



A Better Way to Be Seen and Run Your Business.

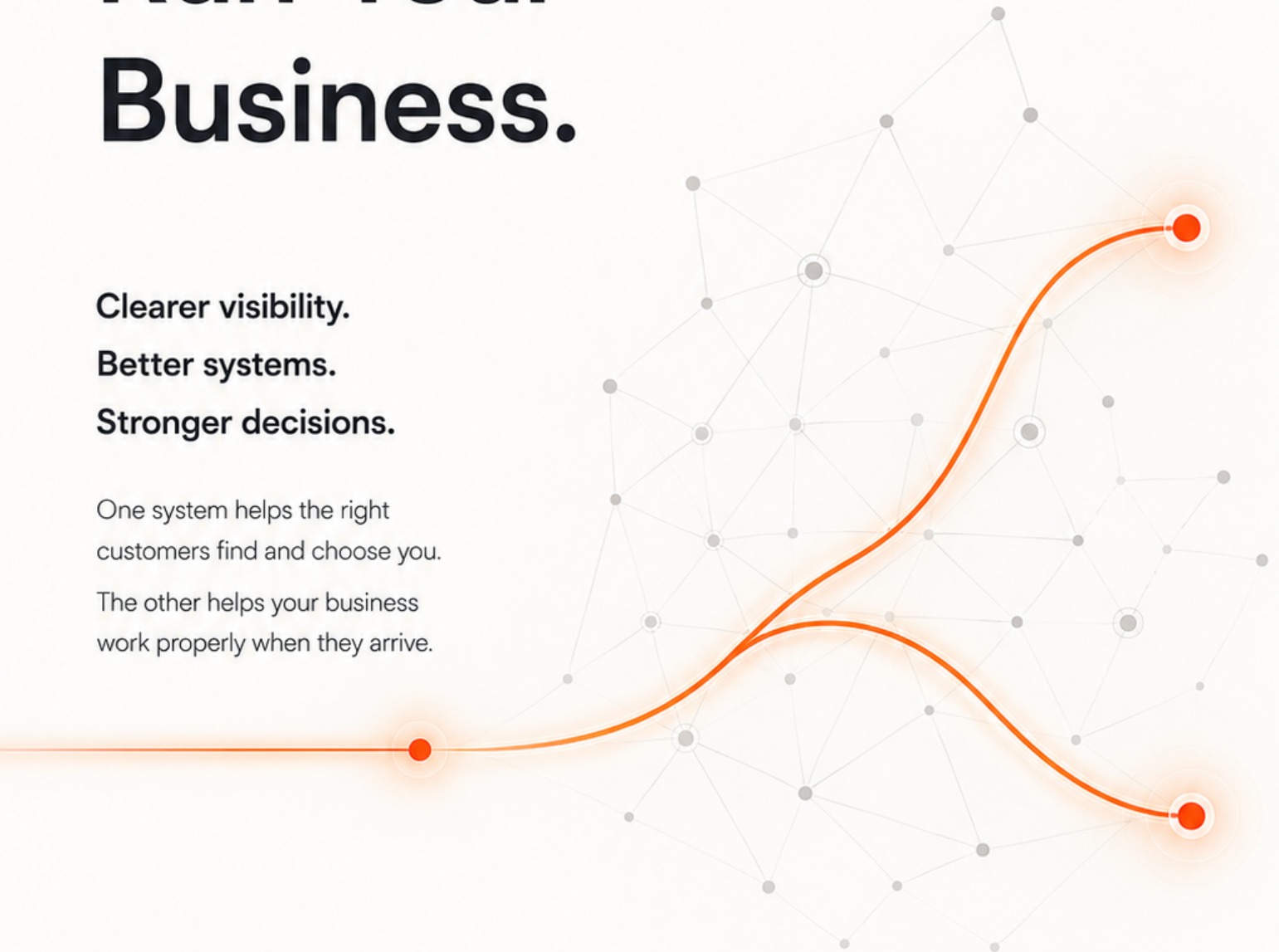
Clearer visibility.

Better systems.

Stronger decisions.

One system helps the right
customers find and choose you.

The other helps your business
work properly when they arrive.



Before We Begin

This is not another marketing brochure.

It is not a list of software products.

It is an examination of where your business may currently be losing customers, time, money and information.

Some losses are obvious.

Others repeat quietly for years.

The purpose of this booklet is to help you see both.



Customers.

Time.

Money.

Information.

A Good Business Can Still Be Overlooked

Quality does not guarantee visibility.

Customers cannot choose a business they cannot find.

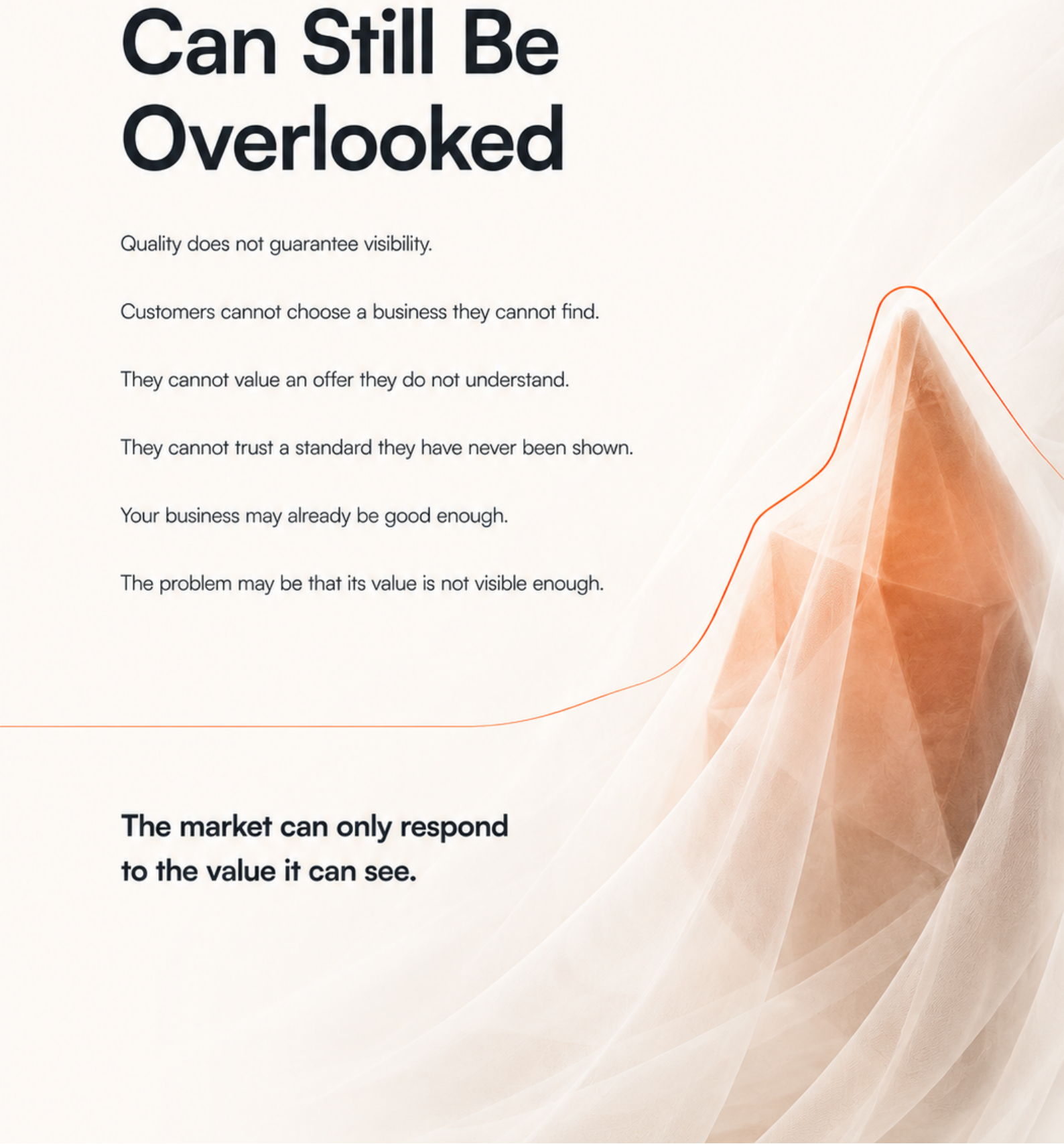
They cannot value an offer they do not understand.

They cannot trust a standard they have never been shown.

Your business may already be good enough.

The problem may be that its value is not visible enough.

**The market can only respond
to the value it can see.**



A Busy Business Can Still Be Losing Money.

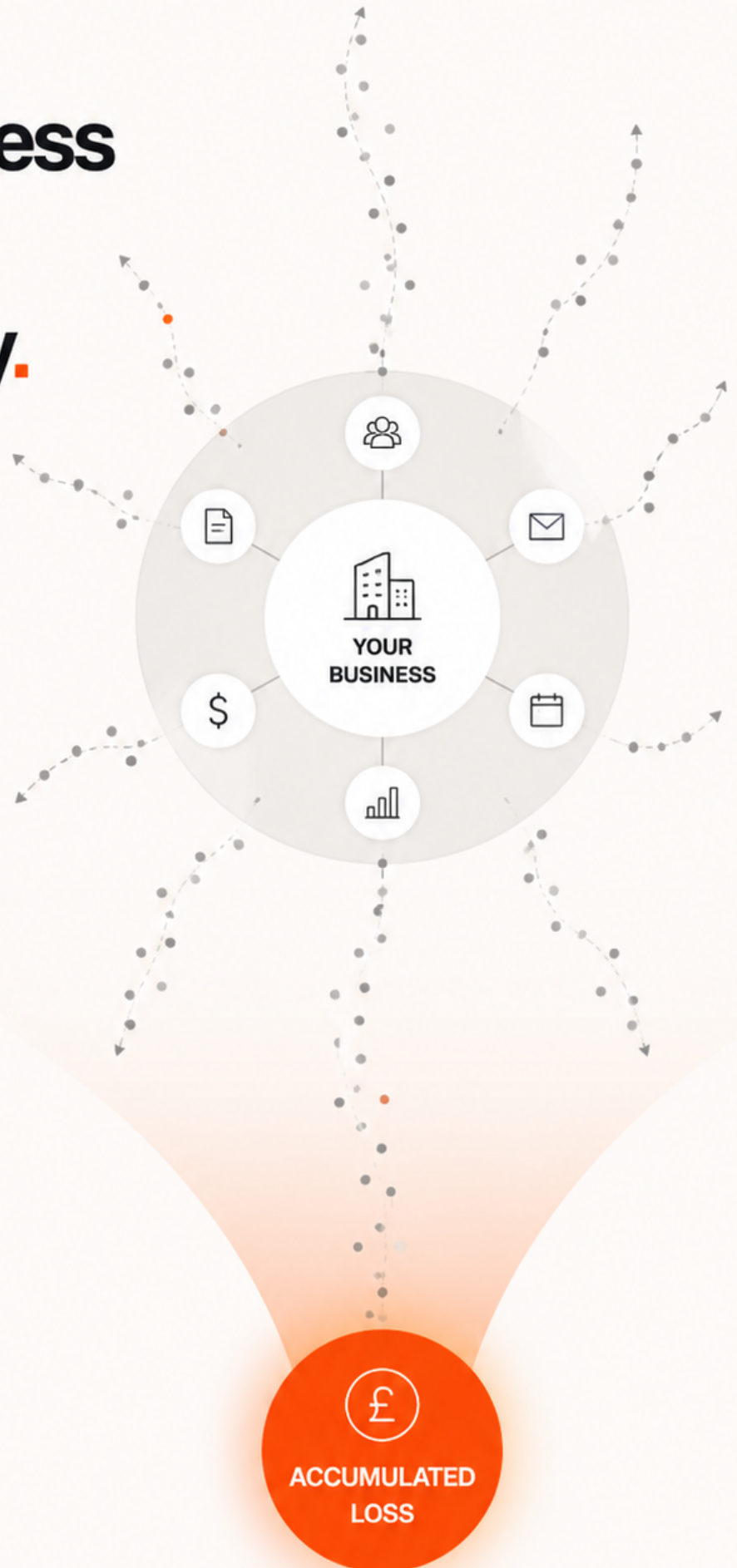
Activity is not the same as efficiency.

A business can appear successful while:

-  Repeating the same work
-  Missing enquiries
-  Delaying invoices
-  Employing people to complete avoidable administration
-  Making decisions with incomplete information
-  Depending on the owner to remember everything

These losses rarely arrive as one dramatic failure.

They accumulate through hundreds of small moments.



Two Systems Determine How a Business Grows.



The Visibility System

Makes your business easier to find, understand, trust and choose.



The Intelligent Operations System

Makes your business easier to run, monitor and improve.

One creates demand.

The other ensures the business can handle that demand properly.

CREATE DEMAND OUTSIDE YOUR BUSINESS



DISCOVER
You are found



UNDERSTAND
Your value is clear



TRUST
Evidence builds confidence



INTEREST
The right customer takes notice

BUILD CAPACITY INSIDE YOUR BUSINESS



ORGANISE
Information is connected



EXECUTE
Workflows run consistently



MONITOR
Performance is visible



IMPROVE
Better decisions drive results



ENQUIRY

The connection between demand and delivery



CUSTOMER

Value delivered.
Relationship grows.
Business grows.

Seven Questions Worth Asking.

1

Can the right customers find your business?

2

Do they immediately understand why they should choose you?

3

Does your marketing communicate one consistent message?

4

Can you see what is happening across the business?

5

How much important information depends on your memory?

6

Where is the same work being completed repeatedly?

7

Which opportunities disappear without being noticed?



The answers reveal where the business needs to work differently.

PART ONE

Becoming Visible.

Making the value of your business easier to find, understand and trust.



Customers Cannot Choose What They Cannot Find.



Customers search before they enquire.



They compare before they commit.

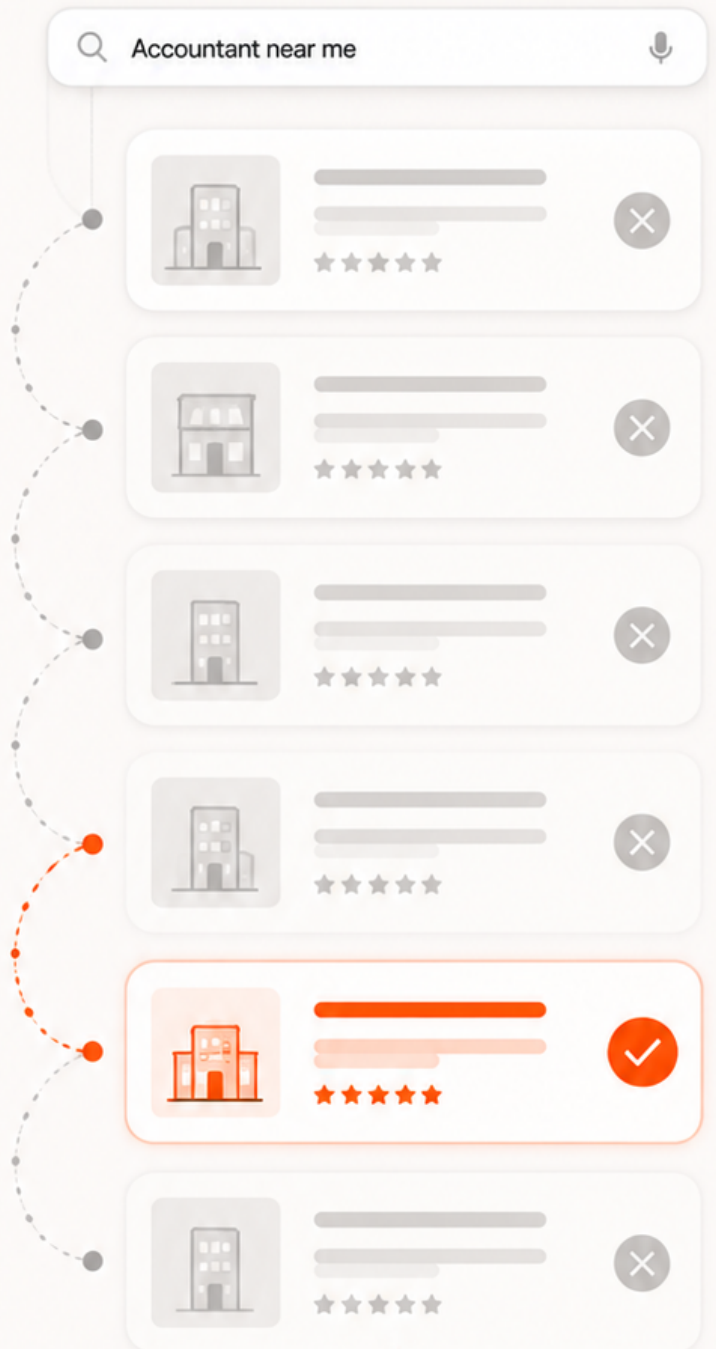


They look for evidence before they trust.

When your website, search presence or local profile is weak, your business may be excluded before a conversation begins.

The customer does not necessarily choose the best provider.

They often choose the provider whose value is easiest to recognise.



**CUSTOMER CHOOSES
WHAT THEY CAN FIND,
UNDERSTAND AND TRUST.**

Signs Your Business Has a Visibility Problem.

01


Most new work depends on recommendations

02


Your website no longer reflects the business

03


Competitors appear above you in search results

04


Your content is inconsistent or difficult to maintain

05


Customers do not understand the full offer

06


Your business looks different across each platform

07


Enquiries arrive unpredictably

08


Marketing stops when the business becomes busy

09


Strong work is not being documented

10


Customers regularly compare you on price



These are not separate marketing problems.

They are symptoms of one disconnected visibility system.

The Cost of Being Overlooked.

Weak visibility can lead to:

-  Fewer qualified enquiries
-  Greater dependence on recommendations
-  More pressure to reduce prices
-  Lower customer confidence
-  Advertising that fails to convert
-  Competitors appearing more established
-  Valuable work remaining unseen
-  Market share moving elsewhere

TWO BUSINESSES.
EQUAL QUALITY.

BUSINESS A

**VISIBLE.
TRUSTED.
CHOSEN.**



- ✓ Clear positioning
- ✓ Professional presence
- ✓ Strong social proof
- ✓ Consistent messaging
- ✓ Easy to find
- ✓ Easy to understand
- ✓ Easy to trust

QUALIFIED ENQUIRIES



BUSINESS B

**HARD TO FIND.
HARD TO TRUST.
OVERLOOKED.**



- ✗ Unclear message
- ✗ Outdated or weak presence
- ✗ Little or no social proof
- ✗ Inconsistent information
- ✗ Hard to find
- ✗ Hard to understand
- ✗ Hard to trust

QUALIFIED ENQUIRIES



**When customers cannot see the difference,
price becomes the difference.**

Being Present Is Not the Same as Being Convincing.



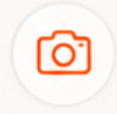
A website is not automatically persuasive.



A social media account is not automatically a content strategy.



A Google profile is not automatically a strong local presence.



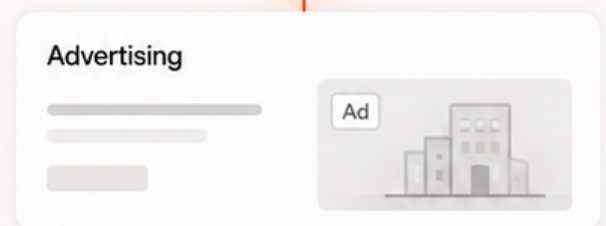
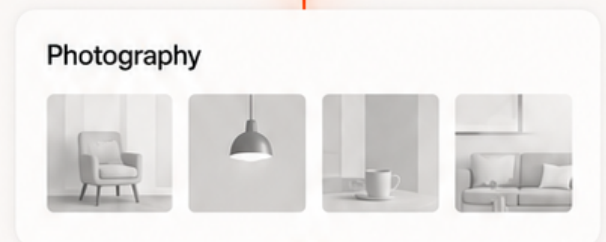
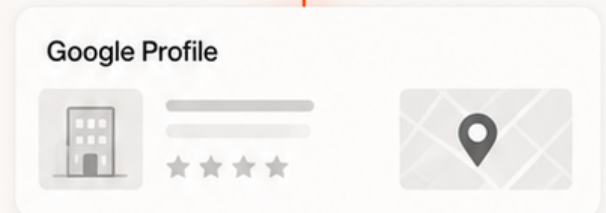
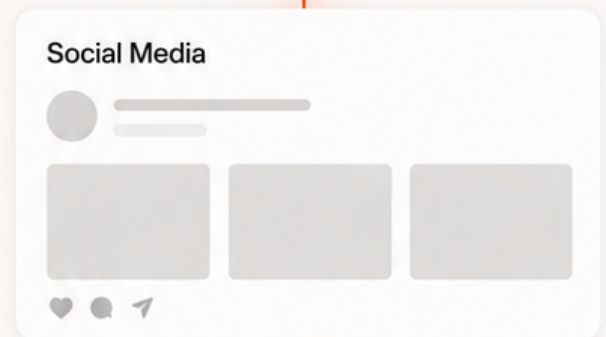
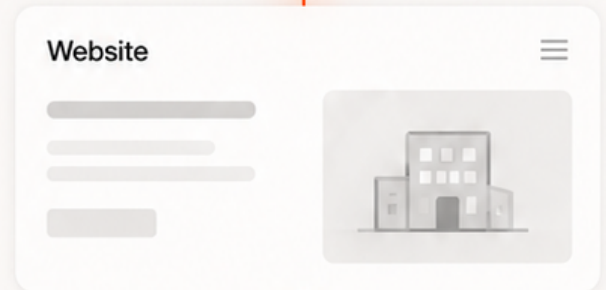
Photography is not automatically proof.



Advertising is not automatically demand.



Each element must communicate **the same clear reason to choose your business.**



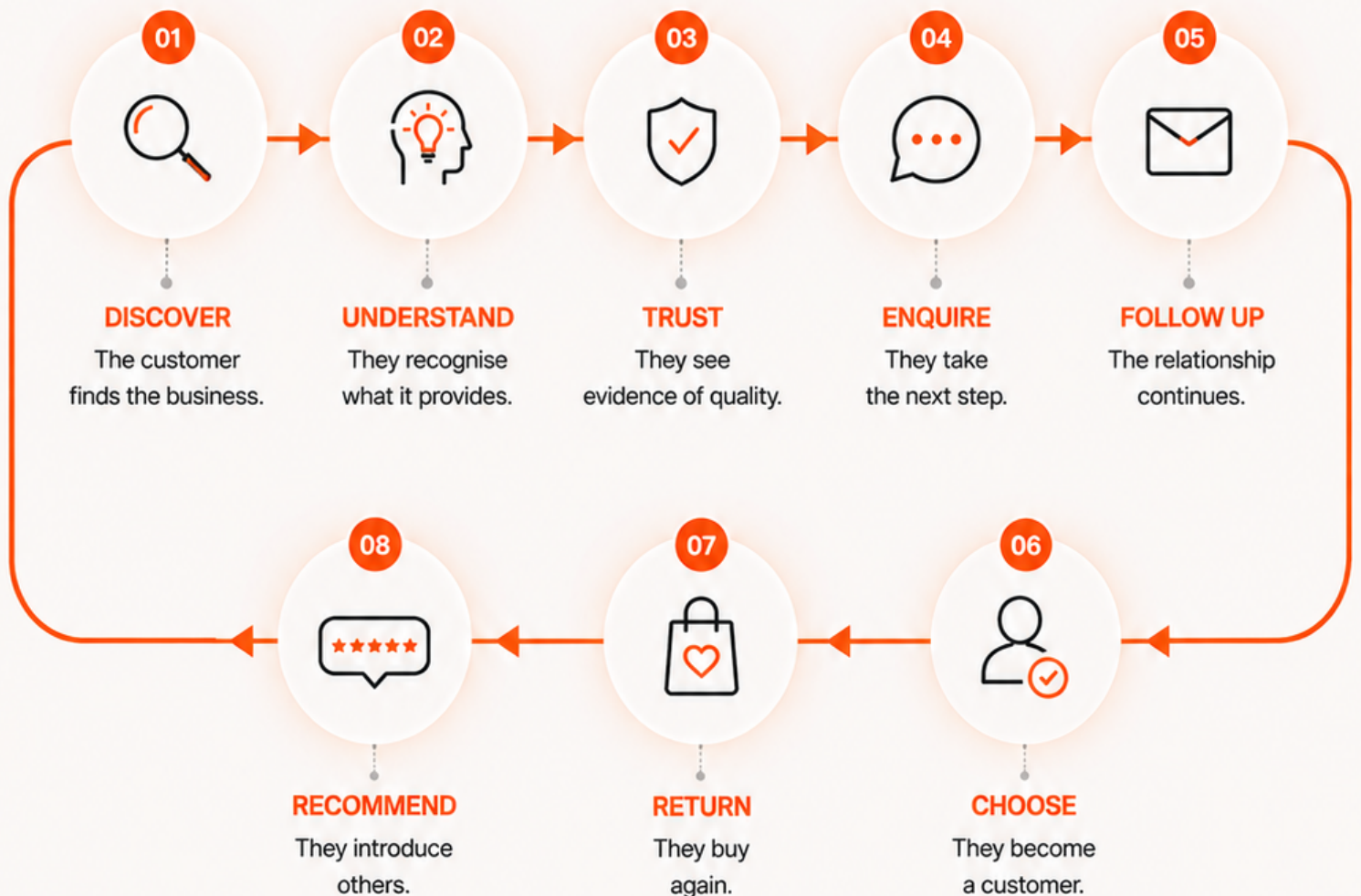
Your Customer Sees One Business.

- Businesses often separate their marketing into individual tasks.
- The website is handled separately.
- Photography is arranged when needed.
- Content is posted when someone has time.
- Email is rarely used.
- Advertising is activated without a clear customer journey.
- The customer does not experience these as separate services.
- They experience one business.
- Everything must support the same decision.



The Xorify Visibility System.

We connect the complete journey between your business and the customer.



Every part of your visibility should help the customer **move forward.**

Clear Positioning Before More Marketing.

Strong marketing begins with a message the customer understands.

We clarify:

- Who the business is for
- What problem it solves
- What makes it different
- Why customers should trust it
- What evidence supports the promise
- What action the customer should take



More attention will not help
if the message **remains unclear.**

A Website Built to Create Confidence.

Your website should do more than confirm that the business exists.

It should help customers understand the offer, recognise the quality and take action.

Xorify websites are developed around:



Clear structure



Mobile usability



Fast performance



Strong visual presentation



Evidence and social proof



Conversion focused journeys



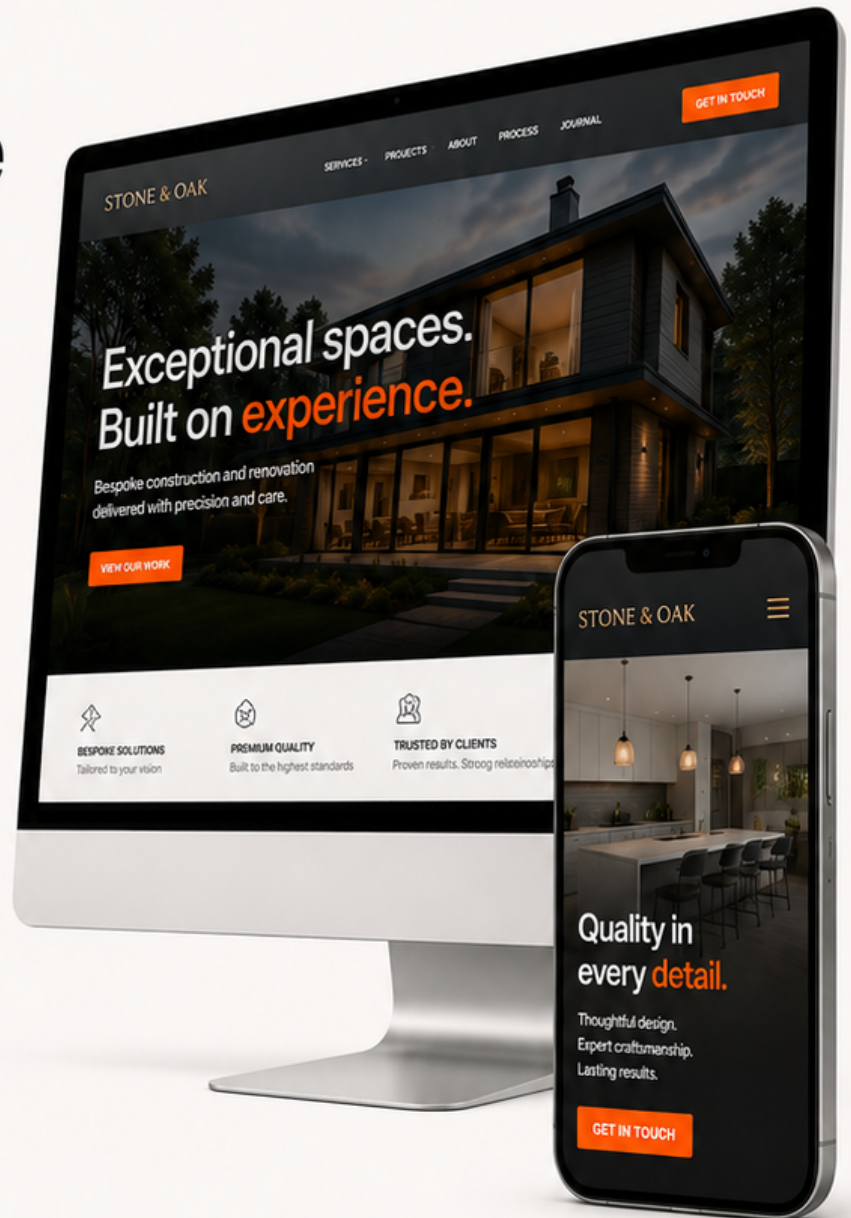
Search foundations



Enquiry tracking



Clear calls to action



DESIGNED TO CONVERT

Every page has a purpose.



BUILT FOR EVERY DEVICE

Seamless experience on any screen.



FAST BY DESIGN

Performance that keeps visitors engaged.



TRUST AT EVERY STEP

Proof, clarity and confidence throughout.



The website becomes the central destination **for the complete visibility system.**

Photography and Film Show What Words Cannot.

Customers cannot experience your service before they buy it.

They use visual evidence to judge:

-  Quality
-  Professionalism
-  Attention to detail
-  Personality
-  Environment
-  Process
-  Results

Professional photography and film make the business more tangible.

-  Drone content can provide additional context where the location, property or scale of the work matters.

FROM PROCESS.



01

PLANNING



02

CAPTURING



03

REFINING



04

PRESENTING

TO RESULTS.



People trust
what they can clearly see.

Content That Earns Attention.

The objective is not to post more.
It is to communicate better.

Xorify develops content that can:

-  Explain the service
-  Answer customer questions
-  Demonstrate expertise
-  Show the process
-  Present results
-  Overcome objections
-  Build recognition
-  Create a reason to return

 Motion graphics help turn complex information into **clear, memorable communication.**



ONE CORE IDEA

We deliver high quality results through a clear, proven process.



FILM CONTENT

Show, don't tell. Build trust through story and experience.

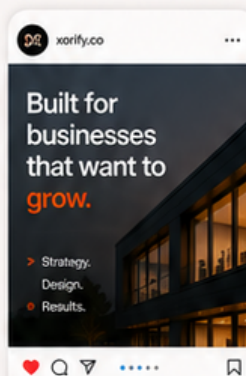
MOTION GRAPHICS

Simplify the complex. Make key messages clear and engaging.



STATIC CONTENT

Communicate clearly across social, web and print.



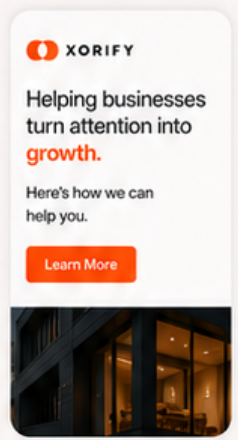
SHORT FORM VIDEO

Capture attention. Educate quickly. Drive action.



EMAIL CONTENT

Nurture interest. Share value. Drive conversions.



CONSISTENT MESSAGE. MULTIPLE TOUCHPOINTS.



Film



Motion



Static



Social Video



Email



Your Customer

One message. Many formats. Maximum impact.

Search, Google and AI Visibility.

Customers now discover businesses through several forms of search.

This includes:

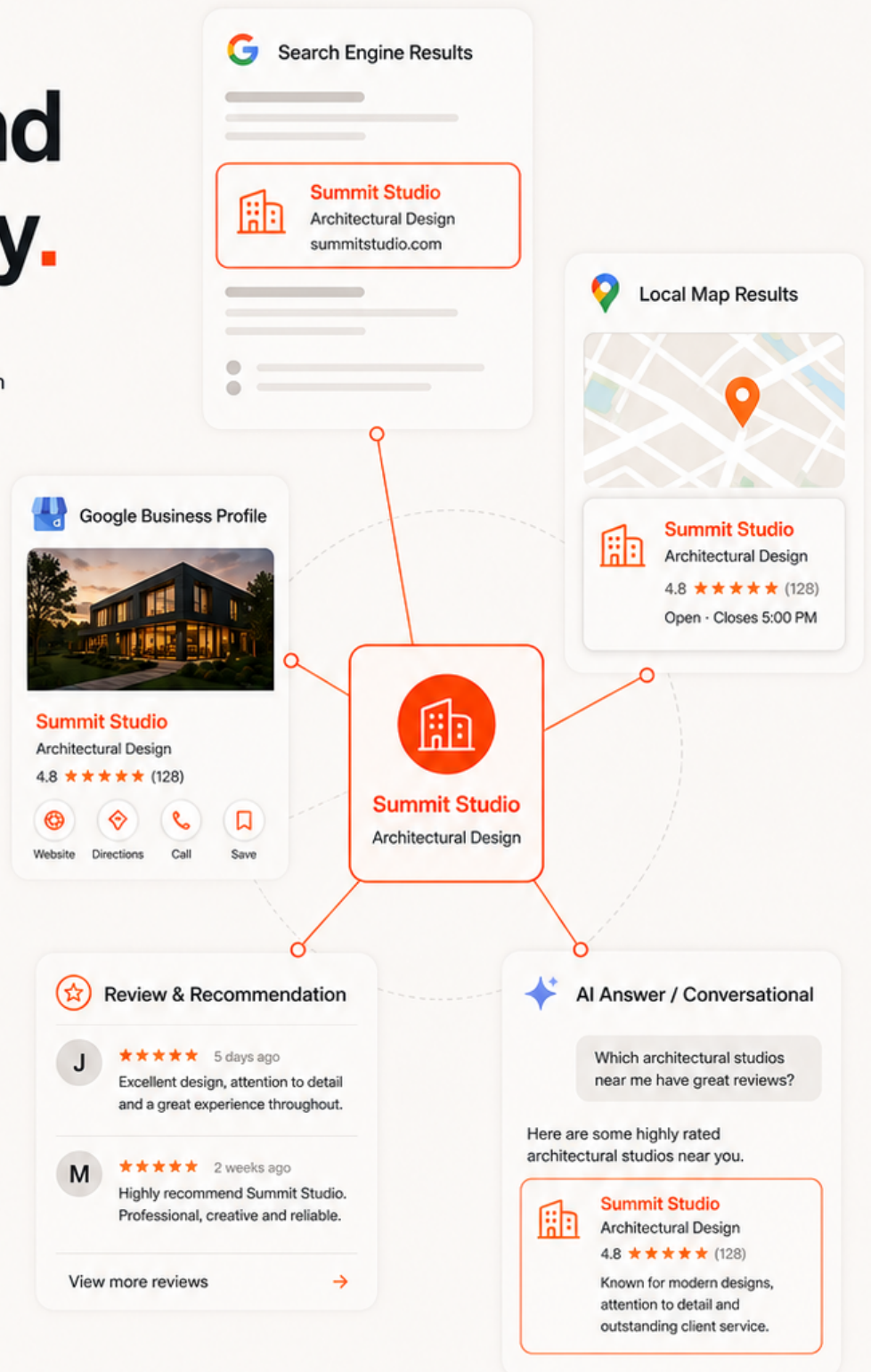
- Traditional search engines
- Local map results
- Google Business Profiles
- Review platforms
- AI generated answers
- Recommendation tools
- Voice and conversational search

Xorify strengthens the information, authority and technical foundations that help these systems understand your business.

This may include:

- Website search optimisation
- Local search optimisation
- Google Business Profile improvements
- Service and location content
- Technical website improvements
- Structured business information
- Review strategy
- Authority signals
- AI visibility monitoring

⚠ Search visibility can be improved, but individual rankings or recommendations cannot be guaranteed.



One business.
Multiple search environments.

Not Every Customer Is Ready Today.

Many potential customers need more time, information or reassurance before making a decision.

Without structured follow up, that interest disappears.

Email marketing can:

-  Welcome new enquiries
-  Answer common questions
-  Share useful evidence
-  Present relevant services
-  Reconnect with previous customers
-  Support future campaigns
-  Encourage repeat business



ONE ENQUIRY.
A SERIES OF USEFUL
COMMUNICATIONS.



New Enquiry Received
Interested in your service
Today 10:24

1



Welcome Email
Thanks for getting in touch.
Here's what happens next.



Day 0

2



Helpful Information
Answers to common
questions from our
customers.



Day 2

3



Our Recent Work
Examples of results
and client feedback.



Day 5

4



How We Work
Our process, standards
and what makes us
different.



Day 8

5



Still Thinking It Over?
Here's something that
might help.



Day 14

6



Let's Reconnect
Any questions? We're
here to help.



Day 21



Stronger Relationship.
More Conversions.
More Repeat Business.



Interest should not be forgotten
simply because it did not convert immediately.

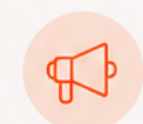
Advertising Amplifies What Already Exists.

Advertising can place your business in front of more of the right people.

It cannot repair:

-  An unclear offer
-  Weak positioning
-  Poor visual presentation
-  An ineffective website
-  Missing evidence
-  A broken enquiry journey

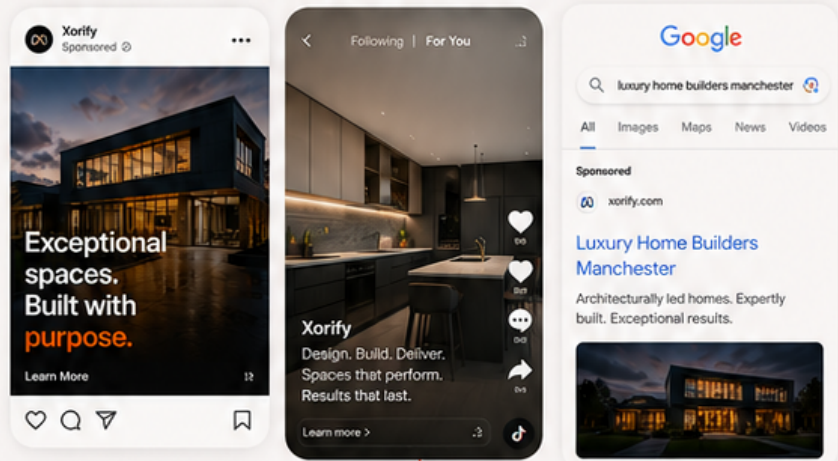
Xorify prepares the message, creative assets, destination and tracking **before** increasing distribution.



Advertising works best
when the foundations are already strong.
Then it becomes a growth engine.



One message. Multiple channels. Measurable results.



Suitable channels may include:

-   Meta advertising
-  TikTok advertising
-  Other platforms relevant to the audience

Measurement Creates Better Decisions.

Good reporting should answer practical questions.

 Where are customers coming from?

 What are they engaging with?

 Which pages create enquiries?

 Where do visitors leave?

 Which campaigns produce valuable actions?

 What should be improved next?

We focus on information that **changes decisions**, not numbers that merely look impressive.

Overview

Last 30 days ▾



Total Visitors

24.6K

↑ 18%
vs previous 30 days



Enquiries

356

↑ 22%
vs previous 30 days



Enquiry Rate

1.45%

↑ 20%
vs previous 30 days

Traffic Sources



Engagement


2m 38s

Avg. engagement time

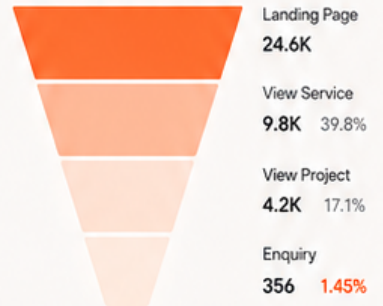
68%

Engaged sessions

Top Enquiry Pages



Visitor Drop Off



Campaign Actions



What to improve next

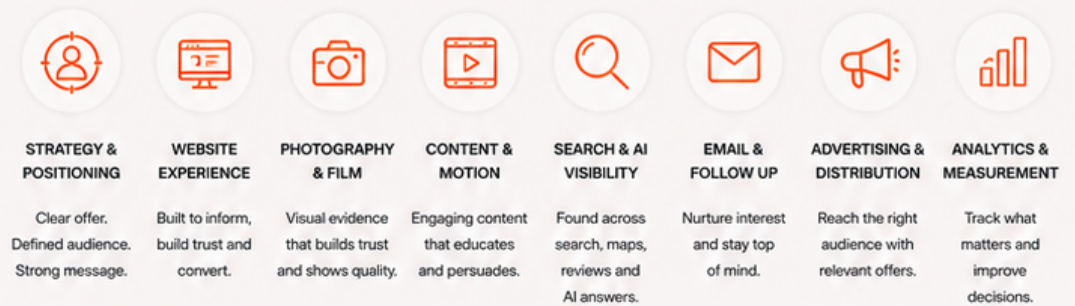


- ✓ Improve engagement on /services page
- ✓ Reduce drop off between service and project views
- ✓ Scale Google Ads – highest intent, strong enquiry rate
- ✓ Create more content that drives high-value enquiries

Focus on actions. Drive better outcomes.

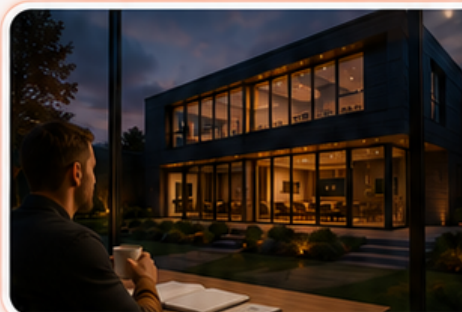
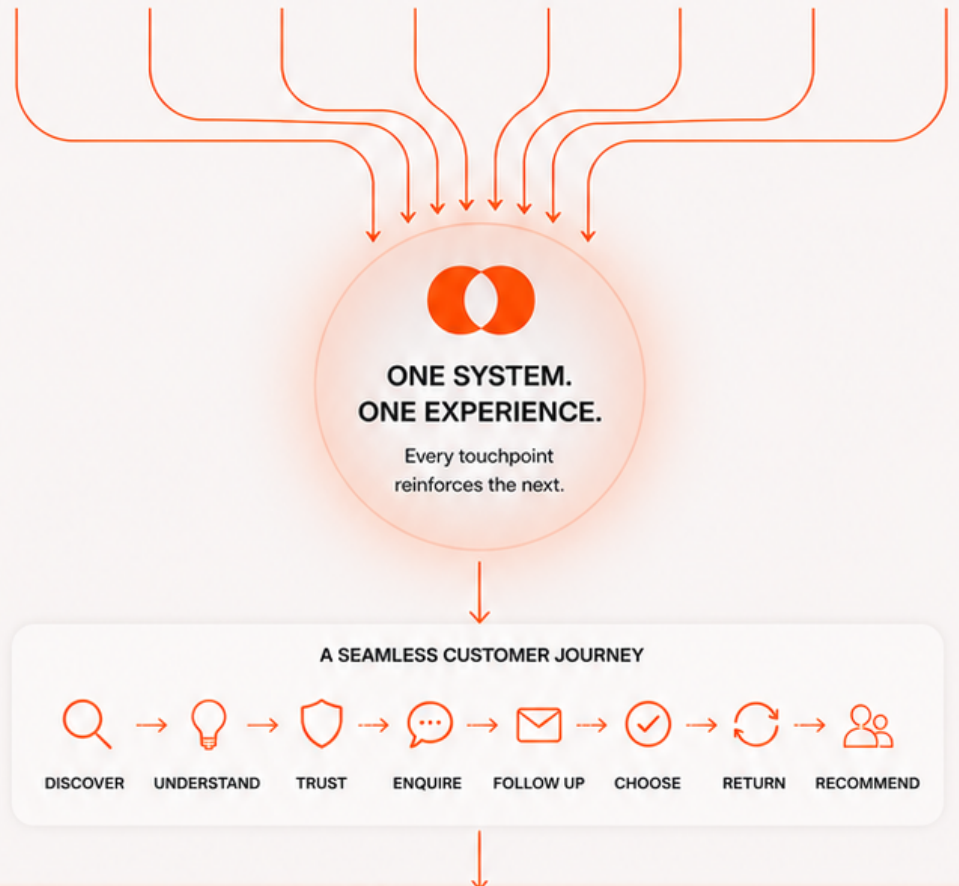
What the Visibility System Creates.

Every element **works together**.
Each part **strengthens** the next.



A successful visibility system can create:

-  Stronger recognition
-  Clearer differentiation
-  Greater customer confidence
-  More consistent enquiries
-  Better quality leads
-  More valuable marketing assets
-  Improved search presence
-  Stronger follow up
-  A customer journey that works as one



THE OUTCOME:

A confident customer who chooses your business.

And becomes a long term advocate.



The objective is not to make the business louder.
It is to make its **value clearer**.

Visibility System Investment.

A strategic investment in the systems, content and visibility that drive growth.

STANDARD PACKAGE INVESTMENT

£1,190

XORIFY IMPACT RATE

£595



Available for projects agreed before 1 September 2026.

The final scope is shaped around the highest value visibility problems identified during the initial review.



Not every business needs every channel.

We prioritise the work most likely to improve how the business is found, understood and trusted.



Impact Rate Explanation

We are temporarily reducing the package investment by **fifty per cent** to help more small businesses access the quality of strategy, systems and production normally reserved for larger organisations.



Strategy. Systems. Content. Visibility. Measurable Impact.

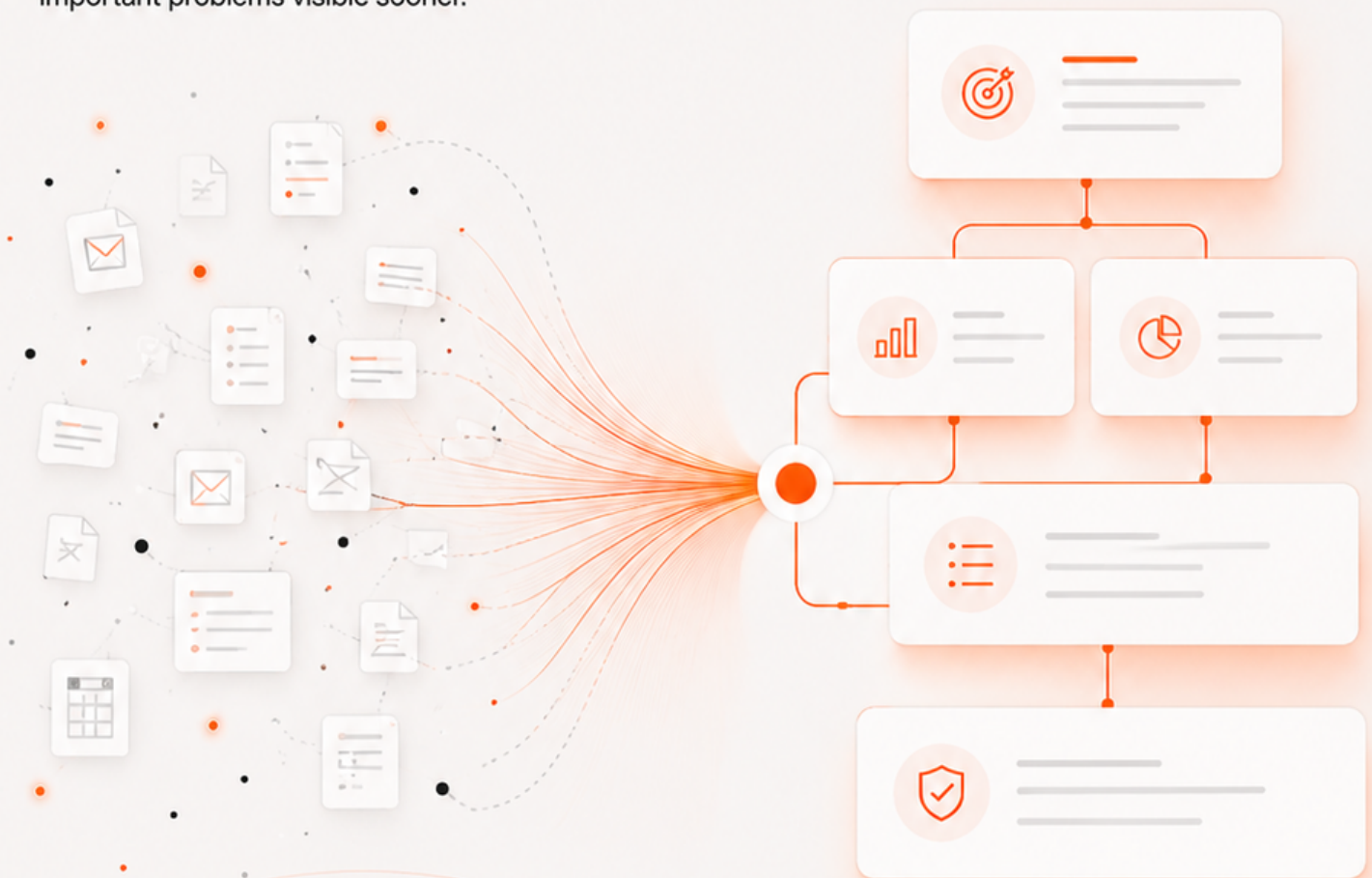
Built together. Working as one.



PART TWO

Building a Business That Thinks More Clearly.

Connecting information, reducing repeated work and making important problems visible sooner.



The Business May Be Working Harder Than It Needs To.

Many businesses rely on:

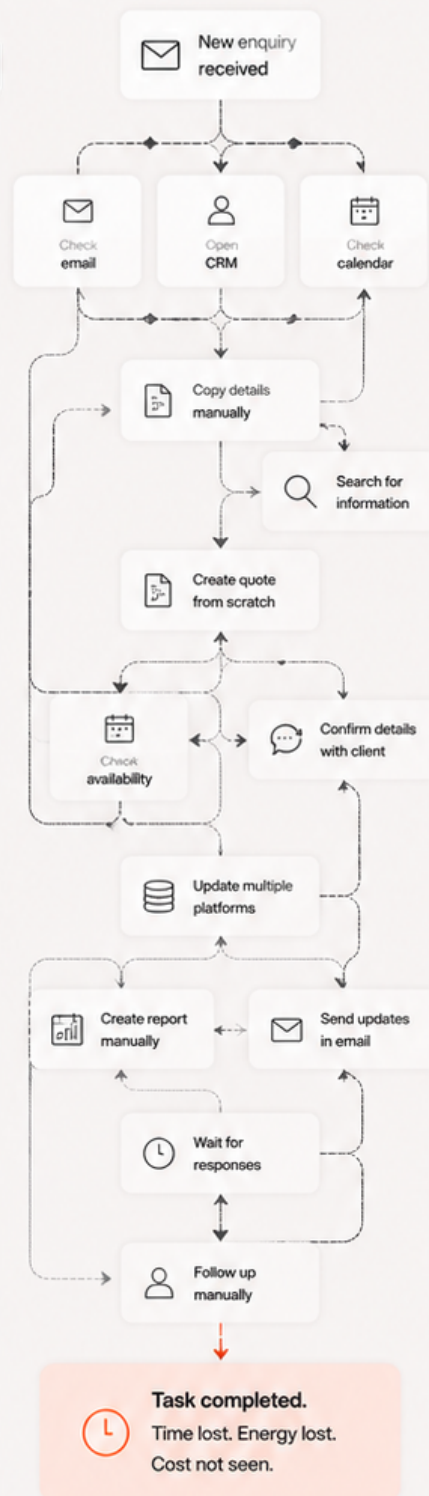
-  Manual administration
-  Repeated checking
-  Information copied between platforms
-  Reports created from scratch
-  Important updates hidden inside email
-  Tasks remembered by individuals
-  Decisions delayed while information is gathered

This often feels normal because it developed gradually.

The work is completed.

The hidden cost is rarely calculated.

THE HARDER ROUTE Complicated. Manual. Hidden cost.



THE SMARTER ROUTE Connected. Automated. Clear value.



**The same task.
Two very different costs.**



Signs Your Business Has a Systems Problem.



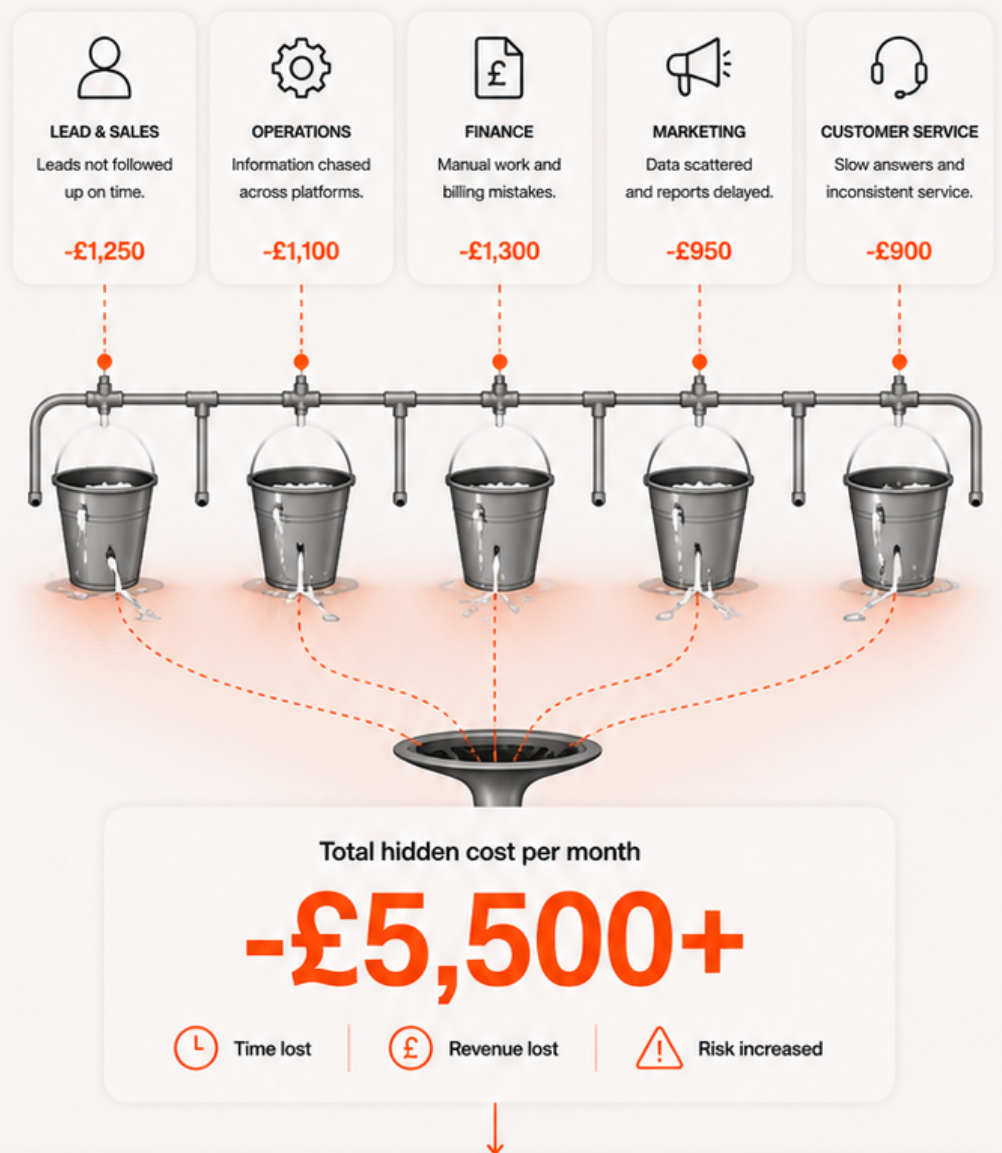
The individual tasks may appear small.
Together, they can become a significant operating cost.

The Hidden Cost of Disconnected Work.

Disconnected systems can create:

-  Lost time
-  Delayed responses
-  Missed revenue
-  Billing errors
-  Unnecessary administration
-  Avoidable employment costs
-  Inconsistent customer service
-  Poor financial visibility
-  Slow decisions
-  Dependence on individual people

Small losses. Everywhere.
Big cost. At the end of the month.



What the business cannot see,
it cannot correct.



These costs are often hidden, but they are real. They reduce profit, limit growth and increase stress.



Most businesses do not have a systems problem because they are ineffective. They have one because they have grown.



Reconnecting the right systems returns time, revenue and control.



The goal is not just to work harder. It is to remove the leaks that are already costing the business.

Your Business Does Not Need More Software.

Another application often creates another place for information to become trapped.

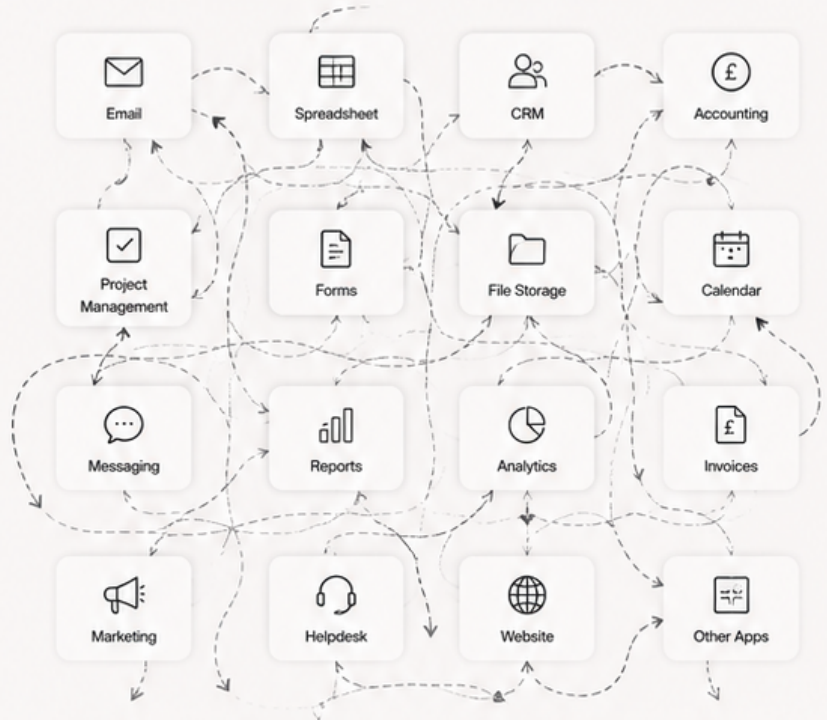
The objective is not to add more platforms.

The objective is to make the **right information** move between the platforms the business already uses.

We begin by asking:

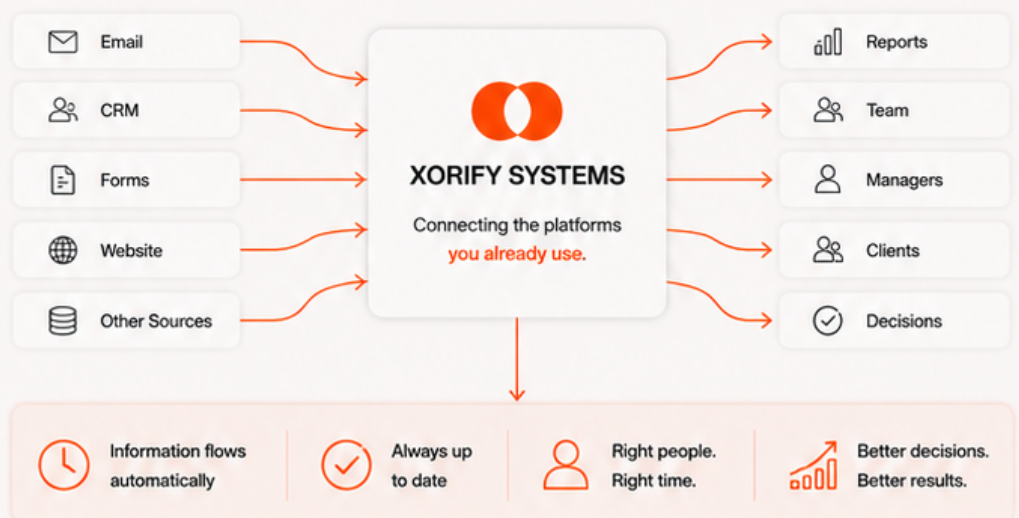
-  What information matters?
-  Where does it come from?
-  Who needs it?
-  What should happen next?
-  Where is human approval required?

MORE SOFTWARE. MORE SILOS. MORE PROBLEMS.



Information trapped Repeated work Outdated data Missed opportunities Poor decisions

CLEAR SYSTEMS. CONNECTED INFORMATION. BETTER OUTCOMES.



Clearer systems before more software.

We Begin With the Business Systems Review.

We do not begin by installing technology.

We begin by understanding how the business currently works.

The review maps:

-  How information enters the business
-  Where it is stored
-  Who uses it
-  Which tasks repeat
-  Where delays occur
-  Where mistakes happen
-  Where money may be lost
-  Which decisions lack information
-  Which processes require human judgement

The review identifies what should be **improved**, **connected**, **automated** or **left alone**.



Diagnosis before implementation.
Clarity before change.

Claude Cowork in Simple Terms.

Claude Cowork can be given a complete business outcome rather than a sequence of isolated questions.

Using approved files, information and connected tools, it can gather context, complete several stages of work and prepare a finished result for review.

EXAMPLE TASKS



Prepare a morning business briefing



Summarise recent client activity



Review campaign performance



Organise project documents



Build a weekly management report



Identify unanswered enquiries



Compare information across several files

ONE CLEAR INSTRUCTION



Prepare this week's management report, including performance, activity, enquiries and priorities.

CLAUDE COWORK WORKFLOW

1



GATHER CONTEXT

Collects relevant information from connected tools and approved sources.



2



UNDERSTAND THE INFORMATION

Reads, organises and understands the available context.



3



COMPLETE THE WORK

Carries out the required tasks across multiple stages.



4



ANALYSE AND STRUCTURE

Analyses the information and structures the results clearly.



5



PREPARE THE RESULT

Creates a complete draft with key insights and summary.



6



QUALITY CHECK

Checks for accuracy, consistency and missing information.



7



READY FOR REVIEW

Delivers the finished result for a person to review.



FINISHED RESULT

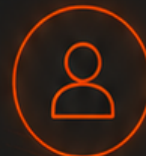
A complete output, ready for human review and decision.



THE BUSINESS
defines the task.



THE SYSTEM
completes the repeatable work.



A PERSON
reviews the result and controls consequential actions.

Claude Code Builds the Deeper System.

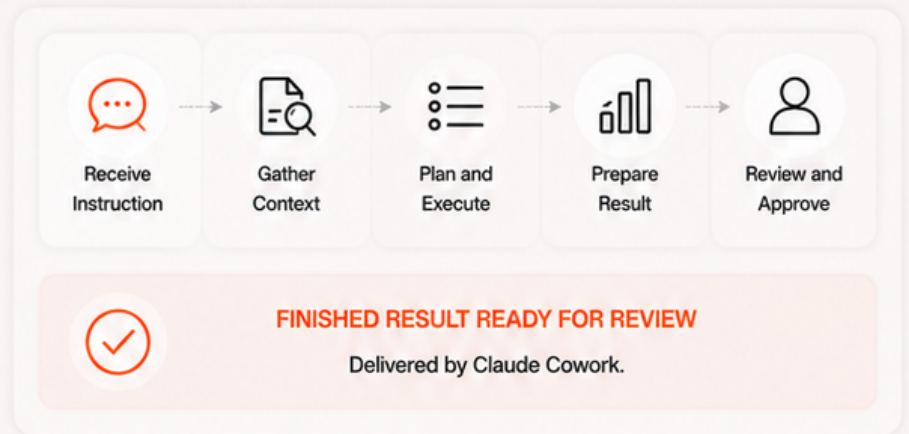
Claude Code provides the deeper building environment used to create repeatable business tools, workflows and connections.

It can help build systems that:

-  Process information
-  Follow defined business rules
-  Monitor changes
-  Prepare reports
-  Connect approved platforms
-  Organise files
-  Complete scheduled tasks
-  Escalate exceptions for review

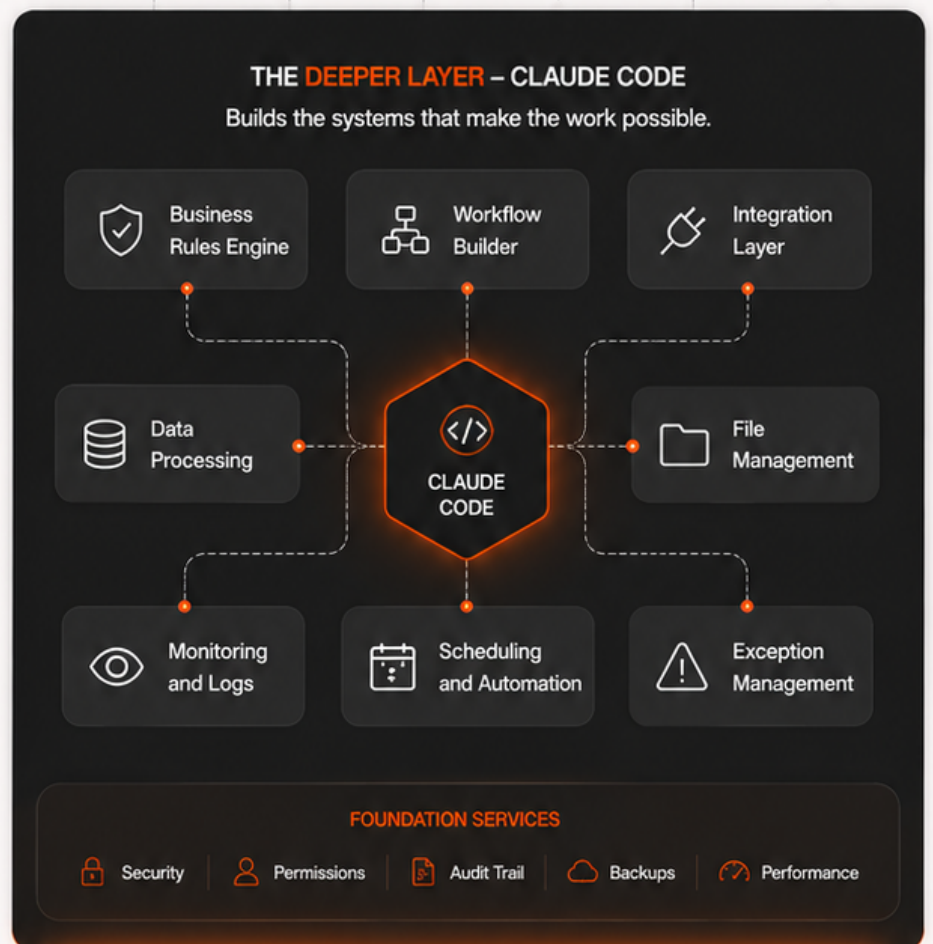
THE VISIBLE LAYER – CLAUDE COWORK

Delivers outcomes and completes the work.



THE DEEPER LAYER – CLAUDE CODE

Builds the systems that make the work possible.



Cowork helps complete the work.
Claude Code helps build how the work is completed.

Skills Teach the System How Your Business Works.

A skill is a reusable set of instructions, resources and procedures.

It explains how your business wants a recurring task completed.

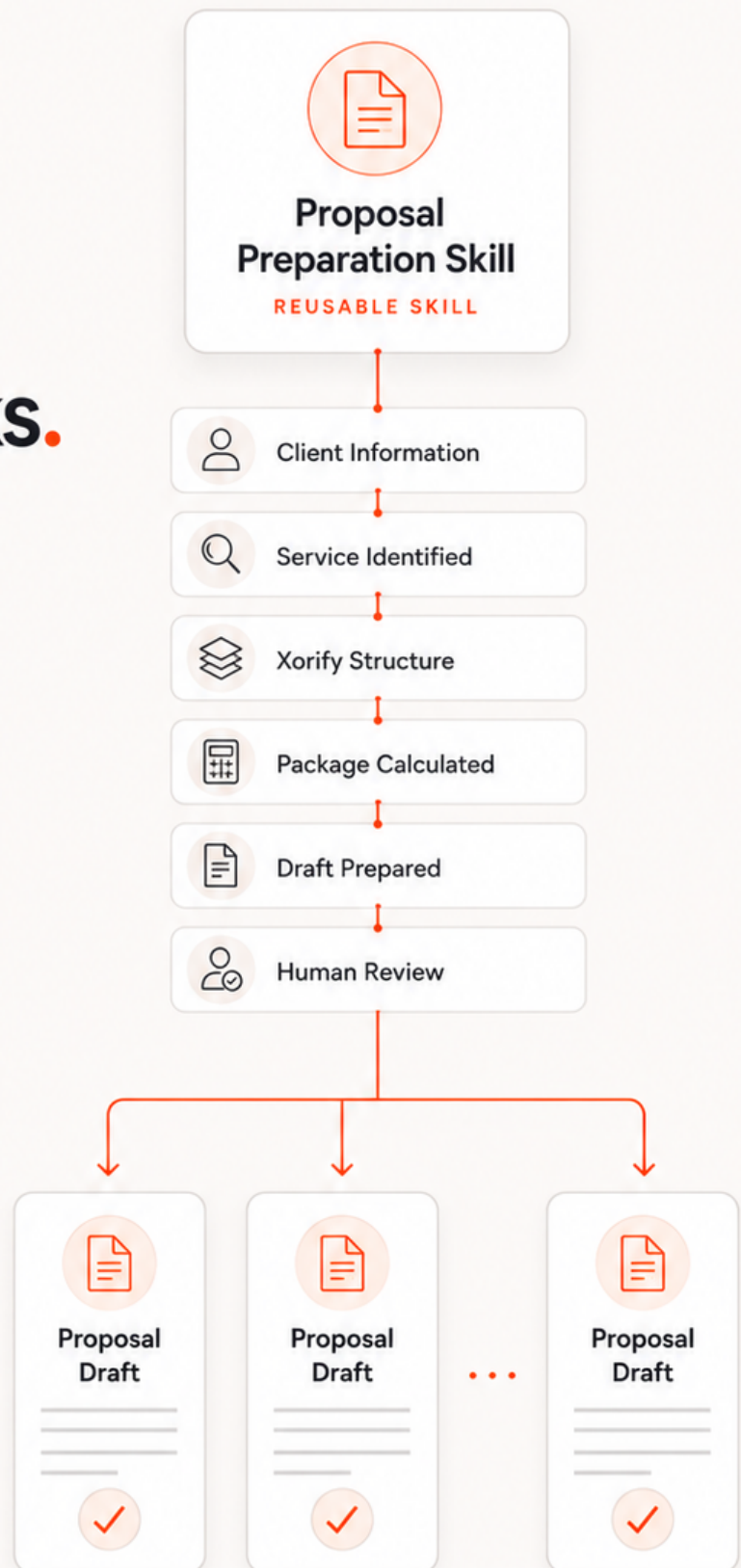
A skill may define:

- Which information to use
- Which questions to ask
- Which checks to perform
- Which format to follow
- Which rules must never be ignored
- When a person must approve the result



Example

A proposal preparation skill could gather client information, identify the required service, follow the Xorify approved structure, calculate the correct package and prepare a draft for review.



Documented once. Reused consistently.

Specialist Subagents Divide Complex Work.

Some tasks contain several different forms of work.

Specialist subagents allow each part to be handled separately.

EXAMPLE LEAD WORKFLOW

Research Agent
Reviews the company and gathers relevant information.

Qualification Agent
Checks whether the opportunity matches the target customer.

Response Agent
Prepares a relevant first response.

Review Agent
Checks accuracy, tone and completeness.

Business Owner
Makes the final decision.



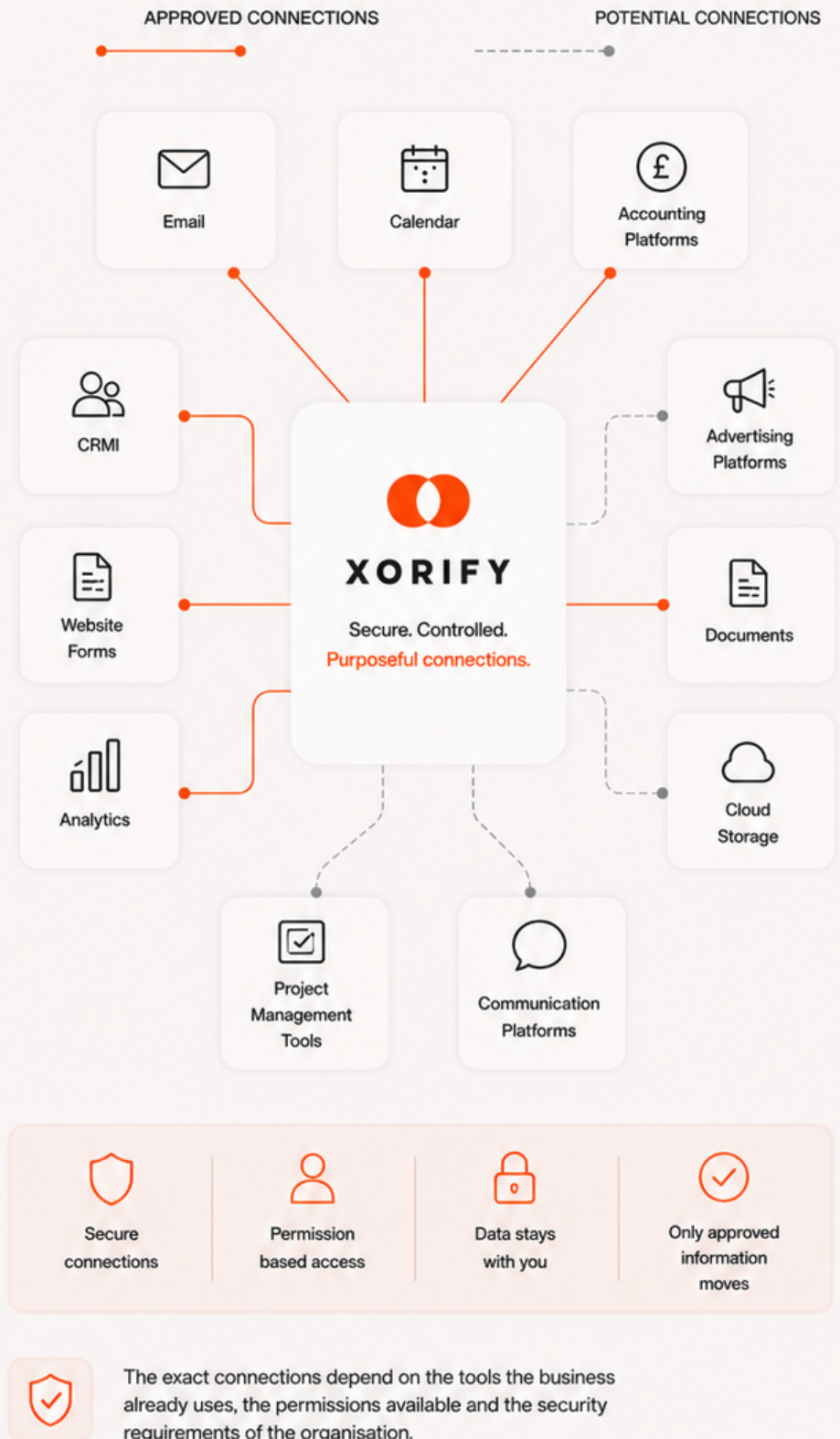
The objective is not to remove responsibility.
**It is to ensure every important stage
is completed consistently.**

Connecting the Business.

APIs and MCP connections act as approved bridges between business tools.

They can allow relevant information to move between:

	Email
	Calendar
	Accounting platforms
	Customer relationship management systems
	Website forms
	Analytics
	Advertising platforms
	Documents
	Cloud storage
	Project management tools
	Communication platforms



The aim is not to connect everything.
It is to connect what creates useful action.

PART TWO

Begin Every Day Knowing What Matters.

A connected system can prepare a clear morning briefing containing:

-  New enquiries
-  Important emails
-  Meetings and deadlines
-  Outstanding tasks
-  Overdue invoices
-  Client issues
-  Website warnings
-  Campaign changes
-  Decisions requiring attention



Good morning.
Here's what matters today.


Wed, 21 May 2025


HIGH PRIORITY



New enquiries

7

3 require response >



Important emails

5

2 unread • 2 flagged >



Meetings and deadlines

4

Next: 10:00 AM >


NEEDS REVIEW



Outstanding tasks

12

5 overdue >



Overdue invoices

3

Total \$18,450 >



Client issues

4

2 need update >


WATCH



Website warnings

2

1 critical • 1 warning >



Campaign changes

3

2 draft • 1 live >



Decisions requiring attention

2

Awaiting your input >



Focus first on what moves your business forward.

View full briefing >



Instead of searching for information across several platforms, the owner begins with **one prioritised view.**



From Enquiry to Long Term Client.

A connected client acquisition system can support the complete journey.



No Opportunities Lost

Every enquiry is captured, tracked and progressed.



Consistent Experience

Every lead and client receives a professional process.



Better Decisions

Information is available at every important stage.



Stronger Relationships

Clients receive the right attention at the right time.

01



Enquiry Received

The opportunity enters one controlled process.



Captured and recorded.
No opportunities missed.

02



Lead Researched

Relevant business information is gathered.



Better context.
Stronger understanding.

03



Opportunity Assessed

The lead is compared with the target customer profile.



Focus on the right opportunities.

04



Response Prepared

A relevant reply is drafted.



Fast. Personal.
Professional.

05



Follow Up Scheduled

The opportunity is not forgotten.



Consistent follow up.
More replies.

06



Proposal Created

The correct offer is prepared.



Accurate proposals.
Higher win rate.

07



Client Onboarded

Documents, tasks and information are organised.



Smooth start.
Clear expectations.

08



Delivery Monitored

Progress and commitments remain visible.



On time. On budget.
No surprises.

09



Client Health Reviewed

Risks and opportunities are identified.



Stronger relationships.
Early action.

10



Renewal Considered

The relationship continues where appropriate.



Sustainable growth.
Long term value.



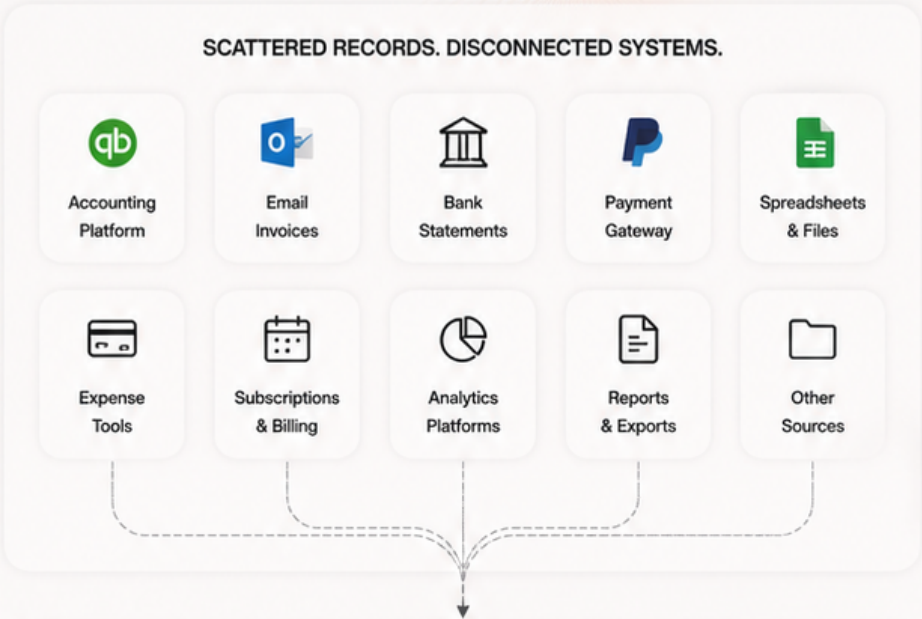
A connected system protects revenue.

Every stage. Every opportunity. No gaps.

Financial Visibility Without Rebuilding Every Report.

An intelligent finance workflow may help prepare:

- Invoice checks
- Overdue payment alerts
- Cash position summaries
- Revenue reports
- Expense categorisation
- Budget comparisons
- Repetitive billing checks
- Unusual transaction warnings
- Monthly management summaries



ONE CONSOLIDATED, INTELLIGENT FINANCE VIEW.

OVERVIEW

Cash Position

£128,450

Current Balance

Revenue (MTD)

£74,820

+12% vs last month

Outstanding

£18,230

14 Invoices

Expenses (MTD)

£42,310

On Track

CASH POSITION (LAST 6 MONTHS)

Month	Cash Position (£K)
Jan	£60K
Feb	£90K
Mar	£70K
Apr	£110K
May	£130K
Jun	£120K

OVERDUE INVOICES

£18,230

14 Invoices Overdue

[View Details →](#)

UPCOMING PAYMENTS

£9,450

7 Payables Due

[View Schedule →](#)

TOP EXPENSE CATEGORIES

Category	Percentage	Amount (£)
Marketing	38%	£16,080
Operations	29%	£12,230
Software	18%	£7,610
Other	15%	£6,390

BUDGET COMPARISON (MTD)

Category	Amount (£)	Variance
Revenue	£74,820	▲ 12%
Expenses	£42,310	▼ 3%
Net Profit	£32,510	▲ 21%



IMPORTANT CONTROL

The system should prepare information and identify exceptions.



Final payments



Consequential decisions



Financial record changes



Must remain subject to approved human control.

Content Production as a Repeatable System.

Content should not depend on someone finding inspiration at the last moment.

Xorify can build workflows around:

- Market research
- Trend analysis
- Content ideas
- Script preparation
- Asset organisation
- Motion graphic preparation
- Caption creation
- Campaign scheduling
- Performance analysis
- Improvement recommendations



The creative **judgement** remains human.

The repetitive preparation becomes **organised**.

Monitoring What the Business Cannot Check Manually.

A connected system can
regularly check for changes such as:

-  Website availability
-  Broken links
-  Form failures
-  Search visibility changes
-  Campaign performance changes
-  Unanswered enquiries
-  Client activity changes
-  Missed deadlines
-  Overdue payments
-  Important competitor activity

SYSTEM OVERVIEW


83
Monitored Checks
Active


72
All Good
No Action Required


8
Exceptions
Require Attention


3
In Progress
Being Resolved



EXCEPTIONS REQUIRING ATTENTION

Issue	Category	Detected	Impact	Action
 Broken Link /services/pricing	Website	Today, 07:45	Medium	Fix link
 Unanswered Enquiry From contact form	Enquiries	2 days ago	High	Reply
 Campaign Performance Drop Meta Ad Campaign	Advertising	Today, 08:20	Medium	Review
 Missed Deadline Website Update	Tasks	1 day ago	High	Action
 Overdue Invoice INV-2025-0421	Finance	14 days ago	High	Chase

A Loss the Business Could Not See.

A Dubai based business owner had operated a successful sales programme for filmmakers for twelve years.

The business was established.

Customers were being acquired.

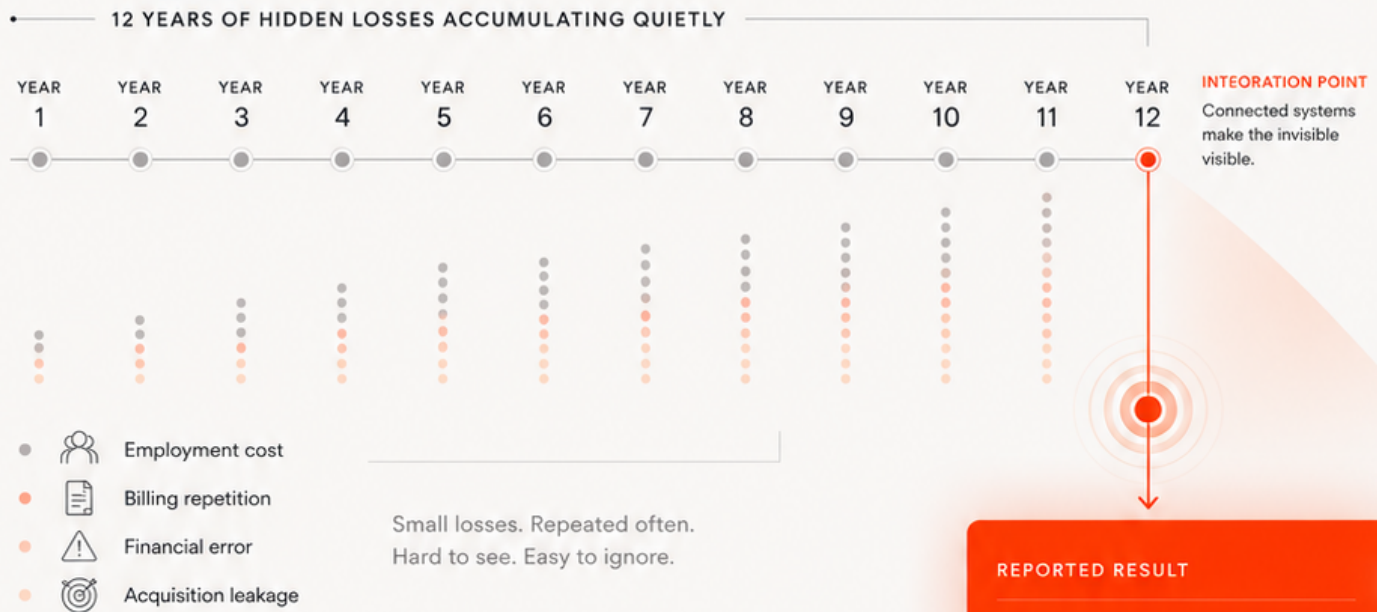
The team was working.

From the outside, the operation appeared healthy.

Connected AI systems later revealed losses caused by:

- Unnecessary employment costs
- Repetitive billing work
- Financial errors
- Inefficiencies within client acquisition

According to the business owner, correcting these issues now contributes more than **£130,000** each year to profitability.



“ The losses had existed for years. The business simply had no connected system capable of making them visible.



This is an individual result reported by the business owner. It does not represent a guaranteed outcome for other businesses.

Build the Highest Value Systems First.

Not every task should be automated.

Not every platform should be connected.

Not every process needs to change.

The first build should focus on the opportunities that create the greatest value with the lowest operational risk.

TYPICAL STARTING POINTS



Morning business briefings



Lead research and response preparation



Weekly financial visibility



Client health monitoring



Website monitoring



Content production planning



Invoice and payment alerts

PRIORITY MATRIX

Focus on value. Control the risk.



We begin with the system most likely to create a meaningful improvement.



Important

This approach reduces risk, delivers early value and builds confidence for future growth.

Human Control Remains Essential.

Intelligent systems can prepare, analyse and highlight. People must approve, decide and take responsibility.

XORIFY DESIGNS SYSTEMS WITH:

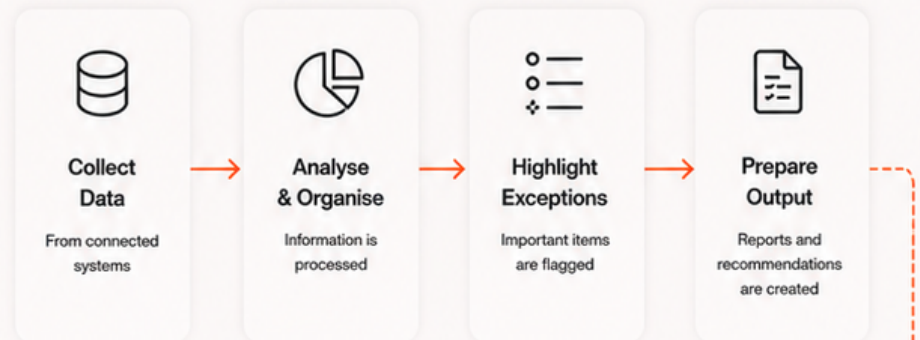
-  Defined permissions
-  Review stages
-  Approval points
-  Clear ownership
-  Activity records
-  Escalation rules
-  Restricted access
-  Documented procedures

CONSEQUENTIAL ACTIONS

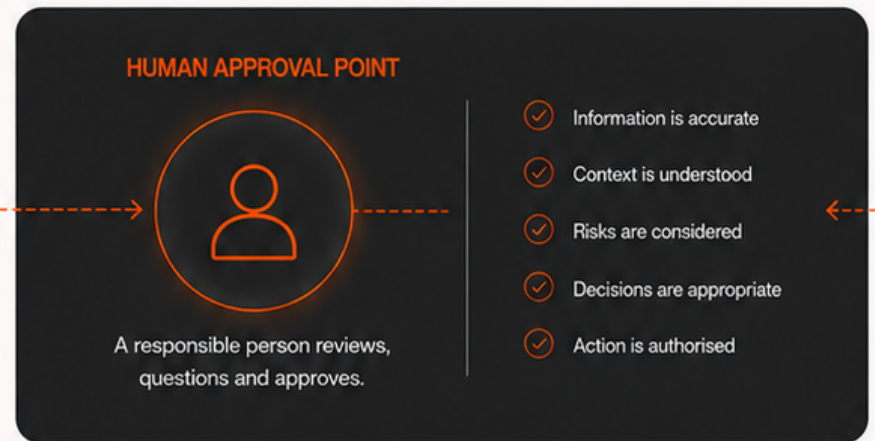
Human approval should remain in place for:

-  Payments
-  Publishing
-  Sensitive client communication
-  Contractual decisions
-  Changes to financial records
-  Staff decisions
-  Legal commitments
-  High value purchases

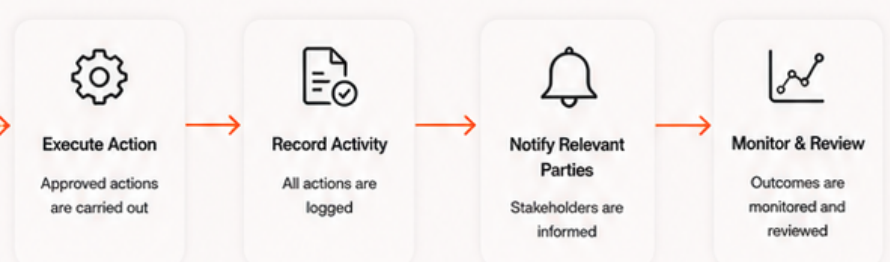
AUTOMATED PREPARATION



HUMAN APPROVAL POINT



APPROVED ACTION



The objective is **supervised intelligence.**
Not uncontrolled automation.



Built for accountability.
Designed for trust.

Every system includes the controls, permissions and records needed to operate with confidence.

Intelligent Operations System Investment.

A one time investment in systems that create long term measurable value.



STANDARD PACKAGE INVESTMENT

~~£2,250~~

XORIFY IMPACT RATE

£1,125



Available for projects agreed before **1 September 2026**.



The final scope depends on:

- ✓ The findings of the Business Systems Review
- ✓ The platforms the business already uses
- ✓ Available permissions and integrations
- ✓ The complexity of the required workflows
- ✓ The highest value opportunities identified



Impact Rate Explanation

The temporary fifty per cent reduction is designed to help small businesses access stronger operating systems without the investment normally associated with a large internal technology team.



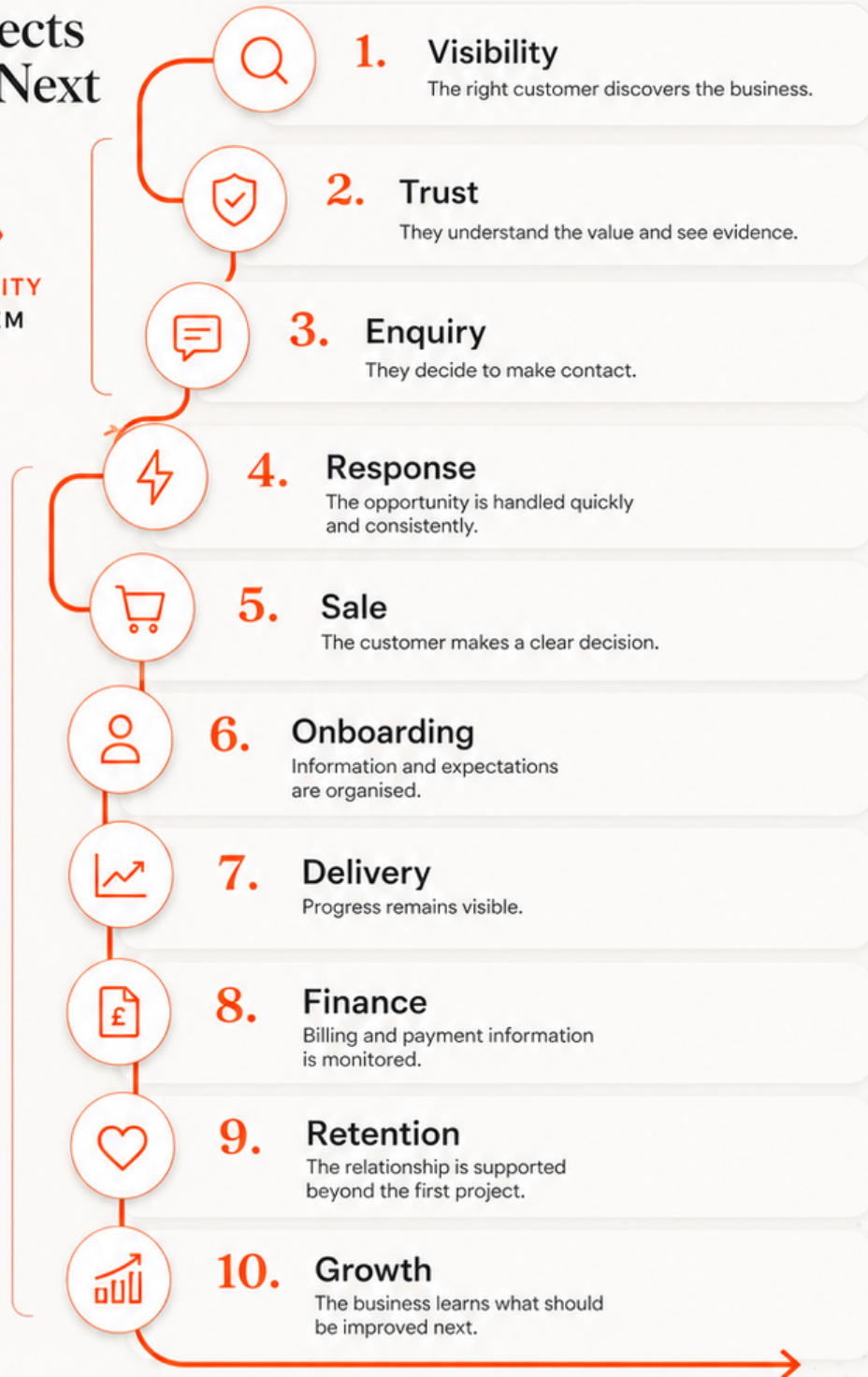
Better systems. Lower risk. Greater value.
Built for your business.

One System Creates Demand

The Other Protects What Happens Next


**VISIBILITY
SYSTEM**


**INTELLIGENT
OPERATIONS
SYSTEM**



Customer acquisition and business operations should not be treated as separate worlds.
They are parts of the same commercial system.

Choose the System Your Business Needs Most



Visibility System

For businesses that need
to become easier to find,
trust and choose.

Standard package
investment:

£1,190

Xorify Impact Rate:

£595



Intelligent Operations System

For businesses losing time,
information or profitability
through disconnected work.

Standard package
investment:

£2,250

Xorify Impact Rate:

£1,125

MOST COMPLETE



Complete Business System

For businesses that need
stronger customer acquisition
and stronger internal execution.

Combined standard
package investment:

£3,440

Combined Xorify
Impact Rate:

£1,720



All Xorify Impact Rates are available for projects agreed before 1 September 2026.

The combined rate reflects the fifty per cent reduction applied to both packages.

It is not an additional bundle discount.

What Happens First.

A clear process.
A focused start.
A system that improves over time.



We do not begin by selling every available service.
We begin by identifying what the business actually needs.

Why Xorify.

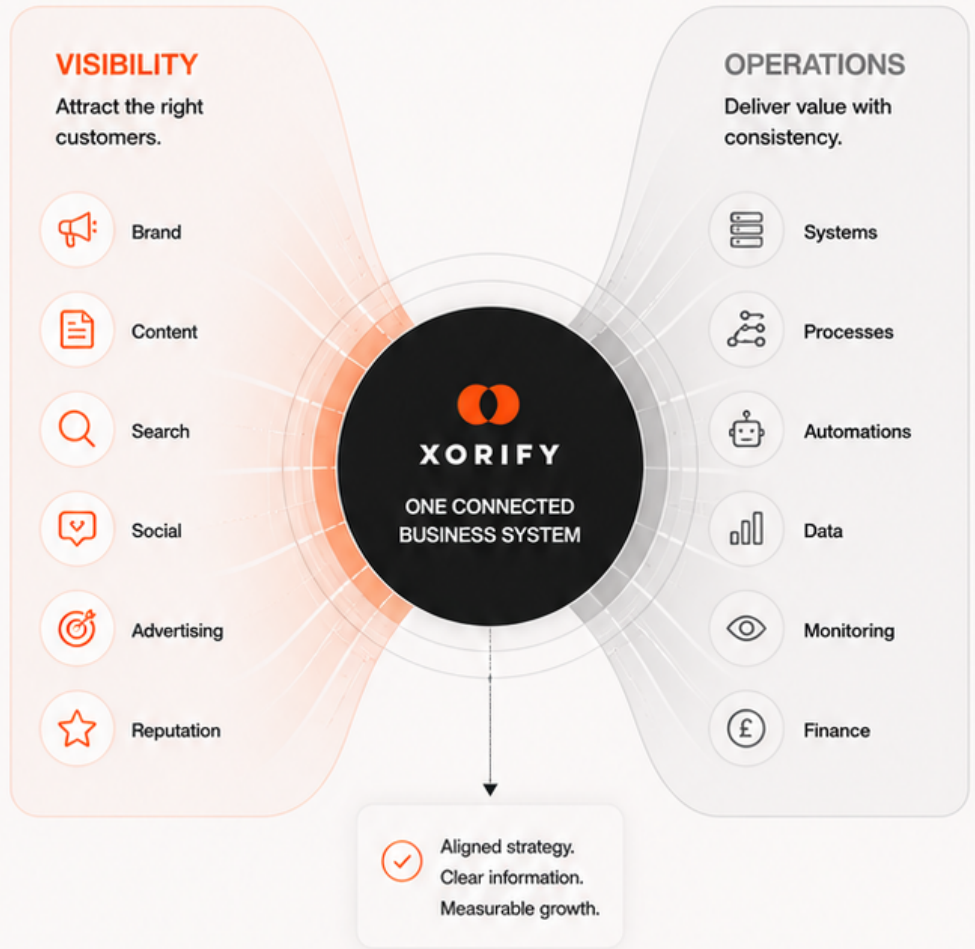
Most providers understand one side of the business.

 **Marketing providers** focus on attracting customers.

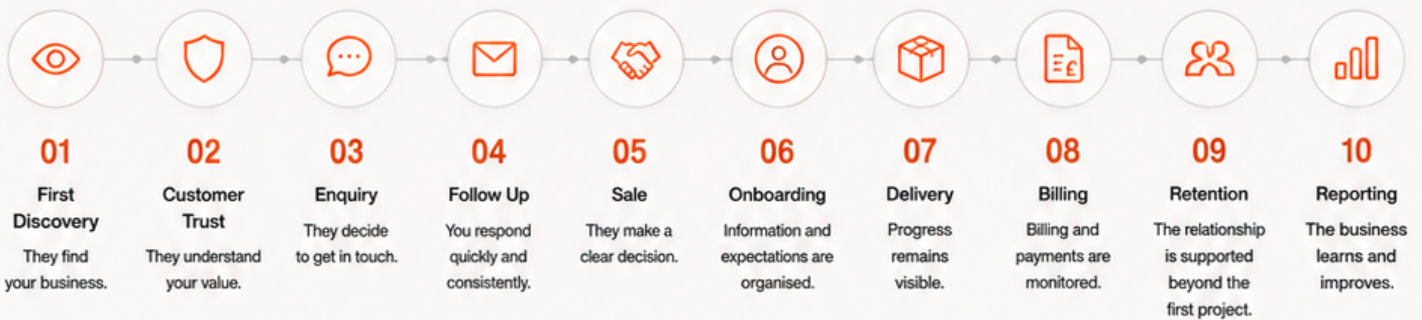
 **Technology providers** focus on internal systems.

Xorify connects both.

We examine the complete journey from discovery to long term value.



THE COMPLETE CUSTOMER JOURNEY



We do not want to add more noise to your business.
We want to make the business clearer.



One strategy.
Everything works towards the same outcome.



One source of truth.
Information is connected, up to date and reliable.



Fewer gaps.
Less missed information, less duplication, fewer mistakes.



Stronger performance.
Better decisions lead to better results.



Long term value.
A system that grows with your business.

Your Business May Not Need More Effort

It may need better visibility
and clearer systems.

The first step is to identify where customers,
time, money and information are currently
being lost.

From there, we can decide what
should work differently.

**Where is your business currently
losing customers, time or information?**



Book a Business Systems Review.

Let us identify what is missing
before deciding what should be built.



Website: xorify.com



Email: brynsteer@outlook.com



Telephone: 07306 123481

Thank you for taking the time to make it this far. The examples in this booklet are only a starting point. Other processes can also be automated, including staff scheduling, new employee onboarding and training, stock monitoring, appointment reminders, quote preparation, compliance checks, maintenance reporting, customer updates, project tracking, order processing, document management and recurring performance reports.

These systems can be adapted for construction, hospitality, retail, healthcare, education, property, professional services and many other industries. The right solution depends on how your business currently works, where time is being lost and which tasks create the most pressure.

For any other questions, call me personally on **07306 123481** or email **brynsteer@outlook.com** so we can discuss the problem and work out the right solution for your business.