WorkBook

Dashboards

The core dashboard package to manage your business

Company KPI dashboard

Clients
- Client profitability
- Client revenue
- Pipeline
- Client Revenue Forecast

People
- Utilization
- Resource / Capacity plans

Projects
- Project report / profitability
- Project forecast

Finance & Business
- Income Statement
- WIP & A/R + A/P Aging
- Working capital / cashflow

The core dashboard package to manage your business

Company KPI dashboard 2

Clients
- Client profitability 1
- Client revenue
- Pipeline 1
- Client Revenue Forecast 1 3

People
- Utilization 1
- Resource / Capacity plans 1

Projects
- Project profitability 1
- Project forecast

Finance & Business
- Income Statement 1
- WIP & A/R + A/P Aging 3
- Working capital / cashflow 1

Client Revenue and Forecast

CLIENT

Business Purpose

Track past performance and forecasted revenue per client and project

Utilizing the net revenue forecast

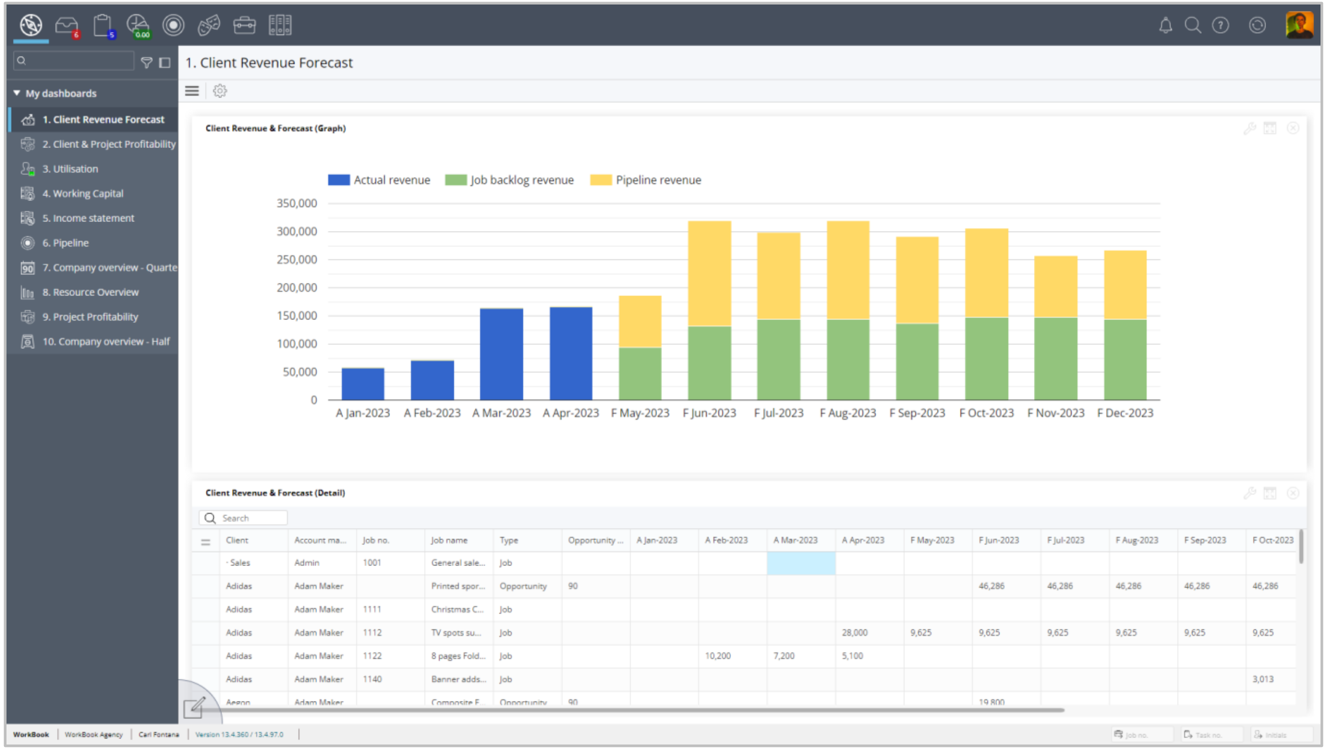
Key KPI's

Revenue (actual)
Revenue (planned) – signed jobs = backlog
Revenue (planned) from pipeline

Capabilities

Allows to show actual revenue and planned revenue (backlog as well as pipeline) graphically

Lower grid shows numbers per client with ability to expand to show at job level



Client Revenue and Forecast
detailed info

Applied to following roles in Power Launch

Management, CFO, Financial Controller, Finance All, Account Manager

Databoards (each area of report)

Client and Revenue Forecast (Graph)
Client and Revenue Forecast (Details)

WorkBook configuration required

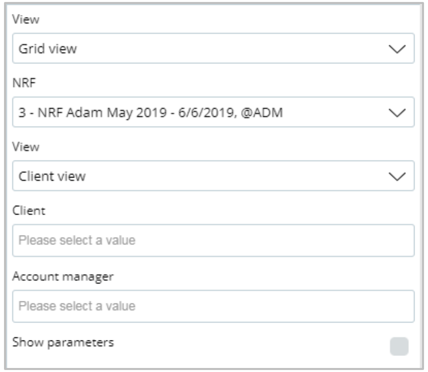
None, but Net Revenue Forecast needs to be used.

NRF setup and training = 3 hours

Options

- NRF: Defines which revenue forecast it is that is shown. This at the same time defines which period actuals and forecasts are shown for
- View : Ability to select between client and job view. Job view will just expand and show lines for all jobs
- Client: Allows you to limit on one or multiple clients in the report

Account Manager: Allows you to limit on a certain account manager (that owns the clients) – and only client revenue and forecast for these clients will appear



Client & Project profitability
CLIENT

Business Purpose

Track client revenue and profitability – with ability to show data for given clients, projects or account manager

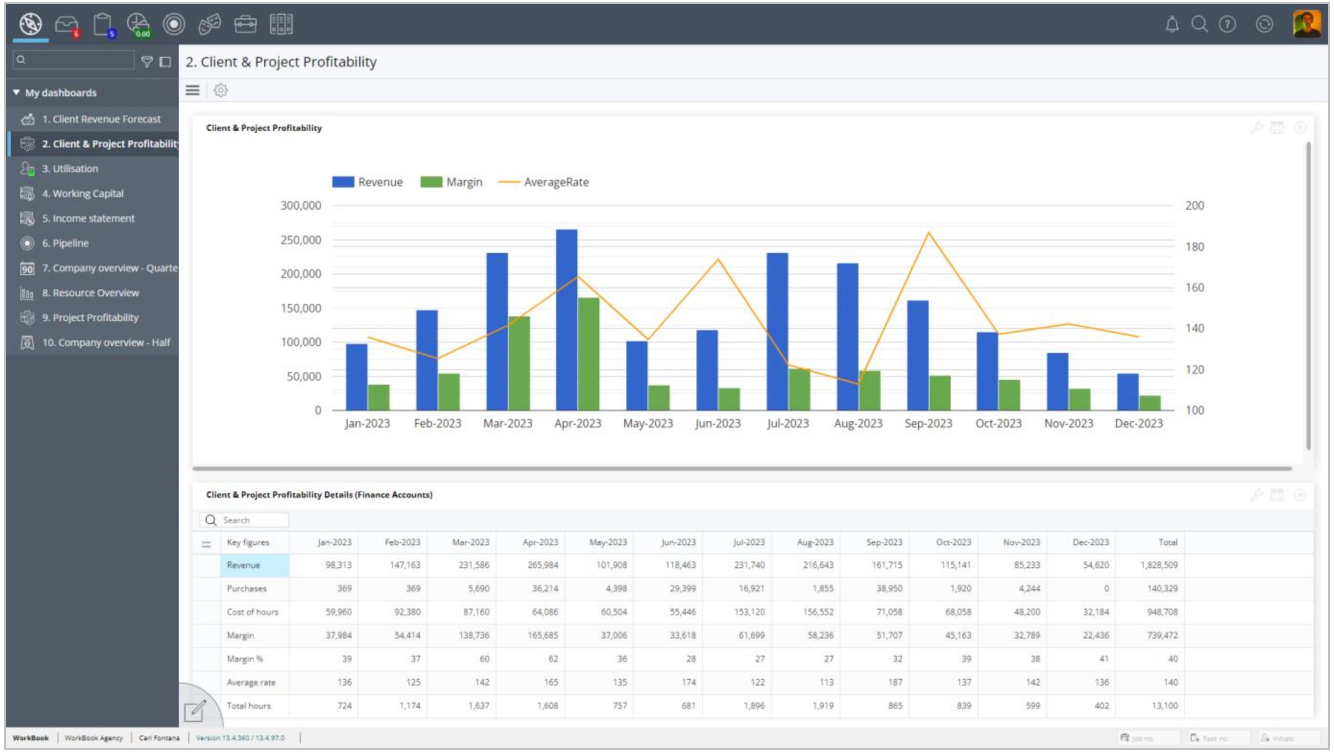
Key KPI's

Client Revenue, Client profitability, Average client rate per hour (Revenue / total hours – i.e. by client)

Capabilities

Client & Project profitability: Shows graphically development in revenue and margin + client rate per hour

Details - numbers : Shows key numbers by month in terms of revenue, purchases, cost of hours, margin
- With ability to limit on a certain client and expand to job level



Key figures	Jan-2023	Feb-2023	Mar-2023	Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Total
Revenue	98,313	147,163	231,586	265,984	101,908	118,463	231,740	216,643	161,715	115,141	85,233	54,620	1,828,509
Purchases	369	369	5,690	36,214	4,398	29,399	16,921	1,855	38,950	1,920	4,244	0	140,329
Cost of hours	59,960	92,380	87,160	64,086	60,504	55,446	153,120	156,552	71,058	68,058	48,200	32,184	948,708
Margin	37,984	54,414	138,736	165,685	37,006	33,618	61,699	58,236	51,707	45,163	32,789	22,436	739,472
Margin %	39	37	60	62	36	28	27	27	32	39	38	41	40
Average rate	136	125	142	165	135	174	122	113	187	137	142	136	140
Total hours	724	1,174	1,637	1,608	757	681	1,896	1,919	865	839	599	402	13,100

Client & Project profitability
CLIENT

Applied to following roles in Power Launch

Management, CFO, Financial Controller, Finance All, Account Manager

Databoards (each area of report)

Client and project profitability
Client and project profitability Details – (Finance accounts)

WorkBook configuration required

No additional configuration of WorkBook

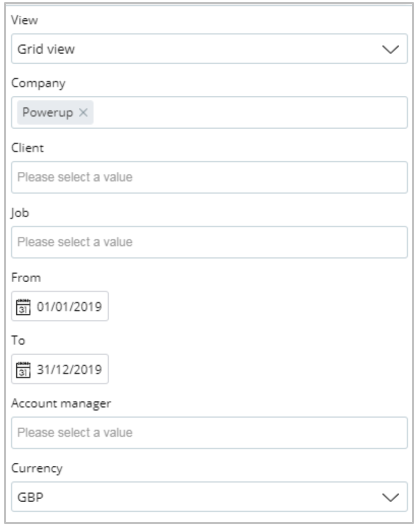
Options

- **Company**: Allows to select which company in case of multiple companies
- **Client**: Allows to select one or multiple clients – and data will limit to these
- **Job**: Allows to select one or multiple jobs – and data will limit to these

From and to date: Sets which months – date range - you would like to see it for

Account Manager: Allows to show numbers for a given account manager (owning certain clients)

Currency: The report is only available in company currency – but allows to show which currency it is in the report



Sales Pipeline

CLIENTS

Business Purpose

Ensure pipeline control by giving opportunities by close date, probability, status or sales person

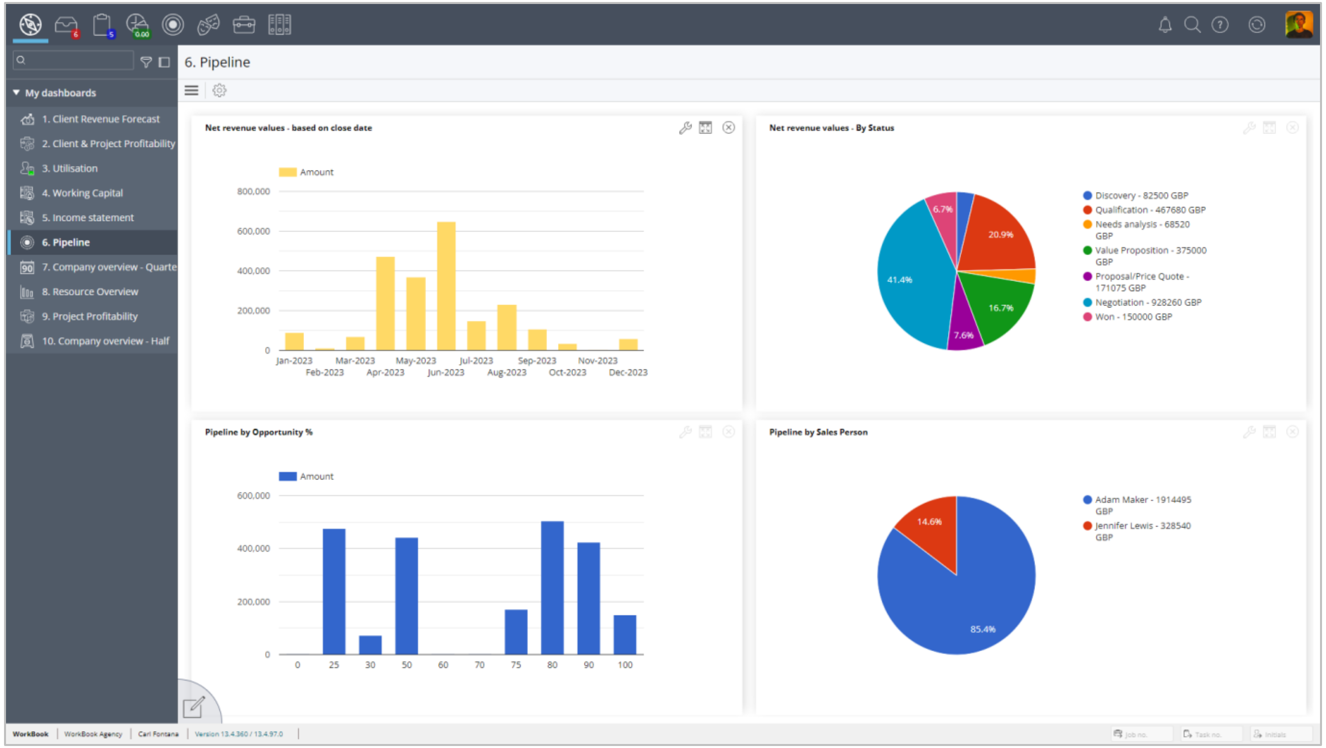
Key KPI's

Pipeline Value,
Weighted pipeline value

Capabilities

The inbuilt pipeline view provides insight on each detailed opportunity and progress.

This dashboard serves the purpose of providing a trend view of how opportunities are split by close date, probability %, status and sales person



Sales Pipeline
detailed info

Applied to following roles in Power Launch

Management, CFO, Finance Controller, Finance All, Account Manager

Databoards (each area of report)

Net Revenue Values – based on close date
Pipeline by opportunity %
Net Revenue Values – by status
Pipeline by sales person

WorkBook configuration required

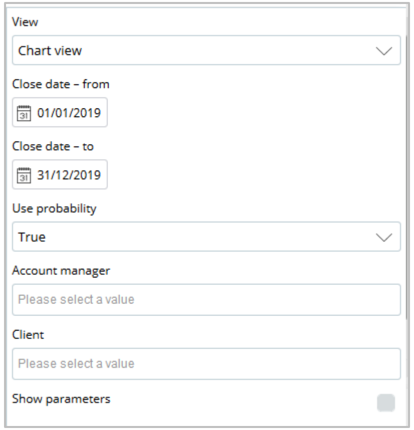
No additional configuration of WorkBook, utilizes the standard opportunities in the solution.

If the opportunity status names is changed, the groupings will change as well

Options (same for all 4 databoards)

- **Close date – from and to:** sets the date for which opportunities will show up. So if the date is set to be closed in i.e. October 20, it will show up with full revenue value in October
- **Use probability:** Will determine if numbers should be shown as full number or as weighted numbers
- **Account Manager:** Will allow to limit data for showing selected sales people (account manager) for the data

Client : Will allow to limit data for showing selected clients for the data shown



Utilization
PEOPLE

Business Purpose

Track utilization per department and employee. View hourly split by time category

Key KPI's

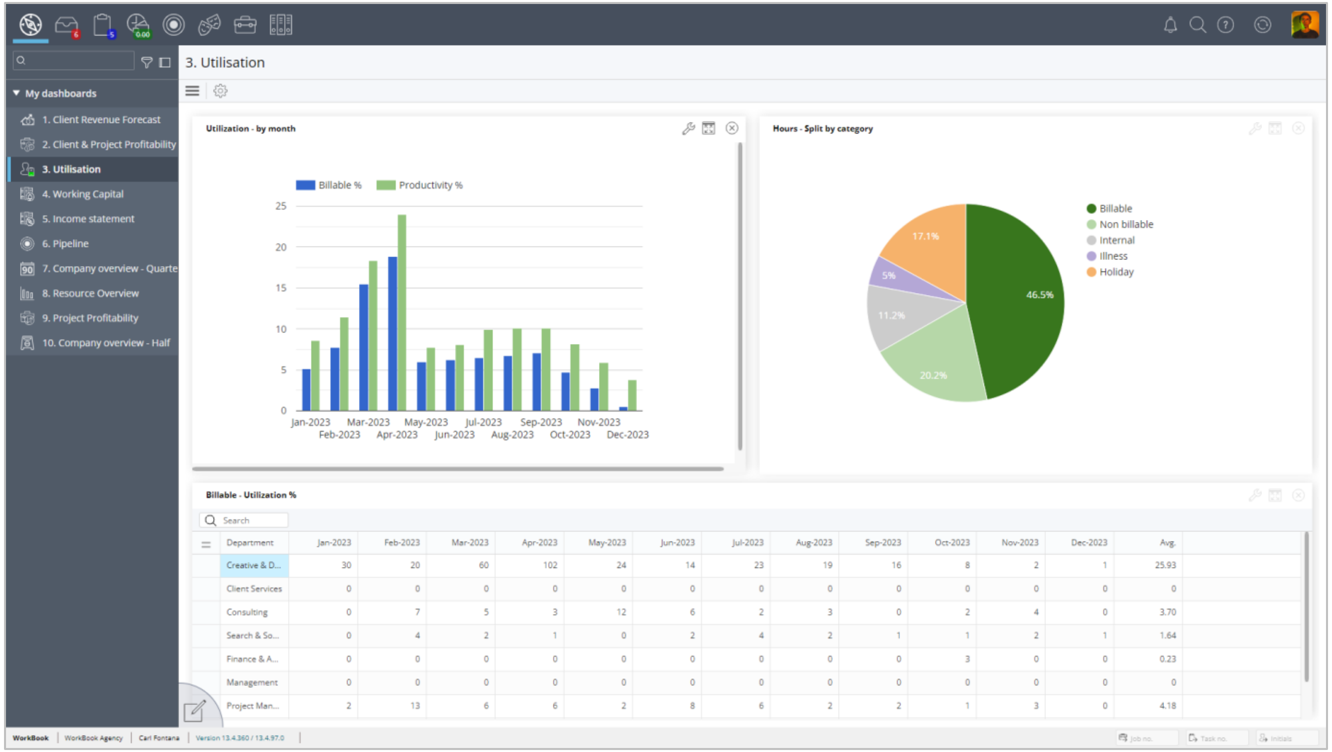
Billable Utilization, Productive Utilization (including business development time)

Capabilities

Utilization by month: shows month by month development in billable and productive utilization

Hours split by category: shows how hours are split by activity types

Billable utilization %: gives departmental view of utilization by month ability to expand it to employee level



Utilization

detailed info

Applied to following roles in Power Launch

Management, Department Manager, Resource Manager

Databoards (each area of report)

Utilization – Utilization by month
Utilization – hours split by category
Utilization – Billable Utilization

WorkBook configuration required

No additional configuration of WorkBook.

Utilizes the standard calculations of utilization in WorkBook based on basic time, used time or work time.

Billable% = Hours on billable jobs
Productive% = Hours on clients with type client
If this should be redefined it is out of scope.

Options (the 3 databoards)

For the upper two databoards within the dashboard:

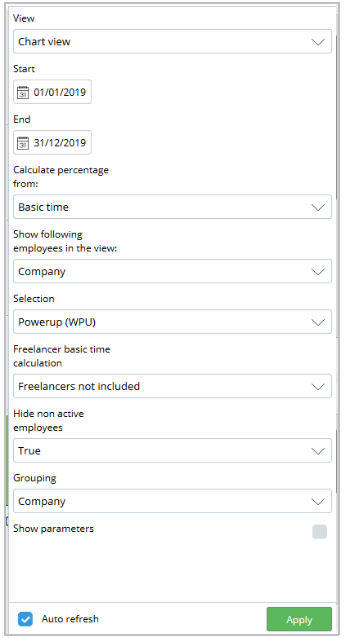
- Start and end dates sets period being viewed
- Calculate percentage from: allows to use the types of calculation defined for utilization in WorkBook, ie basic time, used time or work time
- Allows to exclude freelancers and admin staff + non active staff

For the lower databoard – billable utilization:

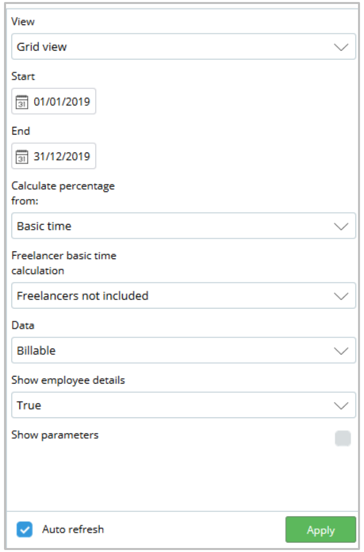
You can select "show employee details" = true. The dashboard will then show utilization at employee level

You can under data, decide to see ie. Billable % or productive or even sickness as a percentage

Options – Utilization by month + Hours split by category



Options – Billable utilization



Income Statement

FINANCE

Business Purpose

View income statement and trend information by company – all data in company currency

Key KPI's

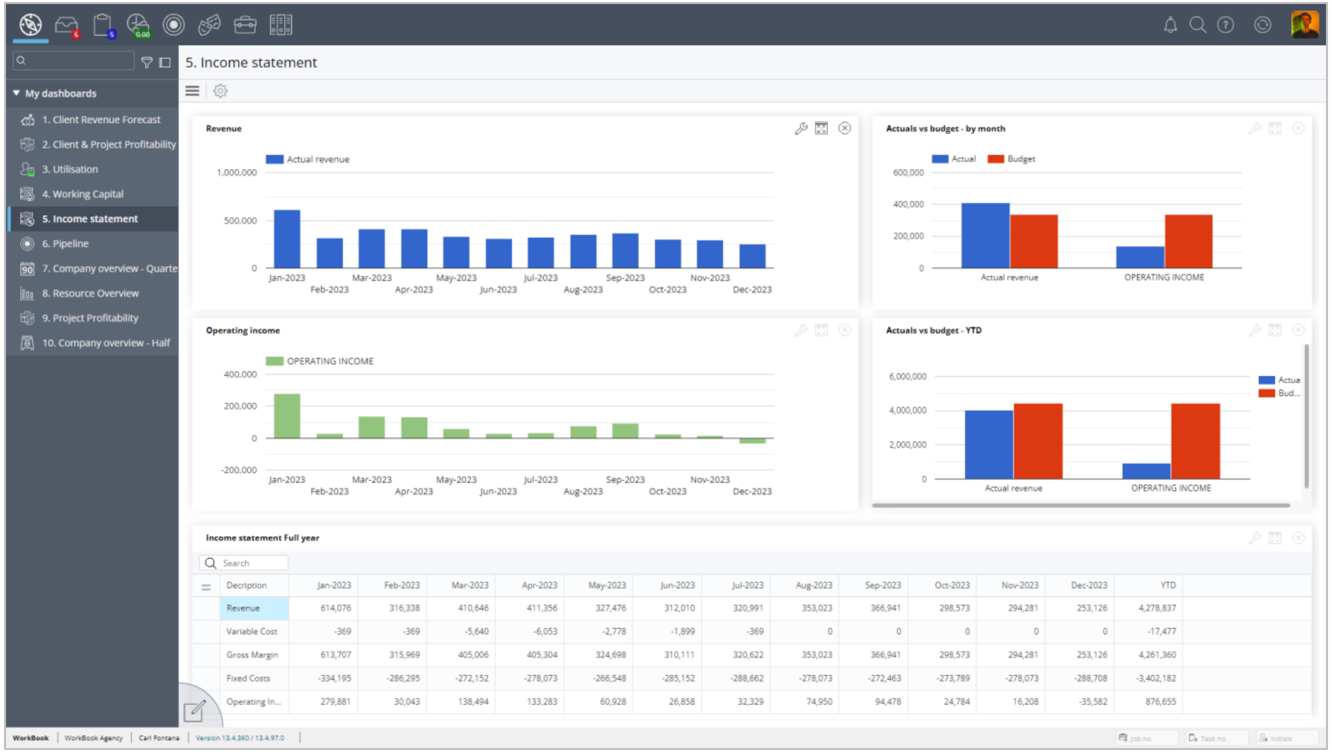
Revenue, Gross Margin, Operating Income

Capabilities

Track revenue and operating income trends by company

Compare actuals to budget and spot deviations

Break down by main levels by month (revenue, variable costs, fixed costs etc.)



Income Statement

detailed info

Applied to following roles in Power Launch

Management, CFO, Finance Controller, Finance All,

Databoards (each area of report)

Revenue
Operating Income
Actuals vs budget – by month
Actuals vs budget – YTD
Income Statement Full Year

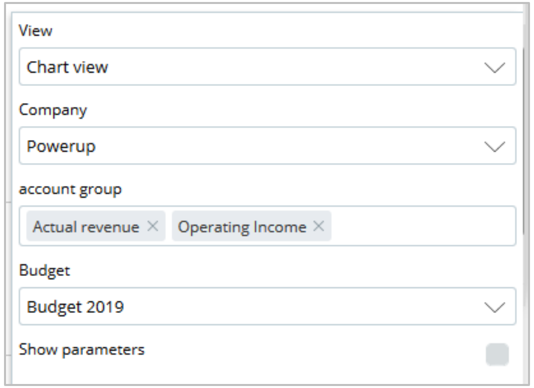
WorkBook configuration required

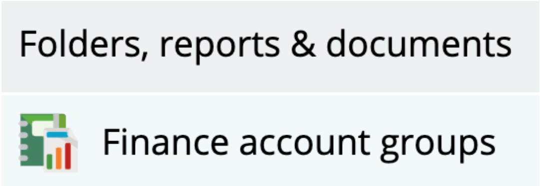
In order to summarize figures on a range of accounts of the Chart of Accounts it is required to set up "account groups" that will i.e. define accounts that holds "Revenue" or "Fixed Costs" etc. – these groups can be named at clients request.

Guidance and setup of Account Groups 4 hours

Options (same for all 4 databoards)

- Company: Select the company for which you like to see data
- Account group: Is pre-defined for each databoard, but determines which account group you like to see – i.e. revenue, operating income
- Budget: For 2 of the databoards you can select to make a comparison to budget numbers. Here you select the budget you like to compare to





Working Capital
FINANCE

Business Purpose

Ensure working capital overview by displaying payables, receivables and WIP

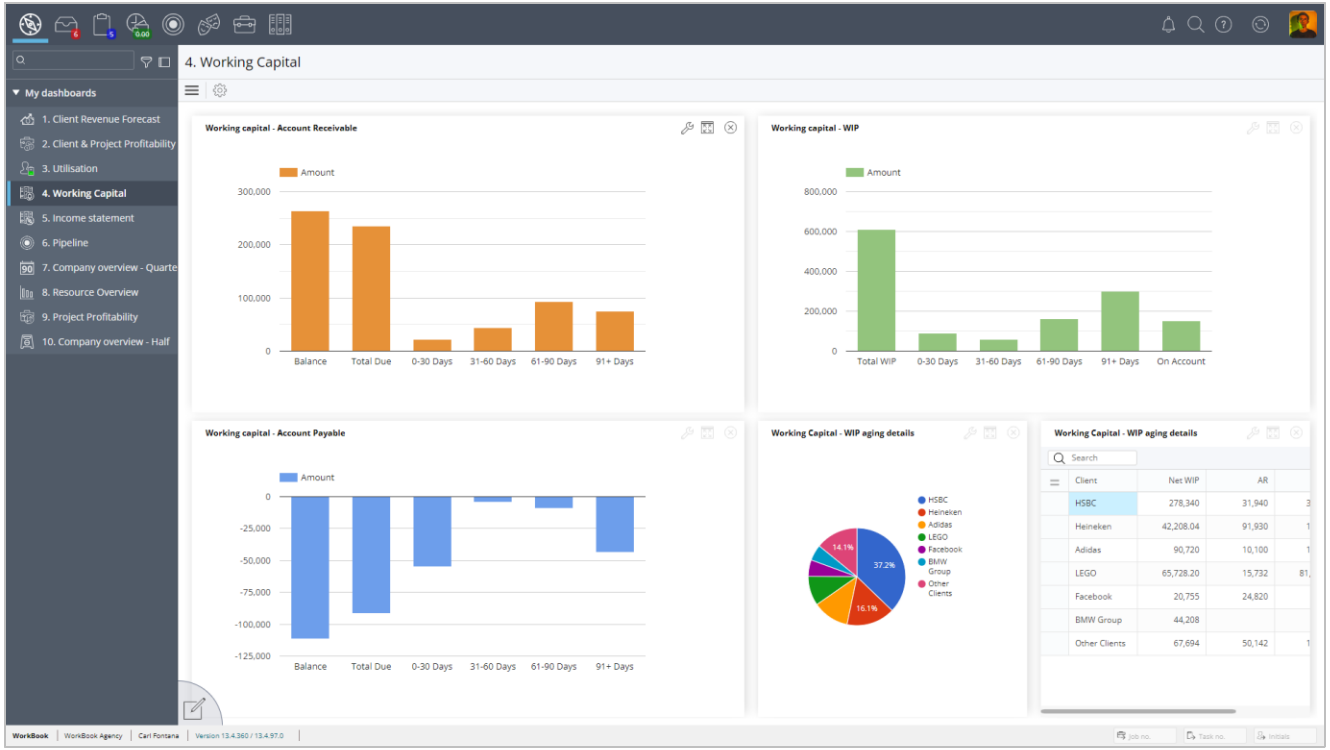
Key KPI's

Balance and due date of the working capital,
WIP split on top 10 clients

Capabilities

The overview provides at a glance insight on the amount and when the working capital will affect the business.

Futhermore the split on clients will provide insight into which clients are responsible for the incoming revenue.



Working Capital

detailed info

Applied to following roles in Power Launch

Management, CFO, Finance Controller, AR, AP, Finance All

Databoards (each area of report)

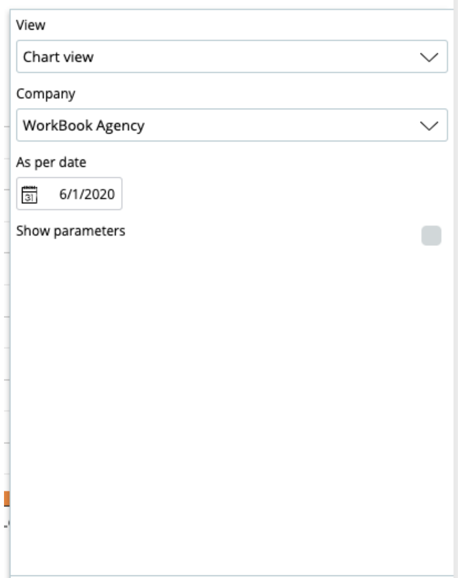
Working capital – Accounts Receivable
Working capital – Accounts Payable
Working capital – WIP
Working capital – WIP aging details (Graph & table)

WorkBook configuration required

No additional configuration of WorkBook, utilizes the standard opportunities in the solution.

Options
(same for all 4 databoards)

- **Company**: sets the company for which the working capital will be calculated from
- **As per date**: sets the date for which the working capital will be calculated from



Company overview

Overview

Business Purpose

Consolidates a variety of the different KPIs into a single overview in a mix of actuals and forecast – from finance, utilization, pipelines and scheduling

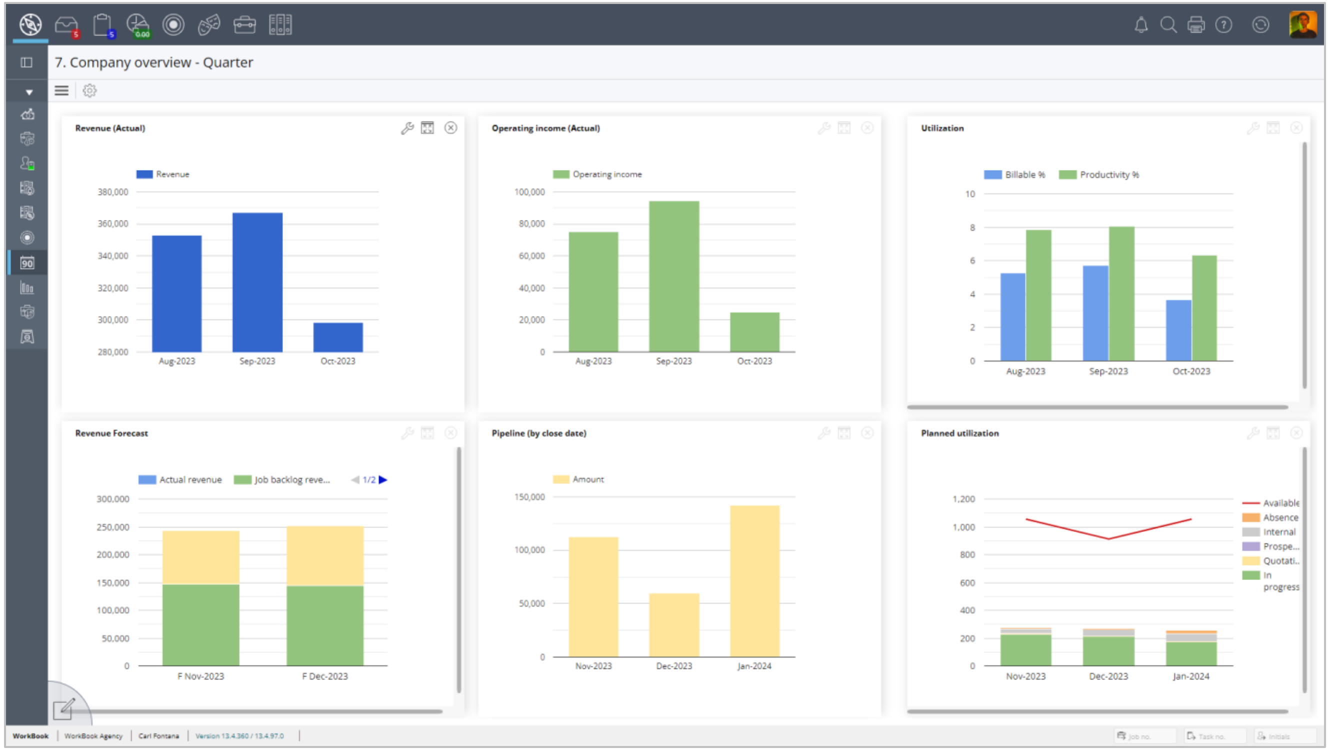
Key KPI's

Actual & forecasted Revenue
Actual & forecasted Income
Actual & forecasted Utilization

Capabilities

The top databoards provides the previous 3 months, whereas the bottom captures the forecast at a single glance.

REMARK: This dashboard can also be seen in 6 and 12 month perspective



Deltek

Company overview
detailed info

Applied to following roles in Power Launch

Management, CFO, Finance Controller, Finance All

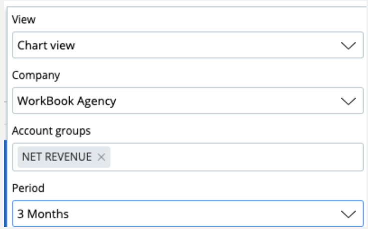
Databoards (each area of report)

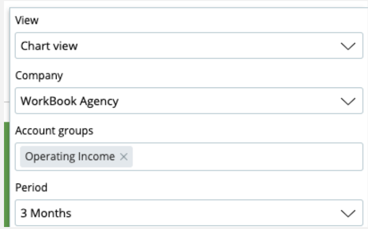
Revenue (Actual)
Operating income (Actual)
Utilization
Revenue Forecast
Pipeline (by close date)
Planned utilization

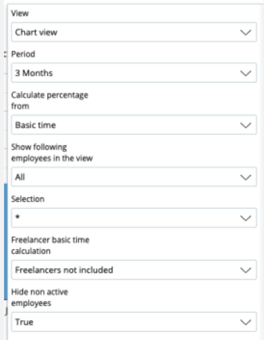
WorkBook configuration required

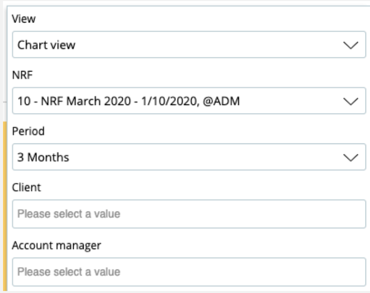
In order to summarize figures on a range of accounts of the Chart of Accounts it is required to set up “account groups” that will i.e. define accounts that holds “Revenue” or “Fixed Costs” etc. – these groups can be named at clients request.

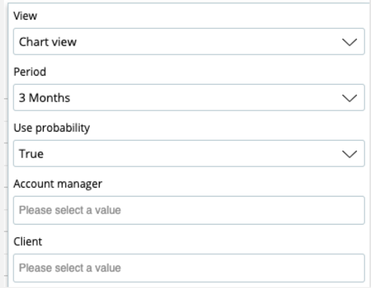
Options (Same as original databoard)

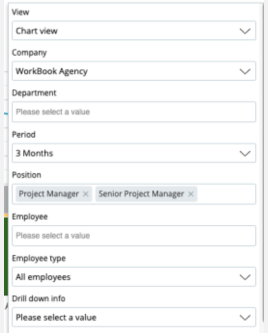












+ the period selector can either be set to 3, 6 or 12 months

Resource Overview

RESOURCES

Business Purpose

Provides full overview of the resource utilization and capacity

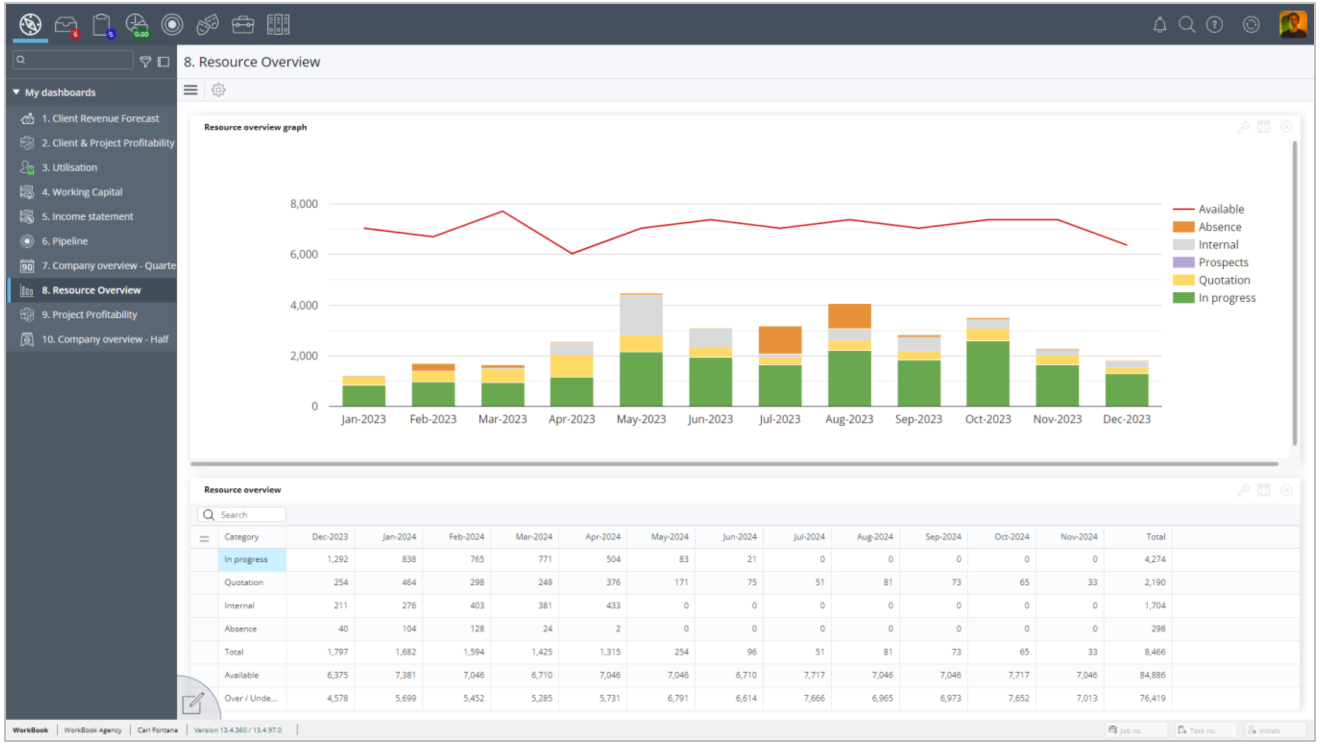
Key KPI's

Booked hours
Available capacity

Capabilities

Groups the bookings from schedules allocations into job status, internal and absence and displays available capacity.

This consolidates multiple reports in WorkBook into a single utilization/capacity overview



Resource Overview

detailed info

Applied to following roles in Power Launch

Management, Department Manager, Resource Manager

Databoards (each area of report)

Resource overview graph
Resource overview

WorkBook configuration required

No additional configuration of WorkBook, utilizes the standard opportunities in the solution.

Options (same for all 4 databoards)

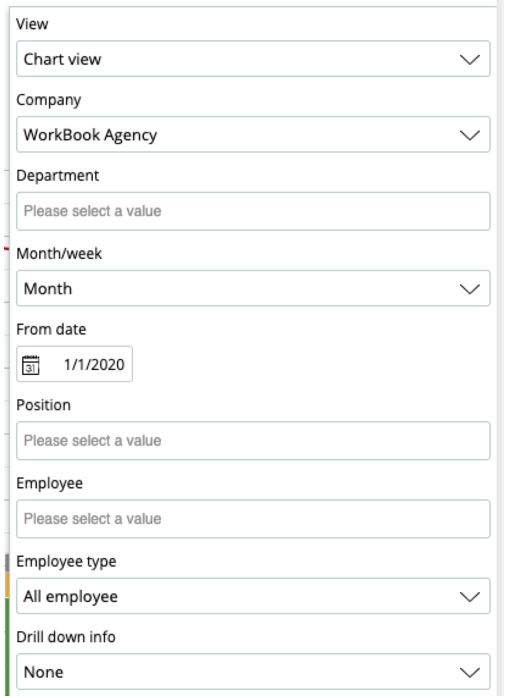
- Department: Option to limit to employees in specific department
- Month/Week: Can change between Month or Week resolution
- From date: Starting point of the report

Position: Will allow to limit data to employees in specific positions

Employee: Allows to limit data to a specific employees

Employee type: Will allow to limit data to permanent or freelance employees

Drill down info: shows all details behind the numbers (only in the subgrid)



Project Profitability

JOBS

Business Purpose

Provides a profitability insight into each job with a financial focus

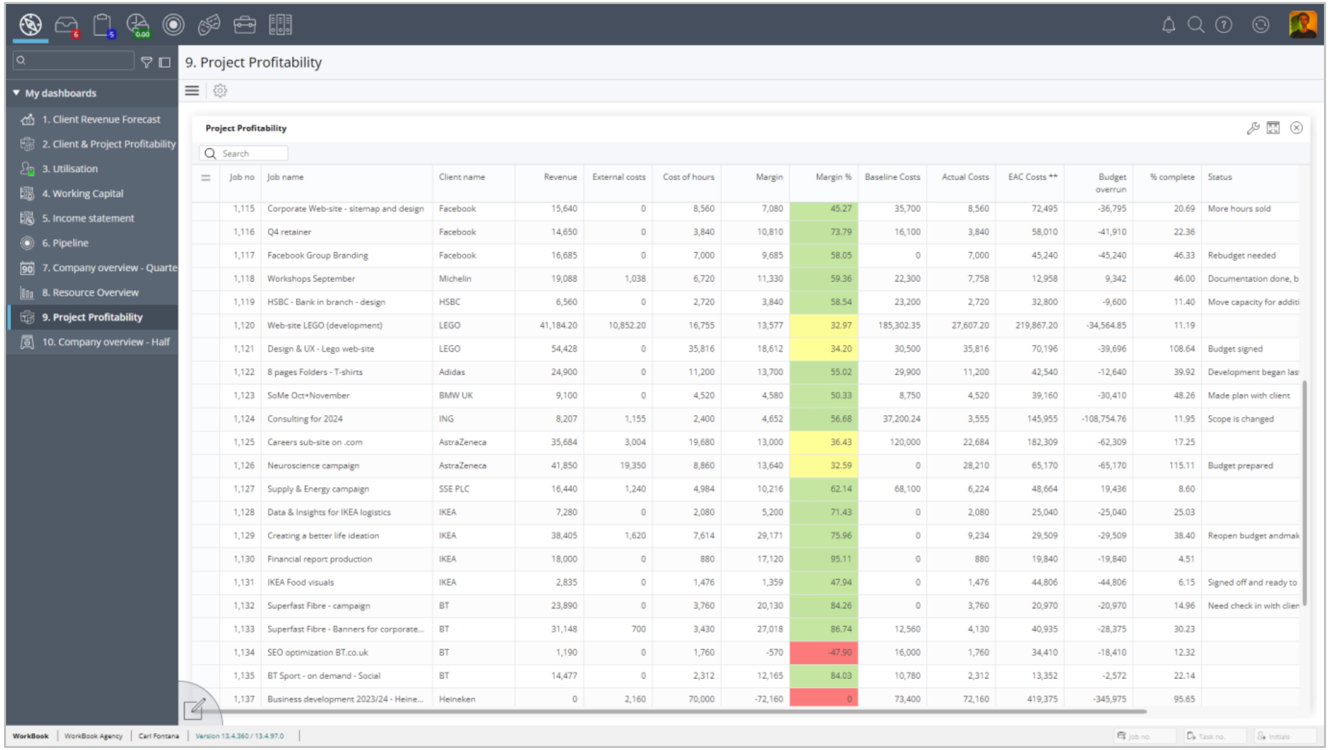
Key KPI's

Margin%
EAC Costs
Budget overrun

Capabilities

Shows all jobs in a list with the key figures to see current Margin, budget overrun, progress and latest status – with color coding for easier overview.

List can be searched, sorted and exported to Excel. The wrench allows to change currency



Job no	Job name	Client name	Revenue	External costs	Cost of hours	Margin	Margin %	Baseline Costs	Actual Costs	EAC Costs **	Budget overrun	% complete	Status
1,115	Corporate Web-site - sitemap and design	Facebook	15,640	0	8,560	7,080	45.27	35,700	8,560	72,495	-36,795	20.69	More hours sold
1,116	Q4 retainer	Facebook	14,650	0	3,840	10,810	73.79	16,100	3,840	58,010	-41,910	22.36	
1,117	Facebook Group Branding	Facebook	16,685	0	7,000	9,685	58.05	0	7,000	45,240	-45,240	46.33	Rebudget needed
1,118	Workshops September	Michelin	19,088	1,038	6,720	11,330	59.36	22,300	7,758	12,958	9,342	46.00	Documentation done, b
1,119	HSBC - Bank in branch - design	HSBC	6,560	0	2,720	3,840	58.54	23,200	2,720	32,800	-9,600	11.40	Move capacity for additi
1,120	Web-site LEGO (development)	LEGO	41,184.20	10,852.20	16,755	13,577	32.97	185,302.35	27,607.20	219,867.20	-34,564.85	11.19	
1,121	Design & UX - Lego web-site	LEGO	54,428	0	35,816	18,612	34.20	30,500	35,816	70,196	-39,696	108.64	Budget signed
1,122	8 pages Folders - T-shirts	Adidas	24,900	0	11,200	13,700	55.02	29,900	11,200	42,540	-12,640	39.92	Development began las
1,123	SoMe Oct+November	BMW UK	9,100	0	4,520	4,580	50.33	8,750	4,520	39,160	-30,410	48.26	Made plan with client
1,124	Consulting for 2024	ING	8,207	1,155	2,400	4,652	56.68	37,200.24	3,555	145,955	-108,754.76	11.95	Scope is changed
1,125	Careers sub-site on .com	AstraZeneca	35,684	3,004	19,680	13,000	36.43	120,000	22,684	182,309	-62,309	17.25	
1,126	Neuroscience campaign	AstraZeneca	41,850	19,350	8,860	13,640	32.59	0	28,210	65,170	-65,170	115.11	Budget prepared
1,127	Supply & Energy campaign	SSE PLC	16,440	1,240	4,984	10,216	62.14	68,100	6,224	48,664	19,436	8.60	
1,128	Data & Insights for IKEA logistics	IKEA	7,280	0	2,080	5,200	71.43	0	2,080	25,040	-25,040	25.03	
1,129	Creating a better life ideation	IKEA	38,405	1,620	7,614	29,171	75.96	0	9,234	29,509	-29,509	38.40	Reopen budget andmak
1,130	Financial report production	IKEA	18,000	0	880	17,120	95.11	0	880	19,840	-19,840	4.51	
1,131	IKEA Food visuals	IKEA	2,835	0	1,476	1,359	47.94	0	1,476	44,806	-44,806	6.15	Signed off and ready to
1,132	Superfast Fibre - campaign	BT	23,890	0	3,760	20,130	84.26	0	3,760	20,970	-20,970	14.96	Need check in with clien
1,133	Superfast Fibre - Banners for corporate...	BT	31,148	700	3,430	27,018	86.74	12,560	4,130	40,935	-28,375	30.23	
1,134	SEO optimization BT.co.uk	BT	1,190	0	1,760	-570	-47.90	16,000	1,760	34,410	-18,410	12.32	
1,135	BT Sport - on demand - Social	BT	14,477	0	2,312	12,165	84.03	10,780	2,312	13,352	-2,572	22.14	
1,137	Business development 2023/24 - Heine...	Heineken	0	2,160	70,000	-72,160	0	73,400	72,160	419,375	-345,975	95.65	

Project Profitability
detailed info

Applied to following roles in Power Launch

Management, CFO, Finance Controller, Finance All, Account Manager

Databoards (each area of report)

Project Profitability

WorkBook configuration required

Color codes requires DCEGrids which is currently in beta.

Options

- **Company** : Will allow to limit the data to showing jobs in selected companies
- **Client** : Will allow to limit data for showing selected clients for the data shown
- **From and To**: sets the date for which jobs will show up
- **Account Manager**: Will allow to limit data for showing selected sales people (account manager) for the data

Currency: Will determine which currency the figures are shown in