

TO WHOM IT MAY CONCERN

I am pleased to provide this testimonial for Tom Davidson who has assisted us with a time consuming data analysis issue as explained below.

As an accounting practice, it is important for us to gain timely and insightful visibility on the billable and non-billable hours of our team.

The internal reporting tools within Xero Practice Manager (XPM) are insufficient, leaving gaps in our understanding of productivity metrics, which are critical for making informed decisions.

After discussing the topic with Tom, we had an initial meeting. I shared some of our timesheet data, and he made a draft dashboard for me to review. I was impressed by the draft, and we decided to move forward with the project.

The datasets were sent on July 5th, 2024. After sending them through, I expected the time-productivity dashboard to be a lengthy process involving design, meetings, questions, and input from me... But the next thing I heard from Tom was on July 14th—that the dashboard was complete.

My partner and I had our expectations exceeded by the quality and speed of his work. His ability to grasp our needs without requiring extensive input was impressive.

The dashboard he produced gave us the visibility we needed for assessing timesheet data of the business and making timely, informed decisions.

Outcome:

Tom acted with expertise, professionalism, and speed. I was very impressed by his ability to infer what we needed without requiring more of my time to answer questions and provide further input. What has impressed me the most is his reaching out every month after providing us with a solution to satisfy himself that there were no hitches in the solution he provided us.

In my experience with Tom, his ability to proactively deliver high-leverage results makes him a valuable resource to our business and for our clients who need such analysis.

If there are areas of your business that can be improved by better visibility of your data, Tom is someone who should be consulted. I am positive he will have an elegant solution to automate your data analytical needs.

Aniket Maroo
Principal

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