



— A POLISHED TECH OPS BRIEF

THE VISIBILITY LAYER.

FROM REPORTING → COMMAND CENTER.

06

A short executive brief on operational visibility for ecommerce operators running on Shopify, ERP, and 3PL stacks.

PAGES / 4 MIN READ
FOR FOUNDERS & COOS

THE PROBLEM

MOST OPERATIONS AREN'T BROKEN. THEY'RE BLIND.

The data is there — scattered across your ERP, your platform, your 3PL, your spreadsheets. The problem isn't that you don't have information. It's that you can't read it fast enough to act on it.

01**DECISIONS
THAT LAG**

Your team spends hours verifying numbers across platforms before anyone can act. The report is stale by the time you read it. By then, the moment to move has passed.

02**NUMBERS
NOBODY TRUSTS**

Your ERP says one thing. Your platform says another. Your 3PL says something else. Nobody fully believes any of them, so nobody moves with confidence.

03**PROBLEMS
FOUND TOO LATE**

Inventory gaps, fulfillment failures, invoice variances. They all surface after they've already cost you. You find out when the customer calls, not before.

Here's what staying in this position actually costs: inventory decisions made on bad data, cash flow problems that stay invisible until they're a crisis, and your best people spending their hours building reports instead of running the business.

— THE FRAMEWORK

A DASHBOARD IS NOT A REPORT. IT IS DECISION INFRASTRUCTURE.

The Command Center isn't a tool. It's a layer that turns fragmented reporting into one source of truth — and operational data into decisions you can actually make.

REAL CLIENT OUTCOME

INVOICE VARIANCES WERE SILENTLY EATING CASH FLOW.

A high-growth ecommerce brand had invoice variances going undetected for months across fragmented systems. Forty-eight hours after the dashboard went live, they identified and resolved the issue — without adding headcount or switching platforms.

48H

 TO FIND
THE ISSUE

01

 DASHBOARD
BUILT

\$0

 LOST TO
VARIANCES

INVOICE VARIANCES · LIVE

● REALTIME

 VARIANCE
FLAGGED

\$12,840

▲ +27.5%

 INVOICES
IN SYNC

1,247

 ● ALL
CLEAR

 AVG.
RESOLUTION

2.1H

▼ -68%

VARIANCES BY VENDOR — LAST 7 DAYS

SYSTEM SIGNALS

SHOPIFY

●

ERP

●

3PL

●

WMS

●

**1
ALERT**

PLATFORM AGNOSTIC

We connect to your existing stack, whatever it is. No rip-and-replace. If it has an API, we can read it.

CUSTOM BUILT

Every dashboard reflects your business logic, your KPIs, and your team's real daily questions. Not a template.

FULLY MAINTAINED

We don't hand off and disappear. Every system is monitored, maintained, and expanded as you grow.

BUILT TO SCALE

Dashboards are the entry point. Automations, integrations, and full ops systems follow on top.

— SELF-ASSESSMENT

THE OPERATIONAL VISIBILITY CHECKLIST.

A 10-point self-assessment for ecommerce operators. If you check fewer than seven, you're running blind.

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- | | | |
|--------------------------|---|----|
| ☐ | Can you see your open orders across every sales channel in real time? | 01 |
| ☐ | Do you know your inventory position without switching between Shopify, ERP, and 3PL? | 02 |
| ☐ | Are invoice variances flagged the moment they happen, not weeks later? | 03 |
| ☐ | Can you identify discrepancies between your platform and ERP before they impact operations? | 04 |
| ☐ | Is your team spending more time reconciling data than acting on it? | 05 |
| ☐ | Do you have a single source of truth every department trusts? | 06 |
| ☐ | Can you spot a spike in support tickets or fulfillment failures within minutes, not days? | 07 |
| ☐ | Is your operational data — orders, shipping, returns, cash — accessible from one place? | 08 |
| ☐ | Do your systems talk to each other without manual exports or weekly spreadsheets? | 09 |
| ☐ | Are the numbers you see today the absolute reality of your business? | 10 |
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— THE ROADMAP

STRATEGIC ROADMAP: CLOSING THE OPERATIONAL VISIBILITY GAP.

Find your current state. Take the next two actions.

LOW ● ————— ● HIGH

LEVEL 01

LOW VISIBILITY

Scattered tools and manual spreadsheets running your operations.

ACTION 01

Audit your operational data sources (Shopify, ERP, 3PL, Helpdesk) and map every silo.

ACTION 02

Unify your primary order fulfillment and inventory data into one feed.

LEVEL 02

MEDIUM VISIBILITY

Connected tools, but fragmented operational reporting.

ACTION 01

Build a centralized Command Center surfacing the metrics your team actually decides on — in real time.

ACTION 02

Automate data normalization across your stack to eliminate manual reconciliation.

LEVEL 03

HIGH VISIBILITY

Real-time operational awareness with predictive layers.

ACTION 01

Layer forecast-driven decisions on top of live data — anticipate stockouts, cash gaps, and fulfillment risk before they happen.

ACTION 02

Trigger intelligent automations from dashboard signals to close the loop from insight to action.



— START HERE

STOP RUNNING BLIND.

You've seen the checklist. You've found your level. Now book 30 minutes with us. We'll map your platforms, your team's daily questions, and where you're losing time — and tell you exactly what your dashboard would show you, and what it costs to build it. Before we hang up.

BOOK A 30-MIN SCOPING CALL →

30 MINUTES • FIXED PRICE ON THE CALL • NO OBLIGATION

REAL-TIME OPERATIONAL AWARENESS

See the full reality of your business — as it happens.

FASTER, SHARPER DECISIONS

Move from data-gathering to decision-making in seconds, not days.

CLOSED-LOOP OPERATIONS

Turn visibility into automatic resolution and scalable growth.