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PROFITABILITY REPORT

JOB DESCRIPTION	CLIENT	JOB HANDLER	TOT.COST	TOT.INVOICED	PROFIT	MARGIN%	QUOTE VALUE
POS Packaging	Edge Design & Int	Mary Eliot	136.00	148.60	12.60	8%	150.00
Road Show Stand	Hyundai	Oscar Broadbent	582.00	989.00	407.00	41%	989.00
32p app'n form	Meridian Energy	Dan Sung	2098.52	2135.00	36.48	2%	2195.00

WHAT DOES THE REPORT DO?

It shows financial performance by client, project and job over a chosen period, detailing gross revenue or net profit as needed.

ALL ESTIMATES BY SYNERGIST, BASED ON USER INTERVIEWS

USAGE 	CONSIDERED 'ESSENTIAL' BY THESE ROLES
	USED BY SECTORS
	FREQUENCY MOST USED

PRIMARY BENEFITS

- 1 ANALYSING THE TWO TYPES OF CLIENTS...**
See at a glance which of your clients are profitable for you and which are not.
- 2 CAN BE CREATED & EMAILED AUTOMATICALLY**
You can opt to receive the reports by email automatically, at times you choose.
- 3 POST-ANALYSIS REPORTING**
What went right? What went wrong? Sometimes busy jobs don't turn out as profitable as you expected.

IMPACT ON COMPANY

SAVES TIME	10
REDUCES LEAKS OF CHARGEABLE TIME	9
GIVES EARLY WARNINGS AND ALERTS	7
INCREASES CONTROL AND VISIBILITY	10
IMPROVES CASH FLOW	8

TYPICAL USER COMMENTS

IT'S ENLIGHTENING TO FIND OUT WHICH CLIENTS ARE PROFITABLE AND, PERHAPS MORE IMPORTANTLY <i>which aren't</i>	WE HAVE TO BE GROUNDED IN REALITY <i>The financial facts about a job ARE INESCAPABLE</i>
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SPINOFF BENEFITS

- CONTRACT RENEGOTIATION**
At times of contract renegotiation it's hugely helpful to know exactly how profitable that client has been for you.
Without knowing that, you don't know whether you should be working extra hard to fight for margin or whether there's room for discussion.

KEY WORDS

PROFITABILITY

GROSS REVENUE NET PROFIT LIVE VISIBILITY

WHICH CLIENTS AND JOBS ARE PROFITABLE

CLEVER STUFF

- COST INCREASES**
Unexpectedly late cost increases from external suppliers will show up in the reports.
You need to know surprises like that – otherwise you're not getting the true picture.

BIG PICTURE

- WHAT IT DELIVERS**
'The Truth'
Revenue minus costs = profit. It all seems so simple when you put it like that. But without a seriously good system it's really hard to know what's true and what isn't...