



Synergist Spotlight on...

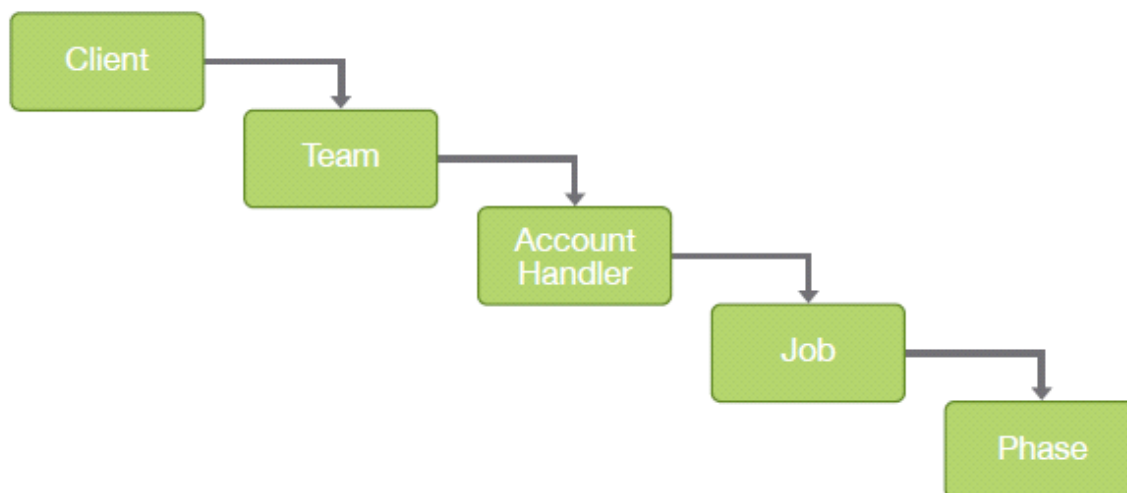
Profitability Reporting in Synergist

A key reporting requirement within Synergist is the ability to report on profitability. Depending on how jobs are structured will depend on what level of detail you are able to report profitability on. Your job structure will have been configured to allow you to report profitability at the required level. Depending how promptly and accurately users enter timesheets, purchase orders & expenses will depend on how reliable your data is.

Levels of profitability reporting

The way that your jobs are structured on Synergist will effect at what level you can report profitability on. The key reporting levels are **Job level & phase level**. Groups of jobs and phases can be reported on so possible to calculate profitability by:

- Client
- Client Handler
- Market Sector/client Type
- Handler Team
- Project



The lowest level of profitability reporting is **Phase** so ensure your jobs are structured correctly in order to achieve this.



Key Report - Period Invoice Date Profitability Report

To access this report go to Reports in the tool bar and select 'reports'. Filter by Invoicing & profitability and select "Period Invoice Date Profitability".

The screenshot shows the 'Reports' interface with the following elements:

- Reports Sidebar:** Includes 'All reports', 'Purchasing & expenses', 'Work in progress', 'Invoicing & profitability' (selected), 'Quoting & estimating', 'Jobs & stages', 'Client analysis', 'Time & materials', 'Custom reports', and 'Saved reports'. A checkbox for 'Display KEY reports only' is checked.
- Report List:** A list of reports including 'Billing plan report', 'Job / phase profitability', 'Job / phase type analysis', 'Jobs awaiting invoicing', 'Period inv date profitability' (highlighted), 'Profit by invoice', and 'Sales turnover'.
- Report Description:** A text box explaining that the report lists jobs with relevant invoices in the selected period, with options for further filtering and export.
- Configuration Options:**
 - 'Additional criteria' button.
 - 'Job or phase version?' with radio buttons for 'Job' (selected) and 'Phase'.
 - 'Sort order' dropdown menu set to 'Client', with a checkbox for 'Page breaks on sort key'.
 - 'Date range' section (circled in blue) with 'Date to use' set to 'Invoice date', 'From' date '01/04/2016', 'To' date '30/04/2016', and 'Use a pre-set range' selected.

The 'additional criteria' is key for running this report in different formats.

Job or phase version will enable a single line per job or single line per phase to be printed/exported.

Sort Order – allows the printed format of the report to show subtotals by Client, Handler Job/phase type or team

Pre set date range – essential if scheduling this report to be delivered automatically e.g. based on invoices 'last month'





The report shows the profit achieved during the period, for each job. In order to calculate the costs it is necessary for the user to have **"ticked-off"** costs against each invoice. In this way the report can show the difference between total invoiced for the period and the related costs (i.e. profit). Any costs not ticked off will remain in WIP until a job is 'final invoiced'.

14/04/16 2:35pm

Period inv date profitability by Clients

Number of Jobs

From 01/04/2016 to 30/04/2016

3

Job No.	Client	Description	A/H	Total cost	Invoiced	Profit	Markup%	Margin%	Recommend	Investment
3/00300037	All England Netball Associa	Test template for packagec	LH	0.00	8890.00	8890.00	0.00	100.00	0.00	0.00
3/00300068	All England Netball Associa	Quarter one 2015 advertisi	LH	1200.00	2200.00	1000.00	83.33	45.45	2400.00	0.00
Client sub-total All England Netball Association				1200.00	11090.00	9890.00	824.17	89.18	2400.00	0.00
3/00300036	English Sports Foundation	England at the European C	LH	0.00	1250.00	1250.00	0.00	100.00	750.00	0.00
Client sub-total English Sports Foundation				0.00	1250.00	1250.00	.00	100.00	750.00	0.00
GRAND TOTALS				1200.00	12340.00	11140.00	928.33	90.28	3150.00	0.00

Columns on this report

- **Phase:** Job Number and phase number
- **Client:** Client Name
- **Description:** Job/Phase description
- **A/H:** Account Handler Name
- **Total costs:** Includes all purchases, timesheets and materials that have been ticked off against invoices falling in the date range
- **Invoiced:** Total invoiced value in the period selected
- **Mark-up:** Invoiced value less costs (i.e. profit)
- **Mark-up % :** $(\text{Mark up} / \text{costs}) * 100$
- **Margin % :** $(\text{Mark-up} / \text{invoiced value}) * 100$
- **Recommended:** For information only (not period based) - The "actual" recommended charge for the phase
- **Investment:** For information only (not period based) - The investment value for the phase.

How does Synergist calculate Profit?

Gross Profit: Invoiced amounts less the value of third party/external costs. This is often referred to as 'fee income'.





In order for the Period Invoice Date Profitability report to show these figures the 'additional criteria' button needs to be selected and 'only show PO values' ticked.

Additional Criteria

Additional criteria - Period inv date profitability

Additional subtotals

- None
- Team
- Projects

PIDP export options

- Standard
- Detail of costs
- Show time
- Show materials
- Show purchases

Only show PO values

Adjust profit for late purchase invoices

Use timesheet date rather than tickoff

Show sub totals only

OK

Net Profit: Invoiced amounts less the value of third party/external costs and the cost of internal time & materials.

The default settings of this report display net profit.

Ticked Off Costs

A sales invoice must have costs "ticked off" against it in order for Synergist to calculate profit figures for the Period Invoice Date Profitability Report. Any associated costs must be "ticked off" against the Sales Invoice during the invoice process to allow this calculation. Your system may be set to automatically "tick off" any costs on the job at the point of raising the sales invoice.



A WIP report should be run alongside the Period Invoice Date Profitability Report to review any costs still remaining in WIP that should have been “ticked off” against the sales invoice.

Client Summary profit report

Use the additional criteria button to select ‘**subtotals only**’. This is a great report for scheduling for automatic delivery.

Additional Criteria

Additional criteria - Period inv date profitability

Additional subtotals

- None
- Team
- Projects

PIDP export options

- Standard
- Detail of costs
- Show time
- Show materials
- Show purchases

Only show PO values

Adjust profit for late purchase invoices

Use timesheet date rather than tickoff

Show sub totals only

OK

14/07/14 3:45pm

Period inv date profitability by Client

From 01/06/2014 to 30/06/2014

Number of phases 2

Client	Total cost	Invoiced	Profit	Markup%	Margin%	Recommend	Investment
<i>Client sub-total</i> The England Squad 2014	750.00	1500.00	750.00	100.00	50.00	750.00	0.00
<i>Client sub-total</i> Leeds Metropolitan Council	250.00	1400.00	1150.00	460.00	82.14	2170.00	0.00
GRAND TOTALS	1000.00	2900.00	1900.00	190.00	65.52	2920.00	0.00





Please contact The Agency Works at clientservices@taw.co.uk

Or call us on

01455 553246 if you wish to discuss further profitability Reporting in Synergist

