

Your app stack isn't a system. It's a pile.

You bought eleven apps to fix a business that was never architected. Now you're paying monthly for your own chaos.

Inside: the 4-layer organic law that fixes it, proven with **24 months of real numbers** from one client's ledger.



Let me describe your business. Tell me when I'm wrong.

Operations run on text messages. "Did the crew finish the Hendersons?" lives in a thread between you and a guy named Dave.

Scheduling lives in a spreadsheet only you understand. One mis-dragged cell and Thursday collapses.

Your CRM doesn't talk to your invoicing. Your invoicing doesn't talk to your bank. You reconcile by hand at 11 PM on a Sunday. Again.

Every app you bought promised to fix this. Each one added a new silo, a new login, a new place for truth to hide.

POSTING NOTE

You are not disorganized. You are the integration layer: every gap between your apps is bridged by your memory, your thumbs, and your weekends.

D Data

THE FOUNDATION • YOU CAN'T MANAGE WHAT YOU CAN'T SEE

DR THE COST OF CHAOS

Hours worked, jobs done, materials used, complaints: all trapped in text threads, voicemails, and a notebook in a truck.

That's not data. **That's rumor with a timestamp.** And you price, pay, and hire off of it.

CR THE DPI0 ENTRY

Every event lands somewhere structured the moment it happens. One field, one format, one source of truth.

KL Cleaning: field labor went from "done at the office bldg, took maybe 4 hrs?" to timestamped check-ins: job ID, location, task notes. Labor cost per job stopped being a feeling and became a number.

RULE OF THE LAYER

Messy data in = blind decisions out. Structure the inputs first. Everything else is built on this.

P Process

THE FLOW • GET THE BUSINESS OUT OF YOUR HEAD

DR THE COST OF CHAOS

The process for onboarding, dispatching, and chasing invoices exists in exactly one place: **your skull**.

Tribal knowledge doesn't scale, doesn't delegate, and takes vacation when you do. Every hire is a six-month course in reading your mind.

CR THE DPIO ENTRY

Structured data dictates the process. Once a job has a defined start, crew, tasks, and completion event, the workflow writes itself:

booking → auto-assign →
checklist
→ confirm → invoice

No heroics. No memory. No 6 AM calls asking what's next.

RULE OF THE LAYER

A process in your head is a liability. A process in a system is an asset. Assets can be sold.



Integrate

THE UNIFICATION • FIRE YOURSELF FROM THE COPY-PASTE JOB

DR THE COST OF CHAOS

The most expensive person in the company retypes the same job from CRM to job board to invoice to accounting.

Every hand-off is a tax: time, errors, lag. Your “real-time” numbers are three weeks old. Your apps aren’t a stack. **They’re islands, and you’re the ferry.**

CR THE DPIO ENTRY

One record of a job flows automatically through quoting, scheduling, execution, invoicing, and the ledger. **Touched once, used everywhere.**

Information moves at the speed of the event, not the speed of your admin backlog. Twelve subscriptions become one ecosystem.

RULE OF THE LAYER

If a human moves data between two systems, you have one broken system, with a salary attached.

O Optimise

THE SCALABILITY • YOU CAN'T TUNE AN UNASSEMBLED ENGINE

DR THE COST OF CHAOS

Most owners start here:
dashboards, growth consultants,
ads. Optimising a business whose
data is rumor and whose systems
don't speak.

That's **polishing gears that aren't connected to anything**. The needle
doesn't move because there's no
machine attached to the needle.

CR THE DPIO ENTRY

After integration, improvement
becomes engineering: see the
bottleneck, adjust, measure, repeat.

The **Firefighter** reacts to
whatever's burning. The **Systems
Pilot** reads instruments (margin per
job, crew utilization, cash) and
makes two deliberate moves
before 9 AM.

RULE OF THE LAYER

D → P → I → O. In that order. Skipping steps is why your last three apps changed nothing.

Don't panic. It's organic.

DPIO is not a consultant's framework. It's an organic law of how anything scales, discovered independently, centuries apart, by every discipline that ever had to grow without collapsing.

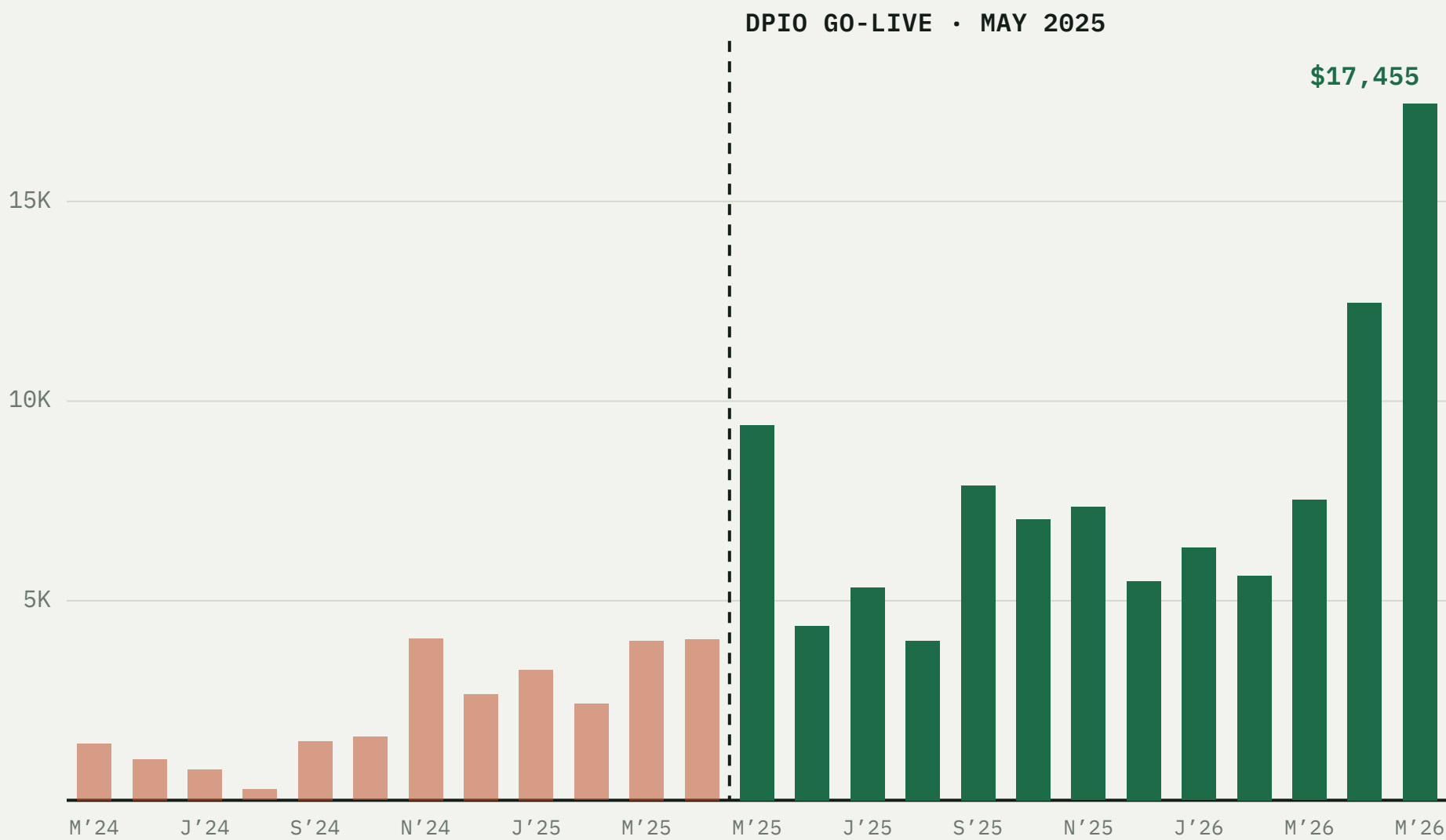
THE LAYER	YOUR LEDGER · 1494	YOUR LAPTOP · TODAY
D · DATA	Every event captured twice: debit and credit. Nothing escapes the record.	Every signal captured as input. Nothing computes until it's structured.
P · PROCESS	Journals post each entry through defined steps, in order.	Logic gates process each instruction through defined steps, in order.
I · INTEGRATE	One general ledger unifies every account into a single truth.	One bus unifies every component into a single machine.
O · OPTIMISE	Statements reveal exactly what to improve next.	Output feeds back to tune the very next cycle.

A system from the 1400s still runs the global economy. The machine showing you this page runs the same law billions of times per second. **Align with it, and scaling stops being a fight. It becomes the default.**

One cleaner. One law. Twenty-four months of ledger.

Monthly invoiced revenue, May 2024 – May 2026. DPIO went live May 2025. ■

Before ■ After ■



+207%

revenue in the 12 months after go-live **(\$82,779)** vs the 12 months before **(\$26,980)**

1 month

May 2026 (\$17,455) out-invoiced the entire year of 2024 **(\$16,923)**

285 = 285

invoices in **H1 2026** equal 2020–2024 **combined**. Six months matched five years.

Revenue is the lagging indicator. Look what else got built.

DEC 2020	Founded as a one-woman hustle. Krista Hoeksema starts KL Cleaning & Home Services as a sole proprietorship in Edmonton. Eight invoices that first year. Everything lives in her head and her phone.
MAY 2025	DPIO go-live. Field data, workflows, quoting, invoicing, and the ledger unified into one system. Crews now run on smartphone check-ins with structured job notes and digital checklists.
NOV 2025	BBB Accredited. A+ rating. Six months after go-live. Accreditation demands a verifiable paper trail, and the system had already been writing one automatically since May.
2026	Nominated: CHCA Housecleaning Awards. National recognition for the consistency that structured checklists and repeatable workflows make possible at scale.
TODAY	An 8-community service footprint. Online booking across Edmonton, Sherwood Park, St. Albert, Leduc, Spruce Grove, Stony Plain, Beaumont, and Fort Saskatchewan. One verified commercial client reports inspection scores up from 82% to 95% and 35% fewer cleaning complaints.

A hustle wins customers. An institution wins accreditation, awards, and enterprises.

www.klcleaning.ca →

The pipeline and the visibility compounded too.

\$16,872 → **\$65,267**

3.9×

Quote pipeline. Nine months of 2025 produced \$16,872 in quotations. The first six months of 2026 produced \$65,267: nearly 4× the value in two-thirds the time, across 91 structured quotes.

50 → **150+**

3×

Organic search demand. Google-verified clicks per 28 days climbed from 50 (May 2025) to 150+ (June 2026). Once services, pages, and data were structured, Google could finally read the business.

~26 → **~11**

2×

Search ranking. Average Google position improved from ~26 over the trailing 16 months to ~11 today, with 58 valid structured-data items and zero errors on the site.

SOURCE

All figures pulled live from KL Cleaning's ERP and Google Search Console, June 2026. See the business at www.klcleaning.ca. Nothing about cleaning changed. The architecture changed. That's the whole game.

Before you buy one more app, get the blueprint read.

You wouldn't pour a second floor on a cracked foundation. What you need first is a **Systems Architect Review**: a structured audit of your Data, Process, and Integration gaps, mapped against the DPIO law, so you know exactly what to build, in what order, before another dollar goes to another subscription.

No pitch deck. No buzzwords. An engineer's diagnosis of your operating reality.

BOOK YOUR SYSTEMS ARCHITECT REVIEW

www.dpio.ca/discovery

www.dpio.ca/contact

QUESTIONS? TALK TO US

Don't panic. It's organic.

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