

Business Case Study

How **Stowe Family Law** partnered with Circyl to transform reporting, reduce costs, and enable smarter decision-making with Power BI.



“Within 15 minutes of our first session with the Circyl team, they’d already identified key weaknesses in our data model. That was a big moment - it was clear they were more than just Power BI experts.”

**Jack Weir, BI Manager,
Stowe Family Law**



Overview

Stowe Family Law, the UK’s largest specialist family law firm, has experienced rapid nationwide growth. With expansion came greater complexity—more locations, more data, more operational decisions.

As reporting demands increased, it became clear that the existing business intelligence setup - based on Tableau - could no longer keep pace. Reports were slow to build, data definitions varied by department, and leaders could not always trust what they were presented with. The cost of maintaining the environment was growing, but the value returned was not. To tackle these challenges, Stowe engaged Circyl to redesign its reporting environment around Microsoft Power BI. The project focused on simplifying the firm’s data structure, empowering business teams with consistent insights, and building a scalable foundation to support future growth.

Challenge

Stowe's leadership team had grown increasingly reliant on data to drive decision-making, especially at board level. But their analytics platform - while widely used - was inefficient, hard to manage, and expensive to maintain.

The internal BI team supported more than 250 Tableau users, yet much of their time was spent reconciling discrepancies, adjusting reports manually, and responding to repeat data requests. There was limited ability for business users to self-serve, whilst inconsistent and fragmented reporting was frustrating for users and limited the BI team's ability to scale. Meanwhile, Tableau licensing costs were rising, with no clear path to reducing operational strain.

What the business needed was not just a new tool—but a reimagined approach to data.

"We had lots of versions of the truth. People were using different metrics and interpreting things differently. That made it really difficult when we were reporting at board level."

Jack Weir, BI Manager, Stowe Family Law

Solution

Circyl approached the engagement not just as a platform migration—but as a chance to reshape how Stowe Family Law uses data at every level of the business.

The work began with a focused Discovery & Analysis phase, where Circyl met with key stakeholders across the firm to map out pain points, reporting needs, and internal bottlenecks. This phase uncovered critical issues in the existing data structure and clarified what 'good' would look like from both a business and technical perspective.

Rather than taking a one-size-fits-all approach, Circyl tailored the solution around Stowe's operating model and internal BI maturity. The delivery combined strategic guidance, structured development, and user enablement.

The work focused on four key pillars:

Data Model Redesign

The previous data model was fragmented and inconsistent, making it difficult to maintain KPIs or scale reporting. Circyl rebuilt it into a governed, centralised structure designed specifically for Power BI. This ensured accuracy, repeatability and a single version of the truth.

Power BI Implementation

Tableau was replaced with a leaner, more agile Power BI estate—giving business users easier access to real-time data and leadership greater control over performance tracking. The move also cut ongoing software costs significantly.

Self-Service Analytics Enablement

Circyl worked with Stowe to design intuitive dashboards and interactive reports tailored to different audiences - from Partners to Team leads to Operations.

"Partnering with Stowe was a fantastic experience. Their team's clarity of vision and willingness to collaborate meant we could go beyond technical delivery and help create something sustainable."

Andy McLean, Data & Analytics Director, Circyl

DevOps for BI Delivery

To support ongoing development, Circyl introduced a tool called Azure DevOps to manage the project. The Stowe BI team were so impressed that they quickly adopted it internally, finding that it brought more structure, visibility and speed to their own ongoing development.

“Stowe’s team brought a real openness and willingness to challenge their own assumptions. That made it possible to design something sustainable and scalable –built for long-term success.”

Andy McLean, Data & Analytics Director, Circyl

The project ran in collaborative sprints, with regular feedback loops and a strong business to BI alignment. Circyl’s team served not just as delivery partners, but as strategic advisors—helping shape the firm’s broader analytics approach.

Business Benefit

Stowe Family Law operates in a people-first, outcomes-driven sector—but like any growing business, it needs accurate, accessible data to scale. The project with Circyl was not just a tech uplift. It represented a strategic pivot: away from fragmented, reactive reporting and toward a confident, aligned and data-enabled organisation.

Clear Cost Savings

The transition to Power BI reduced ongoing licensing spend while offering greater flexibility and performance.

Unified Decision-Making

For the first time, leadership had one version of the truth - removing the noise and confusion caused by conflicting reports.

Faster Turnaround Times

Reports that previously were unstructured and untidy are now logically structured and documented. Teams spend more time acting on insight, and less time chasing data.

BI Team Efficiency

The BI team is no longer bogged down by reactive requests and can now focus on building value-added insight and long-term strategy.

Internal Capability Uplift

The adoption of DevOps internally has improved workload planning and communication between BI and stakeholders.

Outcome

Stowe Family Law’s reporting environment has been completely restructured—from a costly, hard-to-maintain BI estate to a governed, efficient, and scalable analytics platform.

By partnering with Circyl, Stowe have not only reduced overheads but also empowered their teams to access timely, reliable data. Senior leadership now operates with clarity and confidence, and the BI team is able to focus on strategic delivery rather than firefighting.

As a result, Stowe Family Law is now equipped with a scalable analytics foundation that can evolve alongside the firm’s growth and complexity.

“The work we did with Circyl has given us a solid foundation. It’s not just about reports—it’s how we scale with data. We’ve gone from fragmented, inconsistent reporting to a structured data model we can actually build from. That’s been transformative.”

Jack Weir, BI Manager, Stowe Family Law