

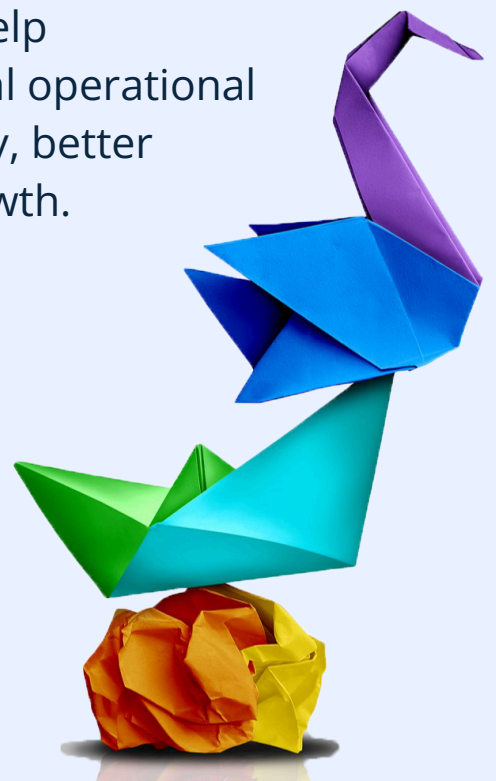
metapraxis

BEYOND DOING

Over 45 years of expertise helping leadership teams **transform** their organisations, shifting from reactive survival to proactive, **high-performance success**.

Metapraxis: from the Greek meaning "Beyond Doing".

We have pioneered data-driven transformation for leadership teams. Our mission is to help organisations move beyond traditional operational thinking to achieve higher productivity, better decision-making, and sustainable growth.



The Metapraxis Method

Metapraxis supports organisations, providing a strategic meta layer that elevates thinking and drives sustainable outcomes.

Our approach is defined by three key principles:



Radical Transparency

We establish a Meta-Layer that reveals business drivers and performance, ensuring clear understanding and accountability.



Focus on Drivers of Performance

Our Meta-System identifies and amplifies the key factors driving success, going beyond surface-level metrics.



Beyond Doing

Metapraxis shifts you from command & control to mission control, unlocking time to innovate, adapt, and grow sustainably.

We Enable Transformation

Technology should empower, not limit. At Metapraxis, we go beyond software to drive real business impact. Here's how we make the difference:



Strategic Clarity

Our powerful analytics and deep financial expertise help organisations cut through the noise and focus on what matters.



Beyond Tools, Real Outcomes

We don't just provide dashboards; we embed insights directly into business operations to drive action and results.



Continuous Improvement

Supporting leadership with agile, informed decision-making that fuels long-term growth and adaptability.



Proven Success

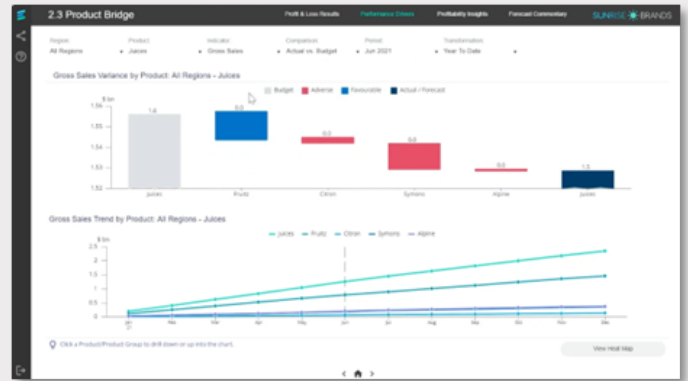
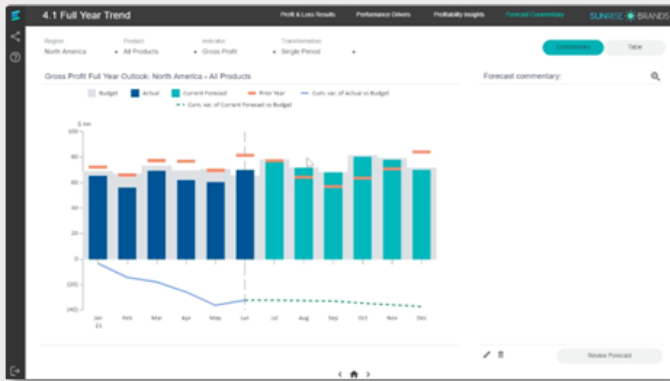
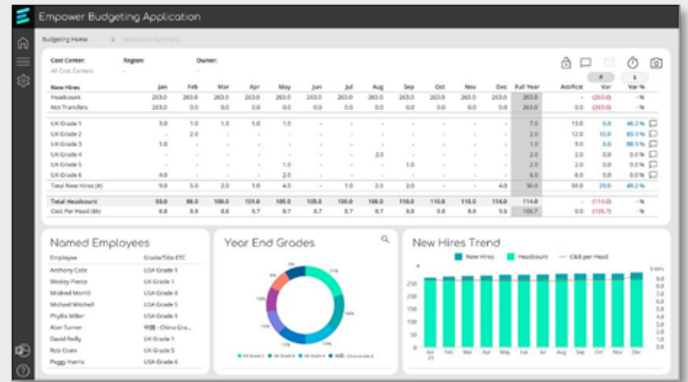
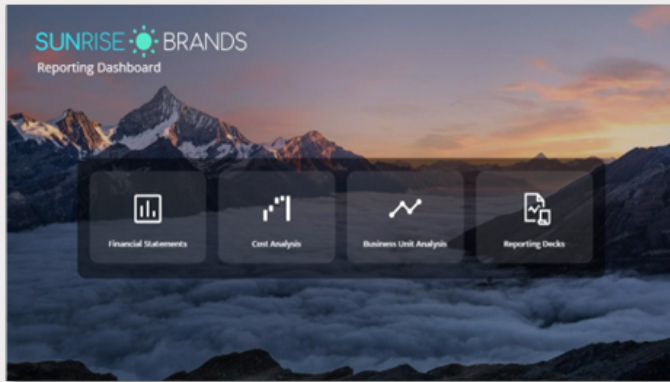
With over 45 years of experience, we've helped businesses navigate complexity, optimise performance, and create lasting value.



Real-Time Insights, Smarter Decisions

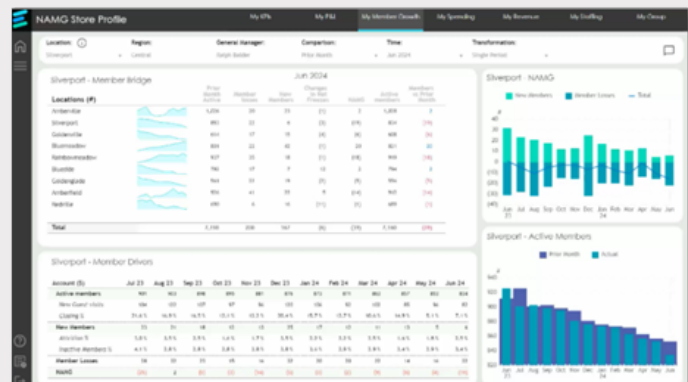
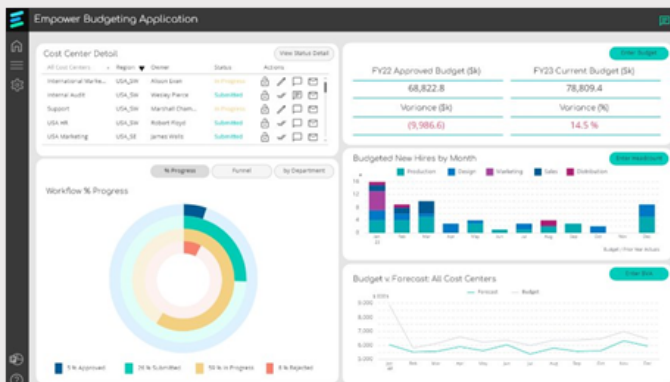
Companies leveraging Metapraxis gain instant access to guided performance insights, enabling them to move faster, make better choices, and drive superior financial outcomes.



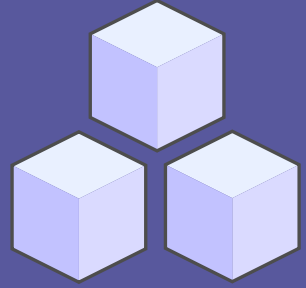


Software-Enabled Solutions

From refining open packs to strategic decision-making, data integration, and modelling, we ensure seamless access to critical intelligence without disrupting existing systems. Gain 360-degree visibility into past, present, and future performance—maximising synergies, efficiencies, and productivity for sustained success.



HOW WE HELP



Businesses today operate in increasingly complex environments, with diverse data sources, financial structures, and operational challenges. Making confident, strategic decisions requires a clear, accurate, and consistent view of performance. Metapraxis enables this through:

- **One Version of the Truth:** Ensuring accuracy, consistency, and trust in financial and operational reporting.
- **Automated Reporting & Insights:** Streamlining board packs, forecasts, and performance tracking.
- **Performance Visibility:** Delivering real-time insights to support strategic growth and efficiency.
- **End-to-End Data Integration:** Automating and integrating diverse data streams into a single, cohesive platform for better decision-making.
- **All as a Service:** Providing continuous support, automation, and expert guidance—without adding internal complexity.

By turning data into actionable insights, Metapraxis empowers leaders to drive sustainable success and long-term value creation.

Trusted by Global Leaders

Metapraxis isn't just smart technology – it's a catalyst for measurable performance improvement.

From high-growth scale-ups to global enterprises like Dell Technologies, Metapraxis helps leadership teams streamline reporting, integrate operations, and unlock strategic clarity.

Global Enterprises

Metapraxis supports Dell's global board reporting process, reducing an 11-day finance cycle to just 17 minutes, accelerating insights and enabling performance transformation.

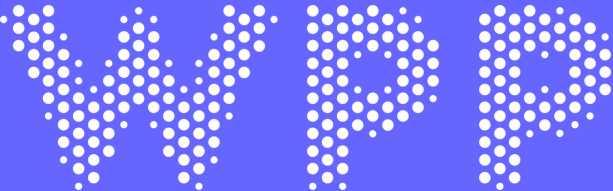
Private Equity, Technology, and Manufacturing

Across sectors, clients rely on Metapraxis to integrate acquisitions, align financial models, and scale operations without disruption.

FTSE100 to Fast Growth

Whether managing complexity or preparing for investment, our clients trust Metapraxis to deliver clarity, confidence, and a solution that scales with ambition.





The Challenge

WPP, a global advertising and communications leader, faced significant challenges in consolidating performance data across its 30 operating companies and 20,000 individual reporting units. To remain competitive, WPP needed a solution that allowed for real-time financial and operational analysis across geography, sector, and client.

30

operating companies

20,000

different reports

1

reporting & insight app

The Solution

Metapraxis developed a Performance Insight and Reporting application within our Empower platform, offering:

- **A multi-dimensional business model** enabling drill-down analysis by region, service, customer, and business unit.
- **Hourly automated data integration** with WPP's central finance system.
- **Consistent reporting** across actuals, budgets, and forecasts, ensuring like-for-like comparisons.
- **Variance analysis and performance trending**, incorporating contextual commentary.
- **Guided analysis** pathways, highlighting key actions for optimising performance.
- **Automated report generation**, reducing manual effort for the 60+ budget and board meetings annually.
- **SOX-compliant** variance commentary module, ensuring transparency and accountability.

The Impact

- **Better Decision-Making:** Users quickly identify performance drivers, optimising working capital, cost efficiency, and margins.
- **More Efficient Processes:** Automated data integration, commentary, and reporting streamline finance operations.
- **Improved Collaboration:** A single, consistent dataset enhances communication between Group Finance and Operating Companies.

For over 15 years, WPP has leveraged Metapraxis to drive long-term transformation and performance improvement.

"I cannot imagine running this group, with all its complexity, without this solution." – Group Financial Controller, WPP

The Challenge

A fast-growing US biotech company specialising in synthetic DNA manufacturing struggled with budgeting. As it expanded, its Excel-based system became inefficient—manual, error-prone, and lacking version control. Finance teams faced scattered data from multiple sources and over 50 users, making comparisons and validation difficult. Without a central repository, audit trails and financial control suffered, causing delays and inefficiencies.

900

hours saved

5

data sources

50

concurrent users

The Solution

As the company's operations grew more complex, it became clear that Microsoft Excel could no longer keep up. To support their evolving needs and ambitious growth, we developed a bespoke budgeting application in Metapraxis Empower—designed to scale seamlessly. This solution delivers:

- **Seamless data integration** from SAP, Snowflake, and Excel, automatically pulling in the latest actuals and prior plans to validate inputs.
- **Real-time collaboration**, enabling cost centre owners, budget owners, and ELT to work concurrently with ease.
- **A guided budgeting workflow**, providing clear visibility into progress, outstanding inputs, and a full audit trail with supporting commentary.
- **Automated calculations** to handle complex processes like allocations and cross-charges effortlessly.
- **Instant impact analysis**, offering insightful budget reports at a glance.

The Impact

- **Greater confidence in budgeting** – Defined calculation methodologies ensure consistency, eliminate human error, and enhance understanding of budget assumptions through insightful reporting.
- **Enhanced collaboration** – Commentary functionality fosters dialogue between ELT, budget owners, and cost centre owners, improving quality and commitment to the final budget.
- **Increased efficiency** – Cost centre inputs are instantly available for review, providing clear visibility and ownership. The finance team saved approximately 10 man-days over the budgeting process.



LSEG

group^m

Ogilvy



Unilever



nationalgrid

KANTAR



THOMSON REUTERS



Built on a 45+ Year Legacy of Innovation

Founded by Robert Bittlestone, the father of board intelligence, Metapraxis has always stood for **radical transparency, intelligent modelling, and outcomes over output.**

Empower is not just software. It is the **enabling system for business leadership.**

Our analysts, economists, and technologists, drawn from Oxford, Cambridge, and London's top institutions, partner with client teams to turn complex data into performance-driving intelligence.

Let's Talk Outcomes

Lead with Insight, Not Instinct

Whether you're integrating a new acquisition, preparing for investment, or simply need a clearer view of performance, Metapraxis gives leadership the clarity to act, without the cost or complexity of a full system rebuild.

No delays. No disruption. Just better decisions, faster.

Let's explore what we could unlock for your business.

www.metapraxis.com