

## 1. The Challenge

Alternative Bridging Corporation (ABC), a bridging loans company in North London, relied on static Excel reports to review historical business performance. These reports were not interactive and provided limited insights, making it difficult for ABC to analyse monthly performance or identify growth opportunities effectively.

## 2. The Approach

HG Technology took the time to thoroughly understand ABC's needs and developed an interactive reporting solution using Power BI. The new reports focused on key performance indicators (KPIs) related to sales and partner performance, prioritising income generation over cost control. The reports were designed to provide real-time insights and an intuitive way for the business development team to spot growth opportunities.

## 4. The Feedback

Jonathan Rubins, Chief Executive of ABC, shared his appreciation:  
"HG Technology spent time understanding our needs and delivered reports that not only look great but provide truly relevant insights into how we're performing."

## 3. The Outcome

The Power BI solution transformed ABC's reporting capabilities. The company now benefits from current, interactive reports that provide detailed, actionable insights. The enhanced focus on KPIs ensures that company targets are met while empowering the team to identify and capitalise on business growth opportunities.