KESTREL IQ

CAPABILITY STATEMENT

Better decisions start with clarity.

Decision intelligence, data maturity and specialist expertise that turn information into action.

Discover • Prioritise • Execute

Government | Energy & Utilities | Capital Projects | Financial Services | Sustainability

Kestrel IQ Pty Ltd • 2026

WHO WE ARE

Founded on experience. Driven by clarity.

Across more than 20 years in financial services, marketing, retail, energy and government, one pattern kept appearing: leaders had plenty of data, but not always the clarity to act on it.

Kestrel IQ bridges the gap between business goals and operational reality - helping organisations identify inefficiencies, improve performance and focus on the opportunities that matter most.

“Organisations rarely struggle because they lack data. They struggle because they lack clarity.”

Dione Marshall

Founder & Principal Consultant

Experience across FTSE-listed environments, customer analytics, government, utilities, infrastructure and operational performance.

Where experience meets insight

London	Sydney	Queensland	Today
Financial services Customer analytics	Marketing & commercial Business intelligence	Government utilities Infrastructure Financial services	Decision intelligence Energy & climate readiness

HOW WE HELP

Discover. Prioritise. Execute.

A simple approach that turns complexity into clarity and insight into action.

DISCOVER

Understand where you are today.

Assess capability, identify opportunities and establish a clear baseline.

- Data Revenue Diagnostic™
- CereArc™ Maturity Framework
- Energy & Climate Readiness

PRIORITISE

Focus on what matters most.

Evaluate competing initiatives and direct effort, investment and attention where it creates the greatest impact.

- SPARC™ Priority Check
- Strategic prioritisation
- Executive decision support

EXECUTE

Turn insight into action.

Implement practical improvements with advisory support and specialist capability.

- Analytics & reporting
- Governance & performance
- Energy intelligence

Decision Intelligence • Data & Analytics • Governance • Energy Intelligence • Specialist Advisory

OUR FRAMEWORKS

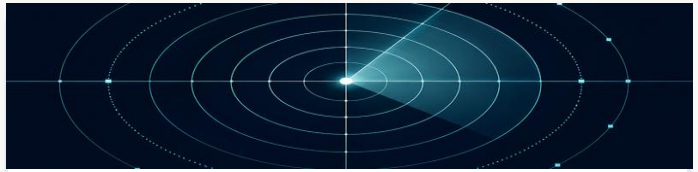
Purpose-built frameworks for better decisions.

Our proprietary tools help organisations understand opportunity, maturity and priority - then translate that clarity into action.

Data Revenue Diagnostic™

Discover opportunities

A free assessment that identifies opportunities to improve performance, efficiency and revenue outcomes.



CereArc™ Maturity

Understand capability

Our maturity framework assesses five dimensions to create a practical roadmap for improvement.

SPARC™ Priority Check

Prioritise what matters

Smart Prioritisation And Revenue Clarity helps leaders focus resources on the initiatives that deliver the greatest impact.

CereArc™ maturity dimensions

Clarity Progression

Ownership Maturity

Integrity Assurance

Knowledge Flow

Predictive Readiness

1 Aware

2 Build

3 Align

4 Optimise

5 Evolve

KESTREL IQ

ENERGY & CLIMATE INTELLIGENCE

Preparing organisations for what's next.

Energy performance, asset intelligence and climate reporting increasingly rely on the same foundations: trusted data, clear ownership and actionable insight.

From building data to decision intelligence.

We help organisations translate building automation, utility and operational data into insights that improve performance and support reporting readiness.

Building & Energy Analytics

Understand consumption, building performance, asset behaviour and operational efficiency.

Climate Disclosure Readiness

Strengthen governance, data readiness and reporting capability for emerging obligations.

Data Governance & Assurance

Improve ownership, integrity and confidence in the information used for reporting and decisions.

Performance Reporting

Create practical dashboards and decision-support reporting for leaders and operational teams.

Capability first. Reporting second. Confidence throughout.

PROVEN OUTCOMES

Transforming data into performance.

Selected examples of practical analytics applied to real operational and commercial challenges.

Commercial Property: Waste Reduction

THE CHALLENGE

A premium Sydney building was losing its green rating due to weekend water usage spikes.

THE ANALYTICS

By aggregating siloed sensor data, the anomalies were isolated to specific floors where maintenance taps were inadvertently left on.

KEY RESULT • Immediate remediation protected compliance ratings & significantly reduced utility costs.

Finance & Retail: Customer Valuation

THE CHALLENGE

A regulated provider needed to understand shifting competitor dynamics and why customer segments were turning over.

THE ANALYTICS

Behavioural segmentation identified moving stock, resonating offers and pricing changes to improve transparency.

KEY RESULT • Measurable lift in customer loyalty, retention and overall lifetime value.

Our experience also spans executive reporting, governance, utilities, infrastructure, marketing intelligence and operational performance.

WHY KESTREL IQ

The right expertise, when it matters.

Leverage data + expertise to identify opportunities, reduce costs, improve efficiency, scale capability and grow revenue

Government | Energy & Utilities | Capital Projects | Financial Services | Sustainability

Let’s create clarity.

Tell us what you are trying to achieve, and we’ll help determine the best next step.

Start with:

- Free Data Revenue Diagnostic™
- CereArc™ maturity assessment
- SPARC™ Priority Check
- Energy & Climate Intelligence
- Government / procurement enquiry

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Turning information into intelligence. Insight into action.

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