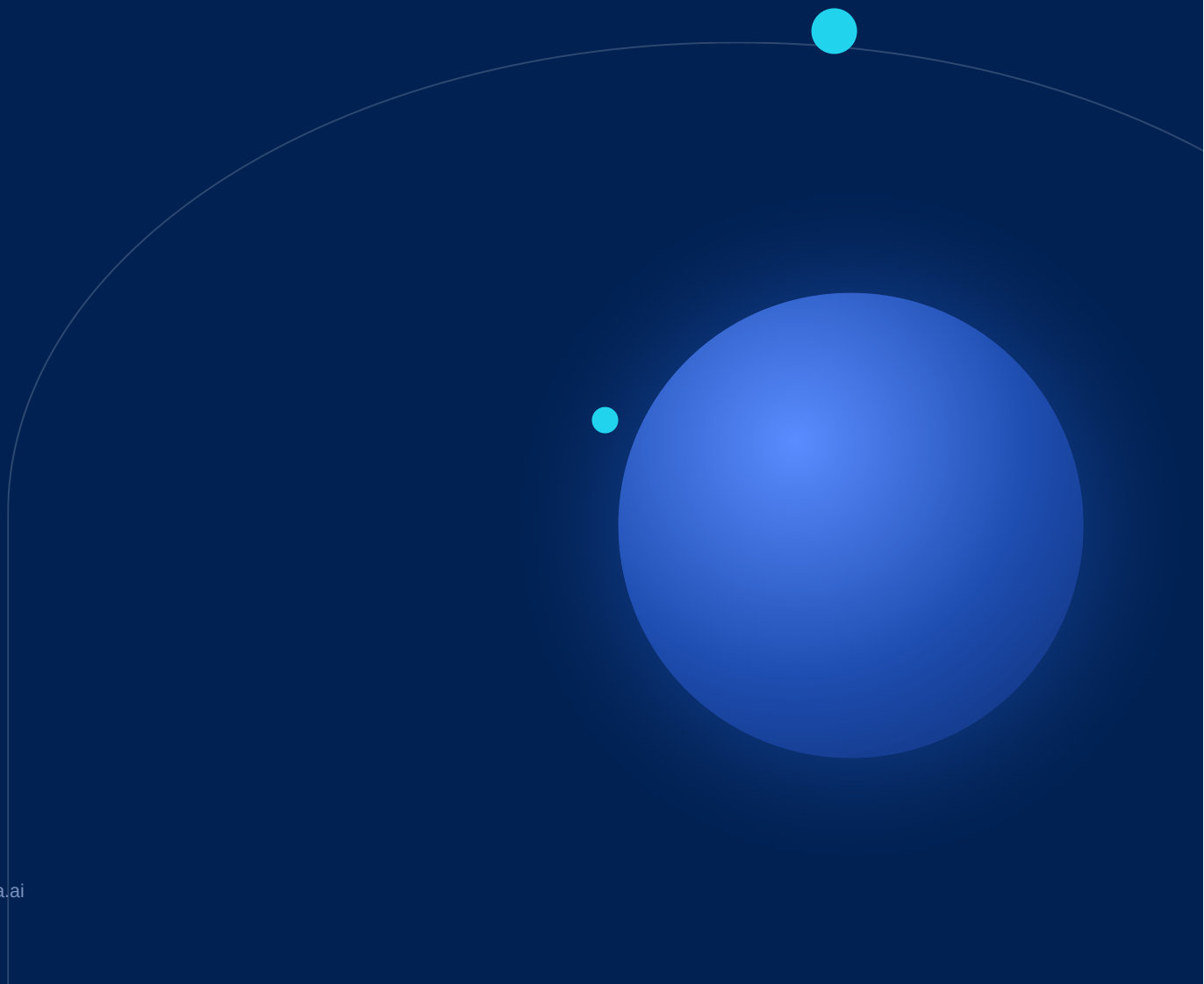
Auditor Alpha™ AUDITOR ALPHA™ INSIGHTS SERIES

E-BOOK 1 OF 5 · REVENUE ASSURANCE

A Guide for CFOs, Finance Directors & Financial Controllers

The Revenue You Earned but Never Invoiced.

Why delivered work quietly slips through the gap between your CRM and your ledger — and how mid-market finance teams are closing it.



THE CHALLENGE

Your team delivered the work. Did your ledger ever find out?

Picture a professional services firm mid-way through a busy quarter. A project is pitched, won, and fully delivered by the operations team. Everyone moves on to the next engagement. Weeks later, during a routine review, someone notices the invoice was never raised — not because anyone made a mistake, but because nothing in the system chain was designed to catch it.

This is not a story about carelessness. It is a story about architecture. Most mid-market B2B businesses run two disconnected stacks: an operations/CRM system where delivery is tracked, and an accounting ledger where revenue is recorded. Nothing sits in the middle, continuously checking that the two agree.

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

A FAMILIAR PATTERN

A £18,000 project is pitched, won, and fully delivered by the operations team.

Due to a silent system disconnect, it is never invoiced in the accounting ledger.

The discrepancy is not caught by routine financial reports or automated alerts — it surfaces months later, during an exhaustive, manual line-by-line reconciliation between the CRM and the accounting system.

Multiply that one project across every deal, every scope change, every renewal your team closes in a year, and the exposure stops looking like an isolated incident. It starts looking like a structural blind spot.

Cash flow tightens — quietly, without an obvious cause

EBITDA erodes on work that was already delivered

Audit exposure grows with every unreconciled quarter

WHY IT GOES UNDETECTED

Your dashboards were never built to find this.

Standard finance dashboards show you what **has** been billed. They rarely alert you to what **should** have been billed. That distinction matters more than it sounds: a dashboard reconciles the ledger against itself, not against the operational reality sitting one system away, in the CRM.

Traditional audits catch some of this — eventually. But most rely on manual sampling rather than checking every transaction, and they run on a retrospective cycle: monthly close, quarterly review, annual audit. By the time a gap surfaces, the window to invoice for it may already be closing.

> 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

If any of the following sound familiar, it is worth finding out what your own numbers say.

- ☐ **Delivery and billing live in different systems** that were never designed to talk to each other.
- ☐ **Reconciliation is a manual, month-end exercise** — a spreadsheet, a VLOOKUP, a person's memory of what was promised.
- ☐ **Scope changes and renewals** are tracked informally, outside any system a finance team reviews.
- ☐ **Nobody could tell you, right now, with confidence,** that every delivered milestone this quarter has been invoiced.

~5%

Transactions a typical manual sampling audit actually reviews

100%

Transactions checked, continuously, by a continuous assurance layer

A BETTER WAY

Continuous assurance: checking, not just recording.

A continuous assurance platform does not replace your CRM or your ledger — it sits between them, continuously comparing what one system says was delivered against what the other says was billed, and surfacing the gap the moment it appears rather than months later.

Auditor Alpha™ is built around this principle. **Revenue Assurance** — has delivered work been invoiced correctly? — is the first commercially available use case within a broader architecture, using deterministic, semantic, and heuristic matching to connect the dots a spreadsheet never could.

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 invoice for them.

The goal 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.

Here is the same £18,000 project from page 2, as it would appear on Auditor Alpha™'s Flags dashboard — caught within hours of the mismatch occurring, not months later.



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.

WEBSITE
www.auditoralpha.ai

EMAIL
info@auditoralpha.ai

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