



Reports and insights to  
help businesses thrive



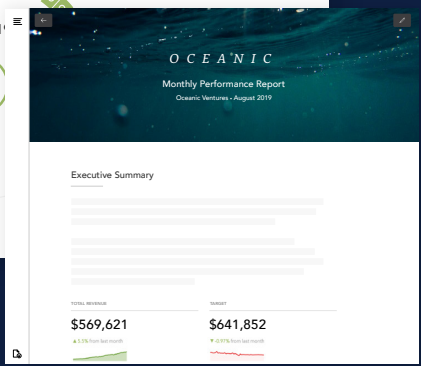
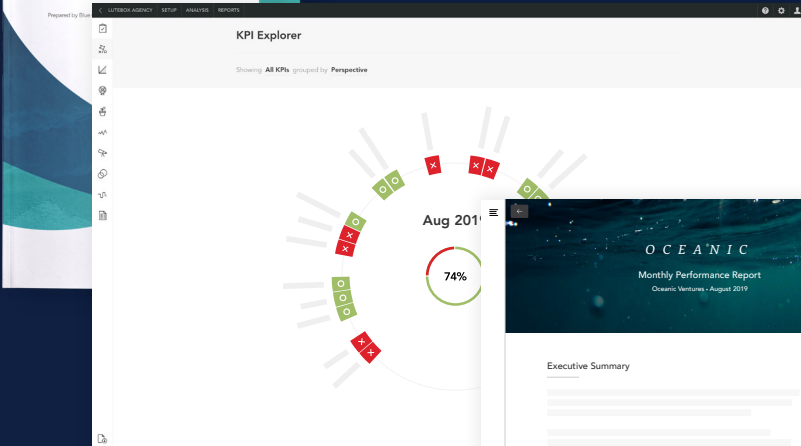


“I love using Fathom for our clients. Numbers can be overwhelming and Fathom takes this complicated data and breaks it down into meaningful, yet simple reports, **enabling us to have the right conversations with our clients.**”

JODIE MARSHALL  
PARTNER, SNELLEMAN TOM

# Great businesses are built on smart decisions

Get instant, actionable insights and dive deeper with customized reporting, interactive analysis dashboards, consolidations and benchmarking.





## Measure the metrics that matter

Fathom's analysis tools help you assess profitability, cash flow, growth and other key performance indicators.

### Custom KPIs

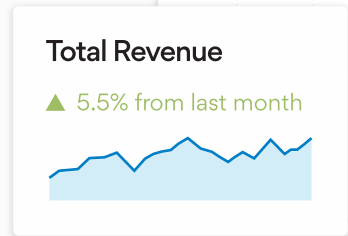
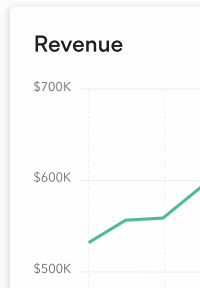
Choose from 50+ financial KPIs and track performance against budgets or targets. Or, add your own KPI and define a formula for calculation.

### Get alerts for KPIs

Set alerts so you'll know when a result reaches a critical level. Know when clients are experiencing financial stress, so you can offer the right advice at the right time.

### Get the full picture

Easily import employee, operational or any other non-financial data to track alongside your financials, so you're getting a complete view of your overall performance.



## ANALYSIS AND VISUALIZATIONS

# Powerfully simple financial intelligence

Communicate valuable insights with Fathom's dynamic and engaging visualizations.

### Cash flow

Is the business generating a healthy cash flow? Where did the money go? Help find the answer to these critical questions with a waterfall visualization and cash flow statement.

### Profitability

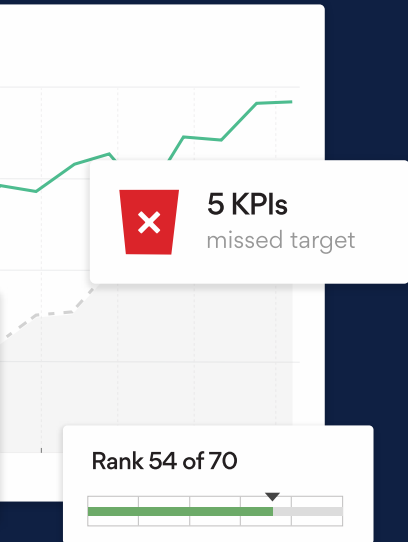
Make sense of your company's ability to generate profit, and understand your breakeven point and margin of safety through simple visuals.

### Scenarios

Create scenarios and identify improvement opportunities. Use Fathom's Goalseek tool to highlight the impact of business drivers on financial results.

### Divisional

Easily gain insights into the performance of the divisions, departments, locations, profit centers, cost centers or any other segments within your business.

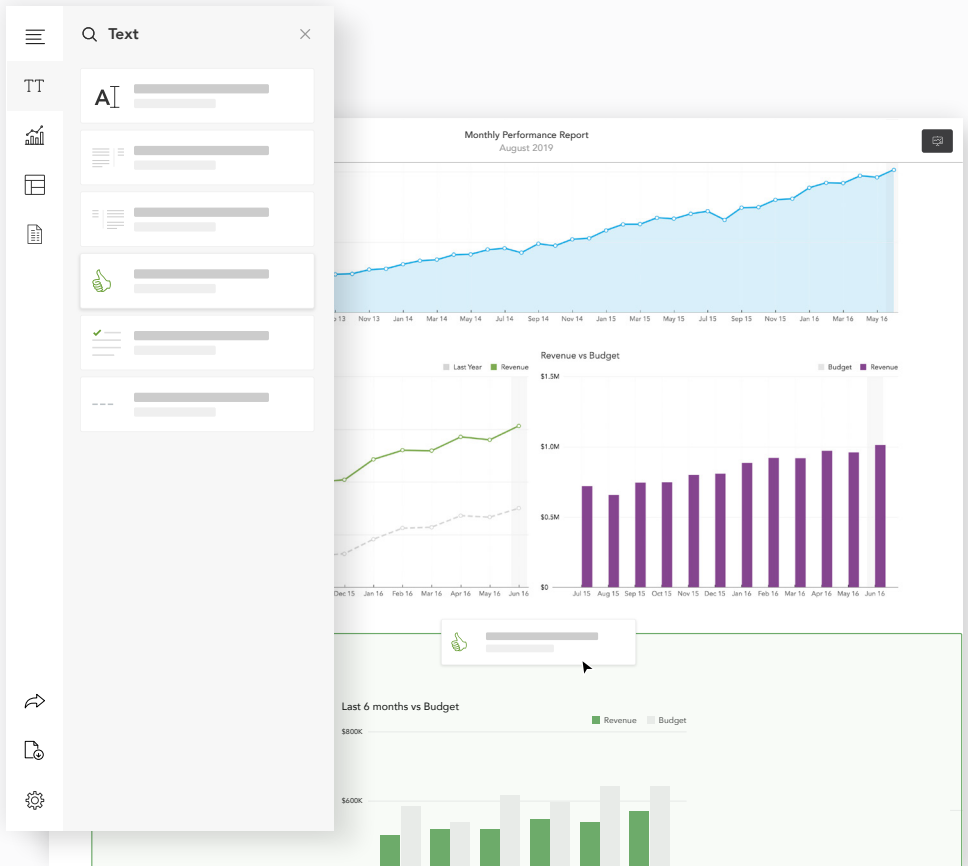


# Craft captivating management reports faster than ever

Write insightful, beautiful and customized management reports with Fathom's flexible report editor.

98%

of SMBs and their advisors, gain a better understanding of business performance with Fathom\*





## Custom financial statements

Customize the ordering, grouping and layout within your chart of accounts to design the presentation of your financial statements.

## Custom reporting

The report editor brings together text, charts, tables and financial statements in one dynamic, simple-to-use interface.

## Custom charts

Choose from 90+ ready-to-use charts which you can customize when creating your reports.

## Report templates

Create your own custom template, or pick from a range of pre-built templates to kick-start your reporting workflow.

## Automated reports

Schedule reports to be automatically created and delivered at a time of your choosing.

## Desktop to hardcopy

Your professional-looking reports are optimized for both screen and print.

\*Fathom customer survey, June 2019.

POWERFUL PLATFORM

# The next-generation reporting platform

## Automatic syncing

Set your financials to automatically sync with Fathom every day! Speed up the process of creating management reports for faster access to real-time business intelligence.

## Multi-channel support

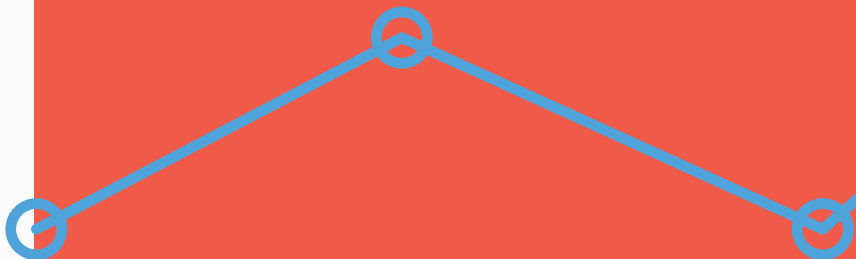
Fathom provides outstanding support across all time zones, along with a comprehensive online help center.

## Integrations

Fathom integrates seamlessly with QuickBooks, Xero, MYOB and Excel data to provide insightful, beautiful reports and dashboards.



myob



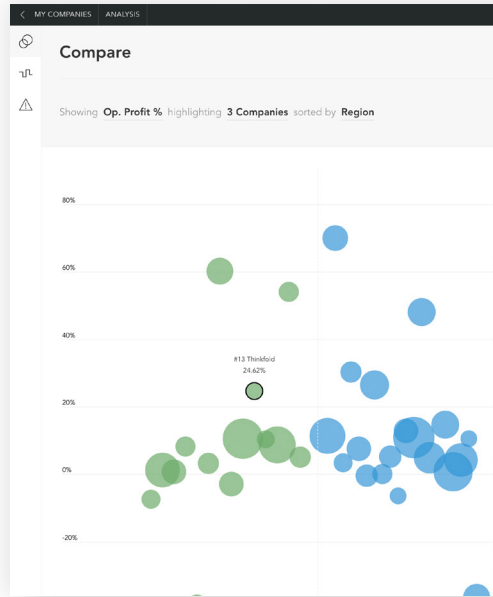


## Multi-entity reporting made easy

In addition to reporting for an individual company, you can track and monitor the performance of a group to which a company belongs.

# 14 hours

saved each reporting cycle with Fathom's consolidation feature\*



### Consolidations

Easily group related entities to create reports and consolidated financial statements. Popular features include quick eliminations and multi-currency consolidation.

### Franchise reporting

Create powerful, tailored reports for Head Office and franchisees.

### Comparison and Benchmarking

Visually compare, rank and benchmark the financial and non-financial performance of your companies, clients or franchisees.

\*Fathom customer survey, June 2019.

## Nurture beautiful client relationships

Fathom is ideal for fast-paced advisory teams, automating workflows and allowing for maximum scalability.

### Automate your workflow

Generate firm-wide templates to use across clients, and schedule report distribution. Scale your reporting with ease and spend more time engaging clients.

### White label

Customize reports and presentations with your own logo, imagery and color palette.

### Engaging reporting

Put tailored reports into the hands of more clients, faster than ever before. Personalize reports with your own commentary.

### Collaborate with clients

Collaborate with colleagues and clients directly in reports. Keep the advisory conversations going offline.

“

Our firm uses Fathom to provide regular reporting to 100+ clients. The reporting templates make it very easy to provide understandable financial information to business owners.

Using the analysis tools in those conversations has gotten more than one “Wow!” from clients.

## Plans for businesses of all sizes

Your price is based on the number of companies you connect. A company is one QuickBooks general ledger, one Xero or MYOB file or one Excel sheet.

All prices are in USD.

### STARTER 1 - 3 COMPANIES

**\$39**

per company, per month

### BRONZE 4 - 5 COMPANIES

**\$145**

per month

### SILVER 6 - 10 COMPANIES

**\$190**

per month

### GOLD 11 - 20 COMPANIES

**\$280**

per month, \$9 per additional company

Try Fathom  
for free with  
a 14 day trial.

FATHOMHQ.COM

More than 50 companies?  
Contact us for pricing plans.



**Want to learn more  
about how Fathom  
can help you?**

**Let's talk**

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companies worldwide**



From over 250 reviews on the Intuit  
App Store and Xero Marketplace.