean table from Fabric, use Microsoft Copilot to run analysis, and present numbers with confidence.

And a CFO who never has to ask again: "Where did that data come from? How do we know it's right? What does this reconcile to?“

Our role:

We structure and govern your financial data and reporting to ensure it is accurate, consistent and decision-ready, enabling effective use of tools such as Claude and Microsoft Copilot.

Why Finomatic?

Why choose Finomatic?

Corporate finance expertise – We know what investor-grade looks like because we have built it in live deal environments. Our reporting withstands FDD scrutiny because it is built to that standard from day one.

Financial process expertise – We understand the accounting processes that produce the numbers - debtors, deferred income, month end journals. We fix the source, not just the presentation.

Sector expertise – 90%+ of our clients are software or MSP businesses, so we have the industry expertise required to deliver a high-quality solution.

Investor perspective – We work on both sides of transactions - FDD for funds, reporting infrastructure for portfolio companies. For buy and build businesses, each acquisition slots neatly into your existing framework from day one.

Team continuity – We are a family business committed to building long relationships. Our clients have a single point of contact for the entire project.

Outstanding client feedback – Our collaborative approach delivers lasting results, with clients successfully managing and expanding our solutions long after handover.

Data cube client testimonials

SmartSurvey

"Finomatic delivered a tailored reporting solution that gave us greater visibility into our customer segments and commercial performance. Their work was diligent, professional, and demonstrated a deep understanding of the SaaS space. Not only did they help us define and track the right KPIs, but they also guided us in configuring our internal systems to ensure reporting remains efficient and scalable as we grow"

Mo Naser, CEO

THREATSPIKE

"We were pleased with how Finomatic supported us during the investment and afterwards, while we searched for the right finance leader. They took the time to understand our business and build reporting tailored to our needs, which freed us to focus on growth and recruitment. The handover process was seamless - our new finance team was able to take ownership within weeks and now run all reporting internally."

Adam Blake, CEO

Twenty7tec

"Working with Finomatic has been a real value-add for our business. They developed a custom solution that provided clearer visibility into our customer data and enabled more forward-looking decision making. Their team ensured the dashboards and functionality matched exactly what we required. We would strongly recommend them to other companies seeking to optimise their financial reporting and forecasting."

Clive Beattie, CFO

NIMBUS

"Finomatic delivered significant strategic value. We realised an immediate ***4.2x ROI*** *in identified cost savings, and the improvements to our reporting and forecasting have accelerated decision-making. Just as importantly, we can now communicate our performance and strategy to external stakeholders with far greater clarity, with our data, operations, and growth priorities fully aligned."*

Paul Davis, Co-CEO

Livingbridge

"Finomatic built a well-structured and highly detailed analysis of customer revenue, cost structure and key operational metrics. They distilled complex data from a range of sources into clear reports for both management and board reporting on an ongoing basis. Their solution will directly inform future strategic decisions to drive long-term value."

Steve Jones, Head and Data & Analytics

Client testimonial interviews

We believe the most meaningful insights come from those who have experienced our work first-hand.

Paul Davis
CEO and Founder
Nimbus

"We have made quite a lot of cost savings as a result of this. I suspect that probably breaks back to about 10X what we paid...in this first year."

Mo Naser
CEO and Founder
SmartSurvey

"With the amount of data we had, I was surprised you guys managed to do what you did."

Outcomes & Return on Investment

Most clients see full ROI within the first 90 days in four clear areas:

Time savings
40–60 hours per month saved through automated pipelines, reconciliations, and reporting.

Delayed hiring
Clients typically delay their next finance hire by 12–24 months, avoiding £70k – £120k+ in salary, overhead, and onboarding risk.

Real-Time decision making
Investors, CEOs, and sales leaders gain immediate, self-serve access to KPIs and forecasts, reducing finance dependency and speeding up decision-making across the business.

Enterprise-grade governance
Your business operates with audit-ready, reconciled, investor-grade data from day one - eliminating spreadsheet risk.

"Finomatic delivered significant strategic value. We realised an immediate **4.2x ROI** in identified cost savings, and the improvements to our reporting and forecasting have accelerated decision-making. Just as importantly, we can now communicate our performance and strategy to external stakeholders with greater clarity, with our data, operations, and growth priorities aligned.

Paul Nimbus, Co-CEO, Nimbus

How can we help?

How long does it take?

Timelines depend on scope and complexity. Here is a typical view of how a project runs and what it delivers at each stage.

Phase	Typical duration
Financial Due Diligence	3 to 4 weeks
Financial Model Foundation	4 to 6 weeks
Data Warehouse and Power BI	8 to 12 weeks
Full platform (all stages)	12 to 16 weeks

Phase	Focus	Outcome
Access & Connect	System access, KPI alignment, scope sign-off	Data sources connected, delivery plan agreed
Build & Reconcile	Fabric data warehouse & Power BI dataset build	Reconciled, automated reporting platform
On-site Alignment (Client office)	In-person validation & dashboard refinement	Trusted dashboards and management confidence
Refinement (Post-board)	Process board feedback and finalise outputs	Investor-ready reporting pack
On-site Handover & Enablement	Knowledge transfer & first update cycle	Full ownership transferred to the finance team

Every engagement ends with a structured handover. Your team owns the platform from day one and can run it without us.

Our technology toolkit

Everything we build is using Microsoft's modern data stack + your existing systems.

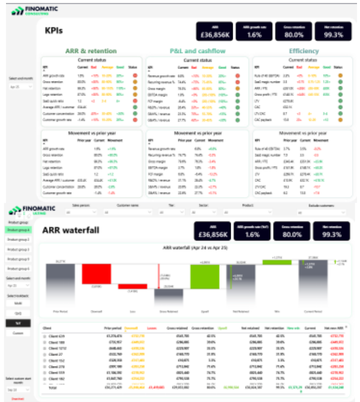
Source systems

xero
salesforce
NETSUITE
Microsoft Azure
aws
sage Intacct
breathe
HubSpot
pipedrive
intuit quickbooks
bambooHR

Data & Modelling Tools

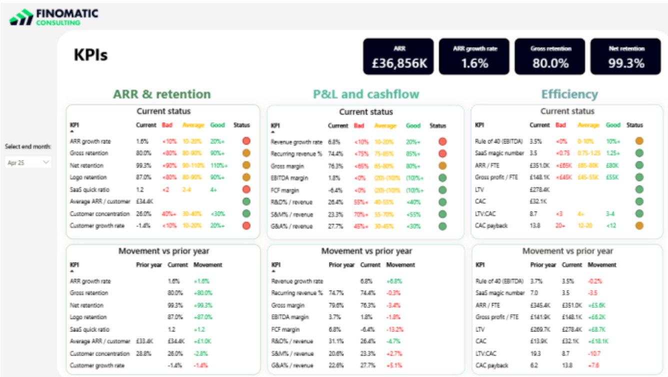
FINOMATIC CONSULTING
Copilot
Claude
Power BI
Microsoft Fabric
Power Automate
python
PowerPivot
Power Query

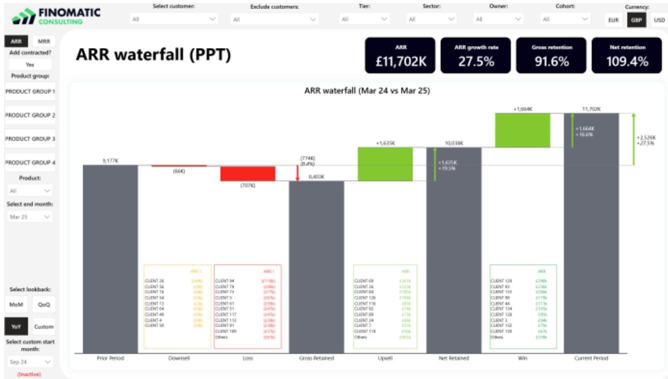
Outputs



Automated investor-grade outputs

Delivering the transparency investors expect, instantly.





[Link to full data cube]

Ongoing maintenance & support

Minimal effort, maximum independence:

- Almost all clients handle monthly updates internally without needing technical skills
- We provide:
    - Step-by-step video walkthroughs and live handover during your first update cycle
    - Minor post-handover fixes if anything unexpected arises

Helpful but not essential:

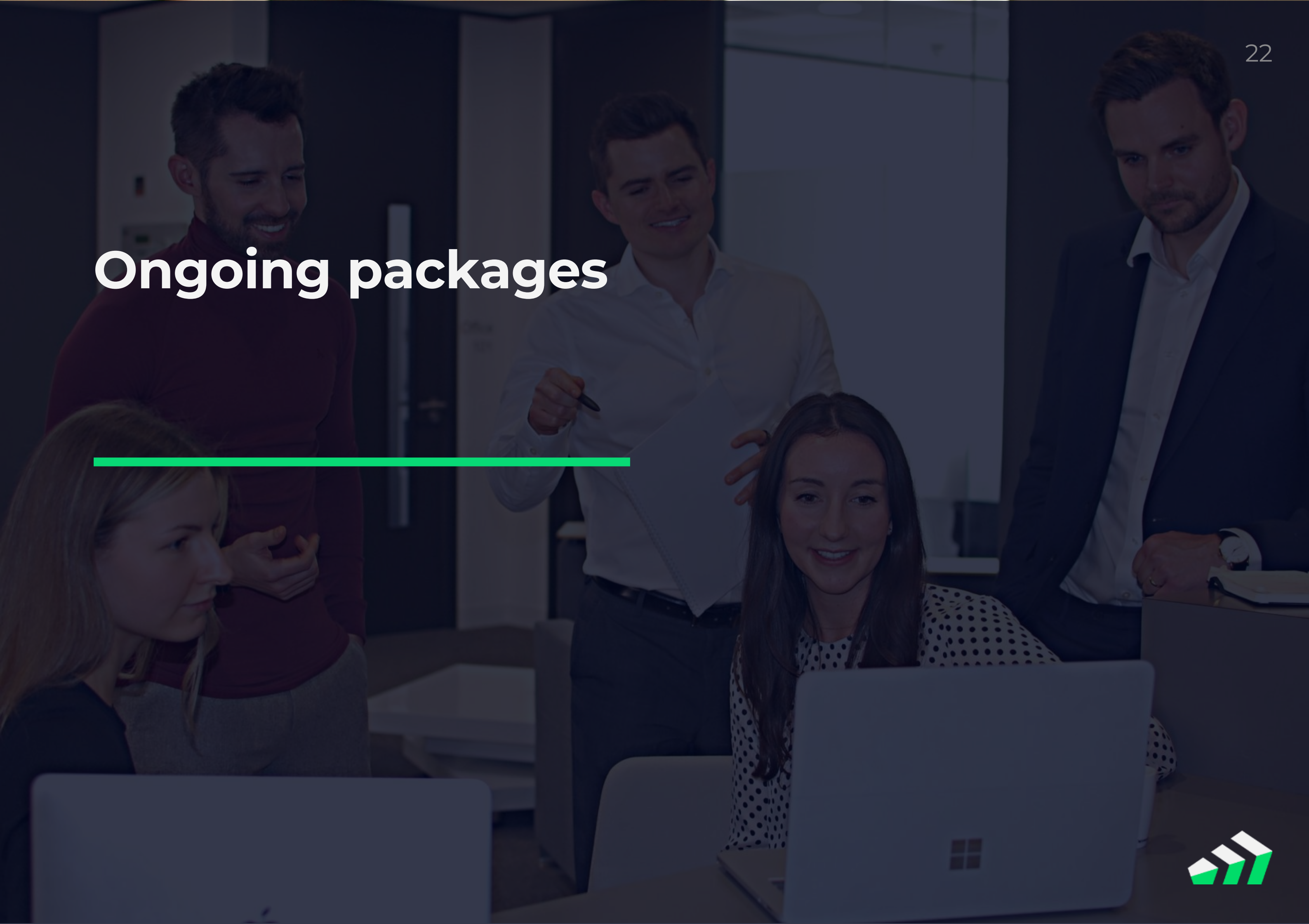
- Power Query, Power BI or Excel skills are helpful, but not required
- 95% of issues (e.g. column name changes, broken file paths) are fixed with basic data skills
- Most clients resolve small errors in-house quickly and easily

Optional post-project support:

For lean or junior finance teams, we offer:

- Support during the first 1–3 monthly updates
- Ongoing update and error-checking service (for clients without finance teams)
- Ongoing development retainer for clients looking to continually evolve their data cubes
- Upskilling your existing finance team through on site training days

Our goal is to leave you with a fully owned, future-proof solution - but we're here if you need us.



Ongoing packages

Ongoing enhancement packages

Following project completion, these packages provide flexible, ongoing access for system enhancements, change requests, and continued support.

Bronze
2 days per month

Light-touch support

- For smaller finance teams that mainly want peace of mind and occasional expert help
- Best for steady businesses needing light-touch FP&A support without full-time cost

Silver
4 days per month

System scaling and evolution

- For lean finance teams evolving dashboards and forecasts as they scale
- Typical for fast-growing businesses creating new entities or updating systems

Gold
6 days per month

Investment & deal support

- For finance teams navigating major change (e.g. transactions and new integrations)
- Ideal for buy-and-build groups or companies preparing for investment or sale

Included in all packages:

- **1-day turnarounds** – all requests are actioned in 24 hours
- **Priority scheduling** – times are blocked in the diary
- **Bug fixes** – always included free of charge

Terms of all packages:

- **Rollover** – up to 1 month, provided still on a package

Ongoing financial infrastructure support

Independent validation of financial data and reporting, always ensuring investor-grade accuracy and confidence. Typically deployed post-investment across portfolio companies to establish reporting integrity.

Data Load & Maintenance

Use when: internal team manages and reviews reporting, but requires reliable data pipelines and maintenance

Ensure reporting infrastructure remains operational, consistent, and aligned with source systems.

What is included:

- System maintenance & scheduled refreshes
- Data & mapping updates
- Error checks & data validation
- Day-to-day delivery led by a Senior Analyst

No independent validation or reconciliation checks included

Fractional FP&A Team

Use when: independent validation is required and ongoing confidence in reported numbers is essential

Operate and validate monthly reporting, ensuring all key financial metrics are accurate and consistent.

What is included:

- Director-led delivery with analyst support
- Data Load & Maintenance tier plus:
- Reconciliations & integrity checks
- Variance analysis & KPI movement
- Quarterly board pack preparation & clarification points
- 24-hour email response times (business days)

Core ongoing service

Interim CFO (typically 3-6 months)

Use when: immediate finance leadership is required post-transaction to stabilise reporting and investor alignment

Own budgets, forecasts, and the financial narrative at board level, including presenting recommendations to the board.

What is included:

- Direct engagement from a Director
- Fractional FP&A Team tier plus:
- Budgeting, forecasting & scenario planning
- Quarterly board attendance & ownership of financial agenda
- Board-level financial guidance & recommendations
- Typically transitions to ongoing FP&A support once reporting is stabilised

Transaction Support

Use when: additional financial leadership and execution support is required during a live transaction or integration

Hands-on financial execution and leadership during complex transactions and integrations.

What is included:

- Direct involvement from a Director throughout the transaction
- Fractional CFO tier plus:
- Buy-side / sell-side financial execution
- Transaction structuring & financial integration
- Board and investor-facing support during transactions
- Priority response within 12 hours during live transactions

Clients typically engage across multiple layers depending on complexity and stage

Our training courses

Our training course is designed to upskill your existing finance teams through on-site training days focusing on the modern functionality of Excel.

What we cover:

- Power Query, arrays and LAMBDA
- Clean data and robust modelling foundations
- Simple, structured modelling practices
- SaaS metrics: revenue, churn, retention, costs and billings
- Reconciliation and real-world checks

Clients who have trained with us:

i5 invest

Why it's important:

- Saves hours of manual work
- Helps teams avoid big errors
- Makes models easier to share and trust
- Helps software companies understand revenue + growth properly
- Gets models ready for investors and fundraising

"We needed a streamlined FP&A model… Together, we rebuilt our most complex business line model in a way that is both robust and easy to maintain. Their approach is modern, structured, and truly best-practice.

More importantly, the collaboration was hands-on: rather than delivering a black-box solution, they trained us along the way. Our team has come out of this with not just a better model, but with the skills and confidence to take on future challenges ourselves. The result is faster planning, more flexibility, and a model that supports - rather than limits - how we run the business."

- Tom Verbeek,
Head of Commercial Controlling
Odido

Two brothers with a passion for finance, technology and data

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