



TECH-ENABLED REPORTING:

A Real-World Collaboration

What Haleon's journey reveals about
the future of corporate reporting



The Evolving Reporting Landscape

Corporate reporting has outgrown traditional tools and mindsets. Once focused narrowly on shareholders and financial performance, today's reports must serve a wider set of stakeholders—with far more content, scrutiny, and complexity.

THEN

- Financial performance only
- Short, backward-looking reports
- Static print PDFs or regulatory filings
- Primarily for shareholders and regulators
- Produced in silos by finance teams

NOW

- Financial + non-financial (ESG, governance, social impact)
- Strategic, narrative-driven disclosures
- Multi-format (print, digital, RNS, web)
- Audiences include investors, regulators, NGOs, employees, media
- Requires collaboration across legal, finance, IR, sustainability, and design

AVERAGE PAGE COUNT OF ANNUAL REPORTS

1965

26 pages

Now

150 - 200 pages

JUMP TO PAGE 12 FOR KEY TAKEAWAYS

As reporting demands increase, most teams are still relying on outdated, manual, and disconnected processes. The result? Burnout, errors, missed deadlines, and a constant scramble to “hold it all together.”

CORE PAIN POINTS

Disjointed systems

Word, Excel, PDFs, emails—not built to work together

Multiple authors

Different teams, styles, and levels of experience

Manual verification

Spreadsheet-based, error-prone

No central tracking

Hard to monitor progress or see what's delayed

Tool overload

“We want tools that talk to each other—without the need for manual input.”

30%

Tech-enabled or
partially integrated

70%

Manual
(spreadsheets, email)

Even as reporting expands, most companies are stuck with fragile, manual systems.

What “Tech-Enabled” Really Means

Many organisations claim to use technology in reporting—but using email, Word, and spreadsheets doesn’t count as transformation. True tech enablement simplifies complexity, automates what’s manual, and connects teams in meaningful ways.

MYTH

“We already use tech — Word and Excel are digital tools.”

“Tech is for data gathering, not reporting.”

“It’s too complex to change mid-process.”

“Each report is different — we can’t standardise.”

REALITY

Tech-enabled = live collaboration, automation, and integration

Tech can support every stage, from data collection to disclosure output

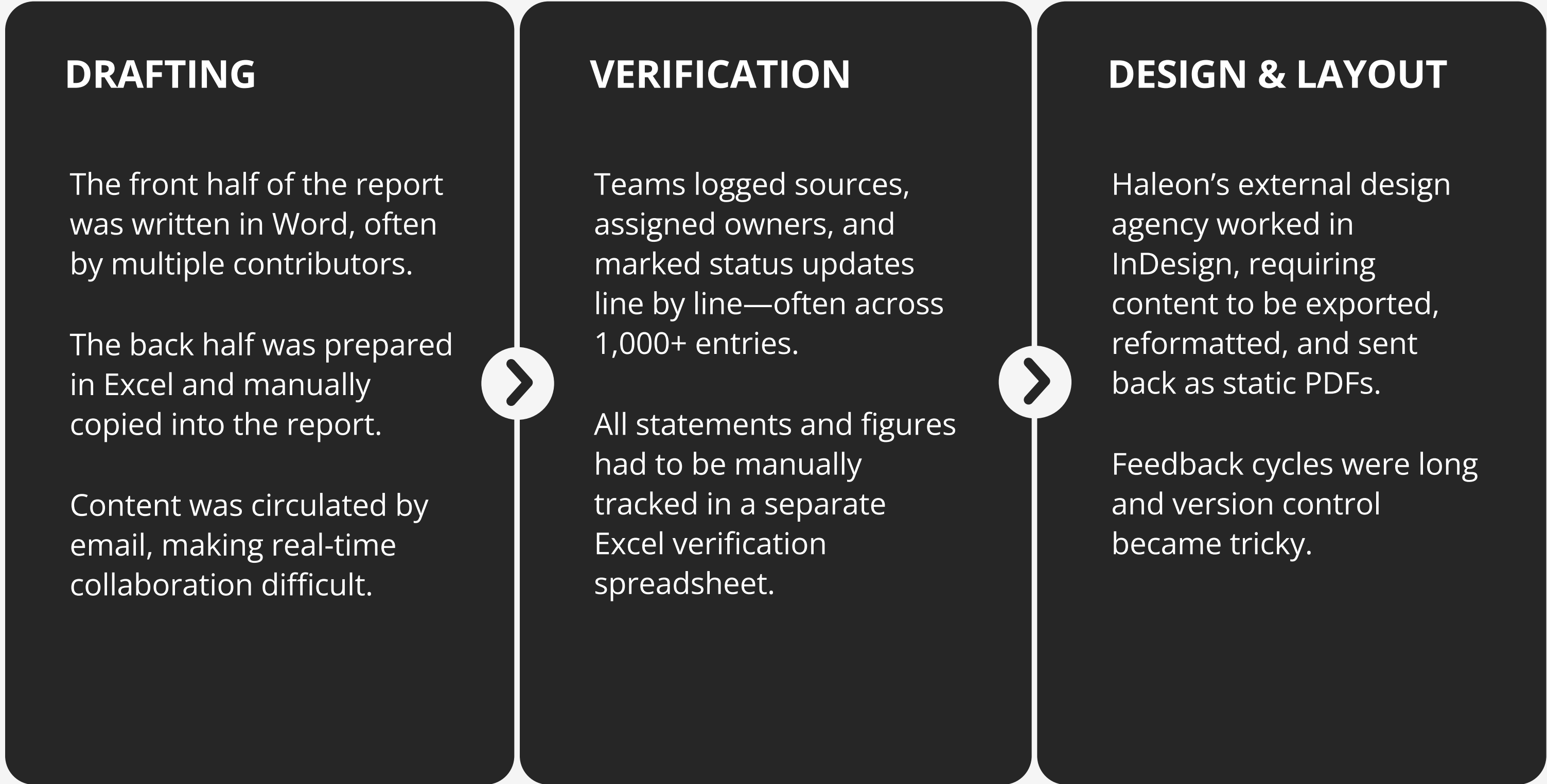
Modular platforms allow phased adoption, without disruption

Smart platforms adapt to your structure and allow content reuse across reports

“The focus today is on using more advanced and specialised tools that address challenges in compliance and reporting—like digitalising report production or streamlining business processes.”

DAMIR CIMER
COO, SCRIBESTAR

Haleon’s Pre-Transformation Workflow



CORE PAIN POINTS

- Duplication of effort when content changes
- Version chaos across Word, Excel, PDF, email
- No single source of truth for verification status
- Tools don’t “talk”—manual copy-paste everywhere
- Heavy lift for new contributors unfamiliar with report style

A TANGLE OF TOOLS AND TASKS

Haleon's Pre-Transformation Workflow

"Lots of plates are always spinning. Delivering a report with traditional tools, such as spreadsheets, Word and PDFs, can feel quite cumbersome, inefficient and complicated."

FIONA CUTTELL

HEAD OF NON-FINANCIAL REPORTING, HALEON

COMPLIANCE TRACKING

Separate regulatory checklists (FCA, Listing Rules, Companies Act, TCFD, etc.) were maintained manually.

These were not linked to the live draft, making updates slow and prone to oversight.



FINAL PROOFING & SIGN-OFF

Multiple PDF rounds were reviewed via email, with filenames

Review comments often overlapped or got lost in parallel versions.

THE TIPPING POINT

Spreadsheet-based verification described as "really painful"

Joint Finance + Non-Finance team agreed: "There must be an easier way."

Launched an RFP to find a solution that could draft + verify at the same time

FROM MANUAL TO MANAGED

Haleon’s New Reporting Workflow

With ScribeStar, Haleon transitioned to an integrated drafting and verification workflow that reduced duplication, improved visibility, and made collaboration easier across teams.



COLLABORATIVE DRAFTING

Teams edited content together in a Word-like environment. No version confusion or email chains



BUILT-IN VERIFICATION

Inline tagging, evidence logging, and real-time status tracking. No more spreadsheets



CONTENT REUSE

Shared disclosures synced across Annual and ESG reports



DESIGN INTEGRATION

Plug-in allowed smooth content flow into the agency’s layout system



PROGRESS VISIBILITY

Dashboards tracked changes, flagged delays, and simplified reviews

IMPACT HIGHLIGHTS

Duplication eliminated across teams and reports

Shared content synced across multiple disclosures

Real-time collaboration with full transparency

Verification and compliance fully traceable

Reporting process faster and less stressful

Verification Without the Spreadsheets

ScribeStar allowed Haleon to embed verification directly into the live drafting process—eliminating spreadsheet tracking and reducing the risk of missed statements.

KEY FEATURES

Inline Tagging

Teams tag statements for verification directly in the document

Linked Evidence

Users attach source material and comments to specific claims

Status Tracking

Real-time dashboard shows what's verified, pending, or changed

Change Alerts

If a verified statement is edited, the system flags it for re-verification

WHY IT MATTERS

Saves time by removing spreadsheet tracking

Reduces risk of missed or outdated verifications

Encourages earlier engagement from reviewers and legal teams

Builds a stronger foundation for the next reporting cycle

“Verification was embedded right into our drafting process—it removed duplication and gave us a clear view of progress.”

FIONA CUTTELL
HEAD OF NON-FINANCIAL
REPORTING, HALEON

From Pain Points to Tangible Gains

Using ScribeStar, Haleon achieved measurable improvements in accuracy, efficiency, and alignment —connecting teams and content across their reporting process.



Verification Built Into the Workflow

No more spreadsheets — teams verified as they drafted.



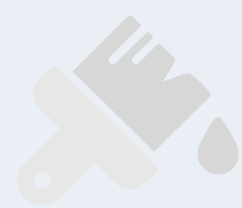
Unified Content Across Reports

Annual and ESG reports pulled from a single source.



Live Progress Tracking

Managers had real-time visibility into task status.



Smoother Handoff to Design

Content flowed seamlessly into agency layout tools.



Clearer Collaboration Across Teams

Legal, finance, and ESG teams worked in sync.



Traceable Edits & Change Alerts

Verification status updated automatically when text changed.

LESSONS LEARNED

Haleon's Advice to Reporting Teams

Haleon's experience with ScribeStar shows that transformation doesn't require a full overhaul—starting small and scaling with the right tech partner made adoption smooth and effective.

1

Start Small

Don't try to fix everything in year one—focus on one or two areas first.

2

Test in a Sandbox

Use a pilot environment to try out new tools and train your team safely.

3

Align Your Providers

Encourage your design, tech, and legal partners to collaborate directly.

4

Reflect and Adapt

Run post-report debriefs to identify what worked and what needs improving

5

Invest in Training

Not everyone adopts new tools instantly—support ongoing learning.

6

Think Beyond One Report

Consider how the same toolset serves ESG, governance, and regulatory needs.

THE BIGGER PICTURE

Rethinking Reporting for the Long Term

Haleon's journey reflects a broader shift happening across industries: Reporting today is about coordination, credibility, and leadership.

Leadership

Change needs someone to take ownership and drive adoption.

Collaboration

Tech is most powerful when it connects people and workflows.

Clarity

Embedded verification and tracking reduce confusion and risk.

Continuity

What you build this year becomes your starting point next year.

“Technology is just there to help. There’s a whole ecosystem of stakeholders who are essential to the process.”

DAMIR CIMER
COO, SCRIBESTAR

In Summary

Beyond Disclosure Reports are no longer just for shareholders—they now serve multiple stakeholders and require both financial and ESG data.	Volume has exploded Average annual reports have grown from 26 pages (1965) to 150–200+ pages today, increasing both complexity and risk.	Manual Still Dominates 70% of the companies still manage ESG and reporting data using spreadsheets and email —introducing inefficiency and compliance risk.	Haleon’s shift to ScribeStar Haleon faced fragmented tools, manual verification, and complex cross-team collaboration before adopting an integrated solution through ScribeStar.
Smart change, not total overhaul Haleon started small—adding live drafting and verification for just the front half of their report in year one.	Measurable process improvements Live verification, synced content across reports, integrated design workflows, and real-time progress tracking simplified their reporting cycle.	Key takeaway Tech alone isn’t the answer. Leadership, collaboration, and a phased approach are what make transformation work.	



Watch the full webinar

We hope Haleon's journey sparked ideas for your own.

Let's keep the conversation going.

Thank You!



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