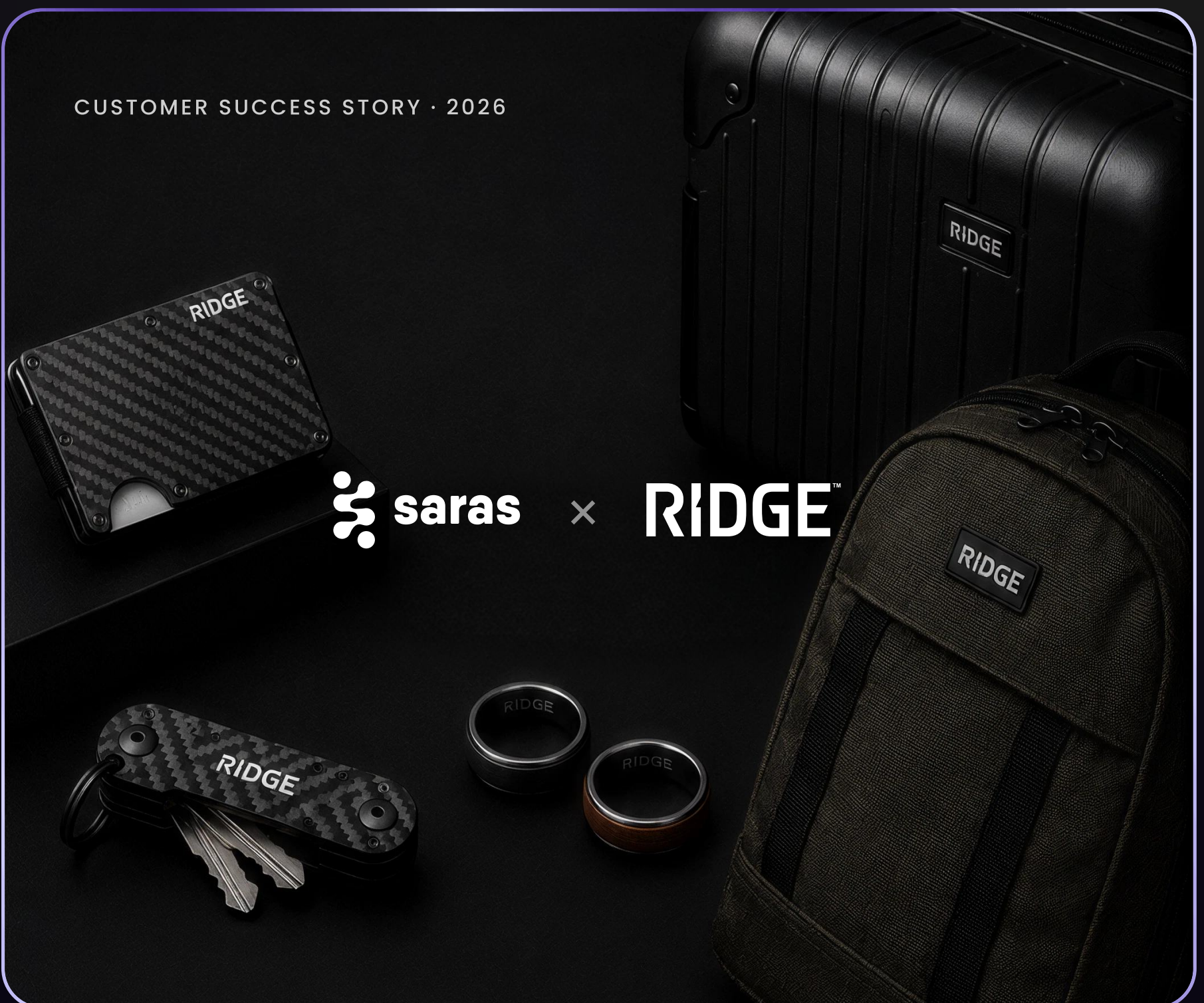


Ridge, a 10-fig brand's secret to get Cross-Market Product Insights in 30 seconds.

5-10% Operator Time Reclaimed Everyday,
Weekly Reporting Automated.

CUSTOMER SUCCESS STORY · 2026



EXECUTIVE SUMMARY

A nine-figure DTC brand turned data access into a 30-second competitive advantage.

Ridge is a fast-growing multi-channel DTC brand operating across multiple markets and product lines. As the business scaled, its operations leadership made a deliberate decision: the team should spend its time making decisions, not hunting for the data to support them.

They activated Saras IQ MCP, built on top of Saras Pulse, an AI-ready data foundation. Ridge effectively made a strategic hire: an AI colleague that knows the business inside out, is available to every team member at any moment in Claude and Slack, and delivers certified answers in plain language within seconds.

Cross-market product insights that once required 60 to 90 minutes of manual system navigation now arrive in **30 seconds**. Decisions are made on today's live numbers. And operators across the team have reclaimed **5–10% of their working day**, every single day, for higher-value strategic work.

”

Working with clean data inside Claude saves me and my team five to ten percent of our time.



Sean Frank
CEO, Ridge

5–10%

Operator time saved
every single working day

30_{sec}

Cross-market product insights
down from 60–90 minutes

\$50_k

Saved every month
in reclaimed capacity

Company snapshot

COMPANY Ridge	INDUSTRY Direct-to-Consumer (DTC) E-Commerce
BUSINESS MODEL Multi-channel, multi-market DTC brand	SOLUTION Saras IQ MCP + Saras Pulse
TECH STACK Northbeam, GA4, QuickBooks, Fulfill, Excel, Claude	PRIMARY USERS Operations Leadership, Finance, Cross-functional Teams

01

THE CHALLENGE

A multi-market operation creates a compounding data access problem.

Running a DTC operation across multiple markets means each market generates its own product performance signals. Products move individually, in bundles, and in market-specific configurations. Business data is spread across Northbeam, GA4, QuickBooks, Fulfill, Excel, and other operational tools.

01

60–90 minutes per cross-market question

Getting a complete, current picture required logging into each system separately, locating the right product view, manually resolving bundle variants, and assembling everything into a spreadsheet. A single business question consumed the better part of two hours of focused operator time.

02

Decisions made on 10-day-old numbers

Even when the data foundation was trusted, accessing it in usable form required analyst time that introduced structural delay. Decisions were made on prior-cycle numbers. Opportunities requiring same-day action were missed, or made on information that no longer reflected reality.

03

Senior operators consumed by mechanical data retrieval

5–10% of every senior operator's working day, 3 to 5 hours per person per week was spent navigating systems rather than analysing, deciding, and executing. Across a 10-person operations team, that represents 30–50 hours per week of pure data hunting by people hired to think.

"I'd have to log into every market. I'd have to go to the net products thing. I'd have to look for Basecamp. I'd have to make sure it unbundled all the ones that are bundled. That changed with IQ."



Sean Frank, CEO, Ridge

02

THE SOLUTION

A strategic hire: an AI colleague built on a trusted data foundation.

When Ridge activated Saras IQ MCP on top of their Pulse foundation, they did not just deploy a tool they hired an AI colleague that has already absorbed Ridge's business context, knows the product hierarchy, bundle structure, and market-specific naming conventions.

Unlike a standard dashboard or AI assistant, this AI colleague draws directly from Saras Pulse — the governed, unified data layer Ridge had already invested in building. It does not guess. It does not pull from stale reports. It reasons over Ridge's own live data, the way a highly capable, always-available analyst would.

The result: one plain-language question now does everything that 90 minutes of manual multi-system navigation did in 30 seconds, pulling from live data rather than the last report cycle.

”

Before Claude, the data warehouse existed but it was not actionable. Teams would say this is the source of truth but then could not act on it. Now the same data is immediately actionable because it is conversational.



Sean Frank
CEO, Ridge

Three layers that make an AI colleague possible



Claude — the AI colleague interface

Any team member asks in plain language and gets a certified, analysis-grade answer in seconds in Claude or Slack, no data expertise required.

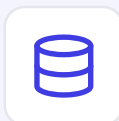
LAYER 03



Saras IQ MCP — intelligent query & context layer

Encodes Ridge's product taxonomy, bundle definitions, market naming conventions, and business rules so every query is interpreted exactly as the team intends.

LAYER 02



Saras Pulse — AI-ready unified data foundation

All markets, channels, and operational systems unified into a single governed layer, the live source of truth every query draws from, always current.

LAYER 01

03

4 AI CAPABILITIES NOW LIVE

Four outcomes now available to every team member at Ridge.

01

Cross-market product insights in 30 seconds

Before: navigating multiple systems per market, manually resolving bundle configurations, and reconciling variant names, 60 to 90 minutes per question. Now: one plain-language query returns a complete, bundle-aware answer across every market in under 30 seconds.

- ◆ Any product, any market, simultaneously
- ◆ Bundle resolution built in, no manual unbundling
- ◆ No data expertise required to ask

02

Decisions on today's numbers, not 10-day-old reports

Saras IQ updates continuously. Every query draws from live, current data. Operations leaders walk into morning planning sessions with real numbers from today, make decisions in the same meeting the question arose, and act on what is happening now.

- ◆ Live data — no stale report cycle
- ◆ Decisions made in the session they arise
- ◆ No analyst intermediary between team and reality

03

5–10% of every operator's day returned to strategic work

Each team member recovers a meaningful daily block previously consumed by multi-system navigation. Across a 10-person operations team: 30–50 hours per week of pure data hunting eliminated. That time now flows directly into evaluating decisions and executing on growth.

- ◆ Hours reclaimed per operator, every week
- ◆ Senior capacity redirected to strategic thinking
- ◆ Compounding return as more workflows move to AI

04

One certified answer — zero data debates

With all channels feeding into Saras Pulse and all queries routed through the same governed layer, every team member receives the same certified number when they ask the same question. The first 20–30 minutes previously spent reconciling conflicting numbers now goes straight to action.

- ◆ One governed source behind every answer
- ◆ Finance, ops, and marketing all aligned
- ◆ Meetings begin at strategy, not at spreadsheets

04

BEFORE · AFTER

From fragmented manual work to instant, certified answers.

BEFORE

Manual, fragmented, and days stale

- 60–90 minutes to answer a single cross-market question
- Log into each market system separately, every time
- Manually unbundle product variants and reconcile naming
- Decisions made on reports 10 days old
- 5–10% of every operator's day consumed by data hunting
- Conflicting numbers from different systems stall meetings

AFTER

Instant, certified, and live

- ✓ Cross-market product insights in 30 seconds
- ✓ One question in natural language, all markets, unified
- ✓ Bundle resolution and market naming handled automatically
- ✓ Every decision made on today's live data
- ✓ 5–10% of operator capacity redirected to strategic work
- ✓ One certified number, data debates end before they start

Time to cross-market product insight



05

AI WORKFLOWS IN PRODUCTION

3 workflows that replaced manual work across Ridge's operating cadence.

The AI colleague is not confined to a single use case. Ridge's team uses it across the full operating rhythm of the business. Each of these workflows previously required manual data gathering across multiple systems, often drawing from reports that were days old. Each now happens in a single conversational query pulling from live data.

01

Cross-market product performance

Any team member can ask how a specific product performed across all markets on any given day and receive a complete, bundle-aware answer in seconds on today's numbers, not last week's. No data architecture knowledge required.

02

Leadership & executive reporting

Business snapshots, cohort analysis, and performance updates for executive review are generated on demand from the AI colleague. No manual report-building cycle. No 10-day-old numbers entering the room.

03

In-meeting real-time analysis

When a data question arises during a planning or strategy session, the AI colleague provides the answer in real time before the conversation moves on eliminating the pattern of scheduling a follow-up to answer what should be an in-the-moment decision.

”

Once you get it inside of Claude, it's worth \$50,000 a month to us.



Sean Frank
CEO, Ridge

06

MEASURED RESULTS

Measured business outcomes across speed, capacity, cost, and alignment.

The results at Ridge are concrete and immediate. The AI colleague is an operational capability that changes how the entire team runs the business day to day.



90 min → 30 seconds

Cross-market product insights that required logging into each market system separately, resolving bundles, and assembling spreadsheets now arrive in a single query.



5–10% of operator time reclaimed daily

Senior operators recover hours every week previously spent on mechanical data retrieval time now directed to analysis, strategy, and execution.



\$50k saved every month

Capacity recovered across the operations team translates directly into measurable cost savings, every single month, compounding as more workflows move to AI.



One certified answer across every team

Finance, operations, and marketing draw from the same governed source. Data debates that consumed the first 20–30 minutes of meetings are eliminated before they start.

Live data

Every query draws from
Saras Pulse, always current

9_{-fig}

Revenue at scale
operations run leaner with AI

Multi-team

AI colleague deployed
across
ops, finance, leadership

07

3 LESSONS FOR OPERATIONS LEADERS

A repeatable framework for any DTC leader evaluating the AI move.

01

The AI foundation must come before the AI colleague.

Speed and accuracy of the AI colleague depend entirely on the quality of the data layer beneath it. Saras Pulse is what makes IQ MCP answers trustworthy and current. Invest in clean, unified data first, then activate the AI layer on top.

02

The same data is worth dramatically more with AI.

Ridge's data already existed in a warehouse the team trusted. What changed was that the AI colleague made it accessible in real time to every team member, on today's numbers, without an analyst intermediary. The data did not change. Its business value multiplied significantly.

03

This is available now, not in two years.

Three months of focused data foundation work is the realistic entry point. After that, AI activation follows quickly. Ridge's team is proof that the move is available to DTC operations leaders today.

”

A data warehouse or a single source of truth is a necessity to maximize the results from AI. If you have that foundation and then layer AI on top, suddenly you can look across everything.



Krishna
CEO, Saras Analytics



Sean Frank , CEO, Ridge

Three months of clean data. Then activate your AI colleague. That is the move.

READY WHEN YOU ARE

Your team deserves today's numbers.

Three months of clean data. Then activate your AI colleague. Build the foundation that lets every operator in your business make decisions at AI speed, Talk to one of our ecommerce data experts.

[Talk to a Data Consultant](#)



WEBSITE

sarasanalytics.com

TALK TO AN EXPERT

</talk-to-data-consultants>

PRODUCTS IN THIS STORY

Saras Pulse · Saras IQ MCP