

Gain Deeper Insights with Fathom HQ

Fathom provides a suite of in-depth analysis tools and metrics which help you see exactly how well your business is performing. These tools and metrics help to assess **profitability, cash flow, growth** and other key performance indicators (KPIs).

Financial KPIs

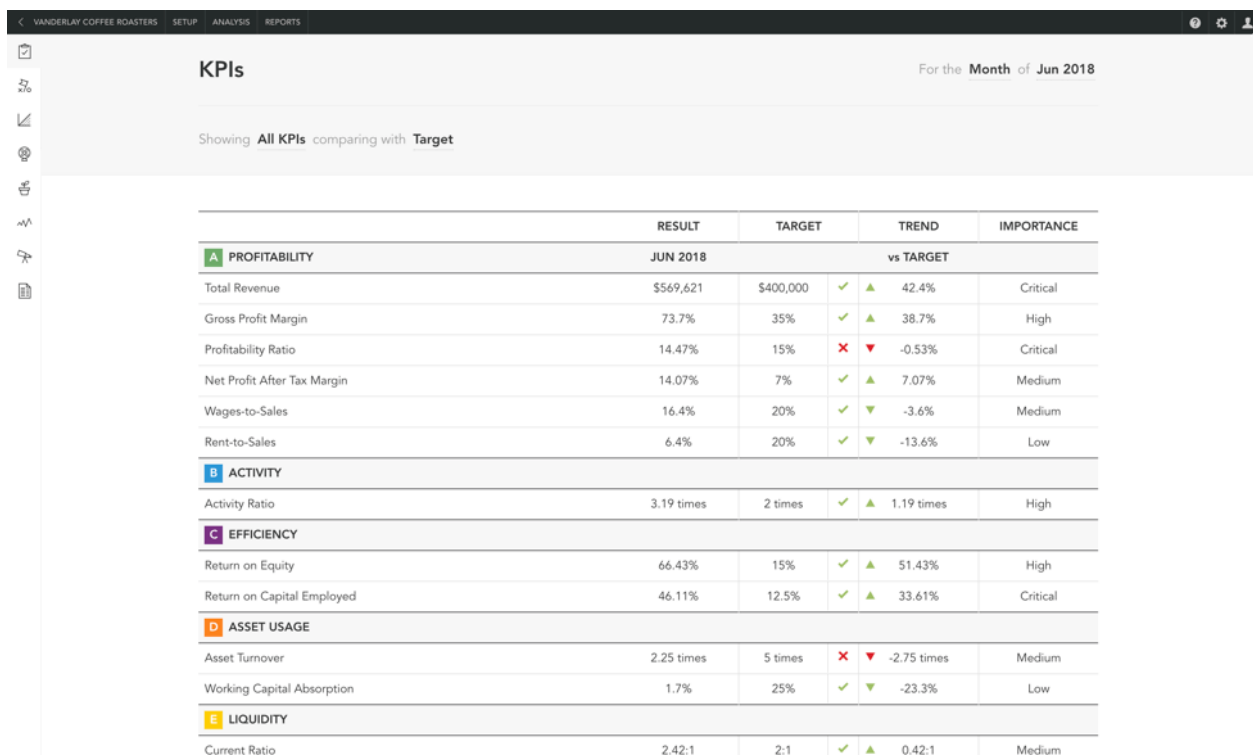
Choose from 50+ financial KPIs and track performance against budgets or targets.

Non-financial KPIs

Customise and track the non-financial metrics that matter most to your business.

Create your own KPIs

Or add your own KPI and define a formula for calculation.



The screenshot shows the Fathom HQ interface for 'VANDERLAY COFFEE ROASTERS'. The main heading is 'KPIs' for the 'Month of Jun 2018'. Below the heading, it says 'Showing All KPIs comparing with Target'. The KPIs are organized into five categories: PROFITABILITY, ACTIVITY, EFFICIENCY, ASSET USAGE, and LIQUIDITY. Each KPI row includes columns for RESULT, TARGET, TREND, and IMPORTANCE. The TREND column uses icons (green triangle up, green triangle down, red X) to indicate performance relative to the target.

	RESULT	TARGET	TREND	IMPORTANCE
A PROFITABILITY	JUN 2018		vs TARGET	
Total Revenue	\$569,621	\$400,000	✓ ▲ 42.4%	Critical
Gross Profit Margin	73.7%	35%	✓ ▲ 38.7%	High
Profitability Ratio	14.47%	15%	✗ ▼ -0.53%	Critical
Net Profit After Tax Margin	14.07%	7%	✓ ▲ 7.07%	Medium
Wages-to-Sales	16.4%	20%	✓ ▼ -3.6%	Medium
Rent-to-Sales	6.4%	20%	✓ ▼ -13.6%	Low
B ACTIVITY				
Activity Ratio	3.19 times	2 times	✓ ▲ 1.19 times	High
C EFFICIENCY				
Return on Equity	66.43%	15%	✓ ▲ 51.43%	High
Return on Capital Employed	46.11%	12.5%	✓ ▲ 33.61%	Critical
D ASSET USAGE				
Asset Turnover	2.25 times	5 times	✗ ▼ -2.75 times	Medium
Working Capital Absorption	1.7%	25%	✓ ▼ -23.3%	Low
E LIQUIDITY				
Current Ratio	2.42:1	2:1	✓ ▲ 0.42:1	Medium

Create beautiful reports and dashboards

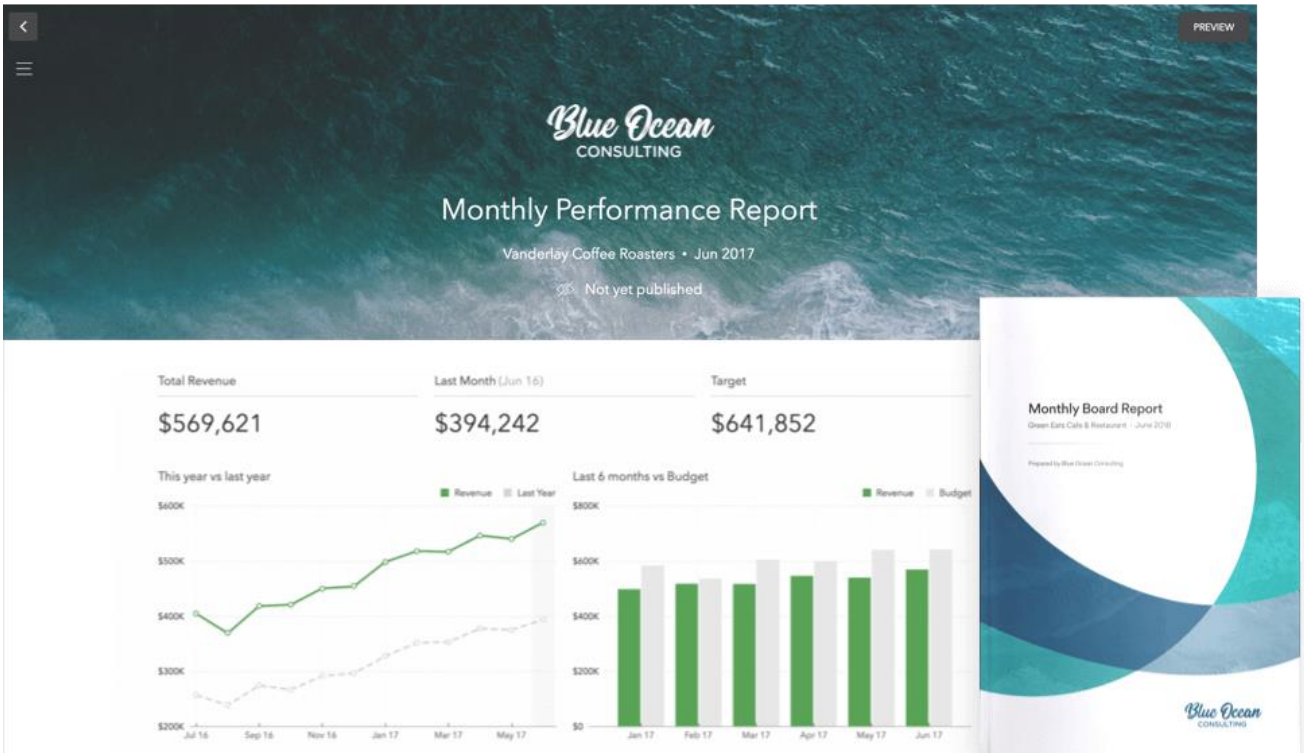
Whether presenting to a client, reporting to the bank, or updating your management team, you'll always be prepared with Fathom.

Presentation-ready reports

Perfect for monthly, quarterly and annual reporting

- **Customise reports** by choosing which KPIs are monitored and highlighted in your reports.
- **Rebrand** reports with your logo.
- **Share Access** to the reports and dashboards with your team or clients

- **Analysis tools** include: KPI analysis, Profitability analysis, Cash Flow analysis, Trend analysis, Goal seek & more.



Highlights

Fathom provides you with a comprehensive framework of analysis tools, which include:

VANDERLAY COFFEE ROASTERS | SETUP | ANALYSIS | REPORTS

KPIs

For the Month of Jun 2018

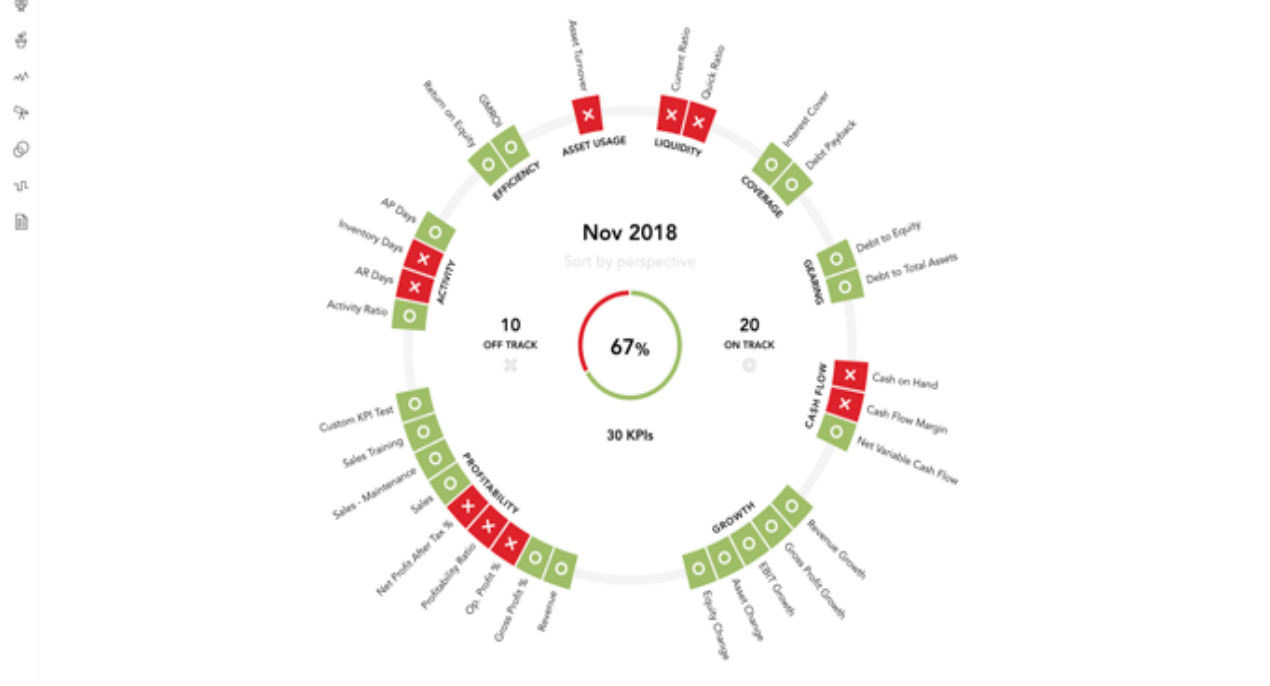
Showing All KPIs comparing with Target

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Quick Ratio	1.74:1	1:1	✓ ▲ 0.74:1	Medium

KPI Explorer

For the Month of Jun 2018

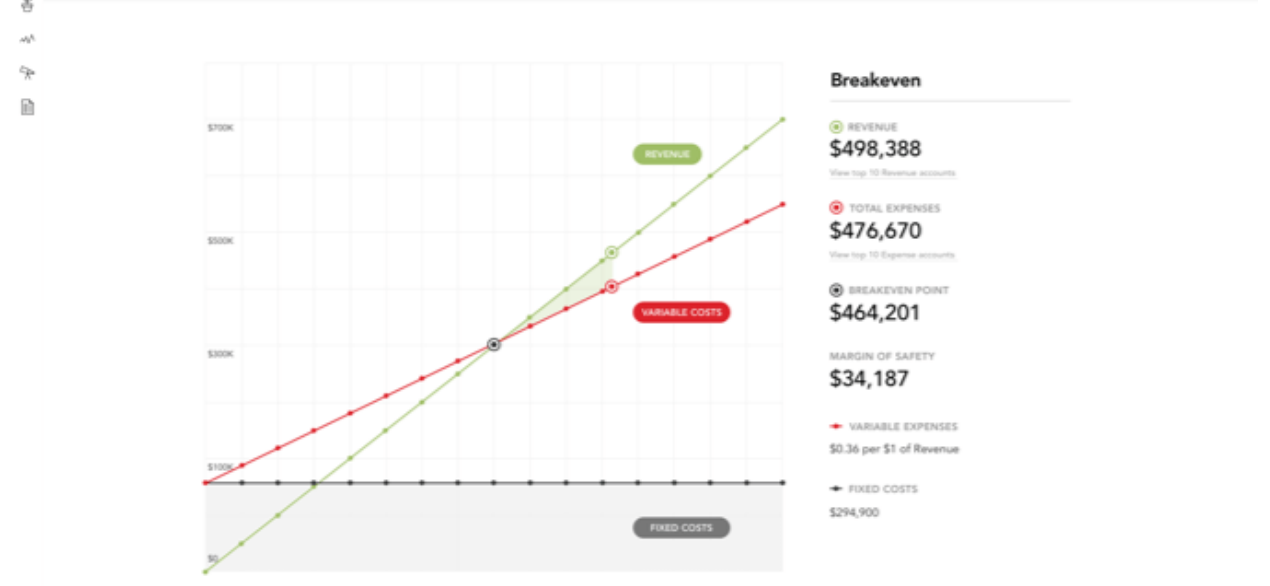
Showing All KPIs grouped by Perspective



Profitability

For the Month of Jun 2018

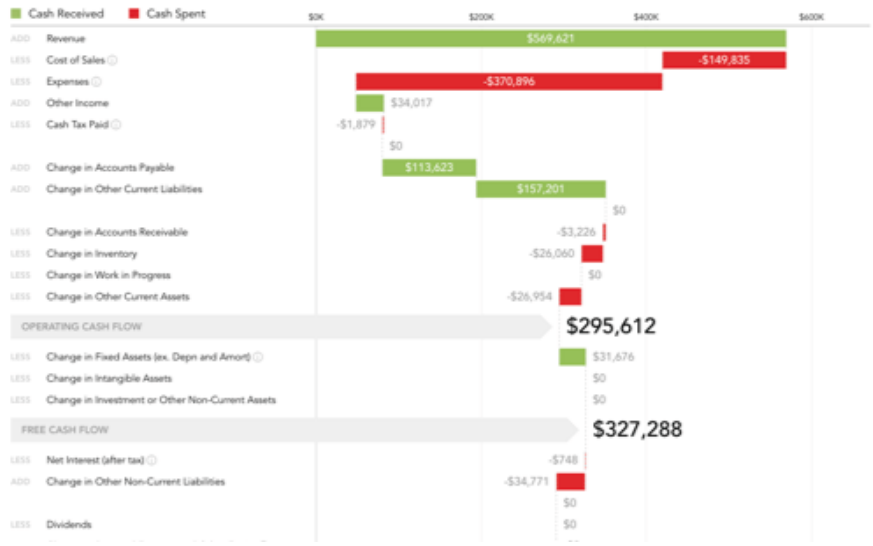
GROSS PROFIT	\$230,350	OPERATING PROFIT	\$21,718	EBIT	\$58,877
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Cashflow

For the Month of Jun 2018

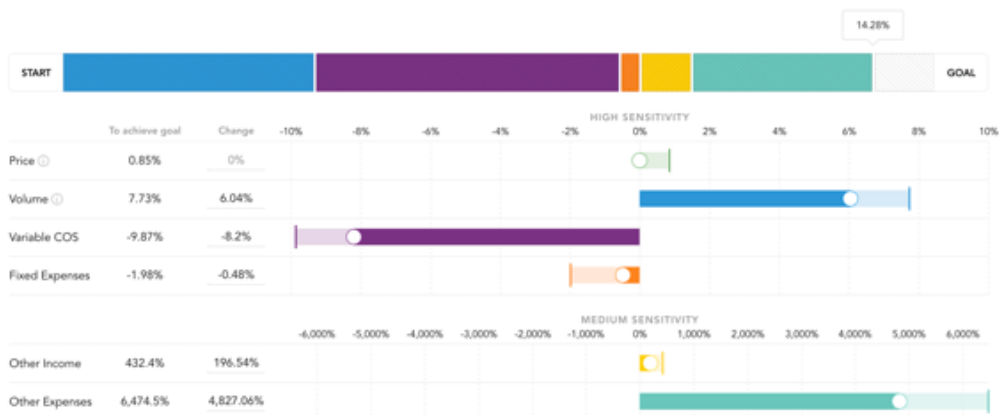
OPERATING CASH FLOW **\$295,612** FREE CASH FLOW **\$327,288** NET CASH FLOW **\$291,766**



Goalseek

For the Month of Jan 2018

Changes required to increase Profitability Ratio from 4.82% to 15%



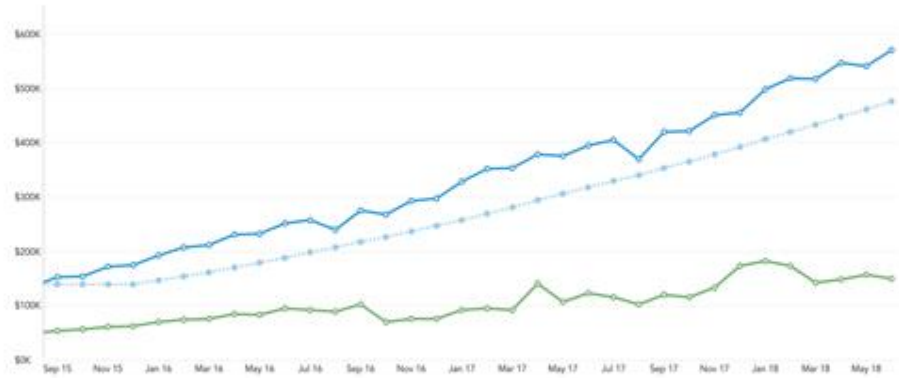
Trend

Up to the Month of Jun 2018

Showing **Total Cost of Sales** and **Revenue**

Select a predefined chart

Show: 12/16 14/16 15/16 16/17 17/18 All



	Total Cost of Sales	Revenue	
	Actual	Actual	
	Actual	Rolling Avg	
Sep 2015	\$53,553	\$152,355	\$138,614
Oct 2015	\$55,998	\$154,341	\$138,614

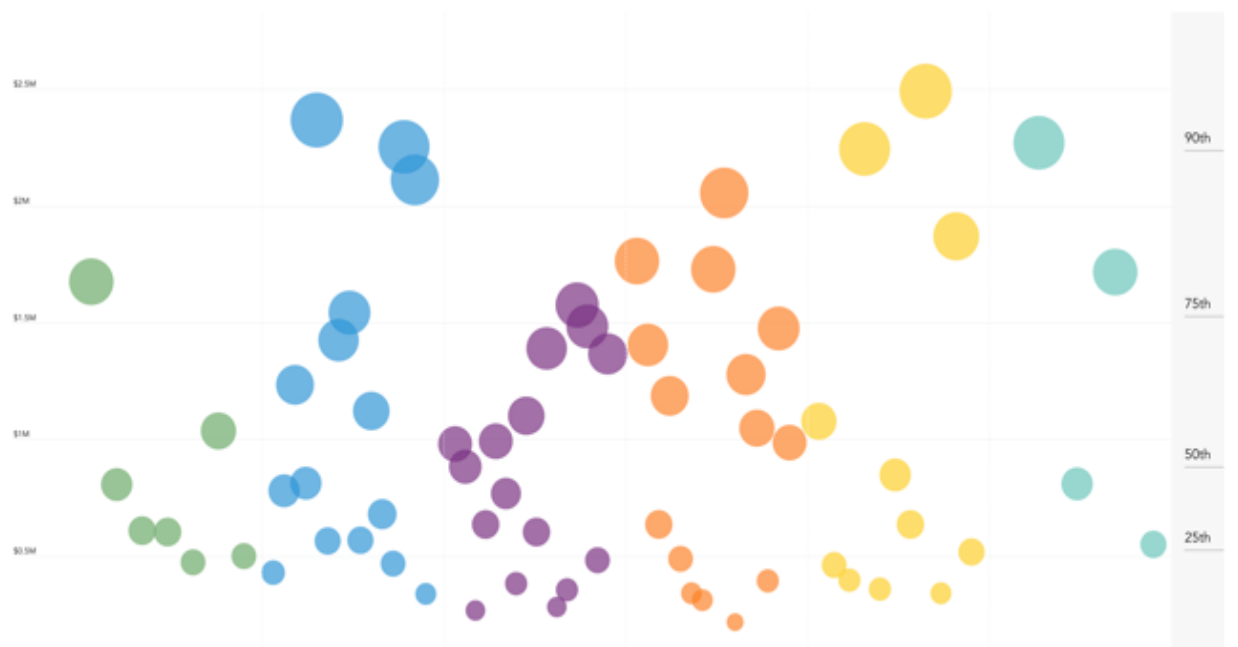
Compare

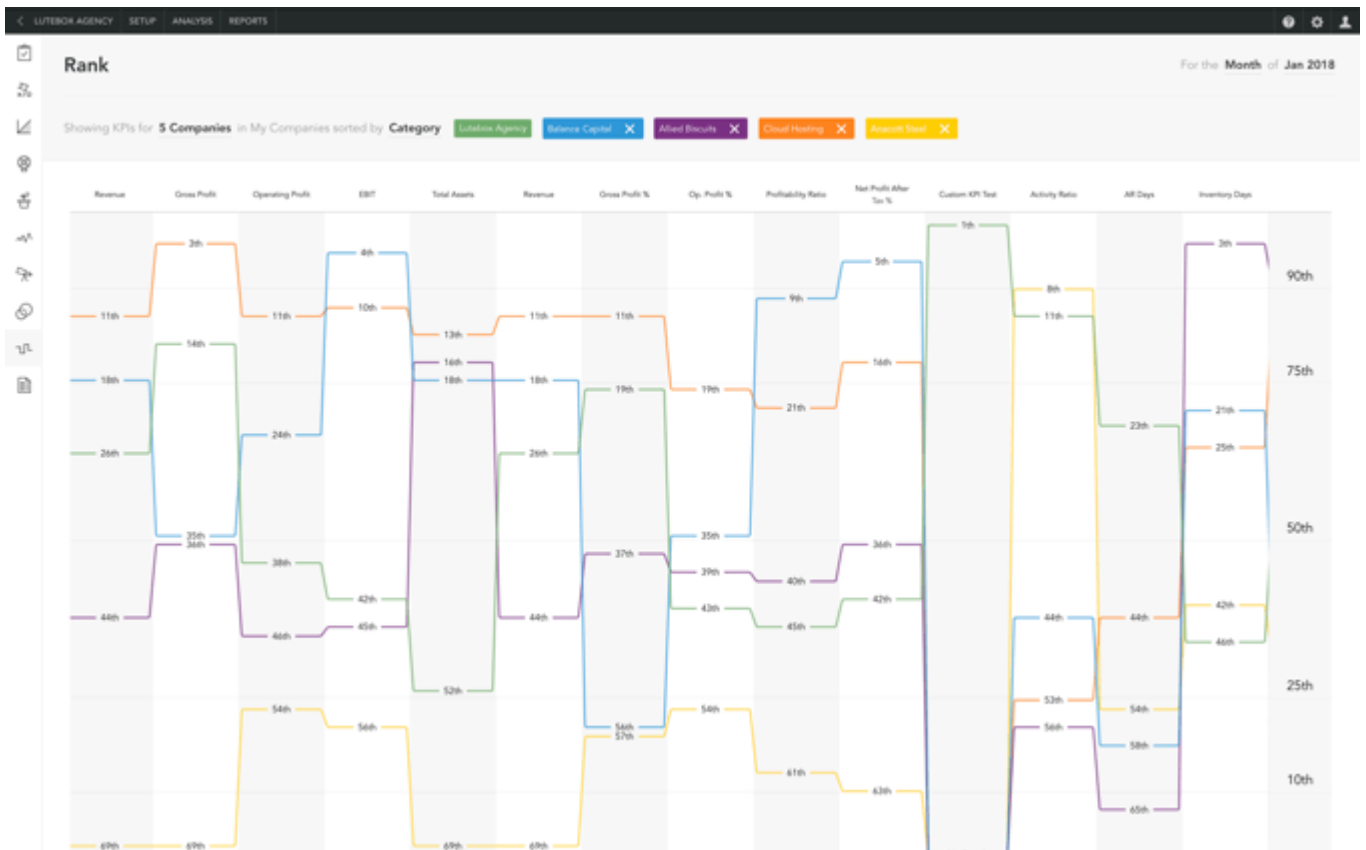
For the Month of Jan 2018

Showing **Revenue** for My Companies highlighting 0 Companies sorted by **Industry**

AVERAGE \$983,956 TOTAL \$67,892,938

ZOOM





KPIs

For the Month of Jun 2018

Showing All KPIs comparing with Target

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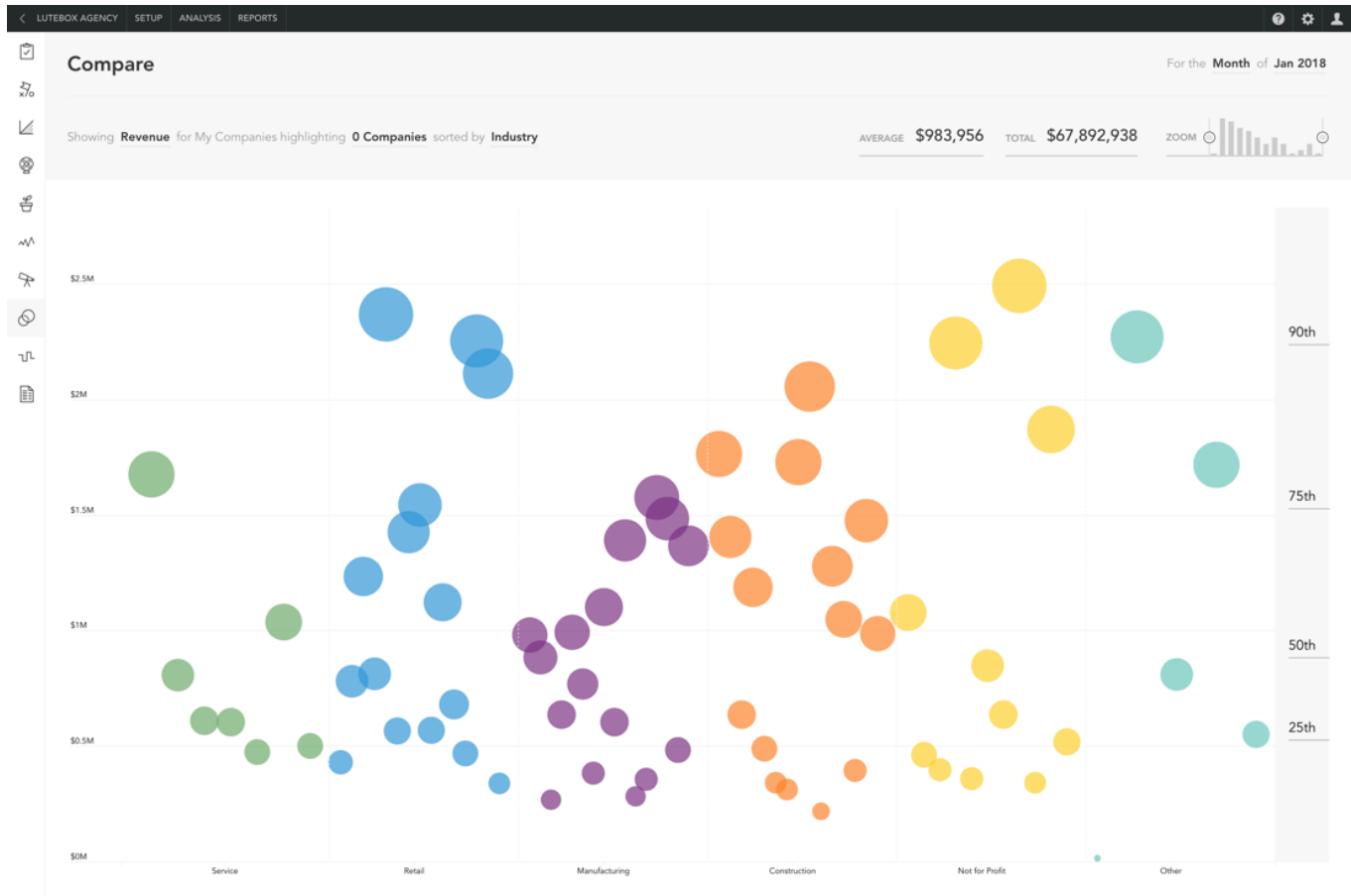
On-the-fly benchmarking

Fathom helps you easily compare, rank and benchmark your companies, clients or franchisees.

See the big picture

Using Fathom, you can create your own benchmarks! Simply group your companies together for benchmark analysis, then drill down into your data, reshape your field of analysis and easily compare the performance of all your companies.

- Benchmark financial and non-financial KPIs
- Quickly identify over and under performers
- Perform 'exception analysis' to identify which companies are performing outside the range of expected performance
- Identify a company's strengths and weaknesses relative to its peers



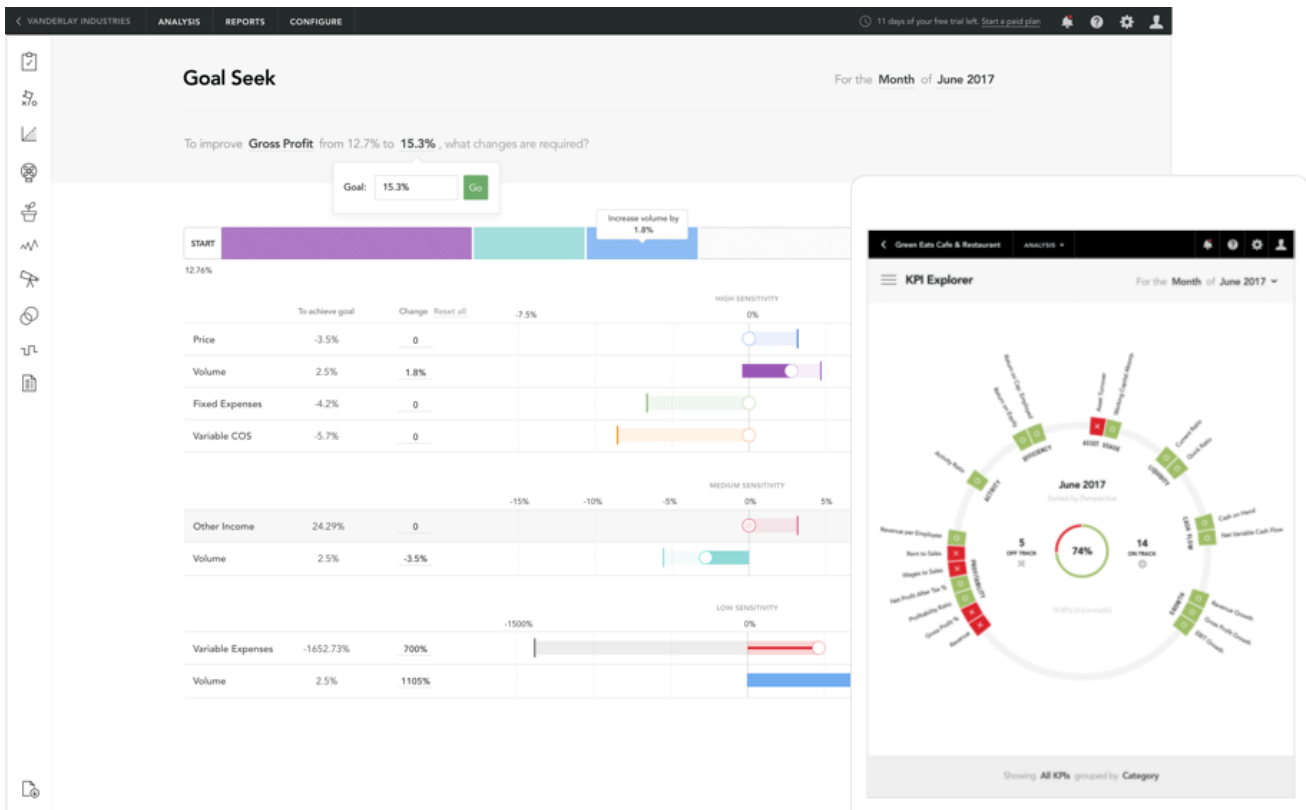
Consolidated reporting... made easy

Fathom enables you to group your related companies together to create consolidated reports for an organisation.

So, in addition to reporting for an individual company, you can easily track and monitor the performance of a group to which a company belongs.

Financial and non-financial consolidation

- Consolidated Financial Statements
- Consolidate budgets, targets and non-financials
- Eliminations - easily filter any inter-company accounts
- For large groups - consolidate up to 200 companies
- Multi-currency consolidation



Alert monitoring

Using Fathom, you can easily setup **alerts** for your companies or clients, then monitor when key financial metrics miss targets or exceed critical alert levels.

All-in-one alert dashboard

Fathom makes it easy to monitor alerts for each of your companies or clients from a single dashboard.

Simply 'drill-down' into any alert to investigate a company's performance. Supporting commentary provides advice for corrective actions.

