

Class Analytics for Quickbooks Desktop

Heavy-duty divisional reporting... made simple.

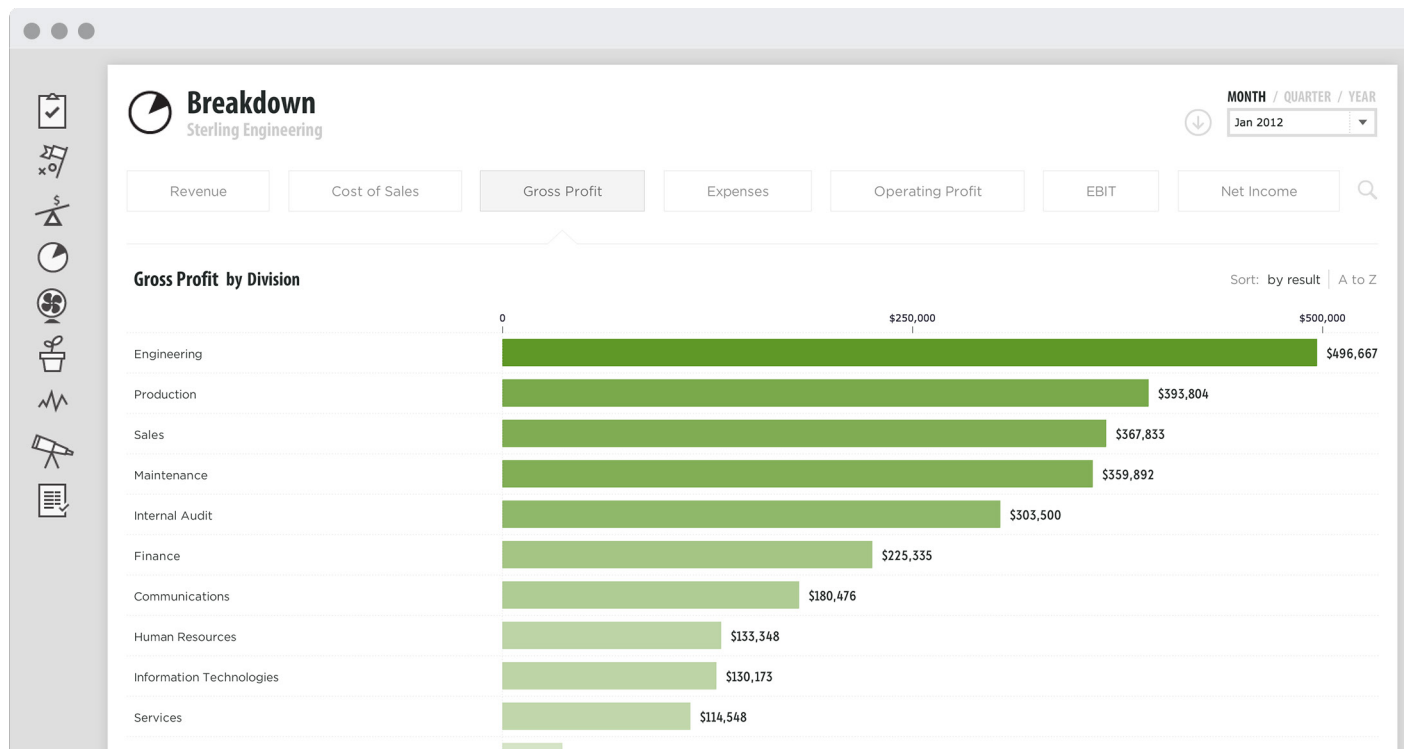


Table of Contents

INTRODUCTION

03 New features

GETTING STARTED

04 Importing from QuickBooks Desktop

05 Select data

06 Give permissions

07 Selecting class options

08 Importing

09 Updating results

TRACKING KPIS

10 Creating Custom KPIS

11 Creating KPIS for a division

12 KPIS for multiple divisions

ANALYSIS

13 Breakdown analysis

14 Breakdown analysis for any metric

15 Selecting a metric

16 Breakeven drilldown

REPORTING

17 Breakdown reports

18 Excel reports

APPENDIX

19 Terms



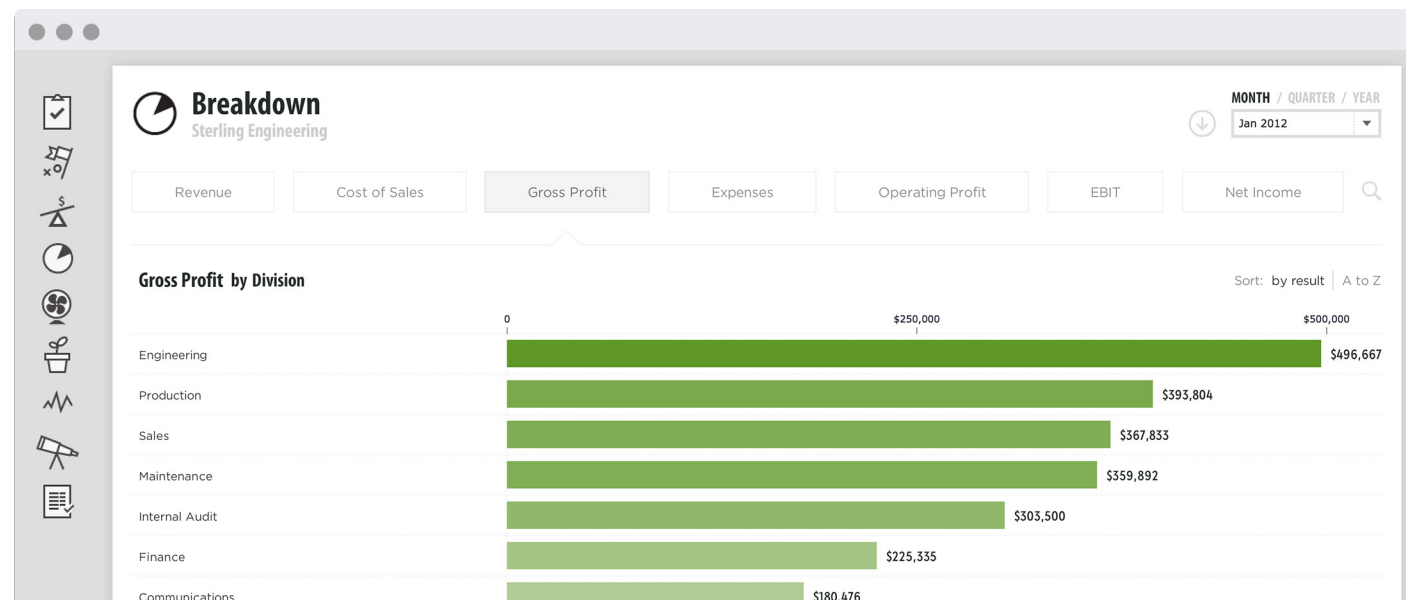
INTRODUCTION

New features

We're excited to announce that tracking class analysis is now available in Fathom!

These new features help you to dig deeper into the performance of different areas of your business. This latest release offers everything you need to gain insights into the performance of your classes, categories, locations, cost centres, profit centres...

Or any other tracking class data sourced from QuickBooks Desktop.



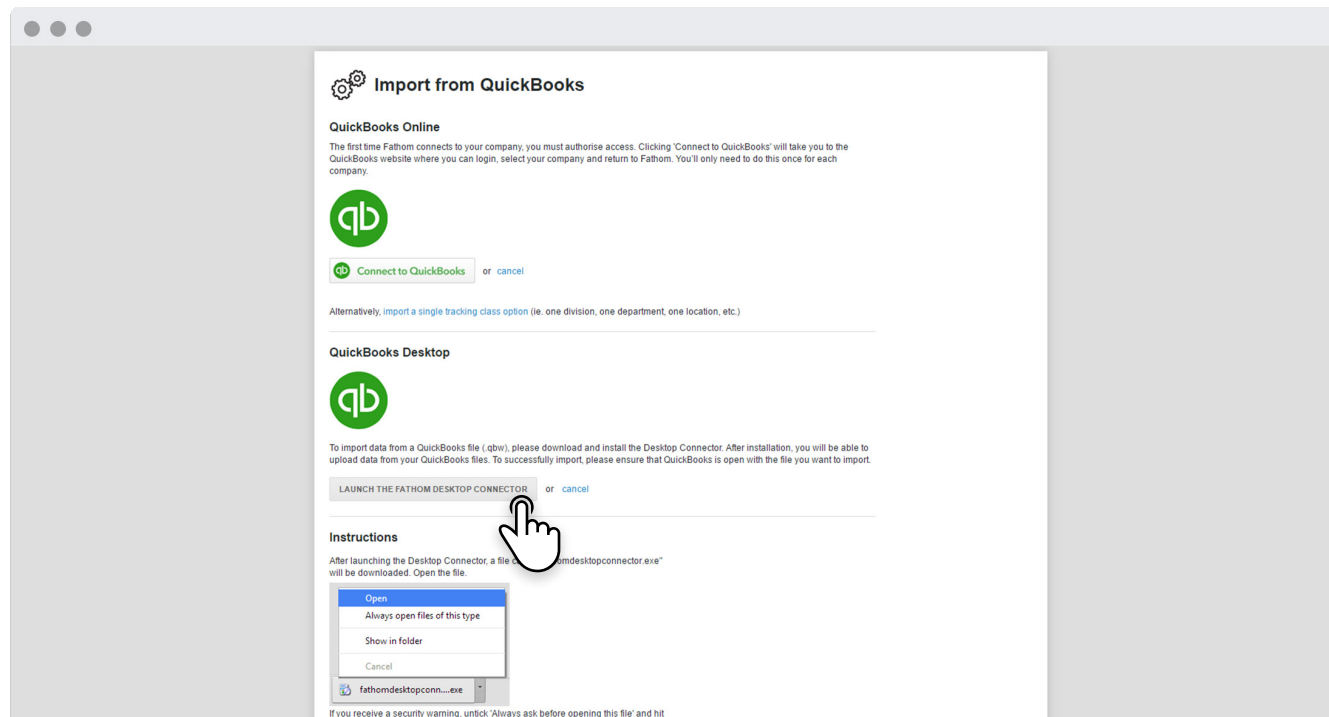


GETTING STARTED

Importing from QuickBooks Desktop

To import from QuickBooks Desktop into Fathom, you can now choose to also import data for selected classes and locations. Also ensure that you have the current file open in QuickBooks Desktop. To launch the Fathom Desktop Connector..

Go to 'Add a Company' > select 'QuickBooks' > click 'Launch Desktop Connector'

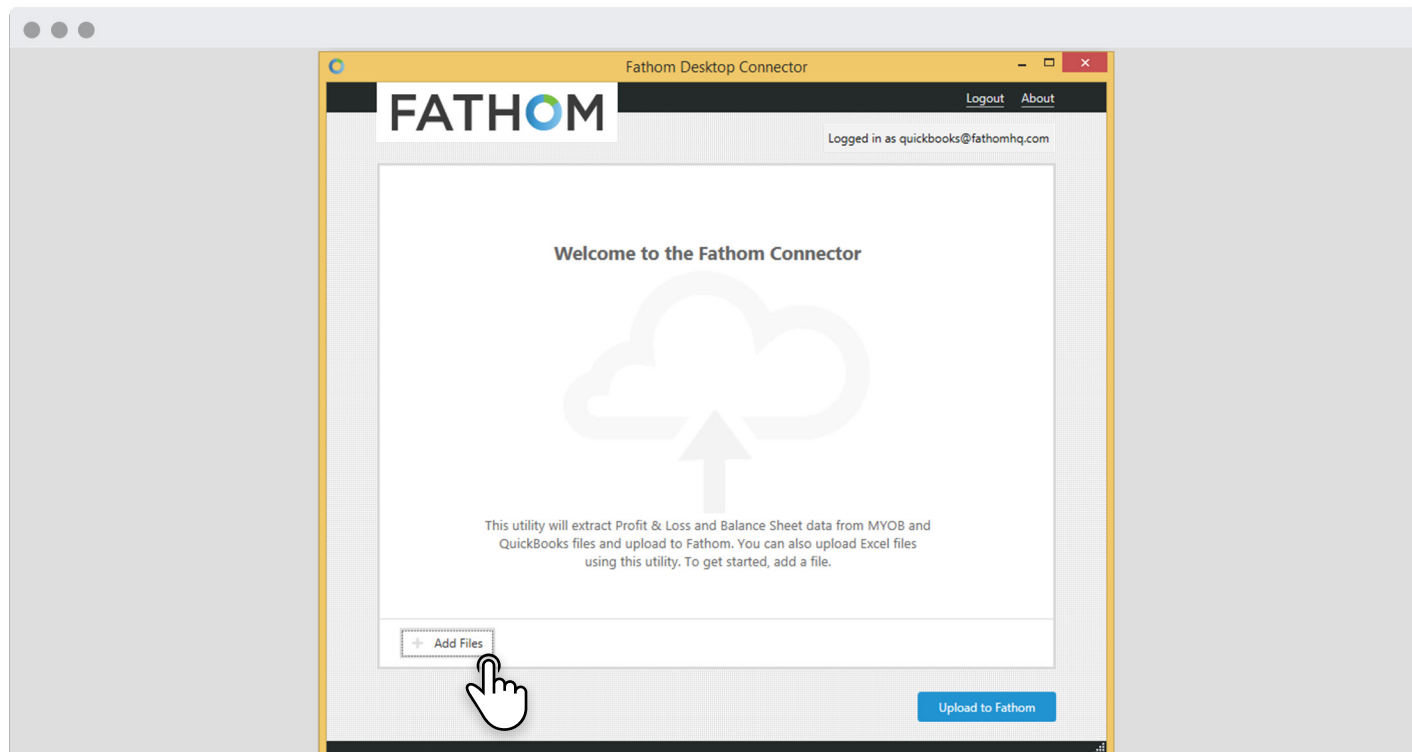




GETTING STARTED

Select data

Add the QuickBooks Desktop file (.QBW) into the Fathom Desktop Connector using the 'Add Files' button.

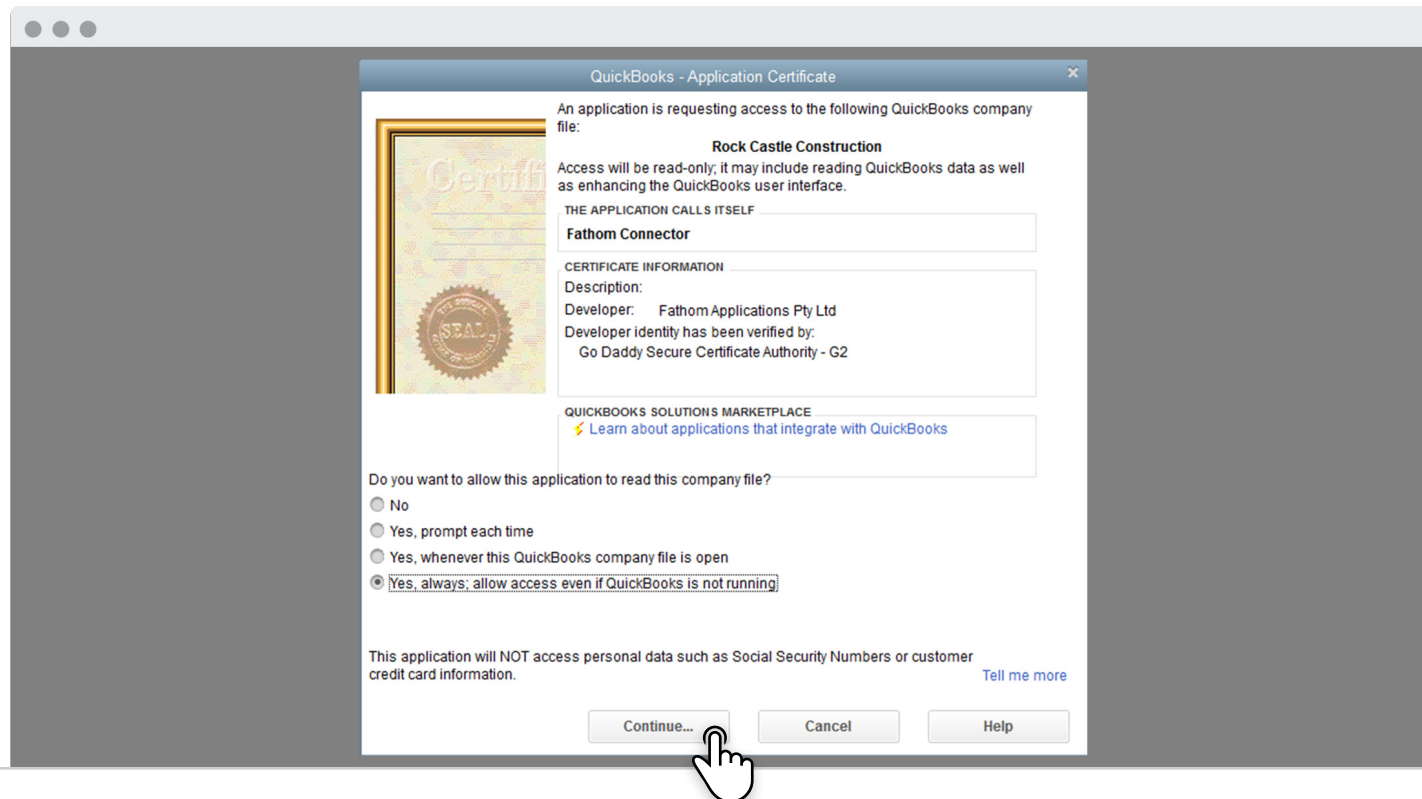




IMPORTING

Give permissions

A window will also appear in your QuickBooks Desktop program. Select '**Continue**' to give permission for Fathom to access the selected file.



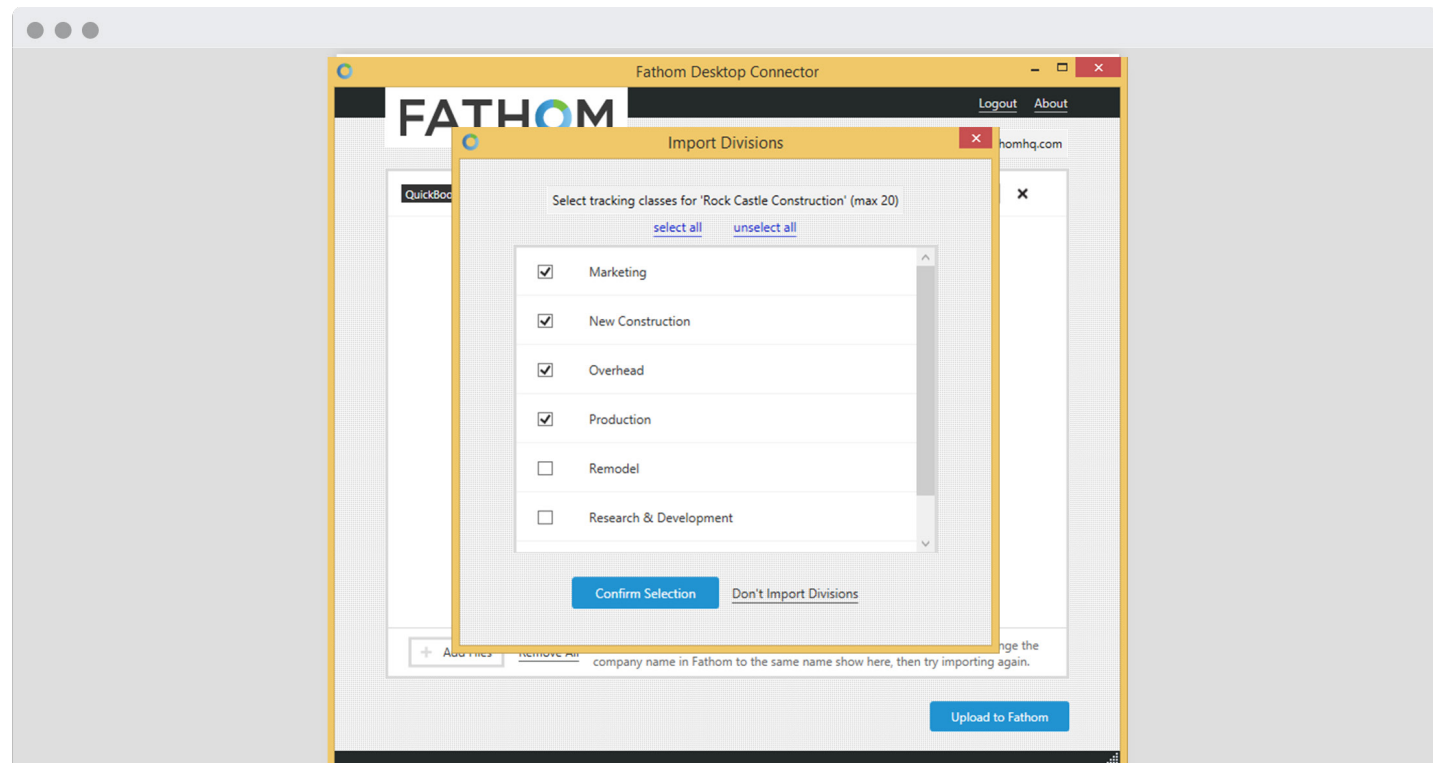


IMPORTING

Selecting class options

You will then be prompted to select which tracking classes you would like to import with your QuickBooks file. Click '**confirm selection**' to continue with the import.

You can import a maximum of 20 tracking classes per company into Fathom.

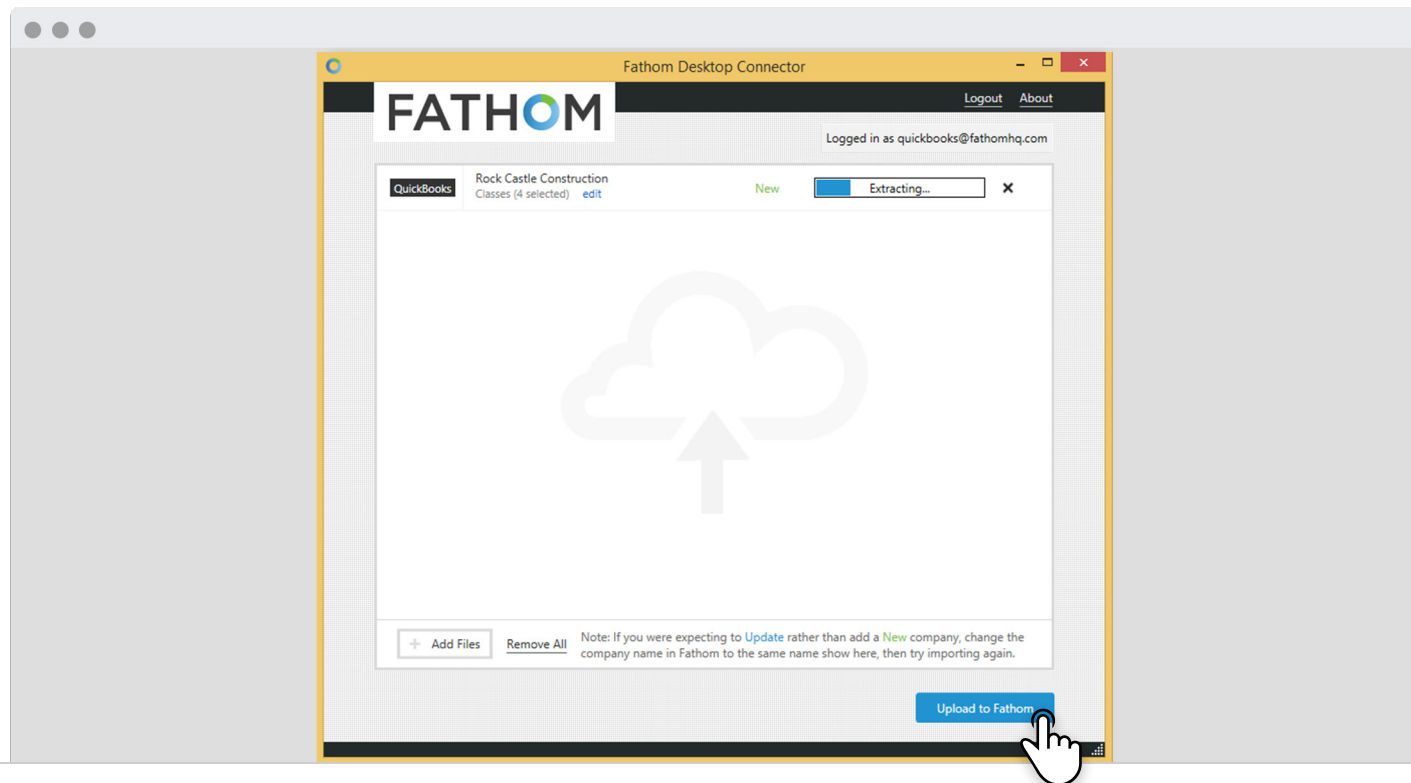




IMPORTING

Importing

Click **'Upload to Fathom'** in the Fathom Desktop Connector to begin the import process. Fathom will then securely extract the data from your QuickBooks Desktop file, along with your selected tracking classes.





IMPORTING

Updating results

To update data for your tracking classes, or add tracking classes to an existing company in Fathom, simply relaunch the Fathom Desktop Connector and upload the QuickBooks Desktop file again.

To update data for your company, go to **Step 1: Update Data** in the company setup.

Update Source Data
Wentworth Industries

1 Update Data 2 Company Profile 3 Tag Financials 4 Select KPIs 5 Set Targets 6 Set Alerts View Analysis

Step 1: Import or update your financial and non-financial data.

Financials

Date Range: May 2014 - January 2015 [remove periods](#)

Source: QuickBooks Desktop

Tracking: No tracking classes imported

Last Updated: 1 year ago (6th January 2015 2:53pm)

UPDATE FROM QUICKBOOKS DESKTOP

Budgets

Budget Data: Importing a financial budget is optional. To get started, add a budget. ⓘ

+ ADD A BUDGET



CREATING CUSTOM KPIS

Creating a Custom KPI

You can easily create custom KPIs to track the performance of your divisions, departments or regions. Go to '**Step 4**' of the company setup, then select '**Create a KPI**'.

CREATE A KPI FOR A DIVISION

Step 4: Select from a range of standard financial KPIs or create your own KPI.

You have selected (✓) 25 KPIs. Show all KPIs Show selected KPIs [CREATE A KPI](#)

		Type	Importance	
A Profitability				
✓ Total Revenue ?	Default	★★★★	Critical	
✓ Gross Profit Margin (%) ?	Default	★★★☆☆	Medium	
✓ Operating Profit Margin (%) ?	Default	★★★★☆	High	
✓ Expense-to-Revenue Ratio ?	Default	★★★★	Critical	
✓ Breakeven Margin of Safety ?	Default	★☆☆☆☆	Low	
B Activity				
✓ Activity Ratio ?	Default	★★★★	Critical	
✓ Accounts Receivable Days ?	Default	★☆☆☆☆	Low	



CREATING CUSTOM KPIS

Creating a KPI for a division

Using the KPI formula builder, you can create your own custom KPIs, For example:

Gross Profit % of Division A =



$$\left(\frac{\text{Gross Profit}_{\text{Division A}}}{\text{Total Revenue}_{\text{Division A}}} \right) \times 100$$

[Clear](#)

Select a variable to include in the formula:

Use current period

Use prior period

All

Profit & Loss

Balance Sheet

Non-Financials

Other

A

Abnormal Income (\$)

Adjustments (\$) *

Adjustments (\$)

C

Cash Tax Paid (\$)

COS Goods (\$) *

D

Depreciation (\$)

Agents Commissions (\$) *

Amortisation (\$) *

COS Other (\$) *

Cost of Sales (\$)

Depreciation & Amortisation (\$) *



CREATING CUSTOM KPIS

Creating a KPI for multiple divisions

You can also create a custom KPI which tracks the performance of multiple categories, departments, locations, etc... For example:

Revenue from Division A + Division B, as a % of Total Revenue



$$\left(\left(\text{Revenue}_{\text{Division A}} + \text{Revenue}_{\text{Division B}} \right) / \text{Total Revenue} \right) \times 100$$

[Clear](#)

Select a variable to include in the formula:

Use current period

Use prior period

All

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A

Abnormal Income (\$)

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Depreciation & Amortisation (\$) *

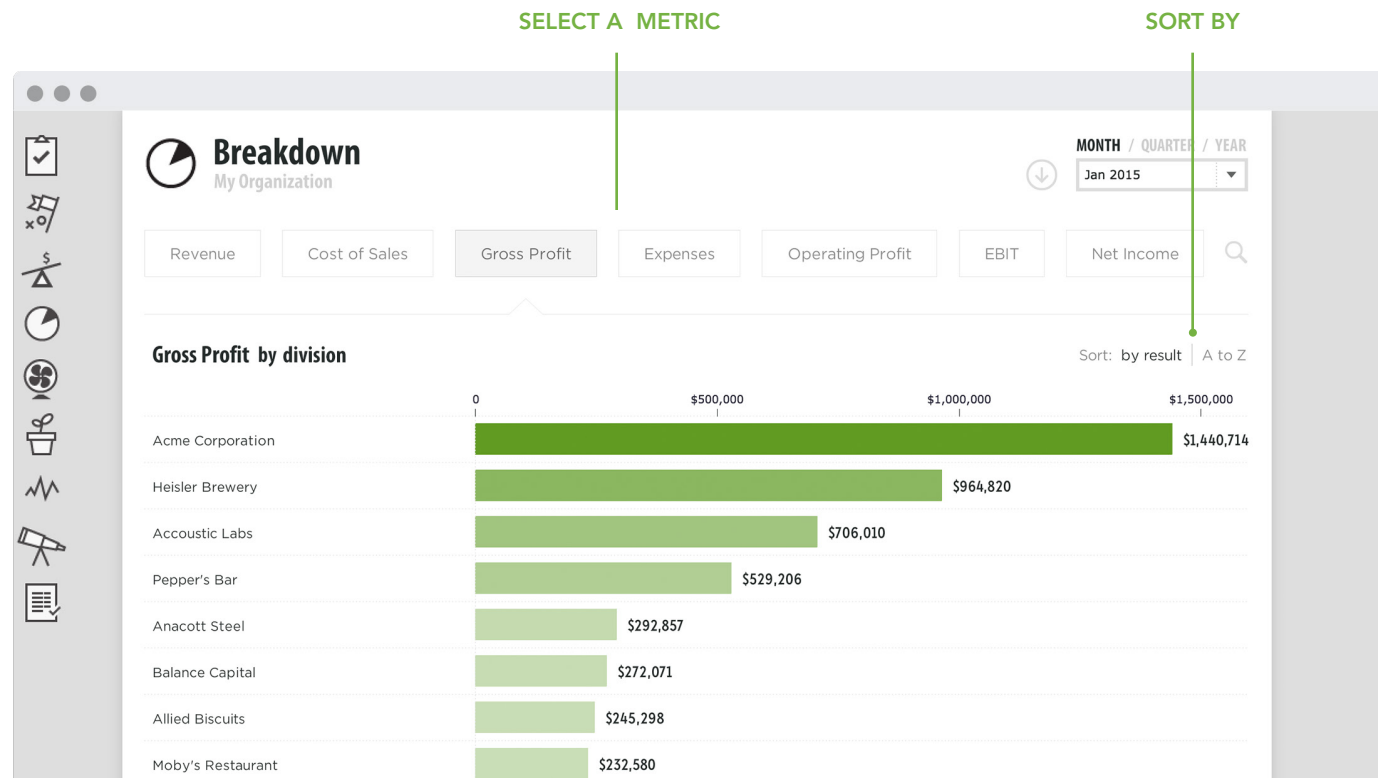


ANALYSIS

Breakdown analysis

The breakdown analysis tool makes it easy to view profitability breakdowns.

It helps to rank the **profitability** of each business unit. Using the menu at the top of the analysis tool, you can quickly select from a range of profitability margins. And then sort results, from best performer to worst performer, or sort by alphabetical order.





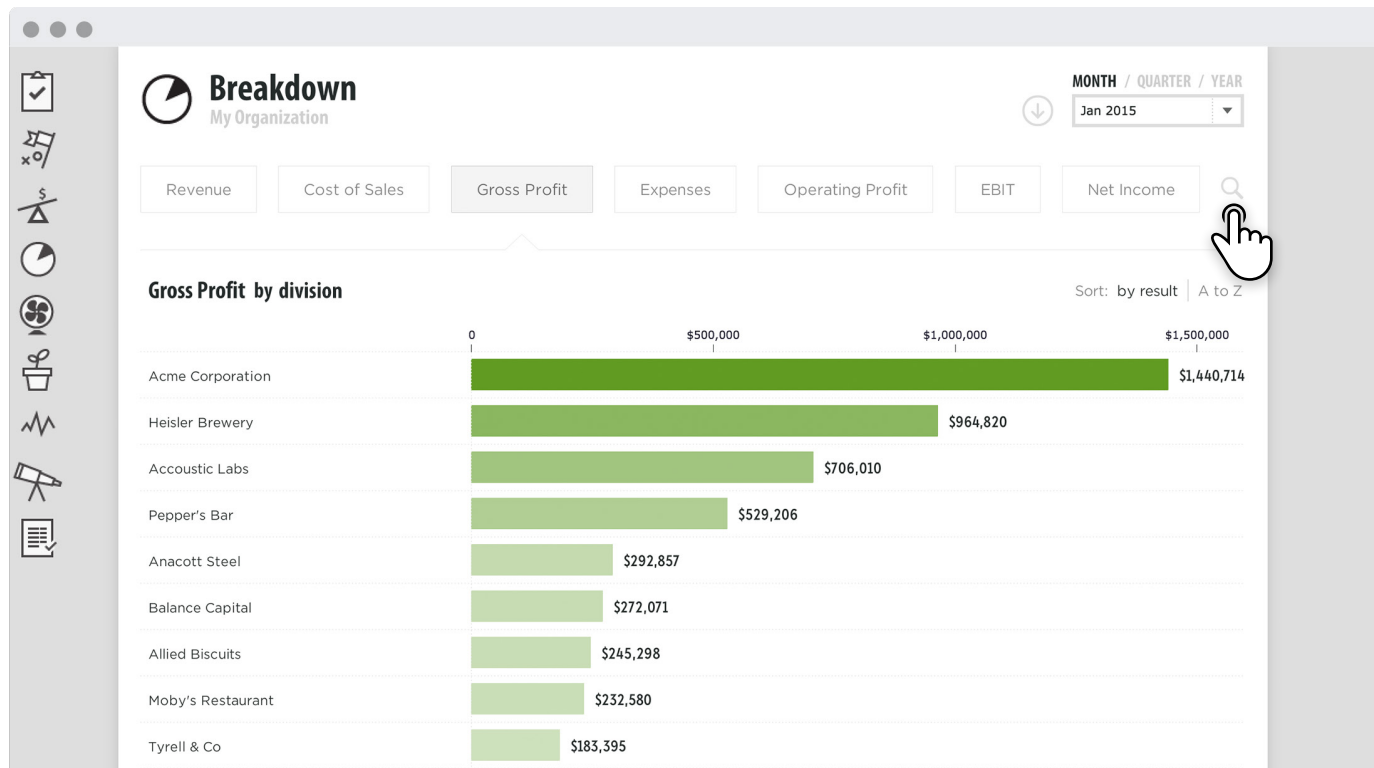
ANALYSIS

Breakdown analysis for any metric

In addition to the profitability metrics, you can view a breakdown analysis for any other metric.

To do this select the magnifying glass (🔍)

Note: any amounts not classified to a class or location option, are shown as 'unclassified'.

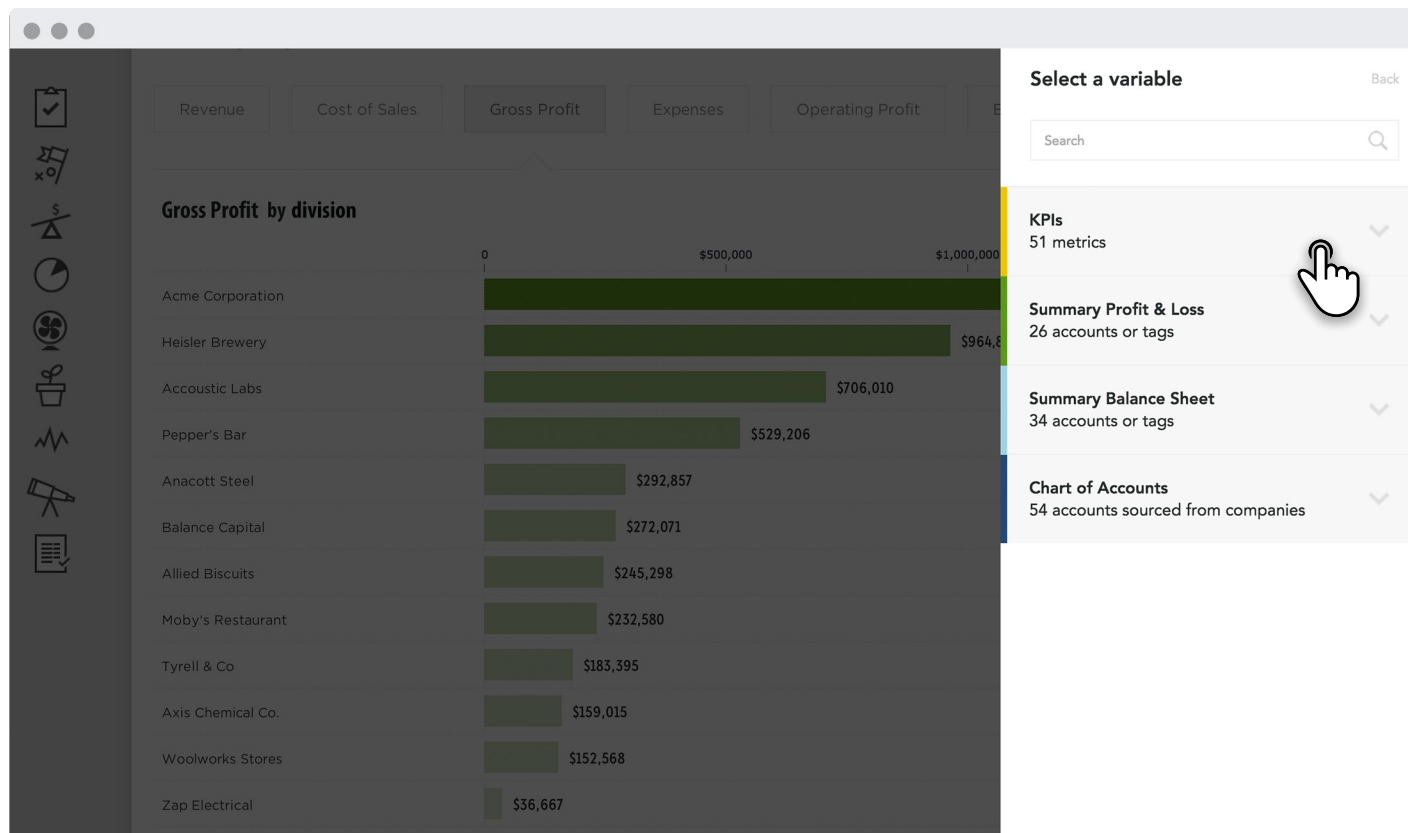




BREAKDOWN ANALYSIS

Select a metric

Then from the side panel, select any specific revenue account, expense account, financial KPI or custom KPI. You can also search for a metric or account.

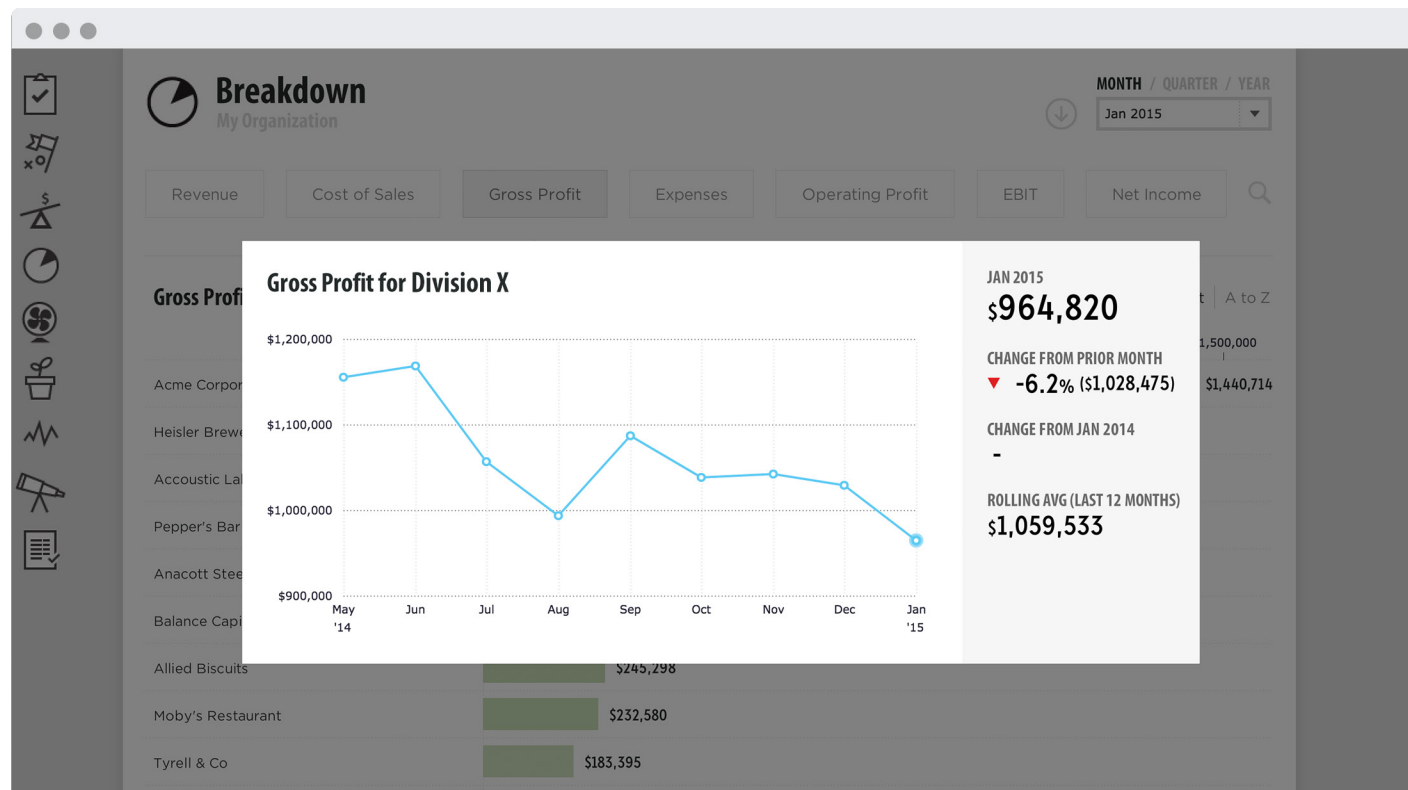




BREAKDOWN ANALYSIS

Breakdown drilldown

To see additional details about the results for a specific class or location option, click on a row in the breakdown analysis to view more details and a trend of results.





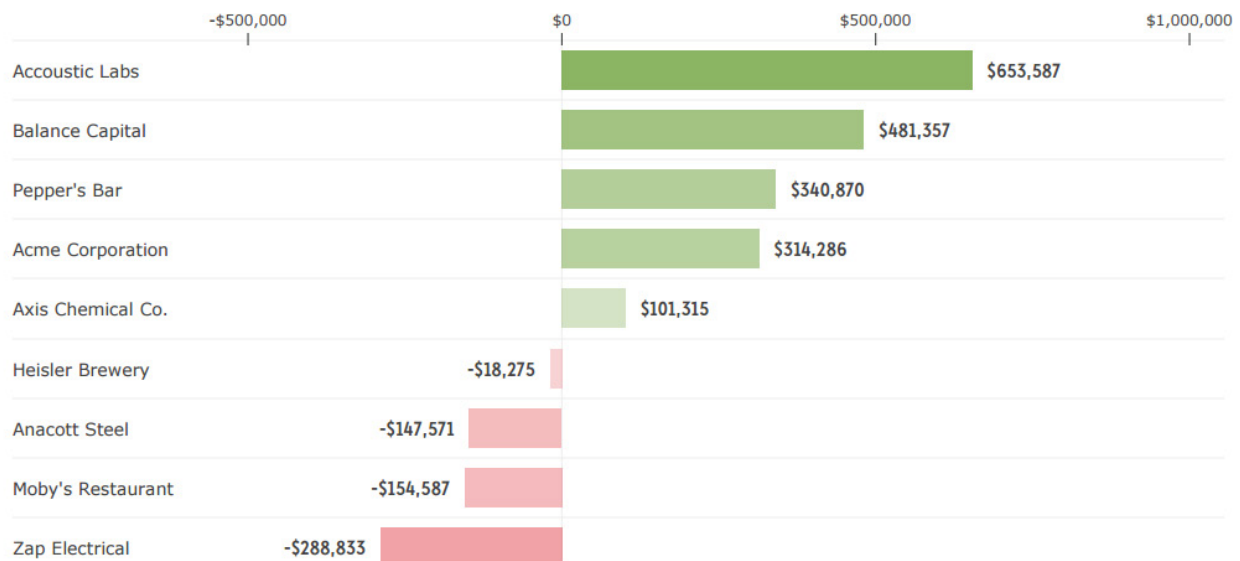
REPORTING

Breakdown report

Click on the download a report icon (⬇️) to create a PDF report of the current view.

Breakdown Analysis

EBIT by company





REPORTING

Excel reports

You can also create Excel reports which show **side-by-side financial statements** for each division, department, location or business unit. To do this go to 'Reports'.

CHARTS OF ACCOUNTS

DIVISIONS

	A	B	C	D	E	F
	Account Name	Account Code	East	North	South	Unclassified
1	ACME Co. - Financials by Regions					
2	Oct 2015					
3						
4						
5						
6	Income					
7	Sales	200	2,800.00	8,950.00	500.00	8,075.00
8	Total Income		2,800.00	8,950.00	500.00	8,075.00
9						
10	Cost of Sales					
11	Purchases	300				763.64
12	Cost of Goods Sold	310				
13	Total Cost of Sales		0.00	0.00	0.00	763.64
14	Gross Profit		2,800.00	8,950.00	500.00	7,311.36
15						
16	Expenses					
17	Advertising	400	700	670	300	602.73
18	Bank Fees	404	0	245	150	(384.50)
19	Cleaning	408	157	110	0	43.00
20	Consulting & Accounting	412	0	0	0	98.00
21	Depreciation	416	0	243	0	(243.00)
22	Entertainment	420	345	112	50	(707.00)
23	Freight & Courier	425	0	90	0	(90.00)
24	General Expenses	429	76.6	1300	0	(1,258.42)
25	Insurance	433	0	0	0	
26	Legal expenses	441	0	0	0	



APPENDIX

Terms

CLASSES

Classes in QuickBooks help to review and compare different areas of your organisation, and improve your reporting. For example if you have a car hire business operating from 7 locations and also have two business divisions, Corporate and Retail. Classes help to track sales at each location, department, and also sales in each division.

CLASS OPTIONS

These are the class options you want to track. For example, the regions in which your business operates (ie. north region, south region, east region and west region).

BREAKDOWN ANALYSIS

The breakdown analysis tool makes it easy to visually compare the performance of different areas of your organisation. It also enables consolidated groups to compare the performance of companies which form part of that group.

FATHOM

www.fathomhq.com