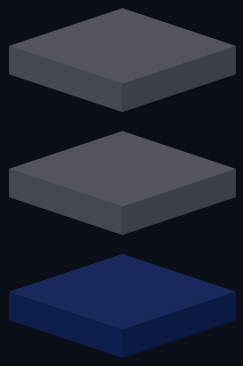
Ariavor



Finance and sales reporting, moved off legacy SQL and Excel

A telecommunications company whose enterprise reporting ran on legacy SQL and Excel. Finance and sales now report from one central model on a governed data platform.

SECTOR
Telecommunications

PERIOD
7 months

COMPANY
250—500 people

FOCUS
Finance and sales

OCTOBER 2026

AT A GLANCE

Legacy SQL and Excel, replaced by one central model

Finance and sales reporting had been built on legacy SQL and Excel, report by report. We moved it onto a governed platform with one central model and gave the in-house BI team the patterns to build on it.

1
central reporting model

2
business areas: finance, sales

7
months of engagement

No outcome figures are published for this engagement: nothing exists that would let you check them, so what was built is described in full instead. Anonymised by sector and size, because the confidentiality that protects this client would protect you too. Sector and outcomes are real; identifying detail is not.

CLIENT

A telecommunications company of 250 to 500 people.

MANDATE

Consolidate enterprise reporting from legacy SQL and Excel onto a governed data platform for finance and sales, and leave the in-house BI team able to run it.

Before and after

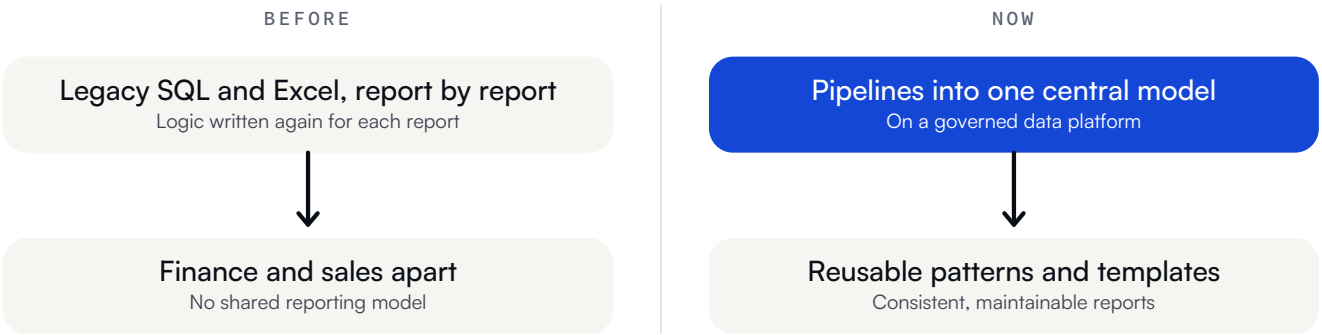


Figure 1 · From reporting rebuilt on legacy SQL and Excel to one central model that finance and sales share.

The architecture

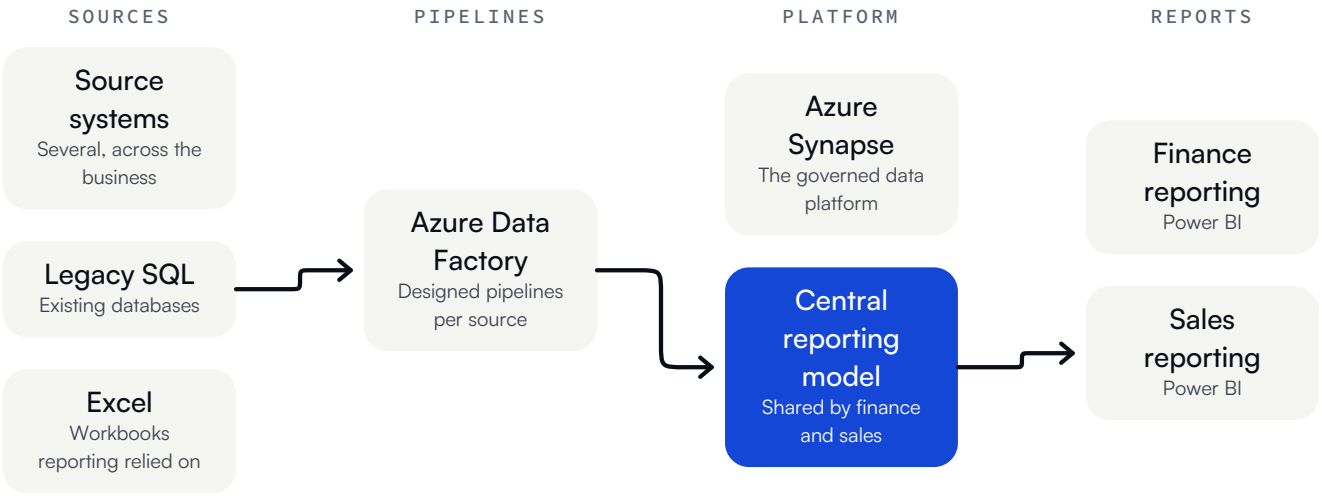


Figure 2 • Each source loads through designed pipelines onto the governed platform, where one central model serves both finance and sales.

Architecture decisions

DECISION	REJECTED ALTERNATIVE	WHY
One central reporting model	A model per department	Finance and sales read the same figures from one place.
Designed pipelines per source	Extracts maintained by hand	Loads are repeatable and can be monitored.
Reusable DAX patterns	Logic written per report	A calculation is written and tested once, then reused.
Power BI templates	Each report laid out from scratch	Reports look and behave the same, which keeps them maintainable.

Built to be maintained

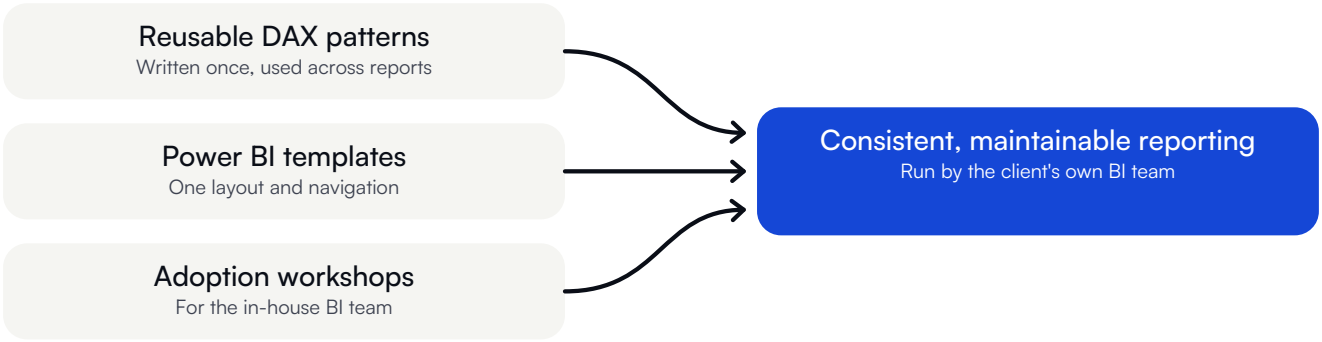


Figure 3 • Patterns, templates and workshops keep the reporting consistent after handover.

What the client has today

- ✓ Enterprise reporting for finance and sales on a governed data platform instead of legacy SQL and Excel.
- ✓ Designed pipelines from multiple source systems into one central reporting model.
- ✓ Reusable DAX patterns and Power BI templates for consistent, maintainable reports.
- ✓ An in-house BI team trained on the platform through adoption workshops.

WHERE IT LEFT THEM

Finance and sales work from one central model, and the team that maintains it was trained on the same patterns it was built with.

STACK

Power BI · DAX · SQL · Azure Data Factory · Azure Synapse

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