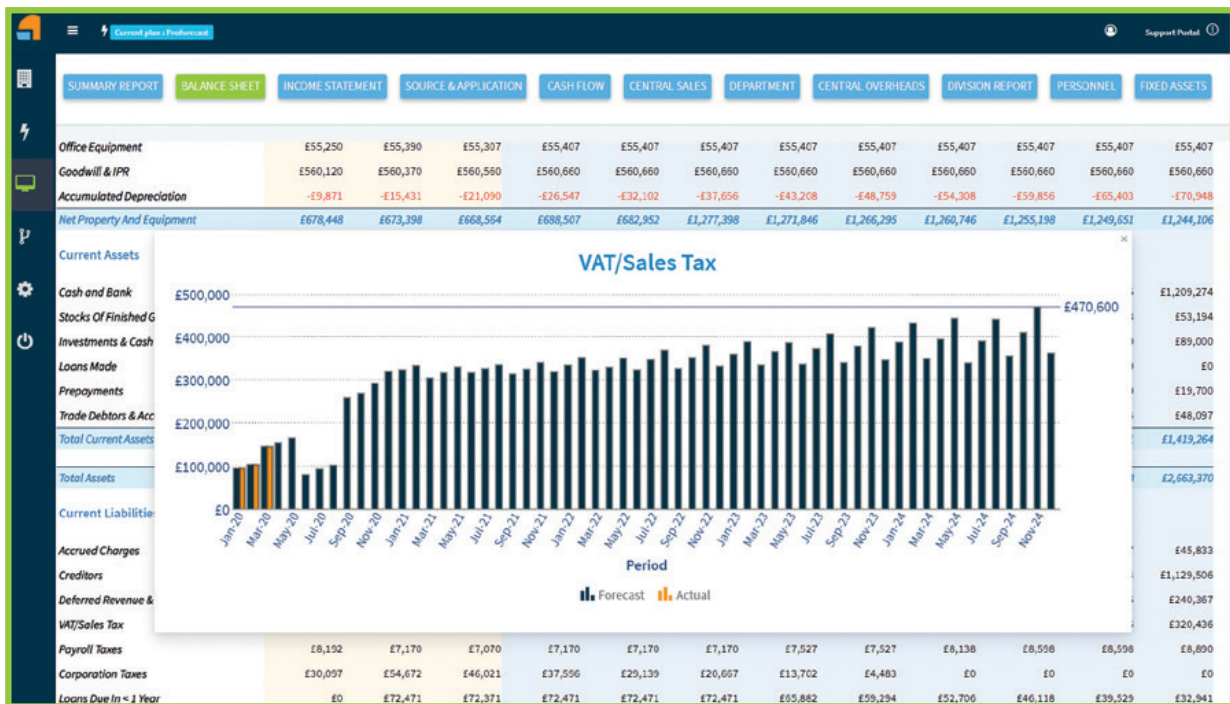
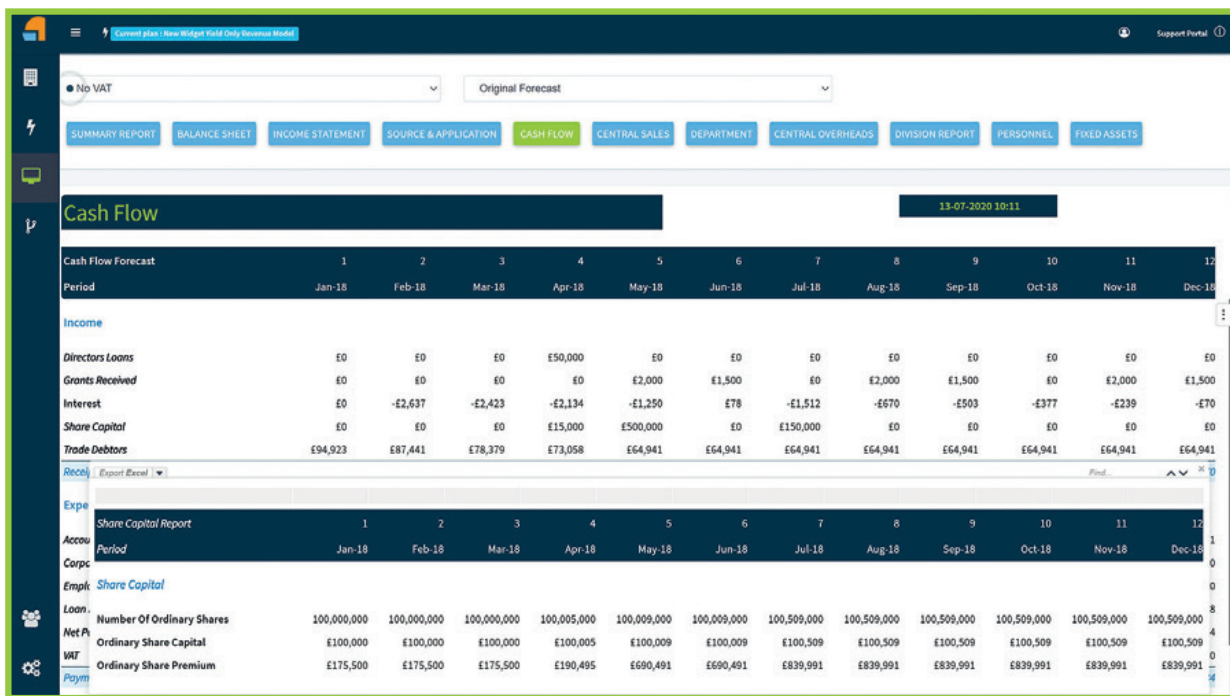




PROFORECAST

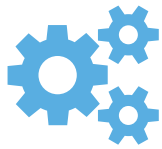
Connected Cloud Forecasting & Strategic
Planning for the Mid-Market



Collaborative Integrated Cash Flow, Balance Sheet and P&L Forecasting & Reporting for Business

- ProForecast, strategic planning and forecasting designed for the Mid-Market
- High-level forecasting or Drill Down for a greater level of granularity.
- Make informed decisions about the future of your company quickly and accurately.
- ProForecast turns weeks of work into days and days into hours.
- Our Rapier AI engine analyses your accounts and pre-populates a ProForecast Product and Services model calculating seasonality, sales volume, COGS and selling price of every product in your portfolio.
- Produce informed and graphically enhanced reports with our Business Intelligence and Data Visualisation layer.
- Create Custom Dashboards.
- ProForecast is accessible from any device anywhere.





ProForecast Features

Reporting

■ Design and Brand Beautiful Reports

Produce own or client branded reports. Choose the data sets and values you want to report on. Personalise the output reports with your own logo, colour scheme and fonts before delivering to a client or if you are an in-house financial planning analyst you can brand the reports you create to be in line with your companies branding guidelines.

■ Flexible Dashboards

ProForecast offers you a range of dashboard templates to choose from or allows you to create your own with a simple drag and drop methodology.

■ Actuals and Variance Reports

Track how you are performing against your forecast. As live data comes into ProForecast a variance report from your forecast will be produced with a full set of graphs and tables to help you visualise the variance and identify where the differences lie.

■ Custom Formulas and KPIs

There are over 120 pre-built KPIs. ProForecast allows the users to define their own KPIs and build their own business specific KPI dashboard. ProForecast also gives the user the flexibility of creating their own custom formulas.

■ Business Intelligence and Data Visualisation Layer

ProForecast's Data Visualisation Layer allows you to define and build stylish and interactive reports. The business intelligence behind the visualisation allows you to drill down and gain insights into the performance of your business at as lower level of granularity as the data you enter will allow.

Services

■ Dedicated Account Manager

As soon as you sign up with ProForecast you will be allocated a dedicated account manager who will stay with you for the lifetime of your usage of ProForecast.

Your account manager, is always on hand to help you get the very best out of the system, whether it be aiding you with set up or keeping in regular contact with suggestion on how best to use ProForecast features current and present to produce the relevant forecasts for your company's needs.

■ Customer Led Development

We believe that ProForecast is currently the most powerful business forecasting tool in the market.

How did we get here? We listened to our customers and what they wanted from the system and prioritised those features in development.

How do we stay the best? We keep listening to our customers and keep evolving the system to meet the ever-changing demands of the markets they operate in.

Staying in a state of Perpetual Beta allows us to constantly be ahead of the competition in features and usability.

Your account manager will keep you updated of new developments and capture your requirements and track them on the development roadmap for you.



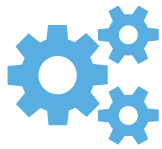
Integrations

sage 200 sage 50



- Sage authorised integration into Sage 50, Sage 200, Sage 200 Professional and Excel.
- Coming soon - Sage Intacct and NetSuite.
- ProForecast also integrates with Xero, Quickbooks and many more cloud based accounting packages.





ProForecast Features

Forecasting

■ Drill Down

ProForecast allows you to drill down to as detailed a level of granularity that your data will allow. For example, you can drill down to see the performance or impact an individual product is having on your business, the performance of individual departments or even an individual sales head or fee earner.

■ Rolling Forecasts

This feature allows you to produce a living forecast based on real data as the forecasting period unfolds and benchmark performance against your annual or long term, budgetary forecast.

■ Global and Micro What If Forecasting

Make informed business decisions by analysing the effect that a range of situations would have on your business by What If scenario planning. Build your assumptions in ProForecast by utilising multiple Global What Ifs to drive your planning. Add step changes to see how tuning your assumptions with Micro What Ifs will impact the future of your business.

ProForecast also lets you run a Monte Carlo Analysis to see the probability of a particular outcome on Sales & Gross Margin.

■ Consolidation

Produce consolidated reporting and forecasts for a corporate group, multi-site business or franchise operation. Run models with group level What If scenarios. Benchmark the performance of individual group entities with financial and non-financial KPIs.

■ Benchmarking

ProForecast allows you to compare the performance of your business and your forecasted projections against the overall performance of your industry or the economy as a whole. ProForecast utilises data from over 2.9 million businesses to produce the mean performance by industry. To produce the benchmark, the 2.9 million businesses are grouped into 750 SIC (Standard Industry Classification) codes with over 100 data points per SIC code. The data is visible in a report format and in the management dashboard.

The screenshot displays the ProForecast software interface. At the top, there's a navigation bar with various report tabs: SUMMARY REPORT, BALANCE SHEET (highlighted), INCOME STATEMENT, SOURCE & APPLICATION, CASH FLOW, CENTRAL SALES, DEPARTMENT, CENTRAL OVERHEADS, DIVISION REPORT, PERSONNEL, and FIXED ASSETS. Below the tabs, the 'Balance Sheet' report is open, showing a combined actual and forecast view. The table has columns for months from Jan 20 to Dec 20. The rows are categorized into 'Property and Equipment' and 'Current Assets'. The 'Property and Equipment' section includes items like Building Improvements, IT Equipment, Leasehold Property, Fixtures & Fittings, Office Equipment, Goodwill & IPR, and Accumulated Depreciation. The 'Current Assets' section includes Cash and Bank and Stocks Of Finished Goods. The table shows actual data for the first three months and forecast data for the remaining months.

Balance Sheet Combined Actual	1	2	3	4	5	6	7	8	9	10	11	12
Period	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20
Forecast/Actual	Actual	Actual	Actual	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Property and Equipment												
Building Improvements	£0	£0	£0	£0	£0	£600,000	£600,000	£600,000	£600,000	£600,000	£600,000	£600,000
IT Equipment	£8,160	£8,200	£8,122	£8,222	£8,222	£8,222	£8,222	£8,222	£8,222	£8,222	£8,222	£8,222
Leasehold Property	£0	£0	£0	£25,000	£25,000	£25,000	£25,000	£25,000	£25,000	£25,000	£25,000	£25,000
Fixtures & Fittings	£64,789	£64,869	£65,665	£65,765	£65,765	£65,765	£65,765	£65,765	£65,765	£65,765	£65,765	£65,765
Office Equipment	£55,250	£55,390	£55,307	£55,407	£55,407	£55,407	£55,407	£55,407	£55,407	£55,407	£55,407	£55,407
Goodwill & IPR	£560,120	£560,370	£560,560	£560,660	£560,660	£560,660	£560,660	£560,660	£560,660	£560,660	£560,660	£560,660
Accumulated Depreciation	£-9,871	£-15,431	£-21,090	£-26,547	£-32,102	£-37,656	£-43,208	£-48,759	£-54,308	£-59,856	£-65,403	£-70,948
Net Property And Equipment	£678,448	£673,398	£668,564	£688,507	£682,952	£1,277,398	£1,271,846	£1,266,295	£1,260,746	£1,255,198	£1,249,651	£1,244,106
Current Assets												
Cash and Bank	£289,197	£240,044	£321,698	£435,816	£987,500	£347,813	£549,577	£624,100	£838,046	£919,025	£1,021,805	£1,209,274
Stocks Of Finished Goods	£55,407	£55,970	£52,250	£56,813	£53,194	£56,813	£53,194	£56,638	£56,813	£53,194	£56,813	£53,194



Selecting Revenue Models

There are 9 active Revenue Models. Models can be used in any combination, to reflect businesses with multiple revenue streams or alternatively by using a combination of models creating a particular type of revenue stream. The revenue models can have a Cost of Sales built in a number of ways, for goods and services sold the COGS can either be calculated from the top down or bottom up.

By bottom up, we mean that the cost of sales is built up from the number of units sold, the cost and selling price per unit, which generates in turn the sales figure and the cost of those sales, whereas in the top down model, the number of units sold and costs are derived from the sales figure using a table to determine the mix of products that are sold. The Product Mix menu item will only appear if a top down COGS revenue model is selected and can't be used in conjunction with the bottom up COGS sales model.

1: Products Target Model or Bottom Up COGS Sales Model

This works in conjunction with the Products Set up Menu and includes seasonality, new business, lead time, deposits, and debtors models. Sales and COGS are derived from the number of units sold of each product, i.e. from the bottom up.

Key Revenue Drivers:

- **Key Cost Drivers:**
- **Customer Discounts**
- **Unit Targets**
- **Product Sales Price**
- **Product Costs**
- **Stock Turn Days**

2: Manual Sales or Top Down COGS Model

Works in conjunction with the Products Set up Menu, and Product Mix Menu, the model also includes seasonality, new business, lead time, deposits, and debtors models. Sales and COGS are derived from the mix of units sold of each product so that the gross sales figure is worked backwards to calculate the units sold, i.e. from the top down. This model is ideal when modelling for a start up or new division where there is little or no historical data.

3: Professional Services

Uses Fee Earners to create revenues but can work in conjunction with the products module to generate a cost of sales.

Key Revenue Drivers:

- **Number of Fee Earners**
- **Hourly Rates**

- **Capacity/Availability in Hours per Annum**
- **Utilisation/Yield**

Key Cost Drivers:

- **Fee Earners Salaries**
- **% of Sales Linked to the Sales of Products?**
- **Direct Costs as a % of those Product Based Sales**
- **Direct Costs as a % of non Product Based Sales**
- **Sales Commissions**

4: Manufacturing

As many additional manufacturing processes as required can be added and assigned to either any Operating Cost Department, where costs are built up in the same way as all other cost centres.

The manufacturing model is an output driven models where the level of production is set by the product demand. The model can accommodate multiple input materials used in the processing and up to three outputs which are managed like a recipe. The first output is deemed to be the primary output and any secondary outputs are measured as a % of the output volume, this is done by entering the sales volume of each Secondary Output as a % of the Primary Output volume.

5: Licence or Franchise Fee Revenue Model

This model could be used for any business that earns revenue by the sale of licences or franchise fees. The model incorporates multiple tiers of licence or franchise fees and four data sets to build the forecast.

Key Revenue Drivers:

- **Average Customer Discount**
- **The Customer Retention Rate**



- **The Average Annual Licence Fee**
- **The Number of Licences Sold per Annum**

This model is used to forecast the revenues generated from the sale of licence or franchise fees. If the business operates a franchise model, the initial franchise fee sale is represented by this model but the ongoing franchise income generated by franchisees should be forecast by selecting and using the most appropriate revenue model. There is no factoring or invoice discounting option.

6: Capacity Yield Model

Can be used for any business that earns revenue from operating a business process which has a defined capacity and a known yield or utilisation. Hotels, restaurants are examples of this type of business.

Key Revenue Drivers:

- **Available Capacity**
- **Revenue Per Unit**
- **Utilisation or Yield**

Key Cost Drivers:

- **Product Sales Price**
- **COGS - Cost Price**
- **Direct Costs**
- **Target Days Stockholding**
- **Cost Price**

The cost of sales (COGS) model to be used with this revenue model should be determined by allocation of the % of sales generated by the sale of products or services, if the sale of products occurs, ensure that the products module is enabled on the setup menu.

For each outlet or department there can be up to a total of seven services or processes, each service or product can have its own Cost of Goods (COGS).

7: Agency Sales

The agency model can work for a business that acts as a Principal or acts as a pure agency and the model includes the following options and automatically calculates any deferred revenues.

Key Revenue Drivers:

- **Transaction or Contract Type**
- **Principal or Agent**
- **Variable Commissions Received per Transaction**

- **Product Value**
- **Fixed Commissions Received per Transaction**
- **Customers or Transactions per Month**
- **Renewal Rates and Export Sales**

Key Cost Drivers:

- **Direct Costs Incurred per Transaction**
- **Customers or Transactions per Month**
- **Product Costs**

8: Box Office

This revenue model automatically creates and releases deferred revenues created by advance ticket sales and also automatically calculates any deferred costs which are subsequently recovered from artists.

The model creates scenarios for different types of events and profiling the ticketing process, so for some events, the ticket lead time may be brief, for others tickets can be sold up to a year in advance of the event. So a separate event would be created for each type of ticket profile required.

Key Revenue Drivers:

- **Venue Capacity**
- **Event Timetable**
- **Average Revenue Per Ticket**
- **Yield**
- **Additional Product Sales**

Key Cost Drivers:

- **Venue Capacity**
- **Event Timetable**
- **Average Revenue Per Ticket**
- **Yield**
- **Additional Product Sales**
- **Direct Costs Incurred per Transaction**
- **Recovered Costs per Transaction**
- **Product Costs**

9: Sundry Income

Model enables any miscellaneous one off or repeat revenues to be entered manually such as the receipt of management charges, the revenue stream name can be customised for use in the income statements.

Sales Forecasting

This allow the user to forecast sales and set targets for the commercial teams.

There are 3 different options to form the basis of these forecasts, Gross Margin, Per Sales Head and Marketing Spend.

Per Sales Head

Key Revenue Drivers:

- Number of Salespeople
- Revenue Target Per Salesperson

Key Cost Drivers:

- Commissions
- % of sales linked to the Sale of Products
- Direct costs as a % of Product Based Sales
- Direct costs as a % of Non-product Based Sales

Gross Margin

Key Revenue Drivers:

- Number of Sales People
- Gross Margin Target Per Sales Person

Key Cost Drivers:

- Commissions
- % of Sales inked to the Sale of Products
- Direct Costs as a % of Product Based Sales
- Direct Costs as a % of Non-product Based Sales

Marketing Spend

Key Revenue Drivers:

- Cost Per Lead
- Marketing Spend
- Average Order Value
- Conversion Rate Sales to Orders

Key Cost Drivers:

- Commissions
- % of Sales Linked to the Sale of Products
- Direct Costs as a % of Product Based Sales
- Direct Costs as a % of Non-product Based Sales



Support

Need some advice about how to get the best out of ProForecast?
Contact our support team by one of the following methods.

Email support@proforecast.com

Call +(44) 191 691 7501



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