Autotask Professional Services Automation

Performance Analytics: Financial Workbook

Autotask®

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Welcome!

Whether you are already using business metrics to help manage your business, or you are just beginning to realize the benefits of analyzing your business data, Autotask Performance Analytics (formerly Performance Dashboards) will make this task easier.

What is a Performance Analytics Workbook?

Every customer or potential customer, every ticket and project task, every sales opportunity and quote is stored in your Autotask database. Your database tells the story of your business. And as more business owners are realizing, this story can provide useful insights into how to make your business better.

Autotask Workbooks pull out the information you need, and presents it in an easy and accessible format.

- Each workbook brings together core metrics for one area of your business workflow to analyze your business's trends, successes, and challenge points.
- Workbooks present data visually so you can compare and analyze at a glance.
- Workbooks are easy to set up; simply open the workbook, enter the credentials provided by Autotask, and you're ready to go.
- Workbooks are even easier to use. Click one button to refresh data directly from pre-selected Autotask Performance Dashboards Data Cache and then start scanning the charts.
- Workbooks are portable; you can work anywhere. All you need is a computer that can open an MS Excel (version 2010 or greater) file and, to update your data, a network connection. And, workbooks are compatible with Share Point and Sky Drive.
- Workbooks bring together related data on one worksheet so you can easily compare relationships and trends.
- Workbooks have some basic features that any user can customize for their own business preferences.

Workbooks require access to the Workbooks Data Cache, a fee based service.

Ready to get your workbooks?

Autotask Performance Analytics workbooks are available through your Autotask Account Manager.

Workbooks are not supported on Macs. The MS Excel™ version for Macs does not support key Performance Analytics features.

Ready to set up your new Workbooks?

Go here: "Get Started with Performance Analytics" on page 3

Looking for information about a specific workbook?

If you are reading the User Guide for a specific workbook, click the link below to open a page in the Autotask Online Help where you can download a PDF User Guide for any workbook type.

Download a Performance Analytics Workbook User Guide

Need help from Customer Support?

Find out more here: "Contacting Customer Support" on page 70

Get Started with Performance Analytics

This section provides general information on the Performance Analytics Workbook requirements and how to configure your workbooks. For details on the tabs in a specific workbook, refer to the individual workbook information.

If you are reading the Performance Analytics: All Workbooks User Guide, use the links below to go directly to the individual workbooks.

If you are reading the User Guide for a specific workbook, click the link below to open a page in the Autotask Online Help where you can download a PDF User Guide for any workbook type.

Download a Performance Analytics Workbook User Guide

If you are using a printed copy of the User Guide, enter this URL into a Web browser's address bar to open the Help page: https://www.autotask.net/help/Content/Reporting/AnalyticWorkbooks/PerformanceAnalyticsWorkbooks.htm.

What You Get

When you sign up for Performance Analytics Workbooks, you will receive:

- A Performance Analytics Workbooks file for each workbook you signed up to receive
- Credentials to access the Workbooks Data Cache to download and refresh your data
- A sample PowerPoint presentation with charts that you can link to your service desk workbooks
- A User Guide in PDF format

Requirements

To use Autotask Performance Analytics workbooks, you need the following:

- Microsoft Excel™ 2010 or later running on a Windows operating system

  The MS Excel version for Macs does not support key features of the Performance Analytics workbooks, for example, slicer filters.

- Workbooks Data Cache access credentials

  Depending on your Autotask package, there may be a monthly fee to access the Workbooks Data Cache.

- Internet access when downloading and refreshing data.

Setting Up Your Workbook

When you receive your workbook files and user credentials from Autotask, you must configure each workbook separately.

There are currently several different Analytics Workbooks and workbook versions available. Your workbook may not have all the options described here. If you don't see an item on your Config page, you can move on to the next item.

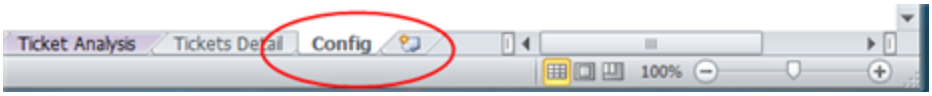
To Begin

1. Copy all attachments from the email you received from Autotask to your local drive or network.

   The email includes your credentials to access the Workbooks Data Cache: Database Server, Database Name, User ID, and Password.

   Be sure to keep a copy of your credentials in a secure location.

2. Open a workbook file in Excel.
3. Click the **Config** worksheet tab.



Initial Setup and Configuration

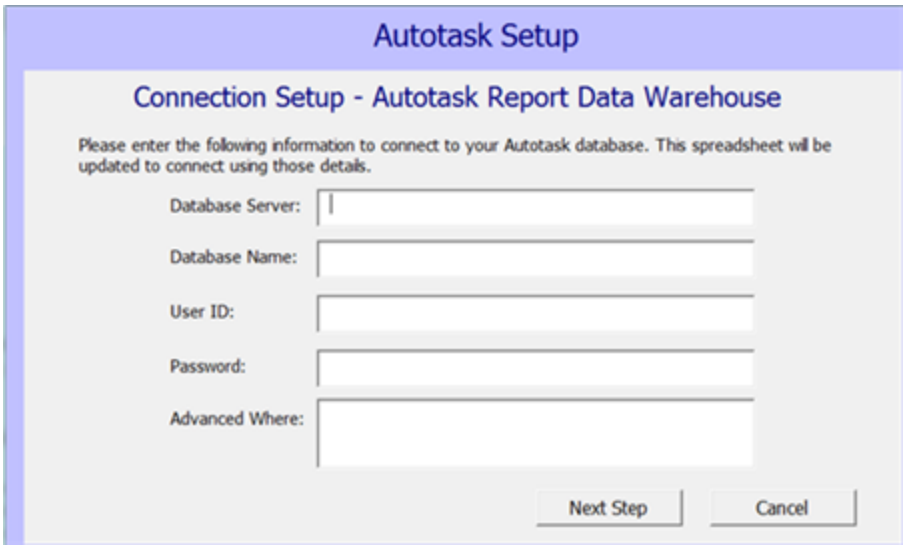
Be sure to have the following Workbooks Data Cache credentials ready: Database Server, Database Name, User ID, and Password.

1. On the Config worksheet, click **Setup Workbook**.
2. Enter the credentials you received from Autotask exactly as provided by Autotask: Database Server, Database Name, User ID and Password.

   Your connection information is case sensitive.

   Use characters as specified by Provisioning. Do not leave empty spaces before, after, or within the specified characters.

   If information is entered incorrectly, the setup will fail.



FOR SALES WORKBOOK V 1.2 - You can store your connection credentials in a wbsetup.txt file. Future workbook updates will reference this file to load your credentials.

Set up the wbsetup.txt file as follows. Be sure to type the credentials exactly as provided by Autotask:
On line 1 of the file type your [Database Server]
On line 2 type your - [Database Name]
On line 3 type your [User ID]
Optionally, on line 4 type the [Password]
Save the files as wbsetup.txt **in the same directory as your Sales Workbook file**. The wbsetup.txt file must reside in the same directory as your workbook.

3. Optionally, enter an **'Advanced Where'** clause to selectively limit the amount of data that is downloaded. The number and type of advanced where clauses will vary depending on which workbook you are configuring. You can skip this field now and add an Advanced Where Clause at a later time. Refer to "Add or Update an Advanced Where Clause" on page 64.
4. Click **Next Step**. In the next minute or two (subject to connectivity and quantity of data), your workbook will:

   Connect to your Workbooks Data Cache, download your site configuration and write it to the workbook.

   Download the data required for the workbook, for example, ticket data for a weekly or daily service workbook.

   Recalculate and update all workbook charts.
5. When the configuration and download are complete, complete the additional Config tab options described below.

Company Name

Enter your company's name in the **Company Name** field. This name will display on the Home page.

If you are configuring a Client Workbook, this name will also appear on your report covers.

Time Zone (Service Desk, Client, and Projects workbooks only)

Autotask stores all ticket detail dates in UTC. In order to see ticket create and complete dates in your time zone, you must specify that zone.

- Select the correct **Time Zone** and then click **Update Timezone**. Time zones are sorted by GMT +/- order.

Autotask Zone, Currency Symbol, and Fiscal Year (Sales workbook v 1.2)

Several Sales workbook tabs, for example, Forecast This Month, provide a list of the opportunities included in the tab data. In the list, you can click the item ID field to open the item's detail record in Autotask. To access the correct records, you must select your **Autotask Zone** here.

Your zone number appears in the base URL of you Autotask application. For example, if you access Autotask at https://ww3.autotask.net, your Autotask zone is 3.

Currency Symbol and Current Fiscal Year (Sales workbook v 1.2 and Financial only)

The **Service Desk** and **Client Workbooks** fiscal year is based on the calendar year. The Config page does not include a Fiscal Year option. If you need to change the fiscal year for a Service Desk or Client workbook, please contact Autotask Customer Support. Refer to "Contacting Customer Support" on page 70.

- To specify the currency symbol that will appear on graphs, metrics and tables, select a currency from the menu. Click Update.
- To specify the beginning date of your current fiscal year, select the month and year from the menus. Click Update.

Advanced Where Clauses

When you download data from the data cache, that download includes all data specific to your workbook for the current and previous year. You may not want to work with all of your data. Advance Where clauses let you limit the data by specific parameters. You can specify Advanced Where clauses when you complete your initial setup, or you can add the clauses at any time. Once added, the clauses will filter data when you refresh. For more details on Advanced Where Clauses, refer to "Add or Update an Advanced Where Clause" on page 64.

Save Your Password (Optional)

You can save your Workbooks Data Cache password rather than enter it every time you refresh your data.

Your password will be saved without encryption in Excel. If this is a security problem for you, do not use this feature.

For **each workbook**, do the following.

1. In your Workbook, click the Excel **Data** menu option.
2. Click **Connections**. The Workbook Connections window opens.
3. In the **list of Connections**, click the connection indicated below for the workbook you are configuring:

   For the **Service Desk** and **Client** workbooks click "AT_Ticket_Detail_Data".

   For the **Sales** workbook click "AT_Opportunity_Detail_Data".

4. Click **Properties**.
5. In the Connection Properties window, click the **Definition** tab.
6. Click the **Save Password** check box and then click **OK**.

   When you click Save Password, a security message may open. To proceed and save your password without encryption, click Yes. If you do not want to save your password without encryption, click Cancel. You can then enter your password every time you refresh data.

7. For **Sales Workbooks**, only, return to the list of connections and click "AT_Opportunity_Detail_Closed".

   Repeat steps 4 through 6 for the additional Sales related field.

8. For **all workbooks**, return to the **list of connections** and click "AT_WarehouseUpdate".
9. Repeat steps 4 through 6.
10. Click **Close**.
11. **Save** the workbook.

Refresh Data and View Your Charts

Once you have completed the initial configuration, you can begin to view your data.

For details on the individual workbooks, refer to Using the Service Desk Workbooks, Using Client Workbooks, Using Sales Workbooks , "Using the Financial Workbook" on page 9 or Using the Projects Workbook.

Refresh Your Data

You can refresh your data daily. You will need a network connection to refresh.

Since the workbooks use only selected data, the data updates quickly.

1. Go to the **Home** tab in your workbook and click **Refresh Data**.
2. If you saved your password, you are done. If not, enter your password.

   You will be prompted for the password twice. This is normal. Provide the password both times.

3. Once the refresh is done, save the file.

The refresh will not include any changes that were made to data items in Autotask Admin that are included in the workbook data, for example, queue names or priorities. To fully update your workbook after you make Administrative changes in Autotask, you must re-configure the workbook from the Config tab. Refer to "Initial Setup and Configuration" on page 4.

The Performance Analytics Workbooks are a unique subset of data and are not related to Autotask Report Data Warehouse. Autotask does not support any use of the Workbooks related data tables in a SQL reporting environment .

For more information on the workbook data, refer to "About the Workbooks Data Cache" on page 69.

There's More!

To learn about more options to customize your workbook , refer to "Take Your Workbook to the Next Level" on page 54.

Additional Help

If you need information that you cannot find in the Help, or you have experienced a workbook related technical problem, please contact Autotask Customer Support. Refer to "Contacting Customer Support" on page 70.

Using the Financial Workbook

How much time do you spend monitoring the financial health of your business? More than you want to? Not enough? Or maybe both?

And, are you looking at the right data? Do you know how to find the data you should be monitoring? And what do the numbers really mean?

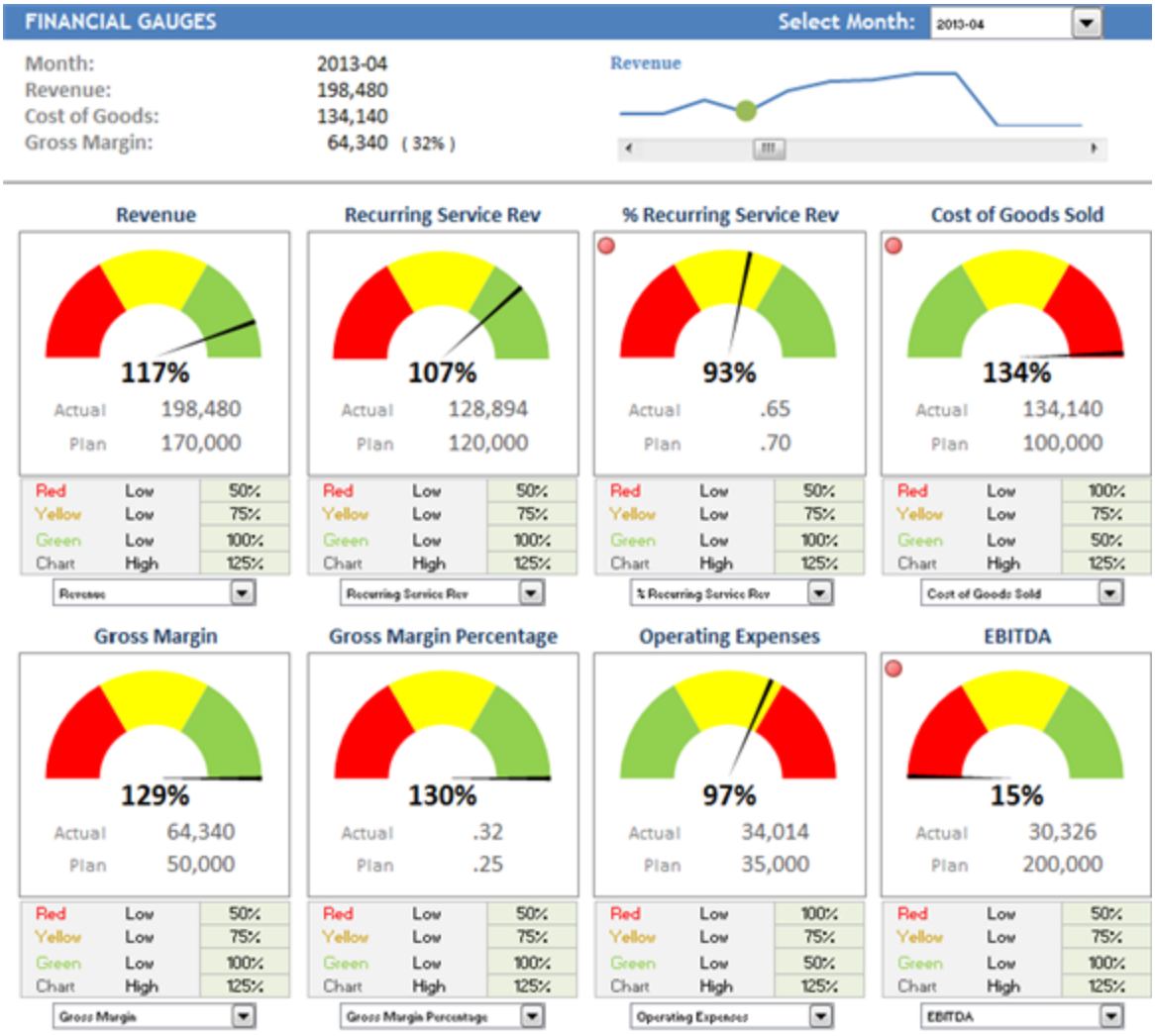
The answers to these questions are as varied as the IT Service Providers that use Autotask to manage their businesses. But, there is one question that has only one right answer. Should you be monitoring your business financial data? The answer is always yes, regardless of how well you think your business is doing.

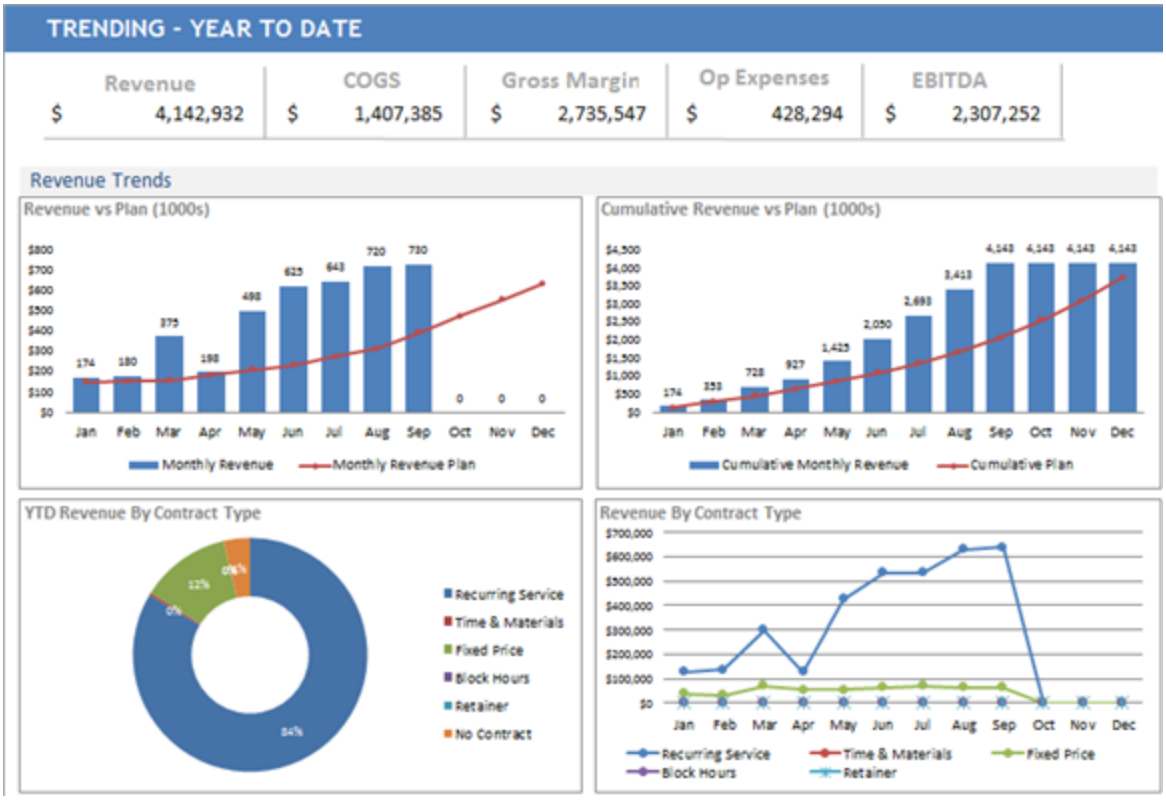
But sifting through reports and spreadsheets can be tedious and time consuming. And when you find the data you need, how do you get the most from it?

That's why the Autotask Financials workbook takes this:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1		YTD	2012-01	2012-02	2012-03	2012-04	2012-05	2012-06	2012-07	2012-08	2012-09	2012-10	2012-11	2012-12
2	**Profit & Loss**													
3	REVENUE													
4	Recurring Service	1,443,336	14,101	117,264	259,310	1,628	132,705	143,131	117,588	125,537	247,966	5,572	135,981	142,553
5	Time & Materials	1,978	130	101	-	259	-	-	1,488	-	-	-	-	-
6	Fixed Price	607,715	20,395	53,963	67,413	48,978	29,815	40,365	30,826	59,644	35,064	95,231	9,960	116,062
7	No Contract	155,727	2,501	47,859	8,620	19,337	5,997	12,916	10,136	11,559	12,952	9,913	7,875	6,061
8	Additional Revenue 1	-												
9	TOTAL REVENUE	2,208,755	37,127	219,186	335,343	70,202	168,518	196,411	160,038	196,741	295,982	110,716	153,815	264,675
10	COST OF GOODS SOLD													
11	Recurring Service	816,677	79,547	73,467	6,545	127,425	49,211	96,218	64,905	20,370	112,910	7,658	121,563	56,857
12	Time & Materials	1,822	101	142	-	385	-	310	884	-	-	-	-	-
13	Fixed Price	413,115	17,199	42,345	49,246	39,961	20,263	27,804	18,863	31,941	37,137	37,763	21,120	69,474
14	No Contract	86,048	8,467	9,046	4,545	11,869	11,254	5,636	3,877	7,889	12,066	1,838	7,258	2,305
15	COGS (Calc from Reg Hours	-	-	-	-	-	-	-	-	-	-	-	-	-
16	Other Cost of Sales 1	-												
17	TOTAL COST OF GOODS SC	1,317,662	105,315	124,999	60,336	179,640	80,728	129,968	88,529	60,200	162,113	47,258	149,941	128,635
18	GROSS PROFIT	891,093	(68,188)	94,187	275,008	(109,438)	87,790	66,443	71,509	136,541	133,869	63,458	3,875	136,040
19	GROSS MARGIN%	40%	-184%	43%	82%	-156%	52%	34%	45%	69%	45%	57%	3%	51%
20	OPERATING EXPENSES													
21	OpEx (Calc from Reg Hours)	353,409	12,213	12,574	21,752	32,354	32,761	30,129	37,638	35,855	32,630	42,053	32,423	31,027
22	Other Operating Expenses 1	-												
23	TOTAL OPERATING EXPENS	353,409	12,213	12,574	21,752	32,354	32,761	30,129	37,638	35,855	32,630	42,053	32,423	31,027
24	EBITDA	537,684	(80,401)	81,613	253,256	(141,792)	55,029	36,313	33,871	100,686	101,239	21,405	(28,548)	105,014
25	Revenue Analysis													
26	BY ACCOUNT													
27	Number of Clients Invoiced	795	60	65	63	64	65	70	66	71	70	61	70	70
28	Average Revenue Per Clien	2,778	619	3,372	5,323	1,097	2,593	2,806	2,425	2,771	4,228	1,815	2,197	3,781

and turns it into dashboards like these:


FINANCIAL GAUGES
Select Month: 2013-04
Month: 2013-04
Revenue: 198,480
Cost of Goods: 134,140
Gross Margin: 64,340 (32%)
Revenue
Revenue
117%
Actual 198,480
Plan 170,000
Red Low 50%
Yellow Low 75%
Green Low 100%
Chart High 125%
Recurring Service Rev
107%
Actual 128,894
Plan 120,000
% Recurring Service Rev
93%
Actual .65
Plan .70
Cost of Goods Sold
134%
Actual 134,140
Plan 100,000
Gross Margin
129%
Actual 64,340
Plan 50,000
Gross Margin Percentage
130%
Actual .32
Plan .25
Operating Expenses
97%
Actual 34,014
Plan 35,000
EBITDA
15%
Actual 30,326
Plan 200,000



Key metrics are pulled out of your Autotask database and grouped for quick analysis. The data can be updated daily from your Autotask database in about a minute.

Six workbook tabs display a range of financial data in gauges and charts that provide a quick assessment of, and help to gain insight into, revenue trends, costs and margin, and time and resource utilization. You can set plan goals for revenue and for billable resource hours and then compare those goals against actual revenue and hours in the workbook charts.

Metrics that Matter

The Metrics worksheet tab includes up to 14 key metrics. Out of the box, you'll see thirteen metrics selected to provide an overview of your business's financial pulse. Get a quick assessment, by selected month, of overall revenue compared to cost of goods sold and gross margin. See how many clients are generating revenue and how many are costing you money, and how much.

Refer to "Viewing Key Financial Metrics" on page 14.

Worksheet Tabs

Gauges

On the Gauges tab, when you select a month from the menu or the revenue indicator line, key metrics at the top of the page immediately update to display your company's activity for the selected month. Below the general metrics, color coded gauges for up to 20 metrics give you a quick visual indicator, by percentage, of how your company performed compared to your business plan. You can select from 26 different metrics to display. For each gauge, you can adjust the

ranges to meet your business needs.

Refer to "Financial Gauges" on page 16.

Financial Trends

Sometimes you need to look at the big picture and see how each month fits into the overall trends for the fiscal year. The Financial Trends tab provides 22 charts that break out key metrics for year to date. Metrics include trends for revenue, cost of goods, and margin. They compare those trends to plan targets, and they break out data by account, revenue type, and contract type.

Refer to "Financial Trending - Year to Date" on page 19.

Year Over Year Trends

Regardless of what is happening in the current year, to get the best handle on how your business is doing you should know how the current year compares to the previous year. The charts on the Year Over Year tab take 13 key metric trends and compare them to the previous year. You can use these charts to see if you're making progress towards your long term goals, especially if you are trying to move towards higher revenue clients, or a recurring service model. You can also learn if you're addressing issues you've experienced in the past, or developing negative trends that you did not experience in the previous year.

Refer to "Financial Trending: Year Over Year" on page 29.

Explore - General Financial Data

When you see the trends in your business, you get an idea of where things are going well and where you might need to make some changes. Now you need to find out the details of what is driving the bigger picture. On the Explore tab you can filter the metrics in the 16 charts to drill down to specifics by quarter, month, contract type, revenue category, billing type, client, and even individual contract.

Refer to "Explore General Financial Data" on page 36.

Utilization

In most businesses, the largest percentage of the operating budget comes from labor costs. On the Utilization tab you can explore details of your labor costs. The 6 charts break out hours worked by metrics like month, type of time, billable type, and resource. You can drill down to details with 6 filters: year, month, individual resource, type of time, and work type.

Refer to "Resource Utilization" on page 44.

Margin

Gross margin, that is, revenue minus cost of goods sold, is a critical indicator of business health. The Margin tab scatter chart presents an overall view of the relationship between your business revenue and gross margin percentage, including where your gross margin percentage fell into the negative range. You can filter the chart data by quarter, month, contract type, contract category, and account.

Refer to "Explore Margin" on page 47.

Financials Current and Financials Previous

These two worksheets store the data from the current and previous years that appear in the workbook charts and tables. Data is presented in a spreadsheet, grouped and sorted to correspond to the visual presentations. These spreadsheets are formatted so the data is easy to read. Sparklines provide a quick visual key to trends over time.

On the Financials Current worksheet, you add the values for your company's Plan targets. You can also manually enter data for additional revenue sources, costs of goods sold, and operating expenses that are not included in your Autotask data.

Refer to "Financial Analysis: Current and Previous Fiscal Year" on page 49.

Labor Current and Labor Previous

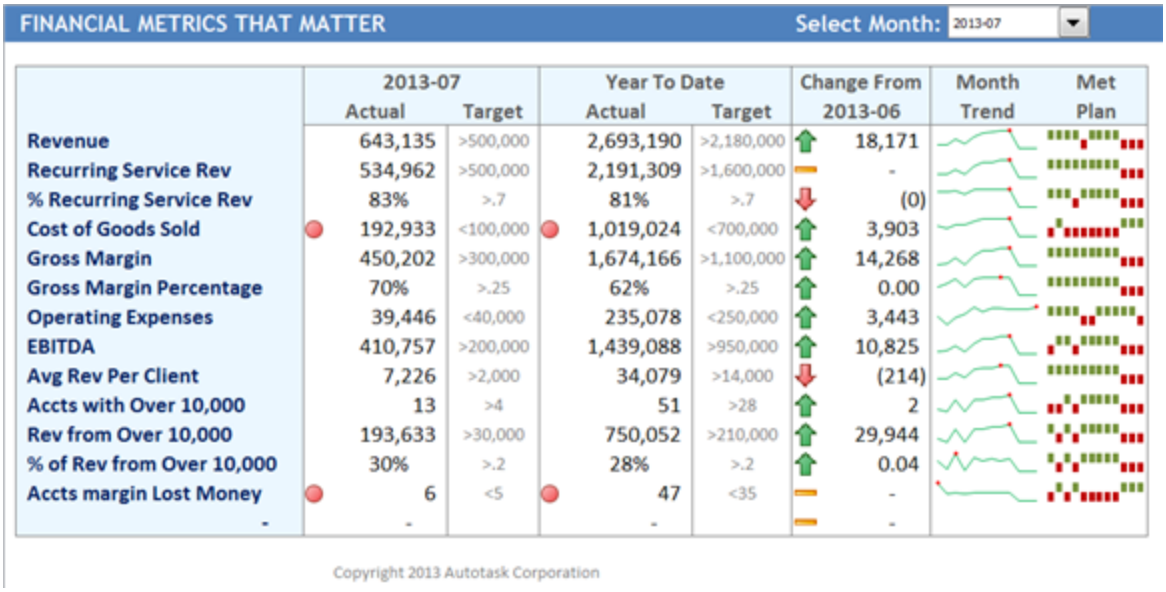
These two worksheets store the labor data from the current and previous year that appears in the workbook charts and tables. Data is presented as a spreadsheet, grouped and sorted into Labor Summary and Labor Details data. These spreadsheets are formatted so the data is easy to read.

Labor Summary data includes totals for service versus indirect labor, and labor totals by tasks and tickets. Labor Details present data for individual resources including metrics like service and indirect hours, service hours as the percent of total, and burden rate per hour. Sparklines provide a quick visual key to trends over time. This worksheet is also where you enter your Plan target resource hours by month.

Refer to "Labor Summary and Details: Current and Previous Years" on page 52.

Viewing Key Financial Metrics

The Metrics worksheet tab displays data in a table format that includes indicator icons and sparklines to provide a quick assessment of your financial metrics that matter.



FINANCIAL METRICS THAT MATTER — Select Month: 2013-07

	2013-07 Actual	2013-07 Target	Year To Date Actual	Year To Date Target	Change From 2013-06	Month Trend	Met Plan
Revenue	643,135	>500,000	2,693,190	>2,180,000	18,171		
Recurring Service Rev	534,962	>500,000	2,191,309	>1,600,000	-		
% Recurring Service Rev	83%	>.7	81%	>.7	(0)		
Cost of Goods Sold	192,933	<100,000	1,019,024	<700,000	3,903		
Gross Margin	450,202	>300,000	1,674,166	>1,100,000	14,268		
Gross Margin Percentage	70%	>.25	62%	>.25	0.00		
Operating Expenses	39,446	<40,000	235,078	<250,000	3,443		
EBITDA	410,757	>200,000	1,439,088	>950,000	10,825		
Avg Rev Per Client	7,226	>2,000	34,079	>14,000	(214)		
Accts with Over 10,000	13	>4	51	>28	2		
Rev from Over 10,000	193,633	>30,000	750,052	>210,000	29,944		
% of Rev from Over 10,000	30%	>.2	28%	>.2	0.04		
Accts margin Lost Money	6	<5	47	<35	-		
-	-		-		-		

- **Select a month** from the menu in the upper right corner to immediately view data for the selected month.

When you receive the workbook, the table displays the following 13 preselected metrics:

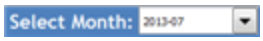
Metric	Description
Metrics reflect the month specified in the Select Month field.	
Revenue	Total revenue
Recurring Service Revenue	Revenue from recurring services
% Recurring Service Revenue	The percent of total revenue generated by recurring services
Cost of Goods Sold	Total cost of goods sold
Gross Margin	Total revenue minus the total cost of goods sold
Gross Margin percentage	Total gross margin divided by total revenue
Operating Expenses	Total operating expense from indirect labor and Other operating expenses. In the Labor Current worksheet, you can manually enter Other Operating Expenses that are not stored in the Autotask database.
EBITDA	Earnings Before Interest, Taxes, Depreciation, and Amortization
Average Revenue per Client	Total Revenue divided by number of clients invoiced

Metric	Description
Accounts with over 10,000*	Number of accounts that generated over 10,000 in revenue
Revenue from Over 10,000*	Total amount of revenue coming from accounts that generated over 10,000
% of Revenue from Over 10,000*	Percent of total revenue that comes from accounts that generated over 10,000
Accounts margin Lost Money	Number of accounts that lost money based on Gross Margin

* You can adjust this amount to suit your company's revenue. Refer to "Customizing Your Data Display" on page 57.

Metrics reflect the month specified in the Select Month field. Year to date metrics reflect all revenue from the beginning of the current Fiscal Year through the specified month.

The table below describes the data displayed for each metric.

Display Feature		Description
	Select Month	This menu appears above the Metrics table to the right. Select a month to display the metrics for that month.
	Actual totals versus Target	The total amount for the for the selected month and the target value set for the metric
	Year To Date Actual totals versus Target	The year to date total, through the selected month, for the specified metric and the target year to date value (sum of year to date target values for current and preceding months
	Red dot indicator	Flags metrics that do not meet the specified target
	Change between the current and previous month, with green or red arrows	The current month total minus the previous month's total. Green and red arrows indicate whether the change is downward or upward. The value of the difference between the two months appears to the right of the arrows.
	Sparkline graphs	Two small graphs display data for all months. One shows trends from month to month and the other shows which months met the planned target.

Financial Gauges

On this worksheet, color coded gauges give you a quick visual indicator, by percentage, of how your company performed compared to your business plan. You can display up to twenty of the twenty six available metrics, and easily change your selection at any time.

Key Metrics

Three key metrics: Revenue, Cost of Goods, and Gross Margin (revenue minus cost of goods) are displayed at the top of the Gauges worksheet. These metrics are drawn from the month indicated above the metrics. When you change the month, the key metrics and gauges update immediately.

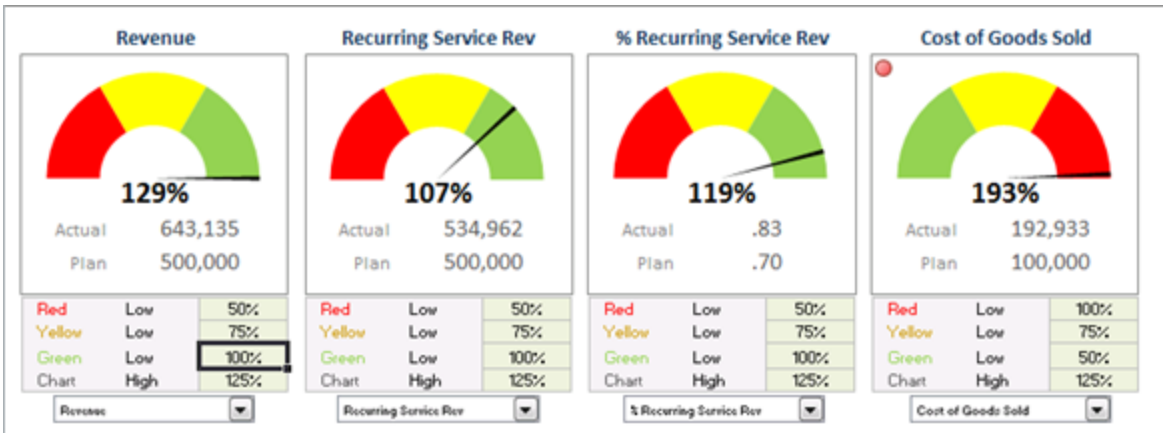
Change the Display Month

There are two methods to change which month's data appears on this worksheet.

- Select a month from the Select Month menu in the upper right corner of the worksheet.
- Move the green dot on the Revenue line below the Select Month field.

  To move the green dot to a new location, click and drag the scroll bar beneath the revenue line, or click the directional arrows at either end of the scroll bar. When you move the dot, the month in the Select Month field updates automatically.

Viewing the Gauges



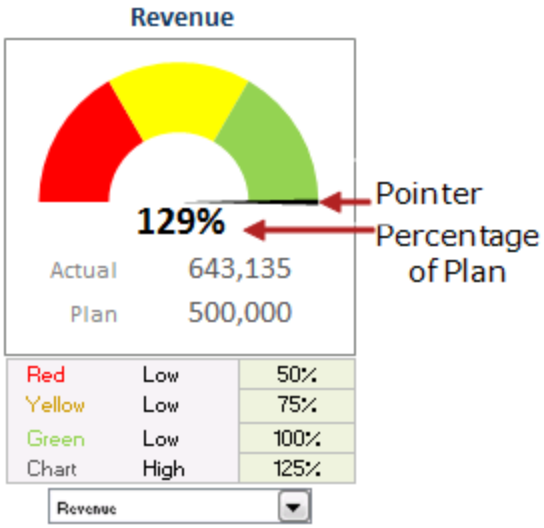
Each gauge represents a different metric and has three, color coded segments. Each segment represents a different percentage range. The color of the segment represents the status of that range.

For metrics where you want to exceed your Plan target, the highest range is the most desirable and it is green.

- Red (low end) - the plan was not met and the total is cause for concern.
- Yellow (in between) - the total did not meet the plan, but came within an acceptable range
- Green (high end) - the total met or exceeded the plan

For some metrics, for example, Cost of Goods Sold, your goal will be to keep your total at or below plan. In that case the highest range is the least desirable range and appears as red.

- Green (low end) - the total was well below the plan target
- Yellow (in between) - costs did not exceed the plan, but came very close or met plan
- Red (high end) - total costs exceeded the plan target



Adjusting the Gauge Settings

You can change which of the 26 available metrics displays in any gauge.

- Select a new metric from the menu below the gauge.

> If you do not use a particular metric, or do not have data to drive the metric, select "Unselected". This will zero out the gauge.

To meet your business preferences, you can also modify the range for the gauge segments, for example, you may want to set your yellow range at 90 to 100% instead of the default 75 to 100%. You can also set the maximum percentage to be displayed on the gauge.

1. Below the gauge, locate the Low setting for the Red, Yellow, or Green range, or the Chart High setting.
2. Double click in the cell with the current % value and change the value, or

   Click in the cell and edit the value in the Formula Bar.
3. Click Enter. Save the worksheet.

Financial Trending - Year to Date

In addition to looking at your metrics on a month to month basis, you will want to see how each month fits into the overall trends for the fiscal year. The Financial Trends tab provides twenty-two charts that break out key metrics for year to date. Charts are grouped by Revenue Trends, Cost of Goods Sold, and Gross Margin. In each section, the basic metric trends are presented year to date, by month. Some charts compare the actual data to Plan targets. Other charts present the actual data by account, revenue type, or contract type.

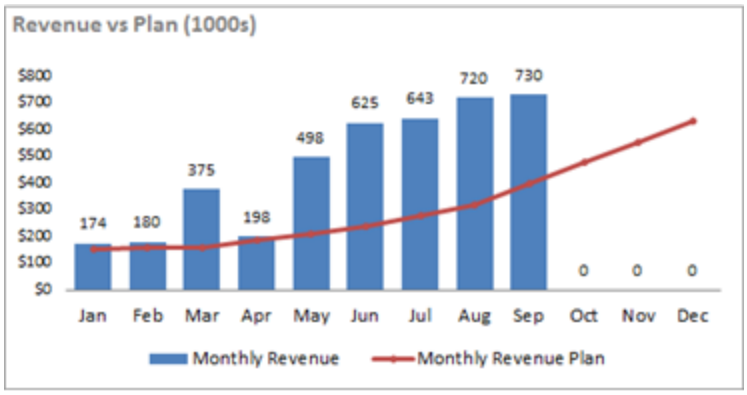
Key Metrics

Five key metrics, calculated year to date, are displayed across the top of the worksheet: Revenue, COGS (Cost of Goods Sold), Gross Margin, Op Expenses (Operating Expenses), EBITA (Earnings before interest, taxes, and amortization)

Revenue Trends

These nine charts look at revenue totals to show how your revenue compares to your business plan, and how it is distributed between clients and contract types.

Revenue versus Plan

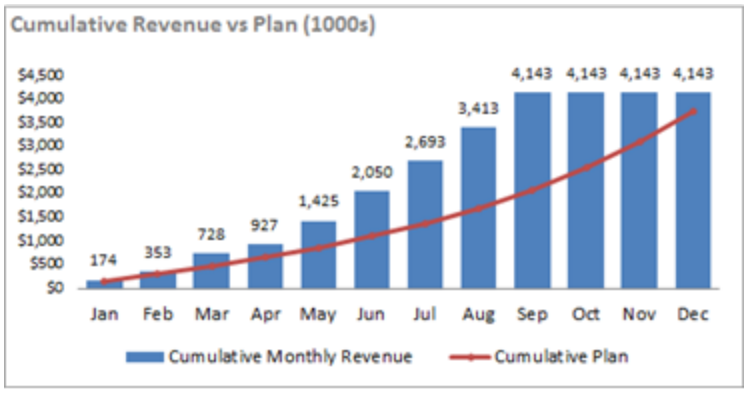


Y Axis = Revenue (1000s)
X Axis = Months
Columns = Actual monthly revenue
Red line = Monthly revenue Plan targets

View posted revenue for each month compared to monthly revenue Plan targets.

Has your revenue trended mostly close to, or above plan values so far this year? Did you see growth in revenue overall?

Cumulative Revenue versus Plan

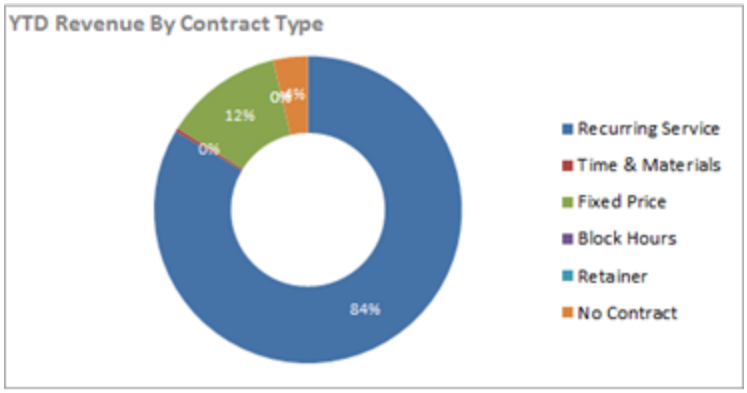


Y Axis = Revenue (1000s)
X Axis = Months
Columns =Cumulative monthly revenue
Red line = Cumulative monthly revenue Plan

View posted revenue for each month, cumulative from month to month, compared to cumulative values of monthly revenue Plan targets.

Some months will have revenue perform very well against plan while other months might fall short. What is often most important is the cumulative performance year to date.

YTD Revenue by Contract Type

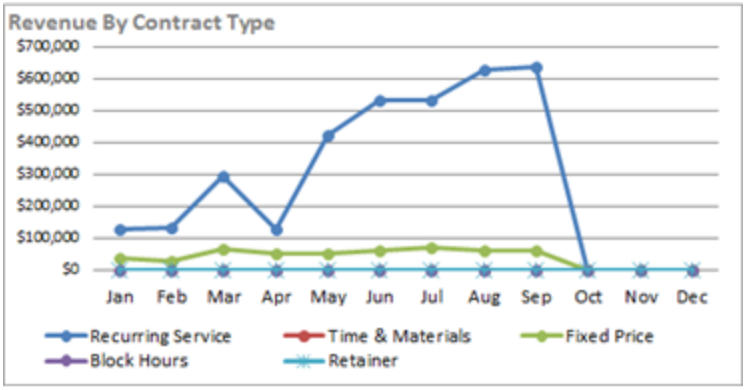


Each color coded segment represents the percentage of total revenue generated by the corresponding contract type.
See the legend on your chart to determine the color to contract type association.
The actual percentage value for a segment appears in white text in that segment.
Hover over a segment in the worksheet to display details.

Compare the amount of revenue generated by different contract types.

All revenue is not created equal. The revenue by contract type tells you what types of contracts are generating the most revenue.

Revenue by Contract Type

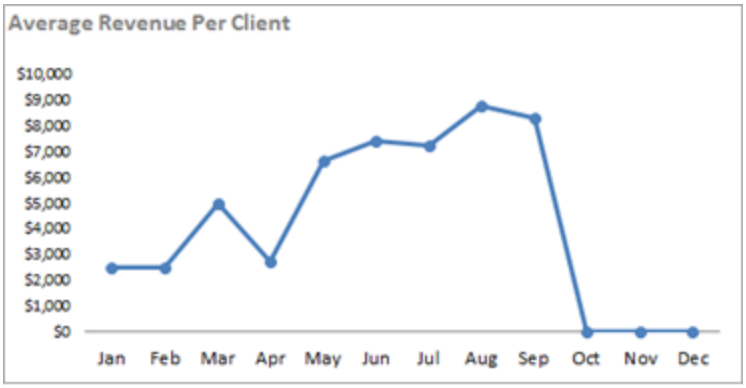


Y Axis = Revenue
X Axis = Months
Lines =Each color coded line represents a contract type. See the legend on your chart to determine the color to contract type association.

View revenue by contract type on a month to month basis and as a year to date trend.
Compare revenue generated from different contract types.

How is the revenue from each contract type trending over the months? Compare this chart to Gross Margin by Contract Type to see if the higher revenue contract types are actually delivering more profit.

Average Revenue per Client

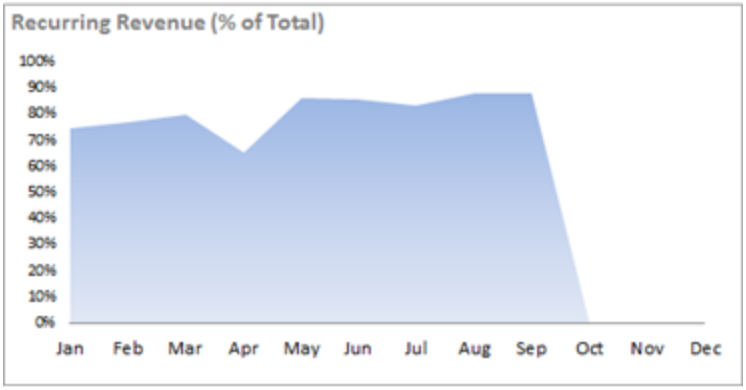


Y Axis = Revenue
X Axis = Months
Line = Average revenue per client

Average revenue per client = total revenue generated for the month divided by the number of clients billed that month.

If your average revenue per client trends upward, it is a good sign that you are bringing on larger clients.

Recurring Revenue as a % of Plan

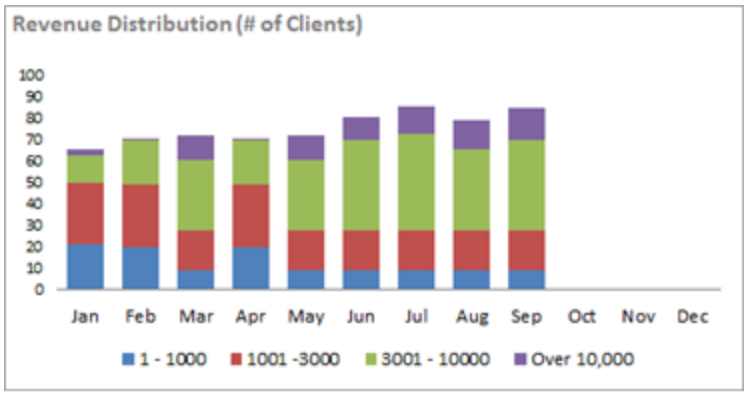


Y Axis = Percent of Revenue
X Axis = Months
Shaded area = percent of total revenue for the month that was generated by recurring service contracts.

Follow the percent of your revenue that is generated by recurring service contract.

Recurring revenue represents an ongoing, reliable source of revenue. Follow that trend of recurring revenue as a percent of total revenue.

Revenue Distribution by Clients



Y Axis =Number of clients
X Axis = Months
Columns =Total number of clients generating revenue for the month indicated.
Color coded column segments = the number of clients that, during the indicated month, generated revenue falling within the ranges indicated in the chart legend.

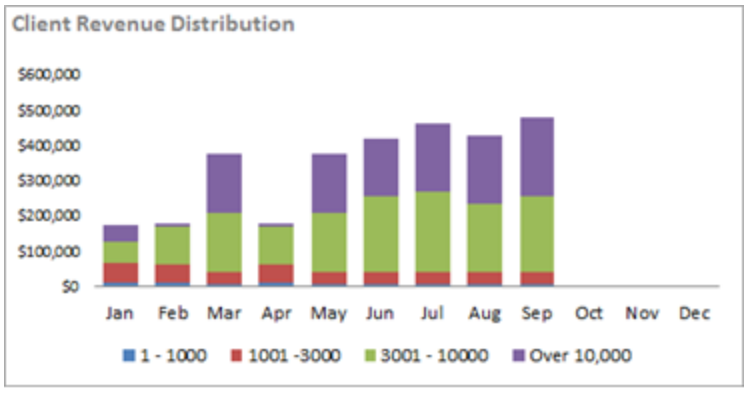
For example, in this chart, Blue (bottom segment) = revenue from 1- 1000, Red (second from bottom) = 1001 - 3000, Green (third from bottom) = 3001 - 10000, and Purple (top segment) = revenue over 10,000

In your workbook, hover over a segment to view details.

It's useful to understand the number of clients who are generating revenue in specific ranges. Does most of your client base provide revenue in the lowest range?

You can change the chart ranges to suit your company's revenue. Refer to "Customizing Your Data Display" on page 57.

Client Revenue Distribution



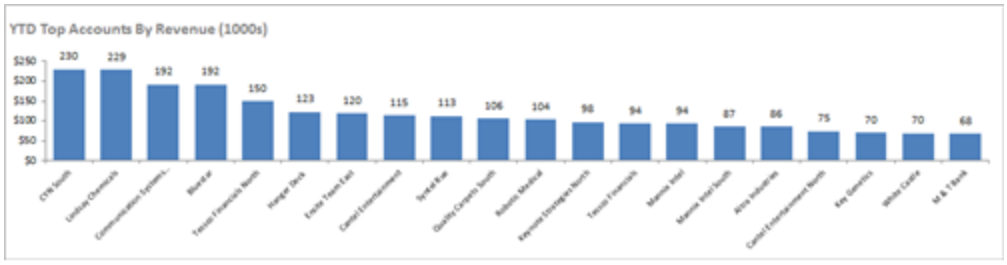
Y Axis =Revenue
X Axis = Months
Columns =Total revenue for the month indicated.
Color coded column segments = the amount of revenue generated by clients that generated revenue within the range indicated by the segment color. In your workbook, hover over a segment to view details.

For example, in this chart, Purple (top segment) = revenue over 10,000

In May, clients generating over 10,000 (purple) were responsible for generating over 163,000 in revenue.

It's more important to understand the amount of revenue that your large clients are generating. Often, there may not be as many but they will represent a significant portion of revenue. For example, in this chart in May, clients generating over 10,000 in revenue were responsible for generating 163,000 in total revenue. If you look at the previous chart, Revenue Distribution by Clients, you can see that there were 11 clients that generated over 10,000 in May, for an average of over 14,000 per client.

Year to Date Top Accounts by Revenue



Y Axis = Revenue
X Axis = 15 accounts generating the most revenue year to date
Blue column = Amount of revenue generated by the account indicated

View the 15 clients that have generated the most revenue so far **this calendar year**.

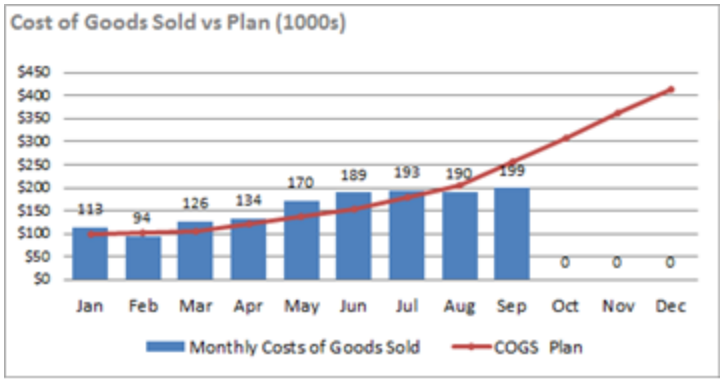
This chart will always use Jan-Dec data, regardless of the fiscal year settings.

Which of your clients have generated the most revenue in the current calendar year?

Cost of Goods Sold Trends

These four charts look at the costs directly involved with providing service to your clients including labor and direct costs for projects or tickets. You need to manage these costs to improve your gross margin on the revenue tracked in the Revenue Trends.

Cost of Goods Sold versus Plan

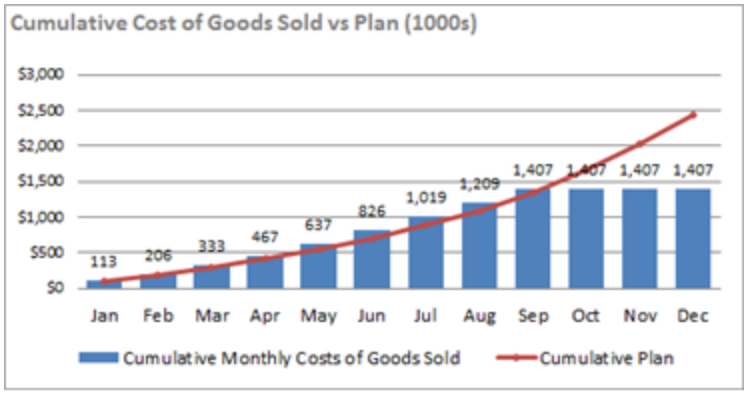


Y Axis = Costs (1000s)
X Axis = Months
Columns = Total costs per month
Red line = Monthly cost Plan targets

View how your monthly costs compare to your plan, and follow cost trends from month to month.

How much is it costing you to provide the services that you are billing for? Here you see the cost of goods sold versus your plan targets. Are costs trending up, down, or remaining relatively stable?

Cumulative Cost of Goods Sold versus Plan (1000s)

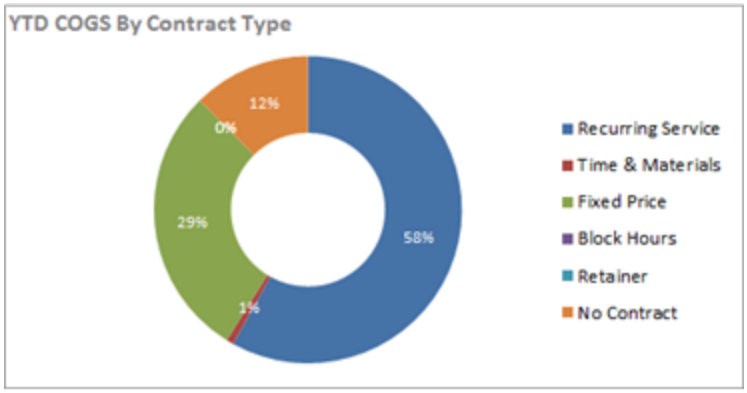


Y Axis = Costs (1000s)
X Axis = Months
Columns = Total costs, cumulative from month to month
Red line = Cumulative monthly cost Plan targets

View the cumulative trend in your monthly costs and how that trend compares to your plan, and follow cost trends from month to month.

Some months will have costs below plan while costs may be high in others. What is often most important is how well your cost of goods is performing cumulatively year to date.

Year to Date Cost of Goods by Contract Type



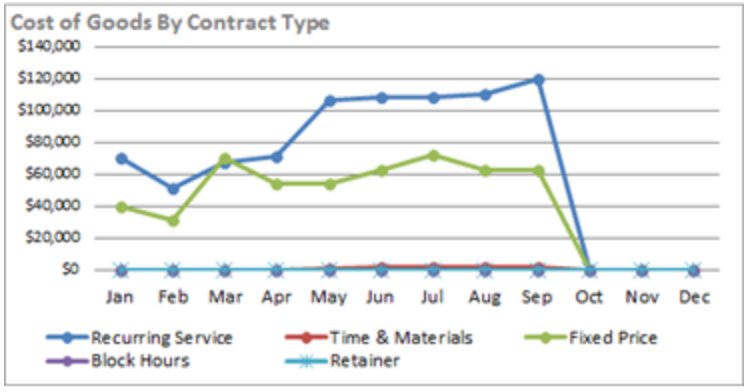
Each color coded segment represents the percentage of total cost of goods associated with the corresponding contract type. See the legend on your chart to determine the color to contract type association.
The actual percentage value for a segment appears in white text in that segment.

In your workbook, hover over a segment in the chart to display details.

Compare how much different contract types cost you so far this year.

Do some contract types consistently generate higher costs?

Cost of Goods by Contract Type



Y Axis = Cost of Goods Sold
X Axis = Months
Lines =Each color coded line represents a contract type. See the legend on your chart to determine the color to contract type association.

View costs by contract type on a month to month basis and as a year to date trend.
Compare costs generated from different contract types.

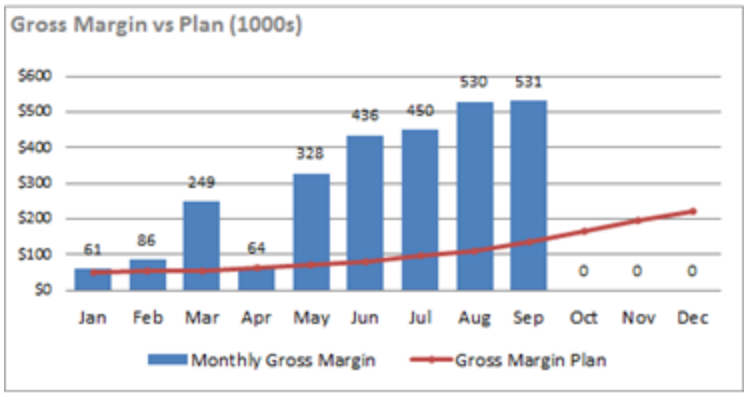
How has the cost of goods from each contract type trended over the months? In the previous chart you could see that Fixed Price and Retainer contracts were generating the highest percentage of costs. In this chart, you can see that the monetary values associated with those contracts have remained consistently high on a monthly basis.

Gross Margin Trends

Your gross margin is calculated as revenue minus cost of goods sold. This calculation gives you an idea of how much revenue is left after paying for labor and direct costs associated with providing a service.

These nine charts look at gross margin related to your business plan, contract types, and clients to give you an idea of how your gross margin is trending and where you are generating the highest gross margins.

Gross Margin versus Plan



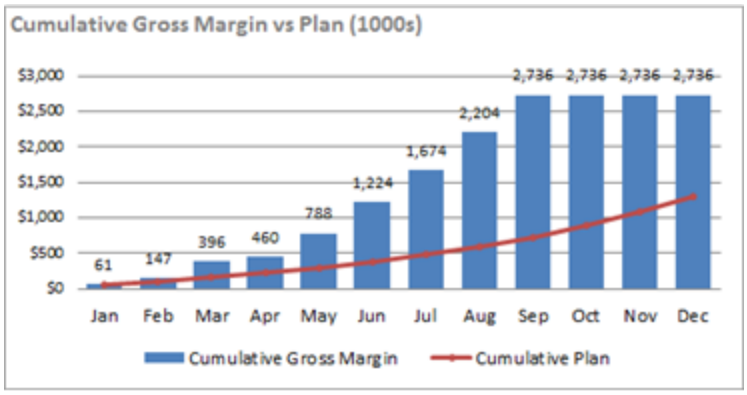
Y Axis =Gross margin (1000s)
X Axis = Months
Columns = Total gross margin per month
Red line = Monthly gross margin Plan targets

Actual gross margin per month compared to monthly Plan targets for those costs

View how your monthly gross margin compares to your plan, and follow trends from month to month.

How much gross margin (revenue minus cost of goods sold) is being generated?

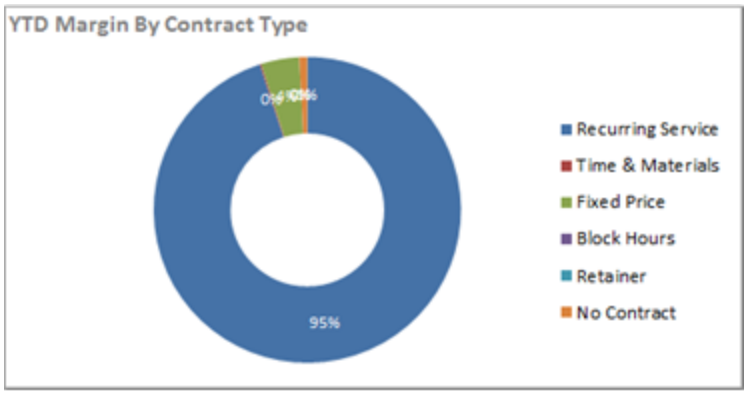
Cumulative Gross Margin versus Plan (1000s)



Y Axis = Gross margin (1000s)
X Axis = Months
Columns = Total gross margin, cumulative from month to month
Red line = Cumulative monthly gross margin Plan targets

View the cumulative trend in your monthly gross margin and how that trend compares to your plan, and follow gross margin trends from month to month.

Year to Date Gross Margin by Contract Type



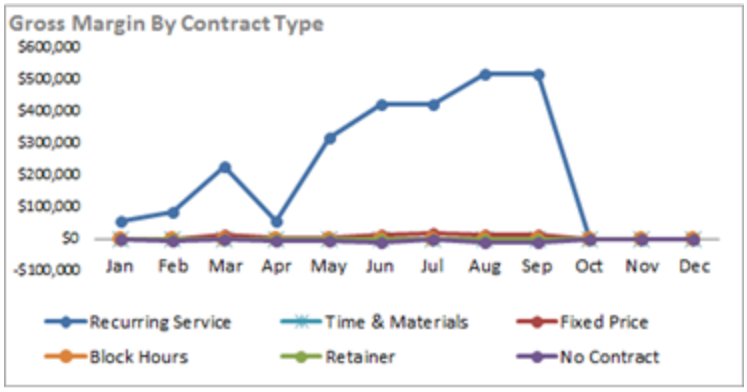
Each color coded segment represents the percentage of total gross margin associated with the corresponding contract type. See the legend on your chart to determine the color to contract type association.
The actual percentage value for a segment appears in white.

In your workbook, hover over a segment in the chart to display details.

Compare how the percentage of gross margin differs by contract type so far this year. See which contract types are generating the highest gross margin.

How much money are you keeping after your costs of good for the services associated with each contract type?

Gross Margin by Contract Type

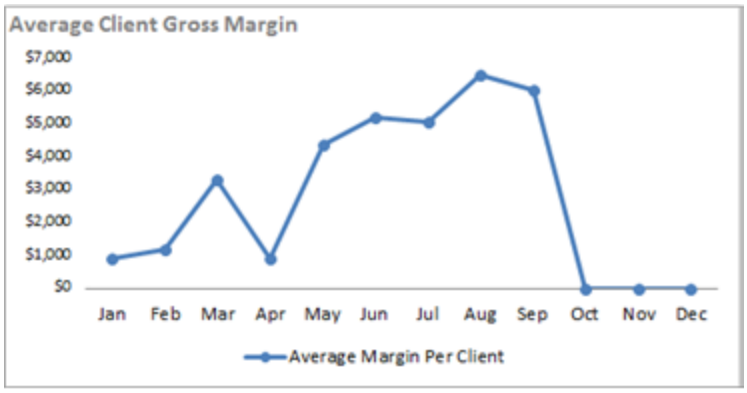


Y Axis = Gross Margin
X Axis = Months
Lines =Each color coded line represents a contract type. See the legend on your chart to determine the color to contract type association.

View gross margin amounts by contract type on a month to month basis and as a year to date trend.
Compare gross margin amounts generated from different contract types.

How is your margin from each contract type trending over the months? You can see in this example that even recurring service contracts, which generate a steady income flow, can have months where costs are higher than usual and so gross margin goes down. But the overall trend for recurring service contracts remains high.

Average Client Gross Margin

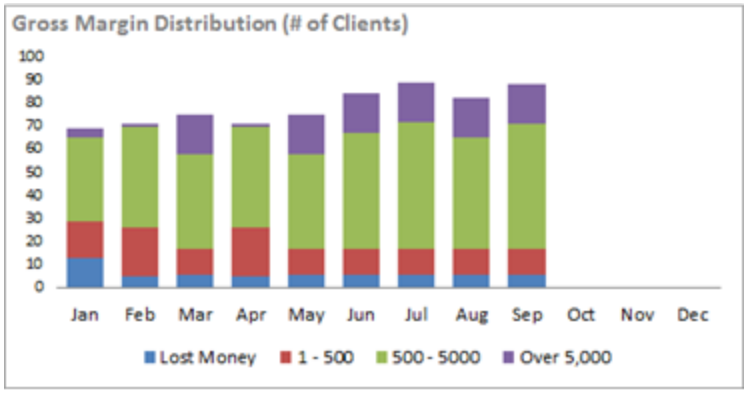


Y Axis = Gross Margin
X Axis = Months
Line = Average gross margin per client

Average client gross margin = total gross margin for the month divided by the number of clients billed that month.

How has the average gross margin per client been trending over the month?

Gross Margin Distribution (# of Clients)



Y Axis =Number of Clients generating revenue or costs
X Axis = Months
Columns = Number of clients with gross margin values for the month indicated.
Color coded column segments = the number of clients that, during the indicated month, had a gross margin amount that fell within the ranges indicated in the chart legend.

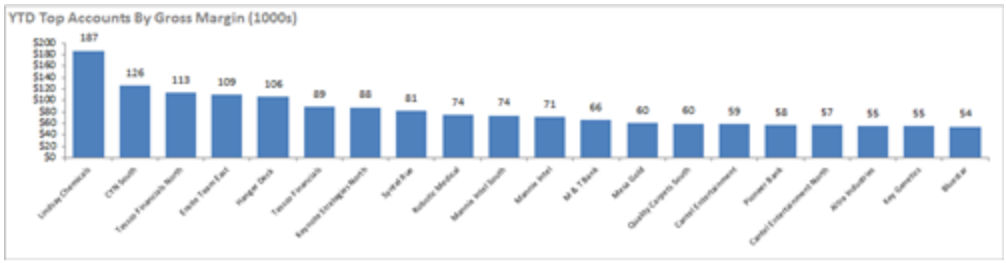
In this chart, Blue (bottom segment) = lost money, Red (second from bottom) = 1 - 500, Green (third from bottom) = 500 - 5,000, and Purple (top segment) = gross margin over 5,000
In your workbook, hover over a segment to view details.

In May, the largest number of clients fell within the green segment, that is, the gross margin for these clients fell between 500 and 5000.

It's useful to understand the number of clients who are generating gross margin in specific ranges. In the example, each month there were clients that lost money, with the highest number, 13, in January. How many clients are you losing money on?

The following three charts will always use Jan-Dec data.

YTD Top Accounts By Gross Margin (1000s)

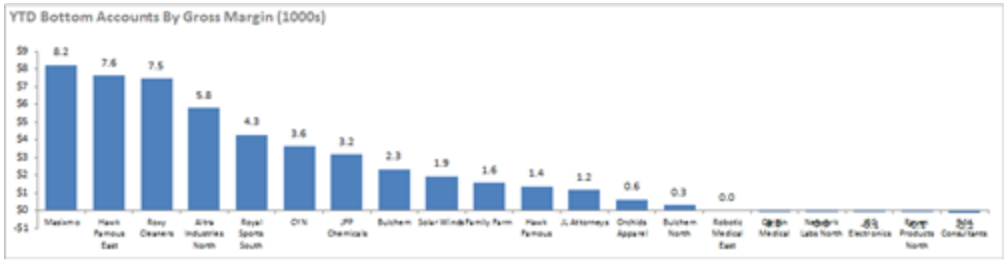


Y Axis = Gross margin (1000s)
X Axis = 15 accounts generating the highest gross margins year to date
Blue column = Gross margin for the client indicated

View the 15 clients that have generated the highest gross margin so far **this calendar year**.

Which of your clients have generated the highest margin in the current *calendar* year. (This chart will always use Jan-Dec data).

YTD Bottom Accounts By Gross Margin (1000s)

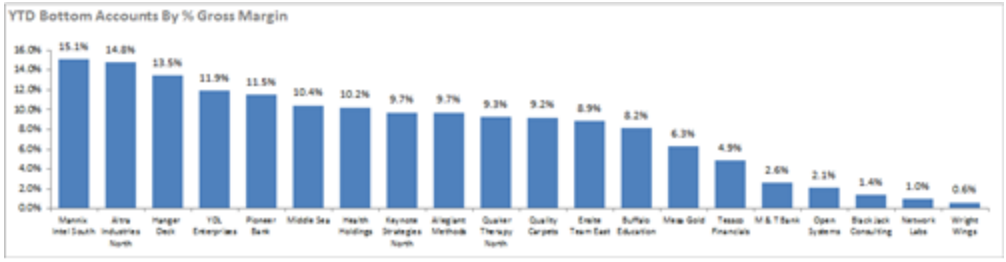


Y Axis = Gross margin (1000s)
X Axis = 15 accounts with the lowest gross margins year to date
Blue column = Gross margin for the client indicated

View the 15 clients that have generated the lowest gross margin so far **this calendar year**.

Which of your clients have generated the least margin in the current *calendar* year? Have you lost money on any client? (This chart will always use Jan-Dec data).

YTD Bottom Accounts By % Gross Margin



Y Axis = Gross margin percentage
X Axis = 15 accounts with the lowest gross margin percentages year to date
Blue column = Gross margin percentage for the client indicated

Gross margin percentage = Gross Margin/Total Revenue

View the 15 clients that have generated the lowest gross margin percentage so far **this calendar year**.

Which of your clients has the lowest percent of gross margin in relation to revenue generated so far this calendar year? (This chart will always use Jan-Dec data).

Financial Trending: Year Over Year

In addition to having an annual plan and watching trends from month to month, it's helpful to compare your current performance to the previous year. The Year Over Year tab provides thirteen charts that compare your current year to date data with the data from the previous year.

The charts include current year trends for revenue and margin, broken out by client, contract type, and revenue type. They compare those trends, by month or by quarter, to the data from the previous year.

Key Metrics

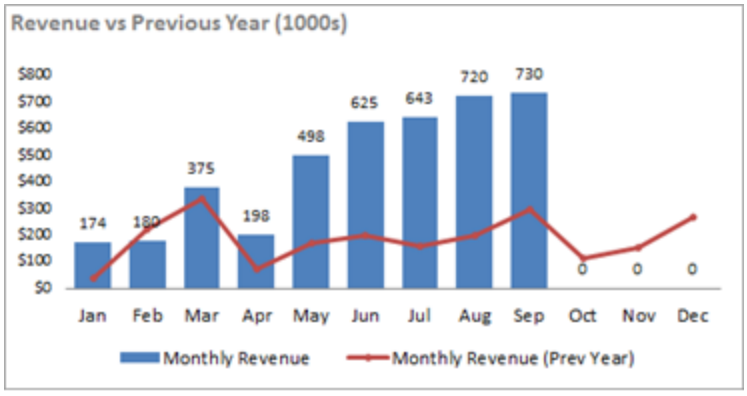
Five key metrics for the current year, calculated year to date, are displayed across the top of the worksheet: Revenue, COGS (Cost of Goods Sold), Gross Margin, Op Expenses (Operating Expenses), EBITA (Earnings before interest, taxes, and amortization)

Have you recently started with Autotask? All data for the previous fiscal year tab is stored in the FinancialsPrevious tab. If you have not been using Autotask long enough to have data in the FinancialsPrevious tab, you can manually enter data from the previous year in the green cells on that tab. Refer to "Financial Analysis: Current and Previous Fiscal Year" on page 49.

Revenue Trends

These seven charts look at revenue totals to show how your current year to date revenue compares to the previous year.

Revenue versus Previous Year (1000s)

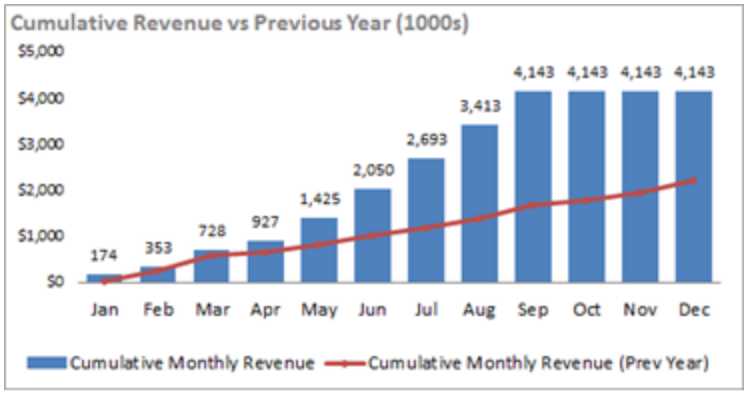


Y Axis = Revenue (1000s)
X Axis = Months
Columns = Actual monthly revenue
Red line = Monthly revenue previous year

View posted revenue for each month year to date compared to actual monthly revenue from the previous year.

Here you see the posted revenue for each month versus the previous year's performance. In the chart above, revenue was low in April of this year, and the same was true last year. This might indicate a seasonal variation that affects revenue.

Cumulative Revenue versus Previous Year (1000s)

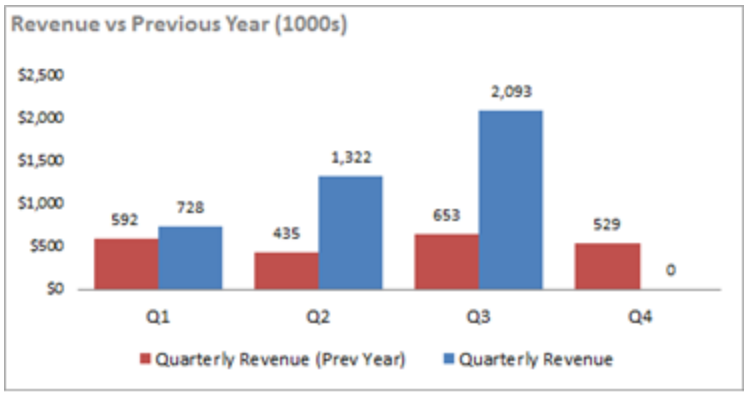


Y Axis = Revenue (1000s)
X Axis = Months
Columns = Actual monthly revenue
Red line = Monthly revenue previous year

View posted revenue for each month year to date, cumulative from month to month. Compare to cumulative values of monthly revenue from the previous year.

How does your cumulative revenue performance year to date compare to the previous year? Notice that with the cumulative totals, the dramatic dips and rises even out to show a steady rise across the months for both years.

Quarterly Revenue versus Previous Year (1000s)

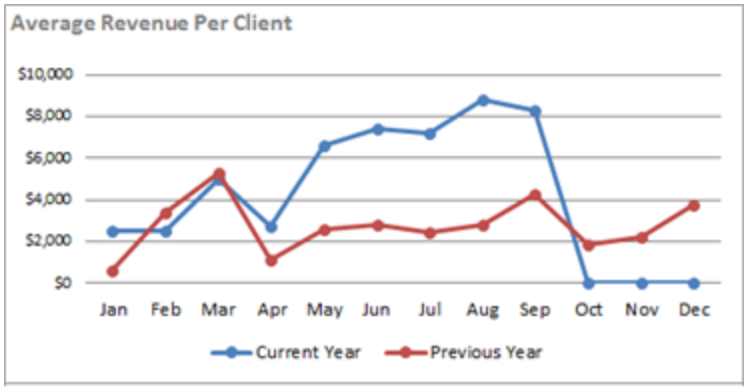


Y Axis = Revenue (1000s)
X Axis = Fiscal year quarters
Blue Columns = The revenue generated each quarter, year to date, for the current fiscal year
Red columns = The revenue generated each quarter for the previous fiscal year

View total revenue generated by year to date for each quarter. Compare current and previous year quarterly revenue.

This chart compares quarterly revenue performance to last year's quarterly results. In spite of month to month variations, this year's quarterly results are far stronger than those for last year.

Average Revenue per Client

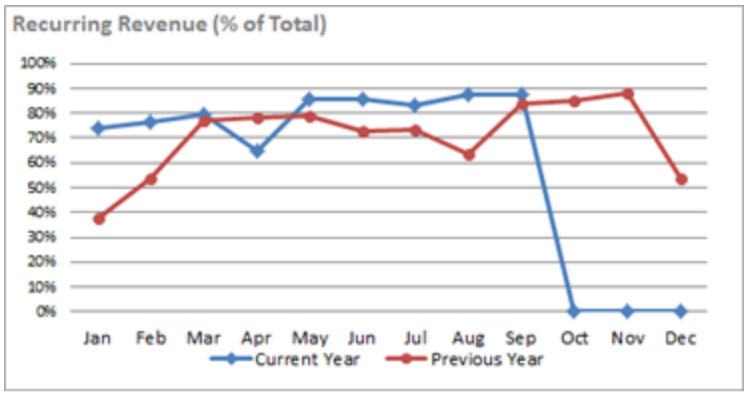


Y Axis = Revenue
X Axis = Months
Blue line = Average monthly revenue per client, year to date
Red line = Average monthly revenue per client, previous year.

View average revenue posted for each client for each month year to date. Compare to average monthly revenue from per client from the previous year.

How does the average revenue per client compare to the previous year? In the example, the current average per client is higher and rising steadily (there is no data for October, November, December this year). This indicates that the business is going up market, that is, providing more work for clients that are paying more for service.

Recurring Revenue (% of total)

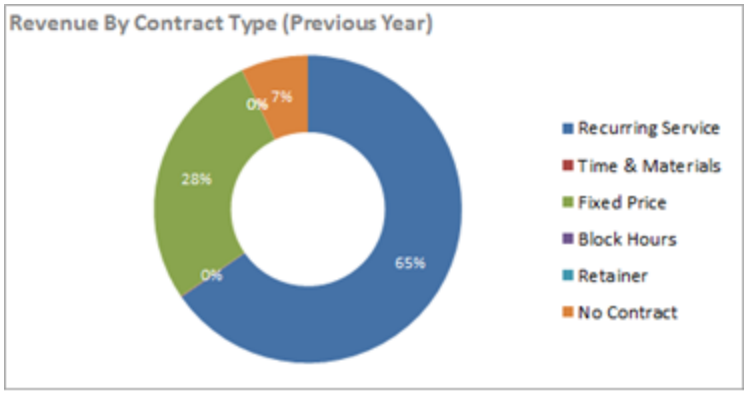


Y Axis = Percent of Revenue
X Axis = Months
Blue line = Current year percent of total monthly revenue derived from recurring revenue services
Red line =Previous year percent of total monthly revenue derived from recurring revenue services.

View the percentage of total revenue derived from recurring services. Compare to previous year.

This chart shows the trend of recurring revenue as a total compared to the previous year. This information is especially useful for companies that are transitioning to a recurring services model. In the example, you can see that in the current year, with the exception of one month, recurring revenue was consistently generating 70 - 90 % of total revenue.

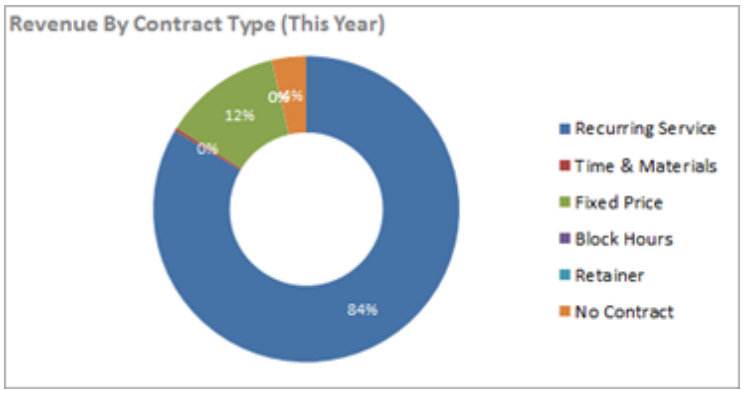
Revenue By Contract Type for Previous and Current Years



Each color coded segment represents the percentage of total revenue derived from the corresponding contract type.

See the legend on your charts to determine the color to contract type association.

The actual percentage value for a segment appears in white text in that segment. In your workbook, you can hover over a segment in the chart to display details.



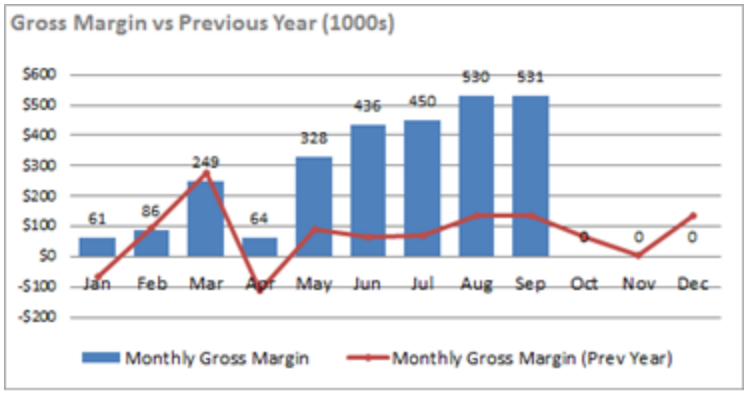
Compare the percent of revenue generated by the different contract types in the previous year and in the current year charts.
Compare how the revenue percentages for the contract types differ between the two charts.

These two charts show the percentage of total revenue derived from different contract types. They provide a side by side comparison of the current and previous fiscal years. You can see whether the distribution has changed and by how much.

Gross Margin Trends

These six charts show your gross margin trends for the current year to date, and how those trends compare to the previous year. Gross margin, or revenue minus cost of goods sold, gives you an idea of how much of your total revenue you actually keep.

Gross Margin versus Previous Year (1000s)

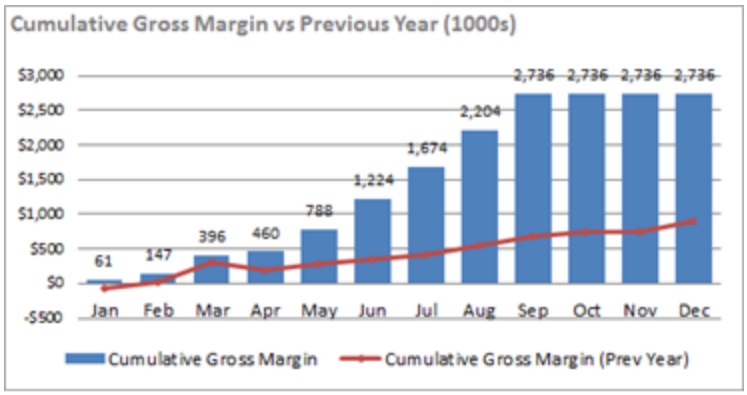


Y Axis = Gross margin (1000s)
X Axis = Months
Columns = Monthly gross margin, current year
Red line = Monthly gross margin, previous year

View your gross margin for each month year to date, compared to gross margin for each month from the previous year.

In this chart, there were several months in the previous year where this business lost money. The current year is far stronger in growth, with no months where gross margin hit negative values.

Cumulative Gross Margin versus Previous Year (1000s)

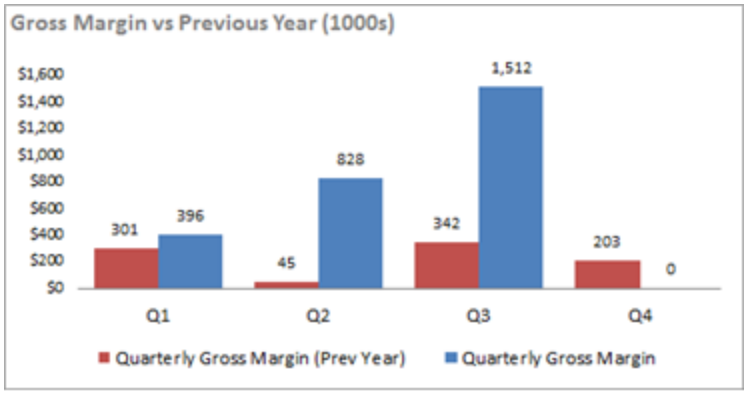


Y Axis = Gross margin (1000s)
X Axis = Months
Columns = Cumulative monthly gross margin, current year
Red line = Cumulative monthly gross margin, previous year

View your cumulative gross margin for each month year to date, compared to cumulative gross margin for each month from the previous year.

Cumulative values show that, while this company lost revenue in January and April of the previous year, the gross margin in February and March of that year was strong enough to keep the cumulative values from falling back into negative values. And the cumulative values for the current year are much stronger than the previous year.

Quarterly Gross Margin versus Previous Year (1000s)

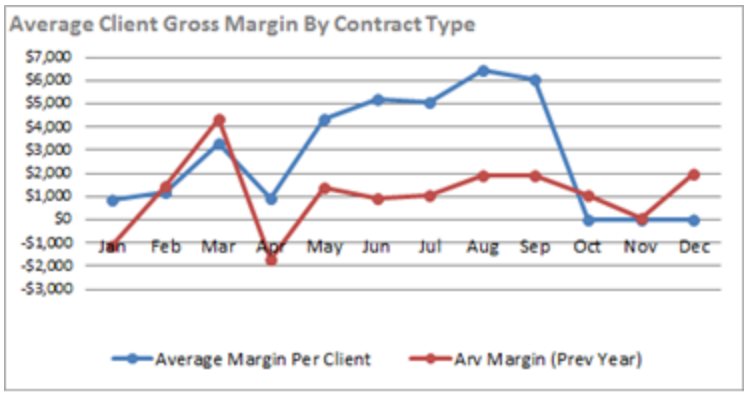


Y Axis = Gross margin (1000s)
X Axis = Fiscal year quarters
Blue Columns = The gross margin for each quarter, year to date, for the current fiscal year.
Red columns = The gross margin for each quarter for the previous fiscal year.

View total gross margin for each quarter, year to date and total gross margin for each quarter of the previous year. Compare current and previous year quarterly gross margin.

This chart compares the current year's quarterly performance to last year's quarterly results.

Average Client Gross Margin

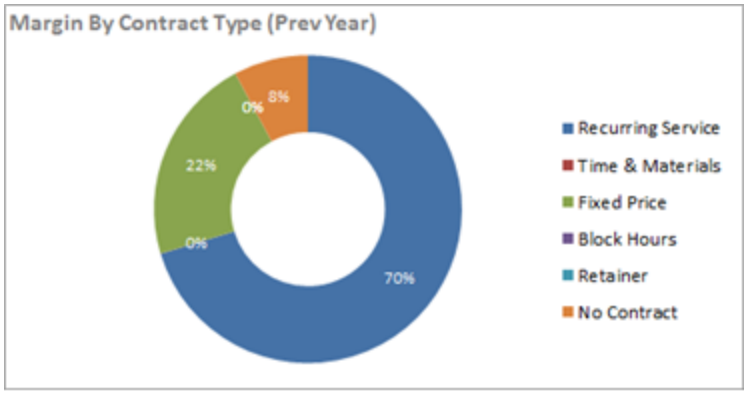


Y Axis = Gross Margin
X Axis = Months
Blue line = Average gross margin per client, current year
Red line = Average gross margin per client, previous year

Average client gross margin = total gross margin for the month divided by the number of clients billed that month.
Compare the current year's average gross margin per client to the previous year.

When your average client gross margin is improving, you are most likely increasing revenue and keeping your costs under control.

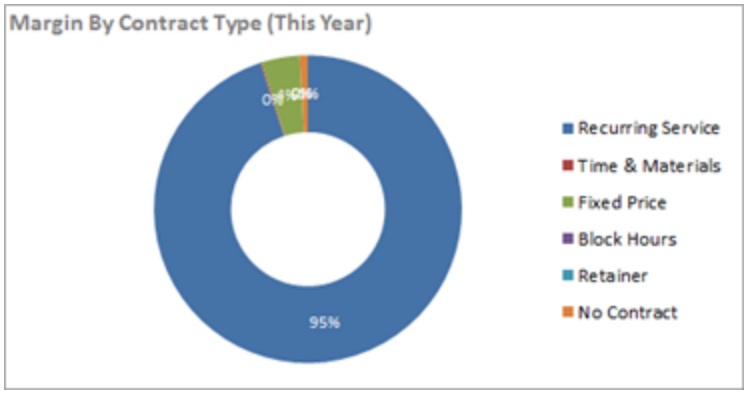
Gross Margin By Contract Type for Previous and Current Years



Each color coded segment represents the percentage of gross margin derived from the corresponding contract type.

See the legend on your charts to determine the color to contract type association. The association is the same for the top chart (previous year) and the bottom chart (current year).

The actual percentage value for a segment appears in white text in that segment. In your workbook, you can hover over a segment in the chart to display details.



Compare the percent of gross margin generated by the different contract types in the previous year and in the current year.

These two charts show the percentage of total gross margin derived from different contract types. They provide a side by side comparison of the current and previous fiscal years. You can see whether the distribution has changed and by how much. How does the data for gross margin compare with revenue by contract type data?

Explore General Financial Data

This worksheet lets you drill down to view details behind the revenue, cost of goods, and gross margin data you've seen in your other worksheets. You can learn what was going on during a specific time period, or follow a specific client or contract type. Then, use the seven slicer controls to filter the data by quarter, month, contract type, revenue category, billing type, client, or individual contract.

As you select your filters, the key metrics at the top of the page and the sixteen charts update immediately to display the data you want. Below the charts, a table displays the filtered data that underlies the charts.

Key Metrics

Three key metrics, Revenue, COGS, and Gross Margin appear in the upper left corner of this worksheet. The totals displayed here reflect the filter options selected in the slicers to the right. When you change a filter, the key metric data updates immediately.

Filter the Data

If you have already viewed the charts on the Trending worksheets, you will be familiar with much of the data on this worksheet. The difference here is the seven data slicers: Quarter, Month, Contract Type, Revenue Category, Billing Type, Account (Client) and Contract. With slicers you can click to choose which data you want to see in your charts. You can select a single option from one slicer or you can combine multiple criteria from one or more slicers.

Apply Filters

Filters with longer lists of criteria provide a scroll bar to view the entire list.

- Click to select an option in the filter list.

  Ctrl + click to select multiple non-adjacent options in the list.

  Click an option then Shift + click another option to select both options and all items between them.

- To clear filters, click the filter icon next to the filter name.

View and Compare

View the overall data, then select one or more filters to find out more about what drives the general trends. You can filter by quarter or month, by contract type or category, by work type, account, or individual contract.

The filters you select are also applied to the underlying data that appear in the table below the charts.

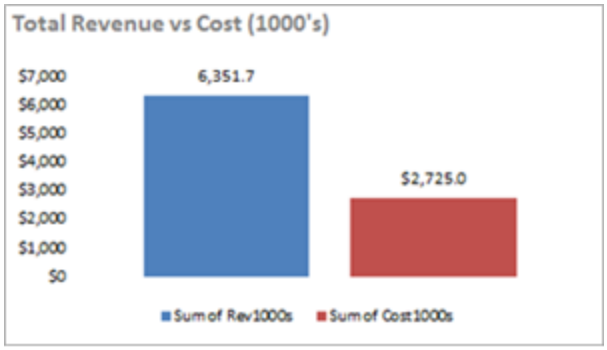
Revenue and Direct Costs

Y Axis = Revenue
X Axis = Months
Blue line = Revenue by month (1000s)
Red line = Cost per month (1000s)

View total revenue per month and total costs per month over the time frame you specify.

It's good to see monthly revenue versus cost trends over time. It's even better when you can filter the data to see how revenue compares to cost for different contract types, revenue categories or accounts. You can even monitor the performance of a single long term contract that's coming up for renewal.

Total Revenue versus Cost

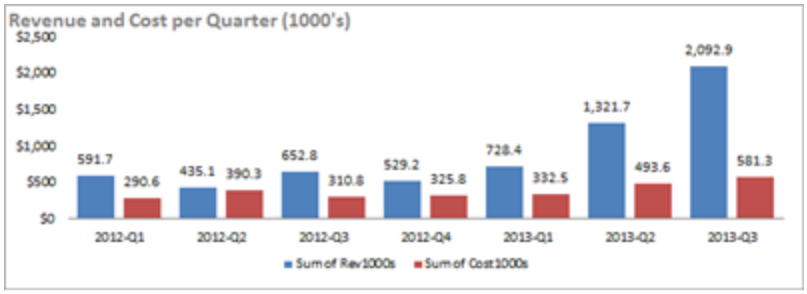


Y Axis = Monetary amount by thousands
Blue column = Total revenue for criteria you specify (1000s)
Red column = Total costs for criteria you specify(1000s)

View revenue versus cost comparison for all available data, or filter by specific criteria to see the revenue cost comparison for the specified data.

With this basic chart you can quickly view total revenue versus costs for any of the factors available in the slicers. For example, you can check the overall revenue versus cost for a single account, and then filter by the different Billing Types you bill to that account to see which are performing well.

Revenue and Cost by Quarter

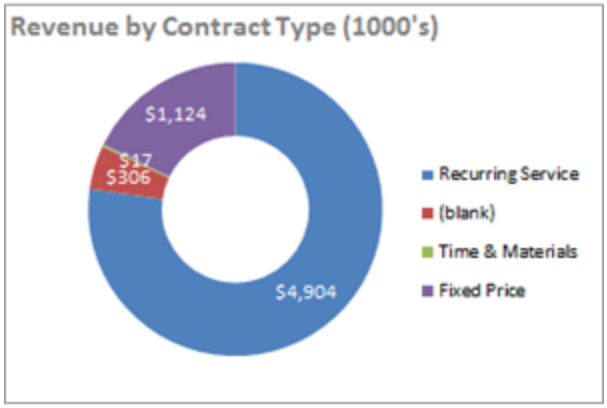


Y Axis = Monetary amount by thousands
Blue column = Total revenue by quarter for the time frame that meets the filter selections (1000s)
Red column = Total costs by quarter for the time frame that meets the filter selections (1000s)

View revenue versus cost by fiscal year quarters for all available data, or filter by specific criteria to find see the revenue cost comparison for selected data.

For some data you may want to check your data by fiscal year quarters.

Revenue by Contract Type

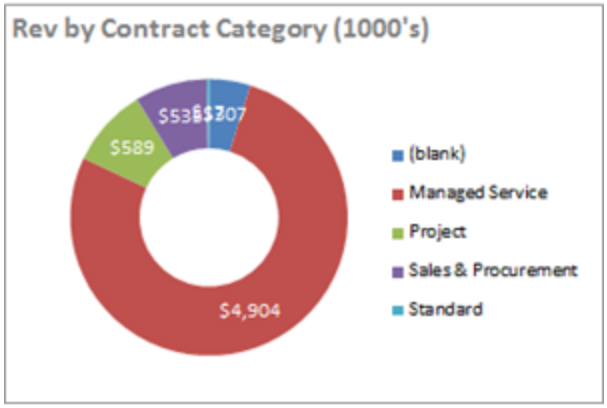


Each color coded segment represents the amount of revenue generated by the corresponding contract type.
See the legend on your chart to determine the color to contract type association.
The actual value for a segment appears in white text in that segment.
Hover over a segment in the worksheet to display details and percent of revenue.

Compare the amount of revenue generated by different contract types.
Use the slicers to compare revenue for contract types by Account, Quarter, Month, or Billing Type.

Compare the results in this chart with the Margin by Contract Type chart to see how high revenue contract types are doing by margin.

Revenue by Contract Category

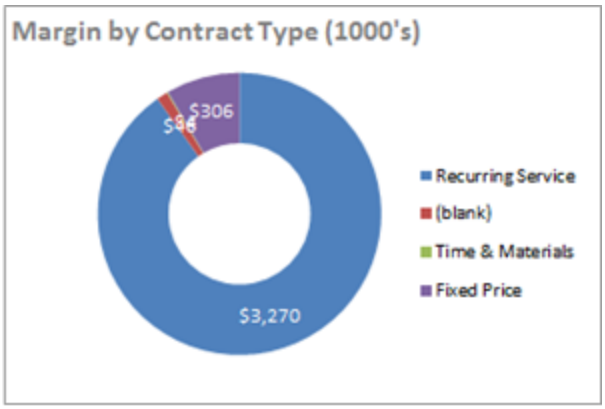


Each color coded segment represents the total revenue generated by the corresponding contract category.
See the legend on your chart to determine the color to contract category association.
The actual value for a segment appears in white text in that segment.
Hover over a segment in the worksheet to display details and the percent of revenue.

Compare the amount of revenue generated by different contract categories.
Use the slicers to compare revenue for contract categories by Account, Quarter, Month, or Billing Type.

Compare the results in this chart with the Margin by Contract Category chart to see how high revenue contract categories are doing by margin.

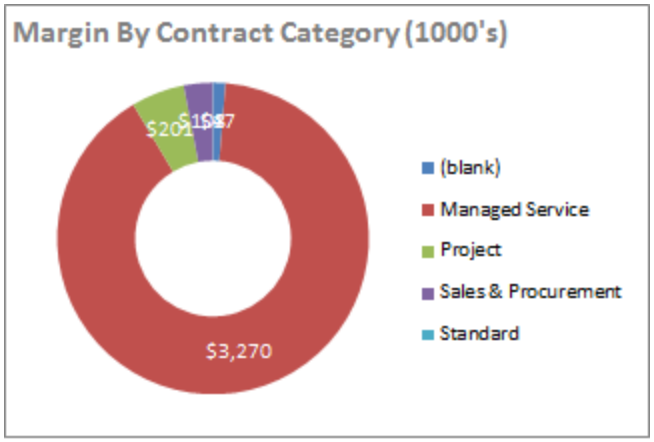
Margin by Contract Type



Each color coded segment represents the total gross margin generated by the corresponding contract type.
See the legend on your chart to determine the color to contract type association.
The actual value for a segment appears in white text in that segment.
Hover over a segment in the worksheet to display details and the value as percentage.

Compare the margin generated by different contract types. Margin = Total Revenue from selected contract types minus cost of goods sold for that contract.
Use the slicers to compare gross margin for different contract types by Account, Quarter, Month, or Billing Type.

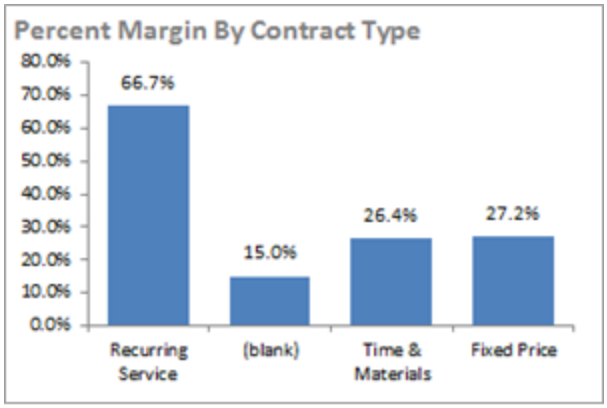
Margin by Contract Category



Each color coded segment represents the total gross margin generated by the corresponding contract category.
See the legend on your chart to determine the color to contract category association.
The actual value for a segment appears in white text in that segment.
Hover over a segment in the worksheet to display details and the gross margin value as a percentage.

Compare the total gross margin generated by different contract categories. Gross Margin = Total revenue from selected contract categories minus cost of goods sold.
Use the slicers to compare contract categories by Account, Quarter, Month, or Billing Type.

Percent Margin by Contract Type

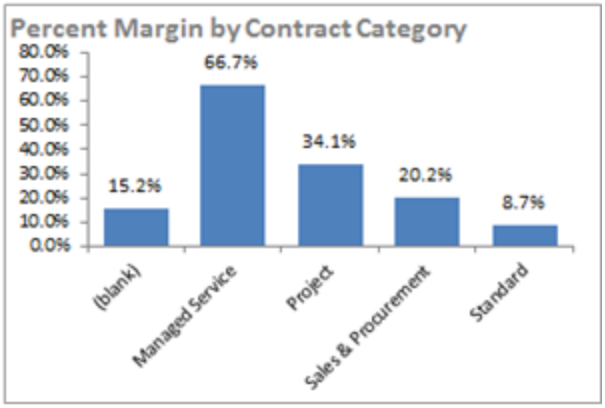


Y Axis = Gross Margin Percentage (Gross Margin divided by Revenue)
X Axis = Selected contract types
Column = Gross margin percentage for specified contract type

View gross margin percentage for each contract type. Gross margin percentage = total revenue minus total cost of goods, divided by total revenue.

The higher the gross margin percentage, the more money you are keeping.

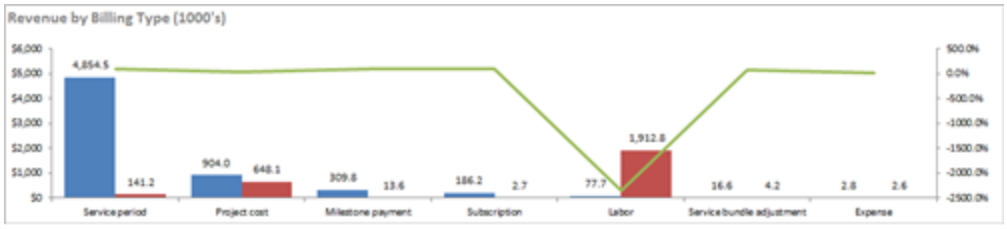
Percent of Margin by Contract Category



Y Axis = Gross margin percentage (Gross Margin divided by Revenue)
X Axis = Selected contract categories
Column = Gross margin percentage for specified contract category

View gross margin percentage each contract category. Gross margin percentage = total revenue minus total cost of goods, divided by total revenue.

Revenue by Billing Type

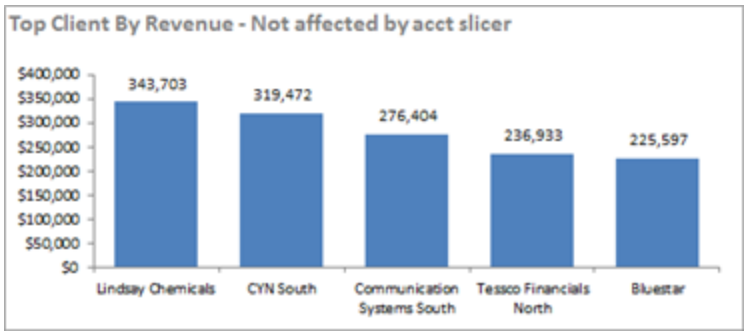


Y Axis = Monetary amount by thousands
X Axis = Billing types
Secondary value axis = Percentage
Blue column = Total revenue by billing type (1000s)
Red column = Total costs by billing type (1000s)
Green line = Gross margin percentage
View revenue versus cost for selected billing types.

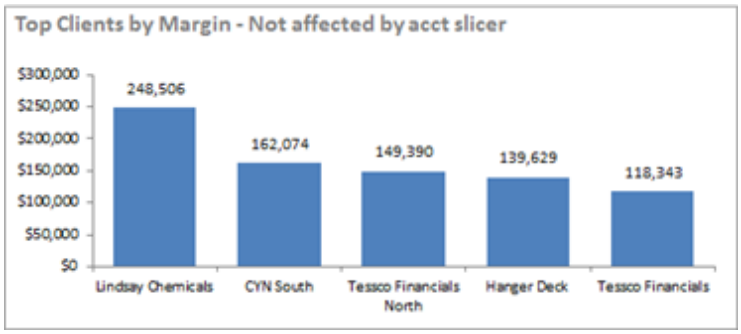
Compare revenue, costs, and gross margin percentage for billing types over the time frame you specify. Compare these values by account, contract type or category, or individual contract.

Top Clients By Revenue, Gross Margin, and Gross Margin Percentage

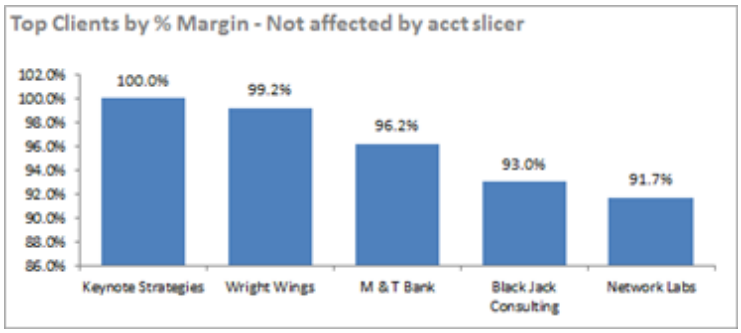
The three charts in this group display your top five clients by one of three metrics: revenue, margin, or margin percentage.



Y Axis for Revenue and for Gross margin= Monetary amount
Y Axis for Gross margin percentage = percentage
X Axis = Client name
Column = Total revenue, gross margin, or gross margin percentage



View the five clients that:
Generated the highest amount of revenue
Or had the highest gross margin (revenue minus cost of goods sold)
Or had the highest gross margin percentage (margin divided by revenue)

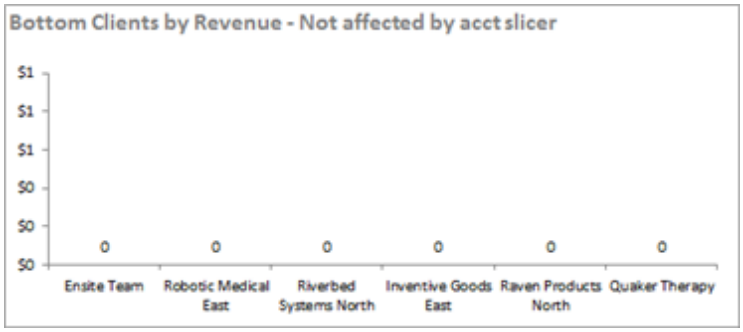


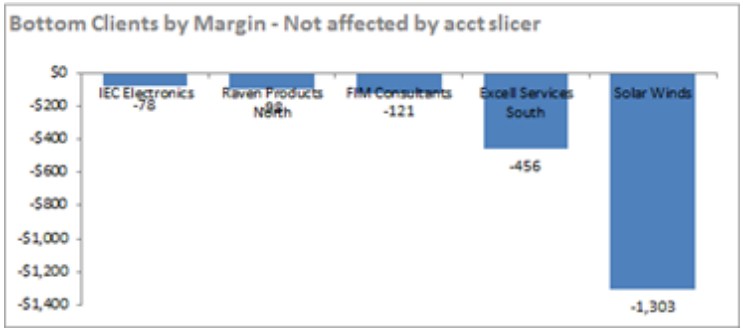
You can quickly see which clients are generating the most revenue, but depending on their costs, they may or may not be generating the best gross margin.

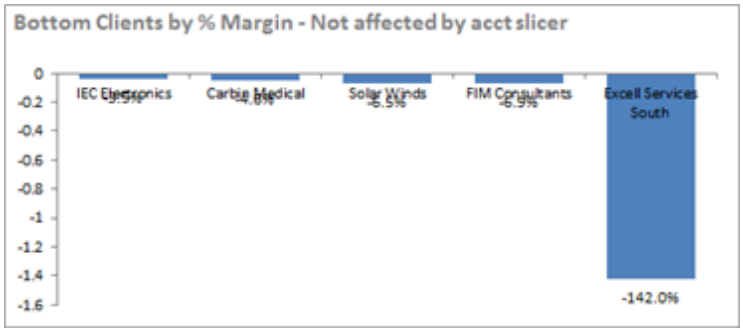
Even when a client appears in the top five clients for revenue and the top five clients for gross margin, that client may not show up in the top five clients by gross margin percentage. A high gross margin percentage simply indicates that you kept a high percentage of the revenue generated by that client, regardless of the amount of total revenue.

Bottom Clients By Revenue, Gross Margin, and Gross Margin Percentage

The three charts in this group display your bottom five clients by one of three metrics: revenue, gross margin, or gross margin percentage.







Y Axis for Revenue and for Gross margin= Monetary amount
Y Axis for Gross margin percentage = percentage
X Axis = Client name
Column = Total revenue, margin, or margin percentage

View the five clients that:
Generated the least amount of revenue
Or had the lowest gross margin (revenue minus cost of goods sold)
Or had the lowest gross margin percentage (gross margin divided by revenue)

The Revenue chart shows you which clients are generating the least amount of revenue.

The bottom clients by gross margin show you the five clients with the lowest gross margin. If the gross margin for those clients fell into the negative range, your business lost money on those clients. What changes can you make to prevent further losses?

The bottom clients by margin percentage show you which clients are generating the least return for the revenue they generate

.

If a client shows 0 revenue, is that because you have not done any business with that client during the specified time frame? Should your sales team contact them? If their gross margin or gross margin percentage is in the negative range, you are losing money on those clients, even if they are not among your bottom five clients by revenue. You probably want to look at how you do business with these clients. And, for high revenue clients, as long as the margin percentage is above 0, a lower margin percentage may be acceptable.

Resource Utilization

The six charts on this page display data on how employees who track their time through Autotask are spending that time. Six data slicers let you filter time entry data by year, month, resource (employee), labor type (indirect or service), type of time (personal, project task, regular, or service desk ticket), and work type.

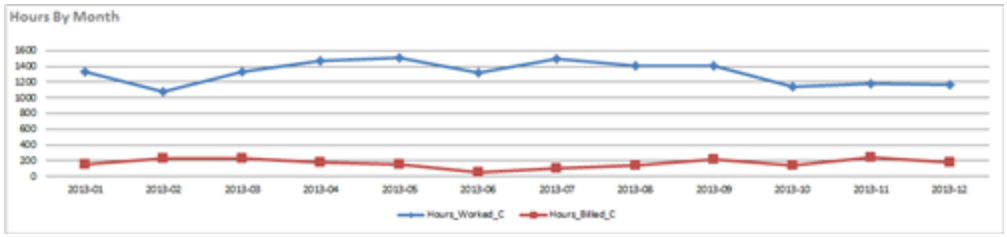
Key Metrics

Two key metrics appear at the top left side of the page, Worked and Billed. You can quickly see how many hours were worked and how many were billed for the time frame, resource, or whatever other filters you select.

View Resource (Employee) Time Data

Labor is probably your highest business cost. It's not enough to know that your employees are working hard and putting in their scheduled hours. You need to monitor labor costs as carefully as you monitor every other cost or expense. Do you know whether you are generating enough billable hours, or whether your highly paid technicians are spending too much time on administrative work? The charts on this worksheet can get you started monitoring your resource utilization.

Hours by Month

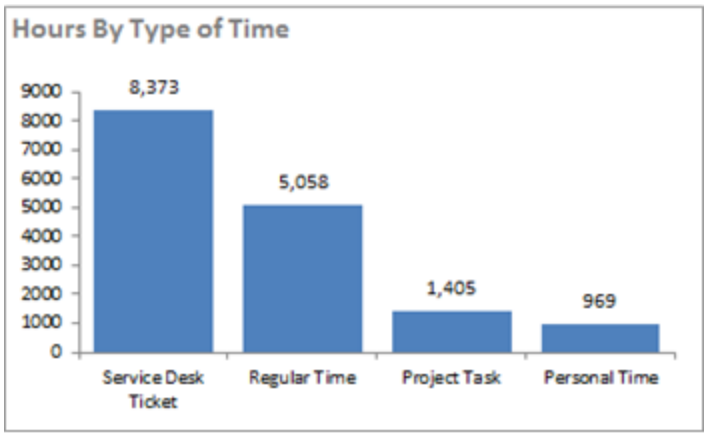


Y Axis = Number of hours
X Axis = Month and year
Line with diamond ◊ markers = Hours Worked
Line with square ☐markers = Hours billed

View and compare the number of hours worked and the number of hours billed by month for the specified time frame.

You can take these general numbers and use the slicers to compare the hours worked to the hours billed for types of time and individual resources.

Hours by Type of Time

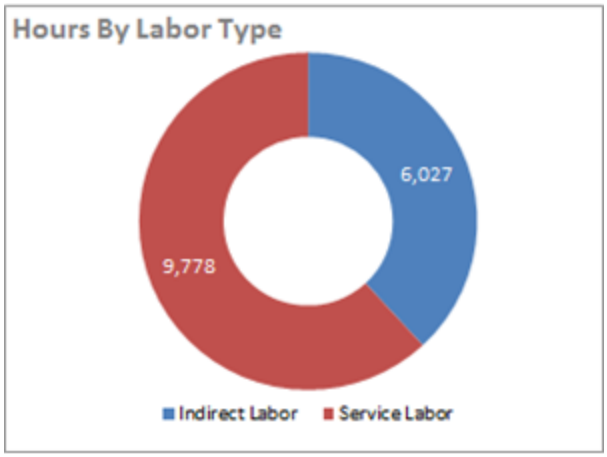


Y Axis = Number of Hours
X Axis = Type of time
Column = Hours worked for each type of time

View the number of hours resources spent on different types of time: time entered on tickets, time entered on project tasks, regular time (not ticket or task time), and personal time.

This chart provides information like how your service desk ticket time compares to project time for work types like Admin, Onsite Support, and Project Management. You can also look at individual resources to see how they are spending their time.

Hours by Labor Type

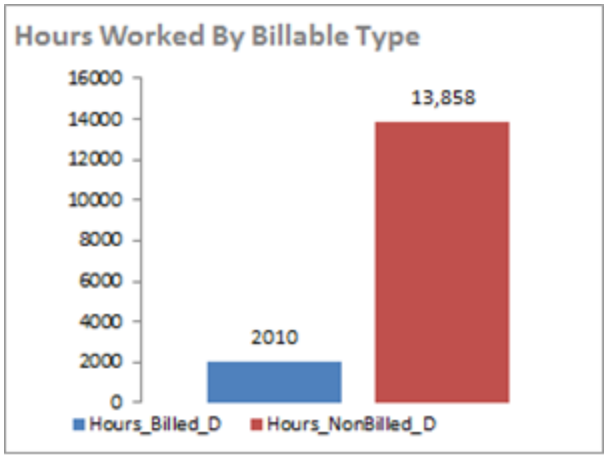


Each color coded segment represents the number of hours worked on the corresponding type of labor.
See the legend on your chart to determine the color to labor type association
The hours value for a segment appears in white text in that segment.
In the worksheet, hover over a segment to display details.

Compare the number of indirect labor hours worked to the number of service labor hours worked.

This chart lets you monitor indirect versus service labor by time frame, resource, and selected work types. Although some work types are specific to one labor type, others may include a mix of indirect and service labor, for example, Project Management and Sales Support.

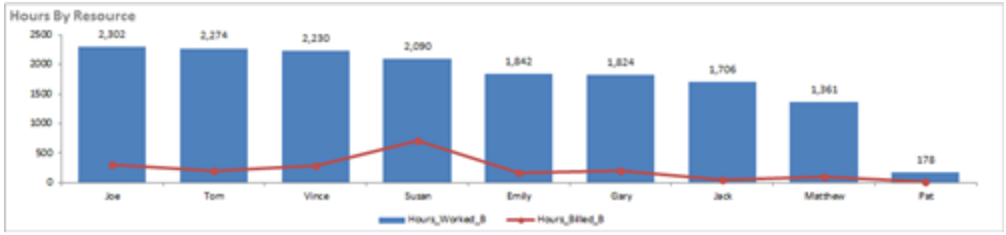
Hours Worked by Billable Type



Y Axis = Number of Hours
Blue column = Hours billed
Red column = Hours not billed
Note that your chart may use different colors. Check the chart legend.

View and compare the number of hours billed and the number of hours that were not billed.

Hours by Resource

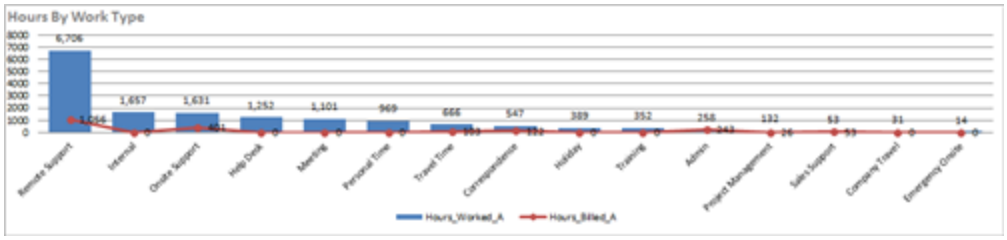


Y Axis = Number of hours
X Axis = Resources
Columns = Hours Worked
Line = Hours billed

View and compare the number of hours worked and the number of hours billed for each resource.

This chart shows you how many hours each resource has worked and how many of those hours are billable. You can filter by year or month to track billable hours over time, and filter by Work Type to see who is charging time against certain work types and how much if any of that time is billable. You can also check on details like how many hours are resources spending on meeting time or personal time.

Hours by Work Type



Y Axis = Number of hours
X Axis = Work type
Column = Hours Worked
Line with square ☐markers = Hours billed

View and compare the total number of hours worked for each work type and the number of hours billed for the work type.

This chart provides an overview of how many hours are charged to your different work types and how many of those hours are billable. Should you be billing for more of your Project Management or Onsite Support time? You can filter by resource to check details like whether individuals are allocating their time appropriately for their job.

Explore Margin

This worksheet contains only one chart that lets you explore account revenue and percent of margin. These metrics show you not only how much you are making, but how much you are keeping.

The chart includes five slicers to filter data. A table that contains the underlying data is located below the chart.

Key Metrics

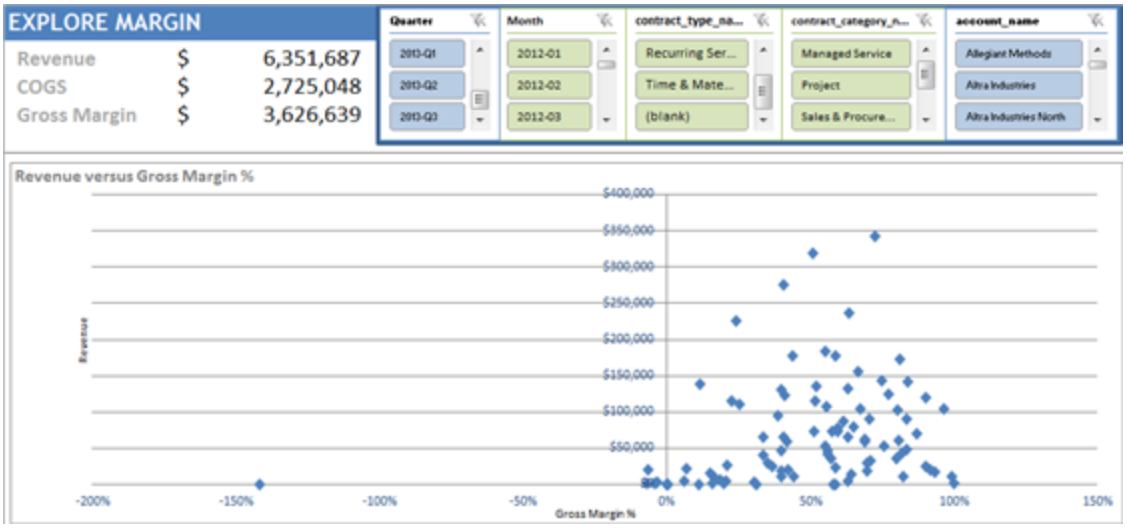
Three key metrics that reflect the filtered data appear at the top of the chart: Revenue, COGS (Cost of Goods Sold) and Gross Margin (Revenue minus COGS).

Filter the Data

You can use the five data slicers to filter the chart data by quarter, month, contract type, contract category, and account. The key metrics and underlying data in the table below the chart reflect the filtered data.

Revenue versus Gross Margin % Scatter Chart

This chart is the only chart on the worksheet.



Y Axis = Revenue

X Axis = Gross Margin Percentage

Data points = Revenue and gross margin percentage by Account

Each of the data points scattered across the chart represents the Total Revenue and the Gross Margin Percentage for an account. You can quickly see how your accounts compare in total revenue and gross margin percentage. In your worksheet, hover over a point to view details.

Are there any data points in the negative quadrant? You know immediately that the gross margin percentage for these accounts is a negative value and you are losing money on those accounts, regardless of the total revenue.

Filter by year or month to see Account revenue and gross margin percentages at different times. Do they improve from month to month for the current year? And how do they compare to the previous year?

How does the data point pattern display for different contract types and categories? Is there one contract type or category that consistently does not perform well?

Select an individual account from the Account Name slicer to see where that account lands on the chart. Refer to the key metrics to see the total Cost of Goods Sold and Gross Margin for that account. Or, select two or more accounts to compare them and see their combined revenue and costs.

Financial Analysis: Current and Previous Fiscal Year

The FinancialsCurrent and FinancialsPrevious tab worksheets are similar. They store the data that appears in the workbook charts and tables. Data is presented as a spreadsheet, grouped and sorted to correspond to the visual presentations. You can easily view and compare the data on these tabs. Sparklines provide a quick visual key to trends year to date by month and by quarter.

- The **FinancialsCurrent** tab contains the Financial Analysis worksheet. It stores the current fiscal year data. It is a dynamic worksheet that will change regularly as you update your workbook with the most current data. This worksheet is where you enter your financial plan targets. You can also add monthly revenue, cost, and operating expense data that is not stored in your Autotask database.
- The **FinancialsPrevious** tab stores the financial data from the previous fiscal year. The data will usually remain static and is used for comparison purposes.

The data download for the Financial workbook includes selected financial data from your previous fiscal year and year to date for the current year. At the end of the current fiscal year, the current year data becomes the Previous year and the Current Year Financial Data is downloaded as it becomes available.

Metrics that Matter

The first data rows in the Current Year worksheet display the thirteen Metrics that Matter. These are the key metrics that appear on the Metrics tab. Selected metrics from this group also appear at the top of the other Financial worksheets. You can, if you want, change the labels for these values. Simply click in the label cell and update.

Set Plan Goals for Current Year

In order to view your financial plan target data in the workbook charts, you must enter those values in the Current Year worksheet. The Plan cells are green.

You can also set a Type for each financial target: Over, Under, or None.

- Over indicates that your goal is to meet or exceed the plan target.
- Under indicates that you want to stay below the target value.
- None applies no type.

For example, for revenue, you want your total revenue to meet or exceed the plan target; for cost totals, you want to stay under the plan target.

Set Plan Goals

1. Save a backup copy of your workbook.
2. In your workbook, click the **FinancialsCurrent** tab.
3. In the worksheet, scroll to right to find the column labeled Target Type. It should be column AB, or close to AB (the Financial worksheets can vary slightly between workbooks). The cells in this column are green.

	2013-11	2013-12	Total	Target Type	Jan Plan	Feb Plan	Mar Plan
Metrics That Matter							
Revenue	-	-	4,142,932	Over	170,000	170,000	170,000

4. Scroll **down** to the row for the first set of values you want to enter.
5. In that row, click in the **Target Type** cell and you will see a down arrow.
6. Click the arrow to open the menu and select your preference: Over, Under, or None.
7. To the right of Target Type is the column labeled **Jan Plan**.

   To the right of Jan Plan there is a column for each additional month of the year.
8. Find the **cell** where the Jan Plan column intersects with the row to which you want to add plan values.
9. Click in the cell and enter the **January plan value** for that row.
10. Move to the next Month Plan column and enter the value for that month. Repeat for each month. You can copy and paste where different months have identical values.

> You can see the Plan values immediately in worksheet charts that display Plan lines.

11. **Save** the workbook.
12. **Repeat** Steps 3 through 7 for each additional row to which you want to add revenue goal values.

Add Additional Revenue, COGS, and Operating Expense Values

If you have additional revenue sources, costs of goods sold, or operating expenses that are not stored in your Autotask database, you can manually enter that data in the FinancialsCurrent tab worksheet. The values you enter manually are then included in the totals for your revenue, cost of goods sold, and operating expenses.

1. In the left column of the worksheet, locate the Profit & Loss section. Then locate the two rows with green labels that appear under REVENUE.

40	**Profit & Loss**	
41	**REVENUE**	
42	Recurring Service	3,461,046
43	Time & Materials	14,994
44	Fixed Price	516,123
45	Block Hours	-
46	Retainer	-
47	No Contract	150,769
48	Additional Revenue 1	-
49	Additional Revenue 2	-
50	**TOTAL REVENUE**	4,142,932

The two rows are labeled Additional Revenue 1 and Additional Revenue 2.

Beginning with the column for January of the current year, the cells in these rows are green.

2. To **change the row labels**, click in the label's cell and enter the new label.
3. To **enter values**, scroll right to the column for the month or Plan month for which you want to enter a value. Click in the cell in that column for the correct row and enter the value.
4. Repeat for any additional months you want to add revenue.
5. If needed repeat the process for the second Additional Revenue row.
6. To enter additional **Cost of Goods Sold** or **Operating Expense** values, scroll down to locate the two rows with green labels under COST OF GOODS SOLD and under OPERATING EXPENSES.

   The Cost of Goods Sold rows are labeled **Other Cost of Sales 1** and 2.

   The Operating Expense rows are labeled **Other Operating Expenses 1** and 2.
7. Repeat steps 2 through 4 for these "Other" rows.
8. If needed, repeat for the Other Cost of Sales 2 or Other Operating Expenses 2 rows.
9. **Save** your workbook.

Labor Summary and Details: Current and Previous Years

The LaborCurrent and LaborPrevious tab worksheets store the labor summary and detail data that appears in the workbook charts and tables. Data is presented as a spreadsheet, and is grouped into Labor Summary and Labor Detail. Labor Detail presents details for each employee that tracks time in Autotask.

All data is provided as total year to date, by Quarter, and for each month. Sparklines provide a quick visual key to trends over time by month and by quarter.

	Month Trend	QTR Trend	YTD	Q1	Q2
Labor Summary					
Service vs Indirect Labor					
Service Labor (Hours)			9,778	2,538	2,742
Service Labor (Billable Hours)			1,592	610	376
Indirect Labor (Regular Hours)			6,027	1,203	1,550
Total Hours			15,805	3,741	4,292
Tickets vs Tasks					
Service Desk Ticket (Hours)			8,373	2,151	2,493
Project Task (Hours)			1,405	387	250
Target Resource Hours					
Labor Detail					
Jack					
Service Labor (Hours)			1,468	103	521
Indirect Labor (Regular Hours)			238	32	28
Total Hours			1,706	135	550
% Service Hours			86%	76%	95%
Burden Rate per Hour				23	70
Indirect Labor Cost (Reg Hours)			16,643	2,246	1,980
COGS Indirect Indirect Labor			-	-	-
Operating Expense Indirect Labor			16,643	2,246	1,980

Labor Summary

The labor summary metrics break the data into service versus indirect labor. You can compare total hours to service hours, billable service hours, and indirect labor (regular hours). Service hours are also displayed as Ticket and Task hours.

You can set a target for total resource hours per month on this worksheet. Enter the target hours in the green cells on the Target Resource Hours row.

Labor Detail

The labor detail rows show a set of key metrics for each resource entering time in Autotask. You can view the number of service labor hours versus regular hours, service hours percentage of total hours , the employee's hourly burden rate, and the total indirect labor cost (Indirect Labor hours multiplies by Burden Rate) . If any indirect labor is allocated as Cost of Goods Sold, that value is subtracted from indirect labor cost to calculate Operating Expense for Indirect Labor.

Take Your Workbook to the Next Level

Once your workbook is configured and you're comfortable refreshing the data and working with the tables, you can try some of these features to make your data analysis even easier.

Before you customize...

Save a backup of your original workbook. Even experienced Excel users can accidentally make a change that cannot be corrected. **Autotask will not be responsible** for the results of any changes you make to your original workbook.

Customize Groups (Optional)

Some workbooks are configured with a specific set of groups. Service Desk workbook groups are based on your Service Desk queues. Sales workbook groups are based on Sales Teams. You can give the groups in either workbook custom names directly in the Config tab worksheet under Step 4 Custom Groups.

The Sales workbook Config tab also allows you to set up groups for smaller subsets on the Forecast tabs. Double click in a field in the Opportunity Stage Name column and enter your name for the custom stage group.

If you want to base your groups on something other than the default configuration, please contact Autotask Customer Support for assistance. Refer to "Contacting Customer Support" on page 70.

Share Workbook Charts in PowerPoint™ Presentations

You can easily use PowerPoint presentations to share the insights you gain from your workbooks. Simply copy and paste workbook charts into the presentation slides. And, to be sure your data is always current, you can paste the charts as linked objects. Then, before you present, simply refresh your workbook data and then update the links in PowerPoint. Your presentation data is current every time you present, without spending hours updating content.

To get started, you can use the sample presentation you received from Autotask. You can also add additional charts to the sample presentation or to your own presentation.

Refer to "Add Linked Charts to PowerPoint Presentations" on page 55.

Customize Your Workbooks

The formulas and ranges in your workbook were carefully designed to present key workflow data in a clear and useful display. Experienced Excel users may want to make adjustments to the appearance of the charts and the data presentation. And even inexperienced Excel users can make some simple changes to adapt the workbook to your business needs. Refer to "Customizing Your Data Display" on page 57.

Add Linked Charts to PowerPoint Presentations

You can copy and paste workbook charts into a PowerPoint presentation and link the charts back to the workbook. Then, you can update the linked charts with current data from the workbook. To help you get started, Autotask has provided a sample presentation file, Executive_Meeting.pptx, which contains charts from the Service Desk Weekly workbook.

This topic describes the following tasks:

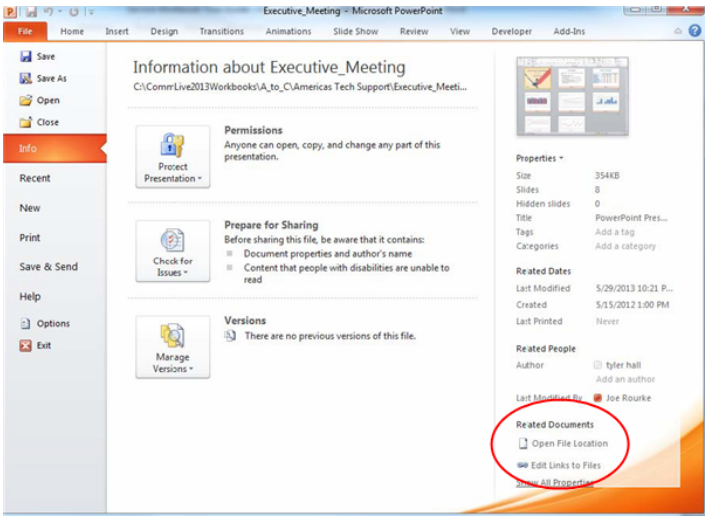
- How to link the charts in the sample presentation to your own workbook.
- How to add additional linked charts to the sample presentation or to your own presentations.
- How to update charts in your presentation.

Using the Executive_Meeting PowerPoint File

You can use the sample PowerPoint presentation provided by Autotask as the basis for our own presentation. Your provisioning package included a sample PowerPoint presentation with linked charts and tables from the Service Desk Weekly Analysis workbook. You can use one or more pages from this PowerPoint to create your own presentation and, if you like, add additional charts.

Before you use the presentation, you must update the links for your own directory structure. The presentation links must point to the current location of the workbook.

1. Open the Executive_Meeting presentation in PowerPoint.
2. Click the File tab, and then click Edit Links to Files, located under Related Documents on the right side of the page.



3. In the Links window, select an individual link and click Change Source.
4. Locate the Service Desk Weekly workbook in its current location in the directory.
5. Double -click to select the workbook file and close the directory window.

6. Repeat steps 3 through 5 for each chart link that you want to update.
7. Close the Links window.

If you move the Workbook or PowerPoint file from its current location, you will need to repeat this process to maintain the links.

Adding Charts to Any PowerPoint Presentation

1. Save your workbook.
2. In your workbook, find and click on the chart that you want to copy to PowerPoint.
3. From the Home tab, click the copy icon and select Copy.
4. In your PowerPoint presentation, open the slide to which you want to add the chart.
5. From the PowerPoint Home tab, click Paste and select a paste option: click "Use Destination Theme & Link Data" to update the formatting to match the presentation formatting, or click "Keep Source Formatting and Link Data" to maintain the formatting from the spreadsheet.
6. Save the PowerPoint.

Updating Presentation Data

To **update** the charts in your presentation:

1. Open the PowerPoint.
2. Select the chart to update.
3. Locate Chart Tools on the ribbon and select the Design tab.
4. Click Refresh Data.

Customizing Your Data Display

Because Autotask Performance Analytics Workbooks are based on Microsoft Excel, you can make adjustments to the appearance of the charts and the data they contain. This topic and related topics provide basic information to help you make simple changes to your workbooks. Please be sure to read "**Before you customize...**", below.

Before you customize...

Save a backup of your original workbook. Even experienced Excel users can accidentally make a change that cannot be corrected.

Autotask will not be responsible for the results of any changes you make to your original workbook file.

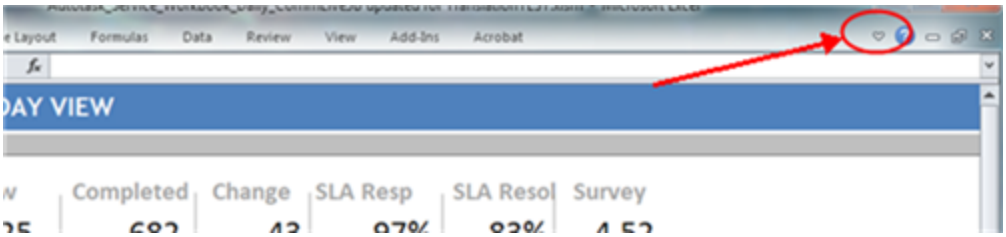
One more important note:

The formulas used in your workbook are often complex. We strongly recommend that you do not edit formulas and ranges unless you are an advanced Excel user.

Displaying and Hiding the Excel Menus and Ribbon

When you first open your Analytics Workbooks, the Excel ribbon that contains the tools needed to edit the worksheets is hidden. Most of the modifications described here require the ribbon.

- To display the ribbon and keep it open until you choose to close it, click the small down arrow icon on the far right of the menu bar.



- To hide the ribbon, click the arrow again.

Change the Appearance of Your Charts

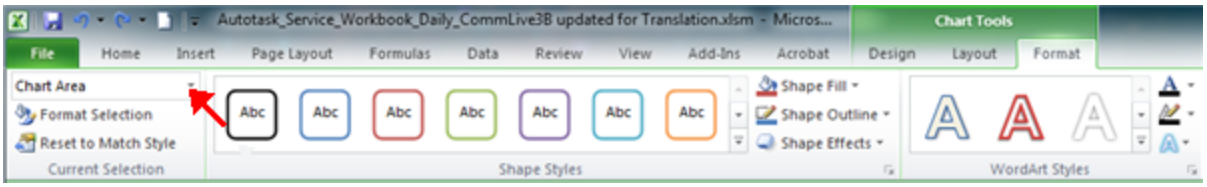
You can make simple changes to chart style, colors, and labels as you would with any Excel spreadsheet. Even with simple format changes, **save a backup of your original workbook.**

Using the Ribbon Tools

1. Click to select a **chart** or an element in the chart.

   The Chart Tools tab appears in the Excel ribbon.

2. Select the **Format**, **Design**, or **Layout** tab.
3. In the **Layout** or **Format** ribbon, in the **Current Selection** area, select the element of the chart you want to format from the menu.



This menu does not appear in the Design ribbon.

4. Make changes as needed.
5. Save.

Using the Right-click Menu

1. Right click in the chart or on a chart element.
2. Select the formatting option you need, for example, Change Chart Style or Format Chart Area.
3. In the format window that opens, make selections and changes as needed.
4. Save.

For more details on formatting options for Excel spreadsheets, please refer to Microsoft training information: Microsoft Office: Change the format of Chart Elements 2010.

Changing the Labels and Content for Metrics that Matter

The Service Desk, Sales, Projects and Financial workbooks each provide a collection of key metrics called Metrics that Matter.

Service Desk Workbooks

In the Service workbooks, the Metrics workbook tab displays a table of 10 key service metrics for the current week or day, the previous week or day, and two previous weeks or days. Each metric displays two sparkline graphs and the final column displays the target set for that metric.

Sales Workbook

In the Sales workbook, the Metrics that Matter appear only on the FY Current (Fiscal Year Current) tab. Selected metrics also appear at the top of several other tabs.

Financial Workbook

In the Financial Workbook, the Metrics workbook tab displays up to 14 different key metrics. The workbook ships with 13 metrics selected to give you a quick view of the financial health of your company, including data for a specified month and year to date, indicators to flag metrics that have not met their targets, and sparkline graphs to show a month to month comparison.

Projects Workbook

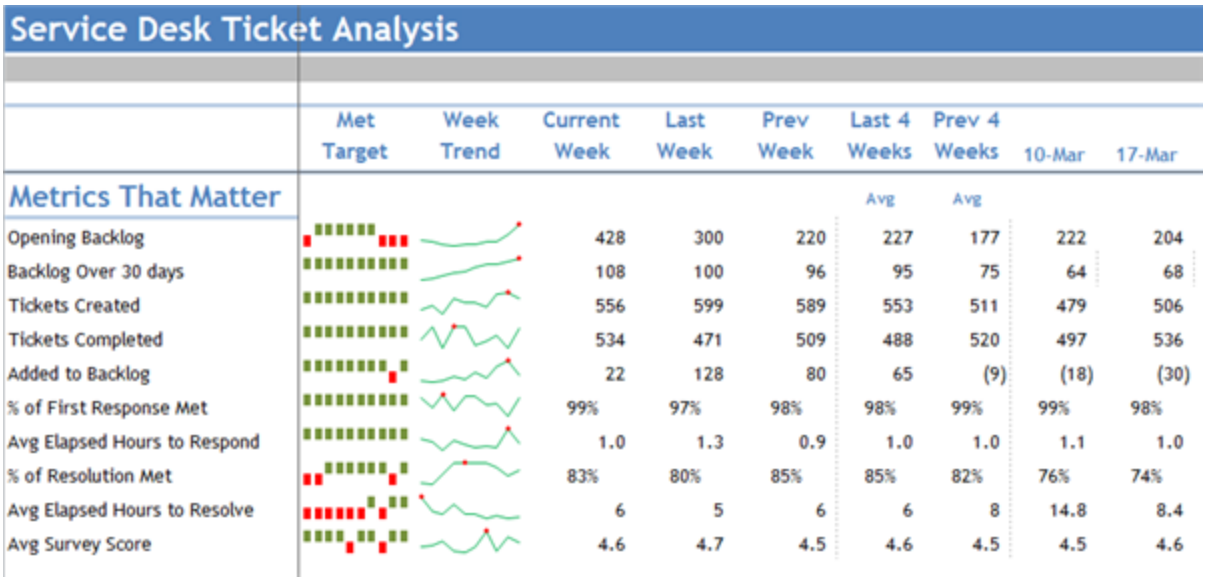
Similar to the Service workbooks, the Projects workbook displays 10 key metrics for the current week, the previous week, and two weeks before the current week.

For All Workbooks

For all workbooks, the Metrics that Matter data is driven by the current year data Analysis tabs (for Service Desk, the **Ticket Analysis** tab; for Sales, the **FY Current** tab; for Financial, the **FinancialsCurrent** tab; and for projects, the **Task Analysis and Projects Analysis** tabs). Each of these tabs can be updated in the same way. The examples here are based on a Service Desk workbook Ticket Analysis tab, but the instructions can be applied to the other Analysis tabs.

The formulas used in some cells of the data analysis tabs have been carefully constructed and are often used to calculate values in other cells. We do not recommend changing formulas unless you have a high level of experience working with formulas in Excel.

Make a backup of your workbook before changing data. **Autotask will not be responsible** for the results of any changes you make to your original workbook file.

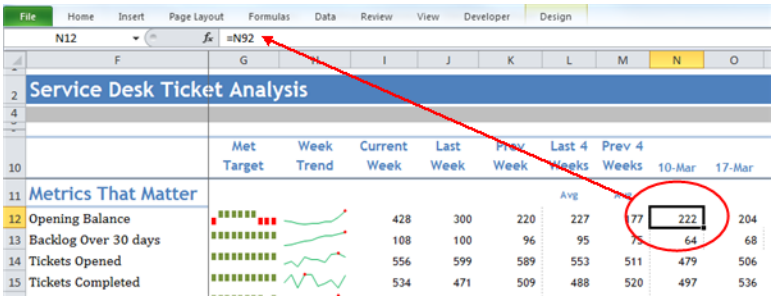


Service Desk Ticket Analysis

Metrics That Matter	Met Target	Week Trend	Current Week	Last Week	Prev Week	Last 4 Weeks Avg	Prev 4 Weeks Avg	10-Mar	17-Mar
Opening Backlog			428	300	220	227	177	222	204
Backlog Over 30 days			108	100	96	95	75	64	68
Tickets Created			556	599	589	553	511	479	506
Tickets Completed			534	471	509	488	520	497	536
Added to Backlog			22	128	80	65	(9)	(18)	(30)
% of First Response Met			99%	97%	98%	98%	99%	99%	98%
Avg Elapsed Hours to Respond			1.0	1.3	0.9	1.0	1.0	1.1	1.0
% of Resolution Met			83%	80%	85%	85%	82%	76%	74%
Avg Elapsed Hours to Resolve			6	5	6	6	8	14.8	8.4
Avg Survey Score			4.6	4.7	4.5	4.6	4.5	4.5	4.6

Many of the values in the Ticket Analysis cells, including the values that appear in the Metrics that Matter display, pull their data from other "reference" cells in the worksheet. To edit the content of cells that contain a reference to another cell and maintain their ability to update when your data is refreshed, you must change the cell that is referenced. Do not edit the data itself.

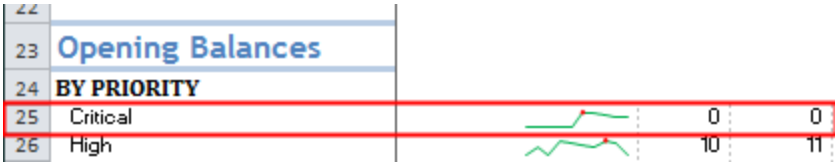
To determine what cell is being referenced, put your cursor in a data field. This applies to label fields as well. For example, in the image below, the value for March 10 is driven by the formula in cell N92.



To change a metric:

1. Locate the row that contains the metric that you want to display and check the row number.

   For example, to replace Opening Backlog with Opening Backlog for Highest Priority Tickets, locate the heading for your highest Priority (Priorities are specific to your Autotask setup) in column F and check the row number. For example, in the image below, the highest priority is Critical and the row is #25. So the cell to reference is F25.



   Your workbook row and column combinations may differ from the examples.

2. Scroll back up to the Metrics that Matter data.
3. Click the cell for Opening Backlog.
4. Replace the current reference value with = followed by the column letter and row number of the Critical Priority cell. In our example, it would look like this =F25.

   As you change the cell references, you should see the update.

5. Update the other fields in that row to display values related to the new heading. You can copy the reference value, for example, =F25, and paste the value into all related cells on the row. The workbook will update the reference value to the correct column letter.

   As the values change, you can see the trending sparkline update.

6. Save the changes.

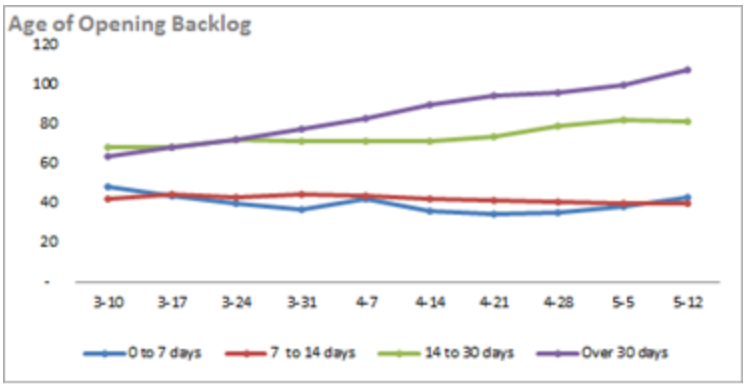
To add or change the Target value:

You can add a Target value or update the existing value.

1. Locate the Target Value column and click in the cell of the row that you updated. Enter the new Target Value.
2. Click in the Target Type cell (column AC) and select Over, Under, or None, that is, do you want your values to fall under the target value, over the target value, or meet the target value.
3. Save your changes.

Change the Ranges for Chart Data

Many of the charts in the Service Desk, Sales, and Financial workbooks present data segmented into defined ranges. For example, in the Age of Opening Backlog chart for the Service Desk 10 Week workbook, the default ranges are 0 to 14 days, 14 to 45 days, 45 to 120 days, and over 120 days.

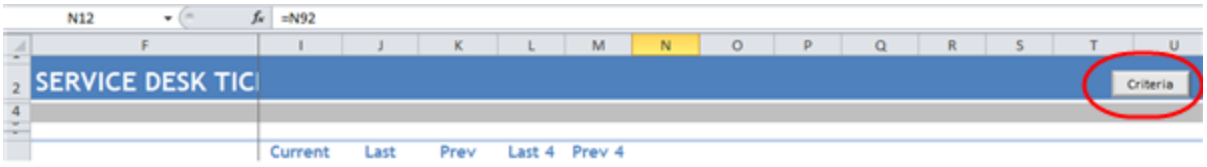


All chart ranges and data are specified on the Data Analysis tabs in each workbook: Service Desk, Ticket Analysis; Sales, CurrentFY and PreviousFY; and FinancialsCurrent and FinancialsPrevious.

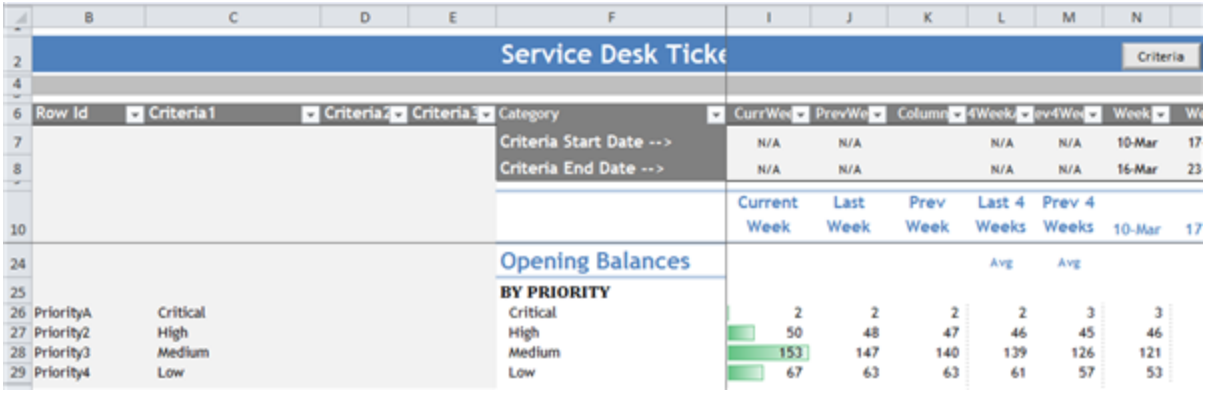
The following steps and demonstration video are based on the Service Desk Ticket Analysis. These steps apply to the defined range s for all workbooks.

View a video: Performance Dashboards: Configure Your Trending Criteria http://www.youtube.com/watch?v=5YiGatZ_jEM

1. Select the **Ticket Analysis** tab.
2. Click the **Criteria** button on the far right of the heading row.



This exposes the criteria values that drive the calculations for each week (or day).



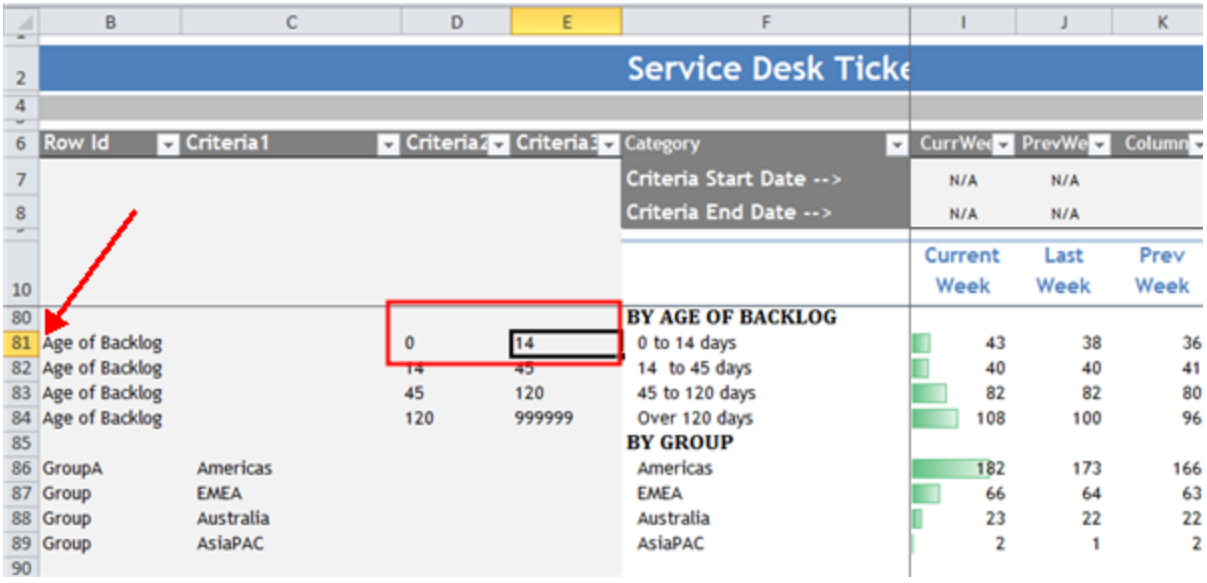
Rows 7 and 8 contain start and end dates that are set automatically when you refresh. **Do not change these settings.**

Columns C, D, and E contain criteria values that you can change to customize the workbook for your workflow.

Column C (Criteria 1) is the driver for most calculations. In the image above, Column C is set to specify which priorities to display. If you make changes to the criteria, for example, change their order, the Ticket Analysis data will update, along with any charts that display the criteria.

3. Scroll down to the first row that displays range data you want to update, for example, the Age of Backlog data on the Service Desk workbook Ticket Analysis tab. In the image below, that is row 81.

This example uses the Service workbook. The described procedures apply to all workbooks.



Locate the column that contains the range values. In the example, columns D and E contain the range values for the Age of Backlog chart.

4. Change the range values as needed and then update the labels in column F.

You must manually edit the labels in column F to match the new values.

The range values in the charts that use this metric will update automatically.

5. When you have finished, Save.

Use Criteria to Set Filters on You Chart Data

The Service workbook charts are automatically populated with all the tickets from the top ten issue types and sub-issues (by ticket count), all queues, and all sources. When Criteria are exposed in the Analysis tabs, you can hide one or more rows to filter tickets by the criteria in that row. For example, if you hide the row that holds the data for a particular queue, tickets from that queue are excluded from the data.

1. If Criteria are not exposed, click the Criteria button.
2. Locate the Queue, Issue Type, or other ticket options you do not want to include in your ticket data.
3. Right-click the row and select Hide.

   When the row is hidden the data does not display.
4. To return a hidden row, select the row above and below and then right-click and select Unhide.
5. Save changes.

Add or Update an Advanced Where Clause

The Advanced Where Clause is an SQL query option that allows you to filter out data that you don't want to include in the workbook analysis. For example:

- The **Service Desk** workbooks will download all the service ticket data for the last 10 weeks or 10 days by default. You may want to limit the download to certain queues, issue types, or other ticket criteria.
- The **Sales** workbook will download all closed opportunities for the current and previous year and all forecasted opportunities within a specified date range. You may want to limit the closed opportunities to specific sales teams or accounts, or change the date range for forecasted opportunities.
- The **Financial** workbook will download all revenue and costs for the current and previous year by defaultYou may want to restrict the download to certain contract types, contract categories, accounts, work types, etc. In addition, the Financial workbook will download all resource hours for the current and previous year by default. You may want to restrict the download to certain resources, work types, etc.
- The **Projects** workbook will download all Project and Task data for the last 10 weeks by default. You may want to limit the download, for example, to include only client projects or open tasks.

Creating a WHERE clause requires experience in forming SQL queries. If you have the resources to create or edit a WHERE clause, you can do that on the Config worksheet tab.

If you need assistance in creating the WHERE clause, contact Autotask Customer Support. Refer to "Contacting Customer Support" on page 70.

When contacting Customer Support, be sure to provide your Company name, email address, and a description of the types of tickets you want to exclude and include.

How to Edit or Add the Advanced Where Clause

1. Open your workbook and click the **Config** tab.
2. In the Configuration worksheet, scroll down to **Advanced Where Clause**.

   If you already have one or more Where clauses in place, the **Advanced Where Clause** field displays the current clause. You can edit or replace the clause.
3. Click **Update Where Clause**.
4. If you want to edit the current clause, make changes as needed.
5. To add a clause, type the clause into the text box or copy and paste your prepared Where clause into the field.
6. Click **Update Where Clause**.

Sample Advanced Where Clauses for Service Desk

This information is specific to the **Service Desk** workbook. Do not use these samples in the Sales workbook.

The following sample clauses are taken from the video "Performance Dashboards: How to exclude data from the service workbook". To watch the video, use the link above, or enter this URL in your browser: http://www.youtube.com/watch?v=FCUHehN50K8.

Since the intent is to exclude data from the workbook download, all sample clauses use the operator "not in". The item names in parentheses in the sample are taken from a sample workbook. You will need to find the correct names for items in your workbook. You can find that information on the Ticket Analysis tab.

Although you can use the "not in" operator in Where clauses for the Sales workbook, the other data shown in these examples is specific to the Service Desk workbook.

Filter by Queues

wh_queue.queue_name not in ('Recurring', 'Internal')

Filter by Issue Types

wh_issue_type.issue_type_name not in ('Sales', 'Admin')

Filter by Sub-issue Type

wh_subissue_type.subissue_type_name not in ('Rejected')

Filter by Status

wh_task_status.task_status_name not in ('On Hold')

Filter by Source

wh_ticket_source.ticket_source_name not in ('Sales Form')

Frequently Asked Questions - FAQs

1. Can I save my workbook password so I do not have to enter it every time I refresh my data?

Yes, you can save your password in Excel under Data > Connections. You must save the password for each workbook you use. For instructions on how to save your password, refer to "Save Your Password (Optional)" on page 6.

2. How do I password protect my workbooks at the Excel file level?

1. Open your workbook in Excel and click File.
2. Click the Protect Workbook icon to open the menu.
3. Select Encrypt with Password.
4. Follow the instructions to add a password for the file.
5. Save the workbook.

3. How do I filter my ticket data to exclude data I do not need, like sales queues or issue types that are not part of my customer related activity?

The service workbooks automatically download data for all of your tickets. If you don't want to include all tickets, you can filter the downloaded data using an Advanced Where clause. You can add the clause on the Config tab.

For details, watch this short video: How to exclude data from the service workbook http://www.youtube.com/watch?v=FCUHehN5oK8

Or refer to "Add or Update an Advanced Where Clause" on page 64.

Just a reminder: Always save a backup copy of your original workbook before you make changes.

4. Can I have different versions of the performance workbooks targeted for different teams?

Yes, you can save multiple versions of your workbook.

1. Filter the data as needed using the Advanced Where clause (see question 3) and make any additional changes you want to the workbook charts.
2. Save the workbook file under a different name.

You can save as many "custom" versions as you need.

5. How do I change the ranges in my charts (1-7 days, 8-14 days etc.) so I see what I need?

You can change the data ranges and many other parameters in your charts. You can also change the labels. You make these changes once in the Ticket Analysis tab and the changes then update in every page in the workbook (and in any linked charts in PowerPoint presentations).

- In the Ticket Analysis page, click the **Criteria** button on the top right to view customizable options.

For more information, view the following short video - Performance Dashboards: Configure Your Trending Criteria
http://www.youtube.com/watch?v=5YiGatZ_jEM

Or refer to "Customizing Your Data Display" on page 57.

Always make a backup of your workbook before you make changes.

6. Sometimes I see ### marks instead of numbers? Why does that happen and how can I correct it?

This is usually due to display/cell size issues; that is, the number is too large (too many characters) to fit in the cell at the given screen resolution. To correct this, select the content and reduce the font size so all the characters can fit.

7. How do I embed a linked chart from my workbook in my PowerPoint presentation?

It's easy to put a chart from workbook into a PowerPoint presentation. If you add the chart as a linked object, you can quickly update your presentation data directly from the workbook.

The sample PowerPoint presentation, Executive_meeting.pptx, sent with your workbook files and credentials, already includes a number of charts from the Weekly Analysis Service workbook.

1. Select and copy a chart in your workbook (CTRL+C).
2. Click in the PowerPoint slide where you want the chart.
3. In the Home ribbon, click to open the Paste menu and select  (Keep Source Formatting and Link Object).

Refer to "Add Linked Charts to PowerPoint Presentations" on page 55.

8. How do I create static reports (PDFs) I can share with customers?

1. Select the view you would like to publish.
2. Under “Save As”, select the format PDF.

9. How do I change chart types, colors and settings so I can make the charts look the way I want?

1. Save a backup copy of your workbook.
2. Right-click in the chart you wish to modify to display options menu.
3. Select Change Chart type and follow the steps to achieve the desired type and style.

For more details, refer to "Customizing Your Data Display" on page 57.

10. How often can I refresh my workbook?

The Workbook data cache is updated once every 24 hours. As such, you can update the workbook once daily and your analysis will be valid for that day. For more information, refer to "About the Workbooks Data Cache" on page 69.

About the Workbooks Data Cache

When you configure an Autotask workbook, and every time you refresh your data, you access the Dashboard Data Cache. The Data Cache includes a select group of data views that map to one or more tables in your Autotask database.

The views contain only the data used to populate the Performance Dashboard workbooks. Because the workbooks access only a small segment of your database, you can quickly download data to your computer and work locally.

The Dashboard Data Cache is a unique set of data views. It is not related to the Autotask Report Data Warehouse. Autotask does not support any use of the Dashboard Data Cache in a SQL reporting environment. If you require full access to a SQL based environment, please contact your Account Manager for information on acquiring access to the Autotask Report Data Warehouse.

The Dashboard Data Cache is a contract based service. Your Data Cache login credentials allow access to only your company's Autotask data. You cannot share your workbook with other Autotask users.

Data Refresh Times

You refresh your workbook data directly from the Dashboard Data Cache. Currently, the Data Cache is automatically refreshed daily from a backup of your production database. Refresh time occurs as follows:

- Between 1 AM and 5 AM EDT
- Between 1 AM and 5 AM GMT for customers hosted through our LON Data Center.

To be sure you get the most current data when you refresh, and to avoid potential disruption of your workbook refresh process, do not attempt to refresh during this time.

If you must refresh regularly during this time period, please contact your Autotask Account Manager to arrange for a specific Dashboard Data Cache refresh time.

Contacting Customer Support

Autotask does not provide individual training or customization for Performance Analytics Workbooks.

Before contacting support, please review the information in this PDF document, especially "Get Started with Performance Analytics" on page 3, "Frequently Asked Questions - FAQs" on page 66, and "About the Workbooks Data Cache" on page 69.

If you have difficulty accessing the Workbooks Data cache, or to report a technical problem with your Workbook, please contact Datto Customer Support.

When we create a ticket, it will consume one of your annual support incidents. If you do not know the details of your company's Support Package, please contact your Account Manager.

Using the Client Portal

Access the Client Portal.

All Autotask customers have access to the Client Portal, where you can create a support ticket. It is also the most effective and convenient way for you to receive updates on the progress of your Support requests.

Requests submitted electronically are queued and handled in the order they are received. Our Support team will provide its initial correspondence on the ticket and via email to the customer contact. We will use this first contact to provide a resolution or to request more details. If additional research is required, your ticket will be annotated, prioritized and routed to our team.

Account Champions are provided with the required Client Portal credentials upon completion of their Implementation. Non-champions can gain access to the portal through their Account Champion. If you are the Account Champion and do not yet have access to the portal, please reach out to our Support team for assistance.

How many support incidents are you entitled to per year?

The annual number of support incidents Autotask will handle free of charge is spelled out in your Autotask contract. The number of incidents is decremented as you utilize our support services. If we determine that your support incident is related to a bug in the software, your allotment of incidents will not be decremented. Autotask Client Services has the sole discretion of what constitutes a support incident within the scope of Support.

If you have any questions regarding your company's Support Package, service levels, specific training options, or any other service or support needs, please contact your Account Manager.

To maximize your support incidents, Autotask recommends that you select a Champion who becomes your internal focus point for use of Autotask products, and can assist in developing proper workflows, your own internal standard operating procedures, and reviewing and raising issues as needed to Autotask Product Support. Typically Autotask will direct our communications regarding updates, release schedules, new education offerings, etc., to Champions as a primary point of contact at your company. Access to the PSA Client Portal is controlled by each customer's Autotask Champion.

What are your (the customer's or partner's) responsibilities?

Autotask's obligation to provide Support is contingent upon the customer:

- Using the Autotask resources; Community, Training, and Online Help to research topics and potential resolutions prior to submitting an incident
- Making reasonable efforts to resolve any Incident after obtaining a proposed resolution from Autotask
- Using best efforts to provide Autotask, at the reasonable request of Autotask, with data, information, assistance, and/or materials as necessary
- Eliminating the potential conflict on non-Autotask products interfering with Autotask product operation
- Ensuring that the local operating environment is working correctly and any issue that may be experienced is not caused by a network or facilities failure