



CUSTOMER SUCCESS STORY

DEMOCRATISING DATA TO UPLIFT PROFITABILITY BY 15.9%



"Implementing i-QMN has been transformational for how we manage the business right through the organisation."

-Martin Rigley OBE, Managing Director at Lindhurst Engineering

INDUSTRY
Manufacturing

EMPLOYEES
35

Revenue
c£3m

Business Units
4

OUR CUSTOMER

Lindhurst Engineering is a Midlands-based engineering business with multiple business units operating under one roof. While they had a robust ERP system in place, they lacked the visibility and granularity needed to track performance by business unit. Key metrics like gross margin, sales orders, enquiry conversion and delivery performance were difficult to extract — and even harder to interpret.

CHALLENGES

Lindhurst Engineering operated multiple business units (BUs), but lacked the tools to monitor performance at a granular level. Their ERP system held key financial data, yet translating that into usable insight was slow, manual, and limited to high-level summaries.

No business unit visibility

Reports were only available at company level, making it difficult to track BU-level sales, margin, or budget performance — and limiting accountability.

Time-consuming manual reporting

Each week, data had to be exported to Excel and manually filtered to analyse margin, sales orders, and enquiry conversion — a process taking 4+ hours with limited return.

No project-level margin tracking

Gross margin could be seen overall, but not broken down by project. Variance analysis was difficult, and profitability drivers remained unclear.

Increased Profitability

£250k per annum



"We thought we knew how well each Business Unit was performing. What we thought was our most profitable area turned out to be the least."

From 44% to 51% Gross Margin in just 17 Weeks

“i-QMN allows us to quickly assess our KPIs and understand the data within all areas of the business”



GAIN CLARITY

Easy quick access to KPIs and Performance

Dashboards are updated weekly, giving teams fresh data to review.

The ease of use made it accessible and engaging for the team with minimal training required.

Data assumptions vs actual insight

Without detailed segmentation, the business believed one BU was its most profitable — but the data proved otherwise.

Low engagement with financial data

BU teams had no access to their own performance data, reducing ownership and limiting proactive decision-making.

SOLUTIONS



Using direct exports from Lindhurst’s ERP system, APS built a fully tailored dashboard in i-QMN, using structured Excel uploads to feed:

- Sales Invoices
- Sales Orders
- Gross Margin (by line item, by project)
- Enquiry Conversion
- Delivery Performance

Each business unit was given access only to their own data — with the leadership team able to view both BU-level and full company-wide performance. KPIs were visualised clearly and aligned to targets and budget.

SOLUTIONS



- ✓ Margin increased from 44% to 51% in 17 weeks
- ✓ Equivalent to £250,000 annualised profitability uplift
- 👁️ Uncovered hidden underperformance in assumed “top” BU
- 👉 Team engagement increased thanks to democratised data
- 🕒 Saved 4+ hours per week in reporting — reduced to zero
- 📊 Enabled real-time decision-making and full financial visibility

CUSTOMER FEEDBACK



This solution was wholly embraced by the team, transforming the business environment. Entering the office and witnessing the team actively analysing their dashboards and performance metrics has significantly improved overall business performance. The team is now proactive in their communication, fully engaged, and takes ownership of the business outcomes.