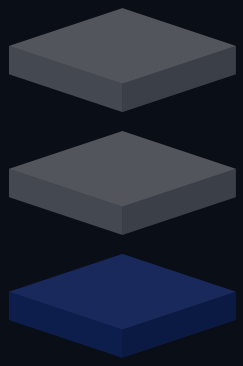
Ariavor



One set of subscription metrics for finance, product and customer teams

An internet company whose finance, product and customer teams each reported from their own spreadsheets. All 3 now read one governed Power BI model with a shared subscription and revenue KPI layer.

SECTOR
Internet and IT

PERIOD
19 months

COMPANY
50—250 people

FOCUS
Subscription revenue

OCTOBER 2026

AT A GLANCE

3 sets of spreadsheets, replaced by one model

Finance, product and customer teams each kept their own spreadsheets. We built the client's first governed Power BI environment on one model of billing, CRM and product usage.

3	3	4	19
source systems in one model	teams reading it	subscription KPI families	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

An internet company of 50 to 250 people with subscription revenue.

MANDATE

Replace separate spreadsheet reporting with one governed Power BI environment and one definition of each subscription metric.

Before and after

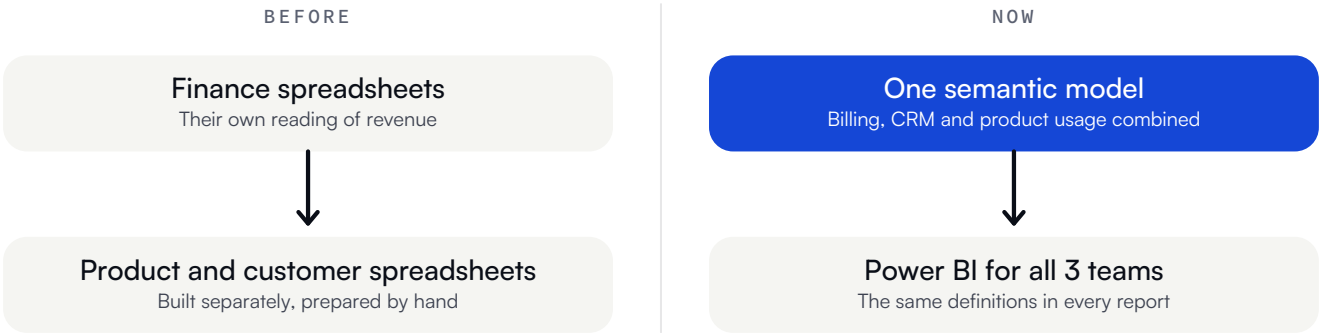


Figure 1 · From 3 teams reporting from their own spreadsheets to one governed model they all read.

The architecture

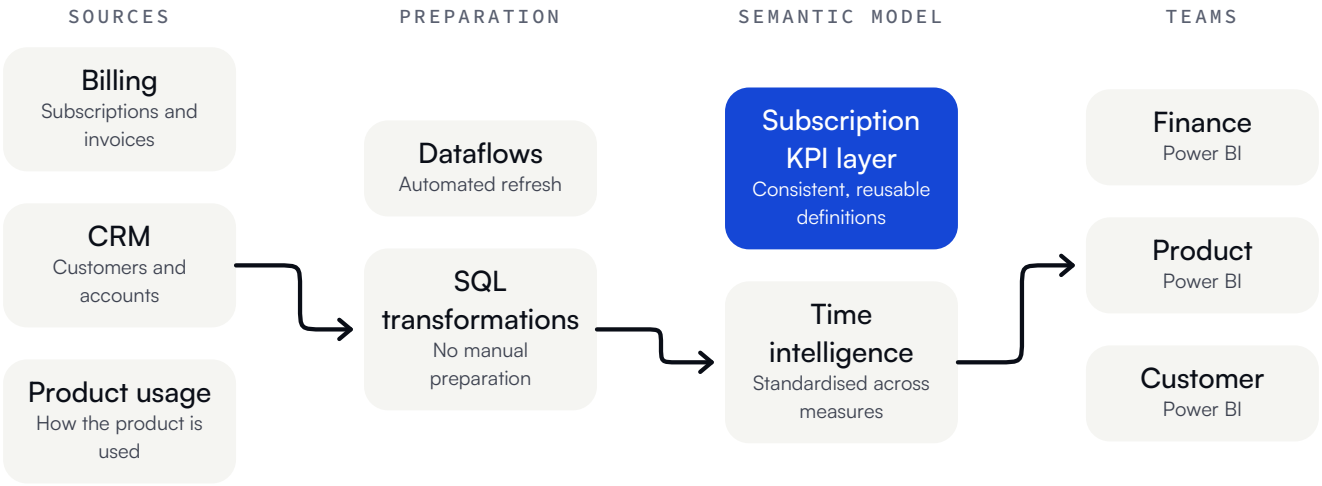


Figure 2 • Billing, CRM and product usage are prepared automatically and combined in one semantic model, which all 3 teams read.

The subscription KPI layer

Recurring revenue, cohort retention, expansion and contraction are each defined once in the model, with standardised time intelligence, so finance, product and customer teams read the same figure for the same period.

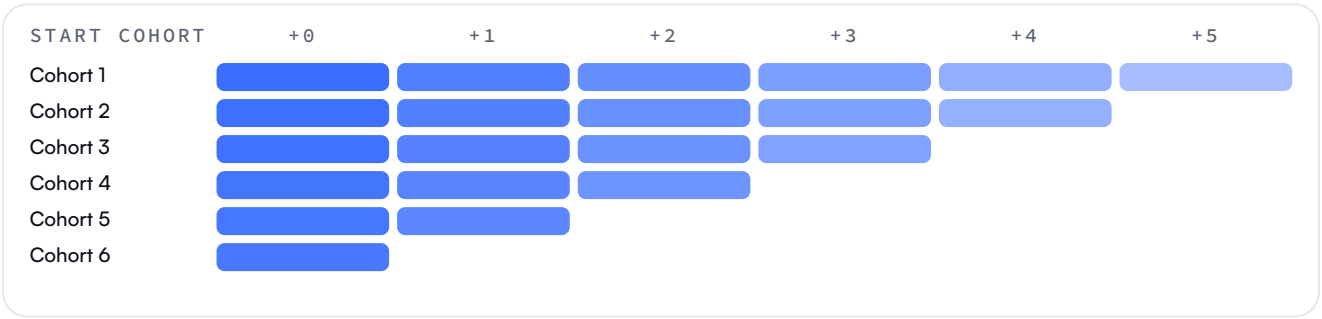


Figure 3 • Cohort retention: one row per starting group, one column per period since. Illustrative, no client values.

Architecture decisions

DECISION	REJECTED ALTERNATIVE	WHY
One model across billing, CRM and usage	A model per team	All 3 teams read the same customers and revenue.
Definitions in a KPI layer	Formulas in each spreadsheet	Recurring revenue means one thing wherever it appears.
Workspace, naming and role-based access set up first	Access granted case by case	The environment stays governed as it grows.

Refresh and delivery, automated



Figure 4 • Preparation that used to precede every report now runs on its own.

What the client has today

- ✓ A first governed Power BI environment, with role-based access, naming rules and user training.
- ✓ One semantic model of billing, CRM and product usage, with reusable definitions.

WHERE IT LEFT THEM

3 teams answer subscription questions from one model, with one definition of each metric.

STACK

Power BI · DAX · SQL · Dataflows · Azure Data Factory · Semantic modelling