

Tracking Category Analytics for Xero

Heavy-duty divisional reporting... made simple.

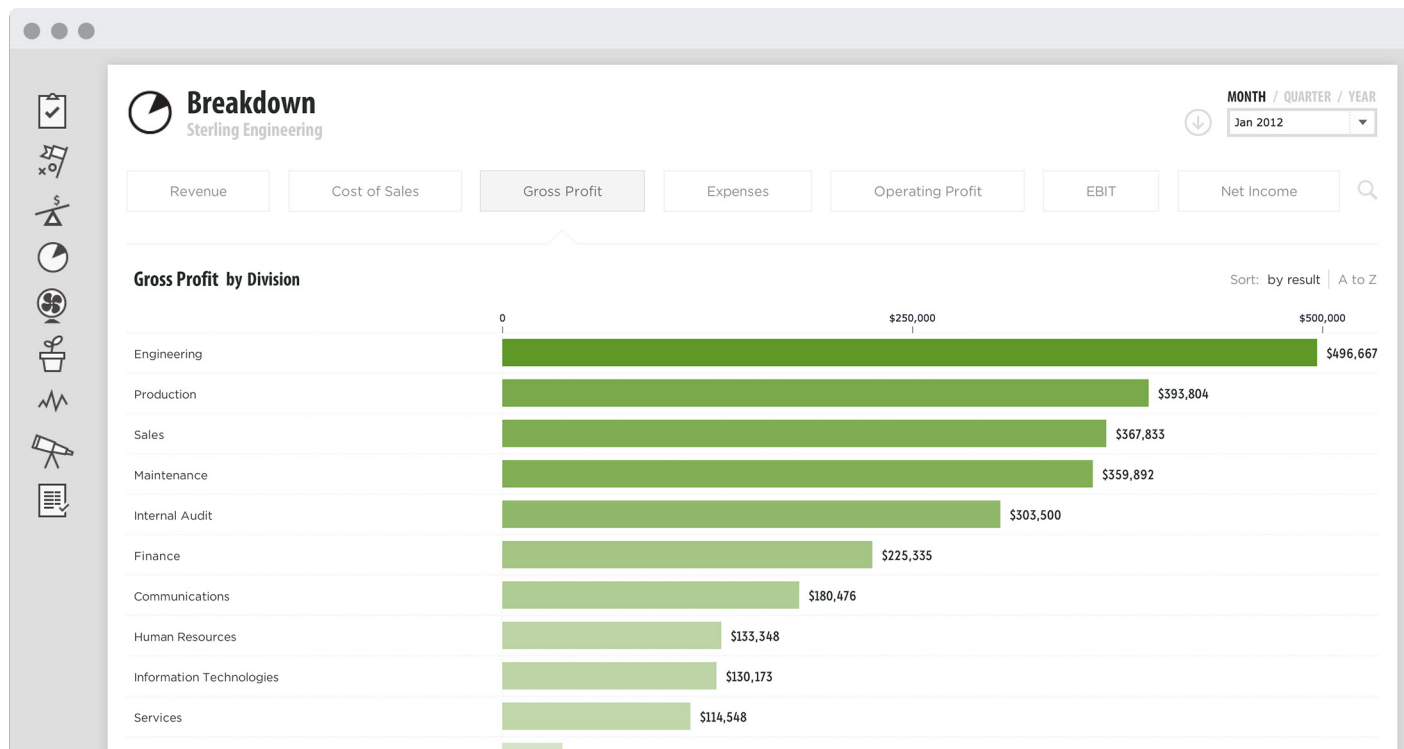


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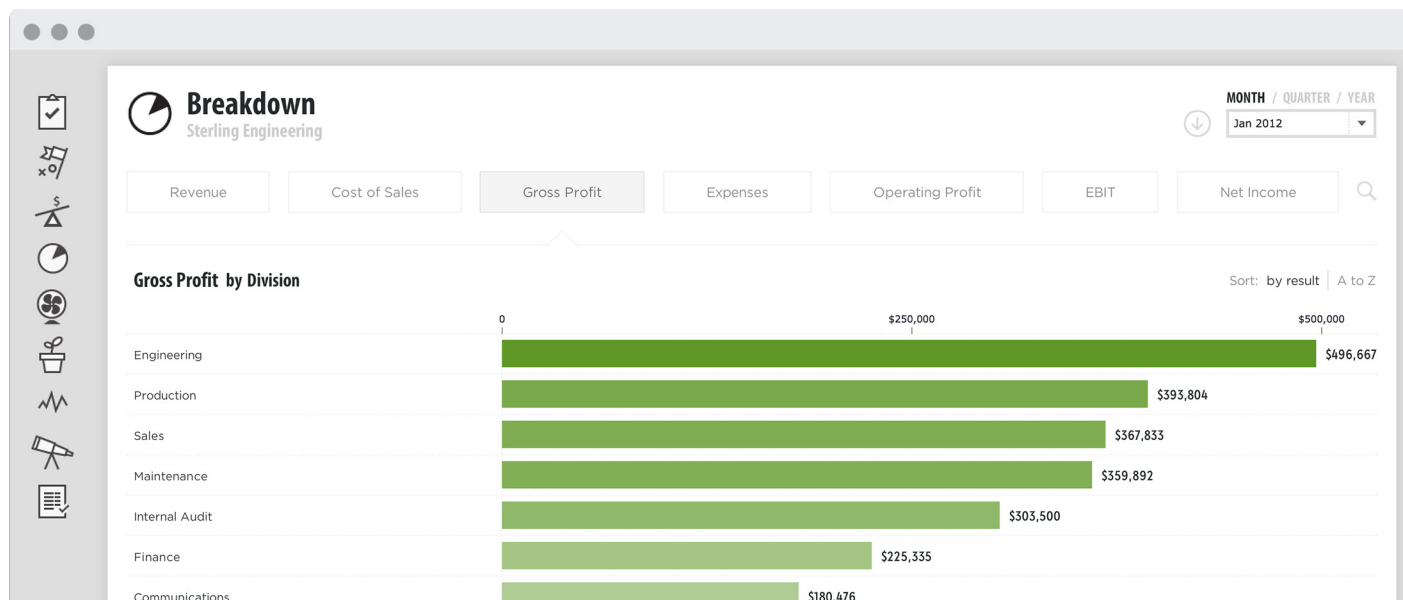
INTRODUCTION

New features

We're excited to announce that tracking 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 divisions, departments, locations, cost centres, profit centres...

Or any other tracking category data sourced from Xero.





GETTING STARTED

Importing from Xero

When importing from Xero into Fathom, you can now choose to also import data for selected tracking categories. First select the period range for import, then click '**Import**'.

Import from Xero

The first time Fathom connects to your Xero organisation, you must authorise access. Clicking 'Connect to Xero' will take you to the Xero website where you can login, select your Xero organisation and return to Fathom. You'll only need to do this once for each Xero organisation.

CONNECT TO XERO or [cancel](#)

Frequently Asked Questions

- 1. Why can't I see the Xero organisation?
- 2. Which Xero user roles provide permission?
- 3. Can Fathom be used with all the different Xero versions?

IMPORT FINANCIAL DATA

Fathom is now authorised to access **Demo Company (AU)**.

Select a period range for import:

July 2015 to October 2015

☒ Include budgets

IMPORT or [cancel](#)

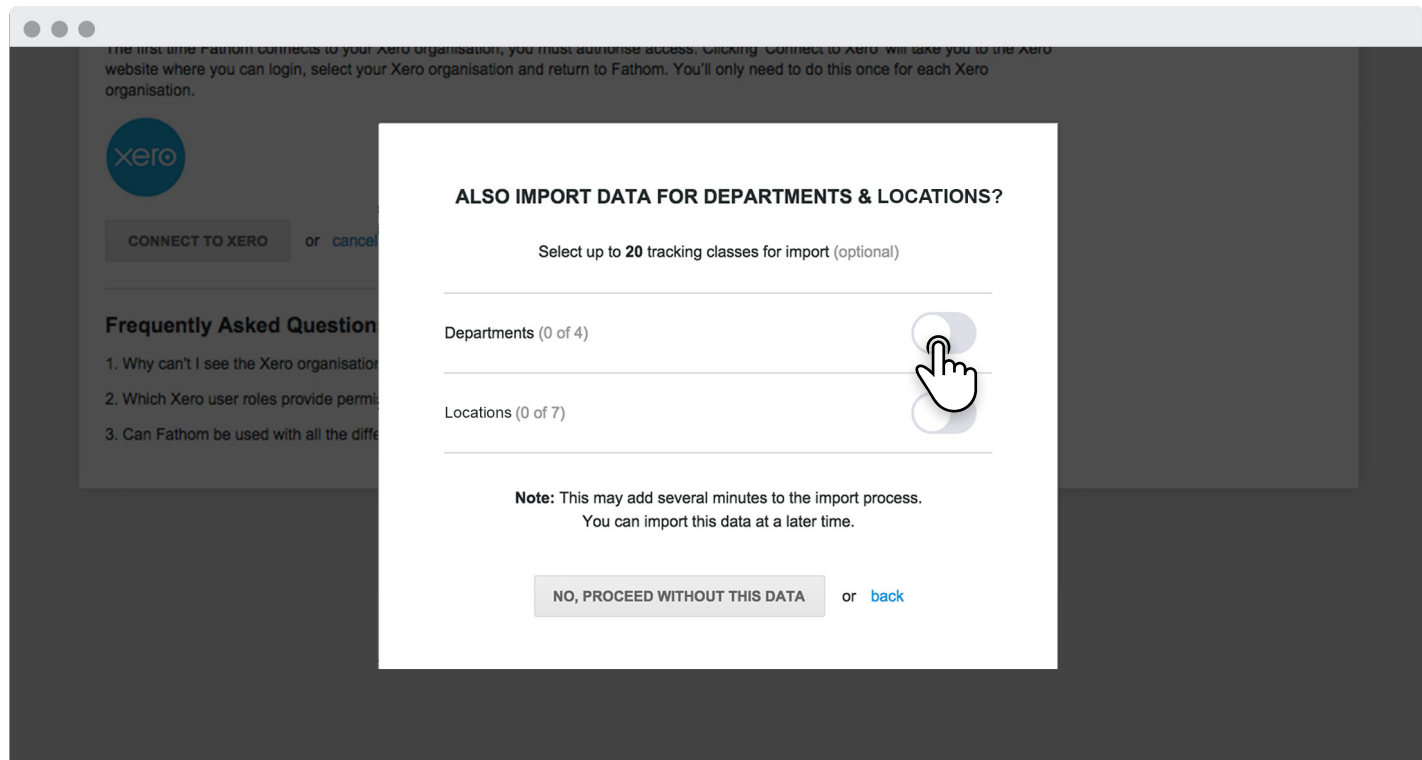


GETTING STARTED

Selecting tracking categories

Then choose which tracking categories you wish to import for analysis.

Tracking categories are typically setup in Xero to help to track different segments within a business (ie. divisions, departments, business units, cost centres etc..)





IMPORTING

Selecting tracking category options

Then select which tracking category options you wish to include in your analysis and reports. You can import a **maximum of 20** tracking category options per company.

Simply select the 'green' tick (✓) to include the option in the import.

SELECT DEPARTMENTS FOR IMPORT (MAX 20)

[select all](#) [unselect all](#)

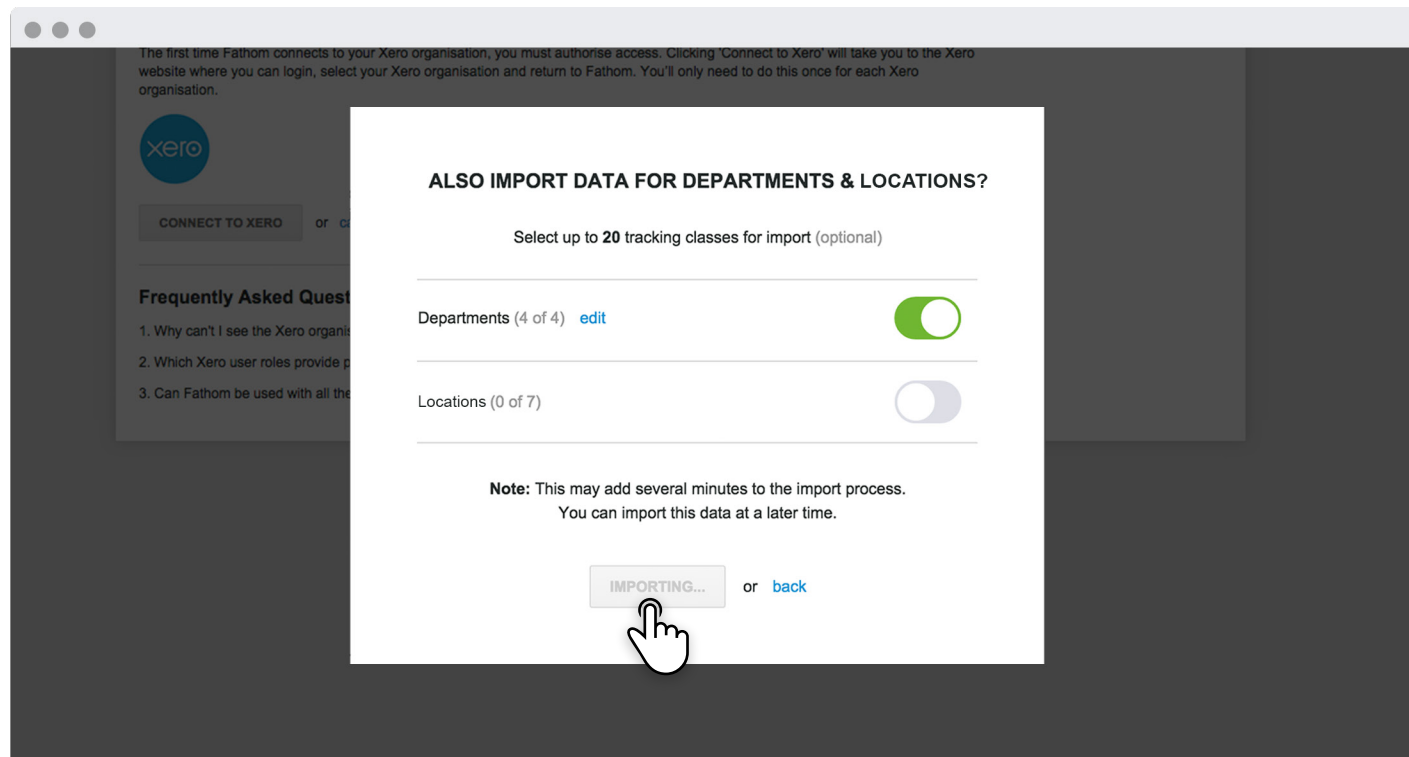
<input checked="" type="checkbox"/>	Sales
<input checked="" type="checkbox"/>	Production
<input checked="" type="checkbox"/>	Marketing
<input checked="" type="checkbox"/>	Research and Development
<input type="checkbox"/>	
<input type="checkbox"/>	



IMPORTING

Confirm selection

Click on '**Confirm selection**' to start the import process. The import of data for each tracking category option may take up to 1 minute - depending on the number of monthly periods to be imported.



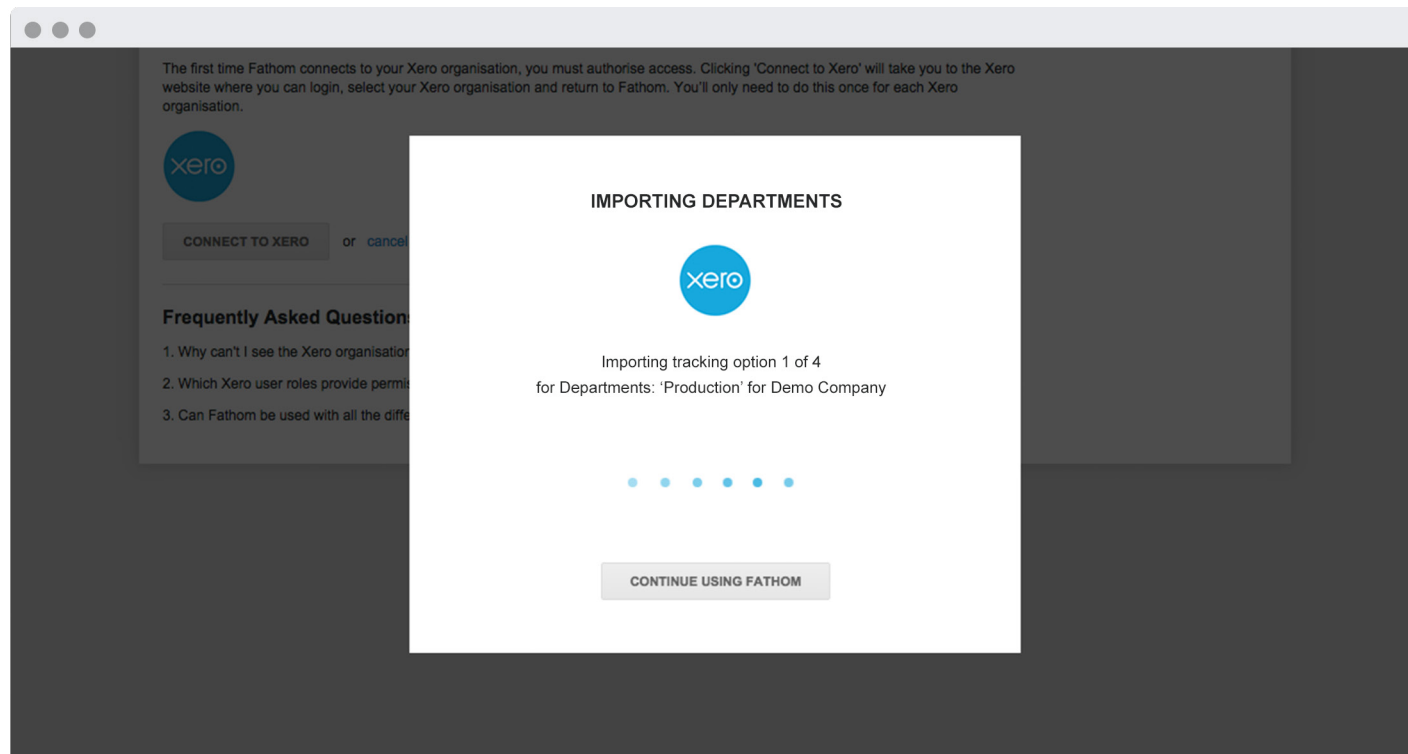


IMPORTING

Importing

While the import is occurring, you can continue using Fathom. Click '**Continue using Fathom**' to proceed. A notification will appear to let you know when the import is complete.

After the import is complete, you may access the setup, analysis and reports for this company.





IMPORTING

Updating results

To update the financial results for a company and associated results for each tracking category option, you can choose for Fathom to **automatically update** from Xero.

This ensures that the results in Fathom will keep in sync with the results in Xero.

To select this option, go to '**Step 1**' of the company setup.

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

✓ Your Xero company will now be updated automatically on a daily basis

Date Range: July 2015 - October 2015 [remove periods](#)

Source: [xero](#)

Tracking: Regions (4 imported) [edit](#)

Last Updated: 1 hour ago (20th November 2015 1:48pm)

[UPDATE FROM XERO](#)

☒ Automatically update every day

Update will occur before 8am (E. Australia Standard Time).
Financial results will be updated to the end of the most recently completed calendar month.

Budgets

Date Range: August 2015 - August 2016

Source: [xero](#)

Last Updated: 1 hour ago (20th November 2015 1:48pm)



IMPORTING

Importing tracking categories for an existing company

If you have previously imported a company from Xero into Fathom, it's possible to subsequently import data for tracking categories. To do this go to '**Step 1**' of the company setup > then in the '**Tracking**' section click on '**Edit**' to select which divisions, departments or locations you wish to include in your analysis.



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

	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

+ - x / ()

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

[Clear](#)

Select a variable to include in the formula:

☒ Use current period

☐ Use prior period

All

☒ 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 (\$) *

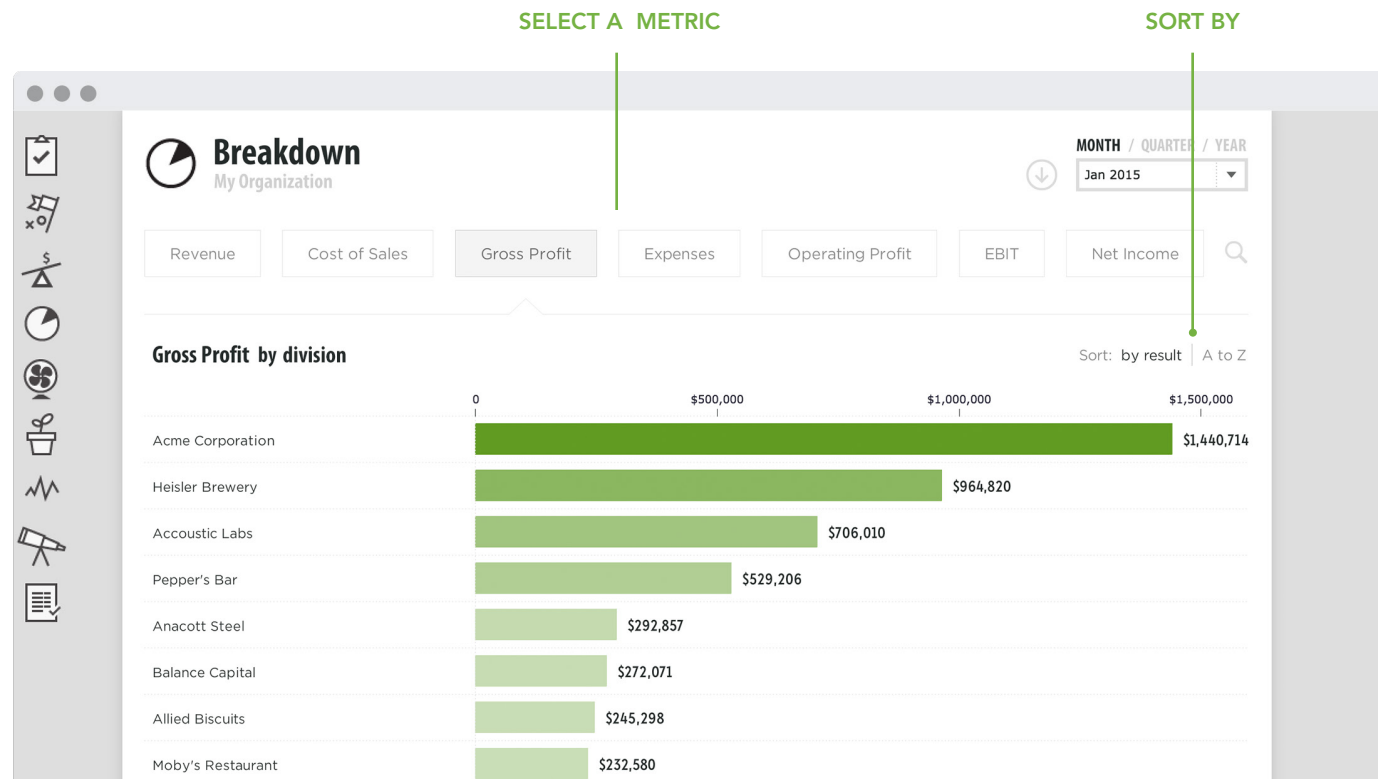


ANALYSIS

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.



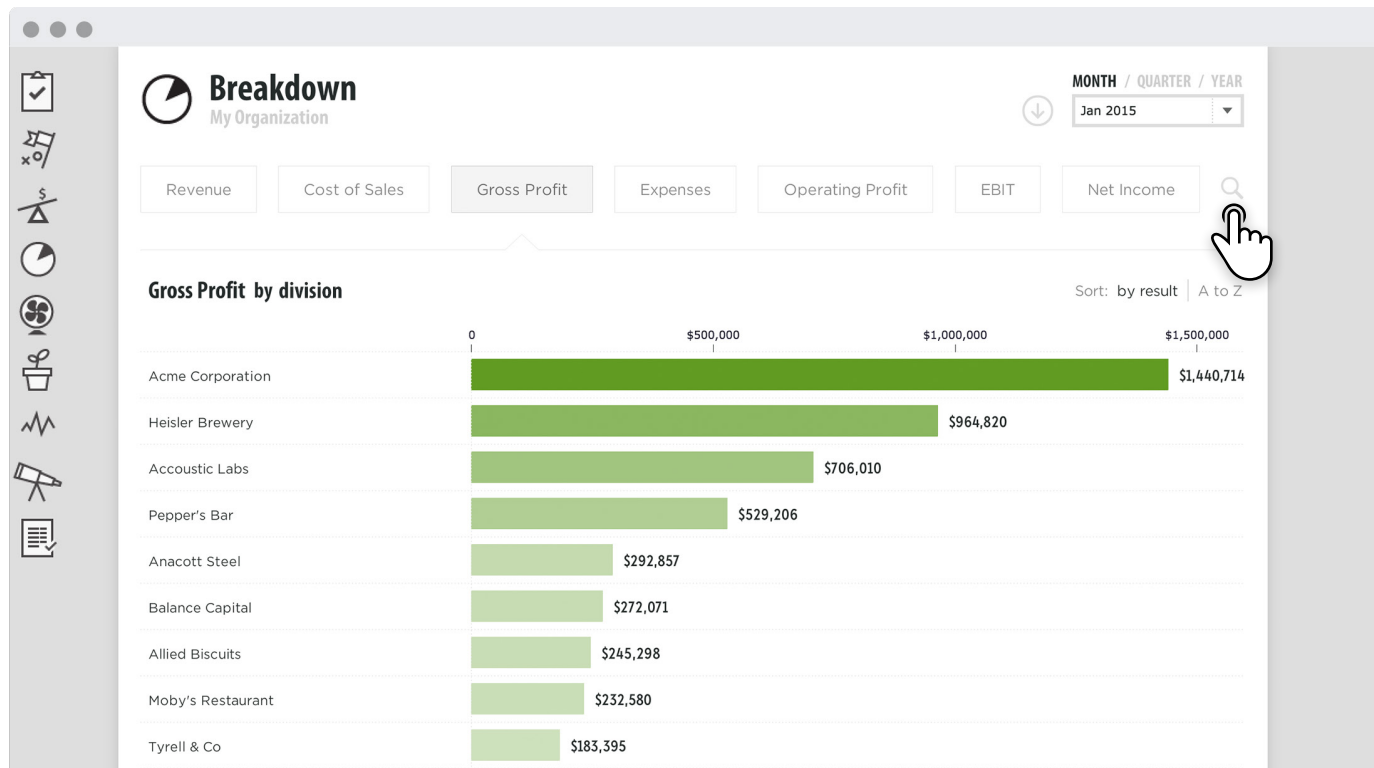


ANALYSIS

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 tracking option, are shown as 'unclassified'.

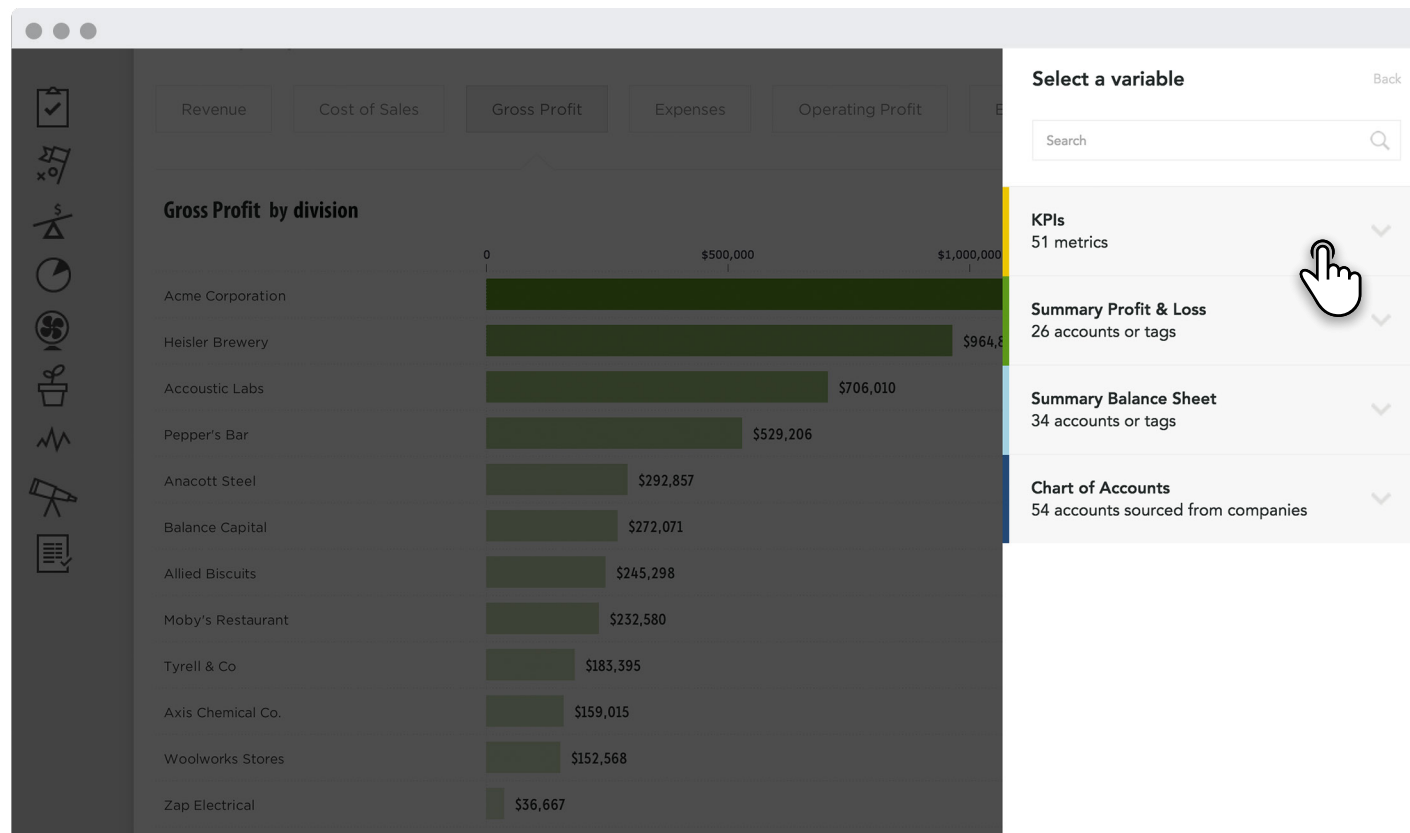




BREAKDOWN ANALYSIS

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.

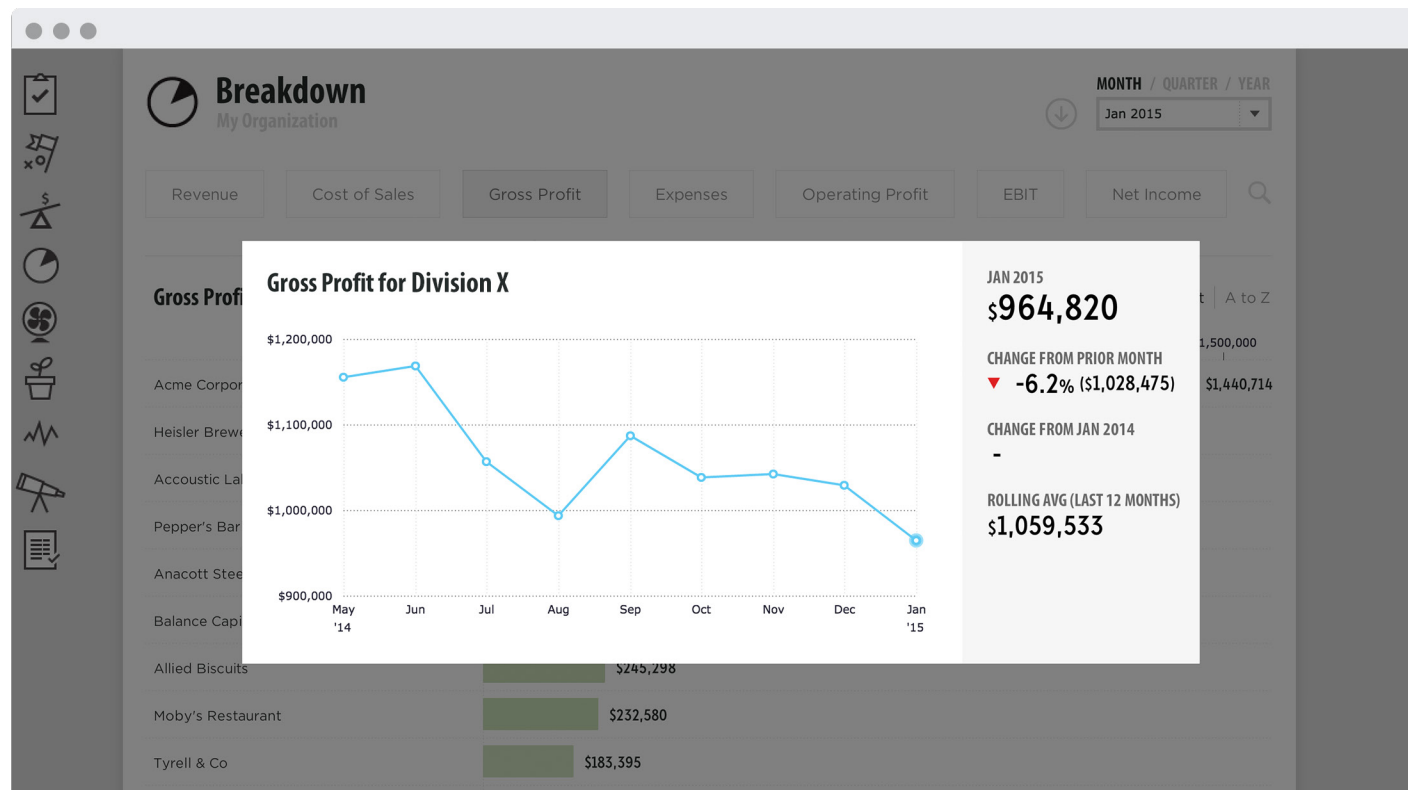




BREAKDOWN ANALYSIS

Breakdown drilldown

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





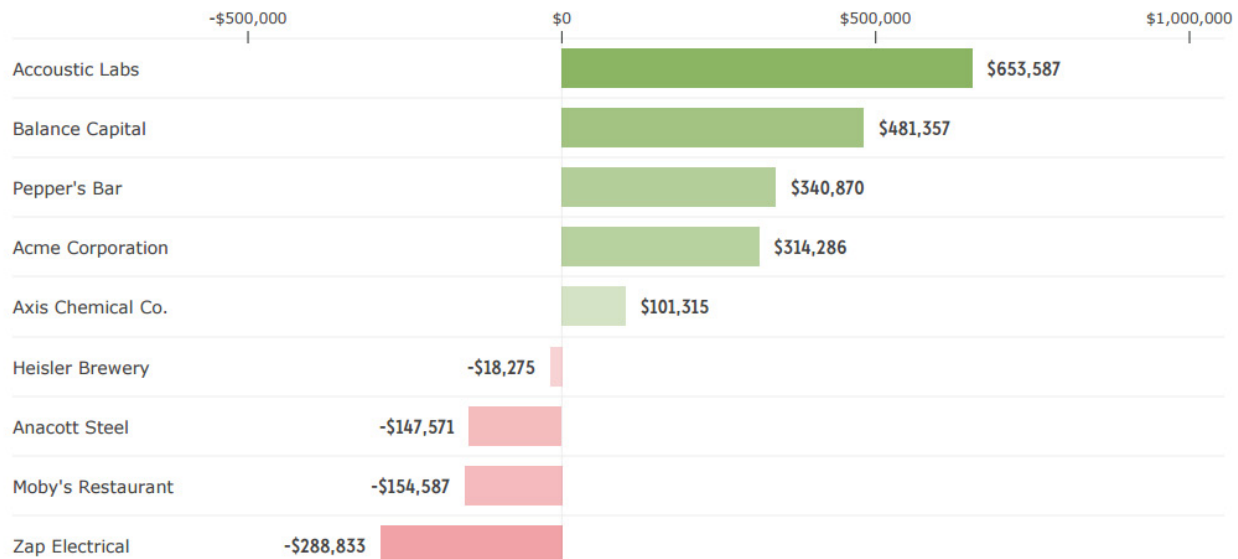
REPORTING

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

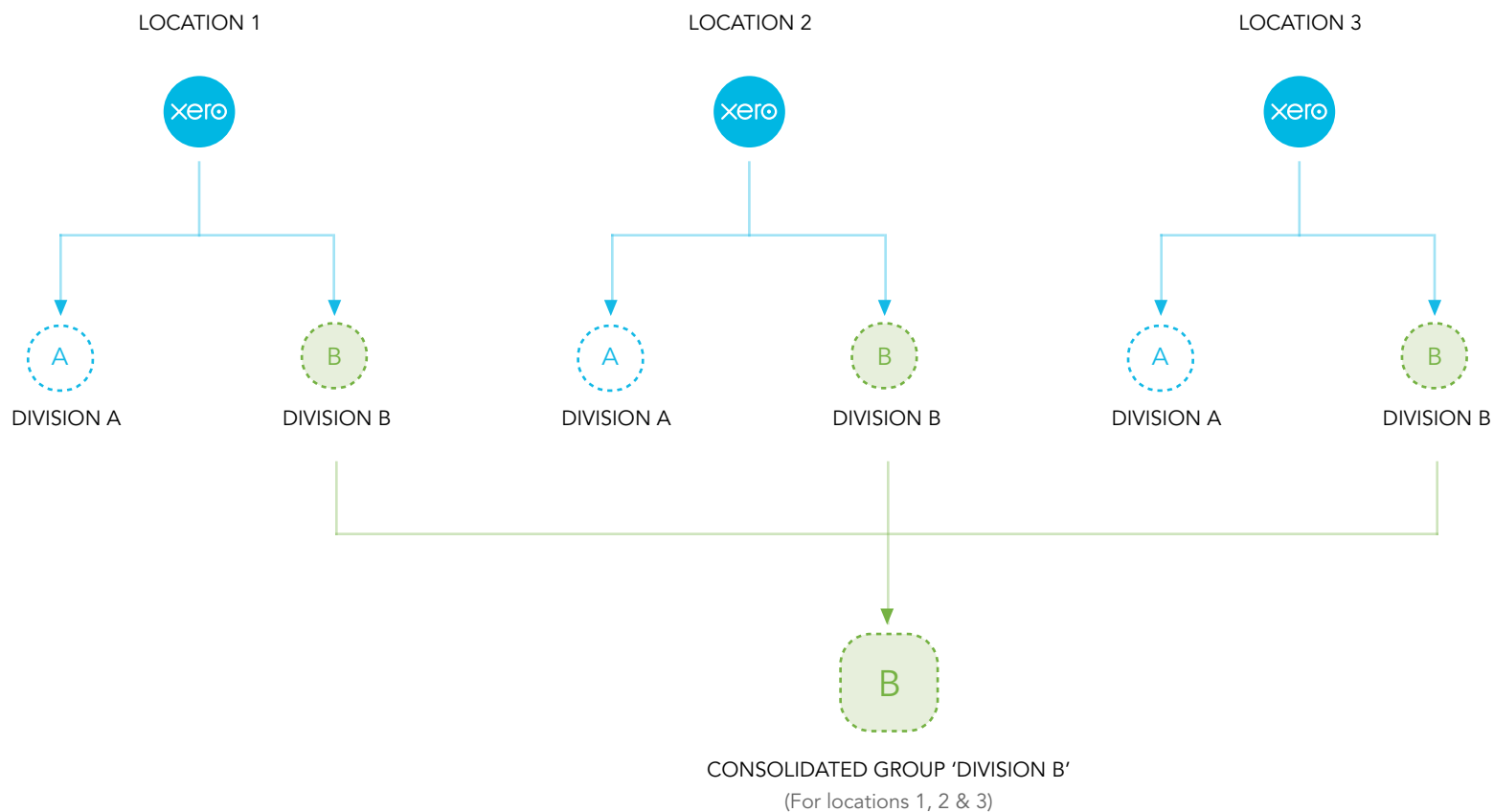
Divisional Summary						
	A	B	C	D	E	F
1	ACME Co. - Financials by Regions					
2	Oct 2015					
3						
4	Account Name	Account Code	East	North	South	Unclassified
5						
6	Income					
7	Sales	200	2,800.00	8,950.00	500.00	8,075.00
8	Total Income		2,800.00	8,950.00	500.00	8,075.00
9						
10	Cost of Sales					
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	



CONSOLIDATING DIVISIONS

Overview

Fathom enables you to consolidate tracking categories from separate Xero organisations. For example, if a business operates in 3 locations and each location is comprised of 2 divisions.



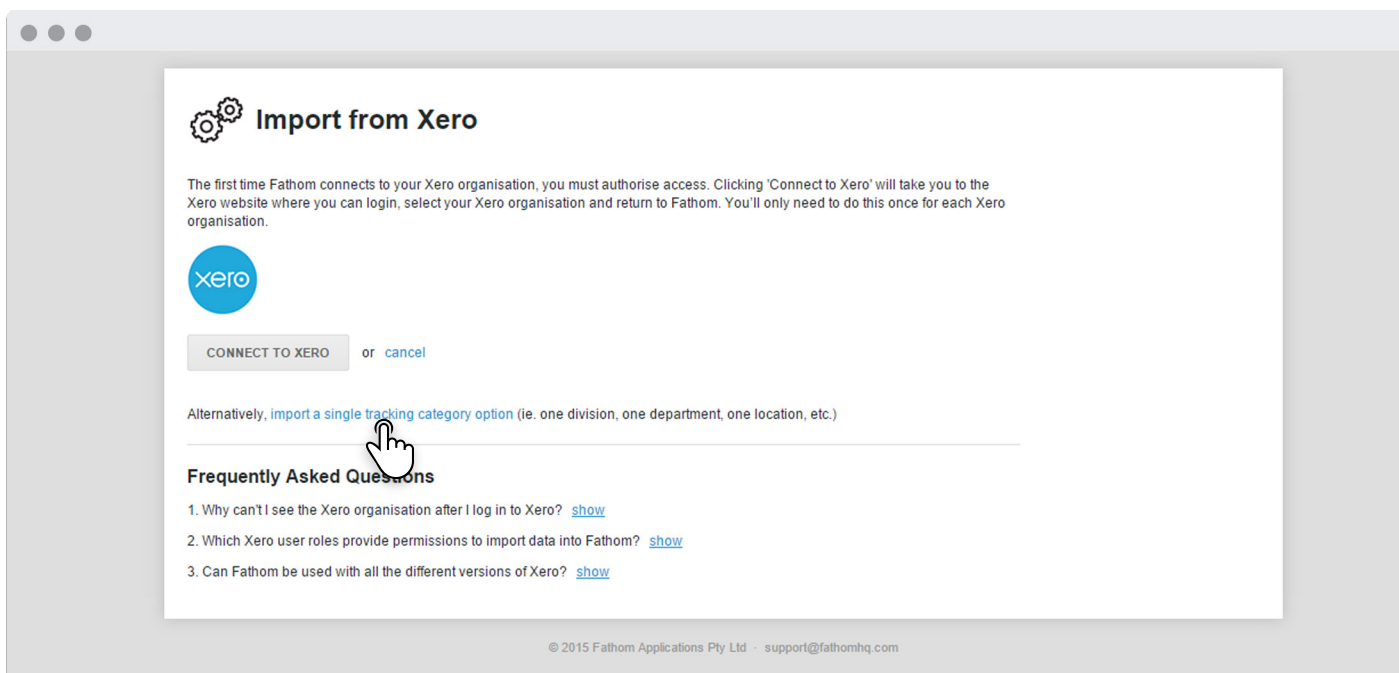


CONSOLIDATING DIVISIONS

Consolidating Divisions

To consolidate or compare different divisions, first import a single tracking category option as a separate entity in Fathom.

Go to '**Add a company / group**', select '**Xero**' as your source, then select to '**import a single tracking category option**'. Rather than importing a company and all selected divisions, only data for the selected division will be imported.

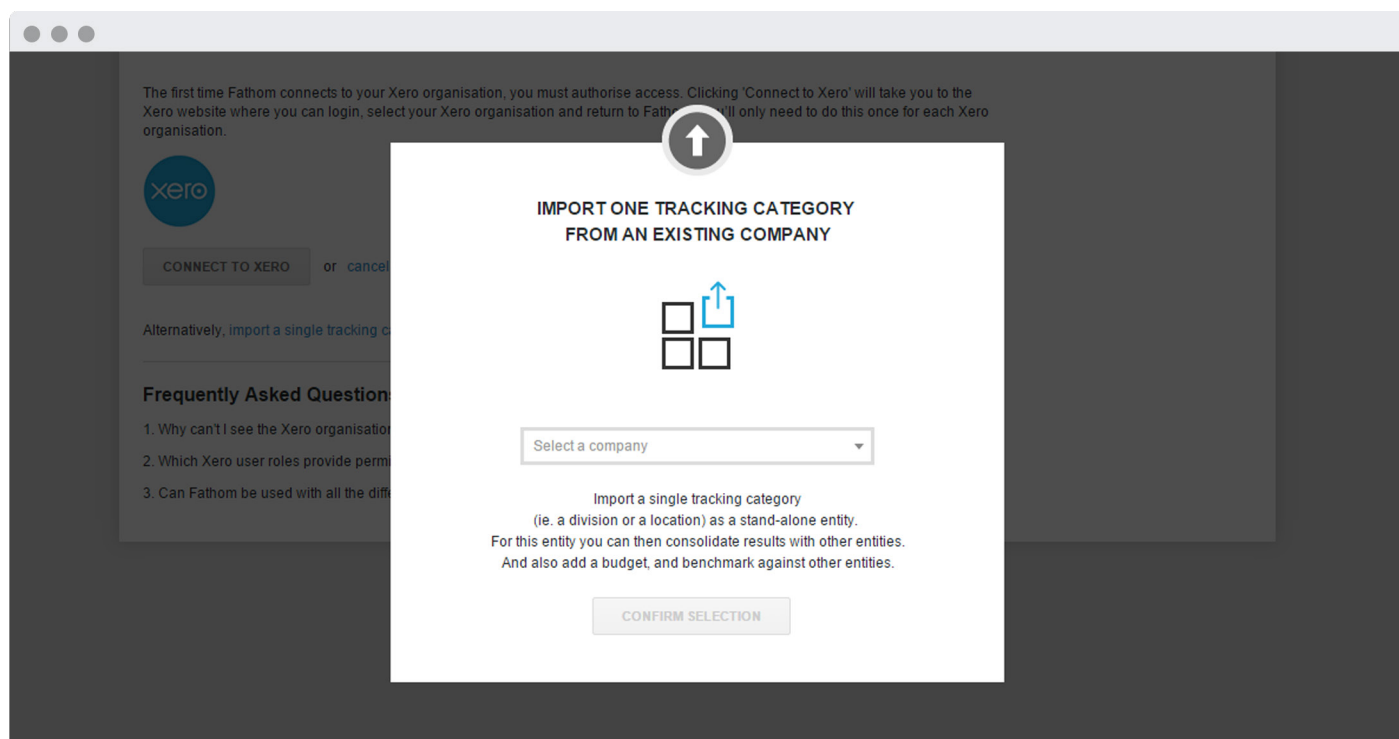




CONSOLIDATING DIVISIONS

Importing a division as a separate entity

You can only import a single tracking category option for any company which you have previously imported into Fathom. Select the company > then **select one division** from that company. Click **"Import"** to commence the import of data for this tracking category option.





CONSOLIDATING DIVISIONS

Creating a consolidated group

After importing each division as a separate entity, you can group divisions into a consolidated group. To do this go to **'Add a company / group'**, then select **'Group'**.

The screenshot shows a web application window with a title bar. Inside, the page is titled "Create a Consolidated Group" with a small organizational chart icon. Below the title, it says "Follow these steps to create a group for consolidated reporting:". There is a text input field for "Group Name" containing "My Group". Below that, it says "Select the companies that belong to this group:". There are two columns of company names. The left column has a search bar "filter companies" and an "Add All" link. It lists "Division 3", "Division 4", "Division 5", "Division 6", and "Division 7", each with a green plus icon. The right column has a "Remove All" link and lists "Division 1" and "Division 2", each with a grey minus icon.

or creating a benchmark group

Or after importing each division as a separate entity, you can also group divisions into a benchmark group. To do this, from the top menu go to **'Benchmark Settings'**, then select **'Create a new group'**.

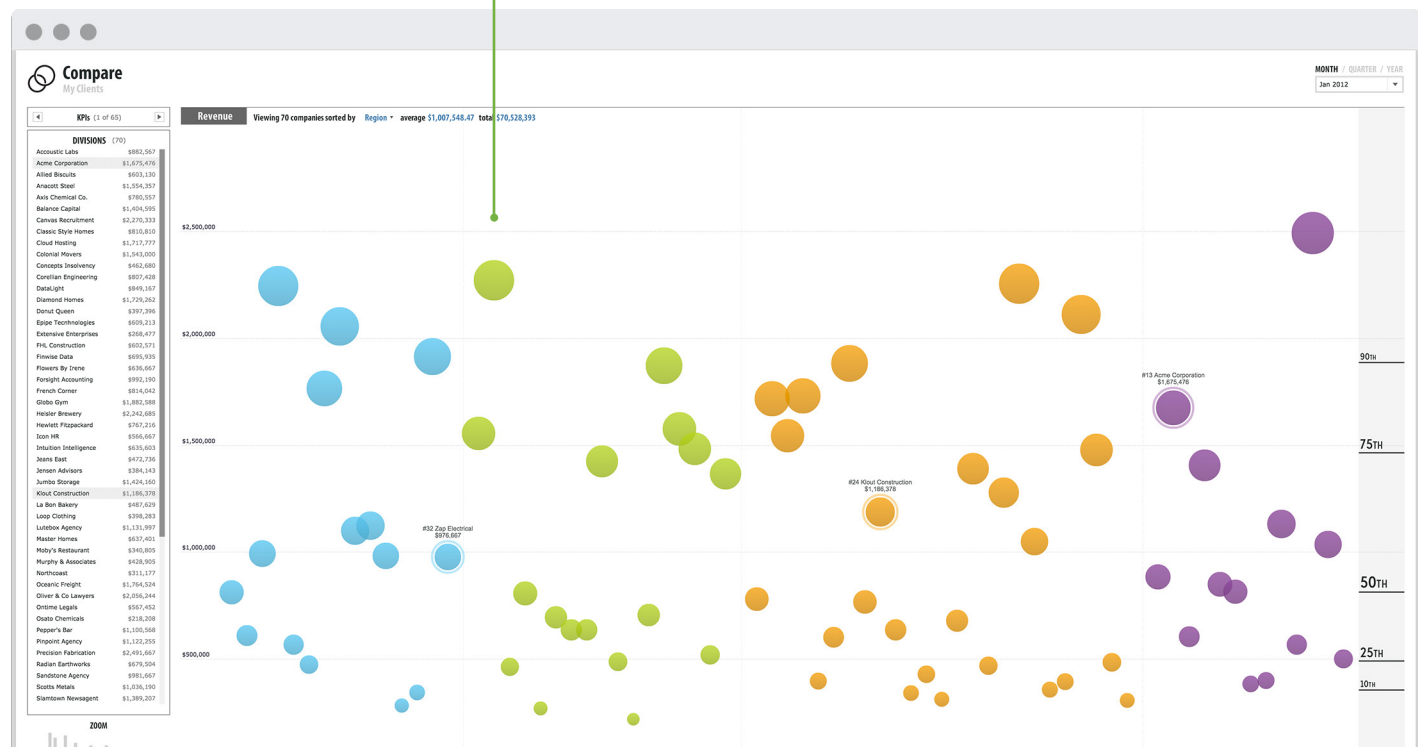


COMPARING DIVISIONS

Benchmarking divisions

Using the **Compare** tools in Fathom you can compare and rank the performance of your divisions.

EACH DOT REPRESENTS A DIVISION





APPENDIX

Terms

TRACKING CATEGORIES

Tracking categories in Xero 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. Tracking categories help to track sales at each location, and also sales in each division.

TRACKING CATEGORY OPTIONS

These are the tracking category 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 is also enables consolidated groups to compare the performance of companies which form part of that group.

FATHOM

www.fathomhq.com