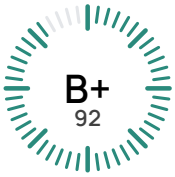
PREPARED FOR

Usage-based infrastructure business, 100–1,000 accounts



Submitted date 30 Oct 2026 100–1,000 accounts

Read this report online

Unified Foundation — 86 B

- Bookings with no product or no owner — CP-05
- The words in the definitions were written down — CP-07
- Enough history to follow a customer — CP-01
  12 months or more gives a buyer enough history to trust the trends.
- Months where the whole book went quiet — CP-02
- A customer goes quiet without a churn mark — CP-03

6 more

Audit-Grade Accuracy — 100 A+

- The bridge foots on its own — CR-01
- Customer detail matches the bridge ending — CR-02
- Movements rebuild from the customer rows — CR-03
- Product lines tie to account totals — CR-04
- The amount matches the status word — CR-05

6 more

Cohort-Centric — 100 A+

- Customers have a start date — CO-01
- The start date matches the first revenue month — CO-02
- Too many customers share one start month — CO-03
- A returning customer kept the same key — CO-04
- Contract end dates exist and fall after the start — CO-05

2 more

Multi-Dimensional — 77 C+

- One owner does not hold the book — SG-06
  One owner under 15% of the book, and unassigned under 2%.
- Those tags actually cover the book — SG-02
- The same idea is spelled one way — SG-04
- The cuts a buyer expects are present — SG-01
- A tag is a category, not free text — SG-03

2 more

Anomalies — 100 A+

One customer spikes for a month and reverts	AN-01	
A customer drops to zero and comes back unmarked	AN-02	
One month moves the whole book	AN-03	
A new product line copies a price the account already had Mirrored prices on under 10% of the accounts that gained a product.	AN-04	**Not checked**
Odd or negative amounts	AN-05	

5 more

What this file says

The core numbers reconcile. Your customer rows add up exactly to the annual recurring revenue you report, in every reported period. When we rebuild the revenue bridge from those rows, every dollar of movement traces back to a customer. A buyer can start from your customer rows and arrive at your headline figures.

From December 2024 to December 2025, the bridge reads as follows:

- Start: $10.4M
- New: $1.6M
- Expansion: $10.3M
- Contraction: -$10.1M
- Churn: -$1.1M
- End: $11.2M

Logo churn was 6.5%, gross retention 86% and net retention 93.4%. Expansion and contraction are each close to the size of the starting book. A buyer will want to know what drives that much movement in both directions, so be ready to explain it.

We also looked at the largest month-to-month moves in the book:

- January 2025: $648K (6.2%)
- April 2024: $600K (7.2%)
- January 2024: $580K (7.9%)

Each of these stayed below the size at which a single month counts as moving the whole book.

The grade is B+, with an overall score of 92.6 at detail level 3. Ownership is the gap. About 20% of your annual recurring revenue has no owner on file. A buyer would ask first: *What happens to the revenue held by the largest owner, and who covers the accounts with no owner?*

What to do first

These changes would move your grade the most.

- Assign an owner to $2.3M of ARR. 48 active accounts have no owner, and the largest owner holds 28.7% of ARR. The parent account field is the least filled-in tag. Owner coverage feeds two checks: how well your tags cover the book, and whether one owner holds too much of it. Cited as CP-05. This

would lift your Multi-Dimensional Insights score toward a B.
- Add a definitions tab. Write one line each for ARR, NRR, GRR, churn, new, expansion, reactivation and cohort. With written definitions, a buyer can reproduce your KPI table and read each metric the way you do. Cited as CP-07. This also moves you closer to being ready for diligence.
- Clean up spelling in 2 tag fields. Two fields, segment and status, have the same value spelled differently, with different capitals or extra spaces. One clean-up pass fixes them. Cited as SG-04. This would lift your Multi-Dimensional Insights score by a letter.
- Export tags as of each month. Your tags are stored once per account, so we could not test whether segments drift over time. A monthly export lets that check run. More of your file is then graded, and less is assumed.
- Re-grade after each month-end close. A monthly re-grade catches broken ties, duplicates and status errors before they reach the board pack. It also protects your Audit-Grade Accuracy score.

Where the grade comes from

You sent 2 files with 8 sheets and 17,435 data rows. The data runs from January 2023 through December 2025, which is 36 months. Your form said 100 to 1,000 customers, and the file bills 260 accounts. Your form said 5,000,000 to 20,000,000 in ARR, and the file's ARR in its last month is $11.2M.

We ran 40 of 42 checks. The 2 we could not run are listed below.

- Unified, Finance-Approved Foundation: 86.5 (B)
- Audit-Grade Accuracy: 100 (A+)
- Cohort-Centric Design: 100 (A+)
- Multi-Dimensional Insights: 77.5 (C+)
- Anomalies: 100 (A+)

The accuracy, cohort and anomaly results show the numbers hold together. The grade comes down because of who owns the revenue and how the book is tagged.

Each check

This section covers each check that found something, grouped by pillar. The short code is a citation, in case you want to look the check up.

Unified, Finance-Approved Foundation

Bookings with no product or no owner

Cited as CP-05 (owner side).

We checked how much of your latest revenue has no product and how much has no owner. Ownership is the gap: 48 accounts, carrying $2.3M of revenue, have no owner. That is 20% of revenue with no owner. Buyers cut the book by owner, so these blanks get in the way.

Next step. Assign a product and an owner to the revenue that has none before your next export.

The words in the definitions were written down

Cited as CP-07.

We looked for standard terms such as ARR, NRR and churn in your definitions. We found 5 of the 9 we expect. MRR, GRR, new and reactivation are missing. Finding a term written down tells us it exists. It does not tell us whether the definition matches your numbers. A buyer would ask: *Where are the written definitions for the metrics your summary reports?*

> **Next step. Write a short definition for each headline metric your summary uses, so a buyer reads the same meaning you do.**

Came through clean:

- Enough history to follow a customer (CP-01)
- Months where the whole book went quiet (CP-02)
- A customer goes quiet without a churn mark (CP-03)
- Billing rows with revenue and no customer identity (CP-04)
- The product file covers the same months as billing (CP-06)
- Billed customers appear on the customer list (CP-08)
- One account, one key (CP-10)

On the bookings check, the product side (CP-05) also came through clean.

Audit-Grade Accuracy

Every accuracy check came through clean:

- The bridge foots on its own (CR-01)
- Customer detail matches the bridge ending (CR-02)
- Movements rebuild from the customer rows (CR-03)
- Product lines tie to billing (CR-04)
- The amount matches the status word (CR-05)
- Statuses tell a legal story over time (CR-06)
- Headline KPIs can be reproduced (CR-07)
- The bridge and the KPI table agree (CR-08)
- Product and segment totals add up (CR-09)
- Duplicate dollars that break the tie (CR-10)

Cohort-Centric Design

Every cohort check came through clean:

- Customers have a start date (CO-01)
- The start date matches the first revenue month (CO-02)
- Too many customers share one start month (CO-03)
- A returning customer kept the same key (CO-04)
- Contract end dates exist and fall after the start (CO-05)
- Retention looks earned, not just unexpired (CO-06)

- A trailing year has a year of history behind it (CO-07)

Multi-Dimensional Insights

One owner does not hold the book

Cited as SG-06.

We measured how much of your latest revenue sits with the largest owner, and how much has no owner. There are 3 owners. The largest holds $3.2M, which is 28.7% of revenue, and the unowned share sits on top of that. A buyer would ask: *What happens to the revenue held by the largest owner, and who covers the accounts with no owner?*

> **Next step. Reassign the largest concentrations and fill in the missing owners, so the book does not depend on one person.**

Those tags actually cover the book

Cited as SG-02.

For each tag, we measured how much of your latest revenue sits on accounts with a real value. Across the 6 tags we found, average coverage is 80%. Owner and parent account are where the gaps are. A buyer would ask: *Why are so many accounts missing tag values, and which ones matter most?*

> **Next step. Fill in the blank tags on the accounts that carry the most revenue, starting with product and owner.**

The same idea is spelled one way

Cited as SG-04.

We grouped tag values that are the same once capitals and spaces are ignored. 2 fields, segment and status, have more than one spelling for the same value. A buyer would ask: *Which spellings of the same category can be merged?*

> **Next step. Pick one spelling for each category and use it throughout the file.**

Came through clean:

- The cuts a buyer expects are present (SG-01)
- A tag is a category, not free text (SG-03)
- Parent accounts are used (SG-05)

Anomalies

Every anomaly check came through clean:

- One customer spikes for a month and reverts (AN-01)
- A customer drops to zero and comes back unmarked (AN-02)
- One month moves the whole book (AN-03)
- Amounts do not match the file's own format (AN-05)
- Duplicate rows (AN-06)
- The book sits in a few customers (AN-07)

- Prices did not move where an escalator was promised (AN-08)
- A sentence in the talking points does not match the file (AN-09)

What we could not check

- A new product line copies a price the account already had (AN-04). No month moved the whole book, so there was nothing for this check to test.
- Tags stay stable over the year (SG-07). Your file stores one tag per account, not one per month. Exporting each tag as of each month would let this check run.

How this was graded

The five pillars are weighted as follows:

- Unified, Finance-Approved Foundation: 30%
- Audit-Grade Accuracy: 25%
- Cohort-Centric Design: 15%
- Multi-Dimensional Insights: 15%
- Anomalies: 15%

The letter bands are: A 93 or above, B 80 or above, C 60 or above, D 45 or above. We read the bridge as monthly amounts added up. Rules version e1ed077ee33b.

Readiness is a separate test and does not change the grade:

- Ready for decisions: not yet. The unowned revenue and the owner concentration need to be resolved first.
- Ready for diligence: no. This also needs price or payment data in the file.
- Ready for AI: yes.

The grade comes from the five pillar scores alone.

Next step

The Strategic Revenue Intelligence Assessment walks through these findings with a FinQore analyst. It shows what decision-ready and diligence-ready revenue data looks like for your business.

Your files are retained in FinQore infrastructure for the stated retention period and deleted on request.