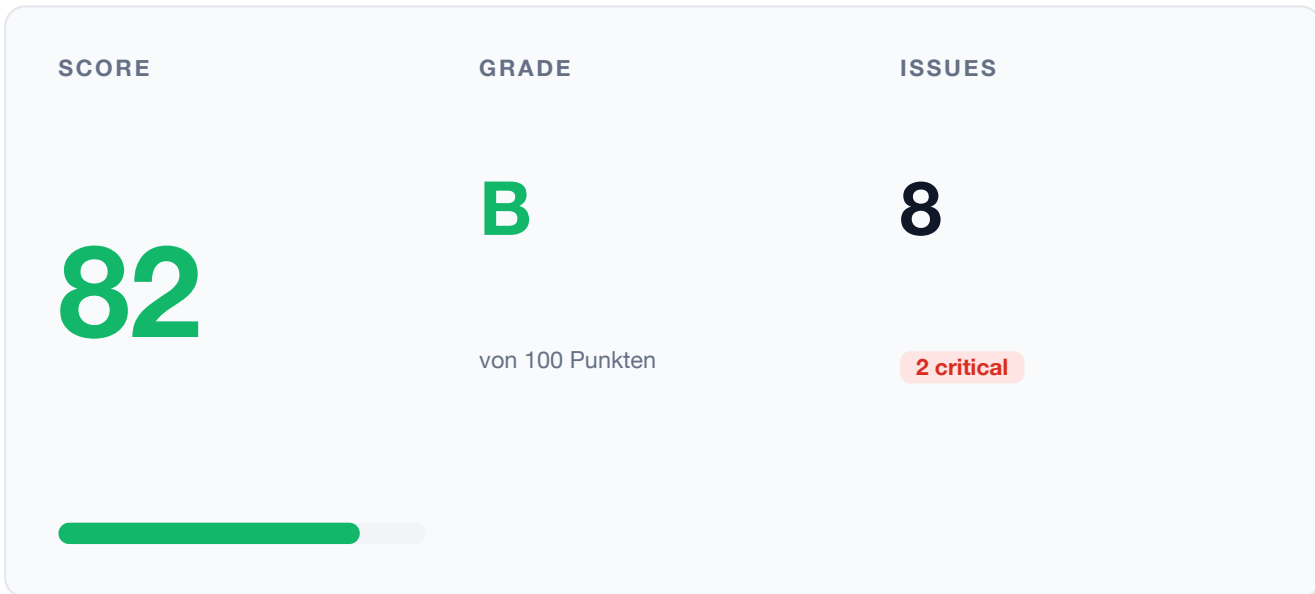


Q4 2025 Business Report

Casoon GmbH

Quarterly Performance Review — Revenue, Operations & Strategy



- Revenue
- Operations
- Customer Success
- Engineering

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Casoon GmbH

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Grade B



Kurzfasit

Strong quarter with 18% YoY revenue growth. Customer retention improved to 94%. Two critical operational issues require immediate attention.

Revenue

€2.4M

Growth YoY

+18%

Customers

342

NPS Score

67

Top Actions

1 Resolve scaling issues in payment processing

2 Hire 3 senior engineers for Q1 roadmap

3 Launch enterprise tier by February

Stärken

- ✓ Revenue exceeded forecast by 12%
- ✓ Customer churn reduced from 8% to 6%

✓ 99.95% platform uptime achieved

✓ Employee satisfaction score: 4.2/5

Department Performance

Sales

88_{/100}



Exceeded Q4 target by 12%, strong enterprise pipeline

Marketing

75_{/100}



Lead quality improved, CAC slightly above target

Engineering

90_{/100}



All roadmap items delivered, 99.95% uptime

Support

72_{/100}



Response time improved, ticket backlog growing

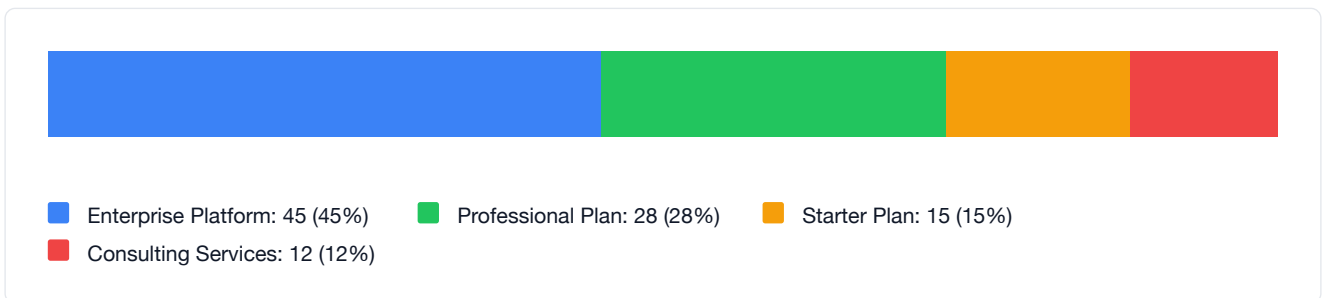
Financial Overview

Quarterly Revenue (€)



■ 2024 ■ 2025

Revenue by Product Line



Monthly Recurring Revenue Trend



Key Performance Indicators



Customer Retention

94 / 100



NPS Score

67 / 100



Platform Uptime

99.9 / 100

Quarterly KPI Comparison

Metric	Q3 2025	Q4 2025	Change	Target
Revenue	€720K	€800K	+11%	€750K
New Customers	28	35	+25%	30
Churn Rate	7.2%	6.0%	-1.2pp	<7%
Avg. Deal Size	€18.5K	€21.2K	+15%	€20K
Support CSAT	4.1/5	4.3/5	+0.2	4.0/5

Deploy Frequency	8/month	12/month	+50%	10/month
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Key Findings

HIGH Payment Processing Scaling Issues

During Black Friday peak (Nov 29), the payment gateway experienced 45-second timeouts affecting 3.2% of transactions. Estimated revenue loss: €12,400.

Recommendation

Migrate to horizontally-scaled payment microservice. Implement circuit breaker pattern and retry logic with exponential backoff.

HIGH Growing Support Ticket Backlog

Unresolved tickets increased from 45 to 78 (+73%). Average first-response time: 4.2 hours (target: 2 hours). Enterprise customers affected.

Recommendation

Hire 2 additional support engineers. Implement AI-powered ticket triage to route issues faster. Prioritize enterprise accounts.

GOOD Enterprise Pipeline Strong

Q1 2026 pipeline: €1.2M across 8 enterprise prospects. 3 deals in final negotiation stage. Conversion probability: 65%.

Department Score Comparison

Department Scores Q4 2025



Q1 2026 Strategic Roadmap

January 2 actions

February 2 actions

March 2 actions

Fix payment scaling

Impact Critical
Effort 3 weeks
Role Engineering

Eliminate revenue loss during peaks

Launch Enterprise Tier

Impact High
Effort 6 weeks
Role Product / Sales

Capture €1.2M pipeline

Marketing automation rollout

Impact Medium
Effort 4 weeks
Role Marketing

Reduce CAC by 20%

Hire 2 support engineers

Impact High
Effort 4 weeks
Role HR / Support

Reduce response time to <2h

Implement AI ticket triage

Impact Medium
Effort 3 weeks
Role Engineering

40% faster ticket routing

SOC 2 compliance audit

Impact Medium
Effort 8 weeks
Role Security / Legal

Enterprise sales enablement

Data Sources

This report was compiled from data across Jira, HubSpot, Stripe, and Datadog. Next review scheduled for April 7, 2026.