E-BOOK 3 OF 5 · PLATFORM OVERVIEW

A Guide for CFOs & Finance Leadership

The CFO’s Guide to Cross-System Control Gaps.

Every system boundary in your business is a place where operational reality and financial record-keeping can quietly drift apart. Here is how to think about closing those gaps — starting with the one you can close today.

THE CHALLENGE

Every system boundary is a place where the truth can drift.

As CFO, you sit at the top of a stack of systems that were each built to do one job well — a CRM to run sales, an accounting platform to run the ledger, an HR system, a procurement tool, a delivery platform. Each one is internally consistent. None of them was built to continuously check itself against the others.

That is a control gap: a seam between two systems where nobody, and nothing, is watching to confirm the two sides agree. Revenue leakage — delivered work that never became an invoice — is the most immediate and quantifiable version of this problem. But the same structural gap is the reason fraud can hide in mismatched identities and duplicate payments, and the reason compliance evidence often exists somewhere, but not anywhere your controls actually check.

> **“Find £18,000 in 5 seconds. How can you afford not to...?”**

THE PATTERN BEHIND ALL THREE

Revenue: a project is delivered in the CRM but never invoiced in the ledger.

Fraud: a transaction, identity, or behavior looks fine in isolation, but inconsistent across systems.

Compliance: a control is followed operationally, but the evidence never reaches the system an auditor will check.

Different consequences, same root cause: no continuous layer checking that operational reality and financial or control record-keeping actually agree.

Revenue gaps hit cash flow and EBITDA directly

Fraud gaps hit trust and, eventually, the balance sheet

Compliance gaps hit you at the worst possible moment — audit

WHY IT GOES UNDETECTED

Board packs report on the ledger. Nobody reports on the seams.

Every function reports up cleanly: sales reports pipeline, delivery reports milestones, finance reports the ledger. What almost never gets reported — because it usually has no owner — is whether those reports agree with each other. Traditional audits are supposed to be the backstop, but most rely on manual sampling rather than checking every transaction, and run on a retrospective cycle: monthly close, quarterly review, annual audit.

By the time a gap surfaces in a control gap of any kind — revenue, fraud, or compliance — the window to act on it cheaply has often already closed.

> ILLUSTRATIVE SCALE OF THE PROBLEM
>
> Growing mid-market B2B firms frequently lose an estimated **2–5% of annual revenue** to unbilled scope creep, sub-ledger disconnects, uncaptured contract renewals, and manual reconciliation errors — presented as an indicative range based on industry benchmarks, not a guaranteed outcome for any one business.

A quick self-assessment for your control environment

If any of the following sound familiar, it is worth mapping where your own seams sit.

- [ ] **You could not state, today, with confidence,** that every delivered milestone this quarter has been invoiced.
- [ ] **Reconciliation between systems** is a manual, month-end exercise rather than a continuous, owned process.
- [ ] **Your audit committee** asks about control gaps once a year, based on a sample, not continuously.
- [ ] **No single number** exists today for how much of your operational activity is actively being cross-checked.

~5%

Transactions a typical manual sampling audit actually reviews

100%

Transactions checked, continuously, by a continuous assurance layer

A BETTER WAY

One architecture. Three control gaps it is built to close.

Auditor Alpha™ is a continuous assurance platform: an architecture that sits between your operational systems and your systems of record, continuously comparing what one says happened against what the other recorded, and surfacing the gap the moment it appears. The same matching engine, confidence-scoring, and human-in-the-loop governance model is designed to extend across all three control-gap types below — starting with the one that is commercially available today.

AVAILABLE TODAY

Revenue Assurance

Has delivered work been invoiced correctly? (HubSpot to Xero.)

ROADMAP

Fraud Assurance

Do transactions, identities, or behaviors indicate possible fraud?

ROADMAP

Compliance Assurance

Is operational activity consistent with required policies and controls?

Connect in under 2 minutes — read-only, no migration

Every gap confidence-scored, 0–100%

Your finance team verifies — nothing posts automatically

BEFORE

Gaps surface months later, during a manual, line-by-line reconciliation — if they surface at all.

AFTER

Gaps are flagged within hours, with evidence attached, while there is still time to act on them.

Where things stand today: Revenue Assurance, connecting HubSpot and Xero, is operational now. Fraud and Compliance Assurance are architecture extensions currently open as design-partner opportunities — not yet generally available capability.

The goal, in every case, is not to replace human judgment. It is to make sure the right discrepancies reach a human, with the evidence attached, before the window to act on them closes.

WHAT THIS LOOKS LIKE IN PRACTICE

One flagged item. A clear trail of evidence. A human decision.

This is what closing a control gap actually looks like day to day — not a compliance project, but a single, evidence-backed flag your finance team can act on in minutes. Here is the £18,000 example from page 2, as it would appear on Auditor Alpha™'s live Flags dashboard.

Flags Auditor Alpha™ — Revenue Auditor

FLAGGED ITEM	**Acme Corp — Milestone 2 Delivered (£18,000)**
CONFIDENCE SCORE	**95%** Exact Deal ID + Date Match
STATUS	**Potential Unbilled Revenue Identified** Pending Human Verification

Illustrative example of Auditor Alpha's live Flags dashboard.

WORTH NOTING

Every alert is explicitly classified as **Potential** Unbilled Revenue Identified — for finance investigation, not as guaranteed cash recovery. A human on your finance team reviews the evidence and retains 100% authority to confirm or dismiss.

Read-only by default. Never alters live ledgers or creates unauthorized entries without explicit administrative action.

REVENUE UNDER ASSURANCE (RUA)

The total monetary value of operational transactions continuously cross-referenced and monitored across your CRM and ledger ecosystems — a single number your finance team can point to when asked how much of the business is actually being watched.

Find Out What Your Own Books Are Hiding

The scenario in this e-book is illustrative — but the gap it describes is common. The only way to know your own exposure is to check.

Auditor Alpha™
FROM ASSURANCE TO REVENUE RECOVERY.

Contact Us to Start Your 7-Day Revenue Health Check

Connect your HubSpot and Xero accounts in under 2 minutes to run a 60-day baseline revenue assurance assessment.

Deliverables Included in Your 7-Day Assessment:

- Baseline cross-system reconciliation dashboard.
- Prioritized list of potential revenue discrepancies with confidence scores.
- Estimated total **Revenue Under Assurance (RUA)** and value at risk.
- Direct CRM & Xero evidence links for immediate finance team verification.

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