

Board Summary

A concise view of revenue, margin, LD and shipment risk — with the decisions that protect the most value, sourced from the governed operational data layer.

Prepared for customer leadership discussion

Bray Controls India | 04 July 2026 | Synthetic data only

Source systems → governed operational data layer → PulseIQ operational ontology → risk rules → decision trace → leadership action

CONFIDENTIAL DEMONSTRATION

PulseIQ uses read-only approved extracts and metadata. It does not access proprietary algorithms, native CAD files, or write back to source systems without explicit customer approval. The transaction system remains the system of record. Fabric-first, Databricks-ready, platform-neutral.

Today's enterprise position

PulseIQ connects ERP, CRM, CPQ, engineering, SharePoint, planning, procurement, production, finance and shipment signals into a governed operational data layer. The Bray demonstration highlights three decisions requiring leadership attention. The largest near-term exposure is linked to nickel price escalation on an LNG proposal.

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REVENUE AT RISK INR 32.1 Cr Bray customer commitments	LD EXPOSURE INR 3.8 Cr Liquidated damages at stake	CASH DELAYED INR 19.4 Cr Billing and collection exposure
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Source systems reviewed	ERP, CRM, SharePoint, Engineering documents — read-only approved extracts only.
Operational ontology used	21 business objects mapped: Customer, Opportunity, Quote, Order Line, BOM, MRP Item, Work Order, Supplier Promise, Inspection Hold, Shipment, Invoice, Decision.
Top issue	Critical LNG Proposal: nickel price escalation erodes quoted margin before customer award, with 8 proposal drawings pending approval.

Decision trace and evidence basis

The decision trace for OL-3105 captures: nickel price escalation (source: CRM quote), margin erosion risk (source: ERP cost data), LD exposure of INR 1.4 Cr (source: proposal terms). Confidence: 84%. Owner: Sales Director. Approval required: Commercial Director.

Recommended leadership action

Approve the recommended intervention. Modelled recovery probability: 81%. Human approval required before execution.

REVENUE PROTECTED INR 5.7 Cr If intervention is approved	LD EXPOSURE AVERTED INR 1.1 Cr Modelled scenario	RISK REDUCTION 40% Supplier expedite scenario
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Why it matters

- A late lifecycle signal can cascade into shipment and cash risk.
- Timely leadership intervention, backed by evidence traceability and human approval, can protect revenue.
- Every decision is explainable, attributable and auditable.

Decisions required today

Priority	Decision	Decision trace	Owner	Revenue exposure	Approval required
1	Negotiate indexed price clause	Nickel escalation / margin erosion	Sales Director	INR 11.4 Cr	Commercial Director
2	Clear engineering approval queue	Proposal drawings pending / bid deadline	Engineering Head	INR 8.7 Cr	Managing Director
3	Recover overdue EPC clarifications	Commercial assumptions expiring	Key Account Director	INR 6.3 Cr	Sales Director

Executive interpretation

What is at risk?

Revenue, margin, LD and cash tied to customer commitments in the active backlog.

Decision trace and why layer

Each risk is linked to its source system, root cause, confidence score, accountable owner, and required human approval.

Action today

Approve interventions with the highest recovery probability. Confirm accountable owners for each decision trace.

Human approval boundary

- Every consequential decision requires named human approval before execution.
- No write-back to source systems without explicit customer authorization.
- PulseIQ recommends; leadership decides.
- Evidence traceability captures who approved what, why, and when.

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Trust and deployment

- PulseIQ is a cross-system operating intelligence layer — it does not replace ERP, CRM, CAD or PLM.
- ERP remains the transaction system and system of record.
- PulseIQ uses read-only approved extracts and metadata. No access to proprietary sizing algorithms or native CAD files.
- Deployment options: Fabric-first, Databricks-ready, or customer-platform-neutral.
- Default Fabric deployer mode is dry-run; explicit --apply required to create or update Fabric items.

- Microsoft Fabric is optional and not required.