Obbify

SERVICES BROCHURE

Complex business, made clear.

AI-powered dashboards, practical AI training and structured digital transformation for organisations that want faster, better-informed decisions.

Complex business, made clear.

obbify.net · ask@obbify.net · +92 325 2961233

ABOUT US

From scattered reports to clear decisions

Obbify helps organisations move beyond disconnected reports and manual analysis towards AI-powered decision intelligence, practical AI capability and structured digital transformation.

Disconnected information

Sales, production, inventory, finance and HR figures sit in separate systems, spreadsheets and e-mails.

Manual reporting

Skilled people spend days each month collecting, reconciling and reformatting numbers instead of analysing them.

Late decisions

By the time a report reaches management, the moment to act on a stock-out, a margin leak or a delayed order has often passed.

AI without method

Teams try AI tools without a clear process, so results are inconsistent and hard to trust.

OUR APPROACH

Five steps

01
Understand the business

Start from the decisions leaders must make, the KPIs behind them and who owns each one.

02
Connect the information

Bring the relevant data into one governed view with agreed definitions and clear sources.

03
Make it interactive

Build dashboards that put exceptions first and let users drill from company to department, line or order.

04
Build capability

Train people to use AI and prompting well, so improvement continues after the project.

05
Review and improve

Measure adoption and decision speed, and refine the system with the people who use it.

WHO WE WORK WITH

ROLE	WHAT Obbify HELPS WITH
CEOs and business owners	One view of company performance, risks and the few exceptions that need a decision.
CFOs and finance teams	Faster month-end, variance drivers, cash, receivables and working capital in one place.
COOs and plant heads	Output, efficiency, downtime, quality and delivery by line, shift and order.
Department and business-unit heads	A focused view of their own area, with access set by role.
HR, L&D and transformation leads	Practical AI and dashboard training that builds internal capability.

OUR SERVICES

Capability services

Four services: two build your own team's skills, two are delivered by Obbify. Each can be chosen on its own or combined.

01 Interactive Dashboard Creation Training

Teach your team to build interactive dashboards with AI.

YOU GET

- Choose meaningful KPIs and structure business data for analysis
- Design a clear, interactive dashboard layout with filters and drill-downs
- Use AI and well-written prompts to build and improve a working dashboard
- Test calculations and validate results before sharing

FORMATS

- Short practical workshop (2–3 hours, introductory)
- Half-day or full-day session
- Customised corporate training on the client's own (sample or anonymised) data

BEST FOR

Analysts, MIS and finance teams, department heads, engineers and managers who prepare or use management reports. Basic spreadsheet skills are enough for the introductory level.

02 Prompting: The Science and Art

Get reliable, useful results from AI by designing better instructions.

YOU GET

- Turn a business problem into a structured prompt with a clear objective and output
- Supply the right context and source material, and set constraints and validation rules
- Run multi-step tasks and reuse proven templates
- Spot hallucinations, ambiguity and unsupported assumptions

FORMATS

- Awareness session for leadership (90 minutes)
- Half-day practical workshop
- Full-day workshop with department-specific exercises

BEST FOR

Managers, professionals and teams in any function who use or plan to use AI for analysis, writing, research, dashboards or automation.

OUR SERVICES

Delivery services

03 Enterprise Digital Transformation

A structured, multi-year path from scattered reports to connected decision intelligence.

YOU GET

- A shared view of decisions, KPIs, owners and data sources
- Priority executive and departmental dashboards in use
- An AI adoption roadmap with governance and access controls
- Trained internal teams able to maintain and extend the work

FORMATS

- Discovery and assessment (first step for every engagement)
- 1-, 3- or 5-year indicative engagement models
- Phased milestones with reviews at each phase

BEST FOR

Mid-sized and large companies and groups, including family-owned and listed businesses, ready to improve reporting, analytics and AI adoption across several functions.

04 Independent Dashboard Development

A custom dashboard delivered as a standalone project.

YOU GET

- Clear KPI definitions agreed with the users
- An interactive dashboard that answers the agreed questions
- Validated calculations and documented logic
- A smooth handover to the client's team

FORMATS

- Fixed-scope project based on an agreed requirements brief
- Optional support and maintenance after handover

BEST FOR

Any organisation or department with a defined reporting need and access to the required data, from a single function to a group-level executive view.

Dashboard prototypes and training exercises are different from a production system. Production work, such as back-end development, authentication and ERP integration, is scoped separately.

APPLICATIONS

Across industries

Illustrative scenarios.

Textile & apparel

Cotton coverage, spinning efficiency, waste, order book, shipment risk and margin by count, article or customer.

Other manufacturing

Cement, steel, packaging, FMCG and pharma: production, energy per unit, yield, dispatch and quality.

Services & general business

Restaurants, hotels, retail and distribution: sales, stock, wastage, receivables and outlet performance.

HOW WE WORK

From first call to handover

01
Discovery call

30–45 minutes to understand your goals, current reporting and the decisions that matter most.

02
Requirements assessment

Review of KPIs, data sources, users and constraints; we recommend the right service or combination.

03
Proposal

Written scope, deliverables, timeline, responsibilities and commercial terms for your review.

04
Delivery

Training, development or transformation work in agreed phases with regular check-ins.

05
Handover and review

Documentation, user support and a review of results against the agreed criteria.

FOUNDER

Muhammad Obaidullah Khan, Founder

Muhammad Obaidullah Khan has spent 15 years in Pakistan's textile industry, working across production, business operations, sales, business development and supply chain. That experience showed him how much management time is lost to disconnected reports and manual consolidation, and how often decisions arrive too late. He founded Obbify to change that: combining operational knowledge with AI-powered dashboards, structured prompting and practical digital transformation, so business information becomes clear, connected and ready for decisions.

GET IN TOUCH

Book a discovery call

obbify.net
ask@obbify.net
+92 325 2961233
LinkedIn: Obbify

Live demonstrations on obbify.net/demos use synthetic sample data. Engagement scope and terms are agreed in a written proposal.