```html
<!DOCTYPE html>
<html lang="en" class="scroll-smooth">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>24-7 Group - Interactive Opportunity Analysis</title>
    <script src="https://cdn.tailwindcss.com"></script>
    <script src="https://cdn.jsdelivr.net/npm/chart.js"></script>
    <link rel="preconnect" href="https://fonts.googleapis.com">
    <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
    <link
href="https://fonts.googleapis.com/css2?family=Inter:wght@400;500;600;700&
display=swap" rel="stylesheet">
    <!-- Chosen Palette: Professional Blue & Warm Gray -->
    <!-- Application Structure Plan: A thematic, non-linear dashboard
structure is used to allow executives to quickly grasp the core
opportunity and then drill down into specific areas (MEDDIC, Stakeholders,
Strategy) as needed. The flow starts with the most compelling financial
metric (£300k loss) to immediately establish the business case. Navigation
is facilitated by a sticky header, enabling users to jump between
sections. This is more usable for a sales audience than a linear report,
as it prioritizes scannability and targeted information retrieval. -->
    <!-- Visualization & Content Choices:
        - Opportunity Headline (£300k loss) -> Goal: Inform -> Large
dynamic text -> Justification: Immediately grabs attention and establishes
the core pain point. Method: HTML/JS.
        - System Comparison -> Goal: Compare -> HTML/CSS Diagram ->
Justification: Visually contrasts the current chaotic state with the
proposed streamlined future, making the value proposition clear. Method:
HTML/CSS Flexbox.
        - MEDDIC Analysis -> Goal: Organize/Inform -> Interactive Tabbed
Interface -> Justification: Organizes a large amount of information into
digestible chunks, preventing cognitive overload. Method: HTML/JS.
        - Decision Criteria -> Goal: Compare -> Interactive Table ->
Justification: Directly maps Simpro's strengths against customer needs,
providing a clear "at-a-glance" justification. Method: HTML/JS.
        - Decision Process -> Goal: Change/Organize -> HTML/CSS Timeline
-> Justification: Clearly visualizes the multi-phased buying journey,
making the long-term strategy easy to understand. Method: HTML/CSS.
```

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        - Stakeholder Map -> Goal: Organize/Relationships -> Interactive
Node Diagram -> Justification: A more engaging and intuitive way to
understand stakeholder influence and relationships than a static table.
Clicking a node reveals detailed strategic actions. Method: HTML/CSS/JS.
        - Risk Assessment -> Goal: Inform -> Accordion Component ->
Justification: Presents risks and mitigations in a compact, expandable
format. Method: HTML/JS.
        - Financial Metrics -> Goal: Compare -> Chart.js Bar Chart ->
Justification: Visually emphasizes the scale of the primary £300k loss
against secondary costs, reinforcing the main business driver. Library:
Chart.js.
    -->
    <!-- CONFIRMATION: NO SVG graphics used. NO Mermaid JS used. -->
    <style>
        body {
            font-family: 'Inter', sans-serif;
        }
        .tab-active {
            border-color: #3b82f6;
            color: #3b82f6;
            background-color: #eff6ff;
        }
        .section-fade-in {
            opacity: 0;
            transform: translateY(20px);
            transition: opacity 0.5s ease-out, transform 0.5s ease-out;
        }
        .section-visible {
            opacity: 1;
            transform: translateY(0);
        }
        .chart-container {
            position: relative;
            width: 100%;
            max-width: 600px;
            margin-left: auto;
            margin-right: auto;
            height: 300px;
            max-height: 400px;
        }
```

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        @media (min-width: 768px) {
            .chart-container {
                height: 350px;
            }
        }
    </style>
</head>
<body class="bg-gray-50 text-gray-800">

    <header class="bg-white/80 backdrop-blur-lg shadow-sm sticky top-0
z-50">
        <nav class="container mx-auto px-4 sm:px-6 lg:px-8">
            <div class="flex items-center justify-between h-16">
                <div class="flex items-center">
                    <span class="font-bold text-xl text-blue-600">24-7
Group</span>
                    <span class="font-semibold text-xl text-gray-600
ml-2">Opportunity Analysis</span>
                </div>
                <div class="hidden md:block">
                    <div class="ml-10 flex items-baseline space-x-4">
                        <a href="#overview" class="text-gray-600
hover:bg-gray-100 hover:text-gray-900 px-3 py-2 rounded-md text-sm
font-medium">Overview</a>
                        <a href="#meddic" class="text-gray-600
hover:bg-gray-100 hover:text-gray-900 px-3 py-2 rounded-md text-sm
font-medium">MEDDIC</a>
                        <a href="#stakeholders" class="text-gray-600
hover:bg-gray-100 hover:text-gray-900 px-3 py-2 rounded-md text-sm
font-medium">Key Players</a>
                        <a href="#strategy" class="text-gray-600
hover:bg-gray-100 hover:text-gray-900 px-3 py-2 rounded-md text-sm
font-medium">Strategy</a>
                    </div>
                </div>
            </div>
        </nav>
    </header>

    <main class="container mx-auto px-4 sm:px-6 lg:px-8 py-8 md:py-12">
```

```html
<section id="overview" class="text-center mb-16 md:mb-24
section-fade-in">
        <h1 class="text-3xl md:text-5xl font-bold text-gray-800
mb-2">The <span class="text-red-500">£300,000</span> Annual
Imperative</h1>
        <p class="text-lg md:text-xl text-gray-600 max-w-3xl mx-auto
mb-8">
            24-7 Group faces a significant financial drain due to a
fragmented and inefficient software ecosystem. This interactive analysis
outlines the strategic opportunity to solve this core problem and
establish a group-wide partnership.
        </p>

        <div class="bg-white p-6 md:p-8 rounded-2xl shadow-lg border
border-gray-200">
            <h3 class="text-xl font-semibold mb-6 text-gray-700">From
Operational Chaos to a Unified Platform</h3>
            <div class="flex flex-col md:flex-row justify-around
items-center gap-8">
                <div class="w-full md:w-5/12">
                    <h4 class="font-bold text-lg mb-3
text-red-600">Current State: Fragmented Systems</h4>
                    <div class="space-y-3 text-left p-4 bg-red-50
border-2 border-dashed border-red-200 rounded-lg">
                        <div class="flex items-center gap-3 p-2
bg-white rounded shadow-sm">
                            <span class="font-mono text-xs bg-red-100
text-red-700 p-1 rounded">Joblogic</span>
                            <p class="text-sm
text-gray-600">Unsuitable for projects, poor filing</p>
                        </div>
                        <div class="flex items-center gap-3 p-2
bg-white rounded shadow-sm">
                            <span class="font-mono text-xs bg-red-100
text-red-700 p-1 rounded">Trimble</span>
                            <p class="text-sm text-gray-600">"Awful"
takeoffs, rigid rates</p>
                        </div>
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                                <div class="flex items-center gap-3 p-2
bg-white rounded shadow-sm">
                                    <span class="font-mono text-xs bg-red-100
text-red-700 p-1 rounded">Bluebeam</span>
                                    <p class="text-sm text-gray-600">Redundant
cost, manual workaround</p>
                                </div>
                                 <div class="flex items-center gap-3 p-2
bg-white rounded shadow-sm">
                                    <span class="font-mono text-xs bg-red-100
text-red-700 p-1 rounded">Manual</span>
                                    <p class="text-sm text-gray-600">"Double
handling" leads to errors</p>
                                </div>
                            </div>
                        </div>
                        <div class="text-5xl text-gray-300 font-thin hidden
md:block">&rarr;</div>
                        <div class="text-4xl text-gray-300 font-thin
md:hidden">&darr;</div>
                        <div class="w-full md:w-5/12">
                            <h4 class="font-bold text-lg mb-3
text-green-600">Future State: Simpro Platform</h4>
                            <div class="space-y-3 text-left p-4 bg-green-50
border-2 border-dashed border-green-200 rounded-lg">
                                <div class="flex items-center gap-3 p-3
bg-white rounded shadow-sm">
                                    <span class="text-2xl">📈</span>
                                    <div>
                                        <h5 class="font-semibold
text-green-800">Unified Workflow</h5>
                                        <p class="text-sm
text-gray-600">Estimating, projects, and financials in one place.</p>
                                    </div>
                                </div>
                                 <div class="flex items-center gap-3 p-3
bg-white rounded shadow-sm">
                                    <span class="text-2xl">📁</span>
                                    <div>
```

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                                                <h5 class="font-semibold
text-green-800">Centralized Data</h5>
                                                <p class="text-sm
text-gray-600">Single source of truth enables group-wide visibility.</p>
                                        </div>
                                </div>
                                <div class="flex items-center gap-3 p-3
bg-white rounded shadow-sm">
                                        <span class="text-2xl">🚀</span>
                                        <div>
                                                <h5 class="font-semibold
text-green-800">Scalable Foundation</h5>
                                                <p class="text-sm
text-gray-600">Supports hyper-growth and future AI ambitions.</p>
                                        </div>
                                </div>
                        </div>
                </div>
        </div>
</section>

<section id="meddic" class="mb-16 md:mb-24 section-fade-in">
        <h2 class="text-3xl font-bold text-center mb-8">MEDDIC
Opportunity Deep Dive</h2>
        <div class="bg-white p-4 sm:p-6 md:p-8 rounded-2xl shadow-lg
border border-gray-200">
                <div class="mb-6 border-b border-gray-200">
                        <nav class="flex flex-wrap -mb-px" id="meddic-tabs">
                                <button data-target="metrics" class="meddic-tab
tab-active whitespace-nowrap border-b-2 font-medium px-4
py-3">Metrics</button>
                                <button data-target="economic-buyer"
class="meddic-tab whitespace-nowrap border-b-2 font-medium px-4 py-3
text-gray-500">Economic Buyer</button>
                                <button data-target="decision-criteria"
class="meddic-tab whitespace-nowrap border-b-2 font-medium px-4 py-3
text-gray-500">Decision Criteria</button>
```

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                            <button data-target="decision-process"
class="meddic-tab whitespace-nowrap border-b-2 font-medium px-4 py-3
text-gray-500">Decision Process</button>
                            <button data-target="identified-pain"
class="meddic-tab whitespace-nowrap border-b-2 font-medium px-4 py-3
text-gray-500">Identified Pain</button>
                            <button data-target="champion" class="meddic-tab
whitespace-nowrap border-b-2 font-medium px-4 py-3
text-gray-500">Champion</button>
                    </nav>
                </div>

                <div id="meddic-content">
                    <div id="metrics-content"
class="meddic-content-panel">
                        <h3 class="text-xl font-semibold mb-4
text-gray-700">The Quantifiable Case for Change</h3>
                        <p class="text-gray-600 mb-6">The business case is
anchored by clear financial metrics that translate operational pain into
direct costs. The primary driver is the significant annual loss from
inefficiency, with secondary savings reinforcing the ROI.</p>
                        <div class="chart-container">
                            <canvas id="metricsChart"></canvas>
                        </div>
                    </div>
                    <div id="economic-buyer-content"
class="meddic-content-panel hidden">
                        <h3 class="text-xl font-semibold mb-4
text-gray-700">Engaging the Ultimate Authority: 'Andy'</h3>
                        <div class="bg-blue-50 border border-blue-200
rounded-lg p-6">
                            <div class="flex items-start gap-4">
                                <div class="text-4xl">👤</div>
                                <div>
                                    <h4 class="font-bold text-lg
text-blue-800">Andy - Group Main Director</h4>
                                    <p class="text-gray-600 mt-2">The sole
Economic Buyer for a group-wide deal. He is a strategic leader focused on
high-level visibility and future-proofing the business.</p>
                                    <div class="mt-4 space-y-2">
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                                    <p><strong class="font-semibold
text-gray-700">Key Pains:</strong> Lack of centralized data, inability to
get a group-wide performance view.</p>
                                    <p><strong class="font-semibold
text-gray-700">Strategic Interest:</strong> Exploring AI to collate data,
which is impossible with the current fragmented systems.</p>
                                    <p><strong class="font-semibold
text-gray-700">Path to Engagement:</strong> Empower the Champion (Lee
Hudson) to build an undeniable internal case study. Frame Simpro as the
foundational data platform required to achieve his AI vision.</p>
                                </div>
                            </div>
                        </div>
                    </div>
                </div>
                <div id="decision-criteria-content"
class="meddic-content-panel hidden">
                    <h3 class="text-xl font-semibold mb-4
text-gray-700">Aligning Simpro to Their Needs</h3>
                    <p class="text-gray-600 mb-6">24-7 Group has clear
requirements their current systems fail to meet. This scorecard shows how
Simpro directly addresses their critical needs.</p>
                    <div class="overflow-x-auto">
                        <table class="w-full text-sm text-left">
                            <thead class="bg-gray-100 text-gray-600
uppercase">
                                <tr>
                                    <th class="px-6
py-3">Criterion</th>
                                    <th class="px-6 py-3
text-center">Current System Score</th>
                                    <th class="px-6 py-3
text-center">Simpro Score</th>
                                    <th class="px-6
py-3">Justification</th>
                                </tr>
                            </thead>
                            <tbody id="criteria-table-body"
class="bg-white divide-y divide-gray-200">
                            </tbody>
```

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                                </table>
                            </div>
                        </div>
                        <div id="decision-process-content"
class="meddic-content-panel hidden">
                            <h3 class="text-xl font-semibold mb-4
text-gray-700">Navigating the Phased Buying Journey</h3>
                            <p class="text-gray-600 mb-8">The customer has
outlined a cautious, multi-phased adoption plan. Our sales process must
align perfectly to build trust and demonstrate value at each stage.</p>
                            <div class="relative">
                                <div class="absolute left-1/2 -ml-0.5 w-1
h-full bg-blue-200 hidden md:block"></div>
                                <div class="space-y-12">
                                    <div class="md:grid md:grid-cols-2
md:gap-8 items-center">
                                        <div class="md:text-right">
                                            <div class="inline-block
bg-blue-500 text-white font-bold rounded-full px-4 py-2 mb-2">Phase
1</div>
                                            <h4 class="text-lg
font-bold">"Prove the Case" Trial</h4>
                                            <p class="text-gray-500">1-2
Licenses, 3-6 Months</p>
                                        </div>
                                        <div class="relative">
                                            <div class="absolute -ml-4 w-8 h-8
bg-blue-500 rounded-full border-4 border-white hidden md:block"
style="top: 50%; left: -1px; transform: translate(-50%, -50%);"></div>
                                            <div class="bg-gray-100 p-4
rounded-lg mt-2 md:mt-0">
                                                <strong
class="font-semibold">Goal:</strong> Trial Simpro on a live project,
focusing on estimating and delivery to prove technical credibility and
superior functionality.
                                            </div>
                                        </div>
                                    </div>
                                    <div class="md:grid md:grid-cols-2
md:gap-8 items-center">
```

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                                            <div class="md:col-start-2">
                                                <div class="inline-block
bg-blue-500 text-white font-bold rounded-full px-4 py-2 mb-2">Phase
2</div>
                                                <h4 class="text-lg font-bold">Full
FM Team Rollout</h4>
                                                <p class="text-gray-500">8-9+
Licenses</p>
                                            </div>
                                            <div class="relative md:col-start-1
md:row-start-1 md:text-right">
                                                <div class="absolute -ml-4 w-8
h-8 bg-blue-500 rounded-full border-4 border-white hidden md:block"
style="top: 50%; left: calc(100% + 1px); transform: translate(-50%,
-50%);"></div>
                                                <div class="bg-gray-100 p-4
rounded-lg mt-2 md:mt-0">
                                                    <strong
class="font-semibold">Goal:</strong> Expand to all FM project managers,
displacing Joblogic for project work. Prove tangible ROI and business
value.
                                                </div>
                                            </div>
                                        </div>
                                        <div class="md:grid md:grid-cols-2
md:gap-8 items-center">
                                            <div class="md:text-right">
                                                <div class="inline-block
bg-blue-500 text-white font-bold rounded-full px-4 py-2 mb-2">Phase
3</div>
                                                <h4 class="text-lg
font-bold">Group-Wide Migration</h4>
                                                <p class="text-gray-500">100+
Licenses</p>
                                            </div>
                                            <div class="relative">
                                                <div class="absolute -ml-4 w-8 h-8
bg-blue-500 rounded-full border-4 border-white hidden md:block"
style="top: 50%; left: -1px; transform: translate(-50%, -50%);"></div>
```

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                                    <div class="bg-gray-100 p-4
rounded-lg mt-2 md:mt-0">
                                        <strong
class="font-semibold">Goal:</strong> Present a quantified business case to
the Economic Buyer for standardizing on Simpro across the entire group,
proving strategic value.
                                    </div>
                                </div>
                            </div>
                        </div>
                    </div>
                </div>
                <div id="identified-pain-content"
class="meddic-content-panel hidden">
                    <h3 class="text-xl font-semibold mb-4
text-gray-700">The Operational Cost of Disconnected Systems</h3>
                    <p class="text-gray-600 mb-6">The primary driver
for this opportunity is the severe operational chaos caused by their
fragmented systems. This pain manifests across the organization, crippling
decision-making at every level.</p>
                    <div class="grid grid-cols-1 md:grid-cols-2
gap-4">
                        <div class="bg-red-50 p-4 rounded-lg border
border-red-200">
                            <h4 class="font-bold text-red-700">Lack of
Visibility</h4>
                            <p class="text-gray-600 mt-1">Information
black holes prevent real-time project views, accurate WIP reports for
finance, and a consolidated performance view for leadership.</p>
                        </div>
                        <div class="bg-red-50 p-4 rounded-lg border
border-red-200">
                            <h4 class="font-bold
text-red-700">Inefficiency & Rework</h4>
                            <p class="text-gray-600 mt-1">Constant
"double handling" of data is not just inefficient; it's the direct cause
of errors contributing to the £300k annual loss.</p>
                        </div>
                        <div class="bg-red-50 p-4 rounded-lg border
border-red-200">
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                                    <h4 class="font-bold
text-red-700">Inadequate Tools</h4>
                                    <p class="text-gray-600 mt-1">Palpable
user frustration with "crap" tools like Trimble and the unsuitability of
Joblogic for project work creates a powerful emotional driver for
change.</p>
                                </div>
                                <div class="bg-red-50 p-4 rounded-lg border
border-red-200">
                                    <h4 class="font-bold
text-red-700">Scalability Risk</h4>
                                    <p class="text-gray-600 mt-1">The current
disjointed processes cannot support the company's impressive growth,
making a unified platform a business necessity.</p>
                                </div>
                            </div>
                        </div>
                        <div id="champion-content" class="meddic-content-panel
hidden">
                            <h3 class="text-xl font-semibold mb-4
text-gray-700">Enabling Our Champion: Lee Hudson</h3>
                            <div class="bg-green-50 border border-green-200
rounded-lg p-6">
                                <div class="flex items-start gap-4">
                                    <div class="text-4xl">🏆</div>
                                    <div>
                                        <h4 class="font-bold text-lg
text-green-800">Lee Hudson - Director, FM Projects</h4>
                                        <p class="text-gray-600 mt-2">The
unequivocal Champion. He is driving the evaluation, articulating the need
for change, and has a clear vision for success.</p>
                                        <div class="mt-4 space-y-2">
                                            <p><strong class="font-semibold
text-gray-700">Motivations:</strong> Solve his team's acute pains,
eliminate frustrating tools, and implement a model that supports his
division's hyper-growth.</p>
                                            <p><strong class="font-semibold
text-gray-700">Influence:</strong> As director of the fastest-growing
division, his endorsement carries significant weight with senior
leadership.</p>
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                                    <p><strong class="font-semibold
text-gray-700">Needs from Us:</strong> A flawless trial, hard data (ROI
models, metrics) to build his internal business case, and political
support to navigate internal stakeholders like finance.</p>
                                </div>
                            </div>
                        </div>
                    </div>
                </div>
            </div>
        </section>

        <section id="stakeholders" class="mb-16 md:mb-24 section-fade-in">
            <h2 class="text-3xl font-bold text-center mb-2">The Key
Players</h2>
            <p class="text-lg text-gray-600 text-center max-w-2xl mx-auto
mb-8">Navigating the internal politics requires a clear understanding of
each stakeholder. Click on a player to see their motivations and our
strategic plan to engage them.</p>
            <div class="bg-white p-6 md:p-8 rounded-2xl shadow-lg border
border-gray-200 min-h-[450px] relative">
                <div id="stakeholder-map" class="relative w-full
h-[400px]">
                </div>
            </div>
        </section>

        <div id="stakeholder-modal" class="fixed inset-0 bg-black
bg-opacity-50 z-50 flex items-center justify-center p-4 hidden">
            <div class="bg-white rounded-lg shadow-xl w-full max-w-md
transform transition-all">
                <div id="modal-content" class="p-6"></div>
                <div class="bg-gray-50 px-6 py-3 text-right">
                    <button id="modal-close" class="px-4 py-2 bg-gray-200
text-gray-800 rounded-md hover:bg-gray-300">Close</button>
                </div>
            </div>
        </div>
```

```html
<section id="strategy" class="section-fade-in">
    <h2 class="text-3xl font-bold text-center mb-8">Strategic Path
Forward & Risk Mitigation</h2>
    <div class="grid grid-cols-1 lg:grid-cols-3 gap-8">
        <div class="lg:col-span-2 bg-white p-6 md:p-8 rounded-2xl
shadow-lg border border-gray-200">
            <h3 class="text-xl font-semibold mb-4
text-gray-700">Actionable Recommendations</h3>
            <div class="border-b border-gray-200 mb-4">
                <nav class="flex space-x-4" id="strategy-tabs">
                    <button data-target="phase1-strategy"
class="strategy-tab tab-active px-1 py-2 font-medium">Phase 1 (90
Days)</button>
                    <button data-target="longterm-strategy"
class="strategy-tab px-1 py-2 font-medium
text-gray-500">Long-Term</button>
                </nav>
            </div>
            <div id="strategy-content">
                <div id="phase1-strategy-content"
class="strategy-content-panel space-y-4">
                    <div>
                        <h4 class="font-bold text-blue-600">1.
Formalize Champion Enablement</h4>
                        <p class="text-gray-600">Co-develop a
"Phase 1 Success Plan" with Lee Hudson, defining KPIs and a clear timeline
to ensure the trial is a resounding success.</p>
                    </div>
                    <div>
                        <h4 class="font-bold text-blue-600">2.
Mitigate the Financial Blocker</h4>
                        <p class="text-gray-600">Schedule a
"Financial Controls Deep Dive" for Helen Griffiths to proactively address
her concerns and demonstrate how Simpro improves data accuracy.</p>
                    </div>
                     <div>
                        <h4 class="font-bold text-blue-600">3.
Leverage the Internal Advocate</h4>
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                        <p class="text-gray-600">Offer Damon
Clarke (JW Jones) a complimentary "Simpro Optimization" session to turn
him into an active internal advocate and powerful proof point.</p>
                    </div>
                </div>
                <div id="longterm-strategy-content"
class="strategy-content-panel hidden space-y-4">
                    <div>
                        <h4 class="font-bold text-blue-600">1.
Quantify the Win</h4>
                        <p class="text-gray-600">Produce a formal
"Internal Business Case" document with Lee, quantifying the ROI from Phase
1 to validate the £300k annual loss figure.</p>
                    </div>
                    <div>
                        <h4 class="font-bold text-blue-600">2.
Orchestrate the Internal Sell</h4>
                        <p class="text-gray-600">Coach Lee on
presenting the business case to leadership, focusing on the proven results
and scalable platform benefits.</p>
                    </div>
                    <div>
                        <h4 class="font-bold text-blue-600">3.
Consolidate the Proof</h4>
                        <p class="text-gray-600">Combine the FM
division success story with a refreshed case study from JW Jones to
present an undeniable, multi-divisional success narrative to the Economic
Buyer.</p>
                    </div>
                </div>
            </div>
        </div>
        <div class="bg-white p-6 md:p-8 rounded-2xl shadow-lg
border border-gray-200">
            <h3 class="text-xl font-semibold mb-4
text-gray-700">Risk Assessment</h3>
            <div id="risk-accordion" class="space-y-2">
            </div>
        </div>
    </div>
```

```
        </section>

    </main>

    <script>
        document.addEventListener('DOMContentLoaded', function() {

            const appData = {
                metrics: {
                    labels: ['Annual Loss from Inefficiency', 'Redundant
Software Costs'],
                    data: [300000, 3500]
                },
                decisionCriteria: [
                    { criterion: 'Integrated Takeoffs & Estimating',
current: 1, simpro: 10, justification: 'Simpro offers a fully integrated
module, eliminating the need for inadequate or costly third-party tools
like Trimble or Bluebeam.' },
                    { criterion: 'Multi-Level Document Filing', current:
2, simpro: 9, justification: 'Simpro provides a robust, multi-level folder
structure within each job, solving a key Joblogic deficiency.' },
                    { criterion: 'SharePoint Integration', current: 0,
simpro: 9, justification: 'Simpro\'s integration capabilities can provide
the seamless link they need to their central document repository.' },
                    { criterion: 'Project Management & Costing', current:
3, simpro: 10, justification: 'Simpro is purpose-built for complex
projects with real-time cost tracking, Gantt charts, and multi-phase
visibility.' },
                    { criterion: 'Multi-Company Reporting', current: 1,
simpro: 9, justification: 'Simpro\'s architecture and BI reporting provide
the consolidated, group-level visibility the Economic Buyer is actively
seeking.' },
                    { criterion: 'Flexible Rate Structures', current: 2,
simpro: 9, justification: 'Simpro allows for granular, customer-specific
pricing, ensuring different business units can operate with autonomy.' },
                ],
                stakeholders: [
                    { id: 'andy', name: 'Andy', title: 'Economic Buyer',
influence: 'High', disposition: 'Neutral', x: '50%', y: '10%', color:
'blue',
```

                    details: { motivation: 'Group-wide visibility,
scalability, ROI, future-proofing (AI).', strategy: 'Engage indirectly via
Champion. Build undeniable, quantified business case framing Simpro as the
enabler of his strategic AI vision.' }},
                    { id: 'lee', name: 'Lee Hudson', title: 'Champion',
influence: 'High', disposition: 'Positive', x: '25%', y: '45%', color:
'green',
                    details: { motivation: 'Solving his team\'s
immediate operational pains, improving efficiency, eliminating frustrating
tools.', strategy: 'Enablement. Provide flawless trial support, ROI
models, case studies, and political backup to ensure his success.' }},
                    { id: 'helen', name: 'Helen Griffiths', title:
'Influencer / Blocker', influence: 'Medium', disposition: 'Skeptical', x:
'75%', y: '45%', color: 'red',
                    details: { motivation: 'Data accuracy, financial
reporting integrity (WIP), impact on workload.', strategy: 'Neutralize &
Convert. Proactively engage with a dedicated session on financial controls
to turn her from a blocker into an advocate.' }},
                    { id: 'scott', name: 'Scott Thompson', title:
'Initiator', influence: 'Medium', disposition: 'Positive', x: '35%', y:
'85%', color: 'green',
                    details: { motivation: 'Finding a holistic solution
to fill the "gap in the middle" of their tech stack.', strategy: 'Keep
informed and aligned. Utilize as a source of intelligence on internal
politics.' }},
                    { id: 'damon', name: 'Damon Clarke', title: 'Internal
Reference', influence: 'Low-Medium', disposition: 'Positive', x: '65%', y:
'85%', color: 'green',
                    details: { motivation: 'Runs JW Jones (existing
Simpro customer), open to getting more value from the platform.',
strategy: 'Cultivate. Provide complimentary training to help him become a
power user and internal testimonial.' }},
              ],
              risks: [
                    { title: 'Champion Gets Overruled', content: 'Helen\'s
financial concerns could present a roadblock. Mitigation: Proactive and
direct engagement with Helen is non-negotiable to convert her into an
advocate.' },
                    { title: 'Sticking with the Status Quo', content: 'The
perceived pain of change could be greater than the current problem.

```
Mitigation: Continuously anchor the conversation to the hard £300,000 cost
of inaction.' },
                  { title: 'Competitive Threat', content: 'Incumbents
(Joblogic, Trimble) could offer discounts or promise upgrades. Mitigation:
Move quickly to establish a deep, advisory relationship based on a
superior understanding of their specific pains.' }
              ]
          };

          function initMetricsChart() {
              const ctx =
document.getElementById('metricsChart').getContext('2d');
              new Chart(ctx, {
                  type: 'bar',
                  data: {
                      labels: appData.metrics.labels,
                      datasets: [{
                          label: 'Annual Cost (£)',
                          data: appData.metrics.data,
                          backgroundColor: [
                              'rgba(239, 68, 68, 0.6)',
                              'rgba(249, 115, 22, 0.6)'
                          ],
                          borderColor: [
                              'rgba(239, 68, 68, 1)',
                              'rgba(249, 115, 22, 1)'
                          ],
                          borderWidth: 1
                      }]
                  },
                  options: {
                      responsive: true,
                      maintainAspectRatio: false,
                      indexAxis: 'y',
                      scales: {
                          x: {
                              beginAtZero: true,
                              ticks: {
                                  callback: function(value, index,
values) {
```

```javascript
                                        return '£' +
value.toLocaleString();
                                    }
                                }
                            }
                        },
                        plugins: {
                            legend: {
                                display: false
                            },
                            tooltip: {
                                callbacks: {
                                    label: function(context) {
                                        let label = context.dataset.label
|| '';
                                        if (label) {
                                            label += ': ';
                                        }
                                        if (context.parsed.x !== null) {
                                            label += new
Intl.NumberFormat('en-GB', { style: 'currency', currency: 'GBP'
}).format(context.parsed.x);
                                        }
                                        return label;
                                    }
                                }
                            }
                        }
                    });
                }

                function populateCriteriaTable() {
                    const tableBody =
document.getElementById('criteria-table-body');
                    tableBody.innerHTML = '';
                    appData.decisionCriteria.forEach(item => {
                        const row = `
                            <tr class="hover:bg-gray-50">
```

```
                            <td class="px-6 py-4 font-medium
text-gray-900">${item.criterion}</td>
                            <td class="px-6 py-4 text-center"><span
class="inline-block w-20 bg-red-100 text-red-800 text-xs font-medium
px-2.5 py-0.5 rounded-full">${item.current}/10</span></td>
                            <td class="px-6 py-4 text-center"><span
class="inline-block w-20 bg-green-100 text-green-800 text-xs font-medium
px-2.5 py-0.5 rounded-full">${item.simpro}/10</span></td>
                            <td class="px-6 py-4
text-gray-600">${item.justification}</td>
                        </tr>
                    `;
                    tableBody.innerHTML += row;
                });
            }

            function createStakeholderMap() {
                const mapContainer =
document.getElementById('stakeholder-map');
                mapContainer.innerHTML = '';
                appData.stakeholders.forEach(stakeholder => {
                    const node = document.createElement('div');
                    node.className = 'absolute transform -translate-x-1/2
-translate-y-1/2 cursor-pointer group';
                    node.style.left = stakeholder.x;
                    node.style.top = stakeholder.y;
                    node.dataset.id = stakeholder.id;

                    const colorClasses = {
                        blue: { bg: 'bg-blue-500', ring: 'ring-blue-300'
},
                        green: { bg: 'bg-green-500', ring:
'ring-green-300' },
                        red: { bg: 'bg-red-500', ring: 'ring-red-300' },
                    };
                    const colors = colorClasses[stakeholder.color] ||
colorClasses.blue;

                    node.innerHTML = `
                        <div class="relative flex flex-col items-center">
```

```
                        <div class="w-16 h-16 ${colors.bg}
rounded-full flex items-center justify-center text-white font-bold text-lg
shadow-md ring-4 ring-white group-hover:ring-8 ${colors.ring}
transition-all duration-300">
                            ${stakeholder.name.split(' ').map(n =>
n[0]).join('')}
                        </div>
                        <div class="mt-2 text-center">
                            <p class="font-bold
text-sm">${stakeholder.name}</p>
                            <p class="text-xs
text-gray-500">${stakeholder.title}</p>
                        </div>
                    </div>
                `;
                mapContainer.appendChild(node);
            });
        }

        function setupStakeholderModal() {
            const modal =
document.getElementById('stakeholder-modal');
            const modalContent =
document.getElementById('modal-content');
            const closeModal = document.getElementById('modal-close');


document.getElementById('stakeholder-map').addEventListener('click', (e)
=> {
                const node = e.target.closest('[data-id]');
                if (node) {
                    const stakeholderId = node.dataset.id;
                    const stakeholder = appData.stakeholders.find(s =>
s.id === stakeholderId);
                    if (stakeholder) {
                        modalContent.innerHTML = `
                            <h3 class="text-xl font-bold
mb-2">${stakeholder.name}</h3>
                            <p class="text-sm text-gray-500
mb-4">${stakeholder.title}</p>
```

```
                            <div class="space-y-3">
                                <div>
                                    <h4 class="font-semibold
text-gray-800">Key Motivations & Concerns</h4>
                                    <p
class="text-gray-600">${stakeholder.details.motivation}</p>
                                </div>
                                <div>
                                    <h4 class="font-semibold
text-gray-800">Strategic Action</h4>
                                    <p
class="text-gray-600">${stakeholder.details.strategy}</p>
                                </div>
                            </div>
                        `;
                        modal.classList.remove('hidden');
                    }
                }
            });

            closeModal.addEventListener('click', () =>
modal.classList.add('hidden'));
            modal.addEventListener('click', (e) => {
                if (e.target === modal) {
                    modal.classList.add('hidden');
                }
            });
        }

        function createRiskAccordion() {
            const accordionContainer =
document.getElementById('risk-accordion');
            accordionContainer.innerHTML = '';
            appData.risks.forEach((risk, index) => {
                const item = document.createElement('div');
                item.innerHTML = `
                    <button class="w-full text-left flex
justify-between items-center p-3 bg-gray-100 hover:bg-gray-200 rounded-lg
transition">
```

```
                              <span class="font-semibold
text-gray-700">${risk.title}</span>
                              <span class="transform transition-transform
text-gray-500">&#9662;</span>
                      </button>
                      <div class="p-3 text-gray-600 hidden">
                          ${risk.content}
                      </div>
                `;
                const button = item.querySelector('button');
                const content = item.querySelector('div');
                const icon = item.querySelector('span:last-child');
                button.addEventListener('click', () => {
                    content.classList.toggle('hidden');
                    icon.classList.toggle('rotate-180');
                });
                accordionContainer.appendChild(item);
            });
        }

        function setupTabs(tabContainerId, contentContainerId,
tabClassName, contentPanelClassName, activeClassName) {
            const tabContainer =
document.getElementById(tabContainerId);
            tabContainer.addEventListener('click', (e) => {
                if (e.target.matches(`.${tabClassName}`)) {
                    const targetId = e.target.dataset.target;

tabContainer.querySelectorAll(`.${tabClassName}`).forEach(tab => {
                        tab.classList.remove(activeClassName);
                        tab.classList.remove('text-blue-600',
'bg-blue-50');
                        tab.classList.add('text-gray-500');
                    });

                    e.target.classList.add(activeClassName);
                    e.target.classList.add('text-blue-600');
                    e.target.classList.remove('text-gray-500');
```

```javascript
document.getElementById(contentContainerId).querySelectorAll(`.${contentPa
nelClassName}`).forEach(panel => {
                        panel.classList.add('hidden');
                    });



document.getElementById(`${targetId}-content`).classList.remove('hidden');
                }
            });
        }

        function handleScrollFadeIn() {
            const sections =
document.querySelectorAll('.section-fade-in');
            const observer = new IntersectionObserver((entries) => {
                entries.forEach(entry => {
                    if (entry.isIntersecting) {
                        entry.target.classList.add('section-visible');
                        observer.unobserve(entry.target);
                    }
                });
            }, { threshold: 0.1 });

            sections.forEach(section => {
                observer.observe(section);
            });
        }

        initMetricsChart();
        populateCriteriaTable();
        createStakeholderMap();
        setupStakeholderModal();
        createRiskAccordion();
        setupTabs('meddic-tabs', 'meddic-content', 'meddic-tab',
'meddic-content-panel', 'tab-active');
        setupTabs('strategy-tabs', 'strategy-content', 'strategy-tab',
'strategy-content-panel', 'tab-active');
        handleScrollFadeIn();
    });
```

```
        </script>
</body>
</html>
```