



SALES & PARTNER PLAYBOOK

BigConsole

BigConsole lets a business team describe the dashboard it needs in plain English and have a live, governed console the same day.

AI authoring

Dashboards as JSON

Governed data plane

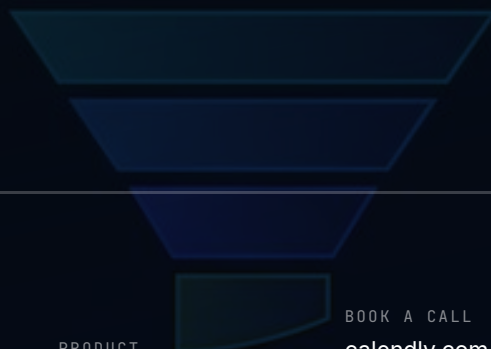
Live wall-boards

Free tier

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Division br

Funnel



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PREPARED BY

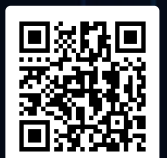
Burdenoff Consultancy Services Pvt.
Ltd.

PRODUCT

www.bigconsole.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 **How to use this playbook**

Read the opportunity signals and the discovery questions first; they tell you within one conversation whether this is a real BigConsole prospect. Use the use cases to recognise the shape of the problem in a customer's own words, and the competitor table when an incumbent is already on the table. The objections section is deliberately blunt about what has not shipped yet — use it. When you have a live opportunity, follow the handoff steps and send it to us with the four details we ask for.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

WWW.BIGCONSOLE.COM

BigConsole is a business intelligence platform: interactive dashboards over live business data, in the same category as Tableau, Power BI and Looker. What differs is the authoring path. You describe the console you want in plain English, BigConsole proposes a full specification — pages, widgets, filters, data bindings — and you refine it before anything becomes real. Every console is a declarative JSON document you can export, diff, review and import elsewhere, so dashboards behave like code rather than like state trapped in a proprietary file. Data reaches widgets through one governed route: a keyed dataset called a data sink, a readable parser expression that shapes it, and an optional pipeline that joins across sources.

CATEGORY

AI-first business intelligence and dashboarding, for small and mid-sized organisations and operations-heavy teams that have data spread across many systems and no dedicated analyst to build the reporting.

WHERE IT STANDS TODAY

Live and self-serve. Anyone can sign up on the free Starter tier today and build consoles. The authoring and visualisation layer, the governed data plane, portable console definitions, live data subscriptions, field masking and row-level policies are all shipped. Automated push ingestion from workflow connectors and a threshold-alerting runtime are the two named gaps still being built, and no security certification has been issued yet. Treat it as an early product with a strong engineering core, not a decade-old incumbent.

HOW CUSTOMERS GET IT

Fully managed cloud, reached in a browser, with a native desktop build for macOS, Windows and Linux. Sign-up is self-serve on the free tier with no credit card. There is no self-hosted or on-premises edition on the general roadmap; private and dedicated deployment is an Enterprise add-on discussed case by case. Data residency options in the United States, the European Union and Asia-Pacific are part of the Enterprise conversation. Onboarding for a small team is a same-session exercise; a multi-source data foundation is typically a few days of work with an engineer involved.

Web application — the full product: consoles, builder, the AI Insights surface, data sinks, parsers, pipelines and settings

Native desktop application for macOS, Windows and Linux

Command-line tool for scripting consoles, sinks, parsers and pipelines

Node and Python SDKs over the same API the interface uses

Public GraphQL API with full parity to the interface

Anonymous-link embeds with an origin allow-list, for putting a board inside another product or portal

Documentation site and a template gallery

Editor and browser extensions, and mobile applications — announced, not yet released

02 One-Line Pitch

SAY EXACTLY THIS

"BigConsole lets a business team describe the dashboard it needs in plain English and have a live, governed console the same day."

SHORTER, FOR A CHAT MESSAGE

Describe the dashboard you need in plain English; get a live, governed console.

THE CATEGORY SENTENCE

BigConsole is an AI-first business intelligence platform for teams that need dashboards without queueing behind a data analyst.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most teams wait weeks for a dashboard they could describe in three sentences. The data team is backed up, and the BI tool needs training nobody has time for. BigConsole is a business intelligence platform where plain English is the authoring interface. You describe the console you want, review the specification it proposes, refine it with follow-up prompts, and only then turn it into a live board. Every console exports as portable JSON, so dashboards get reviewed like code. Free to start, twenty-five dollars a seat after that."

IF THEY ARE TECHNICAL

BigConsole is a multi-tenant BI platform with a GraphQL API that covers every operation the interface offers, so anything you can click, you can script. Data reaches a widget through one inspectable path: a keyed, cached data sink, a readable JQ or JSONata parser with a live test-runner, and an optional multi-stage pipeline that joins across sources with per-stage fail, skip or fallback handling. The whole console — pages, widgets, filters, bindings — serialises to a declarative JSON document that diffs in a pull request and replays into another workspace, with credentials never written into the file.

IF THEY ARE A BUSINESS BUYER

Your reporting bottleneck is rarely the chart; it is the distance between the person with the question and the person who can build the answer. BigConsole closes that by making the description the build step, so a founder, finance lead or operations director can produce a live board themselves and share it with the right access controls attached. It costs roughly a third of a Tableau seat, starts free, and every plan includes the governance controls incumbents usually reserve for their enterprise tier.

04 Problem We Solve

These are the situations that create a BigConsole conversation. If a prospect describes two or more of them unprompted, you have a real opportunity.

Every dashboard request queues behind one person

Who feels it: Founders, function heads, and the single analyst or engineer who owns reporting

What it costs them: Questions that would take an afternoon to answer die in a backlog, and decisions get made on instinct or on a spreadsheet somebody maintains by hand.

How BigConsole answers it: The person with the question writes it as a paragraph in the Insights surface. BigConsole returns a full console specification — pages, widget types, filters — which they review, refine in follow-up prompts, and then materialise into a live board. The engineer's job shifts to owning the governed data underneath, not to building each chart.

Month-end close is a copy-paste marathon

Who feels it: Finance managers and controllers

What it costs them: A week of rebuilding the variance tab, fixing broken references, and producing a deck that is wrong the moment a late journal entry lands. There is no clean record of what changed between review cycles.

How BigConsole answers it: The ledger and the budget land in named data sinks; a single readable parser expression defines the variance maths once instead of hiding it in forty formulas. The console carries conditional formatting on over-budget rows, and the whole board exports as a JSON document you can commit and diff, so 'what changed since last month' is answerable.

Dashboards are locked inside a tool nobody can review

Who feels it: Analytics engineers, platform teams, and anyone responsible for audit

What it costs them: Boards cannot be diffed, code-reviewed, rolled back or promoted between environments. When the person who built them leaves, the logic leaves too.

How BigConsole answers it: Every BigConsole console serialises to one declarative JSON document covering pages, widgets, filters and data bindings. Export it, commit it, review the change in a pull request, and import it into another workspace. Credentials never serialise — the file carries references to data sinks, not secrets.

The same metric is calculated four different ways

Who feels it: Operations leaders and heads of department in organisations with data across many systems

What it costs them: Finance, sales and operations each present a different number for the same thing, and meetings become reconciliation exercises rather than decisions.

How BigConsole answers it: Sources land in keyed data sinks that are shared across the workspace, so one sink feeds the sales board, the labour board and the executive rollup. Parsers and pipelines define the shaping once, in plain text anyone can open, test against a real payload, and reuse.

Enterprise BI seat prices exclude the people who need the numbers

Who feels it: Budget holders at organisations of fifteen to five hundred people

What it costs them: Only two or three staff get a licence, so everyone else waits on a screenshot or a PDF, and the tool never reaches the operational teams who would use it daily.

How BigConsole answers it: Pricing scales on capacity, not on features. The free Starter tier is permanent, Pro is \$25 per user per month, and every tier includes the AI authoring surface, all widget types, sharing, exports, the API and the access controls. There is no viewer-versus-creator licence split to negotiate.

Sharing a governed board means losing control of the data

Who feels it: Teams in regulated or sensitive settings: healthcare operations, clinical research, finance

What it costs them: A wall display, a client link or an exported file becomes a compliance problem, so the board is either not built or is kept locked to two people.

How BigConsole answers it: Masking policy attaches to the data sink itself, so a masked field stays masked in every widget, drilldown and export downstream. Row-level policies filter what each viewer sees within one console. Sharing is explicit at view or edit level, and every operation is permission-checked before data is returned.

The operational board is always yesterday's picture

Who feels it: Shift supervisors, plant and site managers, support and IT operations leads

What it costs them: Stockouts, quality excursions and service breaches are found after the fact, and the wall display in the corridor shows a number from last night's export.

How BigConsole answers it: Widgets subscribe to their data sinks and re-render as new data arrives, so a wall-board stays current without a refresh button or a scheduled reload. BigConsole also ships a statistical outlier detector that scores a numeric series and flags points out of band. Automatic push ingestion from connector workflows is the part still being finished.

05 Value Proposition

Five things a partner can say about BigConsole that hold up under scrutiny, each with what actually backs it.

The description is the build step

Prompt authoring in BigConsole is a first-class product operation, not a chat window bolted onto a chart editor. You preview what the system detected — intent, metrics, widget count, confidence — before anything is generated, then get a full console specification you can edit widget by widget, regenerate, or discard. Nothing appears on your dashboard list until you explicitly accept it.

Evidence: The generate, preview, refine, regenerate, cancel and materialise steps are all shipped operations on the public API, and generation history is kept as provenance on every console.

A dashboard is a file, not a hostage

The entire console — pages, widget configuration, layout, global filters, data bindings — serialises to one declarative JSON document. That makes a dashboard reviewable in a pull request, restorable after a bad change, and portable into another workspace or another environment. Credentials are never written into the file; only references to data sinks are.

Evidence: Export and import are standard, shipped operations, and the same format is what templates and the AI generator produce, so there is one artefact rather than an export side-channel.

A data plane anyone on the team can read

Data reaches a widget through one route: a keyed, workspace-scoped, cached data sink, a parser written as a plain JQ or JSONata expression, and an optional multi-stage pipeline that joins across sinks. Each pipeline stage declares its own failure mode — fail, skip or fallback — so one source going dark degrades a board instead of breaking it. The parser builder has a live test-runner, so you see input and output before anything binds to a chart.

Evidence: Sinks, parsers, pipelines, the test-runner and pipeline dry-runs are all shipped, with versioned writes that make two people editing the same object conflict explicitly rather than silently overwrite.

Governance is included, not upsold

Every operation is permission-checked before data is returned, and every console, sink and parser belongs to exactly one workspace. Masking attaches to the data sink so policy follows the data rather than being reapplied board by board. Row-level policies filter what each viewer sees inside a single shared console. These are on the free tier, not gated behind an enterprise SKU.

Evidence: Six seeded roles ship with the product — owner, data engineer, console builder, insights analyst, board operator, board viewer — and masking and row-level filtering run in the data read path, ahead of the parser.

Priced for the whole team

The free Starter tier is permanent rather than a trial, and Pro is \$25 per user per month, or \$20 billed annually. Plans scale on capacity — consoles, data connections, AI prompts, storage, seats — rather than by removing features. Ten Pro seats is roughly \$3,000 a year against a Tableau Creator seat at about \$75 a month and Looker's enterprise-only entry point.

Evidence: Every tier includes the AI surface, all widget types, sharing, exports, the API and access control; the published add-on list covers extra storage, prompts, sources and support rather than unlocking capabilities.

Boards that stay live on a wall

Widgets subscribe to the data sinks behind them and update as new data arrives, which is what makes a corridor bed board, a shop-floor quality monitor or a support queue display trustworthy rather than decorative. Filters cascade — region to site to shift — sync to the URL so a view can be shared as a link, and save as named presets for each shift.

Evidence: Live data subscriptions are shipped and are what the hospital and multi-site scenarios in the product's own use-case library are built on.

06 Ideal Customer Profile

An organisation of roughly fifteen to five hundred people whose operating data sits in five or more systems, where at least one person burns hours every week rebuilding the same report by hand, and where nobody holds the title of BI analyst.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Fast-growing software companies	15–100 staff, typically Seed to Series B	The founder needs investor-grade metrics monthly, there is no analyst to queue behind, and enterprise BI seat pricing is not defensible. Engineering culture makes dashboards-as-a-reviewable-file an unusually strong argument here.
Operations-heavy small and mid-sized businesses	50–500 staff in logistics, distribution, manufacturing, field service or multi-site retail and hospitality	Operating data is split across ten or more systems and every cross-system question is a manual join. This is where the pipeline layer, template rollout to many sites and live wall-boards earn their keep, and where the reporting time saved is easy to quantify.
Healthcare operations and clinical research	Hospital operations teams, clinical trial operations groups, research sites	They need live command-centre visibility across several source systems, but identifiers must not reach a corridor display. Masking at the data boundary plus row-level policies is the specific reason to look here, and the product's own use-case library is built around exactly these scenarios.
Agencies, consultancies and fractional finance firms	10–50 staff, 10–60 client accounts	Every engagement rebuilds a similar board and burns unbillable hours. Publish once as a template, instantiate per client, hand over the JSON definition at the end of the engagement, and keep each client isolated in its own workspace.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Analytics and platform engineers inside larger organisations	The first or second data hire at a 50–300 person company	They are the technical champion rather than the buyer. Full API parity, testable transforms and console definitions that diff in a pull request are what convince them; once they build the foundation, business users self-serve on top of it.

GEOGRAPHIES

Sold globally and used in a browser anywhere. Pricing is published in US dollars with Indian rupee, euro and pound sterling price points, so India, the United Kingdom and the European Union are all straightforward. Data residency choices in the United States, the European Union and Asia-Pacific belong to the Enterprise conversation, so raise residency early if the prospect is regulated or public sector.

NOT A FIT – DO NOT CHASE

- The buyer requires a SOC 2, ISO 27001 or HIPAA certificate in hand before signing. Programmes are under way with target dates, but no report or certificate has been issued, and we do not claim otherwise.
- A hard self-hosting or on-premises requirement. BigConsole is managed cloud; private deployment exists only as a negotiated Enterprise add-on, and open-source alternatives will win a pure self-hosting brief.
- The team's requirement is a wide catalogue of exotic chart types — sankey diagrams, box plots, hundreds of mark types. There are eighteen widget types with twenty renderers, which is deeper than most low-code tools but narrower than Tableau or Domo.
- They need hundreds of plug-and-play source connectors on day one. BigConsole deliberately owns none; connectivity comes through FluidGrids workflows, and automatic push ingestion is still being completed, so today the practical paths are the ingestion endpoint, the API or scheduled manual loads.
- They want threshold alerts paging an on-call rota as the primary requirement. The alert model exists but the evaluator and delivery runtime are not built, so alerting today means a conditionally formatted view someone is watching.
- A finance team that wants to live inside a spreadsheet grid over the warehouse. Sigma and similar tools genuinely fit that habit better; BigConsole is for people who want a described, shareable board.

07 Buyer Personas

Five roles worth opening with. The hook is the line to actually say; the question is the one that role will ask you within two minutes.

Founder or chief executive of a growing company

WHAT THEY WANT

Investor-grade metrics available monthly without pulling an engineer off the roadmap, and a board pack that comes from live numbers instead of five stapled exports.

Open with: *If you can describe your board deck in a paragraph, you can have it as a live console the same afternoon — and you would build it yourself, not brief someone.*

They will ask: How long before I see my own numbers on it, and what does it cost when the whole leadership team wants a login?

WHAT FRUSTRATES THEM

No BI analyst, spreadsheet dashboards that rot at every pricing change, and a metrics fire drill before every board meeting.

Finance manager or controller

WHAT THEY WANT

Close the month faster, present variance that survives scrutiny, and have a defensible record of what changed between review cycles.

Open with: Your variance maths would live in one readable expression instead of forty spreadsheet formulas, and the board pack itself would be a file you can diff against last month.

They will ask: Can I control which figures a particular reviewer sees, and can I prove afterwards who changed what?

WHAT FRUSTRATES THEM

A week of copy-paste per close, hidden formulas nobody can audit, and sensitive figures that have to be stripped by hand before a board sees them.

Director or VP of operations

WHAT THEY WANT

One operating picture across the systems that run the business, rolled out to every site with each site seeing only its own numbers.

Open with: Build the site console once, publish it as a template, and roll it out to all forty locations — with row-level policy deciding what each manager sees inside the same board.

They will ask: How does data actually get in from our system of record, and how current will the board be?

WHAT FRUSTRATES THEM

Fifteen hours a week assembling reporting packs, cross-system questions that require a manual join, and problems discovered after the fact.

Analytics or platform engineer

WHAT THEY WANT

Get out of the dashboard request queue, without giving up review, versioning or the ability to explain how a number was produced.

Open with: Every console is a JSON document that diffs in a pull request, and every transform is a plain expression with a test-runner — so you can hand the building over without losing the review.

They will ask: Is the API complete enough to do everything the interface does, and what happens when two people edit the same object?

WHAT FRUSTRATES THEM

One-off transformation scripts only the author understands, dashboards that live outside version control, and BI tools whose API is an afterthought.

Clinical or healthcare operations lead

WHAT THEY WANT

A live command-centre view across census, admissions and site systems that the whole floor can see without exposing identifiers.

Open with: Masking attaches to the dataset rather than the chart, so an identifier that is masked at the boundary stays masked in every widget, drilldown and export on that board.

They will ask: What certifications do you hold today, and will you sign a business associate agreement?

WHAT FRUSTRATES THEM

Yesterday's census PDF, data split across several clinical systems, and a compliance objection to any display in a public corridor.

Agency owner or client-services lead

WHAT THEY WANT

Deliver live client reporting without burning unbillable hours, and hand over something the client keeps at the end of the engagement.

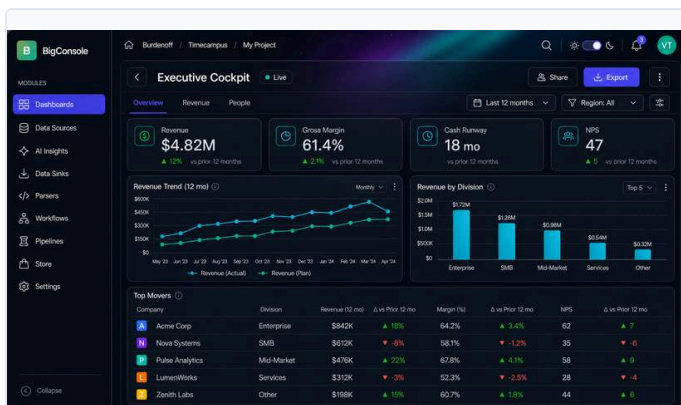
Open with: Build the client board once, publish it as a template, and stamp out a governed copy per engagement — each client isolated in its own workspace.

They will ask: Can it carry our branding rather than yours, and what does it cost as we add clients? On branding the answer is no: BigConsole is offered under its own name, and each client's copy is configured for that client.

WHAT FRUSTRATES THEM

Five to ten hours per client per month assembling reports, deliverables that cannot be cloned or reused, and per-seat pricing that puts the account team out of reach.

Fourteen concrete scenarios drawn from BigConsole's own use-case library. Match the prospect's words to the situation line, not to the title.



FOUNDER, CHIEF EXECUTIVE, CHIEF OF STAFF

Run the Monday leadership meeting from one live board

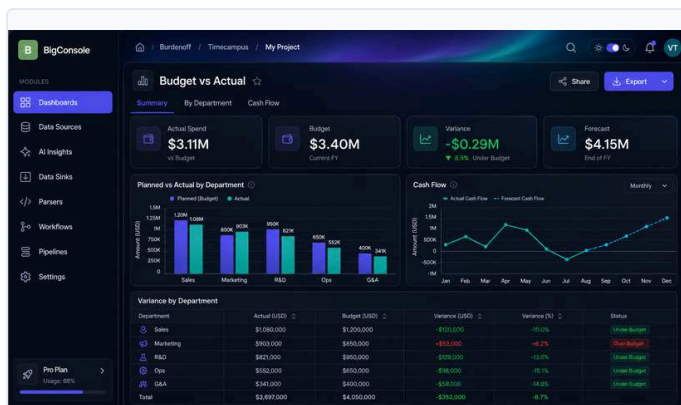
THE SITUATION

Leadership runs on five month-end artefacts: finance exports a profit and loss, sales screenshots the CRM, operations pastes a spreadsheet, marketing sends a PDF, and someone staples it together the night before. By the time anyone reads it the numbers are history.

WHAT HAPPENS WITH BIGCONSOLE

The chief of staff describes the cockpit — revenue and operating margin this quarter against last, a twelve-month trend line, revenue by division, cash position, and a table of the biggest movers. BigConsole lays out the scorecards, charts and table with a date-range filter scoping the whole board. Each source domain sits behind its own data sink, so every tile reads the same agreed number.

The meeting stops being a reconciliation exercise and becomes a decision meeting.



FINANCE MANAGER OR CONTROLLER

Turn month-end close into a morning

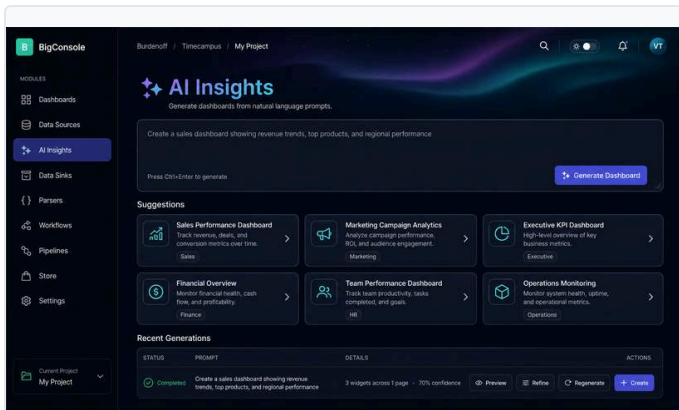
THE SITUATION

Close is a week of pulling the ledger, merging the budget file, rebuilding the variance tab and fixing broken references — producing a deck that is wrong as soon as a late journal entry lands.

WHAT HAPPENS WITH BIGCONSOLE

The ledger flows into one data sink and the budget into a second that finance maintains. A single parser expression maps accounts to cost centres, so the variance maths is defined once in a place anyone can read. The console carries scorecards, a grouped bar chart of planned against actual by department, a cash-flow line and a variance table that flags over-budget rows automatically.

The pack you present is the same artefact you can export, commit and audit later.



ANY BUSINESS USER WHO WOULD OTHERWISE FILE A DASHBOARD REQUEST

Describe the console, review it before it exists

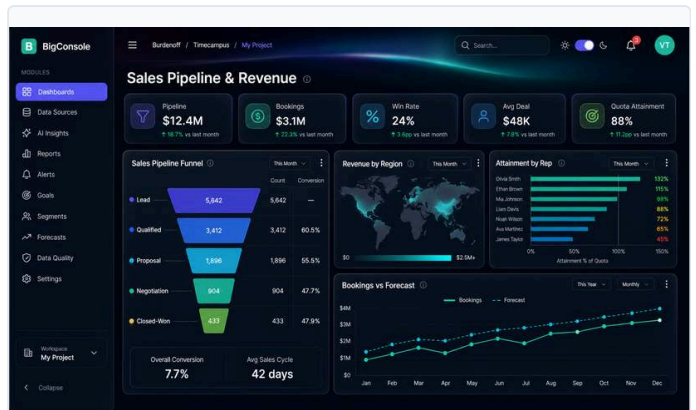
THE SITUATION

Most AI dashboard tools have one move: type a sentence, something appears, and you now own whatever it decided. If it guessed wrong you delete the board and try a different sentence.

WHAT HAPPENS WITH BIGCONSOLE

Your prompt creates a generation record holding the prompt, the settings and a proposed console specification — nothing appears on your dashboard list yet. You read the pages and widgets it proposes and the confidence it attached, refine it in plain English, keep or remove individual widgets, nudge positions, regenerate from a modified prompt, or cancel. A separate, deliberate step turns the accepted specification into a real console.

A review loop rather than a slot machine, and the artefact you approved is the one you can audit.



SALES OPERATIONS MANAGER

One console for the whole pipeline review

THE SITUATION

Pipeline review runs on a CRM export, a forecast spreadsheet and a rep leaderboard someone rebuilds every Friday, and the three of them rarely agree.

WHAT HAPPENS WITH BIGCONSOLE

A funnel widget carries lead to closed-won conversion by stage, a bar chart shows attainment by representative, a heatmap shows regional strength, and scorecards track bookings against forecast. Cascading filters scope region to territory to representative across every tile at once, and saved presets keep each manager's view.

The review is run from one live board instead of three reconciled exports.



MARKETING MANAGER

Marketing return on ad spend without a data ticket

THE SITUATION

Channel performance lives in three ad platforms and an analytics tool, and comparing them means a monthly spreadsheet that is out of date before the review.

WHAT HAPPENS WITH BIGCONSOLE

Spend and conversion data land in sinks per platform, a pipeline joins them into one comparable dataset, and the console shows return on ad spend by channel, spend against conversions over time, budget mix, and a cost-per-acquisition ranking table. The marketing manager builds and adjusts it by prompt rather than by ticket.

Budget decisions get made against one current picture rather than a stale merge.



MULTI-SITE OPERATIONS DIRECTOR

Forty sites, one console definition

THE SITUATION

Every location wants the same board with its own numbers. Duplicating it forty times means forty things to maintain, and one shared copy means every manager can see a peer's performance.

WHAT HAPPENS WITH BIGCONSOLE

Build the site console once and publish it as a template, then instantiate it per location. A row-level policy filters what each viewer sees inside the same console, so a manager opens the shared board and gets only their own site's rows. Prime-cost tracking, a location leaderboard and a daypart heatmap all come from the same definition.

One definition to maintain, forty governed views of it.



PATIENT FLOW COORDINATOR, HOUSE SUPERVISOR

A live bed board the whole floor can trust

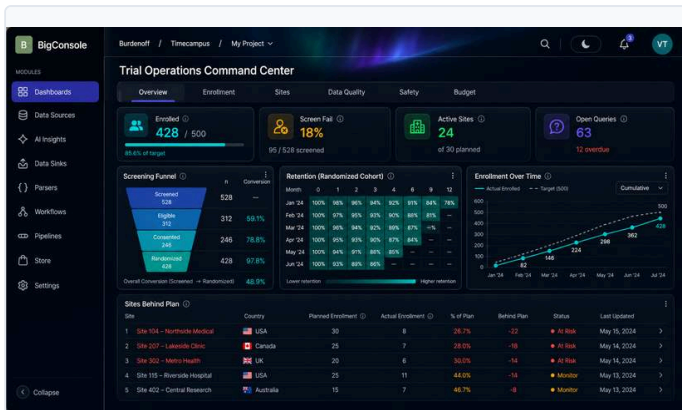
THE SITUATION

Bed and census information arrives as yesterday's PDF, and the corridor display is a browser tab someone refreshes when they remember.

WHAT HAPPENS WITH BIGCONSOLE

Census, admission and discharge feeds land in data sinks. Widgets subscribe to them and re-render as new data arrives, so the wall display stays current without a refresh button. Occupancy scorecards, an over-capacity unit view and an emergency-department boarding view rank against target, with masking applied at the data boundary so identifiers never reach the screen.

A corridor display the clinical team acts on rather than glances past.



CLINICAL TRIAL OPERATIONS MANAGER

A clinical trial command centre across six systems

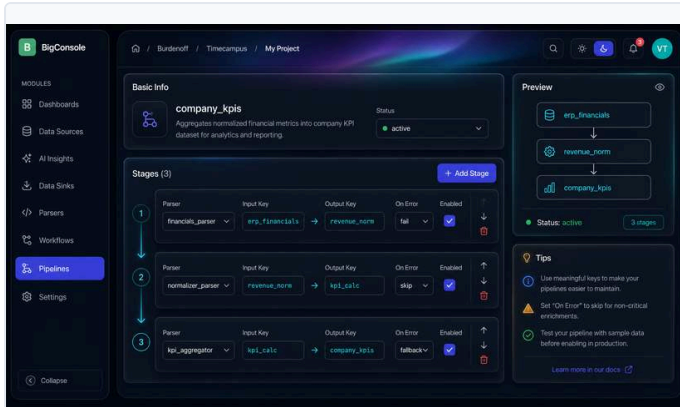
THE SITUATION

Trial oversight means reconciling a trial management system, an electronic data capture system, a document archive, randomisation, safety and finance — each with its own export and its own week.

WHAT HAPPENS WITH BIGCONSOLE

Each system feeds a named data sink, parsers normalise the payloads, and a pipeline joins them into one analysis-ready dataset with per-stage failure handling so one dark source degrades rather than breaks the board. Enrollment funnels, site heatmaps and retention grids sit on one console, and drilldowns go from portfolio to site to subject-level detail with filters intact.

One command centre for the trial, and a template to start the next one at eighty percent.



ANALYTICS ENGINEER, DATA-LEANING DEVELOPER

Join systems that were never meant to be joined

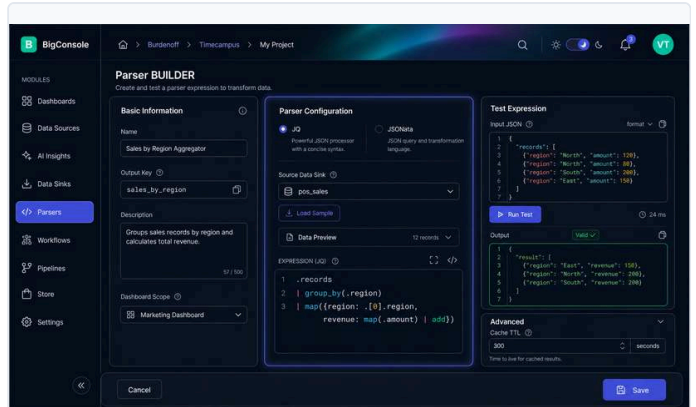
THE SITUATION

Every cross-system metric is a one-off script only its author understands, and the business cannot inspect how the number was produced.

WHAT HAPPENS WITH BIGCONSOLE

Each source lands in its own keyed sink. A multi-stage pipeline passes data from stage to stage, joining across sinks, with each stage declaring whether a failure should stop the run, skip the rows or fall back. Execution history shows what ran and what happened, and a dry-run lets you test a pipeline against sample input before it goes anywhere near a board.

Transformation logic anyone on the team can open, test and reuse.



ANALYTICS ENGINEER, DATA ENGINEER

Test the transform before you trust the chart

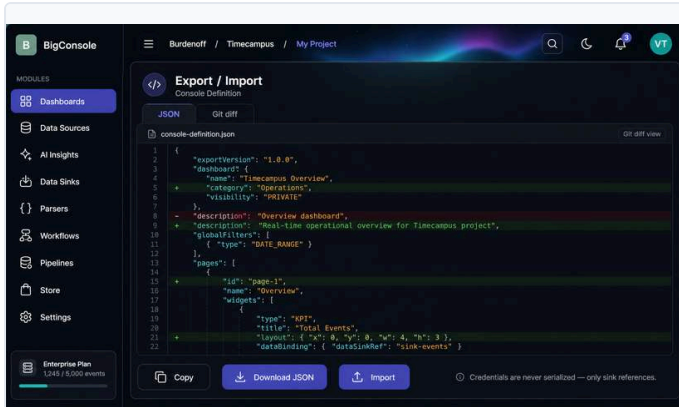
THE SITUATION

A chart is wrong and nobody can tell whether the fault is the source, the transform or the widget, because the transform is buried.

WHAT HAPPENS WITH BIGCONSOLE

Parsers are plain JQ or JSONata expressions with a builder that runs them against a real payload and shows the output before you commit. Because they are text, they diff in review and are reusable across widgets and consoles — one parser can feed several boards rather than being re-derived each time.

Data shaping becomes a reviewable artefact instead of tribal knowledge.



ANALYTICS ENGINEER, PLATFORM LEAD, ANYONE ACCOUNTABLE FOR AUDIT

Dashboards that live in version control

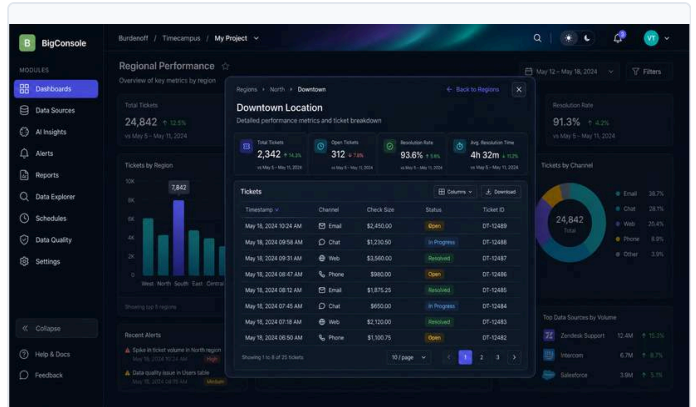
THE SITUATION

A board changed, the numbers moved, and there is no record of what was altered or any way to restore the previous version.

WHAT HAPPENS WITH BIGCONSOLE

Export the console and you get one declarative JSON document containing pages, widgets, layout, filters and bindings — with references to data sinks rather than any credential. Commit it, review the change in a pull request, restore an earlier version, or import the definition into a different workspace to promote a board between environments.

Dashboard changes get the same review discipline as code changes.



OPERATIONS AND SUPPORT MANAGERS

Drill from the rollup to the individual record

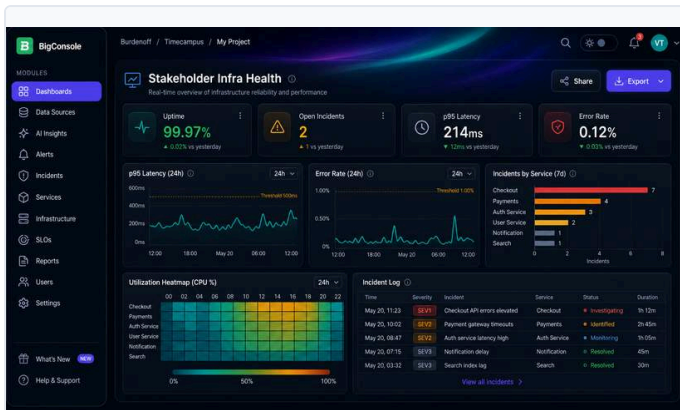
THE SITUATION

The summary says the region is down, and answering why means opening three other tools and losing every filter you had set.

WHAT HAPPENS WITH BIGCONSOLE

A widget links to a detail console with an explicit parameter mapping, so clicking a region carries the context through to the detail board rather than dropping it. The chain runs from region to site to shift to individual ticket, with the global filters still applied, and each hop is defined once and auditable.

The 'why' takes one conversation rather than three tools.



IT OPERATIONS LEAD, SUPPORT LEAD, EXECUTIVE SPONSOR

Platform health for people who will never log into a monitoring tool

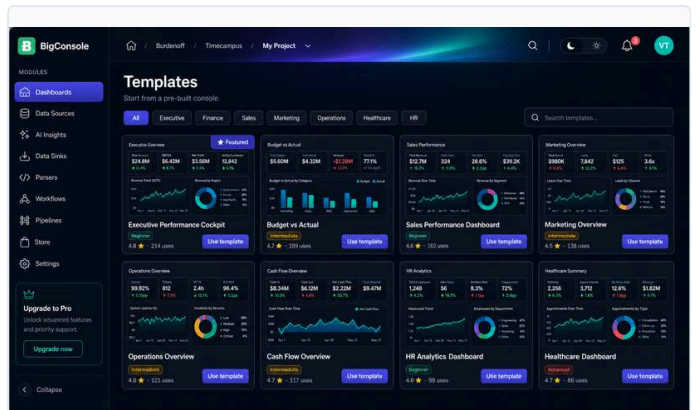
THE SITUATION

Uptime, latency and incident data live in an engineering monitoring stack that leadership and support cannot read and should not be given accounts on.

WHAT HAPPENS WITH BIGCONSOLE

Operational metrics land in sinks and are shaped into a stakeholder-facing console: availability scorecards, a latency trend, an incident log table and a service-status view. Share it read-only with the people who need the answer, without handing out engineering tool access.

One honest status view for the whole organisation, maintained in one place.



AGENCY OWNER, CONSULTANT, FRACTIONAL FINANCE FIRM

A reusable board library for every client engagement

THE SITUATION

Each new client engagement rebuilds a near-identical reporting board from scratch, and the hours are unbillable.

WHAT HAPPENS WITH BIGCONSOLE

Publish a proven console as a template and instantiate it per client, rebinding to that client's sinks. Clone and adapt where an engagement is unusual, keep each client isolated in its own workspace, and export the definition as a handover artefact at the end of the engagement.

Reporting becomes a repeatable deliverable rather than a recurring rebuild.

09 Product Capabilities

What BigConsole does, grouped the way a customer will ask about it. Anything not marked shipped is genuinely not finished — say so.

AI authoring

Plain English is a first-class authoring path with a full review loop, not a chat window attached to a chart editor.

Prompt analysis preview

See the detected intent, the metrics it found, an estimated widget count and a confidence score before anything is generated.

Prompt to console specification

A paragraph produces a complete draft specification — pages, widget types, layout, filters and bindings — held as a generation record rather than written straight onto your dashboard list.

Plain-English refinement and surgical edits

Follow-up prompts revise the draft rather than replacing it; individual widgets can be added, removed, retyped or repositioned directly on the specification.

Explicit materialisation, cancel and discard

A separate deliberate step turns an accepted draft into a live console. A run in progress can be cancelled and a draft discarded, and the generation record remains as provenance.

Model-backed generation with provider failover

in progress

When a model provider is connected, generation runs through it with a hard timeout, a small retry budget and failover between providers; the output is coerced into a valid console definition. With no provider connected it falls back to a deterministic rule-based builder, so you always get a draft. Making the model path the default is the remaining work.

In-app assistant that builds the whole chain

A docked assistant builds data sink, console, parser and widget in the correct order, showing the real content of each object as it lands, and running every action through the same permission checks your own clicks do.

Grounding generation in your own datasets

planned

Today a generated console is a draft with placeholder values that you bind by hand after materialising. Binding the model's output to the real sinks and fields in your workspace, with server-side validation and no invented sample data, is roadmap work.

Narrative explanation of what changed

planned

A board that explains a movement in plain language, with every claim carrying a clickable citation back to the dataset and field behind it, and refusing to speculate on stale data. Roadmap, not shipped.

Console building and visualisation

A real dashboard engine underneath the AI: multi-page consoles on a drag-and-drop grid with a proper widget vocabulary.

Multi-page consoles with a drag-and-drop grid

Pages can be created, reordered and deleted independently; widgets are positioned on a twelve-column grid with live preview.

Eighteen widget types, twenty renderers

Charts, scorecards, comparison cards, tables, pivots, funnels, gauges, progress, maps, heatmaps, kanban, calendars, timelines, retention grids, lists, forms, text and embedded frames — deeper than most low-code tools, narrower than Tableau or Domo.

Global filters with cascade, URL sync and presets

Date ranges, single and multi-select, text and numeric ranges scope every widget at once, support dependent cascades such as country to site, sync into the URL so a view is shareable as a link, and save as named presets.

Drilldowns with explicit parameter mapping

A widget links to a detail console with a defined parameter mapping, so context carries through the hop and the navigation path is auditable rather than implicit.

Conditional formatting and saved views

Tables and metric tiles highlight against thresholds — over-budget rows, breached targets — and named views capture the arrangement a particular shift or reviewer needs.

Widget actions and outbound events

A widget can emit an event to a webhook mapping, with an event log and delivery retry, so a board can trigger something rather than only display it.

The governed data plane

One inspectable route from source to widget: keyed dataset, readable parser, optional pipeline. Connectivity itself is delegated rather than duplicated.

Data sinks

Keyed, workspace-scoped, cached datasets, addressed by a stable key and versioned so two writers conflict explicitly. They are the single route by which data enters the rendering path, and the place governance policy attaches.

JQ and JSONata parsers with a live test-runner

Plain-text transform expressions with a builder that runs them against a real payload and shows the output before you commit, reusable across widgets and consoles.

Multi-stage pipelines with per-stage failure handling

Join and transform across sinks, each stage declaring whether a failure should fail the run, skip rows or fall back. Execution history and a dry-run against sample input are both included.

Workflow linking to FluidGrids

A typed link between a data sink and the FluidGrids workflow that feeds it, plus run telemetry surfaced back into the console. Source credentials and connector logic live in FluidGrids, never in BigConsole.

Ingestion endpoint and API loading

Data can be pushed into a sink through the ingestion endpoint or the API today, which is how most early deployments load their first real dataset.

Automated push ingestion from workflows in progress

The link and webhook surface exist; the automated push path that keeps sinks fed without anyone acting is the single biggest item still being finished. Say this plainly — it is the first thing a technical evaluator will test.

Scheduled refresh on a timetable planned

Recurring, unattended repopulation of a sink on a schedule. Modelled but not running.

Statistical outlier detection

A detector that scores a numeric series using z-score, interquartile range or a hard threshold and reports which points are out of band, in which direction and by how much.

Governance, security and access

Isolation, permission checks and data-level policy included on every plan rather than sold as an enterprise upgrade.

Workspace isolation and built-in access control

Every console, sink, parser and pipeline belongs to exactly one workspace, and every operation is permission-checked before data is returned. Six roles ship seeded — owner, data engineer, console builder, insights analyst, board operator, board viewer.

Field masking at the dataset boundary

Masking policy attaches to the data sink, with strategies including hashing, redaction, partial masking and hiding, so a masked field stays masked in every widget, drilldown and export downstream. A dataset marked as regulated cannot be created with masking switched off.

Row-level policies

A policy filters which rows a viewer sees inside one shared console based on their roles, applied ahead of the parser and closed by default, so a site manager and a director open the same board and see different rows.

Sharing, visibility and templates

Share a console with people or groups at view or edit level, set private, workspace or public visibility, and publish a proven console as a re-instantiable template.

Activity trail and audit history

Creates, edits, shares and views are captured in an activity feed and audit log, with longer retention on the Enterprise edition.

Encryption and credential handling

Traffic runs over TLS and sensitive values are encrypted at rest. Console exports carry references to data sinks only, so no credential is ever serialised into a shared or committed file.

Single sign-on and directory provisioning in progress

Federated sign-on and automated user provisioning are scoped to the Enterprise edition. Confirm the specifics in the Enterprise conversation rather than promising them on a call.

Security certifications planned

Programmes for a service-organisation control report, an information-security management standard and privacy extensions have owners and target dates. Nothing has been issued, and we make no certification claim until a report exists.

Sharing, export and interchange

The console is a portable artefact, which is what makes review, rollout, handover and embedding straightforward.

Console Definition JSON export and import

One declarative document per console covering pages, widgets, layout, filters and bindings. Diff it, review it, restore it, or import it into another workspace.

Templates published and instantiated

Publish any console as a template and stamp out governed copies per client, per site or per programme, rebinding each to its own datasets.

Data and document exports

Console definition and comma-separated data exports are unlimited on every plan; image, document and slide exports carry per-plan monthly quotas.

Anonymous-link embeds

Drop a view-only board into another web property using a signed anonymous link with an origin allow-list and light, dark or automatic theming, without buying a seat for each viewer.

Per-viewer embeds planned

Signed per-user embeds carrying row-level context are a roadmap item rather than shipped capability.

Scheduled export delivery planned

Sending a rendered board to a recipient list on a schedule is modelled but has no runtime behind it yet.

Live operations

What makes a board worth putting on a wall, and the honest boundary of what it will do unattended.

Live data subscriptions

Widgets subscribe to the datasets behind them and re-render as new data arrives, so a display stays current without a refresh button or a scheduled reload.

Wall-board and command-centre patterns

The corridor bed board, the shop-floor quality monitor and the support queue display are all built from the same subscription plus cascading filters and saved views per shift.

Workflow run telemetry

Changes to a linked workflow and completed runs surface as events, so the people watching the board can see the state of the pipeline feeding it.

Threshold alerting and delivery planned

Alert rules with conditions, severity, throttling and channels are fully modelled, but the evaluator and the delivery runtime are not built. Alerting today means a conditionally formatted view someone is watching.

Simultaneous co-editing planned

Concurrency today is versioned writes: two editors conflict explicitly rather than overwriting each other silently. Presence, live cursors and merge-based co-editing are roadmap.

Developer and companion surfaces

Everything the interface does is available programmatically, plus the companion applications around it.

Full GraphQL API

Every capability — consoles, pages, widgets, sinks, parsers, pipelines, generations, sharing — is an operation on the public API, so anything a person can click, a script can do.

Command-line tool

Authenticate, choose a workspace, and manage consoles, widgets, sinks, parsers, pipelines and prompt generation from a terminal or a script.

Node and Python SDKs

Typed TypeScript access for services and tooling, and an asynchronous Python client for automations and notebooks.

Native desktop application

A desktop build for macOS, Windows and Linux covering the full workspace — building consoles, watching live metrics and managing data flows.

Editor and browser extensions planned

An editor extension for working with console definitions as code, and a browser extension for capturing page data into governed workflows. Announced, not yet released.

Mobile applications planned

Consoles are responsive and readable from a phone browser today. Native mobile applications are on the roadmap.

10 Pricing & Plans

Pricing is quota-based rather than feature-based. Every tier gets the whole product surface — AI authoring, all widget types, live subscriptions, sharing, exports, access control and the API — and plans differ by capacity: consoles, data connections, monthly AI prompts, storage, retention and seats. Enterprise adds governance packaging rather than features: federated sign-on, directory provisioning, extended audit retention, data residency and a support agreement. Add-ons let a Pro team buy more capacity without moving to Enterprise.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Starter	Free Free forever, no credit card, not a time-limited trial	Individuals and small teams proving the idea before spending anything	Up to 3 seats, 1 workspace, 3 dashboards; 5 REST, 3 GraphQL and 2 SQL connections; 3 OAuth software connectors; 10 AI prompts a month; Unlimited JSON and CSV exports; 10 image, 5 document and 2 slide exports a month; 100 MB storage per workspace, 30 days data retention; In-app and email alert channels; Documentation, community and best-effort email support (48–72 hours)
Pro	\$25 / user / month \$20 per user per month billed annually. Also priced in Indian rupees, euros and pounds sterling.	Growing teams of roughly five to fifty people running real reporting on it	1–100 seats, 50 dashboards per workspace; 20 REST, 10 GraphQL and 5 SQL connections; 10 OAuth software connectors; 100 AI prompts a month per workspace; Unlimited JSON and CSV exports; 100 image, 50 document and 20 slide exports a month; 5 GB storage per workspace, 1 year data retention; In-app, email and one Slack workspace connection; 10,000 API requests a day; Priority email within 24 business hours plus live chat in business hours
Enterprise	Custom, list-price floor from ~\$500 / month Annual contract, minimum 10 seats. Typical annual contract value sits between \$7,000 and \$50,000.	Governance-heavy organisations, regulated teams, and agencies needing dedicated tenancy	Unlimited dashboards, data sources and AI prompts (fair use); 100 GB storage per workspace, negotiable; Unlimited audit-log retention with export to a security information system; Federated sign-on and automated directory provisioning; Attribute-based access control; Data residency in the United States, European Union or Asia-Pacific; Dedicated customer success contact and a support agreement

Add-ons

ADD-ON	PRICE
Extra storage (Pro, Enterprise)	\$10 per 5 GB / month
Extra AI prompts (Pro, Enterprise)	\$20 per 100 prompts / month
Extra data sources (Pro, Enterprise)	\$15 per 10 sources / month
Priority support upgrade (Pro) — weekend cover, 4-hour response	\$50 / month
Dedicated implementation (Enterprise) — onboarding, training, and console setup on your data	Custom
Private deployment (Enterprise) — private cloud or on-premises	Custom
Compliance package (Enterprise) — attestation support	Custom

WHAT TO TELL A PROSPECT ABOUT PRICE

- Never quote a price you have not read here. If a prospect needs something outside these plans, say you will come back with a number rather than estimating one.
- Ten Pro seats is roughly \$3,000 a year. That is the comparison figure to use against a Tableau Creator seat at about \$75 a month, a Looker entry point in the tens of thousands, and Domo or ThoughtSpot enterprise floors.
- Power BI Pro at \$14 a user is genuinely cheaper for straightforward reporting inside a Microsoft estate. Do not argue the per-seat point there; argue multi-cloud freedom, live boards and AI authoring included in the price.
- Add-ons are billed prorated and take effect immediately. Enterprise add-ons need a signed order form.
- The free tier is real and permanent — encourage a prospect to try it before any meeting. A prospect who has already built something is a far better first call.

11 Competitive Landscape

The eight alternatives that actually come up. Each entry names something the competitor genuinely does better — use it. A partner who concedes a point is believed on the next one.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Tableau	The visualisation-depth leader, now part of Salesforce. Mature governance, a very wide chart catalogue, and a large trained practitioner base.	Chart breadth is not close — well over a hundred mark types against BigConsole's eighteen widget types. Its governance is older and battle-tested, embedded analytics is a mature product, and a Tableau-trained analyst is easy to hire.	Roughly a third of the price per seat with no creator-versus-viewer licence split, minutes rather than weeks to a first board, and a console that exports as a portable file rather than a proprietary workbook. Cloud-agnostic, with no pull toward one vendor's data stack.
Microsoft Power BI	The volume leader, unbeatable inside a Microsoft estate, with hundreds of connectors and a mature row and object-level security model.	Cheaper per seat for basic reporting at \$14 a user, far more connectors, a very mature security model, and unmatched depth if the organisation already runs on Microsoft 365. Anyone in a Microsoft shop should hear that honestly.	No Microsoft dependency and no capacity purchase to unlock AI — Power BI's full assistant needs an expensive capacity tier. Authoring is entirely in the browser rather than a desktop application, transforms are readable text rather than visual steps, and live subscriptions replace scheduled refresh.
Looker	Google Cloud's governed BI platform, built around LookML — a best-in-class semantic modelling layer maintained in version control.	The semantic layer is genuinely better. If an organisation's top priority is certified, consistent metric definitions across every report, Looker earns that. It also has deep warehouse connectivity and mature embedded analytics.	No modelling bottleneck and no enterprise sales cycle to get started — free to try, transparent per-seat pricing against an entry point commonly quoted in the tens of thousands per year. Business users author by description rather than waiting for a data engineer to model.
Metabase	A widely liked open-source BI tool with a visual query builder, available self-hosted for free or as a managed cloud service.	Self-hosting for zero licence cost is a real advantage for teams with the infrastructure appetite and a hard data-locality requirement. It also has direct database querying that BigConsole does not offer, and a large community.	Fully managed with no upgrade or scaling work, plain-English authoring instead of SQL for anything advanced, live subscriptions instead of scheduled refresh, and more governance in the free tier — masking and access control are included where Metabase gates sandboxing to paid plans.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Retool	A general low-code platform for building internal tools and admin panels, with broad database and API connectivity.	Cheaper for general internal-tool building, especially with many end users, and far better at building an application with forms, actions and workflows. Its connector breadth for operational databases is wider.	Purpose-built analytics: a real widget engine with funnels, heatmaps, retention grids and pivots rather than basic chart components, no JavaScript required, and a governed data plane. Position this as coexistence — keep Retool for admin panels, add BigConsole for the analytics screens.
ThoughtSpot	The pioneer of search-driven, AI-native BI, with autonomous dashboard generation now generally available.	Its autonomous generation and natural-language search are genuinely more advanced, and its drill-down autonomy is ahead of ours. On raw AI capability it is a fair fight we do not always win.	Price transparency and a free tier against an enterprise floor, a governed data plane that caches and shapes data before it reaches a board, and a portable console definition. The prompt-then-review model also suits business users who find a search-first interface unfamiliar.
Domo	An all-in-one platform combining a very large connector catalogue, a transformation layer, dashboards and AI chat.	Connector catalogue and breadth are materially wider — over a thousand pre-built connectors and a far larger chart library. For an organisation that wants everything in one enterprise platform, Domo delivers that.	A free entry point against a floor that starts in the tens of thousands, a lighter and inspectable data plane, and pricing you can predict without a negotiation. Best used when a prospect has priced Domo and flinched.
Looker Studio	Google's free dashboarding tool, tightly integrated with Google's own analytics, advertising and warehouse products.	It is free and excellent for Google-centric reporting, and its paid tier is cheaper than BigConsole Pro. For a small team living entirely inside Google's stack, it may be all they need.	This is an upgrade conversation, not a replacement one. BigConsole adds live subscriptions instead of polled refresh, multi-tenant isolation and access control built for teams, a governed data plane, and console definitions that can be versioned and replayed.

THE POSITIONING LINE TO HOLD

BigConsole is the BI platform where describing the board is the build step, the board itself is a portable file you can review and version, and governance is included on every plan rather than sold as an enterprise upgrade.

12 Why Us / Differentiators

If you only remember six things about why BigConsole is different, remember these.

The prompt produces a draft you review, not a board you inherit

Generation creates a specification record with its own status and history. Nothing lands on your dashboard list until you accept it, and between the two steps you can refine in plain English, edit individual widgets, regenerate or throw it away. Most competing AI features write directly to the canvas and leave you to reverse-engineer the result.

The dashboard itself is the portable artefact

Not a metadata export or an API dump — the layout, widget configuration, filters and bindings are the file. That is what makes review in a pull request, restoration after a bad change, and promotion between environments possible. Tableau workbooks are proprietary; Microsoft's project format is Microsoft-specific; Looker versions the model but not the dashboard layout.

Connector engineering is delegated, on purpose

BigConsole owns no source connectors and stores no source credentials. Connectivity, scheduling and secrets live in FluidGrids, the workflow product alongside it, which pushes rows into keyed datasets. It is why credentials never appear in an export and why one connector investment serves several products. It is also a genuine limitation today, because the automatic push path is still being finished.

Data shaping anyone can open and test

Parsers are plain JQ or JSONata expressions with a builder that runs them against a real payload. Pipelines join across datasets with per-stage fail, skip or fallback handling and a dry-run. Compare that with a visual transformation chain that is hard to diff, or a buried script only its author understands.

Policy follows the data, not the chart

Masking attaches to the dataset rather than to each board, so a masked identifier stays masked in every widget, drilldown and export downstream, and a dataset marked as regulated cannot be created with masking off. Row-level policy filters what each viewer sees inside one shared console, applied before the transform runs and closed by default.

The same capabilities on every plan

AI authoring, all widget types, live subscriptions, sharing, exports, the API and access control are on the free tier. Plans scale capacity — consoles, prompts, connections, storage, seats. There is no viewer licence, no premium tier that unlocks security, and no capacity purchase to make AI work.

Published, specific honesty about what is not built

The product's own materials name the gaps — automated ingestion, alerting runtime, grounded AI binding, co-editing — with owners and sequencing, and the public comparison pages carry a caveat conceding what each competitor does better. For a technical evaluator that transparency is itself a differentiator; it is also why a partner should never oversell here.

13 Customer Proof & Credibility

There are no reference customers to cite and no usage numbers to quote. Credibility for BigConsole comes from three places instead: the depth and specificity of what is actually built, a security and governance posture that can be examined rather than asserted, and a published account of its own gaps that a technical evaluator can check against the product. Point prospects at the free tier and at the comparison pages, and let them verify.

PERMISSION CHECKS ON EVERY OPERATION

Access control is enforced ahead of the service on every query and every change, with six seeded roles covering the full span from workspace owner to read-only board viewer, and seventeen distinct resource types permissioned separately.

DATA-LEVEL GOVERNANCE THAT HAS ACTUALLY SHIPPED

Masking runs at the dataset boundary with hashing, redaction, partial masking and hide strategies; a dataset classified as regulated cannot be created with masking off, and there is no privileged bypass on it. Row-level filtering runs before the transform and is closed by default.

CREDENTIALS NEVER LEAVE THE BOUNDARY

Console exports carry references to datasets, not secrets, so a definition can be committed to a repository or handed to a client safely. Workflow signing secrets are encrypted at rest and are never returned through the API — only a flag saying one exists.

COMPLETE API PARITY

Every capability in the interface is a public API operation, which is verifiable in the documentation and the SDKs rather than asserted. It is the single most convincing point with an engineering evaluator, and it is easy for them to check in an afternoon.

A PUBLISHED CAPABILITY STATUS, GAPS INCLUDED

Each capability carries a status of shipped, in progress or planned, and the named gaps — automated ingestion, alerting runtime, grounded generation, co-editing — are stated with sequencing rather than buried. The public comparison pages each carry a caveat conceding what the competitor does better.

A CERTIFICATION PROGRAMME WITH DATES AND OWNERS

Service-organisation control, information-security management and privacy-extension programmes have named owners, dependencies and target dates, and a data-protection agreement and acceptable-use policy are published. Nothing is claimed until a report is issued — which is itself the assurance a careful buyer is looking for.

A REAL FREE TIER TO VERIFY ALL OF IT

Anyone can sign up and build a console the same day without a credit card or a sales call. The strongest proof you can offer a sceptical prospect is fifteen minutes in the product themselves.

Be straight about this. BigConsole is early. It is live and self-serve, but there are no public reference customers, no published usage figures, and no security certifications issued — the service-organisation control, information-security management and privacy programmes are under way with target dates in 2027, and nothing is claimed before a report exists. Two capabilities that prospects will assume are present are genuinely not finished: automated push ingestion that keeps datasets fed without anyone acting, and a threshold-alerting runtime that notifies someone when a number breaches. Grounding AI generation in a workspace's real datasets, simultaneous co-editing and per-viewer embeds carrying row-level context are also roadmap. What a prospect should weigh instead is what is verifiably built — the governed data plane, portable console definitions, masking and row-level policy, complete API parity — the free tier they can test in an afternoon, and the fact that the gaps are published rather than hidden. Never let a prospect walk into a first meeting believing alerting or unattended live ingestion is working today.

14 Demo Information

There is no gated demo environment to arrange. The strongest demo is the prospect signing up themselves on the free tier and building something in fifteen minutes, ideally before your call. If they want a guided walkthrough, book time with us and we will drive.

HOW TO GET A DEMO

Self-serve sign-up at app.bigconsole.com on the free Starter tier — no credit card, no sales call, permanent rather than a trial. For a guided session, book a call at <https://calendly.com/vignesh-burdenoff/1-1> or email vignesh@burdenoff.com. Partners should not attempt a technical demo alone until they have run through this flow once themselves.

Runs about Fifteen minutes for the prompt-to-console loop; thirty to forty minutes if the data plane and governance matter to the audience.

WHERE TO LOOK

- **Sign up and use the product** — <https://app.bigconsole.com>
- **Product website and use-case library** — <https://www.bigconsole.com>
- **Documentation** — <https://docs.bigconsole.com>
- **Book a guided walkthrough** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 The Insights prompt surface, with a paragraph describing the board the prospect actually needs**
Type their own reporting problem, not a canned example. Point out the analysis step first — the detected intent, the metrics, the widget count and confidence — because that is what makes this a review rather than a guess.
- 2 The generated specification, before anything is materialised**
Nothing has been created yet. This is a draft you can read, and it will stay a draft until you accept it. That distinction is the whole design and it is worth landing slowly.
- 3 Refining the draft in plain English, then materialising it**
Ask for a change — drop a widget, change a chart type, add a date filter — and show the draft revised rather than regenerated. Then take the explicit step that turns it into a live console.
- 4 The builder: the twelve-column grid, widget configuration, and a global filter cascading across the board**
An AI-generated console is an ordinary console. Nothing about it is read-only or second-class, so a non-technical author can keep going by hand from here.
- 5 A data sink, then a parser expression running against a real payload in the test-runner**
This is the part an engineer in the room will care about. One readable expression, run against real data, with the output visible before it binds to anything. Say plainly that connectivity itself is delegated and that automated push ingestion is still being finished.
- 6 A pipeline joining two datasets, with per-stage fail, skip or fallback settings**
One source going dark degrades the board rather than breaking it. This is how heterogeneous systems become one coherent dataset.
- 7 The masking policy on a dataset, and a row-level policy on a console**
Policy attaches to the data, not the chart, so it holds everywhere downstream — including exports. This is usually the moment a regulated prospect leans in.
- 8 Exporting the console as JSON, then the template gallery**
This file is the dashboard. Commit it, diff it, restore it, import it elsewhere — and note there are no credentials in it. Then show the template as the rollout mechanism for many sites or many clients.
- 9 Pricing, and the free tier sign-up**
Every tier has everything; plans scale capacity. Close by asking them to build one console themselves before the next conversation.

15 Sales Talking Points

Lines that work in a first conversation, and why each one lands. Use two or three, not all of them.

If you can describe the board in a paragraph, you can have a draft of it in a minute — and you review the draft before it becomes real.

It compresses the whole product into one sentence and immediately separates BigConsole from tools where the AI writes straight onto the canvas.

The dashboard is a file. Export it, diff it in a pull request, restore last month's version, replay it into another workspace.

For any engineering-adjacent buyer this is the point that changes the conversation, because no incumbent treats the dashboard layout itself as a reviewable artefact.

Roughly a third of a Tableau seat, and there is no viewer licence to negotiate — everyone who needs the number gets one.

Cost is usually the reason BI never reached the operational teams. Naming a concrete comparison figure is more persuasive than saying 'affordable'.

Masking attaches to the dataset, not the chart, so a masked field stays masked in every widget, drilldown and export.

It answers the compliance objection structurally rather than with a promise, and it is the reason healthcare and finance conversations progress.

We deliberately do not build source connectors. Connectivity, credentials and scheduling live in the workflow product alongside us.

Stated confidently it reads as architectural discipline and explains why exports are safe. Stated defensively it reads as a gap — so lead with the reason.

Every plan includes access control, sharing, masking, exports and the API. Plans scale capacity, not trust.

Most buyers have been burned by a security feature living two tiers up. This is a genuine, checkable difference and it costs nothing to verify.

The board on the wall updates as data arrives, without a refresh button.

For operations, healthcare and support prospects this is the single most tangible capability, and it is what most competitors do by polling.

Two things are not finished: unattended ingestion and threshold alerting. Both are named on our own materials with sequencing.

Volunteering the gap early makes everything else you say credible, and it prevents the far worse version where the prospect finds it in the trial.

The free tier is permanent. Build something real before we ever get on a call.

It removes the friction from a first meeting and turns a sceptical evaluator into someone with an opinion — which is a much better conversation.

The objections you will actually hear, in the prospect's own words. Answer, then produce the proof — do not stop at the answer.

"We already have Power BI and it comes with our Microsoft licences."

If your data sits in the Microsoft estate and your reporting needs are straightforward, Power BI at \$14 a user is cheaper and we will say so. The conversation changes when your data is spread across other clouds and services, when you want a board that stays live rather than refreshing on a schedule, or when you look at what its assistant costs to unlock — which needs a capacity purchase, not a per-user upgrade. It also changes if you have people who need the numbers but will never open a desktop authoring tool.

PROOF · Ask which of their systems are outside Microsoft, and how a report gets built today. If authoring is a desktop application in the hands of two people, everyone else is waiting on a screenshot.

"Tableau does far more than this."

It does, and we are direct about that. Over a hundred mark types against our eighteen widget types, deeper governance, more mature embedding. What you are buying instead is speed and cost: a first board from a description in the same session, roughly a third of the seat price with no creator-versus-viewer split, and a dashboard that exports as a portable file rather than a proprietary workbook. If the requirement is exotic visualisation depth, Tableau is the right answer and we would rather you knew that now.

PROOF · Ask which chart types they actually use. In most organisations it is scorecards, lines, bars, tables and a funnel — all of which are covered, and the breadth argument evaporates.

"How real is the AI, actually? Everyone claims this now."

It is real, and it is bounded. When a model provider is connected, generation runs through it with failover between providers, a hard timeout and a small retry budget, and the output is validated into a real console definition — widget types constrained to what the product can actually render, positions clamped onto the grid. When no provider is connected it falls back to a deterministic rule-based builder so you always get a draft. Two honest limits: making the model path the default is still being finished, and generated boards come back as drafts with placeholder values that you bind to your own data after materialising. Binding the model's output to your real datasets is roadmap.

PROOF · Run the loop live in the free tier. The review-before-materialise design is visible in thirty seconds and is the part competitors mostly do not have.

"You have no customers I can talk to."

Correct, and we will not pretend otherwise. There are no reference customers, no usage figures and no logos to show you. What we can offer is a permanent free tier you can test this afternoon, a published capability status that names what is not built, and comparison pages that concede what each competitor does better. Judge us on what you can verify rather than on who else bought it.

PROOF · Send the free tier and the comparison pages before the meeting. A prospect who has already built a console has answered the question themselves.

"We need SOC 2 or HIPAA before we can sign anything."

Then we are not the right fit yet, and I would rather tell you now. Nothing has been issued. The programmes exist with named owners, dependencies and target dates, and we make no certification claim until a report is in hand. What is built today is workspace isolation, permission checks on every operation, masking enforced at the dataset boundary with no privileged bypass on regulated datasets, row-level policy, an audit trail and encryption in transit and at rest. If your requirement is a certificate on file at signature, wait for us. If it is demonstrable controls, we can have that conversation now.

PROOF · Show the published certification roadmap and the security page. The refusal to overclaim is usually what earns the second meeting.

"Why would we not just build this ourselves?"

Plenty of teams build a chart page. What takes the time is everything around it: multi-tenant isolation, permission checks on every operation, masking that survives every downstream export, versioned writes so two editors do not silently overwrite, a transform layer that non-engineers can read, live subscriptions, exports, templates and a portable definition format. That is quarters of engineering that produces no product for your customers, and it becomes a permanent maintenance obligation owned by whoever built it.

PROOF · Ask what happened to the last internal dashboard project and who maintains it now. The answer is usually a person who has moved on.

"What happens to our dashboards if we stop paying, or if you go away?"

You export them. Every console is a declarative JSON document containing the pages, widgets, layout, filters and bindings, and you can export it at any time on any plan — including the free tier, where the export is unlimited. It is a design decision rather than a policy: the file is the dashboard. That is a materially better position than a proprietary workbook or a board that exists only inside a vendor's cloud.

PROOF · Show a live export in the demo. It takes ten seconds and it usually ends the lock-in conversation on the spot.

"Can it actually connect to our systems? We run a lot of things."

This is where you should hear us carefully. BigConsole owns no source connectors by design — connectivity, credentials and scheduling live in FluidGrids, the workflow product alongside it, which pushes rows into named datasets. The upside is that credentials never enter BigConsole and never appear in an export. The current limitation is that the automated push path is still being completed, so today datasets are populated through the ingestion endpoint, the API or a scheduled load. If unattended live ingestion from a specific system is the deciding requirement, tell us which system and we will give you a straight answer on timing.

PROOF · Name the systems in the discovery call and pass them to us verbatim. This is the single most common technical blocker and we would rather qualify it early than lose it in a trial.

"We need alerts. Someone has to be paged when the number breaches."

Not yet, and do not let anyone tell you otherwise. The alert model — conditions, severity, throttling, channels, recipients — is fully defined, but the evaluator and delivery runtime are not built. What exists today is conditional formatting on a live board that someone is watching, and a statistical outlier detector that flags points out of band. If paging is a launch requirement, this is a gap, and it sits directly behind ingestion in the build order.

PROOF · Ask who watches the board today and what they do when it turns red. If the answer is a human on shift, the live board is already an improvement while alerting is finished.

"You are a small company. What happens if you are not here in two years?"

Fair question, and the answer is structural rather than reassuring words. Your dashboards export as portable JSON, your source credentials were never stored with us, and the data itself lives in your source systems — we hold a governed cache. Nothing is held hostage. Beyond that, BigConsole is one module of a wider platform, so the identity, billing, notification and audit backbone under it is shared rather than maintained by one small product team.

PROOF · Point at the export and the fact that no credentials serialise. A prospect who can leave cleanly is much more willing to start.

"Our team is not technical. Will they really use this?"

That is the intended user. The authoring path is a paragraph of plain English, and refinement is more plain English. Filters cascade and save as presets so somebody can set up their own view without help. The technical work — connecting sources, shaping data, defining policy — is a separate role, done once by one person, and the seeded roles reflect exactly that split. If nobody in the organisation can do the data side, that is worth flagging early rather than late.

PROOF · Look at the six seeded roles. The split between a data engineer role and an insights analyst role is the product admitting that these are different people.

"The price is fine, but what does support look like if something breaks?"

Be precise about this. The free tier is documentation, community and best-effort email in forty-eight to seventy-two hours. Pro is priority email within twenty-four business hours plus live chat in business hours, with a \$50 a month upgrade for weekend cover and a four-hour response. Enterprise carries a dedicated success contact and a support agreement. If they need a formal uptime commitment, that is an Enterprise conversation and you should route it to us rather than describe it.

PROOF · Read the support line in each plan verbatim. Never improve on it — an overpromised response time is the fastest way to lose a partner-sourced account.

17 Discovery / Qualification Questions

Ask these in roughly this order. The first four qualify or disqualify in under ten minutes; the rest shape what we should talk about when you hand the conversation over.

ASK THIS

Who builds your dashboards today, and what happens when they are on holiday?

LISTEN FOR

A single named person, or nobody. If reporting depends on one individual, or on a spreadsheet somebody inherited, that is the core BigConsole opportunity. If they have a staffed analytics team with an established tool, expect a longer, more competitive conversation.

ASK THIS

LISTEN FOR

From asking a question to seeing the answer on a board, how long does that take?

Anything measured in weeks. Also listen for questions that are never asked because the answer is too expensive to get — that is the demand the product actually releases.

How many separate systems have to be combined to produce your main weekly or monthly report?

Five or more, and a manual join. Note the names of the systems verbatim and pass them on, because connectivity is the most common technical qualifier and we need the specifics.

Walk me through your month-end or your weekly reporting pack. Who touches it and for how long?

Hours per week, and a copy-paste sequence. This is where the return on investment gets quantified and it is the number the budget holder will repeat internally.

Are there figures in that report that only some people are allowed to see?

Manual redaction, a second spreadsheet for a restricted audience, or a board that was never built because of the risk. That is masking and row-level policy — and it is the strongest reason to look at BigConsole rather than a cheap dashboarding tool.

Is there anywhere a screen should be showing live numbers to a team on shift?

A corridor, a shop floor, a support pit, a warehouse. If they describe a display someone refreshes manually, live subscriptions are an immediate, visible win.

How many sites, clients or teams need the same board with their own numbers?

Any count above five. That is the template plus row-level policy pattern, and it converts a single-team deal into an organisation-wide one.

When a dashboard changes and a number moves, how do you find out what was altered?

Silence, or 'we ask whoever built it'. This is the opening for portable console definitions and it lands especially hard with anyone accountable for audit or finance.

Does anyone need to page a person when a number breaches a threshold, or is a watched board enough?

If paging is essential, qualify carefully — the alerting runtime is not built. If a watched board is enough for now, this is not a blocker.

Do you have a tool in place already, and when does it renew?

The incumbent name and the renewal date. A renewal quote in hand is the strongest timing signal there is, and it tells you which competitor page to read before the meeting.

Does anything about certifications, data residency or a business associate agreement need to be settled before you could buy?

A hard certificate requirement is a disqualifier today. A residency preference or a security questionnaire is fine and should be flagged to us early.

Who signs, and what is the process — can someone put this on a card, or does it need procurement?

Whether the free tier and self-serve Pro path fits, or whether this is an Enterprise conversation with a security review attached. It changes who we bring to the next call.

18 How to Identify a Good Opportunity

Use these to decide where to spend your time. A green signal is worth an introduction on its own; a red one means say so politely and move on.

STRONG SIGNAL — PURSUE

- Nobody in the organisation holds the title of BI analyst, but several people need numbers weekly
- Someone rebuilds the same report by hand every week or every month, and can tell you how many hours it takes
- Data lives in five or more systems and every cross-system question turns into a manual join
- An incumbent BI renewal quote has just landed and the seat count is the problem
- They want a live display on a wall in a corridor, plant, warehouse or support area
- The same board is needed by many sites, clients or teams, each seeing only their own rows
- There is an engineering-minded person in the room who lights up at 'the dashboard is a file you can diff'

Introduce us straight away.

WORTH A CONVERSATION

- A staffed analytics team with an established tool — possible, but it becomes a coexistence conversation rather than a replacement
- Threshold alerting matters but is not a launch requirement — the live board carries them until the alerting runtime ships
- Data sits behind an unusual or bespoke source system — worth pursuing, but pass us the system names before you promise anything
- A security questionnaire or data-residency preference is in play — fine, but bring us in early rather than answering it yourself
- Fewer than ten people will ever open a board — the free tier may quietly be the whole deal, so check whether it grows

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- A certificate for a service-organisation control report, an information-security standard or a health-data programme must be on file before signature
- Self-hosting or on-premises is a hard requirement rather than a preference
- The brief is a very wide chart catalogue — sankey diagrams, box plots, dozens of exotic mark types
- They need hundreds of plug-and-play connectors working unattended on day one
- The team wants a spreadsheet grid over a warehouse rather than a described, shareable board
- Paging an on-call rota from a threshold is the primary requirement and the whole reason for the project

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: 'Who builds your dashboards today, and how long does a new one take?' If the answer names one overloaded person and a timescale in weeks, you have a real BigConsole opportunity. If it names a staffed analytics team with an established tool and a turnaround in days, you do not.

19 How to Introduce Us

Keep the introduction short and specific to the problem you heard them describe. Do not attempt a feature list; your job is to make the next conversation happen with the right person in the room.

IN CONVERSATION

"Say something like: 'You mentioned nobody owns your dashboards and the monthly pack takes a week. There is a BI tool called BigConsole where you describe the board you want in plain English and it builds a draft you review before it becomes real — and the finished dashboard is a file you can version rather than something locked in the tool. It starts free, so you could try it this week. Want me to introduce you to the founder?' Then send the introduction the same day while it is still concrete."

EMAIL — SUBJECT: THE REPORTING PROBLEM YOU DESCRIBED — WORTH 15 MINUTES

Hi [Name],

You mentioned that [the monthly pack takes a week / nobody owns your dashboards / your numbers live in five different systems]. I came across something that fits that exactly.

BigConsole is a business intelligence platform where you describe the dashboard you want in plain English and it produces a draft you review and refine before anything goes live. The finished console is a portable file you can version and audit, rather than something trapped inside the tool. It starts free, so your team can build something real before any conversation.

A few things worth knowing up front: it is an early product, there are no certifications issued yet, and automated data ingestion and threshold alerting are still being finished.

Have a look at www.bigconsole.com. If it looks relevant, I will introduce you to Vignesh, who founded it.

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about [the reporting problem]. There is a tool called BigConsole worth a look — describe the dashboard in plain English, review the draft it proposes, and the finished console exports as a portable file you can version. Free tier, so it is a fifteen-minute test rather than a procurement exercise. Happy to introduce you to the founder if it is relevant.

WARM THREE-WAY INTRODUCTION

Send one email to both sides. Name the prospect, their role and their organisation, describe the reporting problem in their own words in two lines, say what you have already told them about BigConsole, and note anything you have promised. Copy Vignesh T.V. at vignesh@burdenoff.com and offer <https://calendly.com/vignesh-burdenoff/1-1> for the first call, or +91-7358445777 if it is urgent. Then step back — do not run the technical conversation on our behalf.

Please do not: Do not claim any certification. Nothing has been issued, and a prospect who discovers that themselves will not come back.; Do not promise alerting, unattended live ingestion, simultaneous co-editing, or AI that binds itself to their real datasets. All four are roadmap and all four are easy to disprove in a trial.; Do not invent a price, a discount or a response time. Quote the published plans, or say you will come back with a number.; Do not mention customers, adoption figures or reference accounts. There are none.; Do not run the technical evaluation yourself. Get the introduction made and let us handle connectivity, security review and pricing structure.

20 Lead Handoff Process

Once a prospect is interested, hand over quickly. The window between interest and indifference is short, and the technical questions arrive fast.

1. Register the opportunity before the introduction

Email vignesh@burdenoff.com with the organisation name, the contact and their role, and one line on the reporting problem. Registering first is what protects your commission — an unregistered introduction is not covered.

2. Send a joint introduction email

One email to the prospect and to Vignesh T.V., naming the problem in the prospect's own words and anything you have already told them. Include the 1-1 booking link at <https://calendly.com/vignesh-burdenoff/1-1> so they can pick a time without another round of email.

3. Hand over what you learned in discovery

Send us the systems they named, how many people need access, whether alerting or certification came up, and any renewal date you heard. This is the difference between a strong first call and a generic one.

4. Point them at the free tier before the call

Ask them to sign up at app.bigconsole.com and build one console. A prospect who has used it arrives with real questions instead of general scepticism, and the first call becomes a working session.

5. Attend the first call if you can, then step back

Your presence keeps the trust you built. After that, we run the evaluation, the security review and the commercials, and we will keep you updated on progress and on anything that affects your commission.

6. Stay in the loop for the close and the renewal

Tell us if you want an ongoing role — evaluation support or implementation delivery both change which commission tier applies. Say so before the deal closes, not after.

SEND US THIS — IT IS ALL WE NEED

- Organisation name, approximate size, and sector
- The contact's name, role and email — and who else will need to be in the room
- The reporting problem in their own words, ideally with a rough number of hours a week
- Which source systems the data would have to come from, named specifically
- Roughly how many people would need access, and whether that is one team or the whole organisation
- Any hard requirement already stated: certifications, data residency, self-hosting, alerting, a signing process
- Any incumbent tool and, if you know it, the renewal date
- Anything you have already promised them, so we do not contradict you

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered introduction within one business day and aim to have the first call booked within three. If you have not heard back in two business days, call +91-7358445777 — a silent introduction is the one situation where chasing is welcome.

Deal registration: Register the opportunity by emailing vignesh@burdenoff.com before you make the introduction. Registration is what makes an opportunity yours; the acknowledgement you receive is the record. It holds for ninety days and is extended while the opportunity is actively progressing. If two partners register the same organisation, the earlier registration stands.

21 Partner / Referral Commercials

These are the standard Burdenoff partner programme terms, which apply consistently across every product in the portfolio including BigConsole. What you earn depends on how much of the work you take on: a registered introduction pays least, delivering the implementation pays most. All commission is calculated on collected net subscription revenue — after discounts, taxes and refunds — and is paid on money actually received, not on invoiced value.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3%, capped at \$10,000
Consulting Partner	Introduction plus evaluation support	12% of first-year collected net subscription	0–3% if active in the success plan · 3%, capped at \$15,000
Implementation Partner	Introduction plus implementation delivery	15% of first-year collected net subscription	3–5% if active in the renewal success plan · 5%, capped at \$25,000
Authorised Reseller	Approved resale, first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% if the account stays active and supported · Up to 5% on dedicated tenant or managed services, if approved
MSP / Strategic Partner	Bundled or managed offering	Custom	Custom · Custom

THE RULES THAT MATTER

- Register the opportunity before you introduce it. An unregistered introduction is not covered, however good it turns out to be.
- Registration holds for ninety days and is extended while the opportunity is actively progressing. Where two partners register the same organisation, the earlier registration stands.
- Commission is calculated on collected net subscription revenue — after discounts, taxes and refunds — and is paid on money received rather than invoiced.
- Self-serve sign-ups on the free tier are not commissionable. Commission attaches when a paid plan is contracted against a registered opportunity.
- Moving up a tier means taking on more work: evaluation support for Consulting, delivery for Implementation. Agree the tier before the deal closes, not afterwards.
- Reseller status requires a separate approval and an approved quote per deal, and a resold or bundled subscription is still sold as BigConsole, under its own name. Do not quote resale pricing to a customer before that approval exists.
- Never discount on our behalf, publish pricing beyond what is on the public pricing page, or commit to a response time or uptime figure.

GETTING PAID

Commission is calculated once the customer's payment has cleared and is paid in the following monthly cycle, against a partner invoice referencing the registered opportunity. First-year commission on an annual contract is paid on collection of that contract; on monthly plans it accrues as each payment is collected across the first twelve months. Payment is made in the currency of the underlying contract unless agreed otherwise.

These are the standard programme terms and are indicative rather than contractual. The terms that actually apply to you are those in your signed partner agreement, and the terms that apply to the customer are those in the quote issued to them. Where this document and the signed agreement differ, the signed agreement governs. Nothing here is an offer, and rates are reviewed periodically.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If BigConsole is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
BigConsole website	https://www.bigconsole.com	Positioning, features, the full use-case library and the pricing page — the best thing to send before a first conversation.
Sign up and use the product	https://app.bigconsole.com	Self-serve sign-up on the free Starter tier. No credit card and no sales call; the strongest thing a prospect can do before meeting us.
Documentation	https://docs.bigconsole.com	Guides and reference, including the API and the command-line tool. Send this to the technical evaluator, not to the buyer.
Pricing	https://www.bigconsole.com/pricing	The published plans and quotas. Quote from here and nowhere else.
Comparisons against other BI tools	https://www.bigconsole.com/vs/tableau	Head-to-head pages for Tableau, Power BI, Looker, Metabase, Retool and others, each carrying an honest caveat about what the competitor does better.
Security and compliance status	https://www.bigconsole.com/security	Controls in place today and the certification programme with its target dates. Send this rather than answering a security question yourself.
Use-case library	https://www.bigconsole.com/use-cases	Worked scenarios by industry and role. Find the one closest to the prospect's own situation and send that single page.
Ecosystem: desktop app, command-line tool and SDKs	https://www.bigconsole.com/ecosystem	The companion surfaces, with install instructions. Useful when an engineering audience asks what exists beyond the browser.
Book a 1-1 call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	Put this in the introduction email so the prospect can book without another round of scheduling.
All Burdenoff products	https://burdenoff.com/products	The wider portfolio, including FluidGrids — the workflow product that handles source connectivity for BigConsole.

ASSET	WHERE	WHAT IT IS FOR
General enquiries	mailto:contact@bigconsole.com	For a prospect who wants to make contact themselves rather than go through you.
Partner contact — Vignesh T.V.	mailto:vignesh@burdenoff.com	Opportunity registration, introductions and commercial questions. Phone +91-7358445777 if it is urgent.

WHAT YOU CAN SHARE, AND WITH WHOM

- Share freely and publicly: anything already on www.bigconsole.com — the product pages, the use-case library, the comparison pages, the pricing page, the security page and the documentation site. It is public and it is already checked for accuracy.
- Share with a named prospect only: this playbook, the cheat sheet, the discovery questions and the commercial context. It is written for you rather than for the customer, and it names gaps and competitor concessions that read differently out of context.
- Never share, in any form: the commission tables and anything about what you earn. Commercial terms between us and you are not part of the customer conversation.
- Needs our sign-off before it goes out: any deck, one-pager, web page, tender response or advertisement carrying the BigConsole name or logo, and any written answer to a security questionnaire. Send us the draft and we will turn it around quickly.
- Never create: customer references, adoption figures, comparison claims we have not published, or a statement that any certification is held. If you need a claim we have not made, ask for it rather than writing it.

24 Product Mockups — Complete Visual Appendix

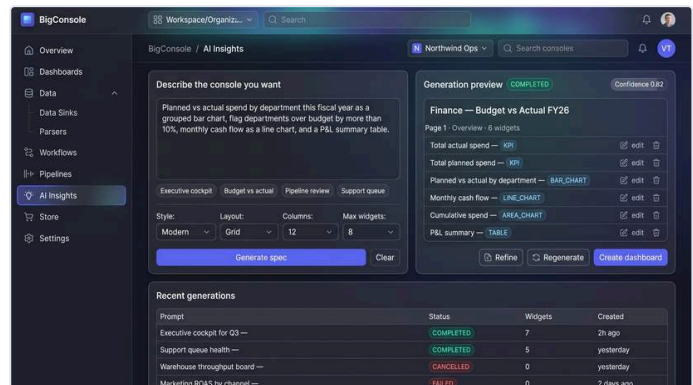
54 SCREENS

Every screen in the BigConsole design set — 54 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

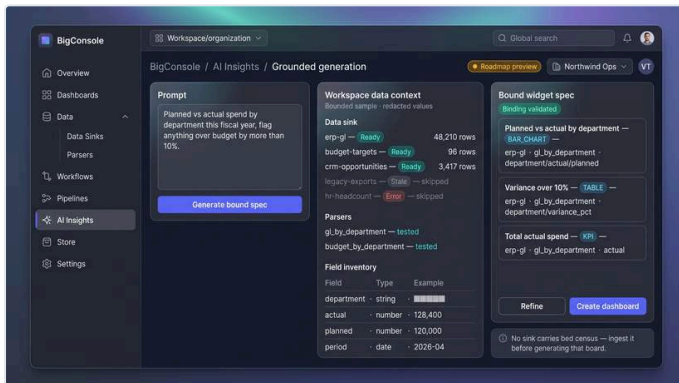
PRODUCT SCREENS • 43 SCREENS



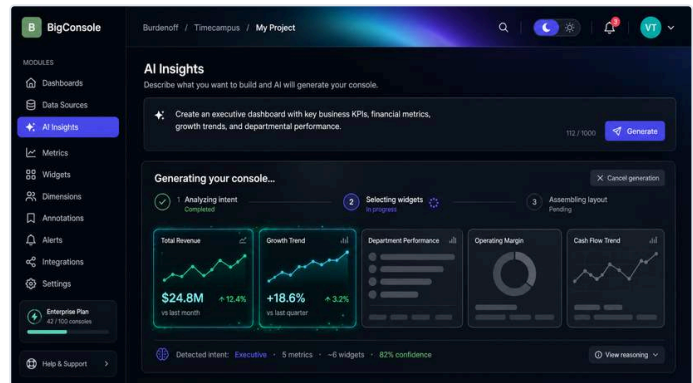
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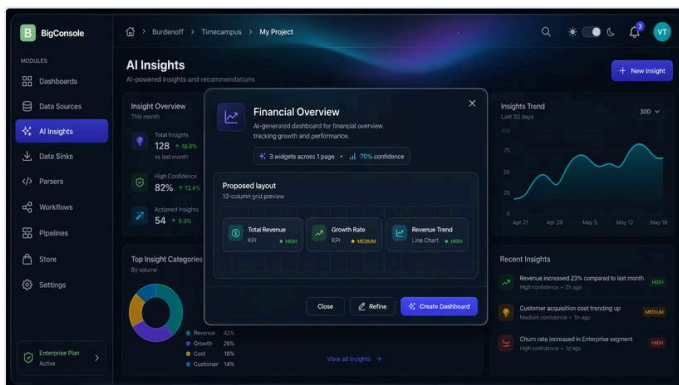
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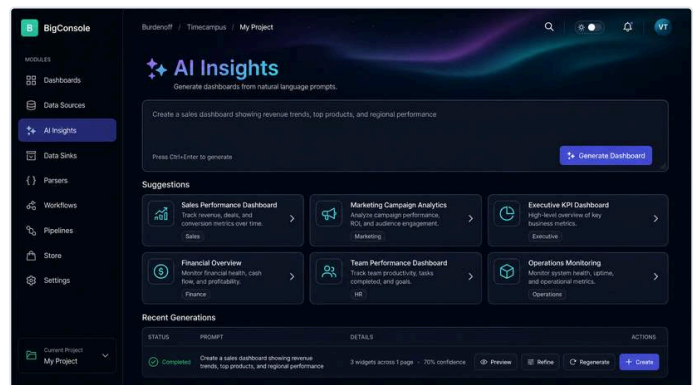
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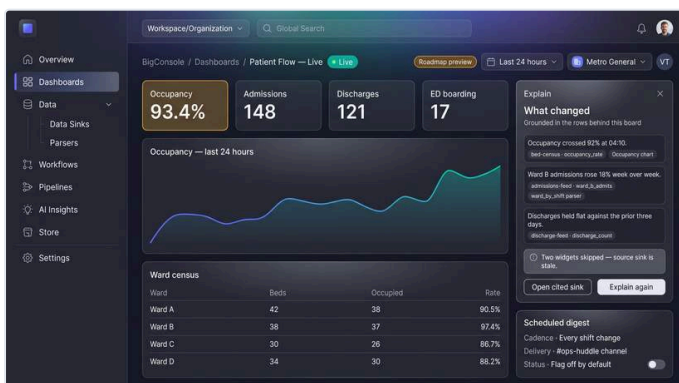
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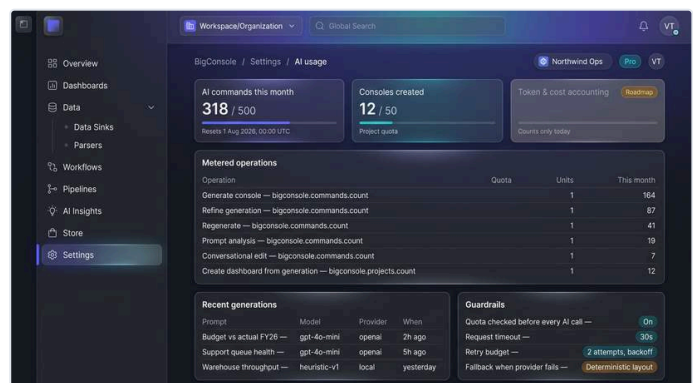
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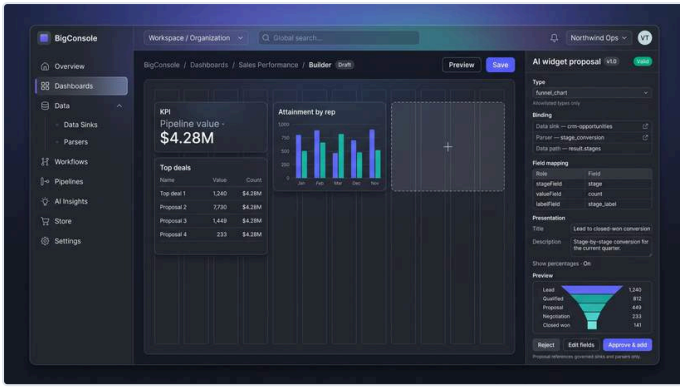
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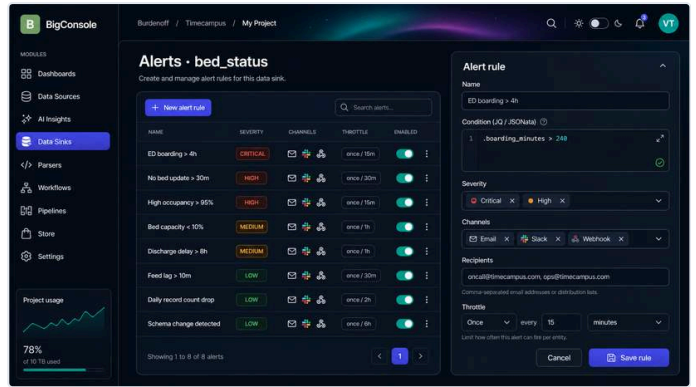
007 Bigconsole AI Narrative Citations



008 Bigconsole AI Usage Quota



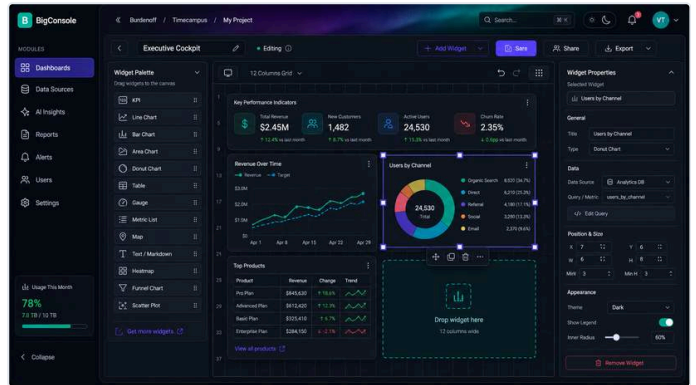
009 Bigconsole AI Widget Proposal Review



010 Bigconsole Alerts Editor



011 Bigconsole Clinical Trial Console



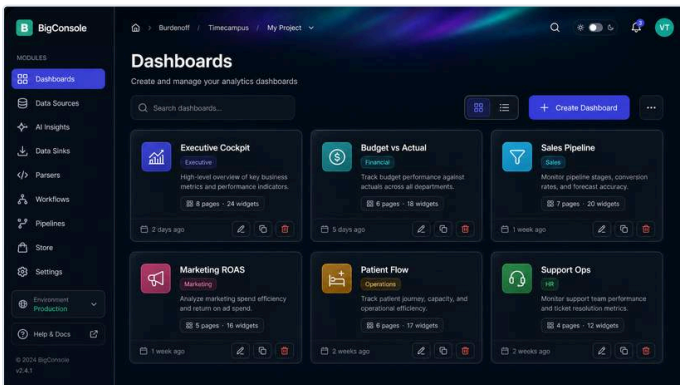
012 Bigconsole Dashboard Builder



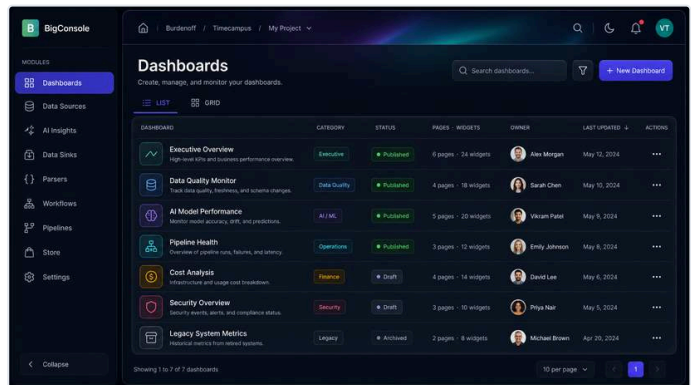
013 Bigconsole Dashboard View Executive



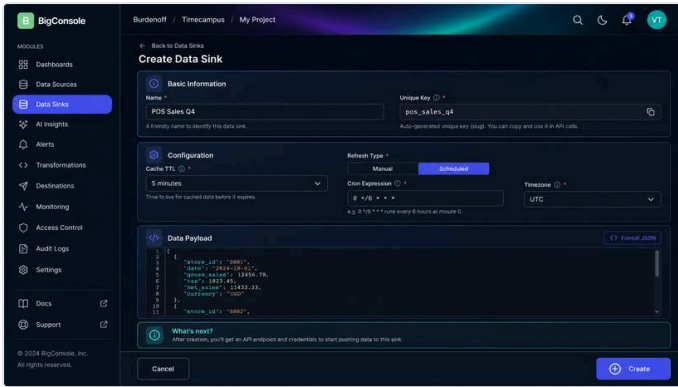
014 Bigconsole Dashboard View Financial



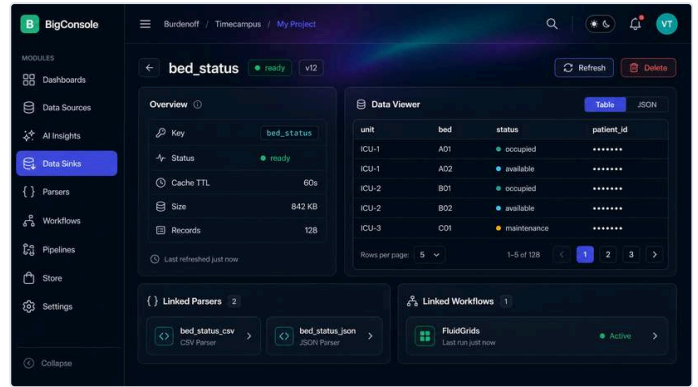
015 Bigconsole Dashboards Grid



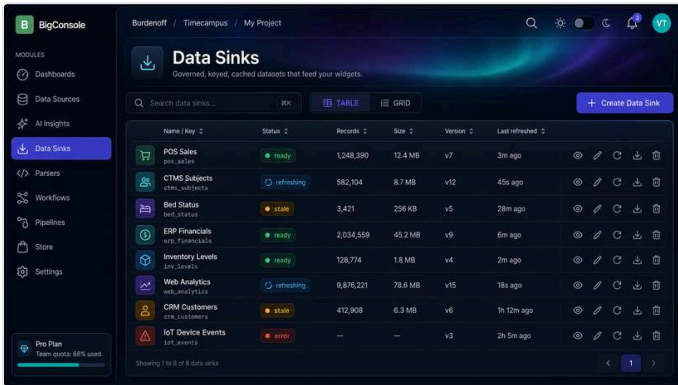
016 Bigconsole Dashboards List



017 Bigconsole Datasink Builder



018 Bigconsole Datasink View



019 Bigconsole Datasinks List



020 Bigconsole Drilldown Modal



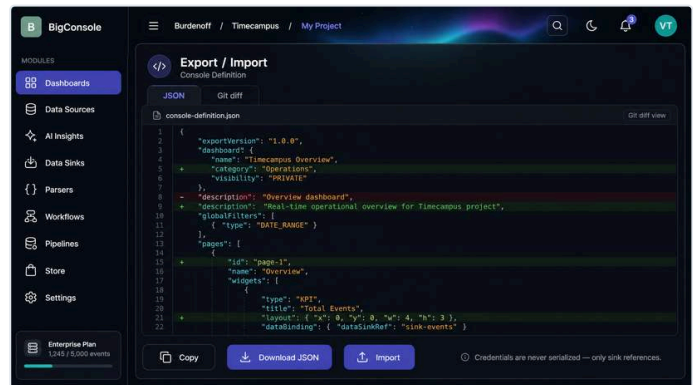
021 Bigconsole Global Filters



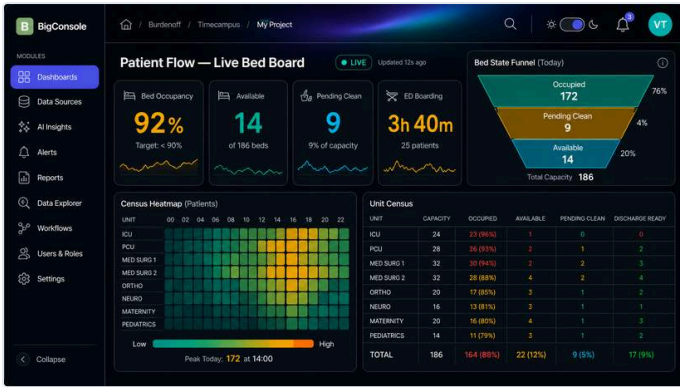
022 Bigconsole Home Overview



023 Bigconsole Infra Health Console



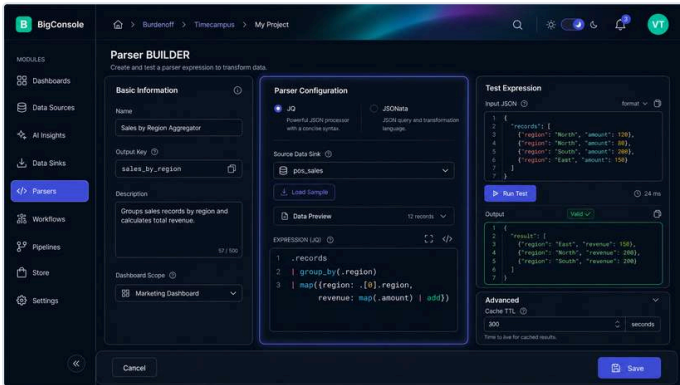
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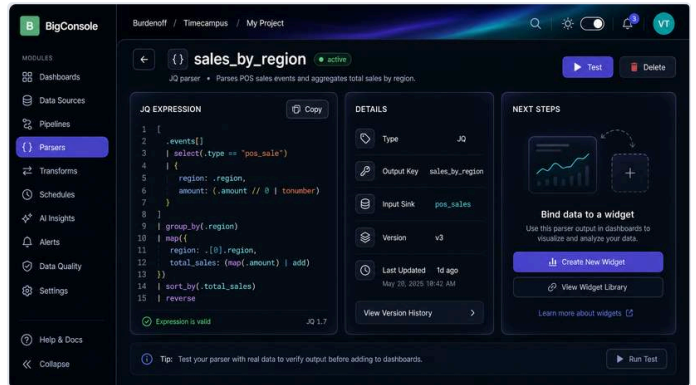
025 Bigconsole Live Bed Board



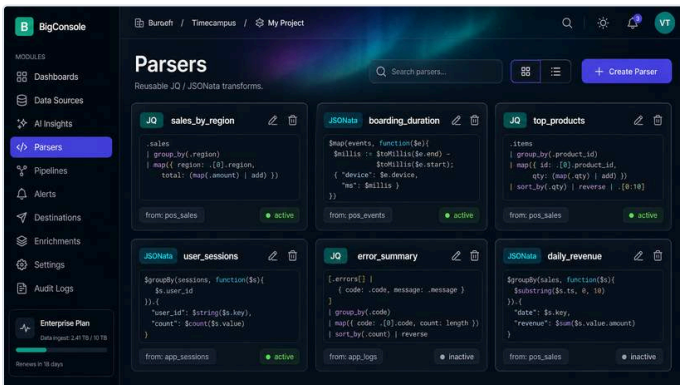
026 Bigconsole Marketing Roas Console



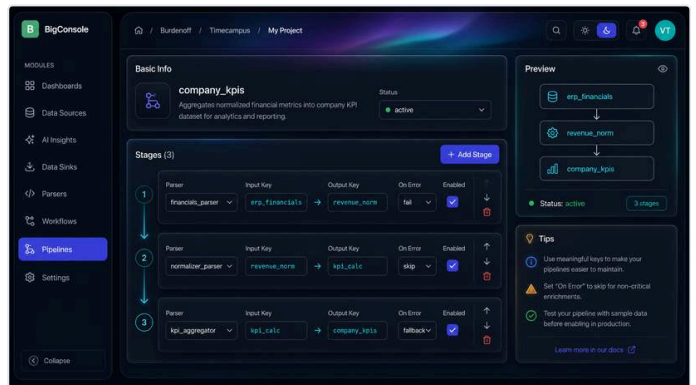
027 Bigconsole Parser Builder



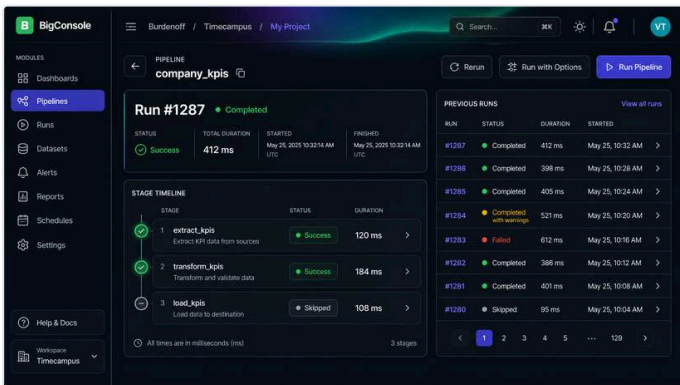
028 Bigconsole Parser View



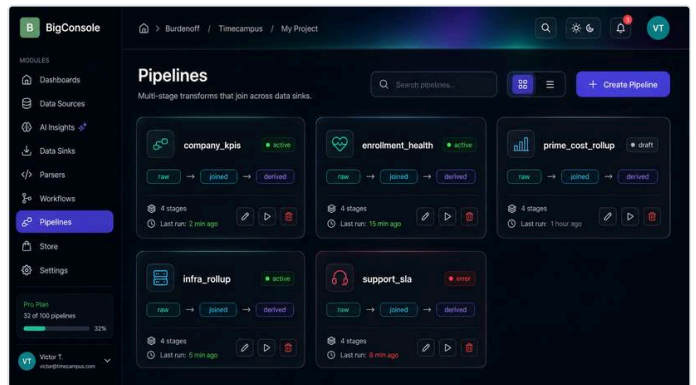
029 Bigconsole Parsers List



030 Bigconsole Pipeline Builder



031 Bigconsole Pipeline Execution



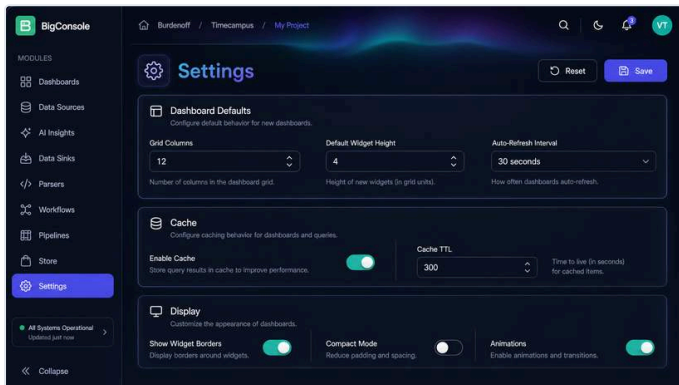
032 Bigconsole Pipelines List



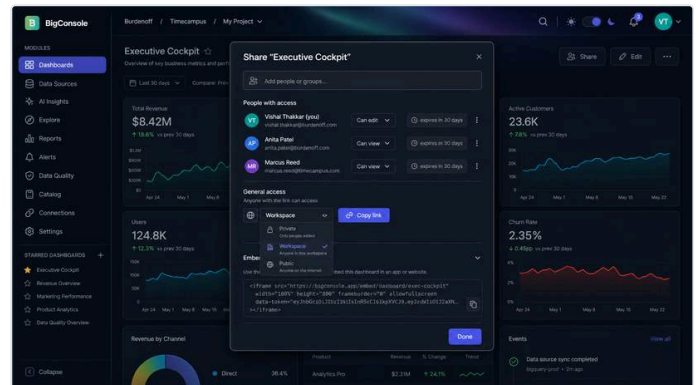
033 Bigconsole Restaurant Console



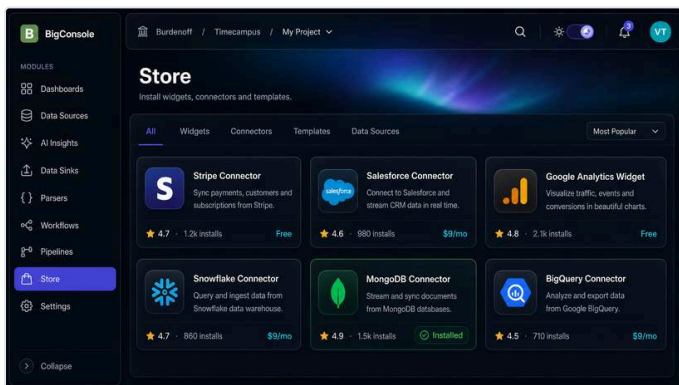
034 Bigconsole Sales Pipeline Console



035 Bigconsole Settings



036 Bigconsole Share Dialog



037 Bigconsole Store



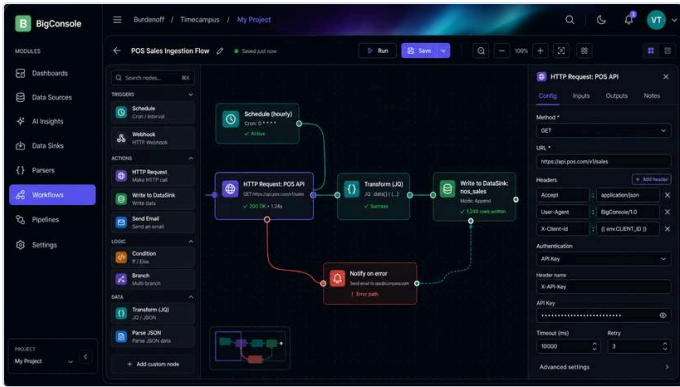
038 Bigconsole Template Gallery



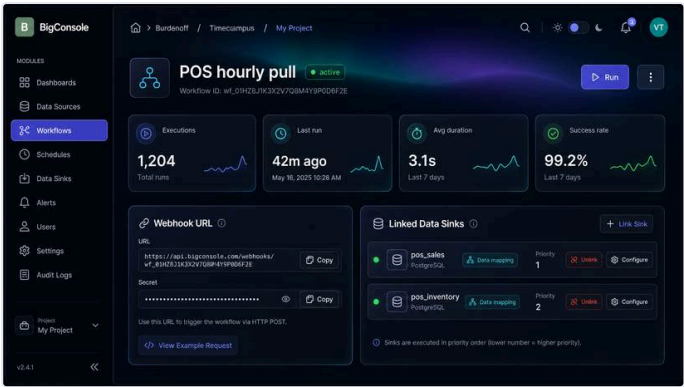
039 Bigconsole Widget Config



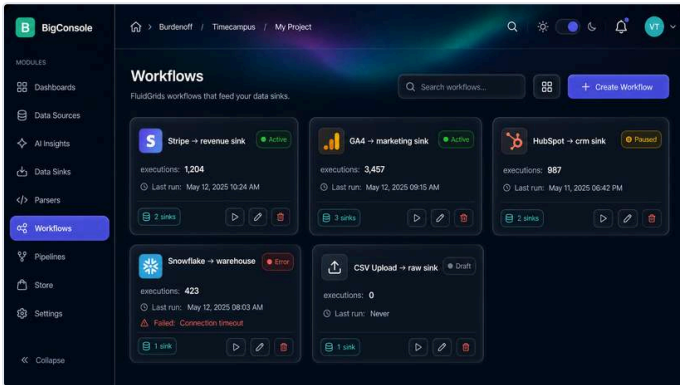
040 Bigconsole Widget Demo Gallery



041 Bigconsole Workflow Builder Nodes



042 Bigconsole Workflow View



043 Bigconsole Workflows List

CULTURE HERITAGE · 1 SCREENS



044 Heritage Grant Impact Console 1 Grant Impact Console

FASHION BEAUTY · 1 SCREENS



045 Apparel Size Curve Sell Through Console 1 Size Curve Console

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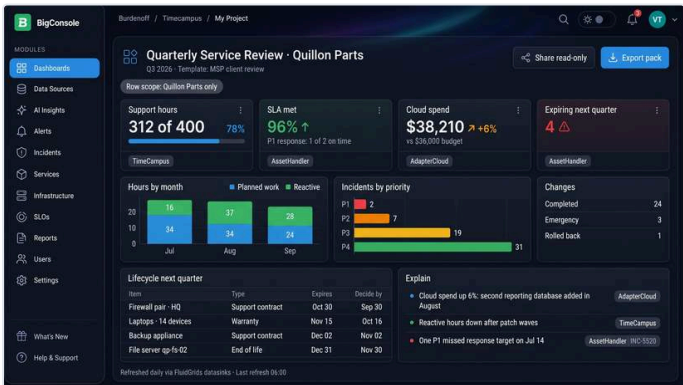
046 Restaurant Food Cost Variance Console 1 Food Cost Variance By Lo

HR WORKFORCE • 1 SCREENS



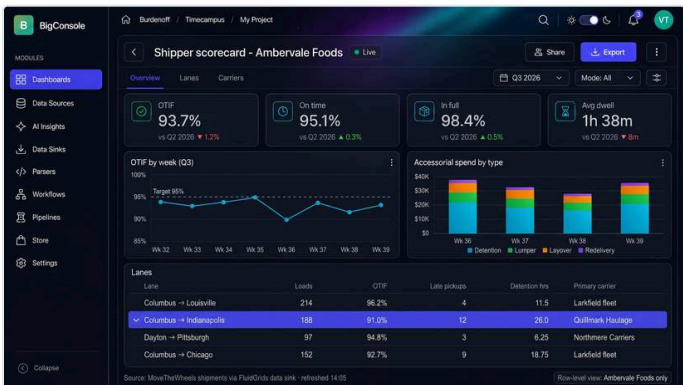
047 Workforce Supply Demand Planning Console 1 Quarterly Workforce Plan

IT CLOUD • 1 SCREENS



048 Msp Client Service Review Console 1 Client Review Console

LOGISTICS • 1 SCREENS



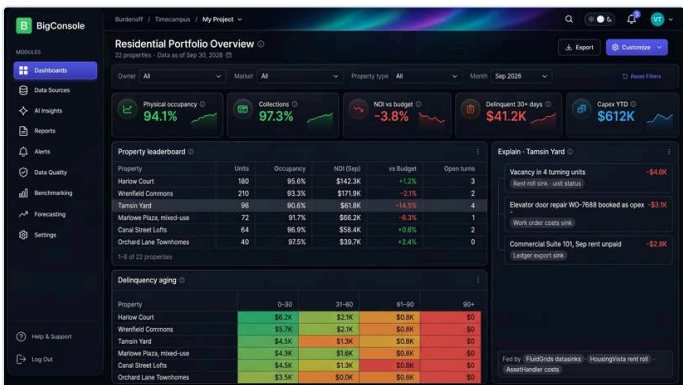
049 Shipper Otif And Carrier Scorecard Console 1 Shipper Scorecard



050 Media Flight Pacing Console 1 Flight Pacing Console



051 Practice Wip Realization And Lockup Console 1 Practice Performance



052 Rent Roll And Noi Portfolio Console 1 Residential Portfolio Ov



053 Ecommerce Contribution Margin Console 1 Contribution Margin Cons



054 Satellite Pass To Product Latency Console 1 Pass Latency Console



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EMAIL OR CALL

Vignesh T.V.

vignesh@burdenoff.com

+91-7358445777

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