



The five-year beach plan.

A five-year goal. A command console helping him get there.

THE CONVERSATION

Here at IdentiCore, we asked Dave, the owner of UTV King, where he wanted to be in five years. Dave said: on the beach. We asked whether he wanted to keep the company or sell it. Dave wanted to keep it - and remain a working owner who could conduct business from wherever he was.

WHAT THAT LED US TO BUILD

His answer became our design brief. We developed the UTV King command console and connected workflows to bring the operation to the owner's screen: what was happening, what needed attention, and where he needed to make a decision. The storefront and supplier connections became parts of that larger system.

VISIBILITY AND OWNER CONTROL

We built around Dave's need to see orders, supplier updates, exceptions, and staff next actions; follow links into the tools behind the work; review approvals; and hold, stop, or pause a process when needed. Connected workflows gave routine work a path forward and exceptions a route back to the owner.

YOUR GOAL TELLS US WHAT TO BUILD

The five-year beach goal drove the development work. That is how we approach another small business too: understand the life the owner wants, find the work that keeps them tied to daily operations, and develop the tools around that goal.

Dave isn't on the beach yet. With the command console, he's on his way. UTV King is a co-owner project for our team.

Where do you want to be in five years?

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