

# A bespoke PM platform that makes *AheadMG a SaaS company*

An AI-native project management platform built for UK consultancies and their wealth management clients (Canada Life, Aegon, Wealthtime, Nucleus), that rivals Clarity, Microsoft Project, and Monday.com—but with a decisive advantage: it understands context. Every email, every RAID log, every status update, every Teams conversation. One AI that knows everything about your project and acts on it.



## £2.4B

Global project management software market—growing 10%+ annually

## Multi-tenant

One platform, isolated client environments, single App Registration per client

## AI-native

Not AI-bolted-on—intelligence is the architecture, not a feature

## THE BIG IDEA

# AheadMG's own project management platform—licenced to clients

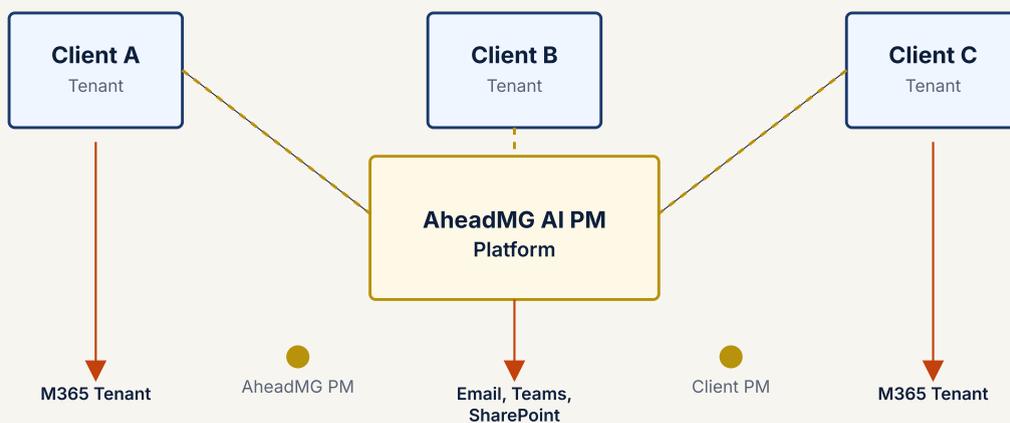
Stop reselling other people's PM tools. Build a platform that AheadMG owns, that clients pay to use, and that gets smarter the more it's used.

**The opportunity:** AheadMG already runs complex programmes for clients like Canada Life. Your PMs currently juggle Clarity, Excel trackers, email, Teams, SharePoint, and JIRA—context is fragmented across a dozen tools. Every status update requires manual synthesis. Every decision is scattered across meeting notes and Slack threads. Every risk lives in three different places.

**The vision:** What if there was a single AI-powered platform where a PM (AheadMG's or the client's) could say:

- "Update the RAID log from this morning's steering committee"
- "Draft the weekly status report using everything that happened this week"
- "What are the three biggest risks right now based on all project communications?"

**Why now:** This isn't a feature request to Microsoft. This is a new product category. And AheadMG can own it. You bring domain expertise. You know what PMs actually need. You have client relationships. FEAW brings platform engineering and AI. Together, we can build something that Clarity, Monday.com, and Microsoft Project cannot match—because they're not built for consultancies, and they can't ingest context at the scale and speed you need.



*Multi-tenant architecture: one platform, isolated per client, connected via App Registration*

## CAPABILITIES

# An AI that knows your project inside out

Not a chatbot bolted onto a Gantt chart. An AI that has ingested every artefact and can act on what it knows.

### Process Emails

Summarise my inbox for this project. Flag anything that needs escalation. Draft responses.

### Update the RAID Log

Read the minutes from today's meeting and update risks, actions, issues, and decisions automatically.

### **Create Reports**

Generate this week's status report using the client's own template. Pull in RAG statuses, milestone updates, and risk changes.

### **Update the Plan**

Mark these tasks complete. Recalculate the critical path. Flag any slippage.

### **Monitor Teams & Channels**

Scan the project Teams channels for context. What decisions were made? What actions were agreed? Who owes what?

### **Suggest Next Steps**

Based on everything you know about this project—what should I focus on today? What's at risk?

### **Consume Client Templates**

The client uses a specific RAG report format. Ingest it. Now every report matches their brand and structure.

### **PMO Dashboard**

Show me the portfolio view. Which projects are green? Which are trending amber? What's the aggregate risk profile?

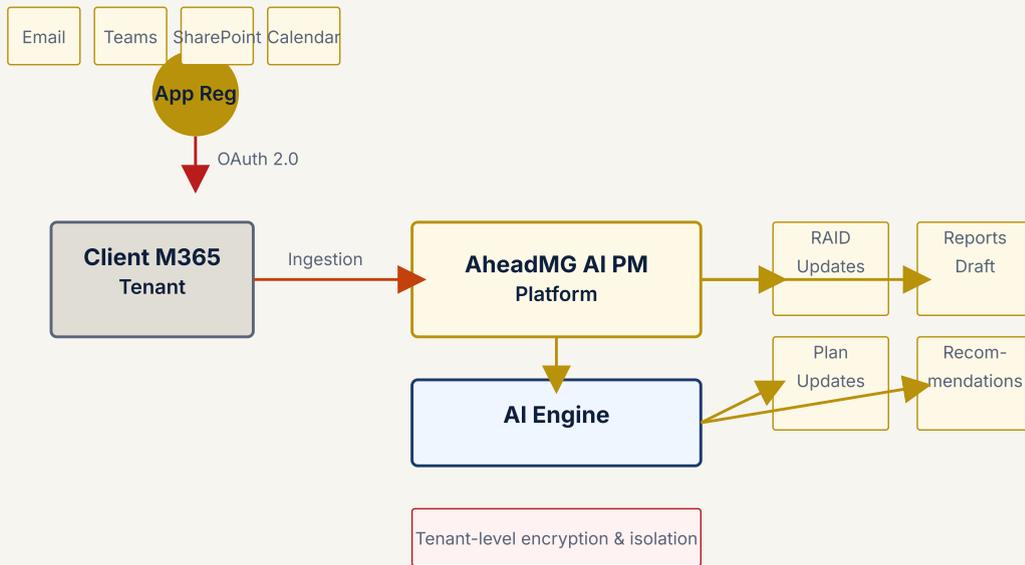
# One platform. Isolated client environments. Minimal client IT effort.

The secret is the App Registration model. One small task per client unlocks full AI ingestion of their tenant.

**How it works:** The platform is multi-tenant—AheadMG hosts one instance, each client gets an isolated environment. To connect a client, the client's IT team creates a single Azure App Registration with defined, minimal permissions (read email, read Teams, read SharePoint—scoped to the project). That App Registration is the bridge. Once granted, the AI PM platform can securely ingest project-relevant data from the client's M365 tenant.

**Data isolation:** Client A's data is never visible to Client B. Tenant-level encryption. Role-based access. AheadMG PMs see their assigned projects. Client PMs (if licenced) see only their own organisation's projects.

**Why this matters:** This is the same pattern Microsoft itself uses for ISV multi-tenant apps. It's proven, it's secure, it's auditable. No VPNs. No data syncing. No custom connectors. Just a one-time permission grant from the client's IT team, and the AI can start reading.



*Data ingestion via App Registration, processed by AI engine, outputs isolated per tenant*

## USERS

# Two licence models—AheadMG PMs and client PMs

## AheadMG PM Licence

*(included in delivery)*

- Every AheadMG project manager uses the platform as their primary PM tool
- Full AI capabilities across all their assigned projects
- Cross-project portfolio view for PMO leads
- **This is how AheadMG delivers projects.** It's the house tool.

## Client PM Licence

*(SaaS revenue)*

- Client's own PMs can be given access to the platform
- They see only their organisation's projects
- Same AI capabilities—process emails, update RAID, generate reports
- **This is AheadMG's recurring SaaS revenue stream.** The client pays a licence fee per PM per month to use the platform.

## WHY THIS WINS

# What Clarity, Monday.com, and Microsoft Project cannot do

## **Context Ingestion**

Competitors don't read your emails, Teams, and SharePoint and synthesise them into project intelligence. This platform does. Every email is context. Every decision is captured. Every risk is visible.

## **AI-Native Architecture**

Competitors bolt AI onto legacy platforms. This is built from the ground up with AI as the core. The entire product logic flows through the AI engine.

## **Multi-Tenant for Consultancies**

Built specifically for the consultancy model—one firm, many clients, data-isolated. Not a bolt-on. The architecture assumes it.

## **Client Template Support**

Automatically adapts to each client's reporting formats, RAG definitions, and governance structures. One client uses 'Red/Amber/Green'. Another uses 'On Track/At Risk/Off Track'. The platform learns and adapts.

## **Bespoke, Not Generic**

AheadMG can evolve the platform based on what their PMs and clients actually need. No roadmap committee. No feature voting. Ship what matters.

Why now, why the UK: The UK project management software market is worth £1.08B and growing at 18.1% annually. It's dominated by legacy platforms (Clarity) or generic tools (Monday.com, Smartsheet, Microsoft Project) that don't understand consultancy delivery. They're built for internal teams and single-tenant use. AheadMG's wealth management clients — Canada Life, Aegon, Wealthtime, Nucleus — manage complex, multi-year programmes across isolated client environments. They need a platform that speaks their language and understands their constraints. The market opportunity is real, and it's underserved.

Feature	AheadMG AI PM	Clarity	Monday.com	Microsoft Project
	Yes—full	No	Limited	No
Email Processing	Automatic	No	Manual	No
	Yes	No	No	No
Teams & Slack Integration	Native ingestion	Basic	Yes	Basic
	Purpose-built	Yes	Yes	No
Client Template Support	Dynamic	Limited	Limited	Limited
	AI-powered	Template-based	Template-based	Template-based
Consultancy-First UX	Yes	Yes	No	No

## MARKET CONTEXT

# A £1 billion UK market — dominated by tools that weren't built for consultancies

The project management software market is enormous and growing. But it's built for internal teams, not for consultancies managing multiple client environments. That structural gap is AheadMG's opportunity.

**£1.08B**

UK project management software market by 2030

Source: Grand View Research, 2024

**18.1%**

UK market growth rate 2024–2030 (CAGR)

Source: Grand View Research, 2024

**£4.14B**

Global AI in project management market (2026)

Source: Fortune Business Insights, 2025

**AI in PM is accelerating:** 15.7% CAGR for AI-powered project management specifically, reaching £13.29B by 2034. North America holds 48% of the market — Europe is the next frontier.

## What AheadMG would compete with — and why none of them fit

Platform	What It Is	Pricing	Why It Doesn't Fit AheadMG's Model
<b>Broadcom Clarity PPM</b>	Enterprise portfolio management. Complex, heavyweight. The incumbent in large FS programmes.	From ~£50,000/year. Custom enterprise pricing. Per-user cost opaque.	Built for internal PMOs, not consultancies. No multi-tenant model. No AI context ingestion. Implementation takes months.
<b>Monday.com</b>	Modern work management platform. Flexible, visual boards.	£9–£30/seat/month. Enterprise plan custom-quoted.	Generic platform. No consultancy multi-tenant isolation. AI features are bolt-ons (Copilot-style), not contextual. Doesn't read client emails or Teams.
<b>Smartsheet</b>	Spreadsheet-meets-project-management. Strong in enterprise.	£9–£19/seat/month. Enterprise plan custom. Dropped free tier in 2025.	Similar to Monday.com — no multi-client data isolation, no AI ingestion of M365 tenant data. Not built for the consultancy model.
<b>Microsoft Project / Planner</b>	Microsoft's native PM tools. Planner getting a "Project Manager Agent" in 2026.	Included in M365 E3/E5 or Project Plan 1–5 (£8–£44/user/month).	Closest to AI integration via Copilot, but designed for single-tenant internal use. No consultancy overlay. The "Project Manager Agent" is a task chatbot, not a contextual PM AI.
<b>Asana / Jira</b>	Task and issue tracking. Popular with dev teams and operations.	Asana: £9–£21/seat/month. Jira: £7–£14/user/month. Enterprise custom.	Task trackers, not PM platforms. No RAID management, no stakeholder reporting, no AI-driven plan updates. Not built for programme delivery.

**The market signal:** Microsoft's January 2026 launch of the "Project Manager Agent" in Planner signals the market direction: AI is coming to project management. But Microsoft is building for its 400 million M365 users —

generic, single-tenant, one-size-fits-all. AheadMG's opportunity is to build the AI PM platform specifically for consultancies managing multiple client environments, where context isolation and cross-tenant ingestion are architectural requirements, not afterthoughts.

## **The UK consultancy opportunity**

The UK SaaS market continues to grow strongly, with professional services and consultancy identified as key adoption sectors for cloud-native project management. AheadMG's client base — wealth management firms like Canada Life, Aegon, Wealthtime, and Nucleus — run complex, multi-year transformation programmes that generate enormous volumes of project data across email, Teams, SharePoint, and specialist tools. No existing PM platform can ingest all of that context and act on it intelligently. A bespoke AI PM platform, purpose-built for the consultancy delivery model, would be genuinely differentiated in a market where the incumbents are either too generic (Monday.com, Smartsheet), too heavyweight (Clarity), or too locked-in (Microsoft Project). The white-label opportunity — licensing to other UK consultancies — adds a second growth vector.

# From cost centre to revenue stream

The platform is not just a tool. It's a business.

**Phase 1: Internal Use** AheadMG uses the platform internally. Your PMs stop losing context between Clarity, email, and Teams. Delivery margins improve. Timeline visibility is real-time. This alone justifies the build.

**Phase 2: Client Licensing** AheadMG licences the platform to client PMs. A client on a six-month programme might have three PMs. Each one pays a per-seat-per-month licence fee. Recurring revenue. Low CAC. High retention (they're locked in by data).

**Phase 3: Compound Value** As more clients onboard, the platform's value compounds. More templates. More patterns. The AI learns from each client's project data (anonymised and aggregated). Recommendations get smarter. RAID updates get faster. New clients see the value in the first week.

**Phase 4: Competitive Advantage** The platform becomes a differentiator in bids. "We don't just bring PMs. We bring an AI-powered PM platform that integrates with your environment and makes your team smarter." It's a reason to choose AheadMG over other boutique consultancies.

**Phase 5: Industry Scale** Long-term: AheadMG could licence the platform white-label to other consultancies. A new revenue stream. A moat against competitors.

**Why SaaS, not perpetual?** Consultancy PMs change. Projects run 6–18 months. Client relationships evolve. SaaS licensing (per-seat-per-month) aligns revenue with active use. A client that ends a project pauses licences. A

client that adds a programme adds seats. No discount wars. No unused perpetual licenses.

# Built on proven enterprise patterns

- **Hosting:** Azure-hosted (UK South for data residency). Compliant with UK GDPR. Enterprise SLAs.
- **Authentication:** Microsoft Entra ID (Azure AD) for both AheadMG and client users. SSO. No password management.
- **Authorization:** App Registration per client with minimal, scoped Graph API permissions. This is Microsoft's own ISV model. Proven at scale.
- **AI Model:** Options include Azure OpenAI, Anthropic Claude, or the client's approved LLM. Not locked to one vendor.
- **Data Security:** Encryption at rest and in transit. Tenant-isolated storage. Role-based access control (RBAC) per user.
- **Integration:** API-first design. Can integrate with JIRA, Azure DevOps, Confluence, Slack, and any system with a Graph connector.
- **Audit Trail:** Every AI action is logged. Why did the AI update this risk? Who asked it to? When? Full traceability.

**Data Residency & Compliance:** All client data stays in their M365 tenant. AheadMG platform processes it but doesn't store it permanently. This is not a data warehouse model. It's a real-time ingestion model. Clients control their data. No data loss risk. No vendor lock-in on data.

# What happens next

This is a product vision, not a feature request to Microsoft. Building it requires a focused partnership between FEAU (platform engineering and AI) and AheadMG (domain expertise, client relationships, and go-to-market). The first step is small.

## Three next steps:

1. **Working session:** Define the MVP scope. What does a PM need on day one?  
What can we build in 8–12 weeks?
2. **Prototype:** FEAU builds a working prototype against a real (or realistic) project dataset. You see the product. You evaluate it with your PM team.
3. **Pilot:** AheadMG identifies the first client pilot. Real users. Real feedback.  
Real ROI measured.

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## References & Further Reading

**Project Management Software Market:** Gartner Magic Quadrant for Project Portfolio Management, 2025. Global PM software market valued at £2.4B, growing 10%+ annually.

**Multi-Tenant Architecture:** Microsoft Graph API documentation on App Registrations and multi-tenant scenarios. [learn.microsoft.com/graph/auth](https://learn.microsoft.com/graph/auth)

**Azure Security & Compliance:** Microsoft Azure Trust Centre. Data residency in UK South region. [azure.microsoft.com/trusted-cloud](https://azure.microsoft.com/trusted-cloud)

**ISV Multi-Tenant Patterns:** Microsoft ISV Success documentation on building multi-tenant SaaS apps. [learn.microsoft.com/azure/architecture/multitenant](https://learn.microsoft.com/azure/architecture/multitenant)

**AI & Project Management:** IDC Future of Work report. AI-augmented PM tools reduce delivery cycle time by 15–25%.

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