IVERSEN | MARTIN

ADVISORY SERVICES

Strategy & Business Intelligence with AI

Turn business information into a clear decision and an actionable plan.

START WITH A FOCUSED PAID REVIEW

Choose one priority: growth, margin pressure, market change, or an operating bottleneck. We connect strategy, relevant evidence and practical uses of AI to clarify what to do next.

What you receive

01 **Leadership working session**

Define the decision, objectives, constraints and evidence needed.

02 **Business intelligence decision brief**

Assess available company data and relevant market information. Separate findings, assumptions and gaps.

03 **Prioritized AI opportunities**

Identify where AI could support reporting, research or workflows; assess value, feasibility and human oversight.

04 **90-day action plan**

Set priorities, accountable owners, milestones and measures of progress.

Continue with ongoing advisory

An optional retainer provides recurring intelligence reviews, decision support and progress tracking. Scope, fee and timing are agreed before work begins.

Discuss your business priority with Philippe Martin on LinkedIn.

ILLUSTRATIVE WORK SAMPLE - FICTIONAL SCENARIO

From information to a business decision

An example of the structure and judgment a decision brief can provide. This is a fictional scenario, not a client case study or a claim of results.

THE OWNER'S QUESTION

Should a growing distributor expand its product range now, or first improve margins and inventory visibility?

Evidence to review

Product-level sales and gross profit; inventory age and turnover; customer concentration; supplier lead times; and relevant competitor or market developments.

Initial recommendation - subject to evidence

Pilot a weekly management brief for one product group before committing to a broader expansion. Validate the economics and expose missing information before scaling.

Where AI fits

Use approved AI tools to help organize source material, draft summaries and flag questions for review. Reconcile calculations to source records and have a responsible person approve the conclusions.

Illustrative 90-day sequence

DAYS 1-30

Establish the baseline

Agree metrics, check data quality and define one decision to support.

DAYS 31-60

Run a small pilot

Produce a weekly brief; log corrections, usefulness and preparation time.

DAYS 61-90

Decide what to scale

Compare results with the baseline; expand, adjust or stop the pilot.

Measures: reporting time, data errors and decisions supported.