10/10

VLOOKUP Wizard

When basic tools can't keep pace with growth.

A capable spellcaster who handles foundational accounting and keeps smaller businesses moving. But as complexity rises, manual work multiplies, forecasts slow down, and insights remain trapped in disconnected systems. While AI and automation reshape finance, the VLOOKUP Wizard is still searching one column at a time.

Basic magic built the foundation. Scaling requires a stronger spellbook.

The VLOOKUP Wizard is dependable in the early stages. He can manage basic accounting, organize the numbers, and produce workable reports.

But growth changes the campaign. Spreadsheets become fragile, reporting turns reactive, and the finance team spends more time assembling information than using it. As AI, automation, and advanced FP&A create new opportunities, his skills may no longer match the business's pace or complexity.

LEVEL10 CFO'S DEFENSE:

Level10 CFO determines whether the VLOOKUP Wizard needs support, development, or replacement.

The finance function is assessed across people, process, technology, reporting, automation, and strategic insight. Then Level10 CFO adds the right systems and leadership to create a scalable, AI-enabled finance function that delivers stronger decisions, greater efficiency, and measurable value.