



the business brain.

— A GUIDE FOR NEW ZEALAND BUSINESS

The Digging Tax.

What scattered knowledge quietly costs your business every week, and how to stop paying it without moving a single file.

TEN MINUTES, PLAINLY WRITTEN

No pitch inside, no jargon. Just a plain answer on what's worth doing.

start here

Your business already knows the answer

It is in a drive, an inbox, or somebody's head. Every day your team pays a small tax digging it back out: the hunt for last year's quote, the price that lives in one person's memory, the induction doc nobody can find. This guide is about that tax: what it costs, why the usual fixes do not stick, and what a fix that sticks looks like. Here is the destination, first:



Built on Claude by Anthropic. Your data stays in your systems and is not used to train AI models.

inside this guide

The problem.

01

Where your knowledge actually lives, what the digging costs, and why the usual fixes quietly die.

The fix.

02

A Brain on top of your existing systems: nothing migrates, and the safety questions answered straight.

Your options.

03

Build it yourself with our guidance, or have it built for you. Both priced in writing, no pressure.

Where your knowledge actually lives

Every business runs on answers: what we quoted, what we charge, how we write, how we do the job. Almost none of it lives in one place. It is scattered across a drive nobody tidies, years of email threads, and the memory of one or two people who cannot take a quiet holiday because of it.

The 4:47pm message

"Hey, where's that file from the Henderson job? The one with the pricing?" Ten minutes of digging, for the fourth time this month, for the same file.

The three-day quote

The enquiry was warm on Monday. The quote went out Thursday, because pulling last year's numbers, checking the rates and writing it up kept falling to the one person who knows how.

The leaver

She ran the front office for nine years. Her handover was two weeks and a document nobody can find. The process left when she did.

What the digging costs, roughly

Try the maths on your own numbers: **people × hours lost per week × your loaded hourly rate × 46 working weeks**. Five people losing ninety minutes a week at \$50 an hour is over \$17,000 a year, before you count the slow quotes and the key-person risk. That figure is an estimate by design; the point is to run it honestly for your own team.

Why it stays broken

Most fixes fail the same way. The new wiki or shared-drive tidy-up dies in month three, because nobody maintains a second system. And free AI chatbots know nothing about your business: whatever staff paste in is unmanaged, and the answers sound like everyone and no one. Knowledge problems are not software problems. They are "nobody has time to systemise this" problems.

The fix: a Brain on top, not a system beside

The Business Brain connects Claude, the AI assistant built by Anthropic, to the tools you already use: your drive, your email, your CRM. Nothing migrates. Your team asks a question in plain English and gets the answer from your own records, with the source shown.

01 **Connect, and keep everything where it is**

Your files stay in Google Drive or Microsoft 365. Your email stays in Gmail or Outlook. Secure connections let the Brain read them live, and each person only ever sees what their own login can already see.

02 **Teach it your business**

How you quote, what you charge, how you write, what good looks like. Captured from your real documents into a small "canon" your team owns, so answers sound like you, not like a robot.

03 **Ask, and get real work back**

"What did we quote Smith Ltd last March?" "Draft the follow-up." "Write the induction for the new apprentice." Answered from your records in seconds, with sources, ready for a human to check and send.

The safety questions, answered straight

Will it train the AI on our data? On commercial Claude plans your content is not used to train models by default. We put that in writing, with links to Anthropic's own policy.

Who can see what? Access mirrors each person's own login. The Brain cannot show anyone a folder they could not already open.

Where does our data go? It stays in your systems. Nothing is copied into a new database you have to trust or maintain.

Are we locked in? No. Your Claude subscription is in your name, and everything built is handed over. Cancel the consultant and it all keeps working.

You could build this yourself. Most people don't.

Everything in this guide is doable in-house, and we will happily say so on a call. What a consultant adds is the method: knowing what to connect first, what to exclude for safety, how to make the answers sound like your business, and how to get a whole team actually using it. That method is the difference between a clever demo and a tool your staff reach for every day.

guided build

Consultant Pack · from \$2,500 ex gst

We audit your systems and write your tailored Brain blueprint. Your team builds it with our step-by-step guides, two working sessions with us, and a handover pack. Best when you have a capable in-house builder.

done for you

Foundation · from \$5,500 ex gst

We build the whole thing: connectors, canon, playbooks tested on your real past work, training and handover, over about five weeks. Add enablement or a managed plan if you want us to stay close.

Plus your own Claude subscription, paid by you to Anthropic directly (roughly NZD \$40 to \$50 per person per month, subject to Anthropic's pricing). Time-saved and ROI figures anywhere in this guide are estimates until measured in your business.

The honest next step

Book a 30-minute discovery call. We will work out together whether a Business Brain fits your business, and if it does not, we will tell you that too.

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