Baseone.Active was made for those who move with purpose — at the desk, in the gym, and in life. We create clean, performance-driven gear that flexes with your routine. From early morning lifts to late-night deep work, Baseone is your uniform for momentum.No noise. No distractions. Just flow.

Welcome to the BaseOne Store—a lifestyle and performance brand built for people who think sharp, move clean, and live with purpose.

We don’t just make clothing. We make gear for focused minds and active lives—for founders in flow state, developers on a deadline, creatives in motion, and anyone who sees their body and brain as their top tech stack.

Designed for Duality:

At BaseOne, we live where discipline meets design. Our collections are built with the same clarity, precision, and simplicity we bring to our dashboards and automation solutions. Think gym-to-studio wear that’s minimal, functional, and unapologetically sharp.

Whether you're pushing code or pulling reps, our gear keeps up—on the track, at the desk, or in between meetings.

What We Stand For

We believe in:

Performance through simplicity

Smart systems and smarter routines

Style that works as hard as you do

We obsess over detail, function, and how the things you wear make you feel. Our products are not just designed to look good—but to support flow, focus, and long-term momentum.

Who It’s For:

The BaseOne Store is made for:

Tech professionals who train

Creators with clarity

Fitness-focused founders

Anyone who wants their kit to match their mindset

Welcome to the new uniform of high performers.

Welcome to BaseOne.

BASEONE BROCHURE:

Welcome.

Hi, I’m Matt, the Founder & CEO of BaseOne.

For 20+ years I’ve worked in project management & controls, across a roster of top tier clients and leaders in energy and construction, such as bp, chevron, fluor, KBR,

Alstom, & Valero Energy. Over the last 10 years I’ve been dedicated to enhancing reporting with automated data solutions, to help automate workflows within project delivery and free

up time.

I started BaseOne.uk in 2020 to help companies understand their data better, make more informed decisions and give teams their time back. Our niche is data solutions, tailored specifically for project controls. Our USP is human-centric, beautiful interfaces which consistently make us stand above

any competition.

We’re committed to forging solutions that are technically robust, visually compelling and

user-friendly, positioning BaseOne as a premier

consultancy for datacentric insights and digital advancement. Collaborating with us guarantees

working with a pioneering team in technology

and analytics.

I look forward to future exciting partnerships to harmonise, data, technology and design.

Together, let’s pave the way for groundbreaking advancements.

CONTACT DETAILS

Email: matt@baseone.uk Phone: +44 20 8017 2333

LinkedIn: matthewspuffard

Who We Are.

At BaseOne, we take pride in leading the industry with design-driven solutions for data analytics and business intelligence, specifically focusing

on project management and controls.

With a proven track record serving industry giants like bp, Engie, and National Grid, we consistently deliver exceptional return on investment.

Our design-led approach ensures not only functionality but also a visually engaging, user-friendly experience.

Tailoring services to meet short and long-term needs, our expertise spans Data Analytics, Transformation, Project Controls, Project Management, Primavera P6, and more.

Our Values.

Our values align to our mission,

support our culture and serve as a declaration of how we treat each other and our partners.

Knowledge is power.

We are hungry for knowledge, always learning something new. It’s in our DNA to be curious, discover new things and evolve.

We are data driven, always looking for information that helps us understand our complex working world better. Always pushing to move away from intuition and towards informed decision making.

Knowledge helps us do things smarter, faster, bigger. We will always progress.

Ready to flex.

We are T-shaped experts, generalists with interests in many areas of expertise that are ready to get stuck when needed.

We are collaborative and ready to help. Always looking for better, faster ways of working.

We lead by example. We proudly model behaviours we expect from others; we coach, and we care.

Plan it right, do it once.

Planning makes perfect. We understand the importance of best-practice planning. We look at things holistically, keep focused on the detail and optimise.

We’re agile. Learn fast and improve. We look to understand the details and simplify. Allowing us to focus on delivering value with continuous improvement.

We’re design driven. Through good human centric thinking and aesthetic design, we can achieve greater goals that solve real problems.

Keep it simple.

Simplicity is key. Transforming complexity through simplification is an art from, through which we strive to achieve greatness.

We look for the MVP. We understand the value of delivering simple working product early, that we can improve together.

We reflect and improve. If we repeat something, it must be easier, we’re always looking back in retrospect for streamlined ways to achieve

our goals.

Own it.

We take responsibility and deliver. Our goals are your goals. We’re keen to show our skills, be humble and collaborative.

We’re in it to win it. We want to make long term partnerships and see that our work makes

a difference for our partners.

We measure our performance on your success, time saved and improvement.

Find Perfection In Simplicity.

Explore the BaseOne Advantage, where a positive and supportive team culture is the cornerstone of delivering unmatched solutions.

Our flexible work arrangements prioritise individual rhythms, whether working remotely or in client offices.

Trust and autonomy empower team members, fostering a supportive environment for collective decision-making and unleashing

full potential.

We actively cultivate growth and progression, providing resources for continuous development and keeping our team on

the cutting edge.

Founder-led support sets a tone of positive dynamics, valuing each member’s contribution. BaseOne is a workplace where positivity, support, and growth are daily realities –

our approach translates into every project where we proudly present ourselves as ‘’an investment, not an expense’’.

Our Belief.

The key to perfection is detail. Delivered simply and clearly.

Our Vision.

We want everyone to make bigger, better decisions and enjoy life.

Our Mission.

Leverage our Design & Technology experience to improve the way

our partners work in project and corporate environments.

What We Do.

BASEONE CAN HELP YOU

TAKE CONTROL OF YOUR DATA.

Accelerate, transform, and extract more value from projects, people, and your business through intelligent enterprise data driven solutions and targeted insights.

HARNESS YOUR DATA.

Unlock the power of intelligent data solutions with BaseOne – we specialise in empowering businesses to take control of their data, revolutionise workflows, and enhance project delivery.

Our intelligent enterprise data-driven solutions accelerate operations, drive transformation, and extract maximum value from projects, teams, and businesses overall.

Benefit from data-driven automation, reduced effort in reporting, and enhanced data quality for confident decision-making. Unify organisational data, break down silos, and gain rapid access

to business intelligence aligned with strategic objectives.

With expertise in Project Controls and Primavera systems, we navigate project management intricacies with precision, delivering collaborative excellence for tailored solutions.

Choose BaseOne to work smarter, react faster, and think bigger about the possibilities for your business.

Work Smarter.

SMARTER, DATA DRIVEN OPERATIONS.

Enable data driven transformation that will automate and reduce the effort required to work and report across your organisation. Save time and cost, whilst improving data quality and removing doubt from decision making.

React Faster.

FASTER, LASER-FOCUSED INTELLIGENCE.

Unify your entire organisations data into a single centralised point of focus. Our data solutions break down silos and provide rapid access to business intelligence that’s laser focused on helping you achieve your objectives.

Think Bigger.

BIGGER, VALUE DRIVEN GOALS.

Make important, faster decisions with more confidence. Enterprise data solutions that liberate your teams from repetitive processes, giving them back time to be creative and focus on accomplishing more.

Our

Strategies.

NEXT LEVEL, DESIGN LED, DIGITAL SOLUTIONS.

We take pride in making complex problems simple. Enabling strategies that transform the way you work every day. Empowering teams and decision makers with data-driven insight, and organisations with quality and efficiency through professional data solutions.

INTELLIGENT ENTERPRISE CONSULTING SERVICES.

Accelerate, transform, and extract more value from projects, people, and your business through our intelligent enterprise consulting services.

Our Service Pillars.

Data & analytics.

Project controls.

Transformation.

Digital Creative.

Data & Analytics.

UNLOCK VALUE FROM YOUR DATA.

Leverage the best technologies available and harness your most valuable data resources.

We create personalised data experiences that break down data siloes and help your business move the needle where it counts.

Our data transformation solutions help you work smarter, react faster and think bigger,

by making more effective data-driven choices, with confidence.

Collaborating with us will help you modernise your business with technologies that optimise, automate, fuel digital growth, and build a data driven culture.

Transformation.

EMBRACE THE FUTURE OF WORK.

We facilitate the evolution of your operational processes, fostering a dynamic digital workspace that encourages agility, harnesses the power

of automation, and embraces the potential of digital transformation.

Utilise the finest technology solutions available to accelerate your organisation’s digital transformation, fostering a more agile, responsive, and innovative workspace.

Our transformation services enable you to work more intelligently, react with increased speed, and aim higher, by streamlining processes and fostering an agile approach to innovation.

Project Controls.

AGILE PROJECT CONTROLS SERVICES WITH A DIGITAL TWIST.

We do project controls a little different. Blending twenty years of project controls capability,

pre-built reporting solutions, and a deep understanding of the technologies used deliver large scale projects.

We know the ropes, and where the pain points are. So, have taken the time to figure out better ways of helping planning teams focus on

what matters.

Our Strategies automate repetitive workflows, improve visibility, and increase team velocity by removing the monkey from the human.

Supercharge schedule quality – save time, money, and stress with BaseOne’s expert project solutions, and project controls professionals.

Digital Creative.

ELEVATE YOUR DIGITAL PRESENCE.

Immerse yourself in the realm of digital creativity through BaseOne’s Digital Creative services. We merge passion with cutting-edge technologies to craft visually stunning digital experiences

that resonate.

We design captivating, intuitive experiences that align with your brand and amplify your message.

Our blend of creativity and technology helps us deliver design solutions that resonate with your audience and facilitate growth.

UIUX DESIGN

BRAND & GRAPHIC DESIGN

APP DEVELOPMENT

WEBSITE DEVELOPMENT

Our

Partners.

We are proud to highlight BaseOne’s partnerships with top-tier, high-profile teams and businesses across the United Kingdom and Internationally.

We deftly blend strategy and execution to provide a unique, hybrid service tailored to the specific needs of our partners.

Whether filling skill or resource gaps or acting as a complete consultancy solution, we adapt seamlessly to fit within the diverse requirements of any project.

Our flexibility in working on both long and short-term engagements has led to remarkable successes.

We take pride in our ability to contribute significantly to our partners’ achievements, continuously fostering relationships that lead to groundbreaking results and advancements in dynamic energy

and construction industries.

Our commitment to excellence

and adaptability makes BaseOne a distinguished partner in driving business success.

Our

Partners are

bp

ANNALECT

EQUANS

IPSOS

MACRO ART

BOURNE

CANZIP

NATIONALGRID

EKFB

AFRY

SMR

CURZON CONSULTING

SILVERSTREAM TECHNOLOGY

ENGIE

EXYTE.

Primer - Advanced Schedule Intelligence To Supercharge Your Project Controls.

Introducing Primer, the ultimate project

Comprehensive Applications within Primer:

PRIMER SCHEDULE INTEGRITY:

Conducts DCMA schedule checks and additional analytics to enhance portfolio quality, reduce human error, and deliver more trustworthy portfolios and scheduling.

PRIMER PROJECT PORTFOLIO:

Executive-level reporting with visibility into global portfolios, covering high-level

Customisation and Flexibility:

• Offers a completely flexible, customisable and scalable solution.

• Connects to P6 via XER files, Oracle Cloud, Webservices, and direct to the database

• Pre-built semantic data model that can integrate or provide the core of your project controls data warehouse

• Used as a development framework for accelerate your project controls reporting

controls data solution that sets BaseOne apart.

Elevate your project controls to new heights with Primer, a tool exclusively designed by BaseOne to deliver a bespoke project data solution tailored to your unique needs.

KEY FEATURES:

• Connects seamlessly with Primavera P6

• Provides extensive project analytics out of the box

• Eliminates manual data entry and siloed Excel reports

• Offers real-time visibility into project quality and performance

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planning, deliverables, milestones, cost and

expense overviews, portfolio-wide risk, and organisational resource demand.

PRIMER RESOURCE & PERFORMANCE:

Provides fast insights into project performance and workforce with EVM, BEI, Resource, and Role demand analytics. Gain a clear understanding of performance, resource allocation, and identify potential gaps.

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delivery by up to 4000 hours.

• Align with your company or clients brands across all reports.

Why Primer?

• Achieve accurate project portfolios

• Track projects comprehensively

• Support for multiple projects, baselines, financial periods, resources, risk,

and more

• Connects to various platforms for unparalleled flexibility

Demo Reports.

We are committed to transparency and proud to showcase our successes where possible, however the confidential nature of our work often precludes us from sharing specific project details.

We understand the importance of maintaining the utmost discretion with the sensitive information exchanged during our assignments.

To bridge this gap and demonstrate the exceptional level of creativity and expertise our teams operate at, we have crafted a series of demo reports. These reports, while not disclosing any client data, are meticulously designed

using globally recognised brands to simulate real-world scenarios. They serve as a testament to our ability to handle complex, high-stakes projects with innovation and precision.

This approach allows us to exhibit our capabilities and the transformative impact of our work, while steadfastly respecting the

confidentiality agreements that are cornerstone to our client relationships.

Nike

Data about trainers, stock, and manufacturing.

James Bond

A report that investigates the movies, locations, and vehicles of James Bond movies.

Marvel vs DC

Compare your favourite superhero movies using our top trumps inspired report.

Starbucks Coffee

Find out how much Starbucks coffee you can drink in a day based on your metabolic rate.

Ready To Work With Us?

Get in touch.

Choosing BaseOne as your trusted project partner in 2024 means unlocking a world of transformative benefits for your business.

Our service is a true hybrid of strategy and execution. We will enable your teams to shed repetitive tasks and focus on strategic objectives. Our global reach extends across the UK and Internationally - we guarantee our partners superior performance and

a significant ROI.

We are proud to position our consultancy as an investment in your business’s future.

We pride ourselves on delivering consistent results, aligned with our core values of planning, simplicity, responsibility, and collaboration.

Our aim is to empower you to make bigger, better decisions, contributing to both your immediate success and long-term prosperity.

We are eager to forge new partnerships and explore how we can contribute to your project’s success. Let’s discuss your future projects and see how we can help.

We’d love to hear from you.

Address

3rd Floor, 45 Albemarle Street, Mayfair, London W1S 4JL

Phone

+44 20 8017 2333

Scan

To connect with Matthew Spuffard

Data & analytics.

Project controls.

Transformation.

Digital Creative.

Follow Us.

M at t h e w Spu f f ar d

A N A L YT I C S EN G I N EER | P O W ER B I EX P ER T | D A T A P R O F ES S I O N A L

PR OF I LE

Skilled Business Intelligence Developer, project controls expert, graphic designer, Agile practitioner, and business owner with over two decades of extensive data skills gained from 20+ years’ experience planning, scheduling, and reporting on complex (often £multi-million) mega-projects.

Experienced Power BI user since its first release, adept Office365 administrator, and capable of building automated Business Intelligence reporting systems built on cross-functional data models using Microsoft Power Platform & Power BI.

Proficient in programming languages including HTML, CSS, JavaScript, M, DAX, SQL, and Python, and experienced with cloud technologies such as Fabric, Azure, IBM Bluemix, and AWS.

C ON TAC T

Address Farnborough UK

Phone

+44 794 88 55 662

Email matt@baseone.uk

PORTFOLIO

https://baseone.uk/demo/

CORE COMPETENCIES

• Business Intelligence Development: Power BI, Microsoft Power Platform, SQL, SSAS, SSIS, ETL

• Data Analytics & Visualization: Advanced DAX, complex report development, data modeling

• Project Management & Controls: Agile frameworks (Scrum, Lean, LeSS), PMBOK, Primavera P6, DevOps

• Cloud Technologies: Microsoft Fabric, Azure, IBM Bluemix, AWS

• Programming Languages: HTML, CSS, JavaScript, M, DAX, SQL, Python

• Office 365 Administration: Deployment, configuration, and management

PROFESSIONAL EXPERIENCE

BASEONE | baseone.uk

Director | Data & Analytics, Project Controls

July 2020 - Present | United Kingdom

• Founder of a consultancy providing data & analytics, project controls, Agile, and technology services.

• Blend advanced analytics and project controls expertise to create business intelligence solutions and provide project management consulting.

• Current projects simplify project controls and reporting while uniting organizational datasets to empower decision-makers.

ROLLS ROYCE SMR

PMO Data and Reporting Lead

June 2023 - Present | London, UK

• Leading a data transformation initiative for a nuclear start-up, integrating PMO functions, and developing a self-service BI reporting platform using Microsoft Fabric.

ANNALECT

Power BI Lead Developer

January 2023 - December 2023 | London, UK

• Delivered UIUX-focused Power BI reporting for several high-profile clients, enhancing BI functionality for pitches, proposals, and deployments.

AFRY

Project Controls | Data Analytics Lead

November 2022 - October 2023 | London, UK

• Provided planning consultancy and scheduling for Primavera P6, delivering accelerated Power BI report development for resource demand, EVM, and schedule progress.

EIFFAGE KIER FERROVIAL BAM

Business Intelligence | Project Controls (HS2)

March 2022 - December 2022 | Remote

• Extracted Primavera P6 data via Oracle Cloud API to deliver advanced analytics and automated reporting for the HS2 rail project using Power BI.

NATIONAL GRID

Lead Power BI Developer

January 2022 - September 2022 | Remote

• Redeveloped 6 complex reports from Tableau to Power BI, leading the migration of over 120 reports to Power BI and the MSBI stack.

ENGIE

Lead Business Intelligence Developer | Project Controls

March 2021 - April 2022 | UK

• Developed a data warehouse and integrated advanced BI systems for the HPC project, creating actionable insights and automating reporting workflows from P6.

EDUC A T I O N & CE R TI F I CAT I O NS

Over 30 certifications and courses completed, below are the most relevant.

• IBM Data Science Professional Certificate IBM, 2021

• Machine Learning with AWS Amazon AWS, 2020

• Digital Transformation Arden University, 2020

• Engineering Project Management Rice University, 2020

• Advanced Power BI LinkedIn Learning, 2018

• PRINCE2 – Foundation SPOCE, 2012

• Business, Information Technology Swansea University

• Classical Art, Digital Design, IT Pembrokeshire College

PAS T C LI E N T S I NC LU D E

BP

Senior Subsurface Portfolio Planner, BI Developer, Team Scrum Master

November 2014 - July 2020 | Sunbury, London

• Implemented P6 project controls systems and developed executive-level reporting suites in Power BI for BP’s global project portfolio, managing a portfolio of 150 live projects.

Fluor Corporation

Senior MAC Interface Planner

October 2013 - November 2014 | Farnborough

• Planned and scheduled automation systems for Tengiz, interfacing and managing MAC schedules between client and vendors and delivered automated report solutions using Excel

Valero Energy Corporation

Senior Project Planner

April 2013 - October 2013 | Pembroke Dock, Wales

• Created detailed schedules for a major site shutdown, developing resource-loaded Primavera plans, managing vendor activities, and automated excel reporting.

KBR, Inc.

Project Planner

April 2012 - April 2013 | Leatherhead

• Managed schedules for BP’s Shah Deniz II and Azeri Subsea Piping projects, handling weekly reporting and design scope planning.

Ledwood Mechanical Engineering Ltd

Lead Planner

August 2011 - April 2012 | Pembroke Dock, UK

• Created Primavera schedules, and automated report in excel for the fabrication and installation of a VDU during a refinery turnaround.

Somi Impianti Demolizioni

Planning Manager

June 2010 - August 2011 | Pembrokeshire, UK

• Led planning for Europe’s largest CCGT Power Station, overseeing planning, execution, and reporting.

Alstom

Project Planner | CMS Reporting Engineer

August 2009 - June 2010 | Staythorpe, Nottingham

• Maintained site schedules and interfaced with subcontractors for a 1600MW CCGT Power Station, managed reporting via CMS system.

Ailsbury Engineering

Planning Manager

May 2007 - August 2009 | Milford Haven, Pembrokeshire

• Led planning for dismantling projects in Europe, creating resource-loaded P6 schedules and reporting via excel dashboards.

The Shaw Group (CB&I)

Project Scheduler

January 2006 - May 2007 | South Hook LNG Terminal, Wales

• Managed construction schedules for the South Hook LNG Terminal, including resource leveling and critical path analysis.

CHEVRON

Information Technology Technician

October 2004 - January 2006 | Pembroke Refinery

• Managed IT systems and provided support for Primavera P3e server integration.

MY PORTFOLIO PAGES

Please continue to my non-client, sharable demo work I make for fun. Because I’m passionate about great analytics and good design!

I NF O

A visually stimulaing result of being challenged to create a report that looks similar to an online shop or ecommerce website.

The report analyses Nike sneakers - by price and user review, stock prices and manufacturing data. Visuals were created using HTML and CSS, with google fonts included.

Data was gathered and scraped from Kaggle, Yahoo finance and various other sources.

TEC H NI C A L I N FO

Tools

Power BI

Adobe Photoshop Adobe XD

Code DAX M

Python HTML CSS

USE IT HERE

https://bit.ly/nikebi

I NF O

Analysis of the Star Wars galaxy, species and planets.

The UI was taken from actual props from the movies; from interfaces of door panels and computer interfaces from various scenes - all utilised to keep the reports consistent with the movies.

Images were scraped from the Star Wars Fandom pages.

Produced an infographic to articulate the data as a story.

TEC H NI C A L I N FO

Tools

Power BI

Adobe Photoshop Adobe XD

Code DAX M

Python HTML CSS

USE IT HERE

https://bit.ly/3QVUOgi

I NF O

Analysis of Starbucks drinks menu, allowing the user to input their body stats and calculate their Base and Active Metabolic Rate (BMR, AMR) - then see how many coffees they can have per day, based on their calorific needs.

The design is consistent with Starbucks branding

- images were sourced online and edited in Photoshop.

The colour palette is taken from the Starbucks brand book.

TEC H NI C A L I N FO

Tools

Power BI

Adobe Photoshop Adobe XD

Code DAX M HTML CSS

USE IT HERE

https://bit.ly/47pdMmh

I NF O

A Power BI report that takes you into the world of James Bond 007. Explore the movies, filming and depicted locations. Plus vehicles, kills, drinks and conquests of the world's favourite spy!

The theme was created based on real movie props featured in James Bond - including the dashboards shown in the movies by M.

All images were scraped from various fan sites and incorporated into the datasets. Many of the images were edited in Photoshop and brought together into a cohesive UI experience.

BaseOne proudly won work on Volkswagen marketing analytics based off the vehicles pages in this report.

TEC H NI C A L I N FO

Tools

Power BI

Adobe Photoshop Adobe XD

Code DAX M

Python HTML CSS

USE IT HERE

https://bit.ly/007bi

I NF O

Based on a game of Top Trumps, this report brings together the characters and movies from the DC and Marvel universes.

Analyse the movies, reviews and box office revenue and battles it out between your favourite superheroes!