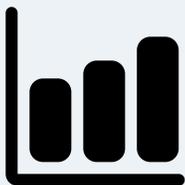


OPERATIONAL EXCELLENCE

We Fix What's Draining Money

Identifying and Eliminating
Hidden Operational
Inefficiencies That Cost Your
Business Thousands





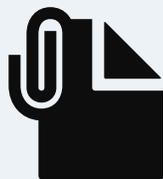
Revenue Leakage

How small inefficiencies compound daily into significant financial losses



The Copy-Paste Tax

Real-world examples of manual data reformatting costs and time waste



Shadow Systems

When workarounds become the norm and systems fail to communicate



The Real KPI Losses

Four critical areas where inefficiencies hurt profits and growth

The MMWB Solution

Aligning tools, workflows, and people to lift the entire company

Revenue doesn't just disappear in dramatic failures.

It leaks. Slowly. Quietly.

Revenue loss isn't dramatic. It doesn't trigger alarms or incident reports. Instead, it seeps through a thousand small inefficiencies that compound daily until you're hemorrhaging capacity nobody's measuring.

Most companies don't see it. They track engagement metrics, adoption rates, and feature usage. All dashboards show green. But beneath the surface, money is quietly disappearing.

Leadership sees documented processes and assumes systems work. They see green dashboards and believe operations are smooth. But they miss the friction so normalized that teams stopped mentioning it.

The disconnect between documented processes and actual workflows is where money drains away in unseen and unmeasured ways, often accepted as "just how things work."

That's where MMWB comes in.

HIDDEN INEFFICIENCIES

What Your Dashboards Aren't Showing You

Operations Manager **90 MINUTES**

burned weekly

The weekly reformatting exercise. Every Friday, manually reformatting data for executive reports. Data that already exists in structured form but can't be exported properly.

Dashboard Shows:
"Report delivered on time"

Reality: **1.5 hours of
Zero-value manual work**

Support Team **SHADOW SYSTEM**

unofficial spreadsheets

The ticketing system can't be trusted. Support agents keep shadow spreadsheets to track customer issues because the official system has conflicting data, can't filter properly, and doesn't reflect how work actually happens.

Dashboard Shows:
"System adoption: 95%"

Reality: **Team maintains parallel
system**

Sales Representative **FIELD-BY-FIELD**

manual data copying

The CRM-to-invoicing translation. Sales rep closes a deal, then manually copies customer data field-by-field between systems that should talk to each other but don't.

Dashboard shows:
"CRM fully adopted"

Reality:
5+ minutes per interaction of copy-paste work

The Normalization Problem **COUNTLESS HOURS**

These frictions become so normalized that teams stop mentioning them. Instead they focus on sweeping the consequences

The Copy-Paste Tax

A Real-World Example

Your sales team closes deals in the CRM. Beautiful dashboard. Clean data. Everything tracked. Then they need to generate invoices. The invoicing system wants customer information formatted differently.

So every invoice becomes a translation exercise: Click to CRM. Copy first name. Click to invoicing. Paste. Back to CRM. Copy last name. Back to invoicing. Paste. Add space manually. Repeat for company, email, every address component.

Nearly ONE FULL-TIME EMPLOYEE doing nothing but manually reformatting data that already exists in structured form.

The Math:

Time per invoice:	5 Mintutes
Invoices daily per person:	20 Invoices
People on sales team:	10 People

Hours wasted per week: 17 Hours



Analytics Systems

Gorgeous visualizations that can't transfer to presentations without manual reconstruction.



Project Tracking

Captures everything but can't pull together client-ready summaries without hand-copying.

Other Examples



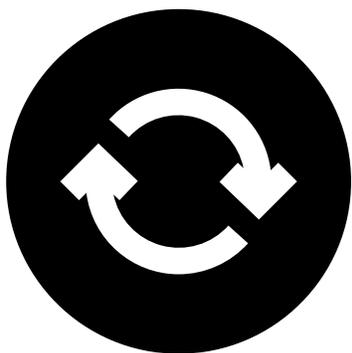
Customer Databases

Won't export contact information in formats your email platform needs.

Infrastructure Failures

When tools don't support the real workflow, teams create workarounds.

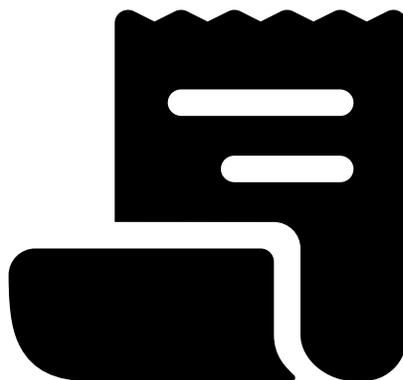
These shadow systems aren't acts of rebellion or discipline issues. They're clear signals that your infrastructure is failing to meet the actual needs of your people. The problem isn't your teams. The problem is systems that were designed for theoretical workflows instead of real-world execution.



Operations

Source-of-Truth
Spreadsheets

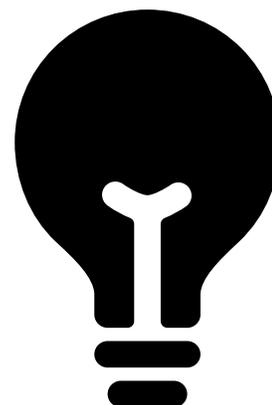
Keeps parallel spreadsheets because core systems disagree on data, so manual reconciliation becomes weekly routine.



Support

External Priority
Tracking

Tracks priorities outside ticketing tool because it can't filter the way work actually happens, limiting ability to prioritize by urgency + impact.



Product Managers

Personal Decision Docs

Keeps decisions in personal docs because project system doesn't reflect how decisions are made or capture context.

How Capacity Loss Manifests

Teams spend significant time on system translation, reconciliation, and workaround management instead of value creation. This payroll expense produces zero revenue and compounds daily across all departments.

System Translation

Converting data between formats for different systems that should be integrated

Reconciliation

Manually fixing discrepancies between systems that contain conflicting information

Workaround Management

Maintaining shadow systems and unofficial processes to compensate for tool limitations

Information Hunting

Searching across multiple disconnected systems to piece together complete customer views

Capacity Loss

Your team isn't building value or serving customers. They're translating between systems, reconciling discrepancies, and working around broken handoffs.

Talent Attrition

Your best people leave. Exit interviews say "career growth." Reality: they're exhausted fighting infrastructure that should be helping them execute.

Revenue Leakage

Billing errors from manual data entry. Missed follow-ups because information didn't transfer. Customers lost because support couldn't access context.

Competitive Disadvantage

While you compensate for broken handoffs, competitors with coherent systems execute faster, with higher accuracy, and lower stress.

While You Copy-Paste, They're Winning Customers. We fix that.

While you're compensating for broken handoffs, competitors with coherent systems are executing faster, with higher accuracy, and lower stress.



Stop normalizing friction. Start fixing the real money drains. Ready to Fix What's Draining Money?