



# Data and optimization solutions for Industry

Sparkle  
your knowledge

Sparkle  
your implementation

DigiLead



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# Overview

## Improve operational efficiency

Many production companies still rely on Excel sheets, email threads, and disconnected systems to manage production, orders, quotes and financial operations. Manual data transfers between ERP, finance, and operations waste time, create errors, and hide true administrative and production costs.

By connecting business data through a modern platform, companies can automate core processes, improve planning and cost transparency and detect operational deficiencies.

The total costs depends on both the production as the administrative processes around it.

### Administrative Optimization

- **Automated quotation** and order handling
- **Elimination of repetitive Excel work**
- Seamless integration between **ERP, finance, and operations**
- **Real-time dashboards** and KPI tracking

### Operational Process Optimization

Our focus is not on collecting more machine data, but on optimizing the business processes around production: better planning, improved cost transparency, smoother coordination, and elimination of bottlenecks.

**It's not about having more data, but about using the data you already have wisely.**

# The challenge

Production companies face complex challenges that go beyond machines themselves. While operational systems generate valuable data, the **bottlenecks often lie in business processes**, from administrative workflows to production deficiencies.



## Key challenges include

- ✦ **Undetected operational deficiencies**, due to manual KPI tracking, including metrics such as OEE, delivery precision, and performance indicators
- ✦ **High administrative costs** caused by manual admin processes, such as manual quotation handling, order entry, invoicing, and reporting
- ✦ **Time lost to repetitive tasks** such as copying data between ERP, finance, and operational systems
- ✦ **Lack of a single source of truth**, leading to inconsistencies between departments
- ✦ **Limited financial visibility**, making it difficult to track production cost per unit and real margins
- ✦ **Delayed decision-making** due to fragmented or outdated data

As a result, companies experience **higher administrative overhead, slower reporting cycles, avoidable errors, and missed optimization opportunities** – even though the necessary data already exists within the organization.



## How we work

We focus on measurable business impact – not technology for its own sake. Our approach is simple, structured, and results-driven.

### Business Evaluation Session

We start with a focused working session with management and key process owners.

The goal is to understand:

- Where time and money are lost in administrative and production processes
- Where manual work, bottlenecks, or lack of visibility limit performance
- Which improvements would create the highest impact

### ROI Assessment

Based on the findings, we quantify the potential impact.

We estimate:

- ✓ Time savings
- ✓ Cost reduction
- ✓ Margin improvement
- ✓ Payback period

You receive a clear business case before any implementation decision is made.

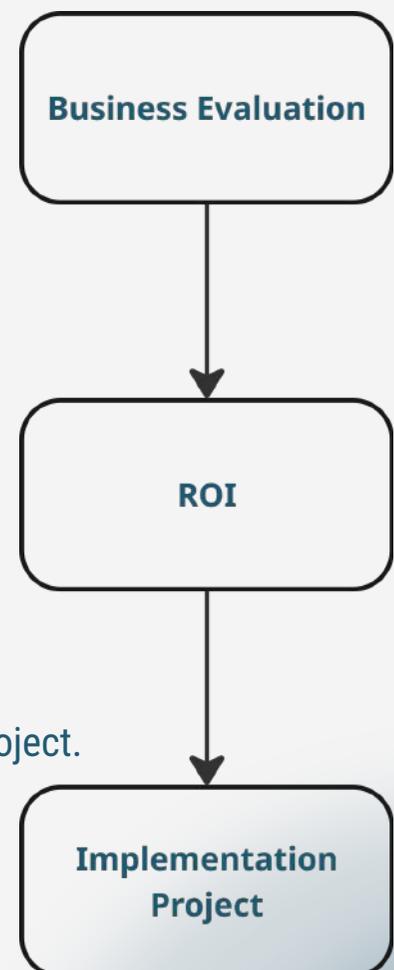
### Implementation Project

If the ROI is validated, we move into a focused implementation project.

This may include:

- Process redesign and optimization
- Automation of administrative workflows
- ERP and system integration
- Dashboarding and performance tracking
- AI-supported solutions where relevant

Projects are delivered in manageable phases, ensuring quick wins and controlled risk.



## Customer case

Building on our consulting approach to **streamline business processes and reduce administrative costs**, we provide practical tools that bring **real data, automation, and AI-driven insights** directly into daily workflows.

### Customer case - Integrations between systems

An engineering company delivering mechanical and industrial services used two systems: one for accounting and one for tracking workers' time. They needed to see financial data alongside labor costs, but the systems weren't connected, making it hard to get a clear, combined view.

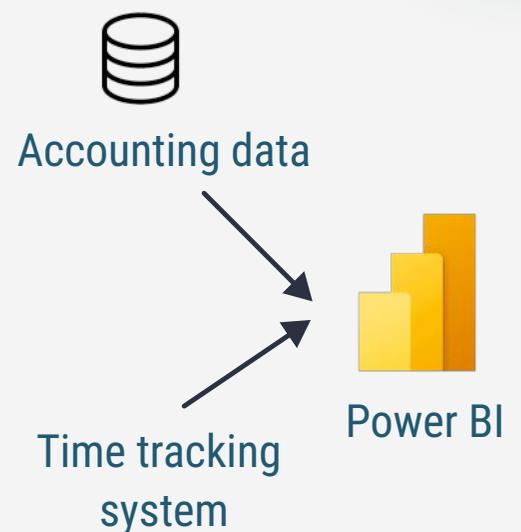
### Solution

We integrated the accounting system with the time-tracking system and brought the data into Power BI, giving the client a single, unified view.

#### Key features:

- ✓ Connect accounting and time-tracking data directly to Power BI
- ✓ Enable automatic updates and synchronization
- ✓ Combine financials and labor costs in one view
- ✓ Support dashboards tailored to their business needs

- 🏆 Clear overview – See labor costs alongside financial data in real time
- 🏆 Faster insights – Up-to-date information for quick decision-making
- 🏆 Reduced manual work – No more exporting and combining reports
- 🏆 Reliable reporting – Accurate data from synchronized systems



# Customer case

## Customer case - Quotation app

A company that provides mechanical engineering and industrial services to manufacturing companies had lot of manual work regarding quotations.

Previous manual process:

- Drawings received via email
- Staff manually move files into customer folders
- Quotation calculated per technical drawing
- Pricing built manually (hours, materials, weight)
- No structured reuse of previous projects

Building quotations is time-consuming and highly dependent on individual expertise.

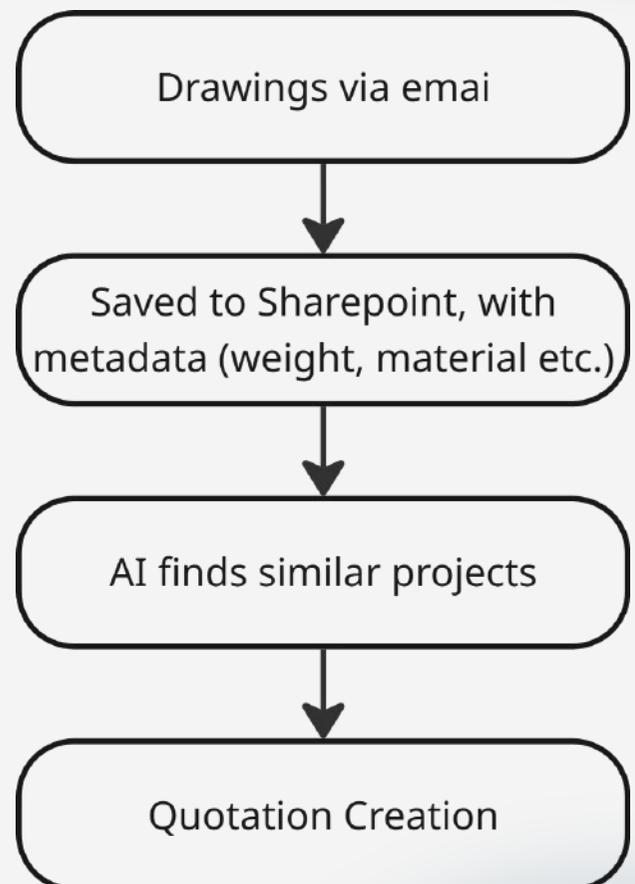
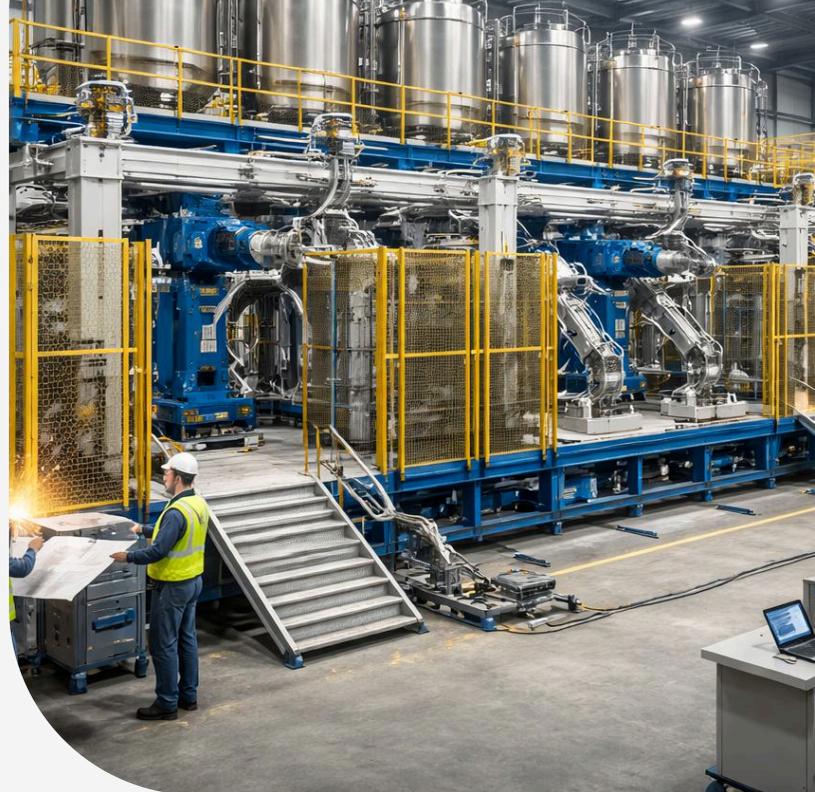
## Solution

We developed a Power App connected to SharePoint, transforming drawing management into a structured, AI-supported workflow.

What Changed

- ✓ Centralized project repository with structured metadata
- ✓ Upload and organize drawings (DWG, PDF) per project
- ✓ Add metadata: weight, material, production hours
- ✓ Store quotation data in a searchable database
- ✓ Compare quotations with actual production results

- 🏆 Faster and more consistent quotations.
- 🏆 Reduced manual data handling and seamless system integration.
- 🏆 Centralized, reliable data repository for all teams.
- 🏆 Improved cost prediction and visibility into margins.
- 🏆 Data-driven pricing decisions.
- 🏆 Reuse of historical project intelligence for faster decision-making.



# Customer case

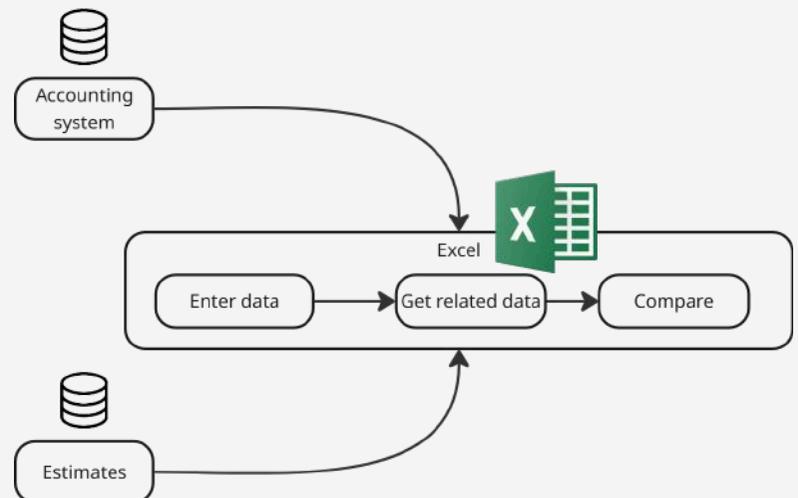
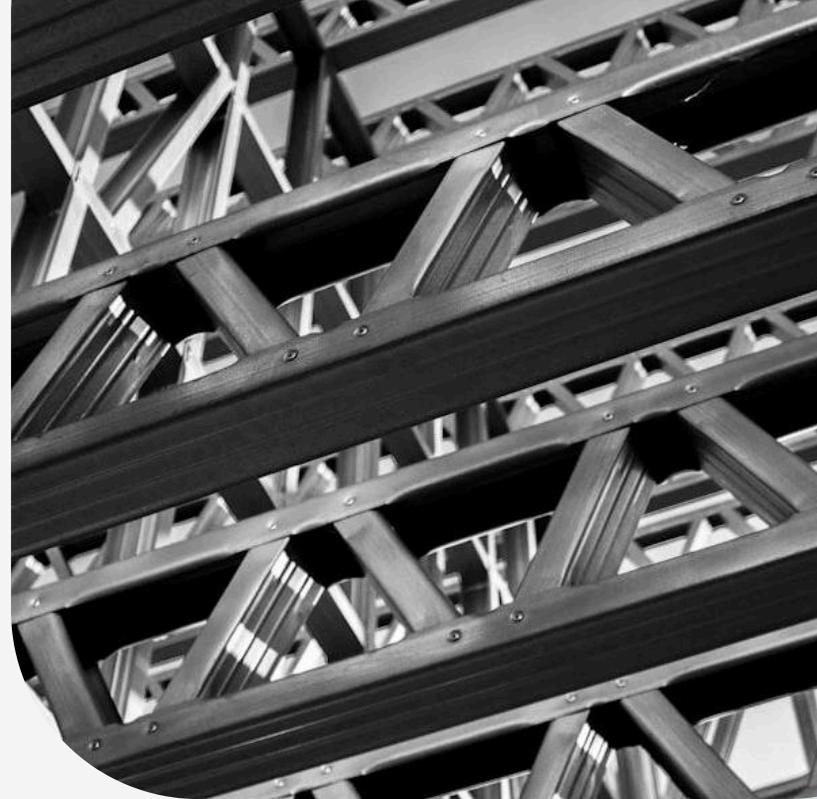
## Customer case - Excel Plugin

A metal construction producer assembling projects wanted to understand how accurate their sales orders were once projects were completed.

## Solution

We built an Excel plugin that brings real accounting data directly into the spreadsheets where project sales orders are prepared. This makes it easy to compare planned costs with actual results, identify where estimates were off, and improve future pricing accuracy.

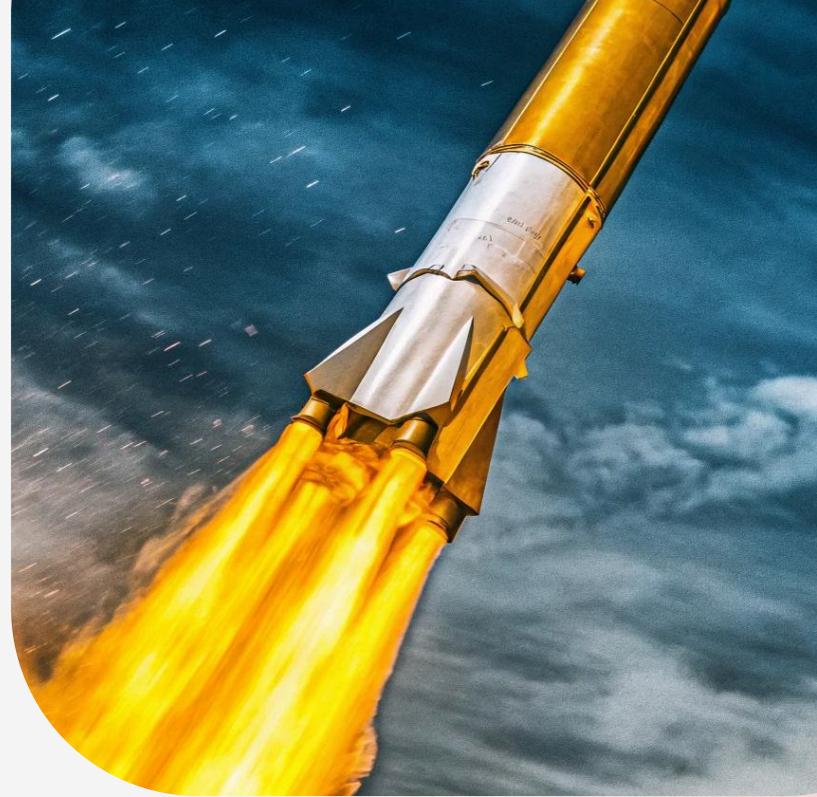
- ✓ Direct connection to the accounting system – real cost data available inside Excel
- ✓ Side-by-side comparison – planned vs. actual costs shown clearly in one place
- ✓ Simple setup and intuitive use



- 🏆 Clear overview of estimate accuracy across projects
- 🏆 Insight into which project components exceed or fall below expectations
- 🏆 Improved budgeting and cost control
- 🏆 Ability to build more reliable and data-driven cost models
- 🏆 Better strategic decision-making
- 🏆 More predictable financial outcomes for future projects

# Turning data into business value

By connecting operational systems to a secure data platform, organizations can **transform raw data into actionable insights that optimize business processes, reduce costs, and create new opportunities**. The focus is on **improving internal workflows, administrative efficiency, and overall production performance**, while delivering measurable value to end customers.



## Organizations can leverage data to:

- ✓ Enable predictive insights and proactive decision-making across operations
- ✓ Create a digital twin of processes and information flows, providing a clear view of how data moves across production and business systems
- ✓ Strengthen service and maintenance offerings by identifying inefficiencies or production issues
- ✓ Unlock new digital services and recurring revenue opportunities

- 🏆 **Greater visibility into operational performance** and process efficiency
- 🏆 Reduced administrative overhead and **faster decision-making**
- 🏆 Improved OEE through **better planning, efficiency, and quality control**
- 🏆 Integration of insights with **ERP, MIS, CMMS, BI tools**, and other platforms



## Our Strategic Partner: DigiLead

DigiLead OÜ is a forward-looking Estonian data and digital solutions company focused on helping organisations bridge the gap between operational data and business outcomes. DigiLead specialises in structured data processing, integration, and analytics services that improve administrative workflows and decision-making across complex business systems.

### Together, we share a mission

- 🏆 Reduce administrative burden by automating repetitive tasks and eliminating manual data entry.
- 🏆 Connect business systems – including ERP, MIS, CMMS, and analytics platforms, to create seamless data flows.
- 🏆 Enable real-time visibility into performance, costs, and key business metrics.
- 🏆 Support smarter decisions with actionable intelligence, not just raw information.

DigiLead brings local market expertise, **technical know-how**, and a deep understanding of how **administrative processes impact profitability**. They are also trusted partners for industrial connectivity solutions, representing standards-based technologies in the Baltic region that support secure, scalable data architectures.

By combining our data platform capabilities with DigiLead's integration services, we help organizations **eliminate manual work** and **unlock measurable operational value** – fast.



# Connecting Operations to the Digital Layer

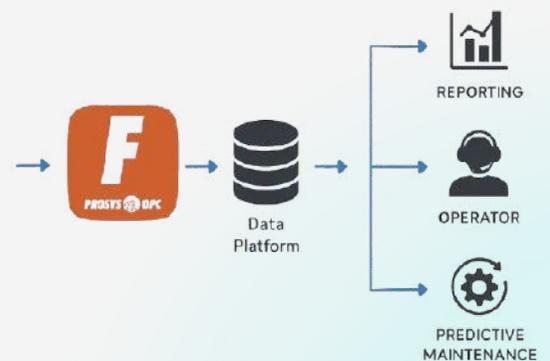


Our solution connects production and business systems to a secure data platform, providing **real-time visibility** into processes, workflows, and operational data. This forms the foundation for **digital twin technology**, representing not only machines but also how information flows across production and administrative processes, enabling proactive, data-driven decisions.

## Key elements of the solution:

- ✓ **Data connection:** Operational and administrative systems are linked to a secure middleware layer that collects, organizes, and transmits data efficiently.
- ✓ **Digital twin of processes:** Production and business workflows are mirrored digitally, providing a clear picture of **how information moves, where bottlenecks occur, and where efficiency can be gained.**
- ✓ **Data utilization:** Collected data is analyzed and visualized to support **process optimization, predictive insights, and service innovation.**
- ✓ **System integration:** Insights can be connected to existing platforms such as **ERP, MIS, CMMS, Power BI,** or other business intelligence tools, ensuring smooth decision-making across functions.

- 🏆 Continuous insight into production and administrative processes
- 🏆 Early identification of bottlenecks, inefficiencies, and potential issues
- 🏆 Faster, data-driven decision-making across operations
- 🏆 Centralized, secure data to support both operational improvements and strategic analytics



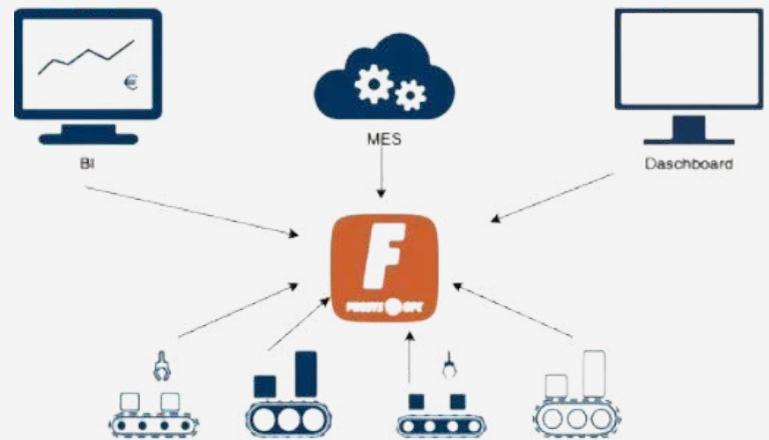
# Connecting Operations to the Digital Layer



Connecting production machines to a digital platform requires both **physical and software components**. This setup ensures **secure, continuous access to operational and process data, enabling process optimization, predictive insights, and integration with existing systems.**

## Physical Setup:

- Connect production machines to gateways or middleware devices
- Secure network setup to transmit data reliably and safely
- Ensure minimal disruption to existing production processes



## Software Setup:

- **Data Collection & Standardization** - Tools like Prosys OPC UA Forge provide secure, standardized access to machine and process data, ensuring consistency and reliability from the source.
- **Data Storage** - Collected data is stored securely in cloud or on-premise databases, creating a reliable foundation for analytics, historical comparisons, and future planning.
- **Cloud-Based Processing & Analytics** - Platforms like Microsoft Fabric enable real-time visualization, process monitoring, and AI-driven insights, transforming raw data into actionable intelligence.
- **Integration** - Connect insights to ERP, MIS, CMMS, BI tools, and other platforms to streamline workflows, reduce administrative costs, and improve operational efficiency.

# Microsoft Fabric platform for industry

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Microsoft Fabric provides a unified data platform that transforms industrial operations with actionable insights – in real time. By connecting machines, business systems, and administrative workflows, Fabric turns scattered data into a single source of truth.



## Key Benefits:

🏆 Real-Time Intelligence – Monitor production, administrative processes, and KPIs as they happen. Detect or predict in real time productions deficiencies. **Improve quality control**

🏆 Smart Alerting with Activator – Detect anomalies, delays, or inefficiencies instantly. Trigger alerts and automate responses to prevent downtime or errors. **Predict maintenance**

🏆 Seamless Integration – Connect ERP, MIS, CMMS, and analytics platforms for unified visibility across operations and administration. Impact: **Full overview of supply chain and logistics**

🏆 Data-Driven Decisions – Empower teams with dashboards, visualizations, and predictive insights. **Improve OEE & Machine Efficiency.**

By leveraging Microsoft Fabric, production companies can automate manual workflows, gain full operational and administrative visibility, and act immediately on insights – turning data into tangible business value.

Check our packages here – [Sparkle FabricIgnite](#)





# Workshops

## Workshop: Administrative Optimization for Industry

Gain actionable insights into how administrative processes impact your production and margins.

The focus of the workshop depends on the area of processes most relevant for your organization, but could include different processes.

You will walk away with much better insight in where there is optimization potential and how do you compare towards other companies.

### Details:

- Duration: Free 1.5-hour session
- Format: On-site
- Expert: Pieter Jansen, Business Process Expert

## Workshop: Factory Process Optimization

Explore ways to streamline production processes, improve efficiency, and boost overall performance. Learn practical strategies to reduce downtime, improve scheduling, and maximize output.

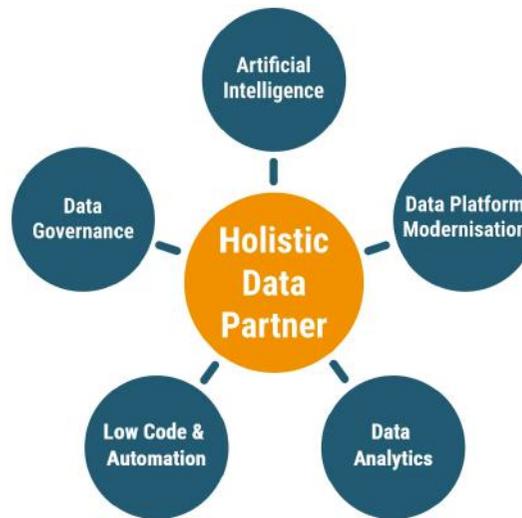
### Details:

- Expert: Lauri Eensalu
- Format: On-site, interactive session

- ✦ Identify hidden inefficiencies
- ✦ Connect administration and production insights
- ✦ Walk away with practical recommendations ready for implementation

## Your trusted partner in data excellence

Sparkle is your go-to expert for data consultancy, helping organizations unlock the full potential of their data. With deep expertise in Microsoft technologies and a broad range of data-driven solutions, we ensure your business stays ahead in the digital age. We focus on long term partnerships with our clients and experts



### People

50+ experts - Average +15 years of experience

### Offices

**Estonia** – Tallinn

**Belgium** - Leuven

**Netherlands** – Haarlem

### Why Choose Sparkle?

- ✦ Proven track record in financial reporting
- ✦ Proven expertise in data consultancy and Microsoft solutions.
- ✦ Tailored strategies for long-term success
- ✦ Certified Microsoft solutions partner for Data & AI



**Let's unlock the full potential of your data together!**



**Ready to ignite your  
data mission?  
Let's talk!**



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