

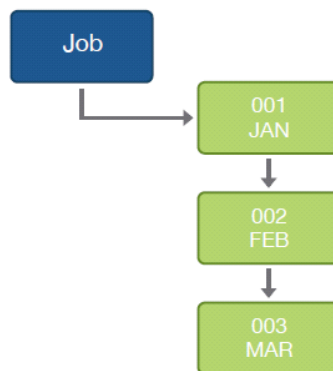


## Synergist Spotlight on...

### Monthly Retainers

For ease of use and to gain maximum reporting within Synergist, the following structure is recommended if you have Clients that require a monthly structure due to invoicing requirements or a monthly time budget.

Retainer Example



- Each Phase represents one month (or one quarter).
- Estimated hours could be entered per month.
- Actual timesheets should be recorded per month.
- Monthly Sales Invoices should be created at Phase Level.

### Why not use a handy feature called ‘Monthly Phase Types’.

When selected as a phase type, they auto calculate the start and end dates per month (phase).

1. To create ‘monthly phase types’ access to **File Maintenance** menu is required. Go to File Maintenance / Phase Types / Actions / **Create ‘Monthly Phase Types’**

4/JAN	January	M01	January	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/FEB	February	M02	February	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/MAR	March	M03	March	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/APR	April	M04	April	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/MAY	May	M05	May	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/JUN	June	M06	June	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/JUL	July	M07	July	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/AUG	August	M08	August	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/SEP	September	M09	September	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/OCT	October	M10	October	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/NOV	November	M11	November	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4/DEC	December	M12	December	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## 2. To use the 'Monthly Phase Types'.

- Go to the details page of your phase and click on 'phase type'. Once selected the dates will auto calculate.

Quoted £0.00  
Order number  
Status Quote  
Phase type  
Contact  
Handler Louise Neale  
Phase owner  
VAT 16 (20%)

Phase start 24/02/2015  
Phase due 24/02/2015  
Priority  
Display order

### Other useful tips for Monthly Retainers

- Create Phase 001 with an estimated budget of hours along with the quoted value representing the 'monthly fee'.
- Duplicate Phase 001 for the remainder of the year by clicking on 'actions', 'duplicate selected phase'.

Details Sales info Financial Billing plan Phases Estimate Phase

EDIT ACTIONS

Ph	Phase description
001	January

- Follow the Phase wizard and duplicate a batch of further months.



\*This wizard will take you through the steps required to copy phases.\*

enter a phase description ...

description

select the start and due dates ...

manually enter dates  
 copy dates  
 auto generate (monthly)

How many phases do you wish to create?

start month

select start year  last year  
 this year  
 next year

## Reporting

- Use the data viewer to create capacity reports based on estimated hours per staff resource per Client per month.

Job   
Staff   
Job Phase   
Stage   
Client   
Handler Team

Charge code

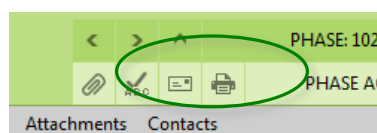
date & period

01/11/2012   
Thursday  
 daily  
 weekly  
 monthly  
 custom  
num. of months

to use one item for "columns", put a tick here

Charge code		Nov 12	Dec 12	Jan 13	Total
Designer	Time Estimate	83.54	3.38	10.00	<b>96.93</b>
Account Executive	Time Estimate	0.00	0.00	10.00	<b>10.00</b>
Client Manager	Available	176.00	168.00	184.00	<b>528.00</b>
Scientific Services Director	Available	176.00	168.00	184.00	<b>528.00</b>
Project Management	Available	176.00	168.00	184.00	<b>528.00</b>
Senior Creative Strategist	Available	176.00	168.00	184.00	<b>528.00</b>
Senior Designer	Available	528.00	504.00	552.00	<b>1584.00</b>
Web Designer	Time Estimate	921.90	893.09	0.00	<b>1815.00</b>
Web Developer	Time Estimate	769.52	745.47	0.00	<b>1515.00</b>

- 2 tier estimating is often used by PR Agencies who might estimate a number of hours of work at charge code level but need actual timesheets to show the detail about the type of activity recorded during a month.
- Export the 'Timesheet' list from the Printer icon in the top right hand corner of a phase to show timesheets recorded per month. Particularly useful as it includes timesheet 'work done' notes if you needed to supply a timesheet report to your Client.



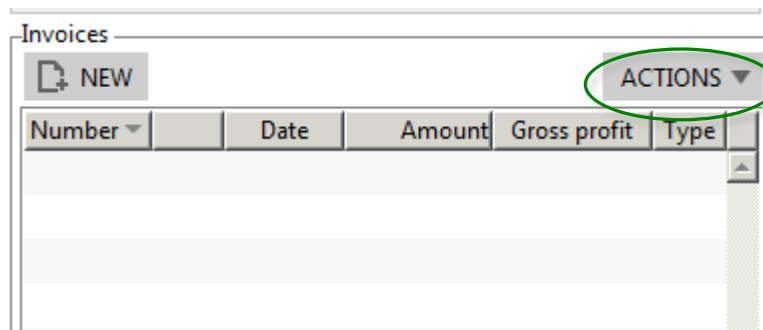
## Closing Each Month (phase)

In order to report accurately then each month (phase) should be closed off.

When invoicing a monthly Fee or Retainer the Sales invoice may be raised at the beginning, middle or end of a month. Timesheets should be recorded throughout the month.

In order to produce any profitability reports then the Sales Invoiced figures and Timesheet figures need to be 'joined together'. Timesheets that are recorded after an invoice is raised would sit on a WIP report.

1. Go to the month (phase) that needs to be closed and then go the Financial page. Within the invoices area on the bottom right, click 'Actions', 'Create New Write off'.



2. The New 'Write off' is similar to an invoice but is marked as 'final'. Any remaining costs in WIP (i.e. all the timesheets from this month) will now be allocated to this write off.

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4. Ensure the date of the “Write off” is the same date as the month that the invoice and timesheets relate to. Each Month should have an Invoice and a Write off zero value invoice. **THIS IS VERY IMPORTANT FOR REPORTING.**
5. Run the ‘**Job/Phase Profitability**’ report at phase level to see all months (Phases) that have been invoiced for the previous month with costs incurred during previous month.

Total cost	Invoiced	Profit	Markup%	Margin%	Recommend	Investment
1206.00	1500.00	294.00	24.38	19.60	2206.00	706.00

6. The ‘Write off’ will mark each month as ‘**completed**’ and ‘**final**’. This should leave the current month open. Timesheets can only be recorded against phases that are still incomplete and not final invoiced.

EDIT		ACTIONS			
Ph	Phase description	Type	C	F	I
001	January	SYN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1
004	February		<input type="checkbox"/>	<input type="checkbox"/>	1

Please contact The Agency Works at [clientservices@taw.co.uk](mailto:clientservices@taw.co.uk) or **01455 553246** if you wish to further discuss managing retainers on Synergist.