

CAPABILITIES & ENGAGEMENT

We build the operating system your business runs on.

Before you buy more software, build the architecture underneath it. This is how we work, what it costs, and the standard we hold.

WRITTEN FOR

Founders, owners & entrepreneurs. CEOs, COOs, CFOs & CTOs. FP&A and finance leaders, project and operations managers, and every decision-maker accountable for how the business actually runs.

EDITION
2026

WELCOME

A clear answer to a simple question.

What do you actually do, what does it cost, and why should we trust you with it?

This document answers all three, plainly, because the executives we work with do not have time for ambiguity. Inside you will find what DPIO does, the method behind it, the proof that it works, the exact stages of an engagement, what each stage costs, and the standards we hold ourselves to. It is, in effect, our practice in a single document.

We are systems architects. We do not sell software, and we are not paid by anyone who does. We design the operating architecture that a business runs on, the data, the processes, the integrations, and the means to improve them, so that growth stops depending on heroics and becomes a property of the system itself.

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IN ONE SENTENCE

We diagnose where your business leaks time, money, and visibility, design the architecture to fix it, build that architecture on a unified system, and then hand you the instruments to run it. In that order, because order is the whole point.

Section 01

The Problem We Solve

You have bought software to fix problems that software cannot fix.

Most growing organizations reach a point where the business outpaces the way it is run. Operations live in text messages and inboxes. Scheduling lives in a spreadsheet that only one person fully understands. The CRM does not speak to the accounting system, so someone retypes the same information from one to the next, by hand, every day. The numbers that reach leadership are weeks old by the time they arrive.

The instinct is to buy another tool. A better CRM. A new project platform. An automation layer. Sometimes an AI pilot. Each purchase solves a sliver of the pain and adds a new silo, a new login, and a new place for the truth to hide. The stack grows. The chaos compounds. Leadership ends up paying monthly subscriptions for its own fragmentation.

This is the trap, and it is not a technology failure. It is the absence of **architecture**. Software is a tool. A business needs a system that the tools serve, and almost no one builds that system on purpose. We do.

The four failures, named precisely

Across every organization we examine, dysfunction resolves to one or more of exactly four failures. Read them in order.

- 01 **The business cannot see itself.** The data that should drive decisions was never captured in a usable form.
- 02 **The business lives in people's heads.** Processes are undocumented, so quality depends on who happens to do the work, and nothing scales past the founder.
- 03 **The systems do not connect.** Information is moved by hand between tools, slowly and with errors.
- 04 **Improvement is attempted on a machine that was never assembled.** Dashboards and consultants are brought in to optimise a system that does not yet exist.

Those four are not a list of complaints. They are the four layers of any organization, failing in sequence. Fixing them in the right order is the entire method.

Section 02

How We Work

DPIO stands for Data, Process, Integrate, Optimise. They are built in that order, and the order is a law.

Our method rests on a single principle we call the Law of Sequenced Dependency: **you cannot optimise what you have not integrated, cannot integrate what you have not made repeatable, and cannot make repeatable what you have not first captured as data.** Every layer holds up the one above it. This is why software bought to optimise a business so often changes nothing: it is the top of the structure, resting on layers that were never built.

LAYER	WHAT WE BUILD, AND THE RESULT YOU FEEL
Data	Visibility. Every event in your business captured cleanly at the source, so you can finally see what is actually happening, to the dollar and the hour.
Process	Consistency. The work documented and systematised, so quality no longer depends on who is in the room and the business stops living in your head.
Integrate	Flow. Your systems unified onto one spine, so information moves automatically and no one retypes anything ever again.
Optimise	Control. A live view of the whole system, so you improve by deliberate decision rather than constant reaction.

What makes us different

We are **tool-agnostic architects, not software resellers.** We design the system first and choose tools second, in service of the architecture. We implement on robust platforms such as Odoo when an ERP spine is the right answer, but the platform serves the design, never the reverse. Our loyalty is to your operating reality, not to a vendor's license.

The difference between a salesperson and an engineer is simple. One sells you a tool and hopes it fits. The other studies the system and prescribes only what it needs.

Section 03

The Proof

A method is only as good as what it produces. Here is one transformation, in the client's own numbers.

KL Cleaning & Home Services began as a sole proprietorship in Edmonton, run almost entirely from the owner's phone. Jobs were booked by text, hours were estimated, and invoices followed whenever there was time. The business was working hard and could not see itself.

We rebuilt its architecture in the DPIO order. Field labour became structured digital check-ins captured at the source. The booking-to-invoice journey became a defined, repeatable workflow. Scheduling, job tracking, invoicing, and accounting were unified onto a single spine, so a completed job now triggers its own invoice with nothing retyped. Finally, the owner received a live dashboard in place of month-end guesswork.

+207%

Revenue in the twelve months after go-live, against the twelve months before.

5 yrs

Of prior invoice volume matched in a single six-month period.

A+

BBB accreditation earned within six months of go-live.

A single month, May 2026, out-invoiced the company's entire year of 2024. Within the year the business earned a national award nomination and grew from a sole proprietor into an operation serving eight communities. Nothing about the cleaning changed. The architecture changed.

THE PRINCIPLE THIS PROVES

The work was the same work. What changed was the system underneath it. When a business is built in the correct order, growth stops being something the owner forces and becomes something the system produces. That is the outcome every DPIO engagement is designed to create.

Figures drawn from the client's own ERP and public records. A fuller account is available on request.

Section 04

The Engagement

Four stages, each with a defined deliverable you own. You decide how far to go, one stage at a time.

We do not ask for a leap of faith. The engagement is built in stages that mirror the method, so that each step produces something tangible and earns the next. You are never committed to the whole journey to begin it.

1 Diagnose · the Systems Architect Review

A structured working session in which we trace how work actually moves through your business and locate exactly where it leaks. You leave with a clear reading of where you stand and what to fix first. **Deliverable: the Discovery Blueprint.**

2 Architect · the Systems Blueprint

We design your future-state operating system across all four layers and sequence the path to it. This is a complete, costed plan you own outright, whether or not we build it. **Deliverable: the Systems Blueprint and Transformation Roadmap.**

3 Build & Integrate · the Transformation

We construct the architecture: structured data capture, repeatable workflows, and a unified system spine, configured and deployed. This is where the operating system becomes real. **Deliverable: a working, integrated operating system.**

4 Govern · the Optimisation Partnership

An ongoing partnership in which we keep the system tuned, extend it as you grow, and ensure you stay in command of your instruments. **Deliverable: continuous improvement and an evolving system.**

Typical timeline

STAGE	INDICATIVE DURATION
Diagnose	A single session, scheduled within days. Blueprint delivered within one week.
Architect	Two to four weeks, depending on the complexity of the operation.
Build & Integrate	Six to sixteen weeks, phased so value arrives early and often.
Govern	Ongoing, month to month. You may pause or conclude with notice.

What each stage includes

So there are no surprises, here is what is delivered at each stage of a typical engagement.

STAGE 1 · DIAGNOSE

- ◆ A focused ninety-minute working session with the architect, not a junior associate.
- ◆ A trace of your core Transaction Journey from first contact to cash.
- ◆ Identification of your single most costly gap, the Layer Skip holding you back.
- ◆ **The Discovery Blueprint:** a written reading of your current state, your maturity level, and the prioritised path forward.

STAGE 2 · ARCHITECT

- ◆ A full future-state design across Data, Process, Integration, and Optimisation.
- ◆ A platform and tooling recommendation, chosen for your architecture and free of vendor bias.
- ◆ **The Transformation Roadmap:** a sequenced, costed, dependency-aware plan to reach the future state.
- ◆ A fixed implementation quote, so the investment in Stage 3 is known before you commit.

STAGE 3 · BUILD & INTEGRATE

- ◆ Configuration and deployment of your unified system spine.
- ◆ Structured data capture and documented, repeatable workflows.
- ◆ Integration of your CRM, operations, invoicing, and accounting into one flow.
- ◆ Team onboarding, so the system trains your people rather than depending on you.

STAGE 4 · GOVERN

- ◆ Ongoing optimisation, dashboard refinement, and priority support.
- ◆ Extension of the system as you add services, locations, or headcount.
- ◆ A quarterly architecture review to keep the system ahead of the business.

Section 05

Investment

Priced by stage, so you invest in proportion to the value already proven.

Each stage is priced on its own, and earlier stages are credited toward later ones, so committing further always reduces the cost of what follows. All figures are in Canadian dollars.

STAGE 1 · DIAGNOSE

\$1,500

FIXED · 90 MINUTES

Systems Architect Review

A working session with the architect and a written Discovery Blueprint. **Fully credited toward Stage 2 or 3 should you proceed.** The serious, low-risk way to begin.

STAGE 2 · ARCHITECT

\$8,500–\$14,000

FIXED SCOPE

Systems Blueprint

The complete future-state design and Transformation Roadmap, yours to keep. Includes a fixed implementation quote. Priced by operational complexity, set precisely after the Review.

STAGE 3 · BUILD & INTEGRATE

from \$35,000

SCOPED BY BLUEPRINT

The Transformation

The architecture built and deployed. Most engagements fall between **\$35,000 and \$120,000**, determined by scope and quoted exactly in the Blueprint. Phased so value arrives throughout, not only at the end.

STAGE 4 · GOVERN

from \$3,500

PER MONTH

Optimisation Partnership

Ongoing tuning, extension, and priority support. Month to month, scaled to the size of the system under care. Begins only once the system is live.

Figures are indicative ranges for planning. Exact investment for Stages 2 through 4 is fixed in writing before each stage begins. There are no hourly surprises and no vendor commissions.

Why it is priced this way

Executives are rarely troubled by a price. They are troubled by a price they cannot trace to logic. Ours follows three rules, and we state them openly.

- 01 **You pay in proportion to proven value.** The Review is modest because trust is not yet earned. The Transformation is significant because, by then, the value is designed, costed, and visible on paper before a dollar is committed to building it.
- 02 **Every stage is credited forward.** The Review is credited to the Blueprint. The Blueprint informs a fixed Transformation quote. Moving forward always lowers the cost of the next step, so momentum is rewarded rather than penalised.
- 03 **The number is fixed before the work.** You approve the investment for each stage in writing before it begins. We do not bill by the hour, because hourly billing rewards slowness, and we are paid to build systems, not to occupy time.

The return we are aiming at

The KL Cleaning engagement is instructive on value. A transformation is not an expense against operations; it is the thing that lets operations scale without proportional cost. When invoicing becomes automatic, when no one retypes data, when the owner stops spending evenings reconciling by hand, the recovered time and the captured revenue are the return. A business that doubles its throughput without doubling its administrative burden has paid for its architecture many times over.

A NOTE FOR THE CFO

Treat the Blueprint as the decision gate. For the price of Stage 2 you receive a complete, costed plan and a fixed implementation quote, with no obligation to build. It is the lowest-risk way to put a real number against a transformation and to decide on evidence rather than on faith. Most boards find that a defensible expenditure on its own.

Section 06

Our Standard

How we protect your investment, and why our incentives are aligned with yours.

Independence

We take no commissions, referral fees, or rebates from any software vendor, ever. When we recommend a platform, it is because the architecture calls for it, not because we are paid to place it. This single commitment is the foundation of trustworthy systems advice, and it is rarer than it should be.

Fixed scope, fixed price

Every stage is scoped and priced in writing before it begins. You always know what you are buying and what it will cost. We do not bill by the hour, so there is no incentive for us to be slow and no risk to you of an open-ended invoice.

Deliverables you own

The Blueprint and Roadmap are documents you keep, regardless of whether we build them. You are never locked in by withheld knowledge. If you chose to take our design to another builder, you could. We earn the build by being the right people to do it, not by holding your plan hostage.

Built to be handed over

The goal of every engagement is your independence, not your dependence. We build systems your team can run, with the owner as the architect above the system rather than the most overworked component inside it. A system that only we can operate is a system we have failed to build.

The method behind the work

DPIO is not improvised. It is a documented methodology with a defined law, a defined sequence, and a defined set of deliverables, applied consistently across every engagement. For those who wish to see the full doctrine, it is available as a separate document on request. The brochure shows you what we do. The doctrine shows you exactly how, and why it holds.

The first step is a diagnosis, not a purchase.

You do not have to decide on a transformation today. You only have to decide whether your operation is worth a closer look. There are two ways to begin, and most serious conversations start within the week.

START FREE · FOR THE PUBLIC

No cost

The Business Health Score

Leave your details and receive a complimentary first read of where your business stands across the four layers. It is the public on-ramp, an honest snapshot at no charge. Begin at dpio.ca/signup.

WHERE IT TRULY BEGINS · THE REAL ENGAGEMENT

\$1,500 CAD

The Systems Architect Review

The Health Score tells you that something is wrong. The Review tells you exactly what, why, and what it will take to fix. Ninety minutes with the architect and a written Discovery Blueprint you keep, fully credited toward the work that follows. This is the door every transformation walks through.

→ Reserve your Review: dpio.ca/review

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