

PRODUCT WORKFLOW STUDY

From coffee volume and equipment cost to an approvable commercial package

A commercial-calculator workflow showing how a BDM can combine coffee economics, WAM equipment, contract length, capital recovery and approval limits before promising a package to a customer.

Evidence level stated clearly throughout

\$30/kg

Editable default

WAM-linked

Equipment picker

Recovery

Contract maths

Approval

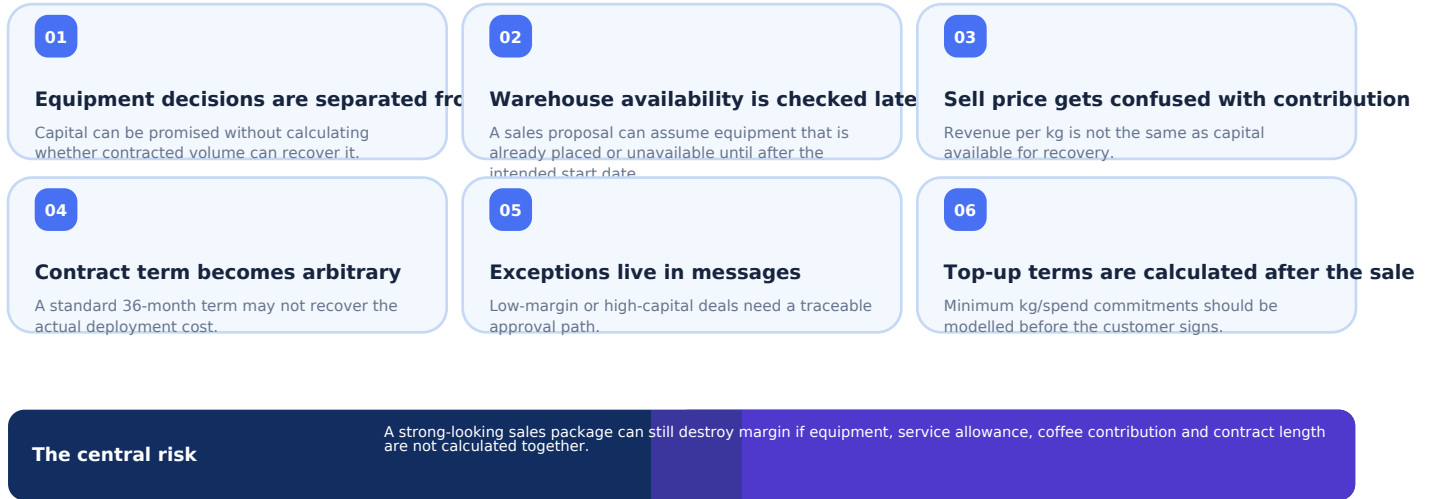
Exception routing



THE CHALLENGE

Why the existing process breaks down

The workflow becomes unreliable when evidence, ownership and next actions are separated across documents, messages, spreadsheets or individual memory.



THE OPERATING MODEL

A connected workflow around the equipment record

Corexa keeps identity, evidence, operational state and the next decision connected so one workflow can carry context into the next.



COREXA CAPABILITY	OPERATIONAL CHANGE	WHY IT MATTERS
Rich WAM picker	Equipment cards include placement and future availability context.	Sales uses real asset state instead of a disconnected spreadsheet list.
Editable coffee economics	\$30/kg is a starting sell price, with separate COGS.	Revenue is not mislabeled as profit.
Capital recovery maths	Net investment, contribution and recovery period are calculated explicitly.	Contract term can be tested against actual capital exposure.
Two-way scenario modes	Users can derive required kg from term or recovery/term from known kg.	The calculator supports how commercial conversations actually begin.
Top-up modelling	Minimum kg or qualifying spend can be reconciled by period.	Shortfall consequences are visible before signature.
Approval integration	Commercial exceptions use the existing decision queue.	High-risk deals are reviewable without inventing a second approval system.

CREDIBILITY STANDARD

What is supported - and what is not yet claimed

The evidence boundary is explicit: product capability, live repository/production evidence and future outcome hypotheses are not treated as the same thing.

✓ Live commercial foundation

Calculator/settings/scenario tables and approval sync are now part of the production schema.

✓ Real asset context

The picker uses WAM/SiteGrid inventory and contract-aware availability.

✓ Role scope

BDMs save within their permitted accounts while managers retain broader authority.

✓ Pilot measurement required

Win rate, approval time and realised margin need post-deployment measurement.

Not yet claimed: This study does not claim that the calculator predicts future coffee volume or guarantees profitability. Commercial recovery depends on the input assumptions and actual customer performance.

Measurement plan for the publishable version

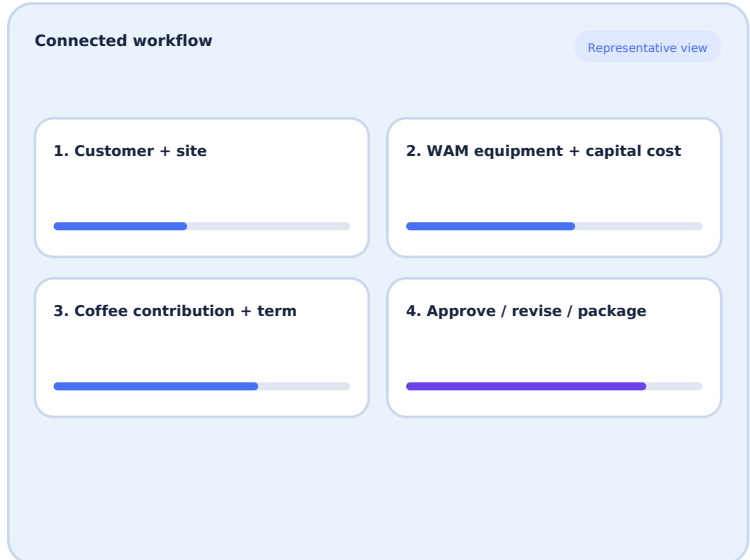
MEASURE	EVIDENCE SOURCE	CREDIBLE REPORTING
Approval cycle time	Scenario + decision timestamps	Median time from submitted scenario to decision.
Recovery variance	Projected vs realised contribution	Difference between planned and actual capital recovery.
Commitment attainment	Agreement kg/spend vs actual	Share of periods meeting minimum commitment.
Asset availability conflicts	WAM reservation history	Proposals blocked because equipment was not available by start date.
Margin exception rate	Commercial decision queue	Share of scenarios requiring escalation.
Scenario-to-package conversion	Calculation + package linkage	Approved scenarios becoming signed sales packages.

"The commercial promise should be calculated against the same equipment, contract and operating data that will exist after the sale."

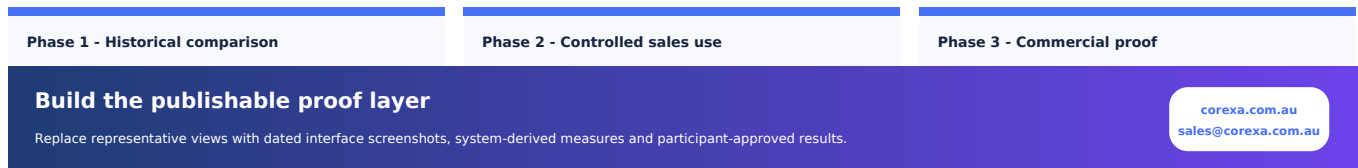
MAKE THE STORY TANGIBLE

Show one equipment package becoming a quantified commercial decision

Use the live Corexa interface for publication, keep representative/demo content labelled, and show the exact state transition the workflow is meant to prove.



Recommended evidence-building sequence



corexa.com.au
sales@corexa.com.au

Publication note: capability descriptions are repository/production evidence. Confirm deployed workflow, permissions and data quality before presenting capability as a measured customer outcome.