



Alternative Bridging Corporation

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HG Technology spent a great deal of time getting to know our business needs before attempting to find a solution for us. The result is a set of reports that not only look great, but more importantly provide really relevant insights into how we're performing.

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Jonathan Rubins, Chief Executive
Alternative Bridging Corporation

Alternative Bridging Corporation (ABC) are a bridging loans company based in Borehamwood, North London. For 25 years, they've been providing Development Finance and short-term Commercial & Residential Property Loans for a range of different property types.

ABC turned to HG Technology to improve their business reporting, which was using static Excel reporting to look at historical performance of the company. The reports were not interactive and provided a very limited snapshot of the information required to review the monthly performance of the business.

After taking time to understand the information that ABC would find most useful, we designed and implemented Power BI reports for the company looking at sales & partner performance, amongst other things. The reports produced are current and interactive, and allow ABC to use Key Performance Indicators to ensure that company targets are met. They focus on Income Generation as opposed to Cost Control, and give the business development team a detailed yet intuitive way to identify business growth opportunities.