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JOB HEALTH REPORTING & ALERTS

CLIENT	JOB DESCRIPTION	ESTIM COST	ACTUAL COST	VARIANCE	%	QUOTED PRICE	ACTUAL REC CHARGE	VAR	%	INV VALUE
Edge Design & Int	Wallpaper brochure	241.00	136.00	105.00	44	375.00	148.60	226.40	40	148.60
ProGem	New company logo	316.00	200.00	116.00	36	466.00	266.00	200.00	57	466.00
Ward Homes	Building N8 brochure	1148.70	1010.00	138.70	12	2000.00	1212.50	787.50	60	2000.00

CLIENT	JOB DESCRIPTION	CHARGE CODE	% COMPL	EST HOURS	ACTUAL HOURS
Ace Electronics	New light fixtures brochure	Design Team Leader	60	40	24
AG Site Services	Website update	Java Development	66.67	3	2
Airlock	4 page brochure of new Accent	Artwork	53.85	13	7
Aria Prof'l Services	Internal Comms	Creative Design	50	10	5

WHAT DOES THE REPORT DO? It reports on the status of your projects and jobs, comparing time and costs incurred vs the budget

ALL ESTIMATES BY SYNERGIST, BASED ON USER INTERVIEWS

<p>USAGE</p> <p>CONSIDERED 'ESSENTIAL' BY THESE ROLES</p> <p>USED BY SECTORS</p> <p>FREQUENCY MOST USED</p>	<p>MANAGING DIRECTORS</p>	<p>FINANCE DIRECTORS</p>	<p>STUDIO MANAGERS</p>	<p>FINANCE / ADMIN</p>	<p>ACCOUNT MANAGERS</p>	
	<p>CREATIVE AGENCIES</p>	<p>DIGITAL AGENCIES</p>	<p>PR CONSULTANTS</p>	<p>MARKETING-AGENCIES</p>	<p>IN-HOUSE MARKETING</p>	<p>OTHER PROFESS'L SERVICES</p>
	<p>DAILY</p>	<p>WEEKLY</p>	<p>MONTHLY</p>			

<p>PRIMARY BENEFITS</p>	<p>1 IDENTIFYING THE CURRENT ISSUES</p> <p>See at a glance where the current big issues are, and drill down for the details so you can fix them.</p>	<p>2 RECEIVING ALERTS AUTOMATICALLY</p> <p>Proactive monitoring by automatic prompt is smarter than reactive witch hunts. Prevention is better than cure.</p>	<p>3 COMPARISON WITH BUDGETS</p> <p>If a job is running on or under budget, it's going to be profitable. Having that data at your fingertips is what the system's all about</p>
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<p>IMPACT ON COMPANY</p>	<p>SAVES TIME</p>
	<p>REDUCES LEAKS OF CHARGEABLE TIME</p>
	<p>GIVES EARLY WARNINGS AND ALERTS</p>
	<p>INCREASES CONTROL AND VISIBILITY</p>
	<p>IMPROVES CASH FLOW</p>

<p>TYPICAL USER COMMENTS</p>	<p>WE USED TO RUN AT TOP SPEED BUT WE NEVER QUITE KNEW HOW THINGS WERE going to work out</p>	<p>ONCE YOU'RE ON TOP OF TRACKING EVERY STAGE against budget, you can RUN THE BUSINESS PROFITABLY</p>
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<p>SPINOFF BENEFITS</p>	<p>IT FOCUSES ATTENTION ON REMAINDER OF THE JOB</p> <p>Knowing exactly where the job is up to gives clarity to those still working on the job,.</p> <p>It focuses their minds on meeting the budget while there's still time to retrieve a situation that might have drifted earlier.</p>
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<p>KEY WORDS</p>	<p>JOB HEALTH</p> <p>ACTUALS VS BUDGET ALERTS LIVE VISIBILITY</p> <p>TIME AND COST TRACKING</p>
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<p>CLEVER STUFF</p>	<p>TRIGGER POINTS</p> <p>Alerts can be set at a specified percentage to give you the advance notice needed to manage the job well.</p> <p>For example, a milestone set at 70% of budget spend can be an invaluable wake-up call for team members.</p>
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<p>BIG PICTURE</p>	<p>PROFIT LEVER NUMBER 2</p> <p>One of two crucial levers at your disposal</p> <p>If you're looking for the key levers in your business that drive profitability, when it comes to reporting there are two. This is one of them. It keeps jobs on track – it's as fundamental as that. Everything else flows from this.</p>
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