Navigate Your Course to Success

Presented by: Wendy Gustafson, Full Sail Partners

Agenda

1. **Resources**

2. **WebEx Instructions**

3. **Presentation: Navigate Your Course to Success**

4. **Questions**

Keep your business on *course*.
Full Sail Partners

# Other resources from Full Sail Partners:

<u>**Events, Webinars and Resources**</u>

- **June 25 | 6 Bold Steps to Greater Profitability**
  http://bit.ly/1Rws6e9

- **July 7 | Applying the Clarity 2014 Benchmarks**
  http://bit.ly/1Nicj1X

- **July 8 | Advanced CRM: Better Budgeting, Visual Value**
  http://bit.ly/1LBNWv8

<u>**Whitepapers & Publications**</u>

- **Client Feedback – Don't Wait 'Till It's Too Late!**
  http://bit.ly/1sEIgYg

- **Full Sail Partners Blog**
  http://bit.ly/1J5vZV

Join The Full Sail Partners' User Group Space on Kona:
Search for 'Full Sail Partners User Group' on Kona
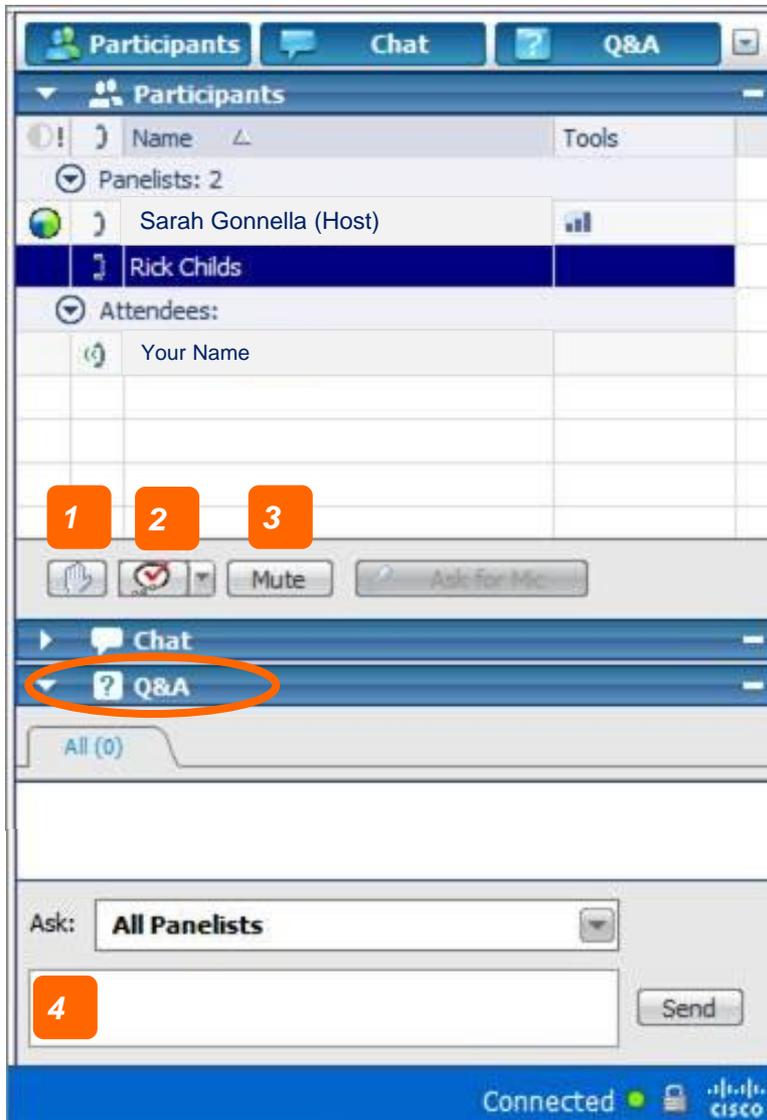
1. **Raise Hand** (be sure to click again to remove raised hand or feedback information)

2. **Feedback Tool** (use for yes/no questions or to provide the speaker feedback.
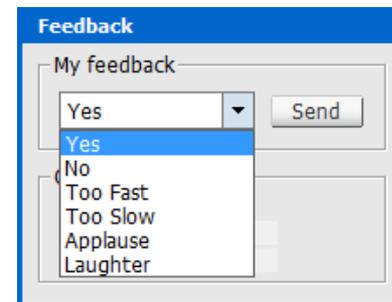
3. **Mute** (mute yourself when you need to talk to someone in your office or put the line on hold)

4. **Q&A** (Type in the Q&A dialogue box [Not Chat] to ask a question. Be sure to choose All Panelist)

About the Presenter

Wendy oversees accounting and human resources at the firm. She previously, provided consulting and training services to Full Sail clients providing them insight on accounting processes and Deltek Vision functionality.

With 25 years of accounting experience, including 12 years in the architectural and engineering industry, she is always prepared to guide clients developing financial solutions and best practices using Deltek Vision®.

Wendy Gustafson
WGustafson@fullsailpartners.com

What Should I Consider

1. **Industry Standards**

2. **Different Segments – Finance, Marketing, Operations, Employee**

3. **Data Currently Tracked**

4. **New Data needed**

Industry Standards

1. **Any Business can use:**
    - Profit and/or Gross Margin Percentage
    - DSO (Days "sales" outstanding) or Avg Days Outstanding
    - Staff Turnover
    - Current Ratio

2. **Professional Services:**
    - Utilization
    - Labor Multiplier
    - $ per hour Billed

Different Areas

1. **Accounting/Finance:**
   - Profit and/or Gross Margin Percentage
   - Overhead Rate
   - Current Ratio

2. **Marketing**
   - Hit Ratio
   - Leads Generated
   - Days in Pipeline

3. **Management**
   - DSO (Days "sales" outstanding) or Avg Days Outstanding
   - Client Satisfaction
   - Days in Backlog

4. **Employees**
   - Utilization
   - Staff Turnover
   - Training

Data Needed

- What information is needed for your metric?

- What do you track now?

- Most Firms already track
  - › Revenue
  - › Expenses
  - › Accounts Receivable
  - › Payables
  - › Staff count

- Some Firms already track
  - › Real Backlog
  - › Billable Hours

What New Data Needed

- Do you have a consistent process for backlog updates?

- Do you track Billable hours for fixed fee jobs?

- Do your have consistent process for billing adjustments/write offs?

- Can you measure your pipeline?

- Can you measure your Hit Ratio

- Do you have an employee training program to keep up with industry changes?

- Do you survey your clients to get their feedback about your processes and performance?

What Can I Already Get Out of Vision

Manager/Project Information

	Invoice	Date	Balance	Current	31-60	61-90	91-120	Over 120
Project Manager Name: Anderson, Steve								
Billing Client Name: Atlantic Research Corporation								
Project Number: 0021003.00 Project 1 / Principal-In-Charge: Apple / Project Manager: Anderson								
	0000002	5/15/2013	500,000.00	500,000.00				
	Total for 0021003.00		**500,000.00**	**500,000.00**				
Project Number: 20C2002.01 Novvis Telecom Headquarters / Principal-In-Charge: Bartlett / Project Manager: Anderson								
	0000953	6/4/2005	381,250.00					381,250.00
	Total for 20C2002.01		**381,250.00**					**381,250.00**
Total for Atlantic Research Corporation			**881,250.00**	**500,000.00**				**381,250.00**
Billing Client Name: Sunkist Corporation								
Project Number: 2000005.00 The Mel Torme Auditorium / Principal-In-Charge: Apple / Project Manager: Anderson								
	0001004	4/30/2005	17,278.65					17,278.65
	0001014	5/1/2005	14,576.29					14,576.29
	Total for 2000005.00		**31,854.94**					**31,854.94**
Total for Sunkist Corporation			**31,854.94**					**31,854.94**
Billing Client Name: The Concord Corporation								
Project Number: 1999013.00 West Glen Elementary School Addition / Principal-In-Charge: Apple / Project Manager: Anderson								
	0000585	4/30/2005	2,842.00					2,842.00
	0000605	5/31/2005	2,000.00					2,000.00
	0000626	6/30/2005	750.00					750.00
	Total for 1999013.00		**5,592.00**					**5,592.00**
Total for The Concord Corporation			**5,592.00**					**5,592.00**
Total for Anderson, Steve			**918,696.94**	**500,000.00**				**418,696.94**

7.4.706 (ADMIN) -   Page 2 of 15

Employee Information

Employee List

Apple & Bartlett, PC

Wednesday, June 24, 2015
7:58:47 AM

Employee Number	Full Name	Employee Type	Job Cost Rate	Target Ratio	Status	Hire Date	Raise Date
00001	Mr. William Richard Apple PE	Principal	43.0000	50.00	Active	1/1/1990	1/1/1999
00002	Mr. James Richard Bartlett AIA	Employee	47.0000	40.00	Terminated	1/1/1995	1/1/1998
00003	Ms. Grace Margaret Cohen AIA	Principal	1,400.0000	65.00	Terminated	1/1/2001	12/31/2003
00005	Mr. Robert Michael Lambert AIA	Employee	13.0000	75.00	Active	2/16/1995	1/1/1999
00007	Mr. Thomas John Spencer PE	Employee	21.0000	75.00	Active	4/15/1995	1/1/1999
00009	Mr. Herbert James Smithfield PE	Employee	24.0000	70.00	Active	4/12/1997	1/1/1999
00010	Ms. Lisa May Evans	Employee	27.0000	70.00	Active	5/17/1984	1/1/1999
00011	Mrs. Isaac Abraham Washington RLS	Employee	20.0000	70.00	Active	7/12/1997	1/1/1999
00012	Mr. Joseph David Nugent AIA	Employee	23.0000	75.00	Active	8/12/1996	1/1/1999
00013	Mrs. Laura Anne Baugh AIA	Employee	12.0000	80.00	Active	7/25/1995	1/1/1999
00014	Ms. Tina Marie Barrett	Employee	16.0000	70.00	Active	8/2/1995	1/1/1999
00015	Mr. Stephen Wade Wills	Employee	15.0000	75.00	Active	7/1/1994	1/1/1999

Utilization Report

Apple & Bartlett, PC

Tuesday, June 23, 201_
12:20:22 PM

As of 5/31/2013

	Standard Hours	Billable Hours	Overhead Hours	Target Ratio	Billable / Stand	Billable / Total	Prof Develop	Mkt	Other Overhead	Other
Labor Category: Architect										
00010 Evans, Lisa										
MTD	184	80	60	70	43	57			60	
YTD	872	80	60	70	9	57			60	
00101 Gray, Brenda										
MTD	184	80	170	70	43	32			170	
YTD	872	80	170	70	9	32			170	
Labor Category: Principals										
00001 Apple, William										
MTD	184	230		50	125	100				
YTD	872	598	336	50	69	64			336	40

7.4.706 (ADMIN) - * Ratios: C = Target, D = Direct / Std, A = Direct / Total, Std hours calculated as of 5/31/2013

Page 1 of 1

Profit and Budget

Budget vs Actual

Apple & Bartlett, PC

Tuesday, June 23, 2015
8:10:32 AM

As of period 8/31/2013

	Q1 Actual	Q1 Budget	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	Remaining Budget	Year if Meet Budget	Annual Budget
Revenue									
Revenue	6,282,024	2,083,335	3,878,363	4,166,669	10,160,387	6,250,004	8,750,000	18,910,387	20,000,004
Total Revenue	**6,282,024**	**2,083,335**	**3,878,363**	**4,166,669**	**10,160,387**	**6,250,004**	**8,750,000**	**18,910,387**	**20,000,004**
Reimbursables									
Reminbursable Consultant Expense	107,485				107,485			107,485	
Other Reimbursable Expenses	74,840				74,840			74,840	
Total Reimbursables	**182,325**				**182,325**			**182,325**	

Budget vs Actual

Apple & Bartlett, PC

As of period 8/31/2013

Direct Labor
Direct Consultant Exp
Other Direct Expense

Revenue Le

Administrative Labor
Payroll Benefits
Marketing Expense
Office Expenses
Legal and Financial E
Travel Expense
Depreciation and Am
Expense Recovery

7.4.706 (ADMIN) -

Legend: YTD Actual, YTD Budget

Chart axis values: 15,000,000 / 10,000,000 / 5,000,000 / -5,000,000

Office categories: BOSTON, CORPORATE, WASHINGTON, SAN FRANCISCO

Office
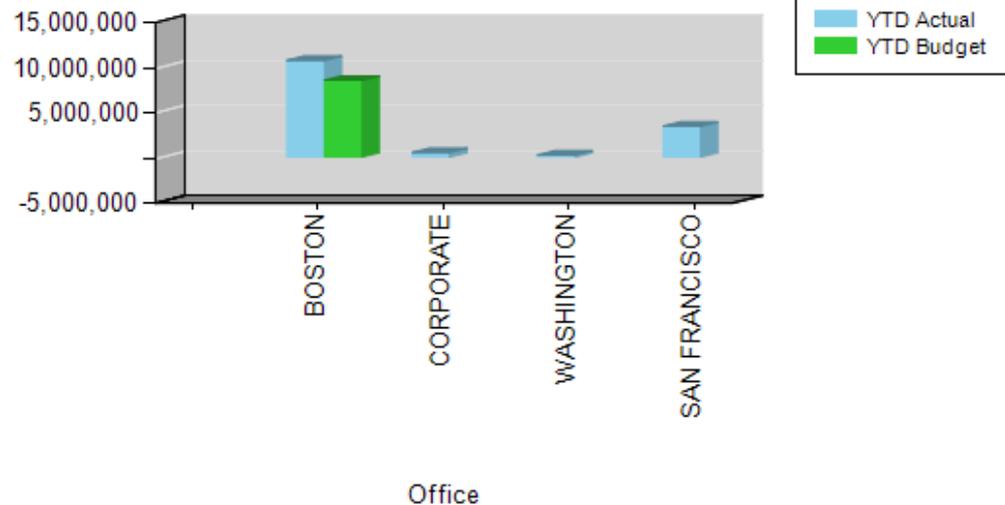
Consolidate Into Excel

PM	Metric	Jan	Feb	Mar	Apr	May
Anderson	Profit	15000	25000	30000	40000	70000
Anderson	AR	25000	30000	50000	50000	25000
Cohen	Pr					
Cohen	AR					

PM	Anderson

Row Labels	Sum of Jan	Sum of Feb	Sum of Mar	Sum of Apr	Sum of May
AR	25,000.00	30,000.00	50,000.00	50,000.00	25,000.00
Profit	15,000.00	25,000.00	30,000.00	40,000.00	70,000.00
Grand Total	**40,000.00**	**55,000.00**	**80,000.00**	**90,000.00**	**95,000.00**

What Would a Metric Info Center Look Like?

Metric Tab

Data Tabs

Viewing Data

1. **List Views work in UDICs just like in any other Info Center**

Vision Reports Work in UDICs Also

Marketing YTD Metrics

| | 1 of 1 | | | 100% | ▾ Find | |

Marketing YTD Metrics

Acme Environmental Engineers

Friday, October 17, 2014
3:17:44 PM

Name	Pipeline	Days in Pipeline	Leads Generated	Opportunites Sold	Opportuniteis Total	Hit Ratio
2014 Goals		30.00	40.00			50.00
201401	75,000.00	30.00	50.00	10.00	10.00	40.00
201402	75,000.00	30.00	50.00	15.00	25.00	40.00
201403	50,000.00	30.00	50.00	30.00	55.00	40.00
201404	30,000.00	30.00	50.00	50.00	105.00	40.00
201405	30,000.00	30.00	50.00	63.00	168.00	40.00
201406	60,000.00	28.00	40.00	75.00	243.00	30.80
201407	75,000.00	30.00	50.00	80.00	320.00	40.00

v7.3.702 (ADMIN) -

Page 1 of 1

Things to Think About

1. **Data needed**

2. **Input**
   - Manual?
   - Programed?

3. **Process in place?**

Great – So, How Do I Use Vision

1. **Vision's Open Architecture lets you do more:**

   - User Defined Info Center

   - Workflows

How to Set Up Customization

- On the Tabs page, Add any Tabs needed

- On the Custom Fields page, add Fields needed

- On the Custom Grids and Grid Fields, add the Grid and Grid Field needed
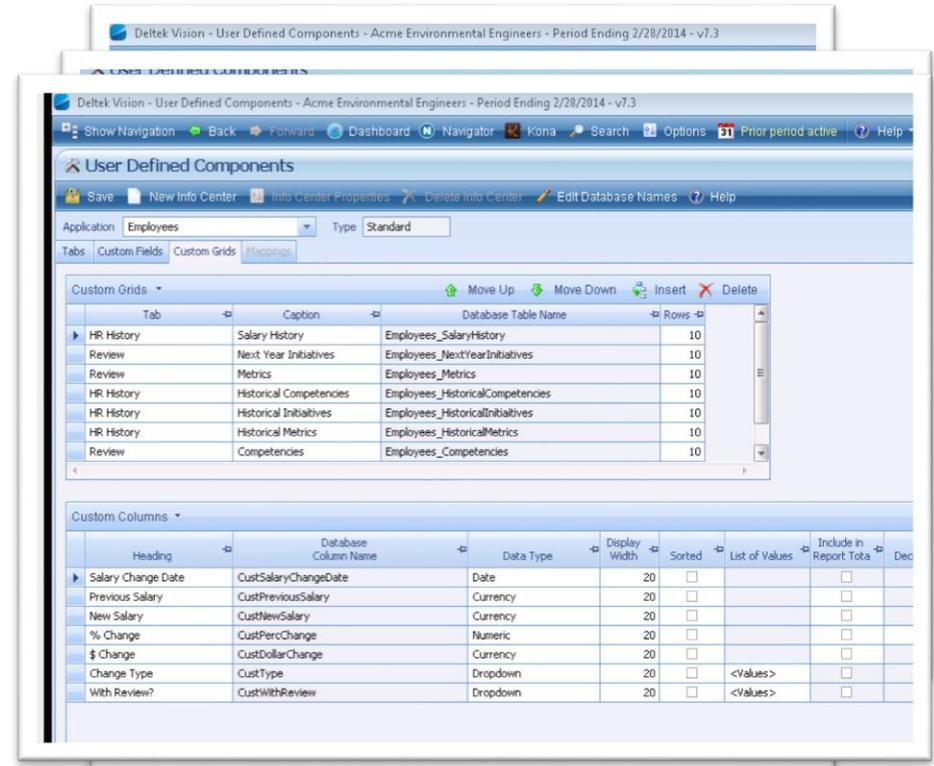
How to Set Up Customization

Data Types	Function
Character	A field that is stored as a text field and limited to 255 characters
Checkbox	A checkbox
Currency	A numeric field that displays to two decimal points
Date	A date field
Numeric	A numeric field that displays to 9 decimal points
URL	Creates a hyperlink to a site outside Vision or an Email

The following "Data Types" create a hyperlink into the applicable info centers:

Account	Marketing Campaign
Client	Opportunity
Vendor	Organization
Employee	Project
Lead	Text Library

How to Set Up Customization

The following "Data Types" allows you to create custom lists:

Drop Down:
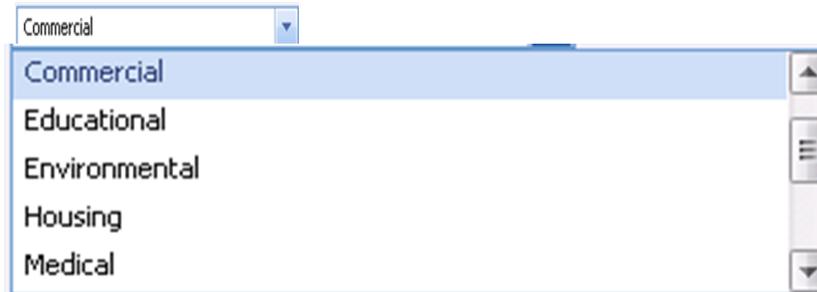
Look Up:

User Defined Info Center

1. A
   y
   c
   t

2. U
   j
   n

Calculations are Performed via Workflows

1.

2.

Calculations are Performed via Workflows

Calculations are Performed via Workflows

Calculations are Performed via Workflows

Automate More Using Stored Procedures

1. **Vision's Open Architecture lets you do more:**

   - Summary GL /PR Tables

   - Stored Procedures

Summary PR/Summary GL

Stored Procedures to Update all Data

1. **Stored Procedures requires advanced programming knowledge and SQL experience.**

2. **When doing any functions using stored procedures – create the procedure in test first**

3. **Only allow qualified personnel in your database**

Stored Procedures can Pull Data Into Data Tabs

While Standard Workflows Update Metrics

Other Options - VPM

What Are Analysis Cubes and VPM

The Deltek Vision Performance Management (VPM) module is intended to provide your firm with easily accessible, graphical performance data based on your existing Vision data. VPM is intended as a complement to, not a replacement of, your current Vision reporting functions/schedules.

VPM comes with 2 components:

1. **Analysis Cubes: Analysis cubes are partially pre-calculated data that is structured to allow access to your transactional data while still providing efficiency in processing. The Analysis Cubes do not provide access to your LIVE data but are calculated on a schedule (usually nightly) that you can control for your company needs.**

2. **Presentation: The Presentation component is a business intelligence solution from Tableau. This solution accesses the analysis cubes (standard use) or SQL data (advanced use) to allow powerful graphical representations of your company's position for the metrics that mean most to you.**

What Are Analysis Cubes and VPM

1. **Your data is entered and maintained in the Vision system**

Cohen, Grace

Timesheet Hours

| Period Ending | 1/15/2013 | | Period Status | Open | | | Timesheet Status | Posted | | | | | | | | | | | |

Project		Project Name		Phase	Reg	Ovt	Ovt-2	Tue 1/1	Wed 1/2	Thu 1/3	Fri 1/4	Sat 1/5	Sun 1/6	Mon 1/7	Tue 1/8	Wed 1/9	Thu 1/10	Fri 1/11	Sat 1/12	Sun 1/13	Mon 1/14	Tue 1/15
Vacation		Vacation																				
Sick Leave		Sick Leave																				
Holiday		Holiday			8.00			8.00														
2003005.00		Adelphi Research Lab		1PD	67.00				8.00	8.00	8.00			7.00	7.00	7.00	3.00	7.00			6.00	6.00
0000007.00		General Administration		1EN	13.00									1.00	1.00	1.00	5.00	1.00			2.00	2.00

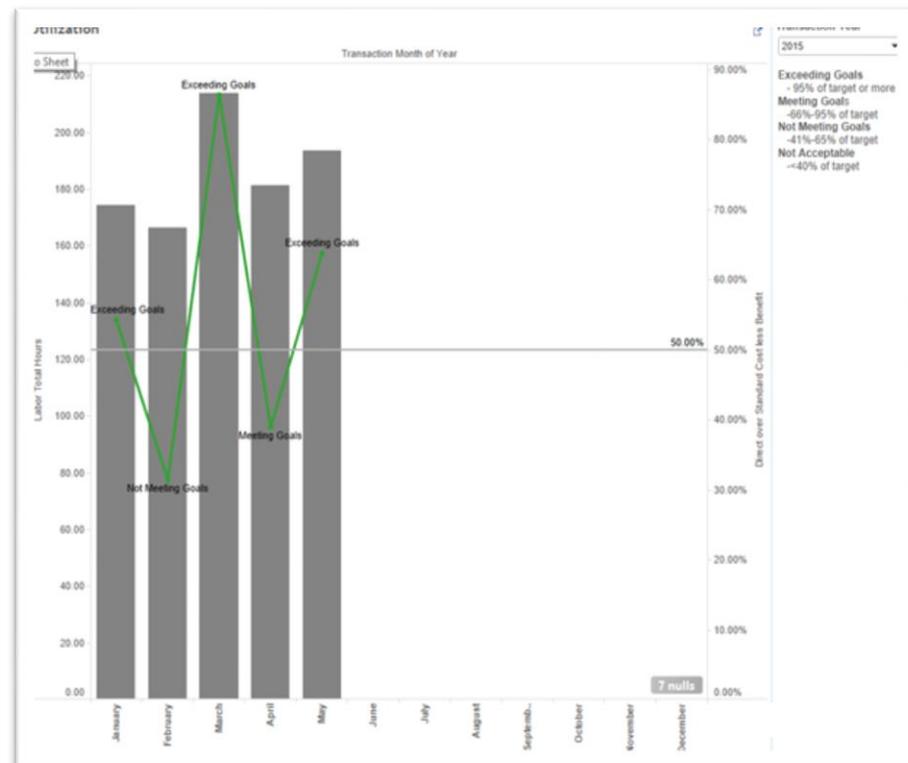# What Are Analysis Cubes and VPM

1. **Your data is entered and maintained in the Vision system**

2. **Data is stored in a table format. Analysis Cubes summarizes the data – much like pivot tables in Excel**

Employee	Date	Hours	Project
John Smith	1/1/2015	8	Holiday
Rachel Jones	1/1/2015	8	Holiday
Grace Cohen	1/1/2015	8	Holiday
John Smith	1/2/2015	5	New Belgium
Rachel Jones	1/2/2015	3	James Brown Soul C
Grace Cohen	1/2/2015	8	New Belgium
John Smith	1/2/2015	3	Admin
Rachel Jones	1/2/2015	5	Admin

	Project Type		
	Benefit	**Indirect**	**Regular**
Grace Cohen	8	86	250
January			
Admin		26	
Holiday	8		
New Belgium			150
February			
Admin		60	
New Belgium			100
John Smith	8	161	175
January			
Admin		76	
Holiday	8		
New Belgium			100

What Are Analysis Cubes and VPM

1. **Your data is entered and maintained in the Vision system**

2. **Data is stored in a table format. Analysis Cubes summarizes the data – much like pivot tables in Excel**

3. **VPM Displays the data in Vision in graphical (if desired) format**

What Are Analysis Cubes and VPM

Analysis Cubes are separate from VPM and Vision. They are accessible from programs such as Excel. They work like pivot tables.

What Are Analysis Cubes and VPM

VPM takes the data stored in the tables and makes it available on interactive dashparts within Vision. This example is a Deltek Standard Dashpart that is geared to a project manager looking at the financial performance of their ongoing projects.

The fields at the top allow the manager to drill down on the Client, Project Status, Project and/or year
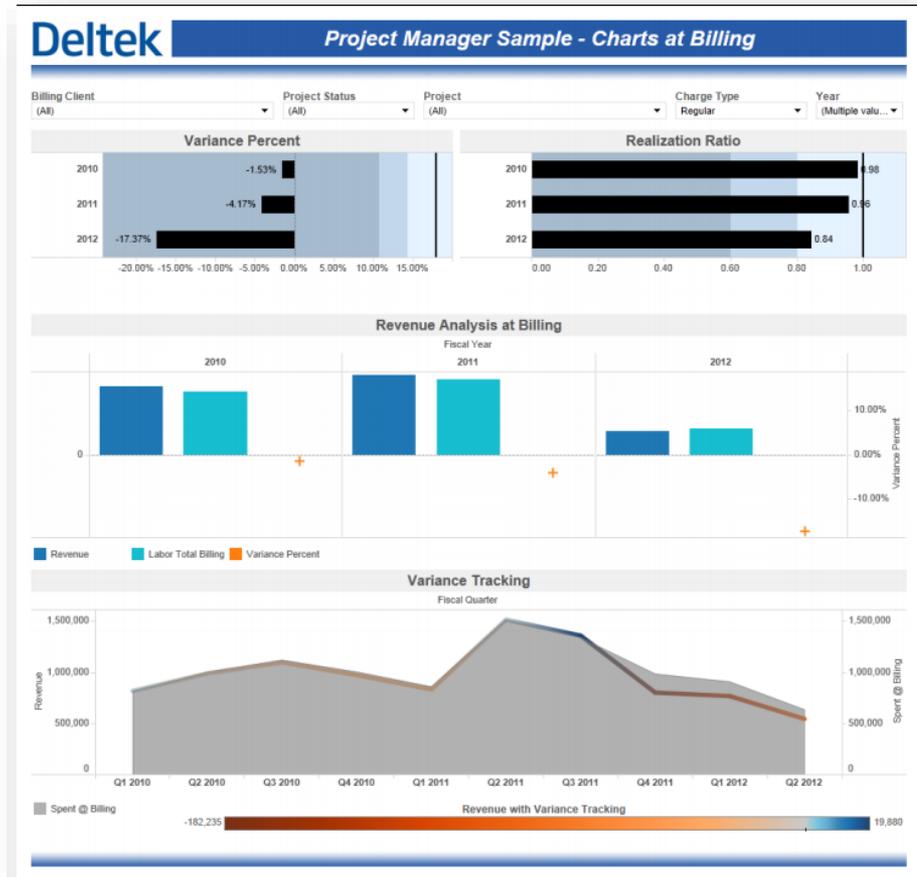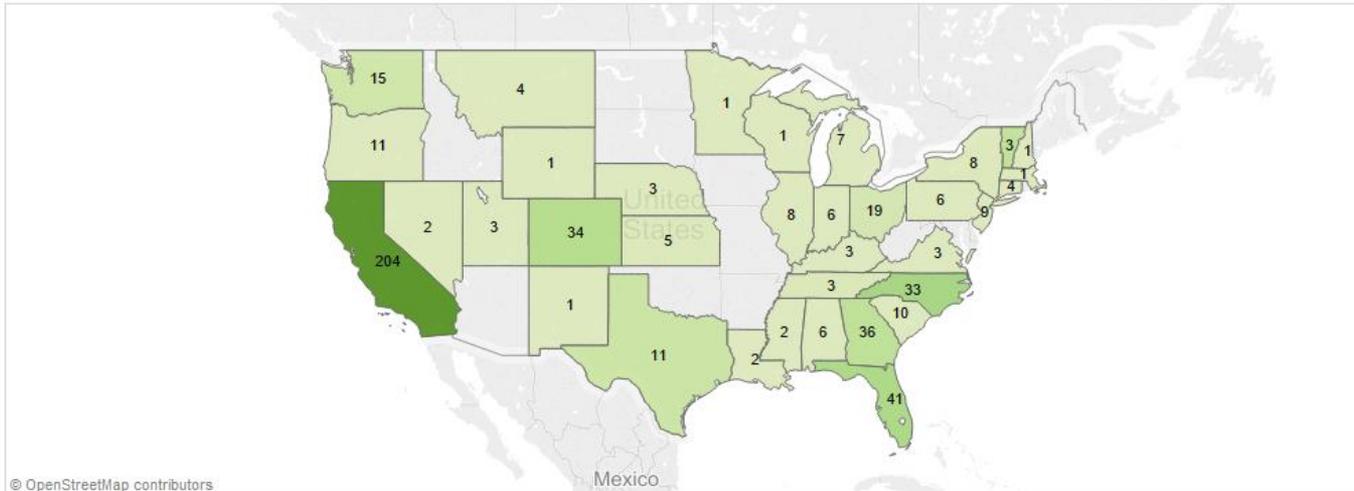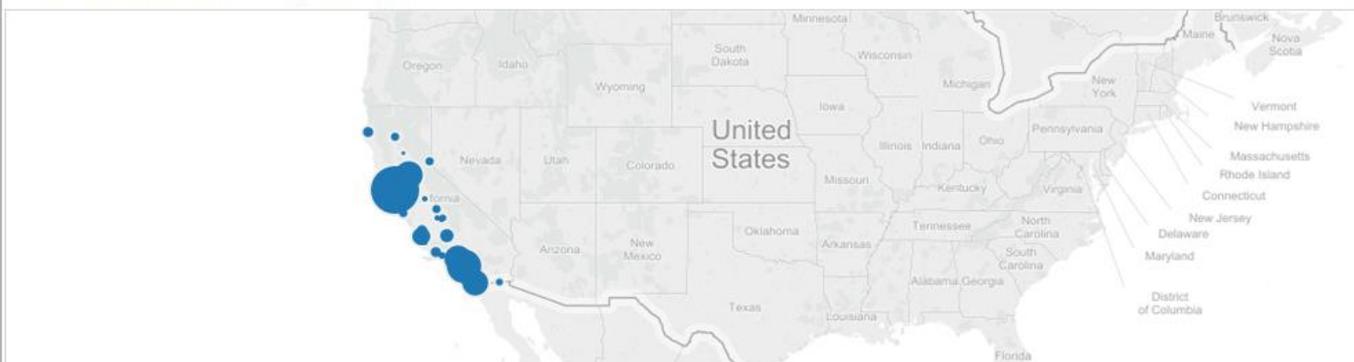
Make the Slide "Attention Grabbing"
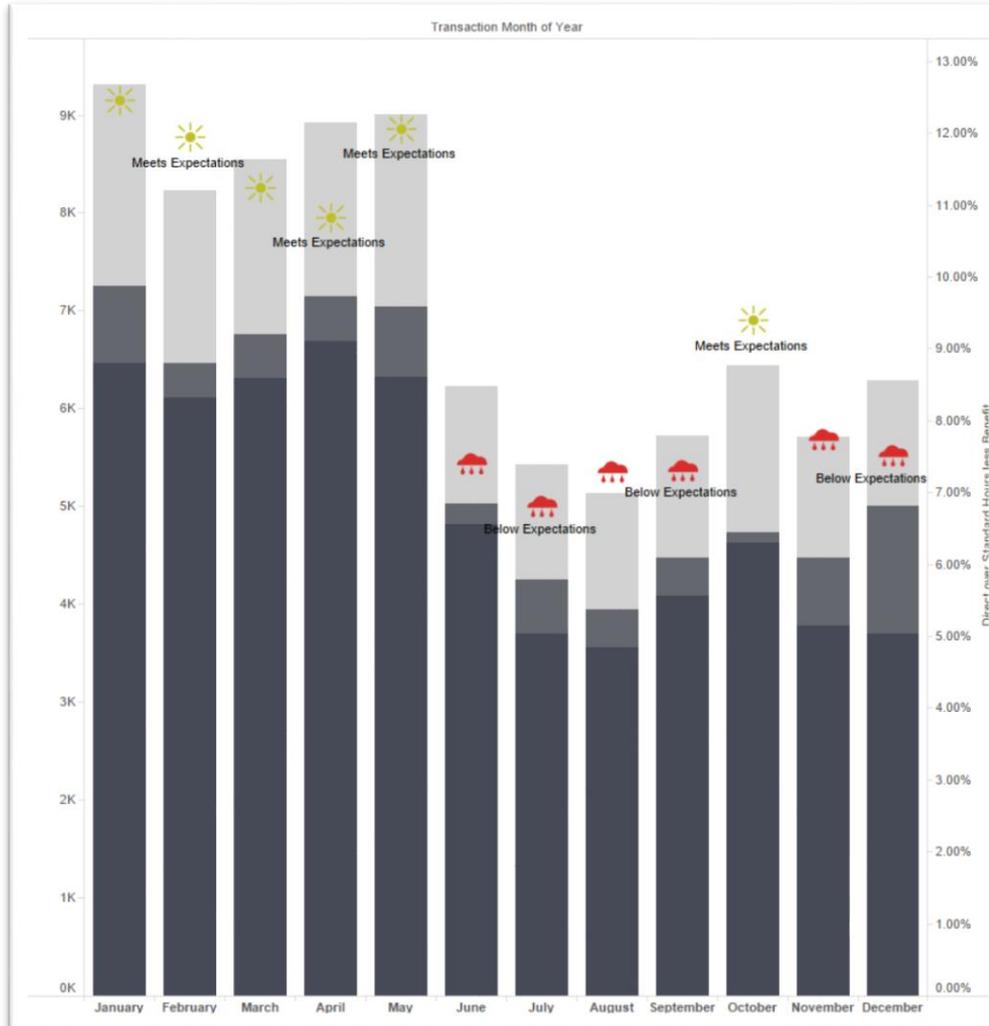
Focus On Your Strengths

By State (minimum 5K) darker colors indicate greater Revenue

Select State above to see city breakout
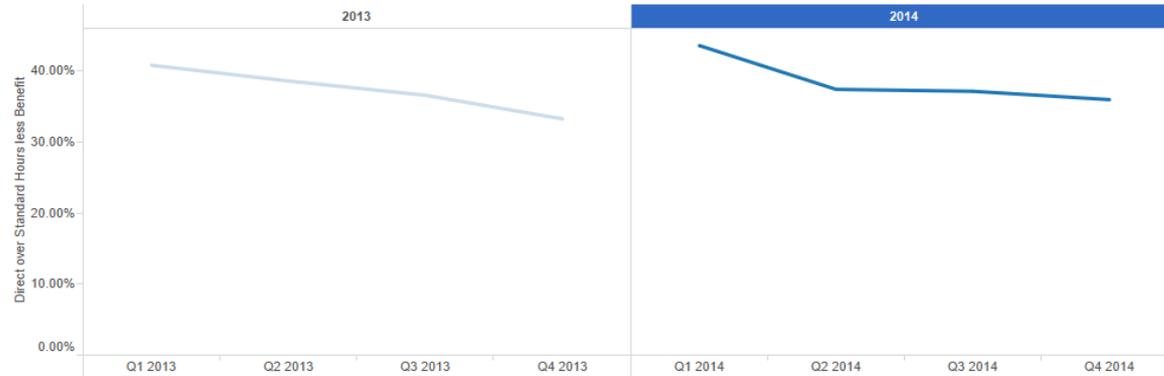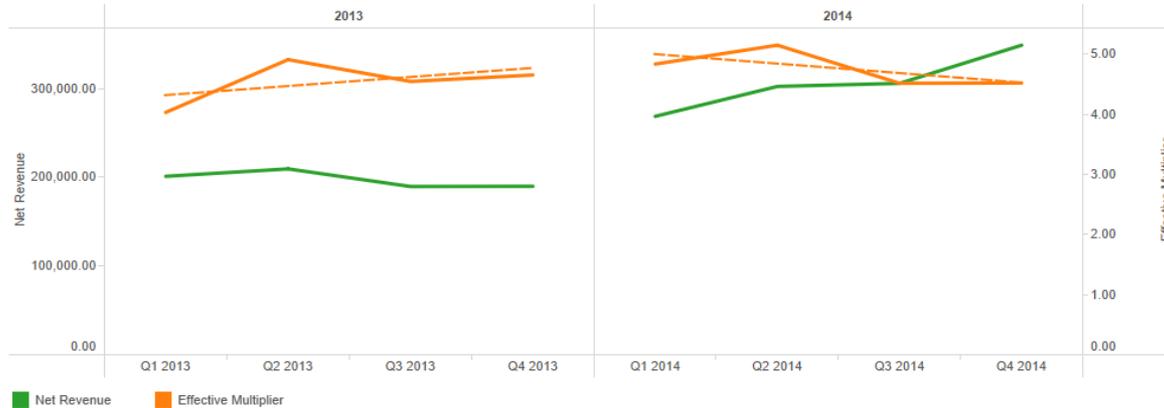
Identify Your Weakness

QUESTIONS?

Connect with us today!

Connect with **Full Sail Partners:**

LinkedIn: **http://www.linkedin.com/company/full-sail-partners**

Twitter: **http://twitter.com/#!/reachfullsail**

YouTube: **http://www.youtube.com/user/reachfullsail**

Thank you for attending!

For more information contact:

Wendy Gustafson
General Manager / Controller
888.552.5535 x103
info@fullsailpartners.com

Hearing what you have to say, whether criticism or praise, helps us provide you better information and service.

Please fill out the survey and provide your feedback.

www.fullsailpartners.com