Fathom

Getting Started Guide

Cash flow

Growth

KPIs

Profit

Goalseek

Trends

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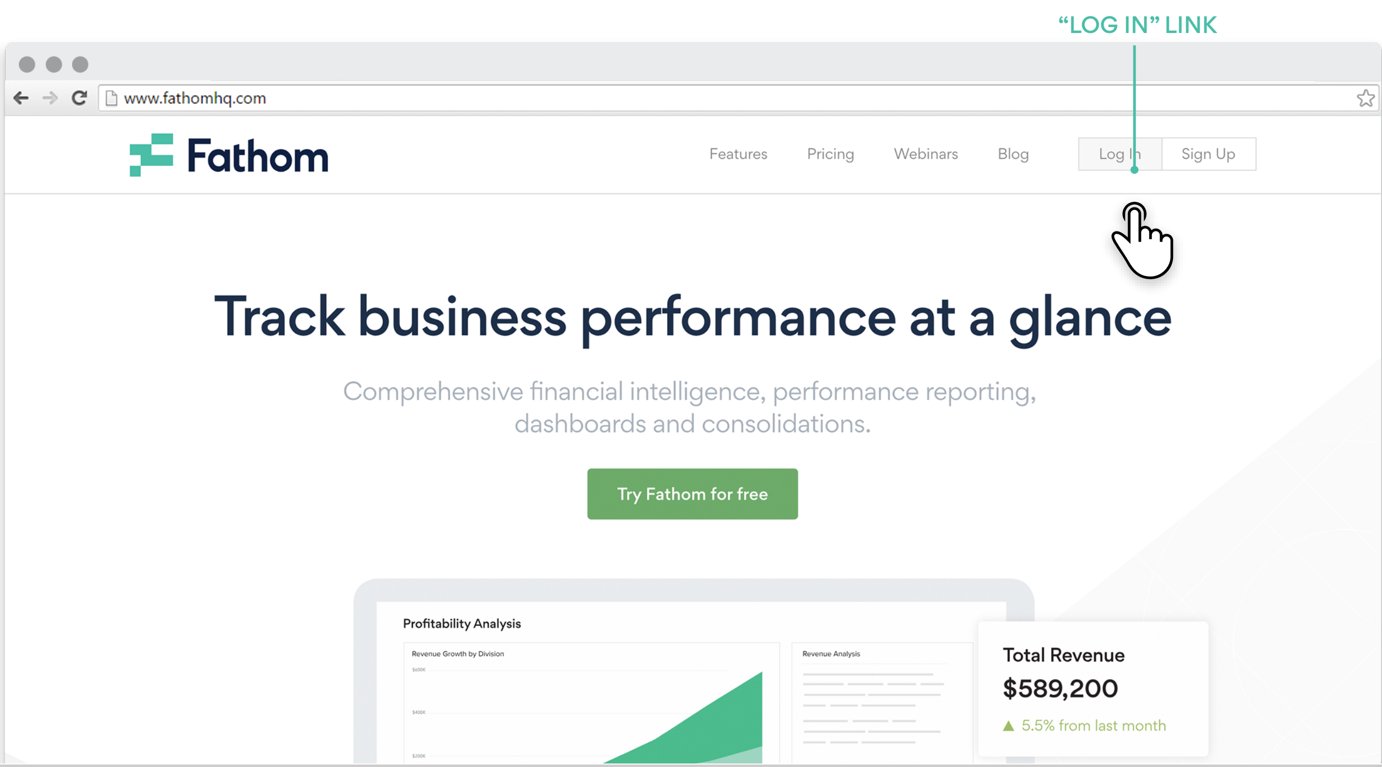
Logging in

You can access Fathom using any modern browser and an internet connection. To log in, visit **www.fathomhq.com** and click the **"Log In"** link at the top of the page. Once you see the login screen, enter your username and password and click **"Login"**.
Tip: If you don't have an account, visit www.fathomhq.com/signup, to start a trial.



BASIC NAVIGATION

Recommended workflow

The recommend workflow when using Fathom is to:
import financials from your accounting system (and import non-financials, if required), then **setup** your KPIs and targets etc, and then **view the analysis** or **create reports**.

1 Import → 2 Setup → 3 Analysis → 4 Reports

Each of these sections can be accessed from the "**My Companies**" screen.

BASIC NAVIGATION

My Companies

The '**My Companies**' screen presents all the companies that you have added to Fathom. From this screen, you can access the **Setup**, **Analysis** and **Reports** for your companies or groups. Fathom uses these icons to indicate these different sections:

SETUP

Setup and configure the KPIs, Targets and Alerts for your company or group.

ANALYSIS

A series of analysis tools which help to assess the performance and financial health of your company.

REPORTS

A series of reports related to your company or group.

SHARE

Let your team members or clients access the report and analysis.

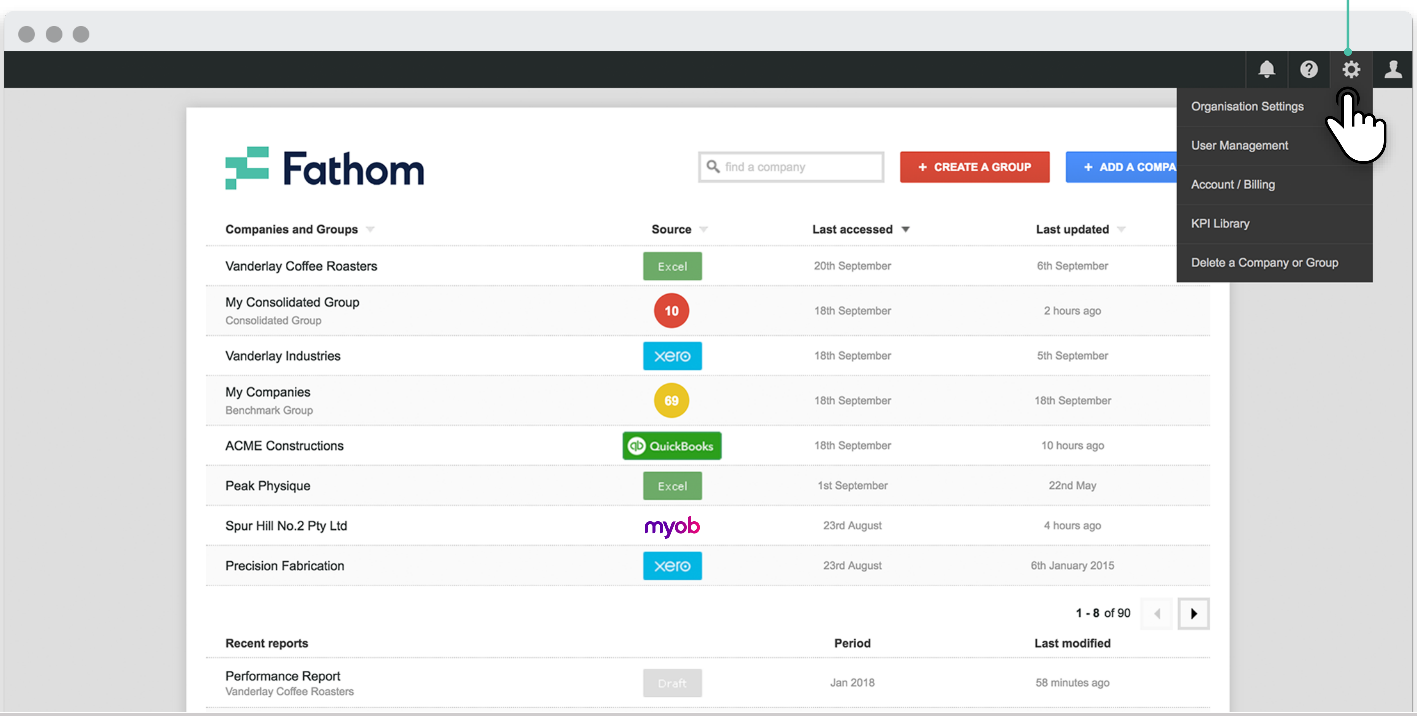
From '**My Companies'** you can also **Add a Company** to Fathom, or **Create a Group** of companies. Instructions for importing from specific accounting applications can be found here:

BASIC NAVIGATION

Other Settings

The admin menu is the place for you to manage your account settings.
If you are an account 'administrator' user, this menu allows you to setup additional users, manage user permissions, manage a KPI library and update billing details. Settings can be found by clicking the ⚙ gear icon in the top right of the page.

ACCOUNT SETTINGS



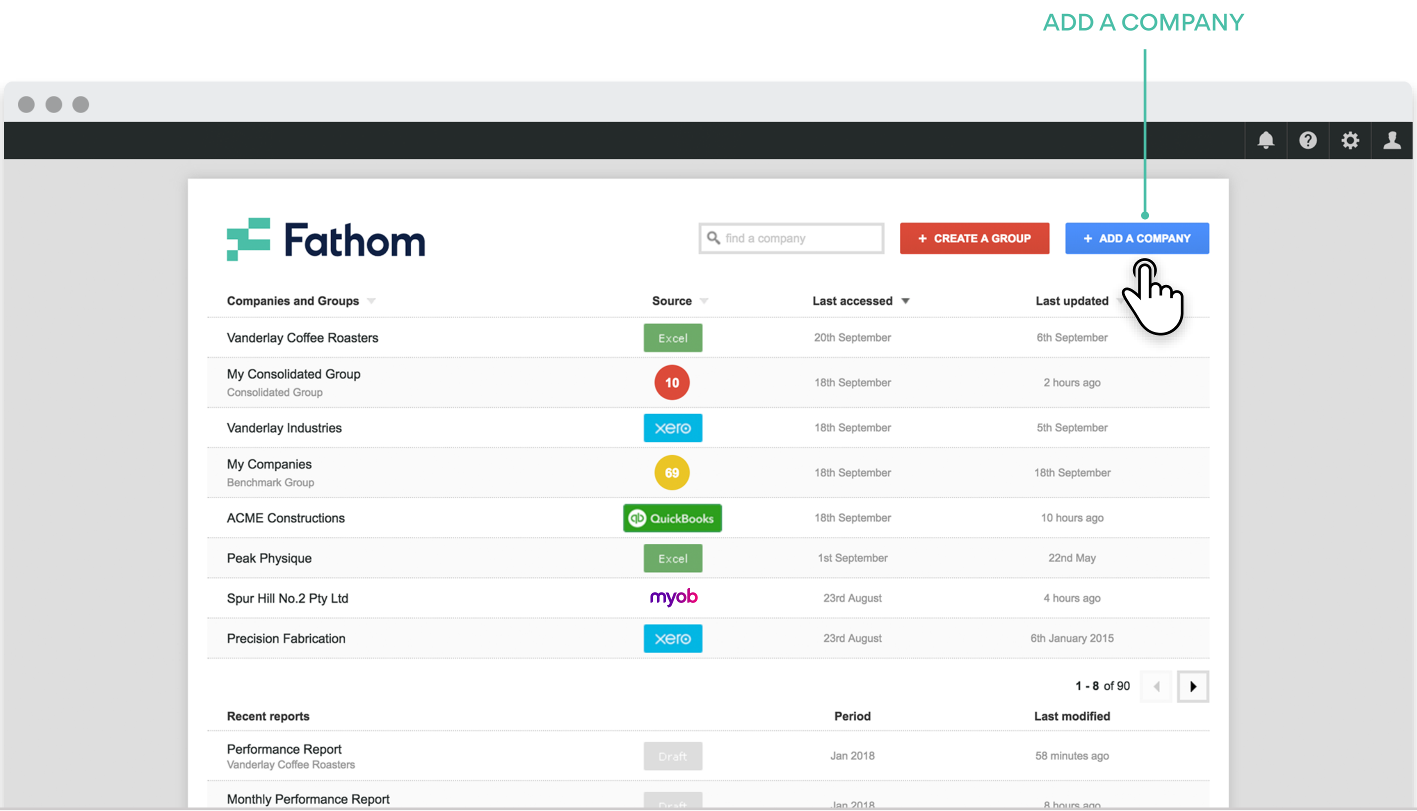
Adding a Company

To add a company > go to '**My Companies**' > then '**Add a Company**'

IMPORTING

Adding a company

To create reports for a company, start by adding the company to your Fathom account. You are then able to import financials from your accounting system.



IMPORTING

Importing financials

Fathom integrates with a number of cloud accounting systems. These include Xero, QuickBooks Online and MYOB AccountRight Live. You can also import data from desktop accounting systems like: QuickBooks Desktop, QuickBooks Enterprise and MYOB AccountRight Desktop.

View a guide, to learn more:

Importing from QuickBooks   Importing from Xero   Importing from MYOB

If your financial data is sourced from cloud based accounting system, your financials will be automatically updated every day in Fathom.

You can also import from any other accounting system see: Importing from Excel

Setup

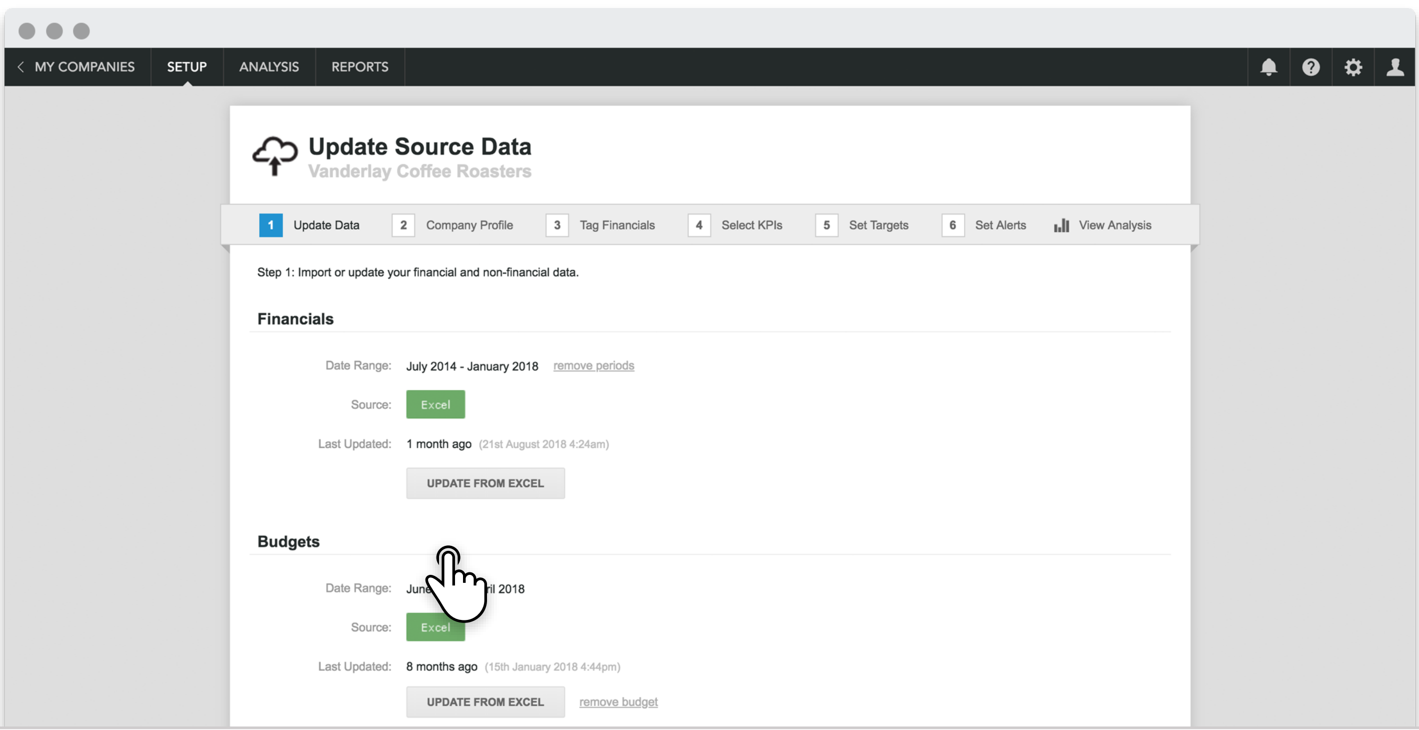
To access the setup for a company or group > go to '**My Companies**' > then '**Setup**'

STEP 1: SETUP

Updating Data

In Step 1 of the company setup, you can review the **financials** which have been imported for a company or group. And, if required, update results.

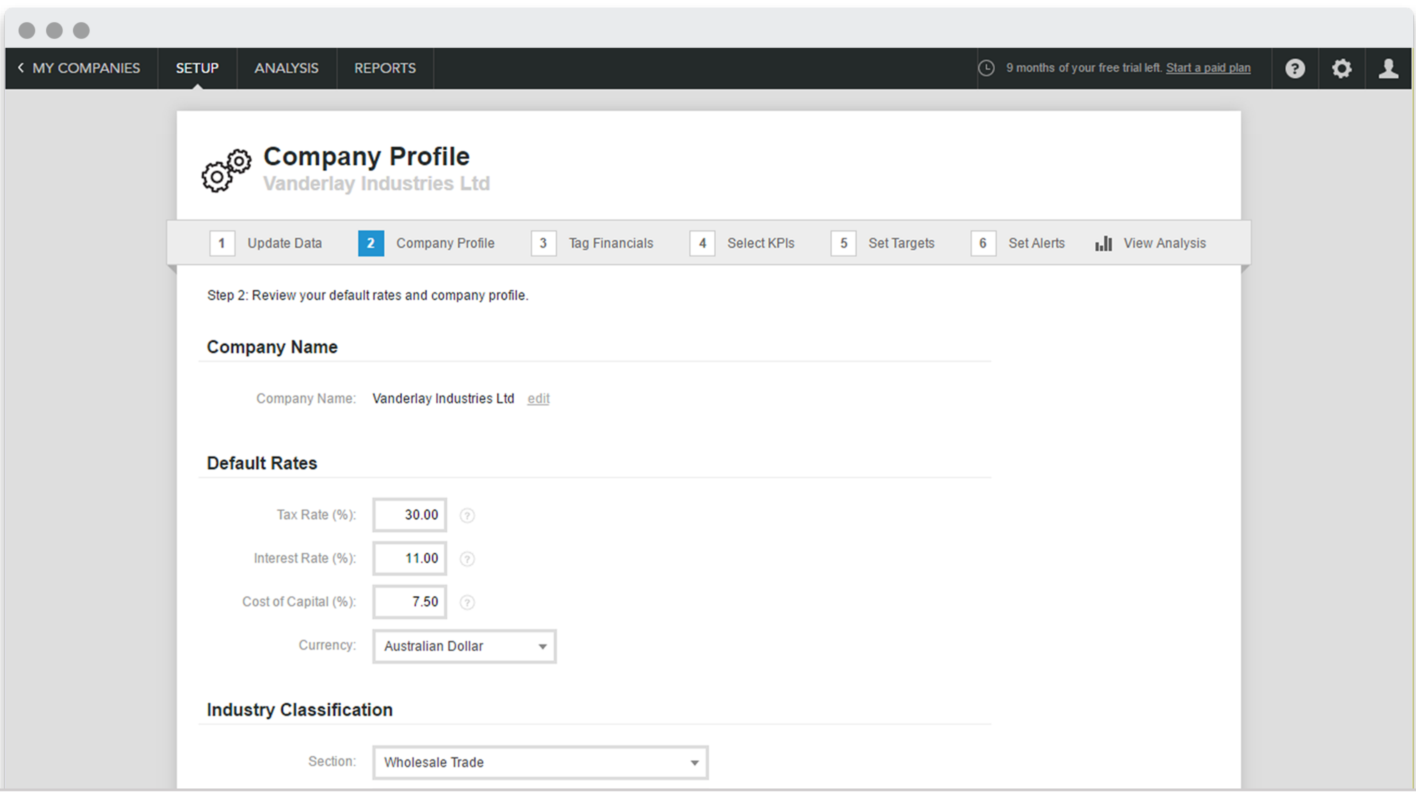
You can also optionally import a **budget** for your business, and add results for **non-financials.**



STEP 2: SETUP

Company Profile

In this step, you can review the default rates for analysis (ie. tax and interest rate). You can also optionally complete a profile for benchmarking. If required, you can edit the company or group name here.

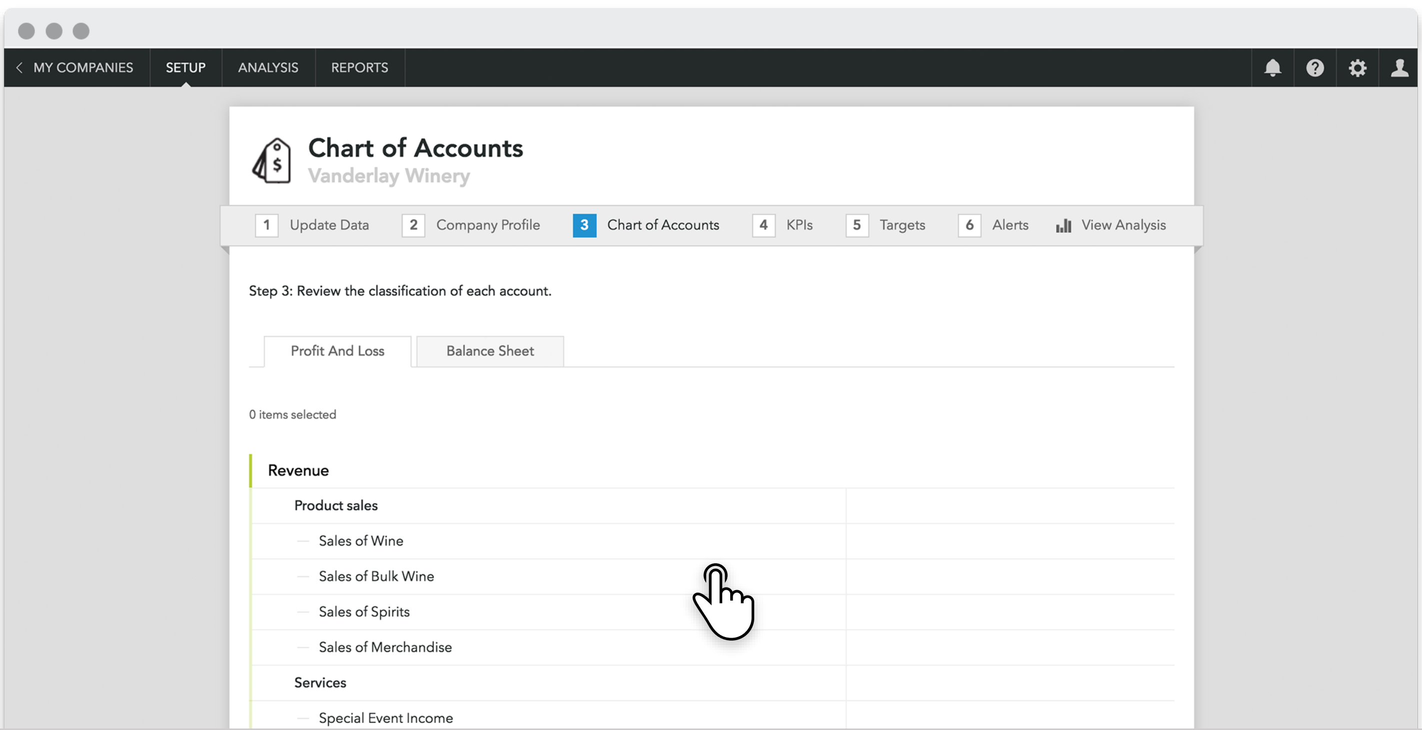


STEP 3: SETUP

Chart of Accounts

In this step you can reclassify, re-order and group accounts. Accounts can be grouped under headings and subheadings. Changes can be made without modifying the Chart of Accounts in your source accounting system.

Tip: account indicators help you to identify new accounts and archived/inactive accounts.



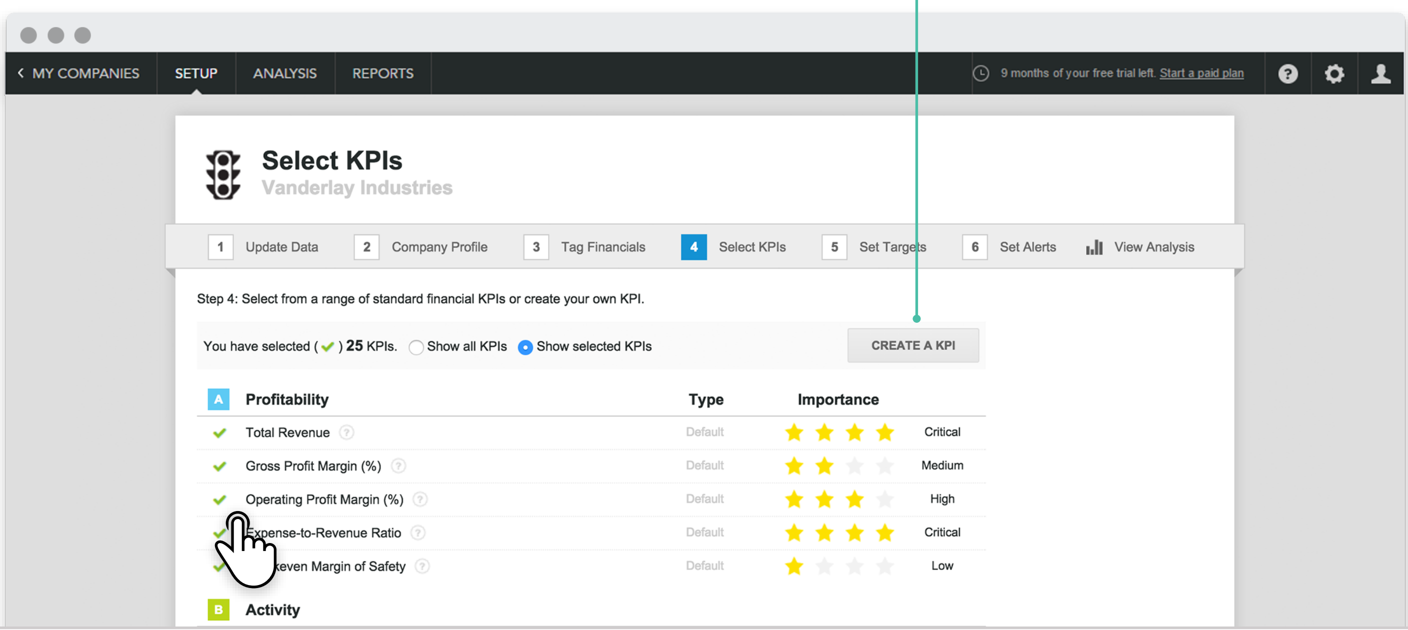
STEP 4: SETUP

Select KPIs

In this step, you can select the KPIs which are most important for this business. The selected KPIs will appear in your reports and analysis. A green tick (✓) indicates that a KPI has been selected. KPIs can also be grouped in categories. You can choose a maximum of 60 KPIs. For each KPI, you can assign a degree of importance, either '**low**', '**medium**', '**high**' or '**critical**'.

You can also create your own financial and non-financial KPIs. View a guide to Creating KPIs in Fathom

CREATE A KPI

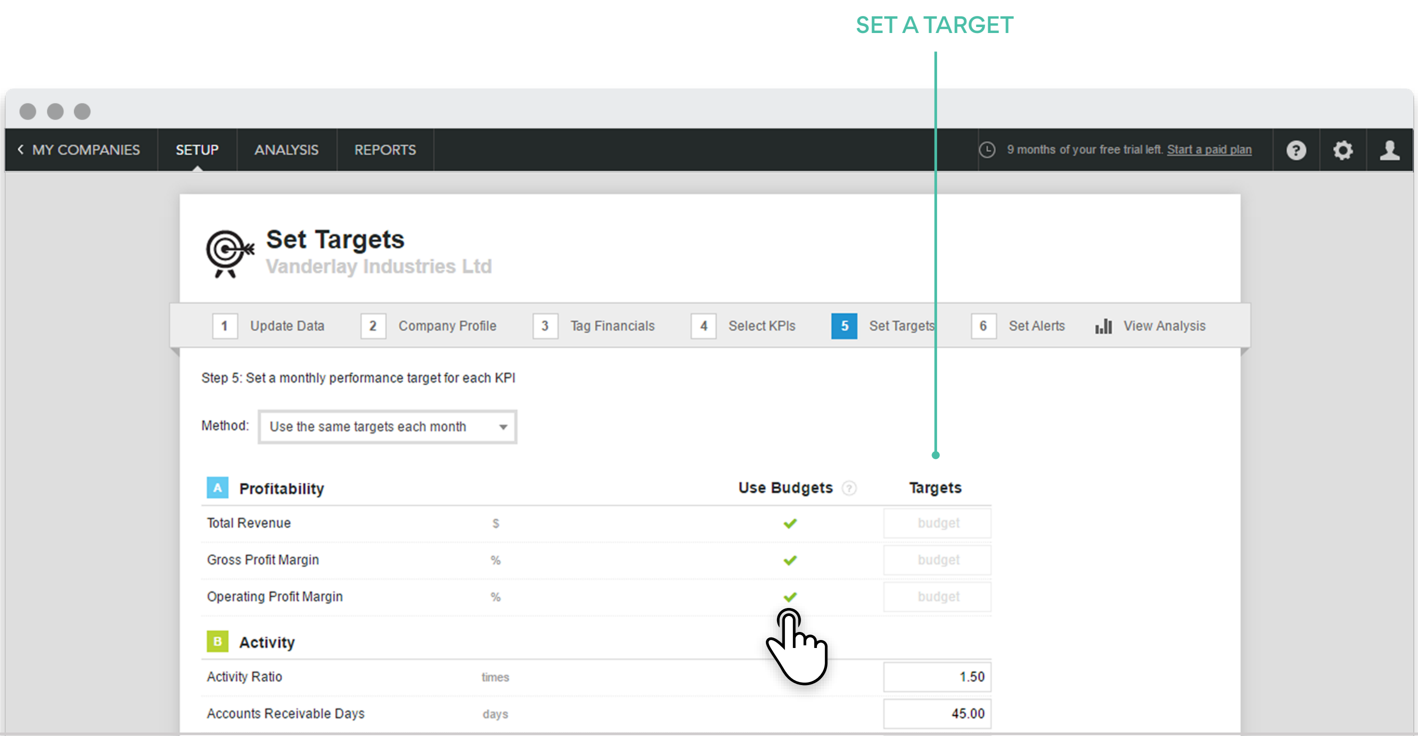


STEP 5: SETUP

Set Targets

In this step, you can set a target for each selected KPI. The same targets can be applied each month or targets can be varied for each period. Fathom will automatically calculate an equivalent target for each quarter (or QTD period) and year (or YTD period).

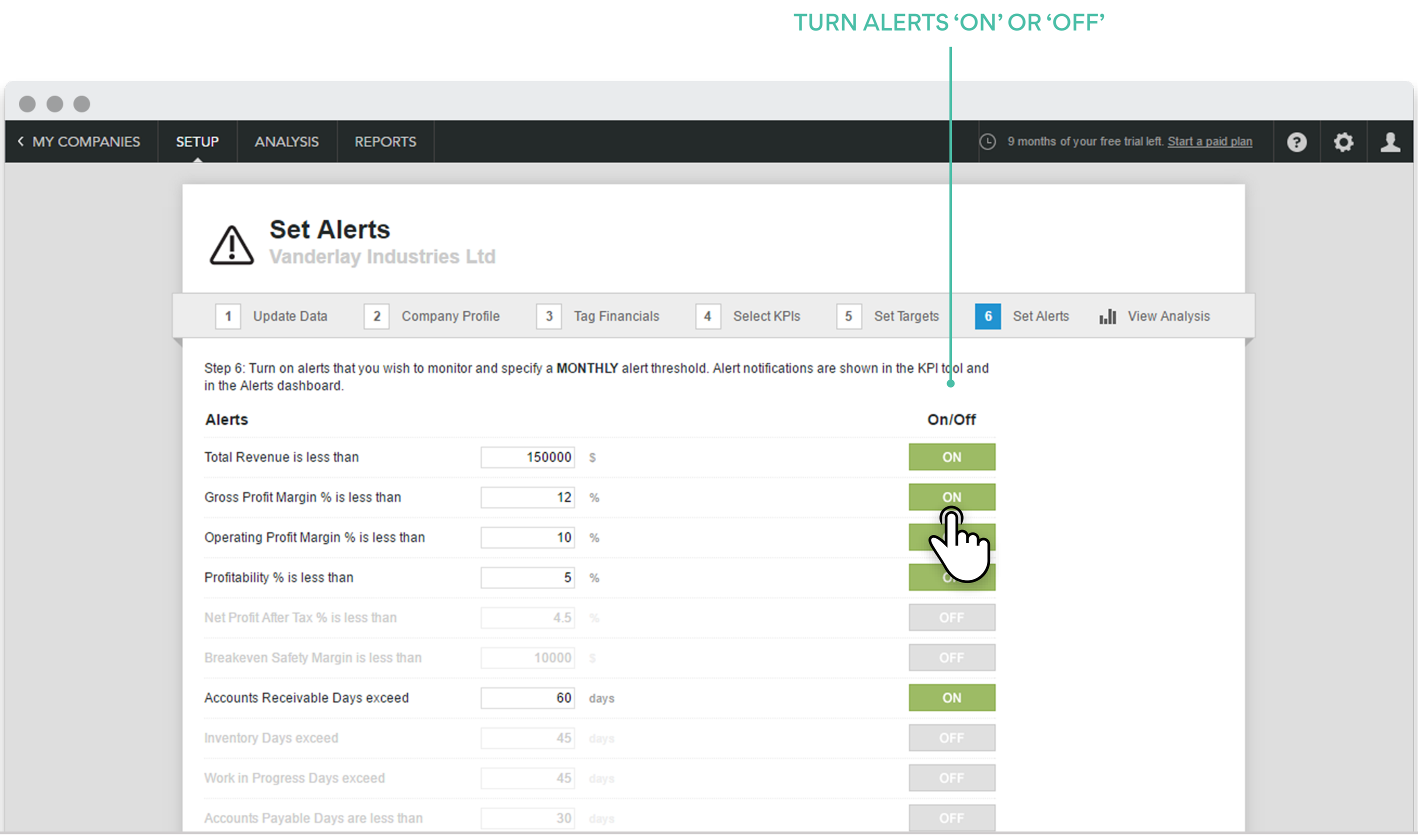
Tip: If you have imported a budget, then you can use this budget to quickly set targets for certain KPIs.



STEP 6: SETUP

Set Alerts

In this step, you can specify alerts for financial KPIs. Each alert can either be turned ‘**on**’ or ‘**off**’. When an alert is triggered, a notification will appear in the Fathom analysis tools and reports.



Analysis

To access the analysis tools for a company or group > go to '**My Companies**' > then '**Analysis**'

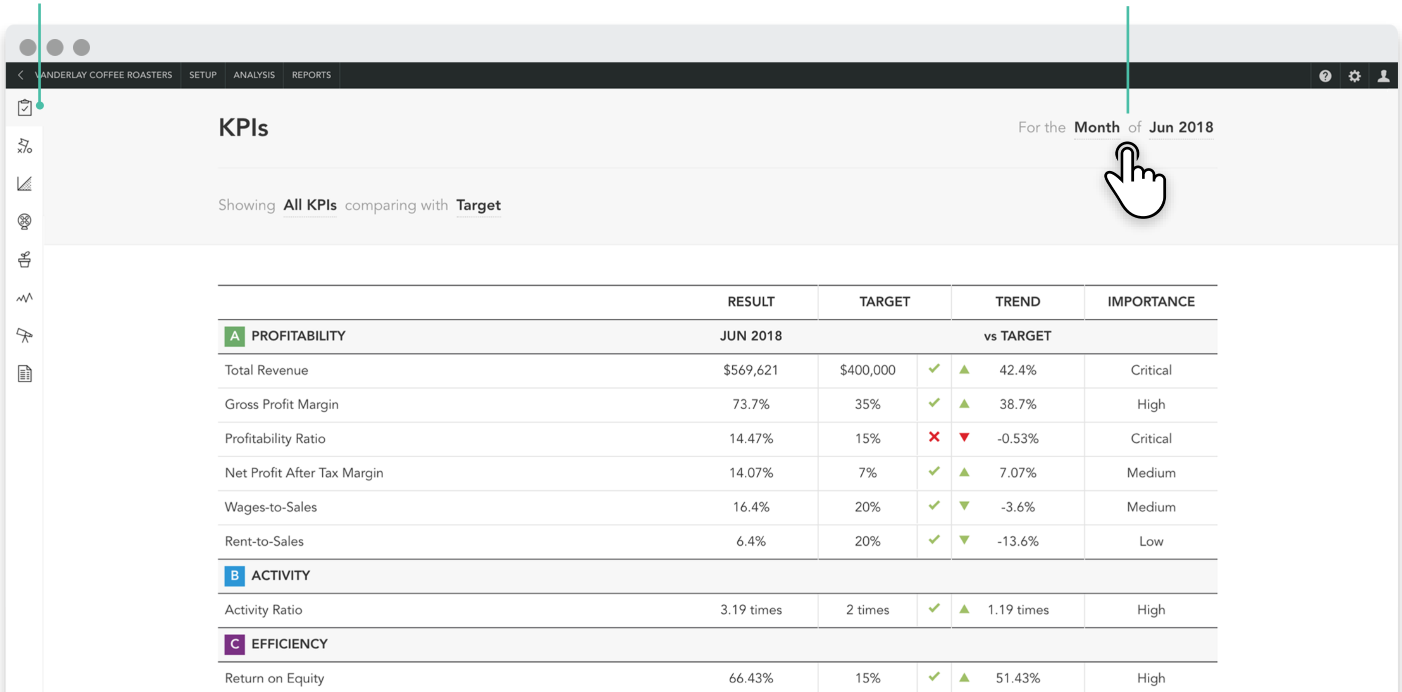
ANALYSIS TOOLS

KPI Summary

This analysis tool shows the results for each of your selected KPIs. Each KPI is compared against the target setup in 'Step 4' of the company setup. You can also compare results with the previous period; or same period from the prior year. To see more detail about a KPI, click on a KPI to drill down to more detail. Using the period selector, you can change the period currently under review.

ANALYSIS TOOLS

PERIOD SELECTOR

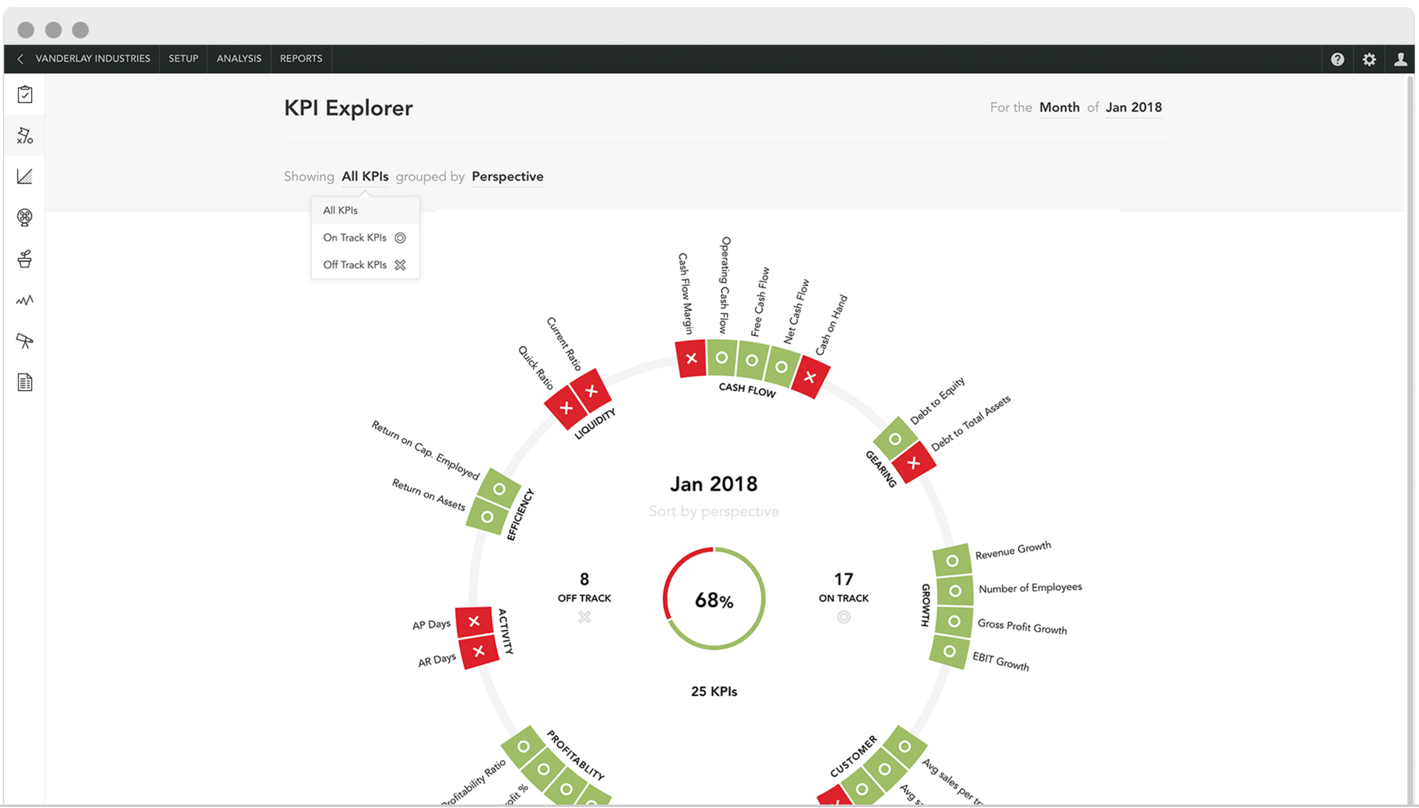


	RESULT	TARGET		TREND	IMPORTANCE
A PROFITABILITY	JUN 2018			vs TARGET	
Total Revenue	$569,621	$400,000	✔	▲ 42.4%	Critical
Gross Profit Margin	73.7%	35%	✔	▲ 38.7%	High
Profitability Ratio	14.47%	15%	✘	▼ -0.53%	Critical
Net Profit After Tax Margin	14.07%	7%	✔	▲ 7.07%	Medium
Wages-to-Sales	16.4%	20%	✔	▼ -3.6%	Medium
Rent-to-Sales	6.4%	20%	✔	▼ -13.6%	Low
B ACTIVITY					
Activity Ratio	3.19 times	2 times	✔	▲ 1.19 times	High
C EFFICIENCY					
Return on Equity	66.43%	15%	✔	▲ 51.43%	High

ANALYSIS TOOLS

KPI Explorer

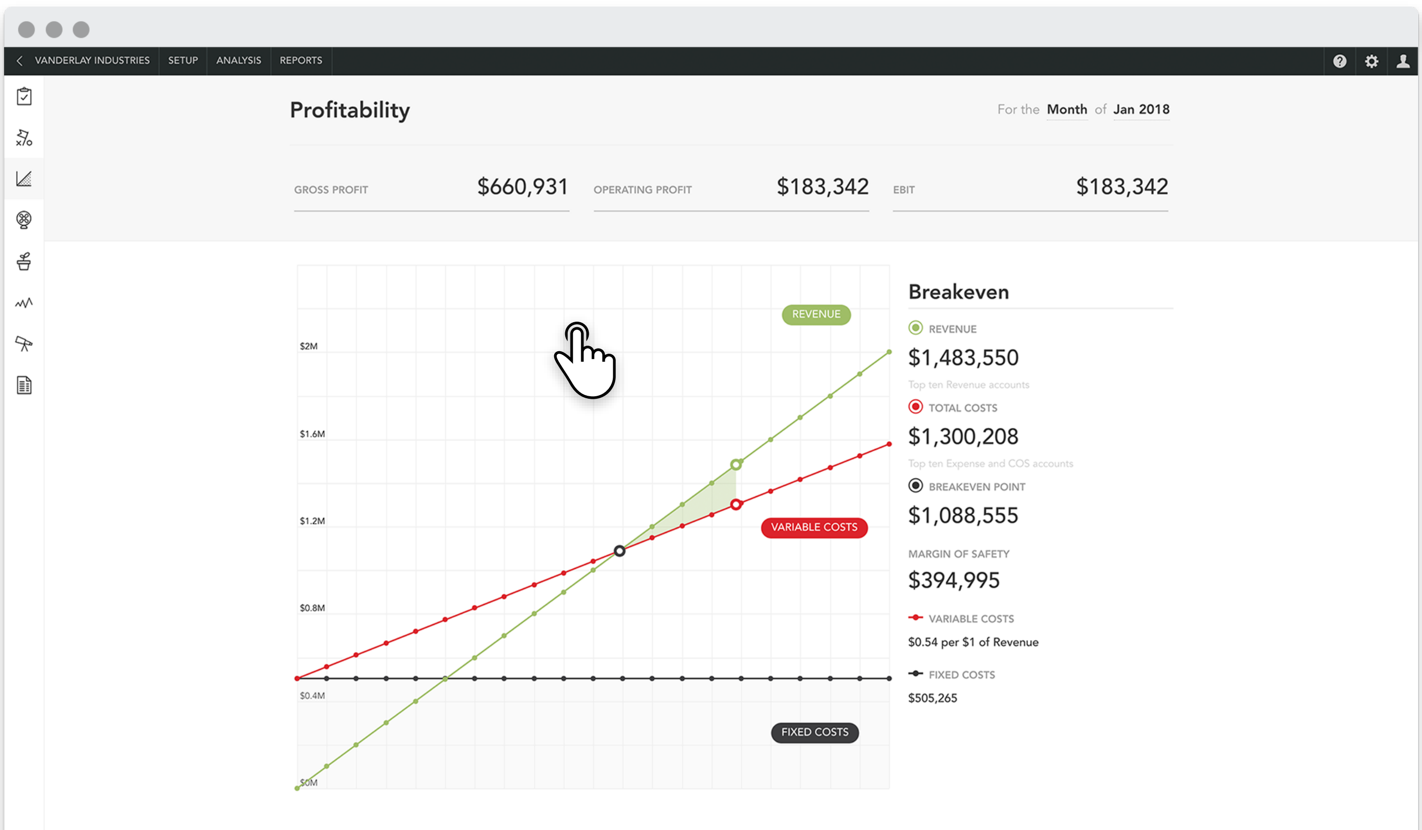
This tool provides an overview of all KPI results – in one view. The KPI explorer helps to identify areas of strength or weakness in a business's performance. By default, KPIs are grouped into categories. You can re-order this view to sort by result or sort by importance.



ANALYSIS TOOLS

Profitability Analysis

This tool helps to evaluate various profit margins. It also helps to visualize the breakeven point for the business.

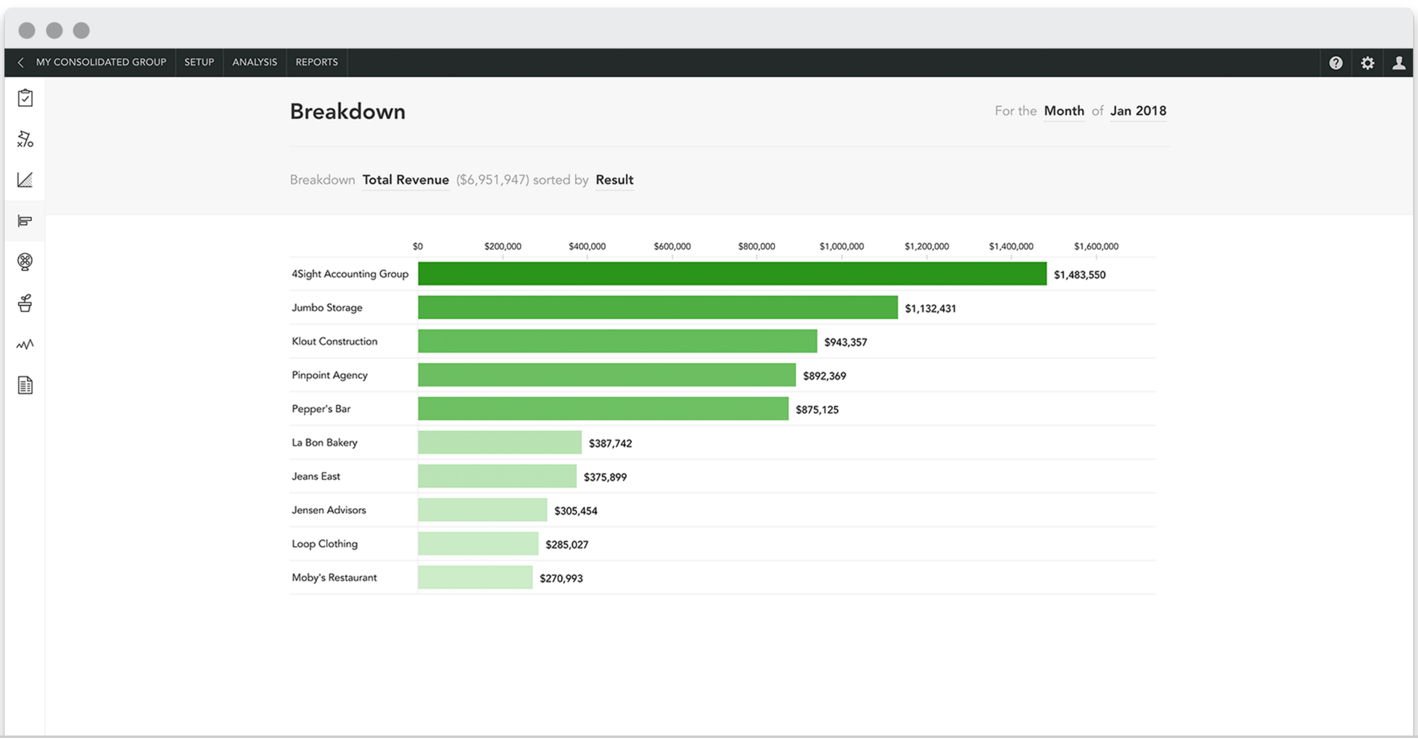


ANALYSIS TOOLS

Breakdown Analysis

The breakdown analysis makes it easy to compare the performance of different areas of your business. (ie. divisions, departments, locations etc...)

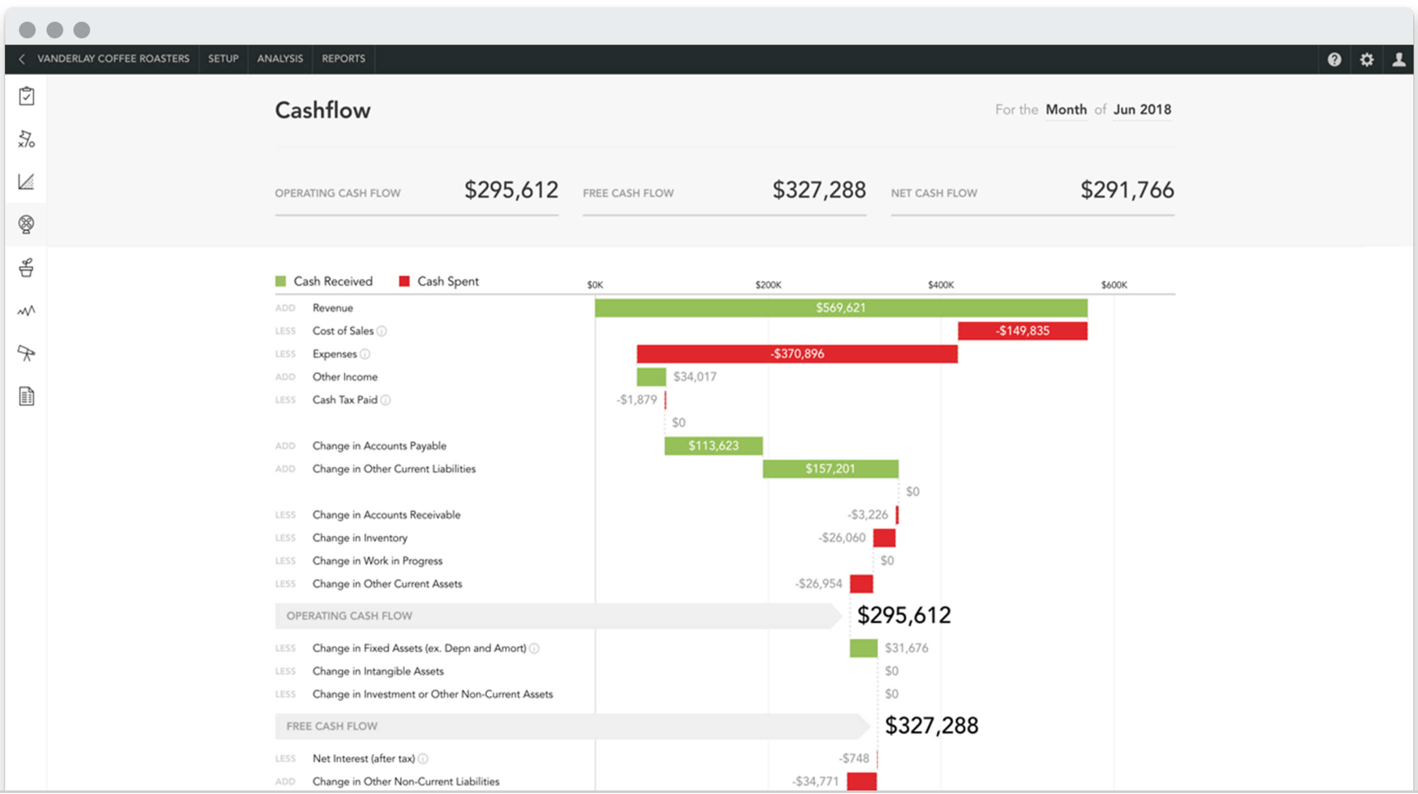
Note: this analysis is only available for companies with tracking categories, tracking classes or jobs. This tool is also available for consolidated groups.



ANALYSIS TOOLS

Cash Flow Analysis

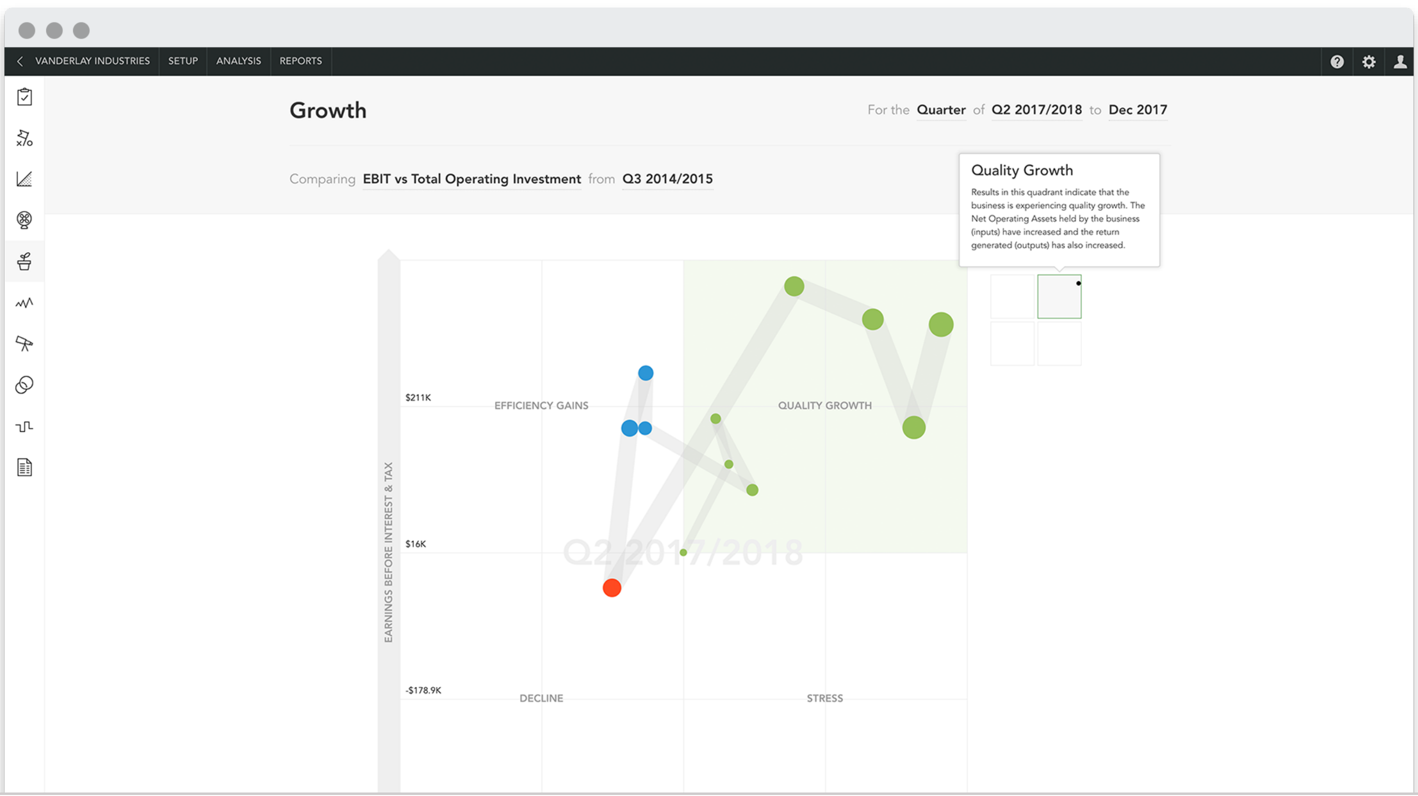
The cash flow analysis tool helps to evaluate a business's cash flow. It visualizes the Operating Cash Flow, Free Cash Flow and Net Cash Flow generated by the business. The waterfall chart helps to identify cash inflows (green) and cash outflow (red).



ANALYSIS TOOLS

Growth Analysis

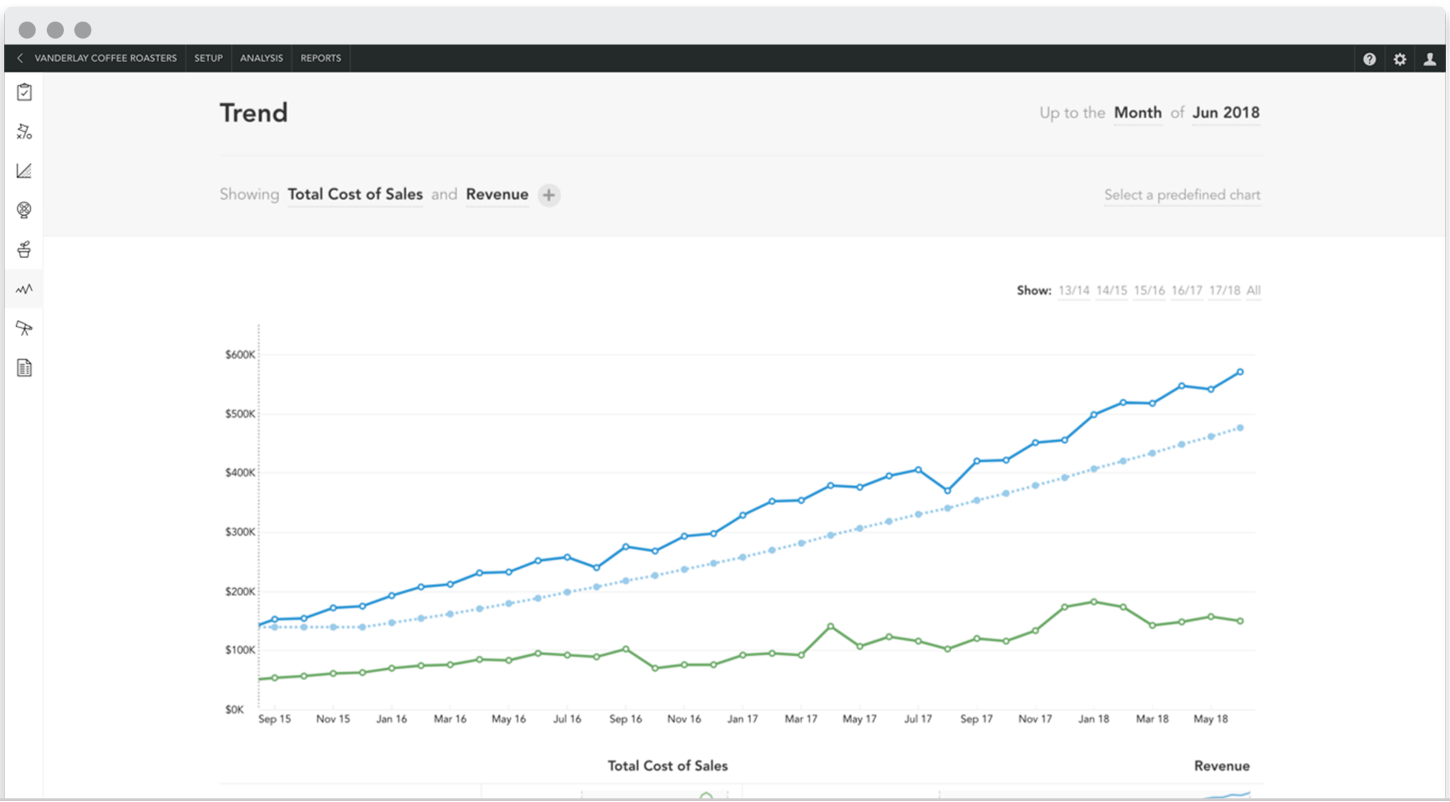
The growth analysis tool helps to understand and assess a company's growth. This tool helps to visualize a company's growth trajectory from a selected starting period to an ending period. Monthly, quarterly and annual growth can each be visualized in this chart.



ANALYSIS TOOLS

Trend Analysis

The trend analysis tool helps to track business performance trends over time. This visual enables the comparison of any financial KPI, custom KPI or item from the financial statements.

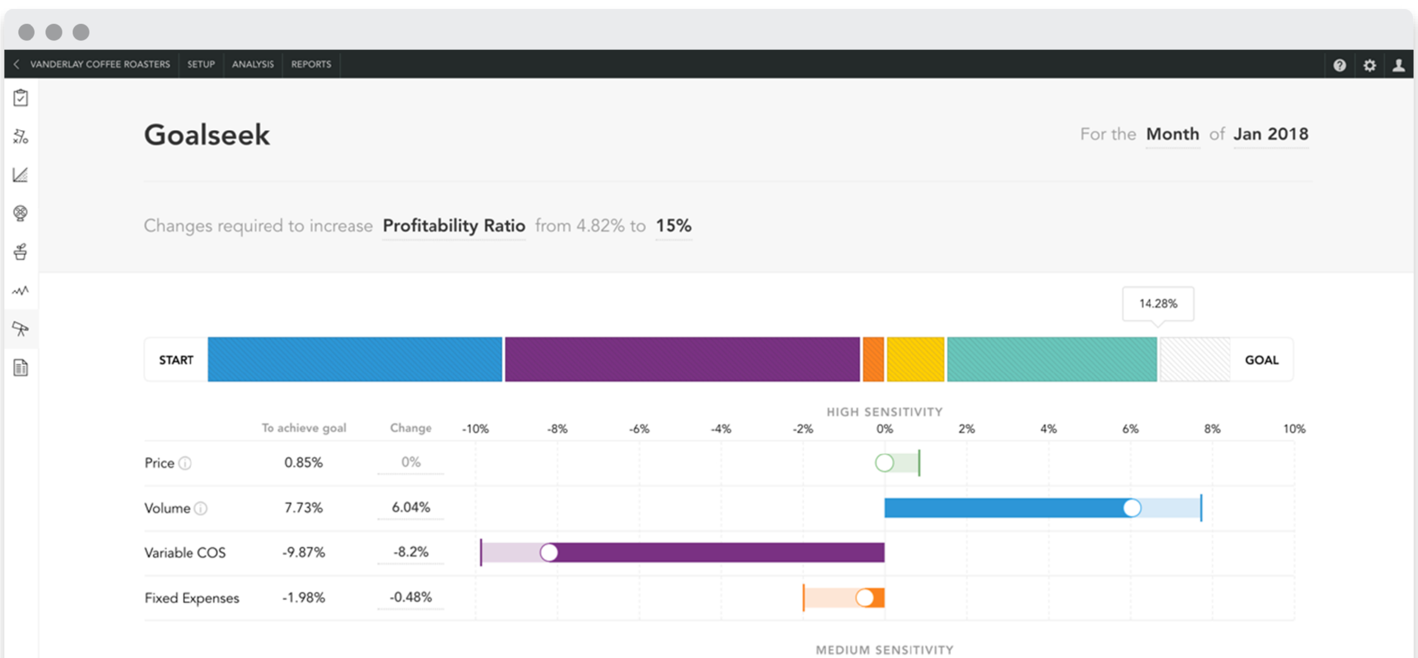


ANALYSIS TOOLS

Goalseek

The goalseek tool helps to answer the "How do we get there?" question. It helps to identify strategies to achieve a desired outcome and also helps to identify the sensitivity of key performance drivers.

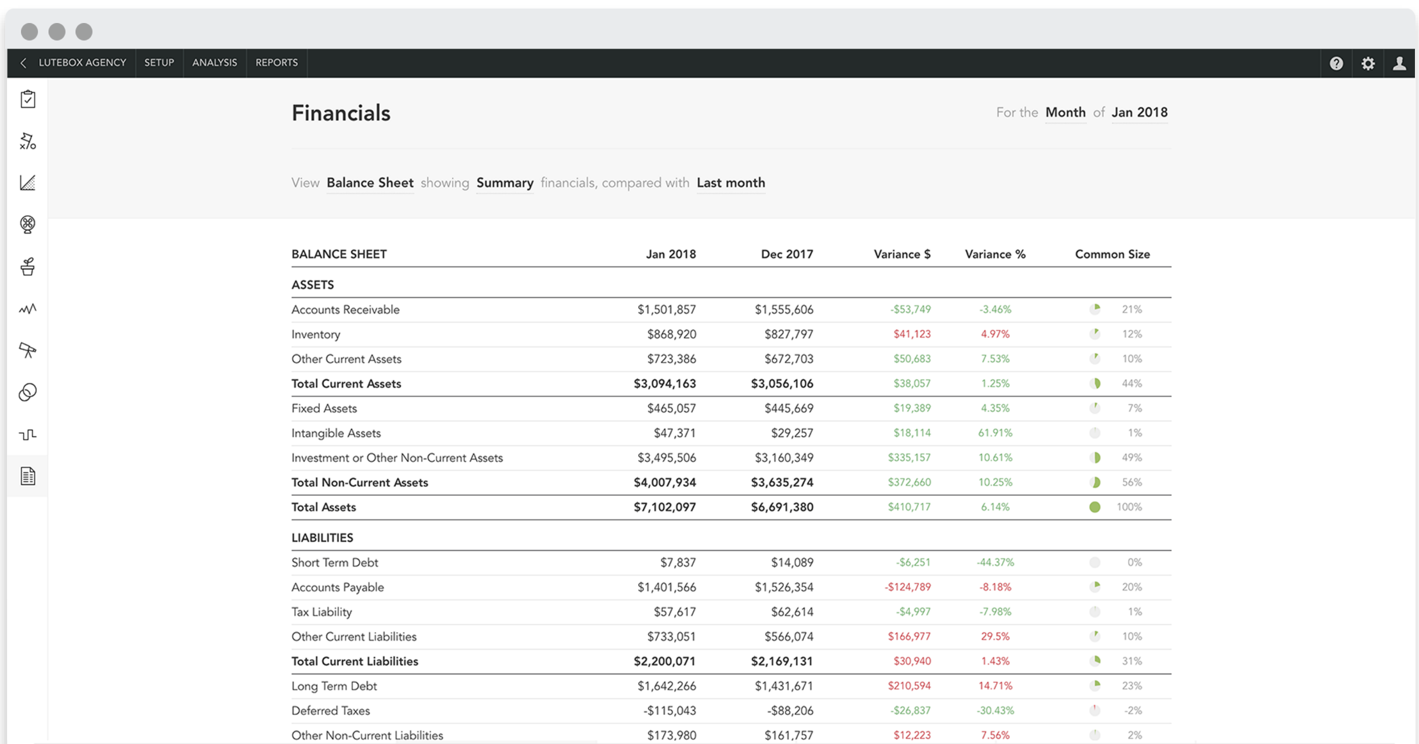
To use the goalseek analysis, firstly select a KPI. Specify a goal, then click '**Goalseek**'. Then change one or many drivers to achieve a goal (using either the slider or by entering a change value).



ANALYSIS TOOLS

Financial Statement Analysis

This tool provides a view of the company's financial statements (Profit & Loss/Income Statement and Balance Sheet) in a summary format. In addition, this tool also shows a variance analysis and common size analysis.



BALANCE SHEET	Jan 2018	Dec 2017	Variance $	Variance %	Common Size
ASSETS					
Accounts Receivable	$1,501,857	$1,555,606	-$53,749	-3.46%	21%
Inventory	$868,920	$827,797	$41,123	4.97%	12%
Other Current Assets	$723,386	$672,703	$50,683	7.53%	10%
Total Current Assets	**$3,094,163**	**$3,056,106**	$38,057	1.25%	44%
Fixed Assets	$465,057	$445,669	$19,389	4.35%	7%
Intangible Assets	$47,371	$29,257	$18,114	61.91%	1%
Investment or Other Non-Current Assets	$3,495,506	$3,160,349	$335,157	10.61%	49%
Total Non-Current Assets	**$4,007,934**	**$3,635,274**	$372,660	10.25%	56%
Total Assets	**$7,102,097**	**$6,691,380**	$410,717	6.14%	100%
LIABILITIES					
Short Term Debt	$7,837	$14,089	-$6,251	-44.37%	0%
Accounts Payable	$1,401,566	$1,526,354	-$124,789	-8.18%	20%
Tax Liability	$57,617	$62,614	-$4,997	-7.98%	1%
Other Current Liabilities	$733,051	$566,074	$166,977	29.5%	10%
Total Current Liabilities	**$2,200,071**	**$2,169,131**	$30,940	1.43%	31%
Long Term Debt	$1,642,266	$1,431,671	$210,594	14.71%	23%
Deferred Taxes	-$115,043	-$88,206	-$26,837	-30.43%	-2%
Other Non-Current Liabilities	$173,980	$161,757	$12,223	7.56%	2%

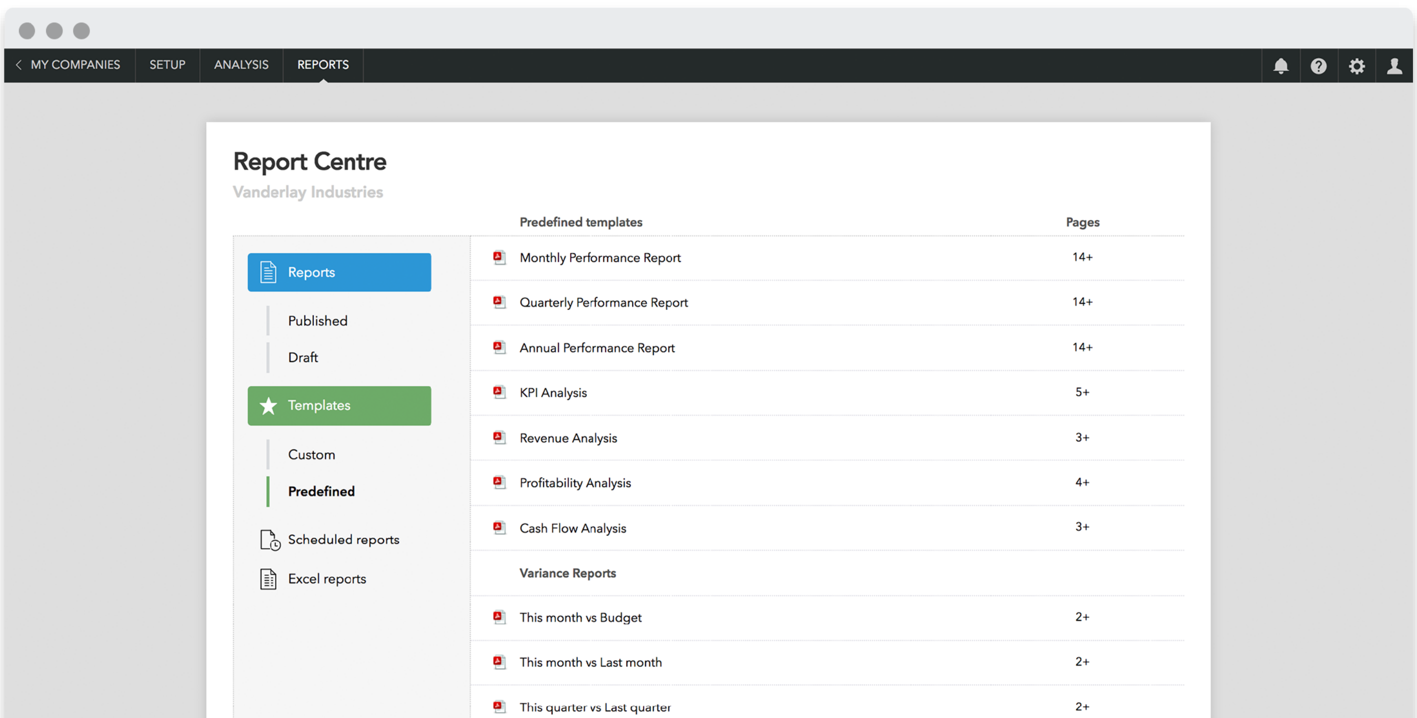
Reports

To access the reports for a company or group > go to '**My Companies**' > then '**Reports**'

REPORTS

Report Centre

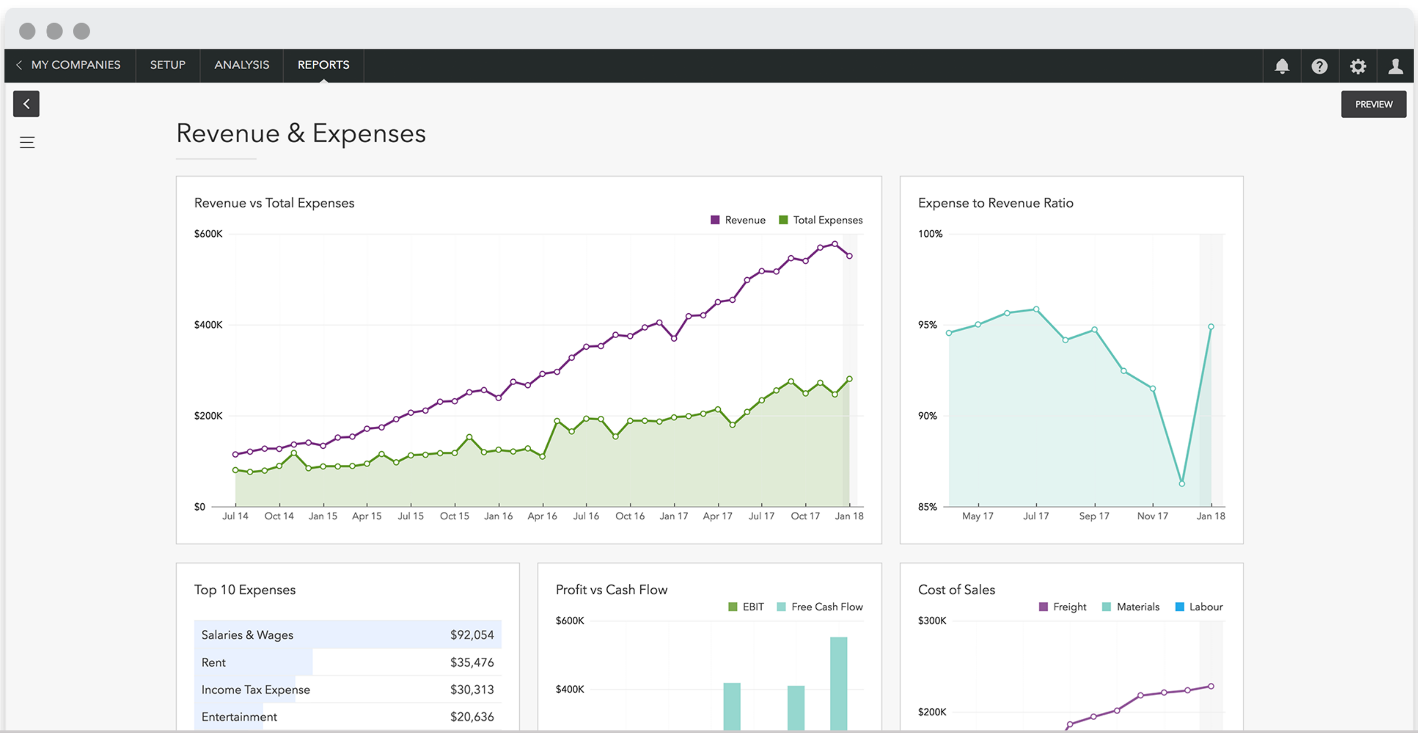
The '**Report Centre**' is where you manage the draft and published reports, templates and schedules related to your company or group. Reports can be viewed and customised online in the Report Editor, and downloaded in .pdf or Excel file formats. You can generate reports for any month, quarter (or QTD) or annual (or YTD) period. Reports can be white labelled with your company branding.



REPORTS

Report Editor

The '**Report Editor**' is an authoring tool which enables you to create and edit reports and report templates. To start building in the Report Editor select the '**Create Report**' or '**Create Template**' button. You can also hover over any exisiting report or template to make changes to it in the Report Editor.
From within the Report Editor you can customise the header, add or remove sections, and edit the content in your report.



Sharing

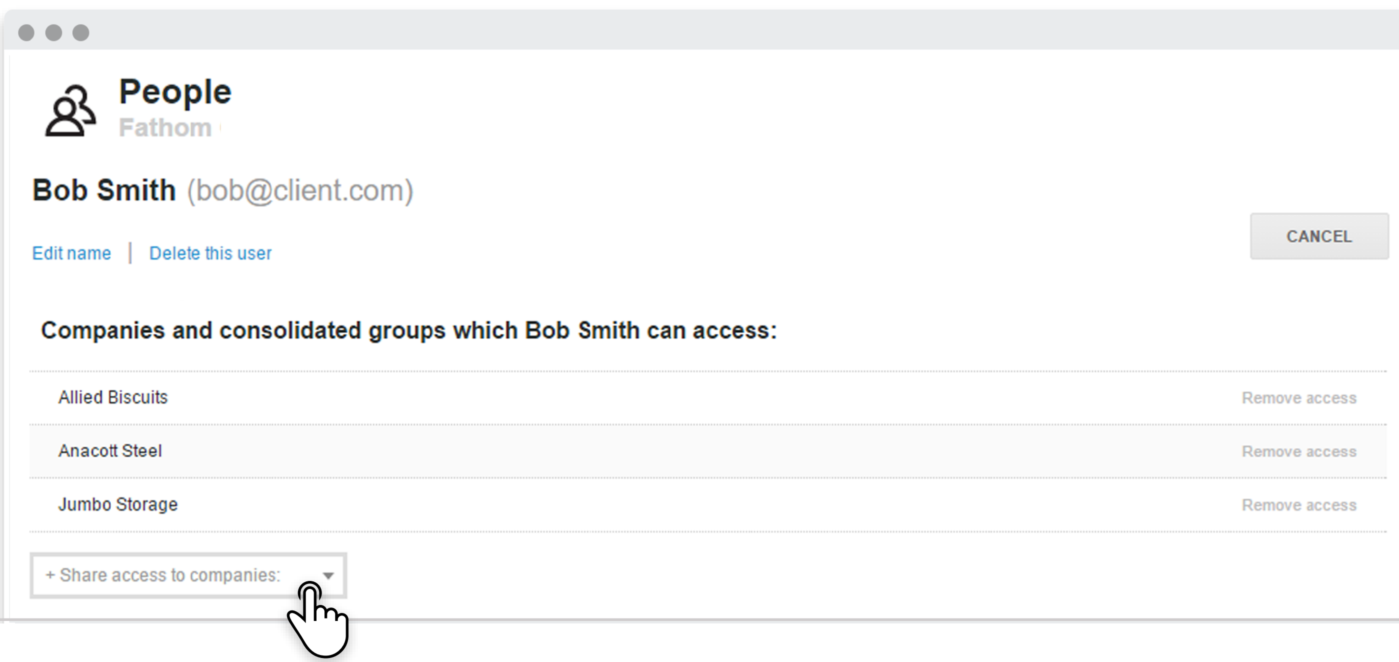
To share access to a company > go to '**My Companies**' > then '**Share**'

SHARING

Sharing access

To share access with users > go to '**My Companies**' for a company > then '**Share**'. Alternatively, go to '**User Management**' from the admin menu and '**Edit**' a user. Then select the companies and groups which this user can access.

To invite a person to be a user in your Fathom account, ask your administrator to send them an invitation via '**User Management**' > go to '**Invite a person**'.



User roles

The different roles in Fathom are as follows:

Viewer (Client)
Can view the analysis and reports for companies that are shared with them.
Client users cannot add, edit, configure or delete companies.

Editor (Advisor)
Can access companies that are shared with them or companies that they add to Fathom.
They can add and setup companies, but are unable to delete companies.

Administrator
Can create new users, change organisation details, delete companies and create benchmark pools. They have access to every company in the Fathom account.

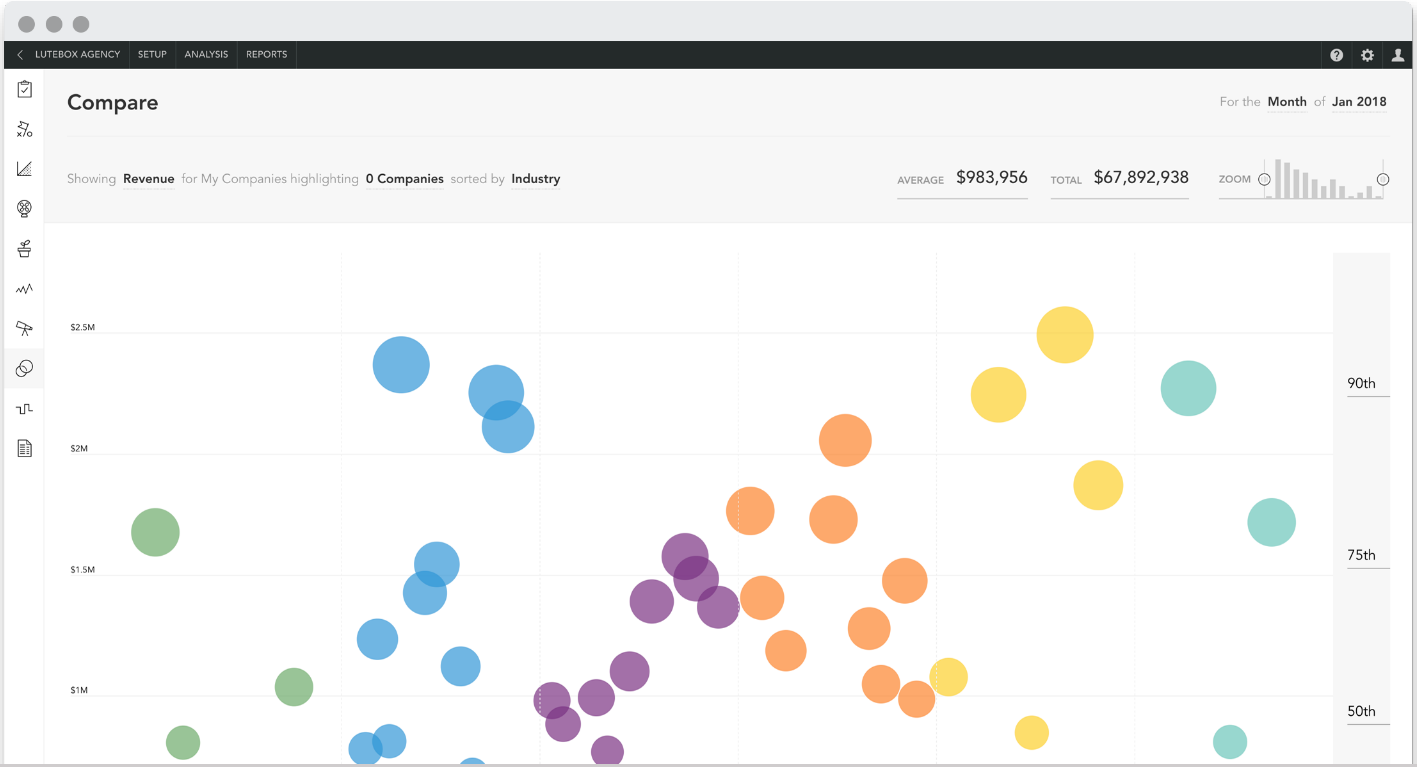
Account Owner
The account owner (in addition to also being an administrator) can update billing information, change plans and view usage information. There can only **one** account owner per organisation.

ADVANCED REPORTING

Benchmarking

The benchmarking features enable you to compare multiple entities.
These tools help you to compare, rank and benchmark all your companies/clients/franchisees.

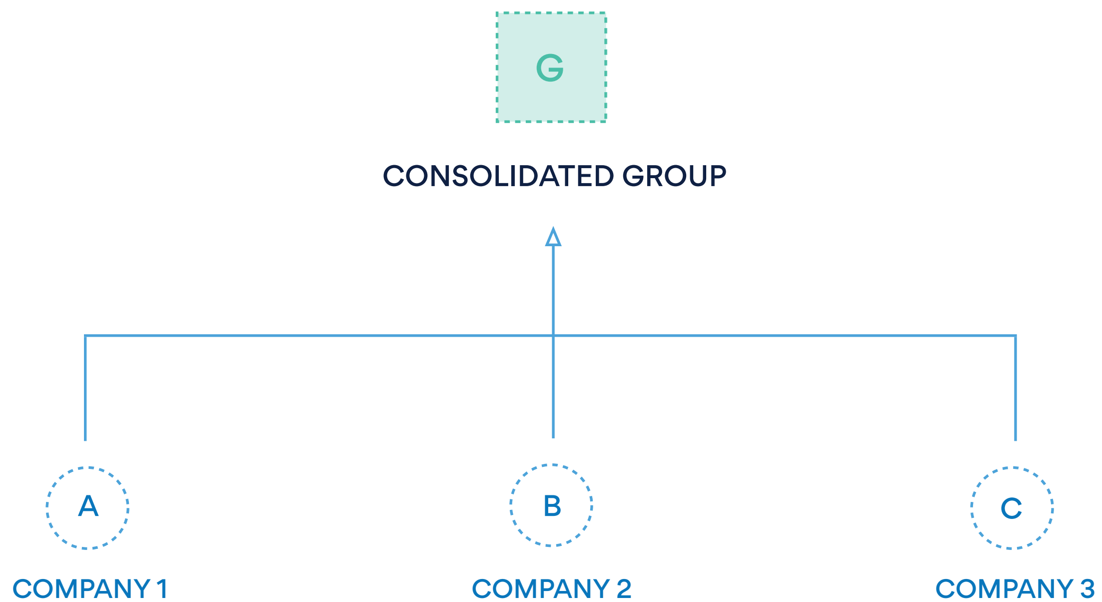
More details can be found in the Fathom Benchmarking Guide



ADVANCED REPORTING

Consolidation

Fathom also allows you to group your related companies together to easily create reports for a consolidated group. To create a group, go to ‘**My Companies**’ > then select '**Create a Group**'



This feature enables you to create an aggregated view of performance for multiple companies. More details can be found here: Fathom Consolidation Guide

APPENDIX

Links to Fathom Guides

Importing

- Importing from Xero
- Importing from QuickBooks
- Importing from MYOB
- Importing from Excel

KPIs

- Creating KPIs in Fathom

Divisional analysis

- Divisional Analysis for Xero
- Divisional Analysis for QuickBooks
- Divisional Analysis for MYOB

Advanced reporting

- Benchmarking in Fathom
- Consolidations in Fathom

Fathom

www.fathomhq.com