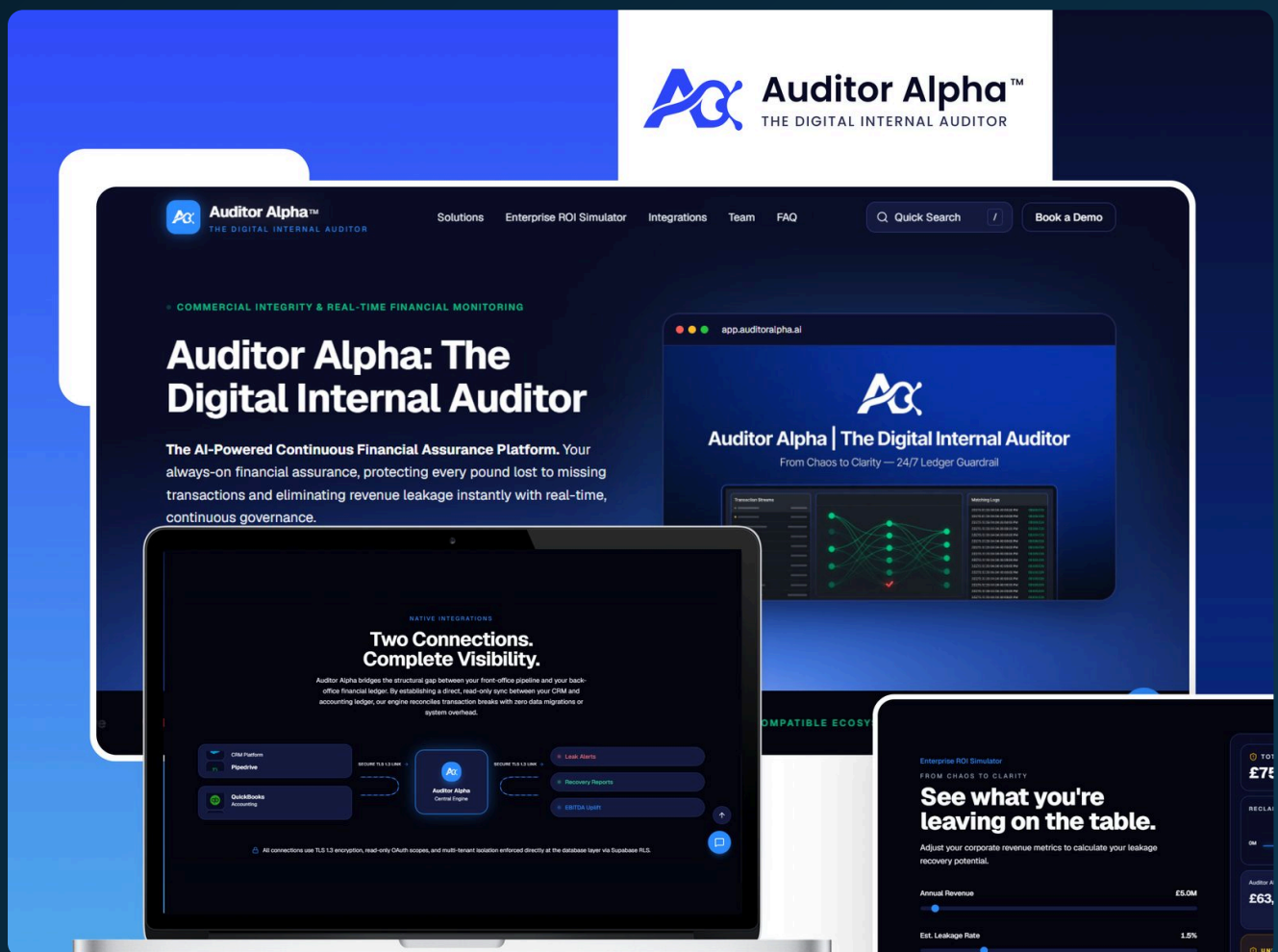


CASE STUDY · FINANCE AND REVENUE ASSURANCE

A revenue-assurance platform presented with the precision finance leaders expect

Revenue-assurance software that reconciles the CRM with the accounting ledger to catch work delivered but never invoiced.



CLIENT

Auditor Alpha

INDUSTRY

Finance and revenue assurance

LOCATION

United Kingdom

ENGAGEMENT

Marketing website, product visuals and ROI simulator

BUILT WITH

Next.js

Overview

Auditor Alpha is a digital internal auditor. It connects a company's CRM and its accounting ledger - HubSpot and Xero - and reconciles them continuously, flagging revenue that leaked between a closed deal and an invoice. Ecomsy designed and built the website and its interactive tools.

Business challenges

- **An invisible problem.** Revenue leakage - work delivered but never invoiced - rarely shows up until an audit, so buyers do not know they have it.
- **A sceptical, numerate audience.** Finance leaders want to see exactly how a discrepancy is caught before they trust the output.
- **Value that depends on the company.** What the product is worth changes with revenue and leakage rate, so one headline figure would mislead.

The scope

A precise, calm marketing site with the evidence finance teams ask for: the method, the integrations and a way to estimate value for their own business.

Key priorities

- Show a real (redacted) discrepancy report
- Explain the two-connection architecture
- Let visitors estimate their own leakage
- Keep the tone measured and exact

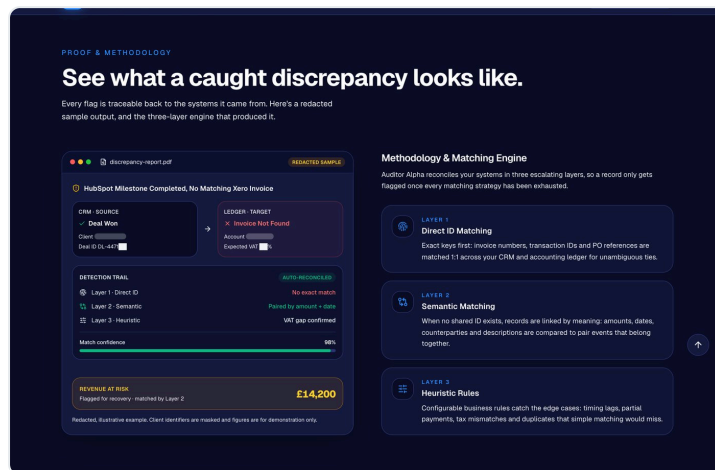
Solution

We let the product make its own case: the method, a sample output and a calculator, instead of adjectives.

- **Proof before promises.** A redacted discrepancy report and the matching engine behind it, side by side.
- **The architecture in one diagram.** CRM and ledger feeding one engine through read-only connections.
- **An ROI simulator.** Sliders for annual revenue and leakage rate produce an estimate for the visitor's own business.

The result. A site that answers a finance team's first three questions - how does it work, what does it connect to, what is it worth to us - without a sales call.

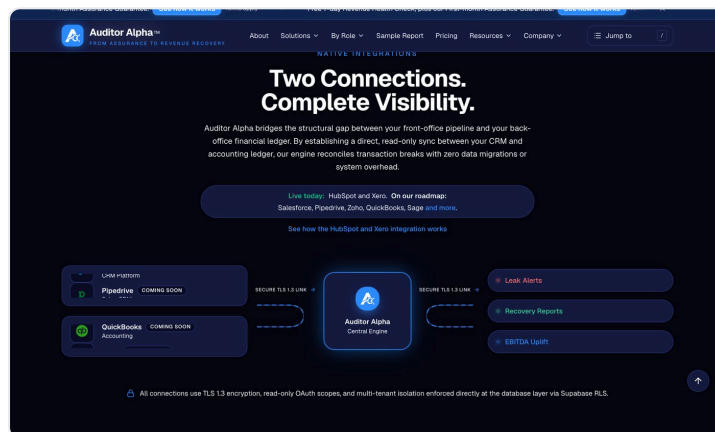
Key features



01

See what a caught discrepancy looks like

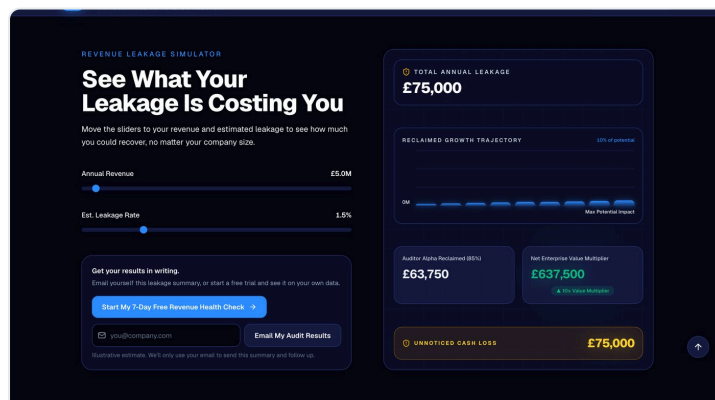
A redacted sample report traced back to its source systems, with the three-layer engine that produced it.



02

Two connections, complete visibility

A direct, read-only sync between the CRM and the accounting ledger, shown as one clear diagram.



03

What leakage is costing you

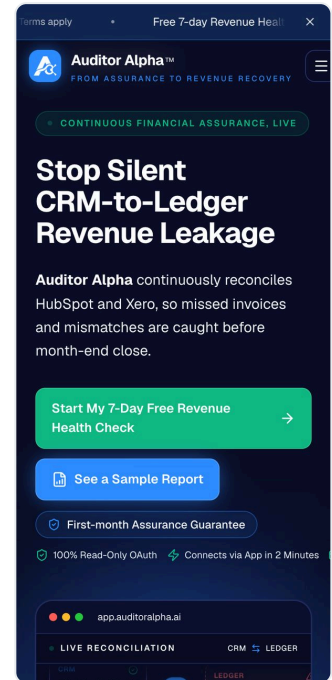
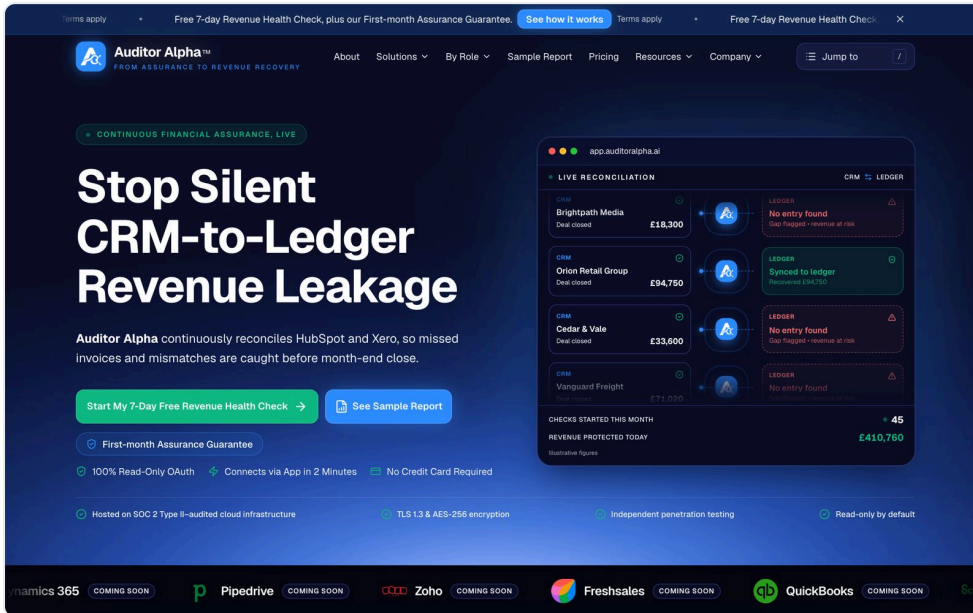
An interactive simulator: move the sliders to a company's revenue and leakage rate to estimate recoverable revenue.

Tech stack

- **Next.js.** React framework for the site and simulator
- **Supabase.** Data and authentication
- **HubSpot and Xero.** The CRM and ledger the product connects to
- **Google Analytics.** Visitor analytics

The live product

auditoralpha.ai



About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

ecomsy.com.pk · info@ecomsy.com.pk · +92 349 5573280