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FORECASTING REPORT

STAFF	ANNUAL LEAVE	ARTW WORK	COPY-WRITING	CREATIVE DESIGN	POWERPT DESIGNER	TOTAL
Martin Crehan		10	12.5	2		24.5
Anne Jones	7.5	1.5	2		7.5	18.5
Barbara Naim		3.75		7.5	2	13.25

CHARGE CODE	W/C 3/6	W/C 10/6	W/C 17/6	W/C 24/6	W/C 1/7
Artwork	8.5	4.25	10	6	3
Design	13	9.25	3	9.75	5
Pitch work	3	6	7.5	4.5	7
TOTALS	24.5	19.5	20.5	20.25	15

CLIENT	JUL	AUG	SEP	TOTAL
Snoopy Chews	1014.75	1000.00	250.00	2264.75
Ward Homes	3237.00	12637.00	313.98	16187.98
Ace Electronics	3755.00	920.00	340.00	5015.00
TOTALS	8006.75	14557	903.98	23467.73

WHAT IS FORECASTABLE? Resource planned work, by person, role or team, and summarise capacity by role. Open opportunities and/or revenue forecasts shown against a timeline, typically by client and account handler. Estimated gross and net profit can be shown, plus opportunity weightings.

USAGE

CONSIDERED 'ESSENTIAL' BY THESE ROLES

USED BY SECTORS

FREQUENCY MOST USED

ALL ESTIMATES BY SYNERGIST, BASED ON USER INTERVIEWS

MANAGING DIRECTORS	FINANCE DIRECTORS	STUDIO MANAGERS	FINANCE / ADMIN	ACCOUNT MANAGERS
CREATIVE AGENCIES ✓	DIGITAL AGENCIES ✓	PR CONSULTANTS ✓	MARKETING-AGENCIES ✓	IN-HOUSE MARKETING ✓
DAILY	WEEKLY ✓	MONTHLY ✓		

PRIMARY BENEFITS

- 1 AWARENESS OF EMERGING ISSUES**
Be aware of possible and surfacing issues. Be pre-warned while there's time to act.
- 2 TAKE RESPONSIBILITY**
It makes it easier for key staff such as account directors to take responsibility and play their part in making the business thrive
- 3 PEAKS AND TROUGHS**
Information like this helps the business to smooth inevitable peaks and troughs

IMPACT ON COMPANY

SAVES TIME	10
REDUCES LEAKS OF CHARGEABLE TIME	8
GIVES EARLY WARNINGS AND ALERTS	8
INCREASES CONTROL AND VISIBILITY	7
IMPROVES CASH FLOW	10

TYPICAL USER COMMENTS

OUR FORECASTING USED TO BE A MATTER OF JUGGLING SPREADSHEETS
..... in the bad old days

PLANNING AHEAD TAKES ALL THE stress OUT OF RESOURCING

SPINOFF BENEFITS

- STAGE BILLING** Stage billing is greatly simplified, based on planned values.
- AUTOMATION IN BILLING** Billing, a time-consuming and error-prone process when handled manually, can be semi-automated to give a speedy, accurate result.

KEY WORDS

REVENUE CAPACITY OPPORTUNITIES

GROSS AND NET PROFIT

CLEVER STUFF

- AUTOMATION** Many parts of your forecast can be maintained automatically, based on other information held about your jobs in the system. Estimates and dates can be produced automatically if you want – it's your option.

BIG PICTURE

- WHAT IT DELIVERS** 'THE PLAN' It addresses the shortfalls in your revenue plan, and it informs you whether you are under or over capacity.