FINOMATIC CONSULTING

Financial infrastructure partner for PE-backed software and MSP businesses.

Contents

Two brothers with a passion for finance, technology and data

Our story

We optimise the financial reporting and forecasting of private equity-backed software and managed service provider (MSP) companies. This allows our clients to **make more informed data-driven decisions using robust real-time KPIs, using their existing systems.**

We spent years preparing companies for institutional investment. Founders repeatedly commented that the most insightful information they had about their business was at the point of sale.

So, we thought.. "why don't we work with software and MSP companies and provide these valuable insights earlier in their growth journey?". This led us to found Finomatic Consulting.

Your project team

Cameron Hay

Cameron has spent eight years providing M&A and fundraising advice to technology companies. Before his corporate finance career, Cameron spent four years working with FTSE 100 companies at PwC.

Cameron is our main contact for client liaison and provides both the commercial and the accounting expertise for corporate finance transactions and any ongoing support.

Certifications: CA, Full Stack Modeller.

Nicholas Hay

Nick has seven years of experience specialising in investment management, data analysis and automation solutions at top 50 banks, globally. He has worked in four countries and speaks six languages.

Nick is our data and automation expert, in charge of developing our solutions to ensure they remain best in class and always on top of industry trends.

Certifications: CFA, MBA, Full Stack Modeller.

ICAS pwc Full Stack Modeller CFA COLUMBIA THREADNEEDLE INVESTMENTS lpa

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.

What they look like:	What they want to achieve:
Recurring revenue models (software or managed services)	Real-time visibility of KPIs
Lean finance teams under pressure to deliver board-quality insight	More time focusing on growth, less on manual reporting
Rapid growth and frequent change (international expansion, buy-and-build)	Data-driven decision-making
Eager adopters of automation, Power BI, and AI	Efficient capital deployment
Always aiming to be exit-ready with clean, investor-grade data	Confidence that their business is transaction-ready at any time

Who have we worked with?

Our clients*

Recent deals

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 support PE investors and their portfolio companies across the full investment lifecycle.

Pre-investment / Founder-led growth

SmartSurvey
BUYAPOWA
LLUMIN
NIMBUS

Investment evaluation

Expedition
sep Scottish Equity Partners
springtime TECHNOLOGIES
ohalo
SPACE INTELLIGENCE
INTEGRUM ESG
THREATSPIKE
REFORGED

Value Creation (year 1)

BOXPHISH
Twenty7tec
THREATSPIKE
LENDING METRICS

Scaling & Optimisation

FEATURE SPACE
imagesound
AutoRek
Tribepad
RAPID
{T-PRO}
ito

The challenges we solve

Helping investors and CFOs turn complex data into clarity, insight, and greater control in their finance function.

Your problems:	Your solutions:
Wasting hours reconciling data instead of focusing on growth	**Focus on value** – automate reporting to focus on growth, not data collation.
Using incomplete or outdated information for key strategic decisions	**Increase returns** – real-time data drives sharper, faster investment decisions.
Struggling to access critical data instantly when new opportunities arise	**Maximise valuation** – always be exit ready with investor-grade numbers
Lacking market and KPI insight to benchmark and identify investment trends	**Gain market insight** – ongoing portfolio work gives us visibility on market trends

How we solve them

We transform finance functions in four progressive stages – from spreadsheet control to automated, investor-grade insight. Our Microsoft-native framework provides enterprise-level capability without the cost or complexity of ERP systems. Each stage delivers measurable efficiency gains, deeper strategic insights and stronger investor confidence.

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

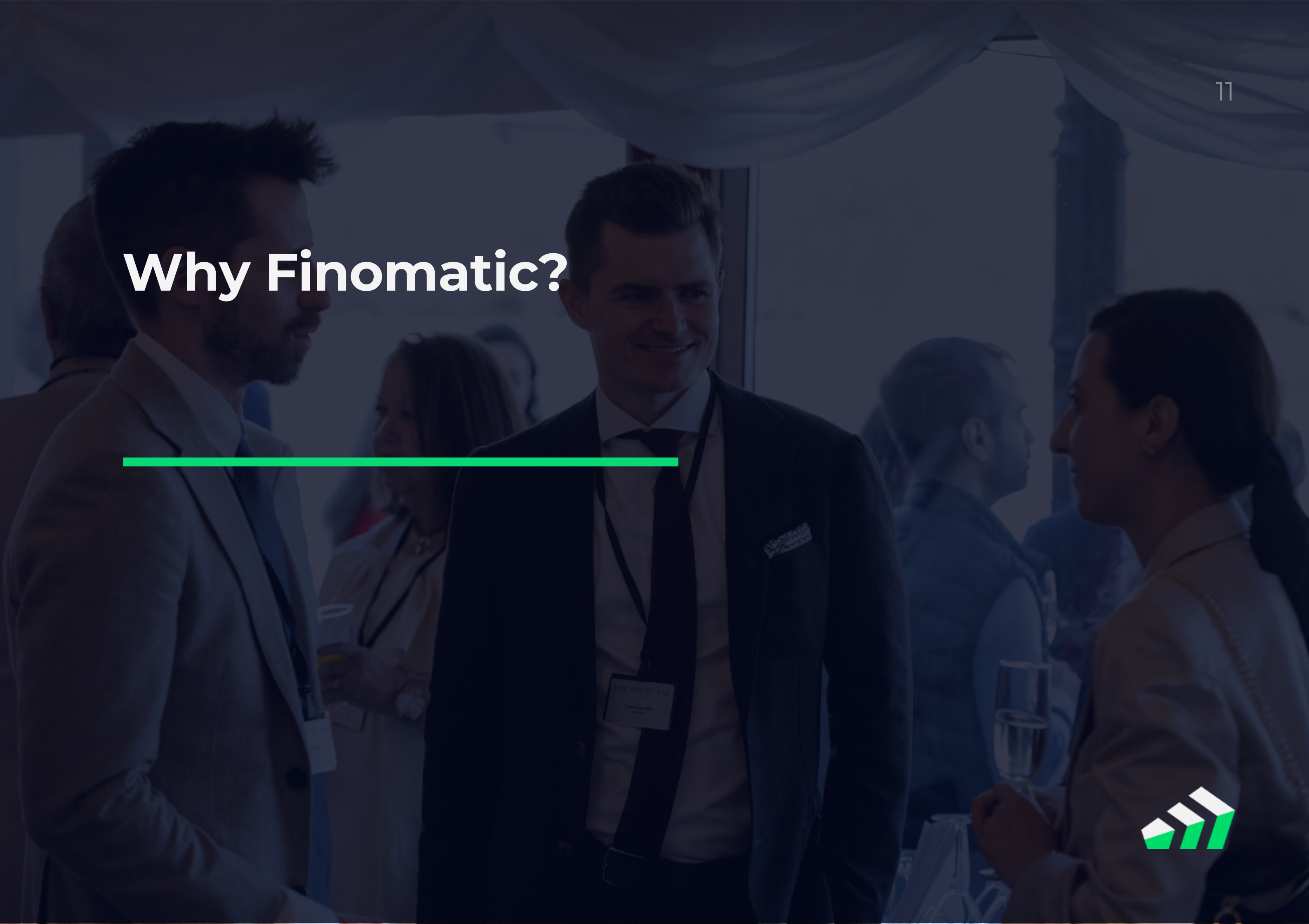
Refine and automate finance workflows such as invoicing and forecasting to scale efficiently and embed continuous improvement across the finance function

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.

Why Finomatic?



Why choose Finomatic?

Corporate finance expertise – We identify key drivers of business performance and understand their impact on future growth.

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

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

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

Financial process expertise – More than just data specialists, we enhance accounting workflows, streamlining financial processes alongside your data project.

Investor perspective – Software investors engage us to better understand target companies. Therefore, we understand how they assess opportunities.

Investor testimonials

BGF

"Finomatic has provided Tribepad with timely access to robust KPIs and a flexible forecasting tool. The additional insights into customer metrics and financial performance are helping to inform Board discussions and strategic planning as well as tighten up the company's month end reporting process. Given the positive experience on Tribepad, I am actively looking for opportunities to introduce Finomatic to other portfolio companies"

Rob Johnson, Investor

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 of Data & Analytics

Expedition

"Finomatic quickly built a detailed data cube and financial plan in just two weeks, giving us the clarity to move forward with the ThreatSpike investment at speed. Post-investment, they further developed this into a more comprehensive reporting suite, which has allowed the company to operate with board-ready reporting from day one. Their support gave us confidence through the investment and continuity afterwards."

Will Sheldon, Partner

HIGHLAND EUROPE

"Finomatic streamlined the process of reporting and benchmarking the data from our portfolio companies. Their bespoke solution unlocked valuable insights that off-the-shelf portfolio monitoring platforms are not able to provide. We look forward to working with them further, both as a fund and across our portfolio."

Ronan Shally, Partner & CFO

YFM Equity Partners

"Finomatic Consulting helped transition cash accounting records into robust SaaS KPIs, which streamlined the investment process. In addition to facilitating the fundraise, their solution is now in place to help run the business on an ongoing basis. This means that we have a solid reporting framework in place from day 1 of our investment. Therefore, our future board meetings will be focussed on the growth strategy rather than verifying the data."

Roshan Puri, Partner

Other investors we have worked with

PSG Providence Strategic Growth · SEP Scottish Equity Partners · equinor · ip group visionary ventures · LDC

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]

[Mo Naser
CEO and Founder
SmartSurvey]

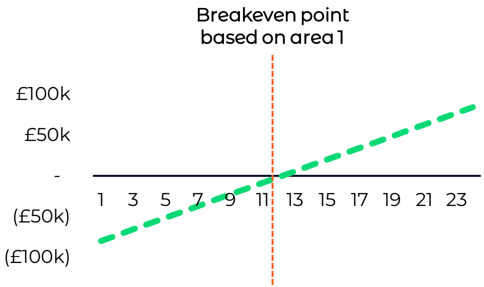
"We have made quite a lot of cost savings as a result of this. I suspect that probably breaks back to about 10X what we paid...in this first year"

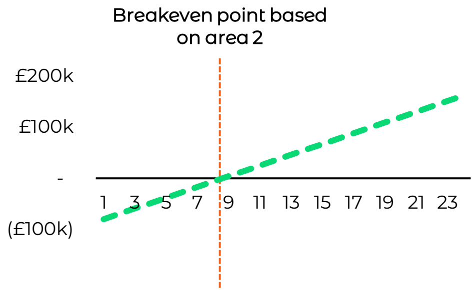
"With the amount of data we had, I was surprised you guys managed to do what you did."

What is the Return on Investment?

Our projects deliver ROI by creating a leaner, more efficient finance function. This value is clear in two key areas:

1. **Saving time for CFOs and finance teams** - Automating manual processes for our clients has saved them an average of 40 hours/month, equivalent to 32% of a CFO's working time.*
2. **Delaying your next finance hire by 12-24 months** - Reducing the need for an additional FP&A hire, saving ~£120k/year (fully loaded).*





*Based on the following assumptions:
- £80k project cost
- CFO salary of £180k with 50% fully loading for taxes, benefits + other staff overhead and assuming 80% utilisation
- Salary of next assumed finance hire is £84k with 50% fully loading for taxes, benefits + other staff overheads and 80% utilisation
- Time savings of 40 hours per month (COO of Tribepad's feedback)

How can we help?

How long does it take?

A typical project lasts 8 weeks. At the end, you will receive:

- Bespoke FP&A solution with lifetime bug fixes
- Detailed written and video tutorials explaining how to use and maintain the tool
- Walkthrough of your first month’s update to ensure a smooth transition

Tasks	W/C 15-Sep	W/C 22-Sep	W/C 29-Sep	W/C 06-Oct	W/C 13-Oct	W/C 20-Oct	W/C 27-Oct	W/C 03-Nov
	Preparation				Reconciliation	Iteration		Implementation
Finomatic								
Initial review of data and current processes								
Data integrity review + cleaning								
Building first draft of the solution								
Identifying relevant KPIs for SaaS enterprises								
Submitting first draft to SaaS enterprises								
Refining model and data following 1st round comments								
Submitting second draft to SaaS enterprises								
Processing feedback and refining								
Board pack structuring and preparation								
Discussing questions on update process								
SaaS enterprises (11.75 days)								
Provide access to source systems (FC)	0.25 days							
Kick-off meeting (FC & FD)	0.25 days x 2							
Ad-hoc data questions (FC)		0.5 days	0.5 days	0.5 days				
Review first draft of project (FC & FD)					0.5 days x 2			
In person session at SaaS enterprises's office (FC, FD & CEO)						2 days x 3		
Review second draft of project (FC, FD & Board)							0.5 days x 3	
Perform monthly update of model under Finomatic supervision (FC & FD)								0.5 days x 2

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

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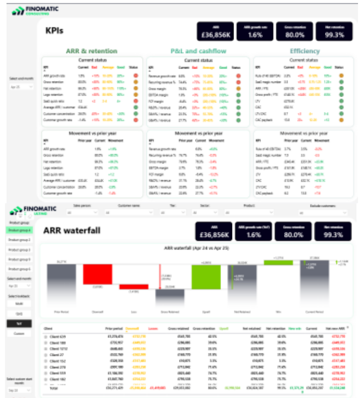
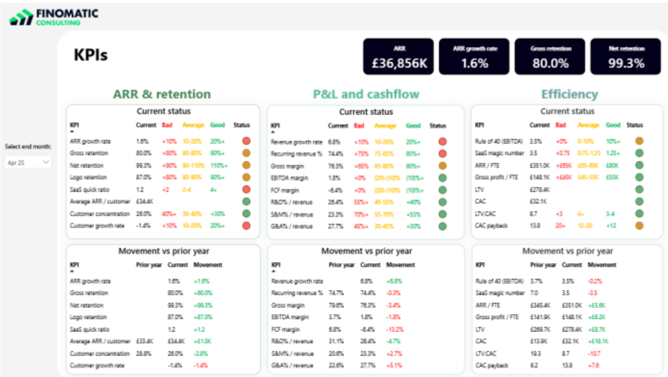
Power Query
Microsoft Fabric
Power BI
PowerPivot
Power Automate
python
Microsoft SQL Server

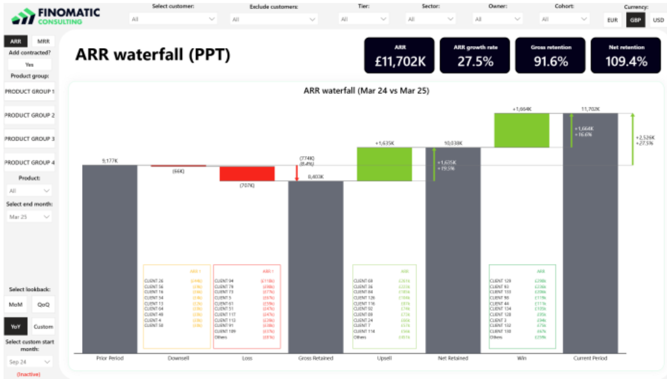
Outputs



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 maintenance packages

These packages provide dependable, ongoing maintenance for teams without in-house finance support, ensuring reporting accuracy and system reliability.

Bronze
Update + refresh

Provides ongoing system maintenance through monthly updates, mapping adjustments, and error checks, ensuring reporting outputs remain accurate and consistent.

What is included:
- System maintenance
- Data & mapping updates
- Error checks

Silver
Reporting integrity & review

Combines system maintenance with proactive financial oversight, including reconciliation checks and analysis of variances, to validate reporting integrity and highlight anomalies.

What is included:
- Everything from Bronze
- Reconciliations
- Variance analysis
- Anomaly detection

Gold
CFO-Level Oversight

Extends support to board and investor level, incorporating preparation of financial materials, participation in key discussions, and transaction-related analysis to deliver interim finance leadership when required.

What is included:
- Everything from Silver
- Board & investor support
- Financial materials
- Transaction oversight

**All fees stated are monthly for a minimum initial term of 3 months*

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

Why it's important:

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

Clients who have trained with us:

i5 invest

"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

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