

From a buying spreadsheet to *one* procurement pipeline

A bespoke sourcing, quoting, purchasing and goods-in system built for a UK garden-products retailer — replacing a workbook, a chain of copy-and-pasted supplier emails and hand-typed confirmations with one live record per plant that carries the whole journey from the customer's order to the yard gate.

SECTOR	Horticulture & garden products — UK retailer importing from European growers
BUILT	A private web application owning procurement end to end, plus supplier and customer portals
REPLACED	A shared workbook · copy-and-pasted enquiry emails · hand-typed quotes and confirmations · no inbound stock tracking
VOLUME	≈ 2,800 plant lines a year across ≈ 50 loads · 78 orders live at once, ≈ 150 at peak
REACH	Three growers asked by hand · the whole database of 100+ growers in one press
STATUS	Live in production, buying real stock today
ELAPSED	Days, not months — shipped feature by feature

01

Executive summary

The client buys high-value nursery stock — pleached trees, topiary, specimen shrubs and instant hedging — from European growers, and brings it into the UK by the lorry-load against orders customers have already placed.

All of that buying used to live in a workbook. Orders were read out of the shop and typed in; enquiries were assembled by copying plant lines into an email, one email per grower; prices came back as replies and were re-typed into the sheet to be compared; purchase orders were written by hand and confirmations pasted back in. Nothing linked a customer's order to the grower who supplied the plant, or to the lorry it came over on, and nothing at all tracked what actually arrived.

The pipeline replaces the workbook entirely. It holds one record per plant line — one plant, at one specification, on one customer's order — and moves it through a fixed set of stages that each answer one question. Orders arrive from the shop on their own. Enquiries go out to every grower in one press, and prices come back into a comparison grid rather than an inbox. Awarding a grower writes the purchase order, saves the price and puts the plant on the right lorry. When the lorry lands it is walked plant by plant on a phone, with a photograph of every verdict. Every move is dated and named.

The scale is the part most people underestimate. One recent load carried **39 customer orders and 56 separate plant lines**, loads arrive roughly weekly, and **78 orders sit live at any moment** — about 150 at peak. Costed against those volumes, the old method consumed **700–920 hours a year**, and about 26 hours a week through the season.

The larger cost never appeared on a timesheet. Because every extra grower asked meant another email assembled by hand, buying was rationed to **three growers a line, ten at the outside**. One press now reaches the **whole database of 100+ growers** for the same nothing — and the comparison is the entire point of asking more than one. Sections 06 and 07 show the arithmetic.

39 · 56

customer orders and plant
lines, on one recent load

78 live

orders in the pipeline at
once — ≈ 150 at peak

3 → 100+

growers reachable, in one
press

14–19 hrs

of office time back weekly
— ≈ 26 at peak

02 The problem

A workbook and an inbox, holding a six-figure buying operation together by copy-and-paste:

- **The workbook only knew what somebody remembered to type.** It could tell you where a plant was if the last person to touch it had written it down, and not otherwise.
- **Enquiries were assembled by hand.** Plant lines copied into an email, one email per grower, then sent out and forgotten about until somebody replied.
- **Prices came back as prose.** Replies were read and re-typed into the sheet before anything could be compared — and a comparison is the entire point of asking more than one grower.
- **Confirmations were pasted back in.** Purchase orders were written by hand, chased from memory, and marked confirmed by whoever happened to read the reply.
- **Nothing tracked inbound stock.** No record of what was on the water, what landed, what was damaged, or what was owed back — so claims were made when somebody remembered to make them.

The costs were structural: money left on the table for want of a real comparison, buying mistakes when a specification drifted between the sale and the enquiry, damaged stock that quietly became a write-off instead of a claim, and no history worth the name — so nobody could say what a plant usually costs, or which grower is actually good to deal with.

03

One pipeline, the whole journey

A custom web application, private to the business, that owns buying end to end. Every screen is a waiting room: a plant sits in one until the job that room is for has been done, and then it moves on.

The stages are fixed and the same for every plant — **New** (check what the shop sent) → **To source** (tag a country, build the list) → **Quoting** (growers price it) → **Award** (pick a grower) → **Ordering** (the purchase order goes out and is confirmed) → **Lorries** (it fills, it is cut off, it is booked) → **Goods in** (it lands and is walked) → **Archive** (the permanent record). Two documented ways go backwards, and both leave the history intact.

Quoting

3 lines out with growers, waiting for prices to come back.

In play (1)
Completed (1)
To decide (0)

Filter: enquiry, grower, pla
All routes
Newest first
Filter

IT-26-02
Italy lorry
Sent
sent 25 Aug
3 lines
3 of 13 replied
0 of 3 lines awarded

To:

Quote matrix
on lorry — 0% full
best matched-spec price highlighted
+ Add supplier column...
Add

LINE	GROWER A	GROWER B	GROWER C	SOLD	SAVINGS	MARKUP
Photinia x fraseri 'Red Robin' #62485 · ×4 Pleached · girth 12-14cm · stem 180cm 	129.00 Matched portal Award	138.00 Matched portal Award	120.00 Matched portal Award	£261.75	€18.00/unit · €72.00 total	2.2×
Prunus lusitanica 'Angustifolia' #62486 · ×10 Pleached · girth 10-12cm · stem 180cm 	144.00 Matched portal Award	153.00 Matched portal Award	135.00 Matched portal Award	£276.75	€18.00/unit · €180.00 total	2.0×
Photinia x fraseri 'Red Robin' #62486 · ×7 Pleached · girth 8-8cm · stem 180cm 	159.00 Matched portal Award	€ No stock portal	150.00 Matched portal Award	£201.75	€9.00/unit · €63.00 total	1.3×

Open full page ↗
Email & portal links
Move to award
Save quotes

The quote matrix: plants down the side, growers across the top, one cell per grower per plant — price, whether they are offering exactly what was asked for, and a photograph of the actual stock where one was demanded. Sold price, what the competition was worth and the resulting markup sit on the right. Grower identities are removed here.

Orders arrive on their own

The shop's orders are fetched on a timer and turned into one plant line per plant. The system reads the specification out of what the customer bought — root type, style, stem girth, clear stem, pot size, height — and shows it to be checked rather than re-typed. Plant names it cannot match cleanly are flagged, and whatever a buyer confirms is learned, so the same wording matches itself the next time. Mixed hedging packs are taken apart into their species automatically.

Lists collect, then go out in one press

A buyer tags each plant with the country they mean to ask, and it joins that country's list. The list keeps collecting, day after day, because a grower prices a full sheet far faster than they answer a trickle of one or two. Nothing reaches anybody until the list is sent — and that one press emails every grower on the route their own pricing page, builds the comparison matrix and moves the lines on.

Nursery pricing request IT-26-02

Please give us a price per plant, or mark a line not available. Adjust the specification first if you would be supplying something a little different, and use Notes for anything we should know.

You've priced 3 of 3 lines · last saved 25 Aug

	CLEAR STEM	POT SIZE	HEIGHT	QTY	PRICE PER PLANT	PHOTO OF THE STOCK	NOT AVAILABLE	NOTES
▼	180cm	▼	▼	x4	€ 120.00	We need a photo of the actual plants before we can take a price for this one. Choose file No file chosen	☐	e.g. only 12 available
▼	180cm	▼	▼	x10	€ 135.00		☐	e.g. only 12 available
▼	180cm	▼	▼	x7	€ 150.00		☐	e.g. only 12 available

Save prices — you can come back and edit until the enquiry closes

The grower's own pricing page. No password, no account, and nothing of ours on it but their own plants. They give a price per plant or mark a line unavailable, adjust the specification if they would be supplying something slightly different, and add a note.

Growers price on their own page, not in an email

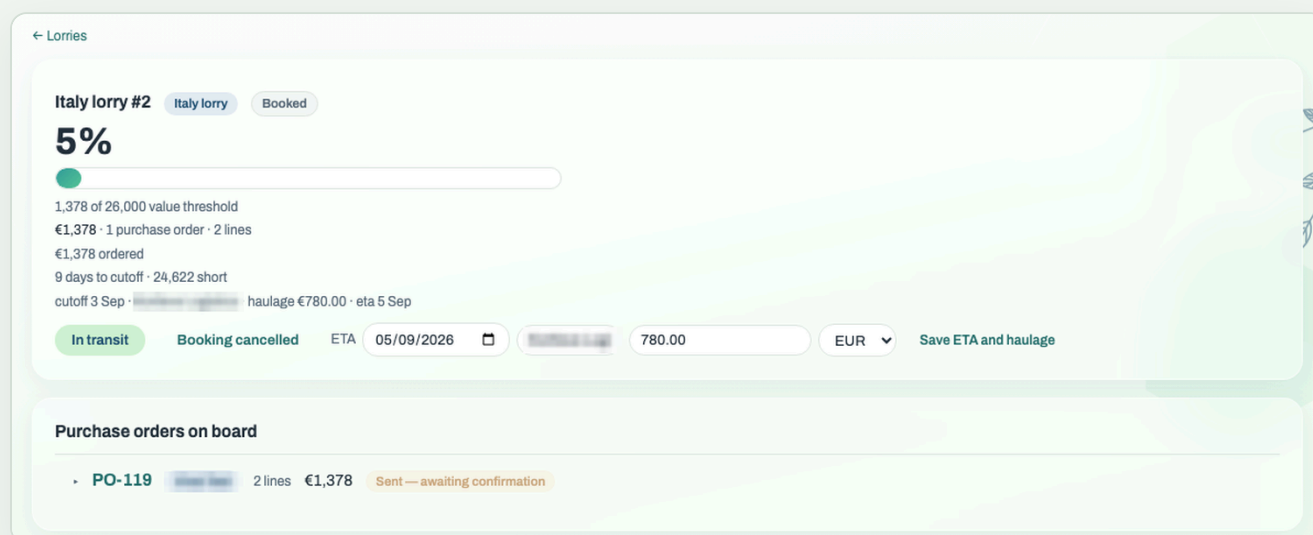
Each grower gets an unguessable link of their own. Their prices land straight in the matrix, labelled as having come from them rather than from the office, and the buyer's bell rings. A grower who telephones instead has their whole column typed in on one screen. Nothing is transcribed twice, and a blind save can never overwrite a grower's own answer.

BUY-IT-UNSEEN PROTECTION

A plant can be marked **photo required** when it is expensive or awkward. The enquiry then says so in as many words, the grower's page grows a photo box for that row alone — on a phone it opens the camera, so they can walk out into their own nursery and take it — and **their price for that plant will not save without one**. Every other price on the same sheet saves as normal.

Awarding does the paperwork

Pressing **Award** in a cell does more than record a winner. It files the plant onto a draft purchase order for that grower, saves the price and currency exactly as they stand today, and puts the order onto the right lorry. A run of awards stays fully correctable until the batch is deliberately released — and then each order is sent, chased and confirmed from one screen. A grower confirms by clicking a link in the order email, and confirmed plants move themselves.



A lorry, filling. The bar measures what is on board against the route's value threshold; the lines under it give the value split by how settled the money is, the days to cutoff, and the booking. A lorry climbs a fixed ladder: open, ready to book, booked, in transit, delivered.

The lorry fills as you award

Every purchase order rides a lorry, and a lorry fills as awards are made until it reaches the route's value threshold or its cutoff date passes. The board turns amber inside the warning window and stops taking orders the day after the cutoff, at which point the next award simply opens a fresh order on the current lorry. Haulage is recorded in the currency the haulier invoices in and is never mixed into the value of the stock on board — because we buy in euros and sell in pounds, and a made-up exchange rate would hide a real number.

Goods in — what arrived, and what was wrong with it

Everything with a date on it sits on one screen: what is due, what has landed, and every fault still being chased, oldest first, with what it is worth and whether the claim has actually been posted. Flagging a fault and replacing the plants are two separate decisions, made from the fault itself — because a claim for money and a re-order are not the same thing, and asking for both would mean being sent the plants twice.

Goods in

Due in

LORRY / ORDER	ROUTE	GROWER	ETA	LINES	VALUE	
Italy lorry #2	IT	—	5 Sep	2	€1,378	Received

Booked and in-transit lorries, and orders from growers who deliver themselves — every one that has a date, however far out.

Open issues

GROWER	ORDER	PLANT	QTY	VALUE	AGE	CLAIM
PO-118	#62449	Photinia x fraseri 'Red Robin' damaged in transit	1 of 3 plants	€88.00	0d	claim raised 0d ago · not sent yet

Oldest first. An issue leaves this list when it is closed on the delivery's own page — whatever it came to.

Received

1 open claim · oldest 0d · €88 claimed

Any grower
Clean and faulted
Filter

Italy lorry #1	IT	received 25 Aug	3 lines	€1,601	1 issue · €88
----------------	----	-----------------	---------	--------	---------------

Goods in: due, open issues and received. An issue leaves the list only when it is closed on the delivery's own page — whatever it came to.

THE BIT THAT WAS NEVER POSSIBLE BEFORE

Damaged stock used to become a write-off because nobody had the evidence, or the time, to turn it into a claim. Now **every fault is raised against the grower the moment it is found, priced at what was paid, with the photograph taken at the yard gate attached** — and the claim letter writes itself from the open issues on that order.

The yard walk

When a lorry backs onto the yard, somebody walks it with a phone. This screen is not the ordinary application made smaller: it is built for a phone held sideways in two hands, outdoors, in gloves, with a lorry waiting. The whole right-hand edge is *pass*, the whole left-hand edge is *fail* — opposite sides on purpose, so a fumbled reach cannot turn one into the other — and the middle is for reading and cannot be pressed.

THE YARD WALK, CONTINUED

Leave

1 of 3

Undo last

Fail QC

Photinia x fraseri 'Red Robin'

Style **Pleached**

Stem Girth **14-16cm**

Clear Stem **200cm**

3 plants ·  PO-118 · #62449

Pass QC

One plant at a time. Two taps to pass, three to fail. A photograph is not optional on either verdict — a verdict nobody can check afterwards is not a check, and the picture is what the grower is shown.

A fail does the whole job in one press: it records the verdict and the photograph, raises the delivery issue against the grower, and moves the customer's deal to quality review in the sales system so the customer is told the right thing. Each plant saves on its own press, so a lost signal in the yard costs one plant, never the whole walk.

Decisions from data

Analytics

From 25/08/2025 To 25/08/2026 This season · Last 3 months · All time Filter 25 Aug 2025 → 25 Aug 2026

CONFIRMED SPEND
€1,601
3 confirmed lines

SOLD VALUE
£5,241
what the customer paid for the same lines

BLENDED MARGIN
3.27x
sold + buy across the period

NEGOTIATION SAVINGS
€272
vs dearest quote · 3 lines with competition

Still in the pipeline
New 26 To source 0 Quoting 3 Ready to award 0 Ordered 2

Spend by grower

GROWER	SHARE	SPEND	SHARE %	LINES	BLENDED MARKUP
		€1,601	100.0%	3	3.3x

Confirmed spend, sold value, blended margin and negotiation savings across any window — read off confirmed plants and the imported workbook history, never estimated.

04 Full capability list

AREA	WHAT IT DOES
Order intake	Automatic sync from the online shop on a timer; one plant line per plant; specification read out of the sale; unrecognised plant names flagged and learned once confirmed; mixed packs split into their species; manual and nursery-raised orders
Sourcing	Country and route tagging, one line or a whole page at a time; hand-picked grower sets; collecting lists that survive filtering, paging and going home; per-route lorry fill shown before you tag
Enquiries	One press emails every grower on the route their own pricing link, writes the comparison matrix and moves the lines; retries for failed sends; downloadable messages for growers with no address
Grower portals	Password-free tokenised pages showing only that grower's own plants; price, substitute, unavailable, notes; camera photo capture where the stock must be seen; read-only once the enquiry closes; revoked with the grower
Quoting	Matrix of plants against growers with best matched-spec price highlighted; sold price, competition value and markup per line; add a grower to a live enquiry; type a whole column for a grower who telephoned
Purchasing	Awarding files the plant onto a draft purchase order, saves price and currency, and attaches the lorry; batch release; send, chase, confirm and amend, each with the letter it needs; split an order across two lorries
Lorry consolidation	Fill against a per-route value threshold; cutoff dates with a warning window; a fixed status ladder; haulier, ETA and haulage cost recorded in the haulier's own currency; routes whose growers deliver themselves handled separately
Goods in	Due, open issues and received; faults raised by hand or by the yard walk; claim letters drawn from the open issues on an order; re-order or source elsewhere as a separate decision; quantity corrections written onto the plant's history
Yard walk	Landscape phone screen for outdoor use; pass or fail per plant with a mandatory photograph; automatic issue creation; write-back to the sales system's quality-review stage; undo; resumable mid-walk
Archive & analytics	Every confirmed plant, live and imported workbook history alike, searchable and exportable; confirmed spend, sold value, blended margin and negotiation savings; spend by grower, route, plant and month; grower behaviour — reply rate, win rate, outstanding orders and fault rate
Platform	Role-based accounts (admin, procurement, viewer); built-in learning mode; notifications; an in-app improvements board; self-updating customer order status links; photographs served only to people with business with them, with camera metadata stripped; cloud-hosted with daily backups

05

Before and after

	BEFORE	AFTER
Getting orders into the plan	Read the shop, type each plant into the workbook	Automatic , with the specification read out of the sale and checked, not re-typed
Asking growers for prices	Copy plant lines into an email, one email per grower	One press sends every grower on the route their own pricing page
Collecting prices	Read replies, re-type them into the sheet	They land in the matrix , labelled as the grower's own answer
Comparing growers	Eyeball a row of typed numbers	Side by side , best matched-spec price highlighted, with sold price and markup
Raising a purchase order	Write it by hand, paste the confirmation back in	Awarding writes it ; the grower confirms on their own link and the plant moves itself
Knowing what is on the water	Ask around	A live lorry board : fill, value split, cutoff, booking and ETA
Checking what arrived	Nothing formal	A phone walk at the yard gate , plant by plant, photograph on every verdict
Damaged stock	Usually absorbed	A claim, priced and evidenced , raised the moment the fault is found
"What did we pay for that?"	Search the workbook and the inbox	The archive — every confirmed plant, three years of history in one search
Telling a customer where their order is	Look it up and write a reply	A self-updating status link — no price, no grower, no way into the system

06 The volume this runs at

This is the part that decides whether any of the preceding pages matter, and it is the part most people underestimate. A load is not a handful of trees.

Customer orders on one recent load	39
Separate plant lines on that same load	56
Loads a year — roughly weekly, steady year-round	≈ 50
Orders live in the pipeline right now	78
Orders live in the busy season	≈ 150
Plant lines bought a year — 56 × 50 loads	≈ 2,800
Customer orders a year — 39 × 50 loads	≈ 1,950

WHY A SPREADSHEET STOPS WORKING

Seventy-eight orders live at once — about a hundred and fifty at peak.

A workbook can hold that many rows. What it cannot do is tell you **where each of those orders has got to**, unless the last person to touch it remembered to write it down. That is not a discipline problem at seventy-eight; it is an arithmetic one.

Four jobs in the old method had to be done **per plant line** rather than per order: copying the line into an enquiry, re-typing the price that came back, raising and confirming the purchase order, and checking what arrived. At roughly 2,800 lines a year, that is where the hours actually went.

THE VOLUME THIS RUNS AT, CONTINUED

And then the season arrives

Every figure on the previous page is an annual average, which is the kindest possible way to describe this job. Live orders roughly **double** in the busy season — 78 becomes about 150 — on the same office staff. Scaling the week by that ratio:

IN ONE WEEK	QUIET	PEAK
Orders live in the pipeline	78	≈ 150
Plant lines moving through	≈ 56	≈ 108
Customer orders landing	≈ 39	≈ 75
Office hours the old method consumed	≈ 14 hrs	≈ 26 hrs
As a share of one full-time person	≈ 36%	≈ 70%

Across roughly twelve peak weeks that is **about 313 hours — £4,700 to £6,300 of office time compressed into the window the business can least spare it**. Peak is when stock is scarce, customers are waiting and an hour on the phone is worth more than an hour anywhere else; it is also the point at which the manual method was consuming two-thirds of a person doing nothing but copying and re-typing.

07 What it saved

Costed against the volumes on the previous page rather than estimated. The arithmetic is shown so it can be checked and corrected.

OLD-METHOD TASK	VOLUME A YEAR	RATE	HOURS A YEAR
Reading the shop and typing each line into the workbook	2,800 lines	2 min	≈ 93
Copying each line into an enquiry email, once per grower asked	8,400 line-copies	1½ min	≈ 210
Reading replies and re-typing prices so they could be compared	≈ 5,900 prices	1½ min	≈ 147
Raising and confirming purchase orders	2,800 lines	2 min	≈ 93
Chasing purchase orders	≈ 400 orders	10 min	≈ 67
Tracking what was on the water	50 loads	1¼ hrs	≈ 62
Answering "where is my order?"	≈ 650 calls	12 min	≈ 129

Total, asking two growers per line

≈ 680 hours

Total, asking three growers per line

≈ 800 hours

Total, asking four growers per line

≈ 920 hours

IN MONEY

700 to 920 hours a year — 14 to 19 hours of skilled office time, every week.

At a loaded admin cost of £15–£20 per hour, that is roughly **£10,500–£18,500 a year in clerical time alone** — before a single buying decision is improved.

The load volumes, the load frequency and the live-order counts are the business's own figures, read off its own system. The minute rates, the two-to-four growers asked per line, the 70% grower reply rate, the eight purchase orders a load and the third of customers who ring for an update are assumptions — replace them with the business's own and the hours move with them.

VALUE DELIVERED, CONTINUED

What the hours do not capture

- **Negotiation made visible.** Where two or more growers priced the same plant, the difference between the dearest offer and the one taken is counted and reported. That number did not exist before, and it is the direct return on asking more growers — across roughly 2,800 lines a year.
- **Fewer buying errors.** The specification the grower is asked for is the specification the customer bought, carried automatically — and a doubtful line stays flagged all the way to the person choosing a grower.
- **Claims that actually get made.** Roughly 2,800 plant lines a year used to arrive with no formal check at all. Every one is now walked and photographed, so damaged stock turns from a quiet write-off into a priced claim with a letter attached. At even a low fault rate on high-value nursery stock, this is the largest single line on the page — and it is not in the total above, because the old method spent no time on it to save.
- **Nobody waits on one person.** Seventy-eight live orders each sitting in a named stage, owned by a role, is a thing a second person can pick up. Seventy-eight orders spread across a workbook and an inbox is not.
- **History worth having.** Three years of buying, the old workbook imported alongside the live work, searchable by plant, grower, month or lorry — plus a record of how each grower actually behaves.

THE ONE THAT IS NOT ON ANY TABLE

Roughly 2,800 plant lines a year used to arrive unchecked.

There is no time saving to claim here, because the old method spent no time on it — that was the problem. Every one of those lines is now walked and photographed at the yard gate, and a fault becomes a priced claim against the grower with a letter attached rather than a write-off nobody had the evidence to argue. On high-value nursery stock, at any fault rate the business cares to apply, this is very likely the largest number in this document.

THE SAVING NOBODY COULD SEE

Why they only ever asked three growers

Because every extra grower asked cost about a hundred and twenty hours a year, and they knew it.

This is the part of the old method that never showed up as a line on anyone's timesheet, and it is the expensive part. Every additional grower you want a price from is another email to assemble by hand from the same 56 lines, and another set of replies to read and re-type. So the buying team asked **two to four growers a line, ten at the absolute outside** — not because that was the right number, but because it was the number the working day could carry.

GROWERS ASKED PER LINE	OFFICE HOURS A YEAR, OLD METHOD	WHAT THAT IS
2	≈ 680	14 hrs a week
3 — the working normal	≈ 800	17 hrs a week
4	≈ 920	19 hrs a week
10 — the absolute outside	≈ 1,640	34 hrs a week — a full-time person
100+ — the whole database	≈ 12,300	7½ full-time people. Not a decision, an impossibility.

WHAT ONE PRESS CHANGED

Three growers, or a hundred and more, for the same nothing.

The software writes every grower's pricing page and collects every answer into the same matrix, so reaching the **entire supplier database** costs exactly what reaching three used to. That is roughly **280,000 line-quotes a year of reach**, against about 8,400 before — and the office spends no longer on it either way.

This is where it stops being an admin story. A grower who was never asked cannot undercut the one who was, so every line quoted against three suppliers instead of a hundred carried an invisible margin cost that nobody could see, price or argue with. It is also why the system counts the difference between the dearest offer and the one taken and reports it: **the negotiation saving is the direct return on being able to ask everybody**, and until the enquiry became free it was not a number anyone could have produced.

And it compounds at exactly the wrong moment. In the busy season, when stock is short and a grower may simply not have what you need, the difference between asking four and asking a hundred is not a better price — it is whether the order can be filled at all.

08 What software like this normally costs

This is a substantial multi-integration platform: e-commerce sync, a CRM integration with write-back, password-free supplier portals with photo capture, a multi-currency quoting and awarding engine, purchase-order and claim correspondence, container consolidation, a mobile quality-control screen and an analytics warehouse over imported history. Market rates for a build of this scope (UK, 2026):

APPROACH	TYPICAL COST	TIMELINE	NOTES
UK software agency	£80,000 – £200,000+	4–9 months	Discovery workshops, sprint teams, project management overhead
Established freelance developer	£30,000 – £70,000	3–6 months	Single developer at £350–£600/day across 60–140+ days
Off-the-shelf procurement SaaS	£3,000 – £15,000 / year	Ongoing	Per-seat pricing built for parts and stock codes, not living plants. No grower quote portals, no lorry consolidation, no yard walk, no plant-name learning — and the workbook survives alongside it.
This build	From £12,000	Days, not months	Delivered feature-by-feature against the buyer's real working day, live in production and buying real stock

Ranges are indicative UK market figures for comparable scope and should be validated against current quotes. The point stands at any position in those ranges: the traditional routes cost tens of thousands of pounds and half a year of elapsed time — and the off-the-shelf route never actually fits a business that buys living stock by the lorry-load.

09 How it was delivered

- **Built against real pains, not a spec document.** The stages are the ones the office already worked in; the route colours are theirs; the quality-control remedies are fetched live from their own sales board, so adding one there adds it here.
- **Written to be learned in a morning.** The application explains itself — screen introductions and help markers that each person turns on or off for themselves — and it ships with an operator's manual written in the same plain words the buttons use.
- **Honest about money.** Nothing is converted between currencies anywhere: a total spanning euros and pounds prints as both, because a made-up exchange rate hides a real number.
- **Iterated in conversation.** The system carries its own improvements board; anybody signed in can ask for a change, and improvements ship against real use.
- **Deliberately boring technology.** A web application with REST sync to the shop, a CRM integration with write-back, tokenised supplier portals, camera capture with location and handset metadata stripped from every photograph, role-based accounts, and cloud hosting with daily backups.

10 Could your operation use this?

If your buying runs on a spreadsheet and an inbox — enquiries copied out by hand, prices re-typed to be compared, orders written twice and nothing at all tracking what arrives — that chain can be collapsed into one system shaped exactly around how your team already works.

In days rather than months, and from £12,000 rather than an agency's £80,000.

WHERE IT USUALLY STARTS

An operations audit. A walk through your working week, a map of every re-typing step between your tools, and a costed list of what could be collapsed — with the numbers attached, so you can decide whether any of it is worth building.

Days

to a working first version, not months of discovery

Yours

built around your working day, not a generic template

Live

in production and carrying real work from week one