



Vivid Flex Reporting & Analysis

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PERENNIAL SOFTWARE
Makers of SedonaOffice and AlarmBillor

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Introduction

Vivid Flex is a robust report development add-in for Microsoft Excel that interfaces seamlessly with SedonaOffice and other ODBC-compliant databases. With minimal training, you can be up and running within minutes and using Excel's familiar development environment to create powerful, professional-looking reports.

Simplify

- Reduce file versions and clutter
- Reduce reliance on IT
- Empower yourself and your management team
- Develop in the familiar Excel environment

Gain Insight

- See trends more clearly
- Analyze product offerings
- Pinpoint where value is being added or lost
- Identify opportunities

Manage Smarter

- Track progress
- Make better decisions

In this presentation we will:

- Review the Astute Reports, the Flex dashboards and reports developed for SedonaOffice by Astute Financial Consulting.
- Demonstrate how easy it is to use Vivid Flex to create and distribute your own dashboards and reports.
- Discuss key metrics and benchmarking.

Astute Reports

Astute Reports is a suite of Flex reports for SedonaOffice developed by Astute Financial Consulting. The suite includes dashboards, “report packs” and “tool box” reports.

Dashboards help you keep a finger on the pulse of your business with charts that provide for immediate visual analysis of data and trends.

A report pack is a collections of reports covering a specific area of your business, such as RMR. It includes one or more summary reports that are supported by detail reports.

The tool box reports are an ever-growing collection of reports, forms and utilities that provide specific information or functionality.

Dashboards

The Astute Flex dashboards provide nearly real-time visibility into your company’s performance. Like all Flex reports, they can be refreshed and distributed automatically to a shared folder or directly to owners and managers via email. You can drill down to supporting detail and filter by branch.

Executive Dashboard

The Executive Dashboard charts sixteen key performance indicators (KPI) that are critical to your business success. Green/yellow/red icons show where you stand in relation to your annual goals or estimates. Charts can be customized to provide focus on those KPIs most pertinent to your business model.

Executive Dashboard

33% into Year

04/30/15

RMR



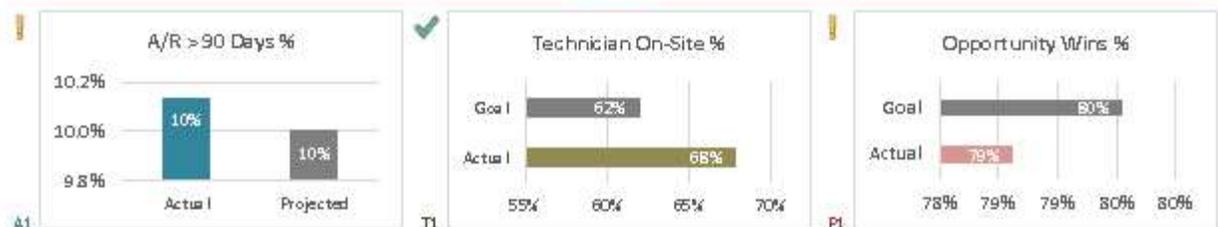
JOBS



SERVICE



Other



Company Dashboard

The Company Dashboard monitors trends by showing key financial and operating metrics on a daily, weekly, monthly, quarterly or annual basis.

The Comparative format compares current month to prior month results and current year YTD to prior year YTD results.

ABC Security COMPARATIVE Dashboard <small>All Branches</small> <small>1/143</small> <small>powered by</small>		2016	2016	47%	2015	2016	vidDemo
		4/1/2016 4/30/2016	5/1/2016 5/15/2016	into Mth	1/1/2015 5/15/2015	1/1/2016 5/15/2016	Total
		PM	CMTD	% of PM	PYTD	CYTD	% Chg
RMR							
Ending number of sites	#	2,717	2,743		2,425	2,743	13%
Ending RMR in force	\$	116,343	116,862		96,831	116,862	21%
Added on new sites	\$	1,944	1,438	74%	6,215	7,898	27%
Lost on cancelled sites	\$	(292)	(308)	105%	(1,252)	(1,372)	10%
Purchased (sold)	\$						
Other additions (reductions)	\$	412	387	94%	1,186	1,405	19%
Cancellation notifications received	\$	(190)	(238)	125%	(866)	(1,116)	29%
Prospects							
Ending prospects in queue	#	142	145		152	164	8%
Ending opportunities in queue	#	175	183		148	159	7%
Opportunities entered	#	118	58	49%	152	168	11%
Opportunities resolved - won	#	75	32	43%	71	91	28%
Opportunities resolved - lost	#	33	13	39%	48	53	10%
Win %	%	69%	71%		60%	63%	
Jobs							
Ending sales in queue	\$	115,197	121,940		187,232	151,940	-19%
Ending unbilled in queue	\$	73,804	97,870		98,513	107,870	9%
Ending jobs in queue	#	78	79		47	79	68%
Net sales	\$	42,524	37,835	89%	77,322	113,151	46%
Net sales - RMR	\$	2,505	1,226	49%	4,470	5,295	18%
Margin on closed jobs	\$	(15,029)	(10,845)	72%	(66,010)	(20,051)	70%
Margin % on closed jobs	%	-144%	-35%		-145%	-7%	95%
Service							
Ending tickets in queue	#	51	44		62	44	-29%
Margin on closed tickets (T&M)	\$	22,400	12,967	58%	30,960	45,999	49%
Margin % on closed tickets (T&M)	%	86%	79%		64%	69%	8%
Tickets entered	#	153	64		347	399	15%
Tickets closed	#	(192)	(71)		(328)	(414)	26%
Technician Hours							
Jobs	#	418	154	37%	796	876	10%
Tickets	#	149	60	40%	300	340	13%
On site %	%	69%	60%		64%	61%	-5%
Other hours	#	250	142	57%	612	777	27%
Cash							
Accounts Receivable							
Inventory							

Report Packs

A report pack is a collection of summary and detail reports covering a specific area of your business. The report packs in Astute Reports include:

- RMR
- Jobs
- Service tickets
- Technicians
- Prospects
- Accounts receivable
- Cash
- Accounts payable
- Inventory

Report packs allow you to view results by year, month or week with the ability to filter for branch and other parameters.

RMR Report Pack

ASTUTE REPORTS™
ADVANCED REPORTING FOR SedonaOffice®

1234
ABC Security

Fetch All Settings Save All Settings

powered by **VIVID REPORTS FLEX**

V4.00

Report Year	2015		
Last Month of Report Year	December		
Reporting Period	5 <small>1 = Q1, 2 = Q2, 3 = Q3, 4 = Q4, 5 = Annual, 6 = 13 Year</small>		
Update ALL detail report dates	Update Dates	From Date:	Through Date:
		1/1/2017	1/31/2017

Filter Sections

Fetch Current Section Settings Save Current Section Settings

Branches	Denver
Residential / Commercial	Commercial
Global Filter by System	All Systems
Global Item Type Filter	All Item Types
SUMMARY Installations	
SUMMARY Cancellations	
CANCELLATIONS Cancellations	
RESIGN Resigns	
RESIGN Opportunities	
BREAKDOWN Service Groups	
BREAKDOWN System Groups	
UserDef	All Records
Benchmark Reporting Entities	

Apply filters

Summary Reports

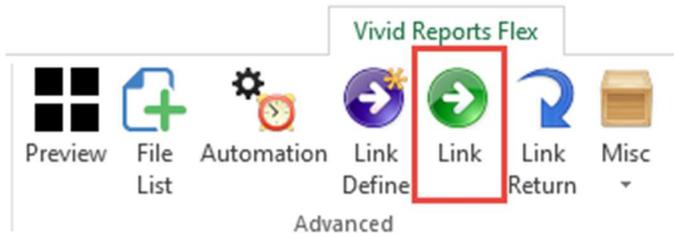
Each report pack has one or more summary reports where information can be viewed on a weekly, monthly or annual basis. You can drill down to detail on any of the blue numbers.

Here's a snapshot of the Job Queue summary report in the Jobs Report Pack.

ABC Security JOB Queue		Fiscal 2016					
		1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun
All Branches		31-Jan	29-Feb	31-Mar	30-Apr	31-May	30-Jun
V3.12 powered by		2016	2016	2016	2016	2016	2016
Jobs							
Beginning balance	\$	147,989	153,094	185,197	165,413	178,277	149,336
Installations		25,970	29,341	37,190	36,530	23,676	26,247
Low-Price Installations		7,183	7,861	8,649	12,076	8,263	4,377
Add-On/Upgrade		4,273	284	6,960	9,960	3,766	1,111
Other		2,274	4,998	9,721	7,099	410	1,111
Gross sales \$		39,700	42,484	62,520	65,666	36,115	30,000
Change orders \$		-	170	-	-	285	-
Reversals \$		(6,908)	(130)	(1,164)	(750)	-	(4,000)
Net sales \$		32,792	42,524	61,356	64,916	36,400	26,000
Closings \$		(27,686)	(10,421)	(81,140)	(52,052)	(65,341)	(3,500)
Ending balance	\$	153,094	185,197	165,413	178,277	149,336	171,336
Open jobs	#	55	77	62	66	46	54
Billings							
Beginning backlog	\$	49,391	47,382	81,906	105,431	93,526	68,575
Net sales		32,792	42,524	61,356	64,916	36,400	26,039
Billings		(34,800)	(8,000)	(38,196)	(77,571)	(61,350)	(7,452)
Credits				365	750		199
Net change \$		(2,008)	34,524	23,525	(11,905)	(24,951)	18,786
Ending backlog	\$	47,382	81,906	105,431	93,526	68,575	87,361
RMR							
Unbilled RMR	\$	3,905	1,191	2,853	2,552	1,815	1,211
Net sales		1,563	2,595	2,252	1,610	1,339	1,211
Closed / Not Billed		-	-	(25)	(33)	-	-
Billed		(4,277)	(934)	(2,528)	(2,315)	(2,231)	-
Net change		(2,714)	1,662	(301)	(737)	(893)	1,211
Unbilled RMR	\$	1,191	2,853	2,552	1,815	922	1,211

Detail Reports

You can drill down from a summary report to a detail report by placing your cursor on one of the blue numbers and clicking the Link button on the Flex tool bar.



Here's a snapshot of the Job Closings Detail report in the Jobs Report Pack.

Branch	JobClass	R/C	JobType	JobNum	Site	NewRN	Revent	TotalCo	\$Net	\$Ovr(Ur)	EstHrs	ActHr	HrsOvr(U	CM2
ABC Security														
Closings Detail (All Branches)														
1/1/2015 From Date <input type="button" value="Show Detail"/>														
5/31/2015 Through Date <input type="button" value="All Job Types"/>														
Totals:						12,063	428,310	471,010	(42,700)	(246,527)	2,475	3,665	1,190	3.54
10	Fort Collins	R	Inst-Burg HV	42299	Aaron Anderson	30.00	495	701	(206)	(615)	5	5	(0)	6.86
11	Denver	R	Inst-CCTV Com MR	42252	Aaron Barnes	-	26,915	12,809	14,106	(10,118)	60	97	37	52%
12	Fort Collins	R	AO-Burg HV	42244	Aaron Kennedy	24.99	0	271	(271)	(221)	0	2	2	10.83
13	Denver	R	Inst-Burg HV	41961	Alan Schmidt	42.98	0	467	(467)	(209)	0	2	2	10.86
14	Denver	R	Inst-Burg HV	42116	Albert Roberts	37.99	603	1,266	(663)	(1,069)	6	4	(2)	17.45
15	Fort Collins	R	Inst-Burg HV	41943	Alice Ortiz	27.86	1,235	973	262	(782)	8	8	(0)	21%
16	Denver	R	Inst-Burg HV	42199	Amy Green	42.98	0	0	0	(1,427)	16	12	(5)	5%
				41612	Andrew Carroll							0	0	

You can use macros, conditional formatting, formulas and all other Excel functionality within a Flex report. Note the macro buttons and conditional formatting used in the Closings Detail report.

Tool Box Reports

The tool box reports are an ever-growing collection of reports, forms and utilities that provide specific information or functionality. Of the approximately 50 tool box reports, here are the ones more widely-used used:

- **A/R-RMR Aging:** Aging of RMR based on the aging of all open invoices or cycle invoices. Used primarily for loan compliance purposes.
- **Account Reconciliations:** A trial balance for facilitating reconciliation of balance sheet accounts at month-end.
- **Cash Flow Forecast:** Forecast cash flow on a monthly or weekly basis.
- **Commissions Payment Management:** Tracking and management of job commissions payable and paid to salespersons. Rules for payment can vary by salesperson.
- **Contract Analysis:** Shows profitability of service and inspection contracts over a period of time.
- **Credit Card Entry:** Download and code credit card transactions; the journal entry is automatically created for posting to SedonaOffice.
- **Deferred Labor Allocation:** Creates the month-end journal entry to clear the deferred labor liability to technician expense offset accounts, with proper treatment of branches and categories on both sides of the entry.
- **Job Accrual Worksheet:** Tool for determining percentage of completion on open jobs and creating the journal entry to accrue revenue and costs at month-end.
- **Job Parts Cost Analysis:** Tool to analyze the cost of individual parts on a job and, if necessary, to create an adjusting journal entry.
- **Margins Analysis:** An invaluable report for calculating and analyzing gross and net margins by business activity (i.e. installation, service, monitoring) or system group (i.e. burg, fire, access control, CCTV, etc.)
- **Parts Cost Review:** Compares standard cost to vendor price and calculates the variance. It's an integral report for actively managing standard costs.
- **Parts Count Sheet:** Same as the inventory part count sheet in SedonaOffice except that it prints in a condensed format while providing additional information.
- **RMR Audit Information:** Customer and RMR information for a selected date. Used primarily for acquisition or loan compliance purposes.
- **Tech Timesheets:** Templates for entering technician time into SedonaOffice and reconciling to payroll data.
- **Permissions:** Shows permissions assigned to a SedonaOffice user based on one or more assigned user groups.

Margins Analysis

The Margins Analysis report shows gross and net margins by business activity (i.e. installation, service, monitoring) or system group (i.e. burg, fire, access control, CCTV, etc.) and is not dependent on how you have set up your job and service GL categories in SedonaOffice.

ABC Security
Margins Report
 From 1/1/2015
 To 8/31/2015

	Contribution Margins				Gross Margins		Net Margins	
	Revenue	Cost	Net	%	Net	%	Net	%
New business								
Conventional installations	510,288	(501,420)	8,868	2%	15,273	3%	(390,100)	-76%
Low-price installations	111,802	(187,409)	(75,607)	-68%	(73,213)	-65%	(284,206)	-254%
Installation warranty	-	(7,699)	(7,699)	0%	-	0%	-	0%
Total new business	622,090	(696,528)	(74,438)	-12%	(57,940)	-9%	(674,306)	-108%
Existing business (T&M)								
Adds/upgrades	55,107	(78,228)	(23,121)	-42%	(23,480)	-43%	(92,370)	-168%
Service	299,668	(108,568)	191,100	64%	190,603	64%	131,391	44%
Inspection	3,564	(2,148)	1,416	40%	1,406	39%	(485)	-14%
Service warranty	-	(5,391)	(5,391)	0%	-	0%	(4,747)	0%
Total existing business (T&M)	358,339	(194,335)	164,004	46%	168,529	47%	33,788	9%
Existing business (contract)								
Service	94,197	(23,722)	70,474	75%	71,043	75%	58,105	62%
Inspection	33,721	(12,212)	21,509	64%	21,802	65%	11,047	33%
Monitoring	1,033,732	(160,522)	873,209	84%	873,209	84%	785,663	76%
Total existing business (contract)	1,161,650	(196,457)	965,193	83%	966,053	83%	854,814	74%
Totals	2,142,078	(1,087,320)	1,054,758	49%	1,076,642	50%	214,297	10%

ABC Security
Margins Report
 From 1/1/2015
 To 8/31/2015

	System Groups						
	Access	Burg	CCTV	Fire	PERS	Other	Total
Totals for Jobs							
Revenue	12,151	269,032	172,989	218,292	3,356	1,377	677,197
Direct cost	(10,369)	(428,648)	(116,079)	(210,867)	(6,112)	(2,682)	(774,756)
Contribution margin	1,782	(159,615)	56,911	7,425	(2,756)	(1,305)	(97,559)
%	15%	-59%	33%	3%	-82%	-95%	-14%
Additional parts/labor	196	9,766	1,884	4,160	91	44	16,139
Gross margin	1,977	(149,850)	58,795	11,584	(2,665)	(1,262)	(81,420)
%	16%	-56%	34%	5%	-79%	-92%	-12%
RMR additions	140	17,905	1,288	4,828	824	190	25,175
Creation multiple	-	8.4	-	-	3.2	6.6	3.2

Cash Flow Forecast

The Cash Flow Forecast report makes cash forecasting easy. If cash reserves are high, then the monthly forecast option is probably sufficient. If you are closely watching your cash, then the weekly forecast option will give you peace of mind that you will have cash to cover your most important obligations.

ABC Security Cash Flow Forecast (Weekly) All Branches v1.01 powered by		ACTUAL					
		30-Nov-2015		4-Jan	11-Jan	18-Jan	25-Jan
		3-Jan-2016		10-Jan	17-Jan	24-Jan	31-Jan
		Total	Wk Avg	2	3	4	5
Summary							
Beginning balance		283,978	288,144	217,350	198,017	139,055	136,555
Net receipts from customers		114,853	22,971	39,000	39,000	39,000	39,000
Net payments to vendors		(157,232)	(31,446)	(33,333)	(97,962)	(16,500)	(28,410)
Journal entries		(24,249)	(4,850)	(25,000)	-	(25,000)	-
Misc Cash Items		58	12	-	-	-	-
	<i>Net change</i>	(66,629)	(13,326)	(19,333)	(58,962)	(2,500)	10,590
Ending balance		217,350	274,818	198,017	139,055	136,555	147,145
Net receipts from customers							
Recurring		18,156	3,631	12,000	12,000	12,000	12,000
Service		21,519	4,304	7,000	7,000	7,000	7,000
Jobs		56,837	11,367	15,000	15,000	15,000	15,000
Other		18,569	3,714	5,000	5,000	5,000	5,000
Refunds		(229)	(46)	-	-	-	-
	Total	114,853	22,971	39,000	39,000	39,000	39,000
Net payments to vendors							
American Express		(10,079)	(2,016)	(15,000)	-	-	-
Ameritrade		(1,133)	(227)	-	(410)	-	(410)
Andrew Warner		(3,833)	(767)	(3,833)	-	-	-
Apotheca, Inc.		-	-	-	-	-	(22,000)
Blairx, Inc.		(2,482)	(496)	-	(2,052)	-	-
DMP		(9,660)	(1,932)	-	-	(10,000)	-
H-E-B		(12,700)	(2,540)	-	(6,000)	-	-
Holo-Graphix		(15,000)	(3,000)	-	-	-	(2,500)
Internal Revenue Service		(10,000)	(2,000)	-	(50,000)	-	-
Novartis Corporation Preferred, Inc		-	-	(2,000)	-	-	-
Timberline Tracks		(2,149)	(430)	(500)	(500)	(500)	(500)
Wells Fargo		(7,277)	(1,455)	-	(12,000)	-	-
Wes Warner Distributions		(9,000)	(1,800)	(9,000)	-	-	-
WF Visa 4043 Bill Pay		(41,037)	(8,207)	-	(24,000)	-	-
Other		(31,345)	(6,269)	(3,000)	(3,000)	(3,000)	(3,000)
	Total	(157,232)	(31,446)	(33,333)	(97,962)	(16,500)	(28,410)
Journal entries							
Payroll		(24,041)	(4,808)	(25,000)	-	(25,000)	-
Loans		-	-	-	-	-	-
Transfers (should be \$0)		-	-	-	-	-	-
Other		(208)	(42)	-	-	-	-
	Total	(24,249)	(4,850)	(25,000)	-	(25,000)	-

Job Parts Cost Analysis

Using the Job Parts Cost Analysis report before closing a job guarantees that appropriate standard part costs were applied. The report shows the cost of individual parts on a job, gives you the ability to manipulate costs to more accurately reflect true cost, and will automatically build an adjusting journal entry as an option for correcting costs before a job is closed.

Job Parts Cost Analysis		Bill Analysis Date Range:	
Job Number:	40098	From	1/1/2015
Site Name:	Matson, Tom and Sheryl	Through	12/31/2015
Warehouse:	Main	Standard Markup:	10%
		Acceptable Variance:	2%
			646.87

Part_Code	MinCost	LastCost	AvgCost	VenCost	Markup	JobStdCost	JobQty	JobExt	StdCost
DMP-321				6.70	10%	7.38	1	7.38	0.05
DMP-7060-W	-	70.30	68.19	70.30	135%	165.00	1	165.00	77.33
DMP-XT30CS-G				144.10	35%	195.00	1	195.00	158.51
DS-BPR2	10.49	11.99	12.00	11.99	609%	85.00	2	170.00	13.19
DSC-SD15W				3.21	990%	35.00	1	35.00	3.53
ELK-1250				9.35	210%	29.00	1	29.00	10.29
GE-5812-RND	17.99	17.99	17.99	17.99	-8%	16.49	2	32.98	19.79
GRI-110T				2.45	-6%	2.31	1	2.31	2.70
GRI-20RS-T	2.29	2.70	2.64	2.70	-6%	2.55	4	10.20	2.97

Job Parts Cost Analysis			
Job Number:			
Site Name:			
Warehouse:	Main		
		301.24	(345.63)

Part_Code	OthStdCost	MLAVO	FinalUnitPrice	FinalMarkup	FinalStdCost	FinalExtCost	Diff
DMP-321	-	V	6.70	10%	7.37	7.37	(0.01)
DMP-7060-W	41.00	O	41.00	0%	41.00	41.00	(124.00)
DMP-XT30CS-G	-	V	144.10	10%	158.51	158.51	(36.49)
DS-BPR2	-	V	11.99	10%	13.19	26.38	(143.62)
DSC-SD15W	-	V	3.21	10%	3.53	3.53	(31.47)
ELK-1250	-	V	9.35	10%	10.29	10.29	(18.71)
GE-5812-RND	-	V	17.99	10%	19.79	39.58	6.60
GRI-110T	-	V	2.45	10%	2.70	2.70	0.39
GRI-20RS-T	-	V	2.70	10%	2.97	11.88	1.68

Journal Entry								
"Refresh" to pull the job's Category_Code & Branch								
Account_Code	Description	Debit	Credit	Memo	Branch_Code	Category_Code	Job	Type
580111	COS-Parts O/H (PPV)	345.63	-	Adjustment to parts cost	Calhoun			
510001	COS-Job (Parts)	-	345.63	Adjustment to parts cost	Calhoun	J-RES/SC	40098	M

Vivid Flex

Getting Started

Installation

Vivid Flex requires:

- Microsoft Excel 2007, 2010 or 2013
- .NET Framework 3.5 SP1
- Visual Studio 2010 Tools for Office Runtime (automatically installed by setup)
- Read access to data located on SQL Server (the SedonaReports login can be used)

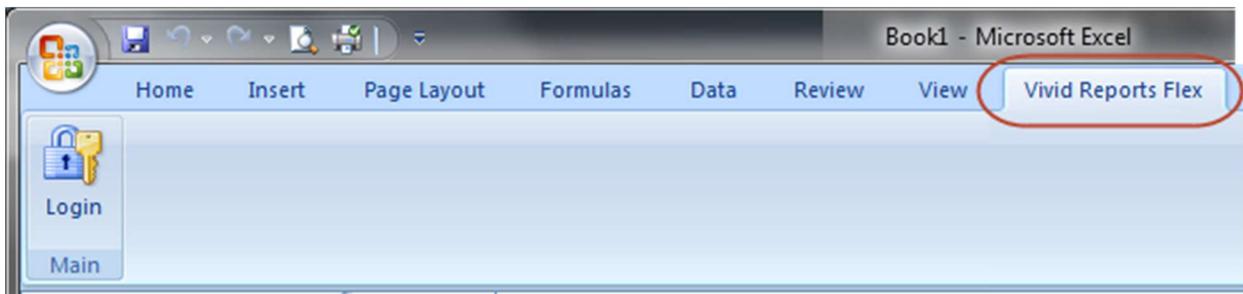
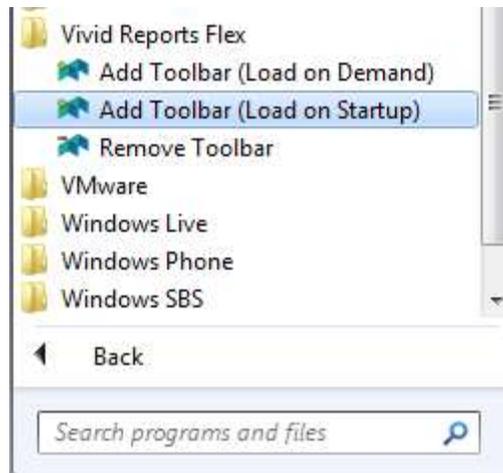
To install the Vivid Flex Client:

- Run the Vivid Reports Flex Setup.exe file.
- Follow the setup wizard to complete the install.



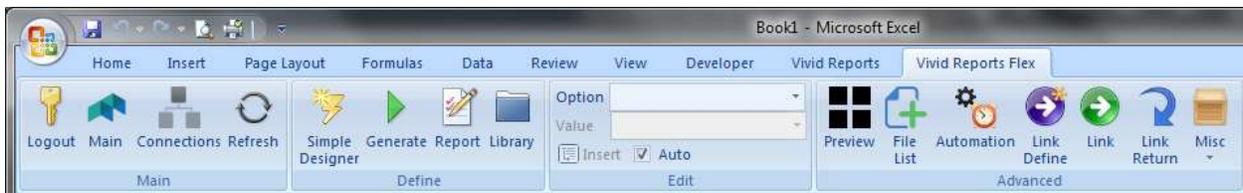
- Run the Vivid Reports Flex Update.exe file to install the latest version of Flex.

Each user must select Add Toolbar in the Windows Start Menu before the Vivid Reports Flex ribbon toolbar will appear when MS Excel is opened:



Toolbar

The full Vivid Reports Flex ribbon toolbar will appear after logging in and selecting a database connection (see below).



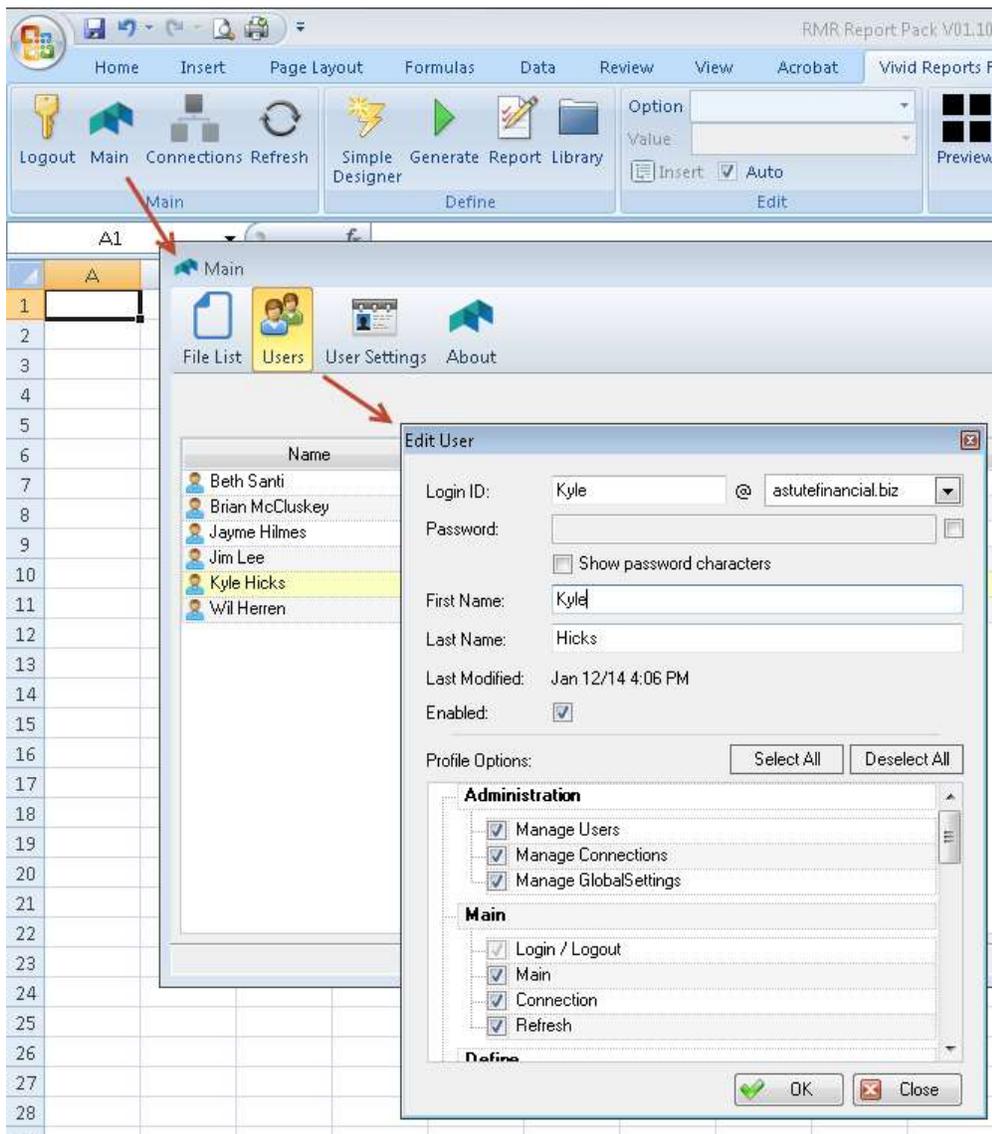
The toolbar has four sections:

- Main
- Define
- Edit
- Advanced

User Profiles

Three user profiles can be added for each Vivid Reports Flex subscription. For example, with two subscriptions, six user profiles could be added and two users could be logged in concurrently.

With administrative permissions, you will be able to add or edit other users and assign permissions.



Database Connections

With Vivid Flex, you can pull data from one or more ODBC-compliant databases into your reports. We recommend setting up the default connection to SedonaOffice using the SedonaReports SQL login.



CAUTION: Flex is capable of passing any SQL query to the SQL Server; therefore it is strongly recommended that connections are defined based on credentials with only **Read Only** permissions (db_datareader).

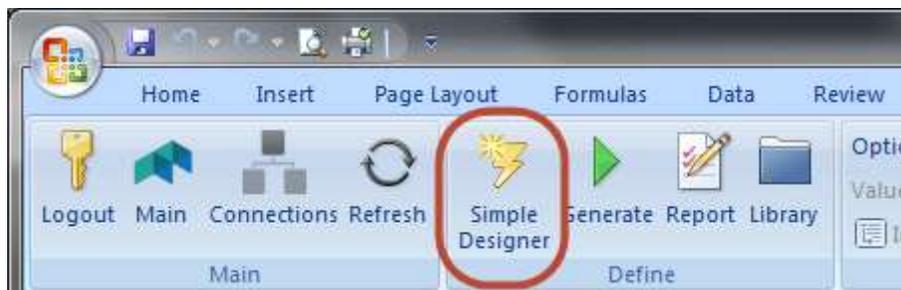
Using the Simple Designer Wizard

The Simple Designer Wizard is a tool for creating reports quickly and easily based on a single table or view. Here's an example of a report that allows you to enter a parameter for site name:

	A	B	C	D
1	ABC Security			
2	Site_Name Contains	store		
3				
4				
5	Site_Name	CustNum	RMR_Amou	Cycle_Amount
6	Levi's Store Outlets at Loveland	103443	120.66	361.98
7	Montbello Liquor Store	103780	74.72	224.16
8	Nike Factory Store	103935	191.02	573.06
9	Wolverine Farm Publishing & Bookstore	105770	42.98	128.94

Let's take a look at how we can quickly create this report using the Simple Designer Wizard in Flex.

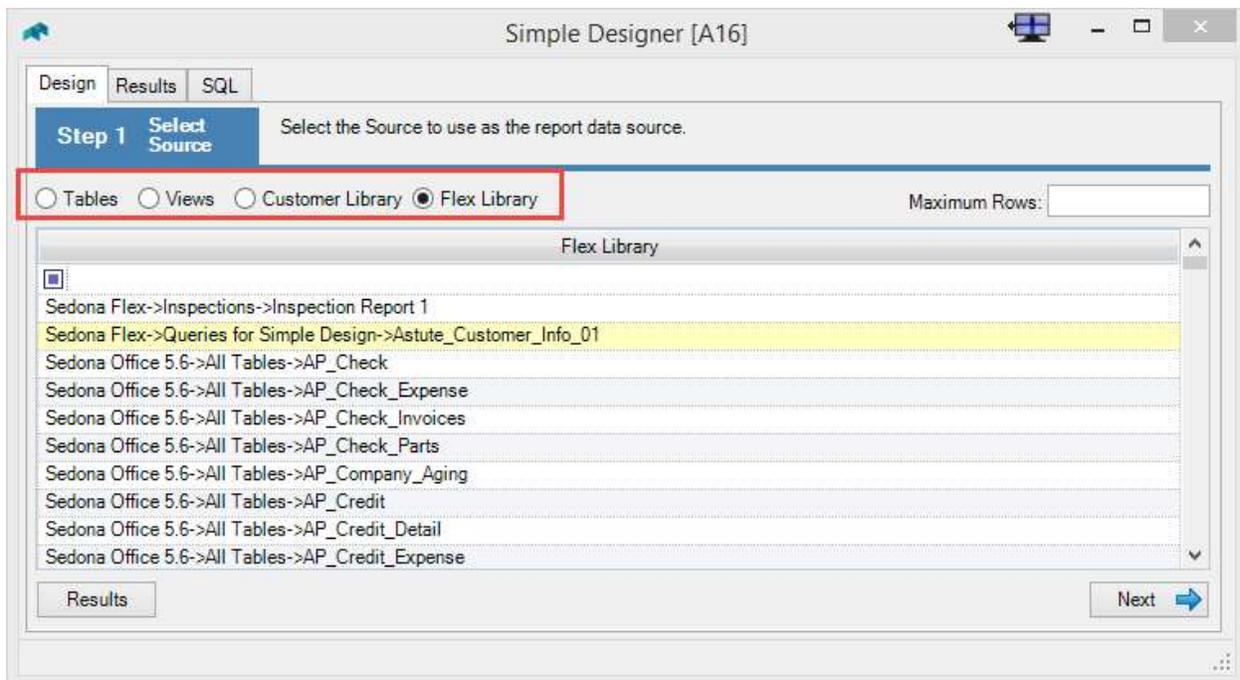
Click Simple Designer in the tool bar to open the wizard to Step 1.



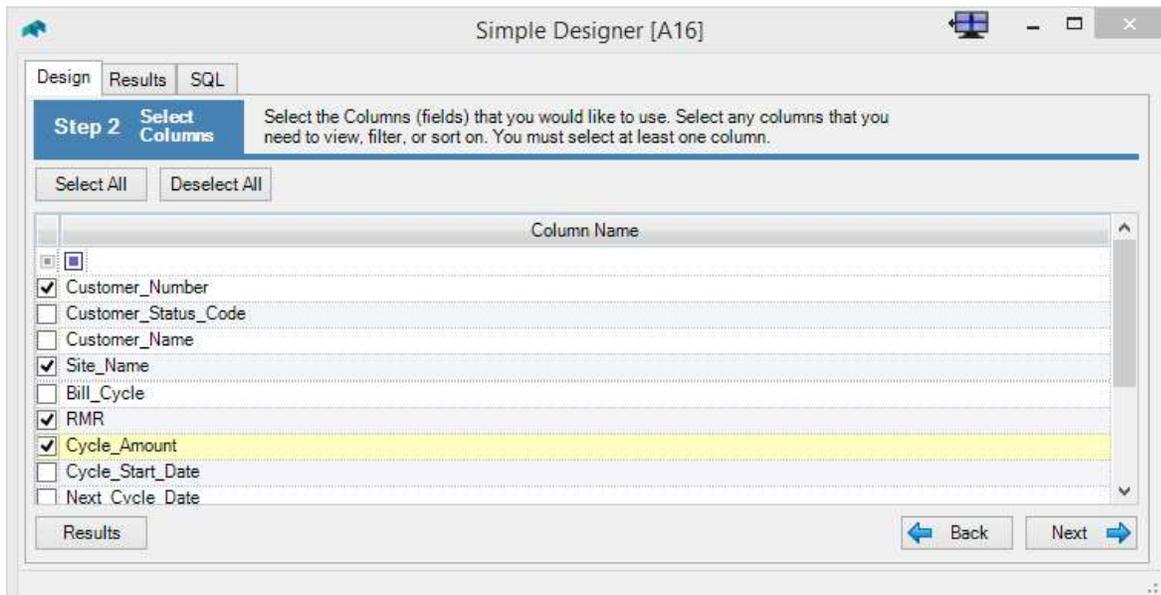
Step 1: Select Source

The first step of Simple Designer is to select a table or view that contains the information you wish to include on your report. Here are the options:

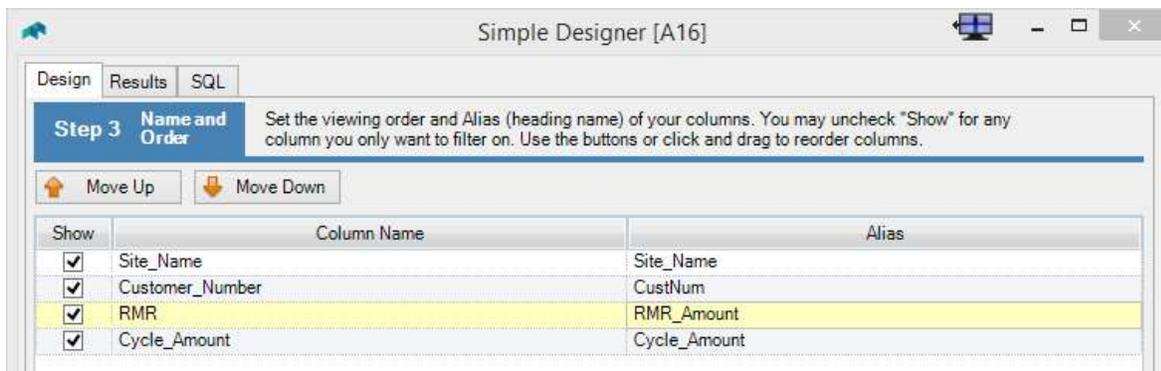
- Tables: Select a table from your SedonaOffice database,
- Views: Select a view from your SedonaOffice database,
- Customer Library: Select a view that you created previously and saved in your Customer Library, or
- Flex Library: Select a view created by other SedonaOffice users that have been saved to the Flex Library.



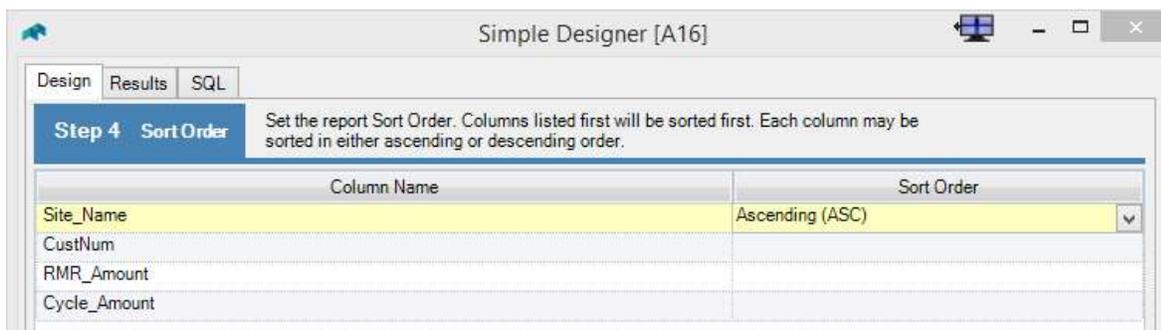
Step 2: Select Columns



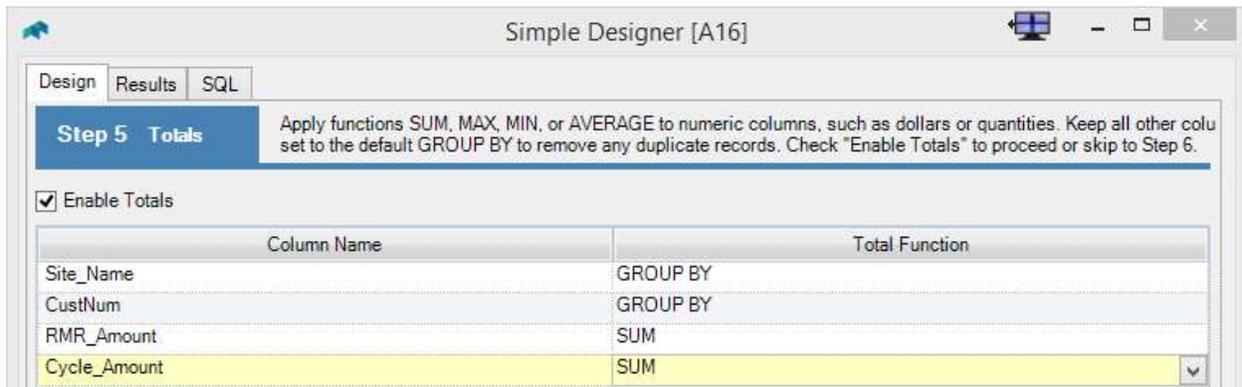
Step 3: Name and Order the Columns



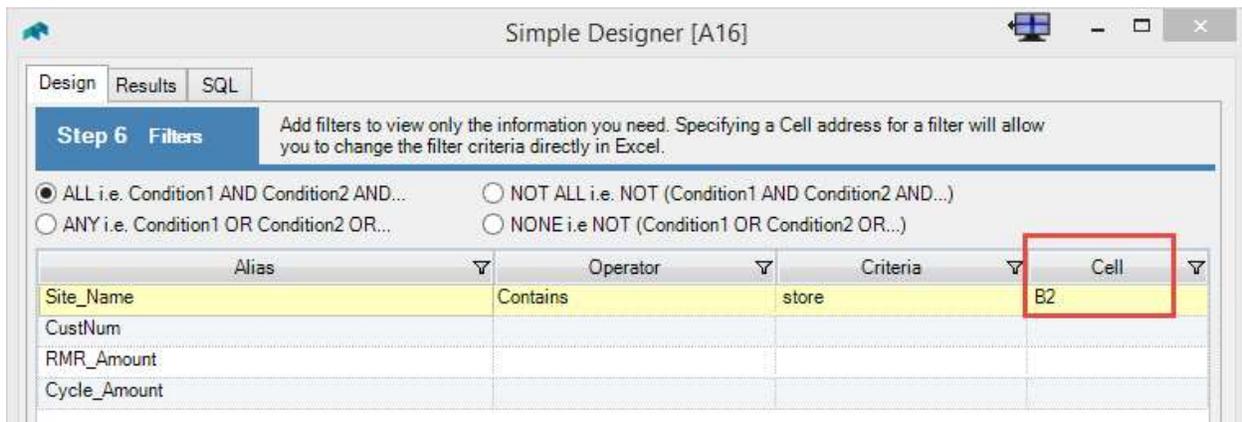
Step 4: Sort Order



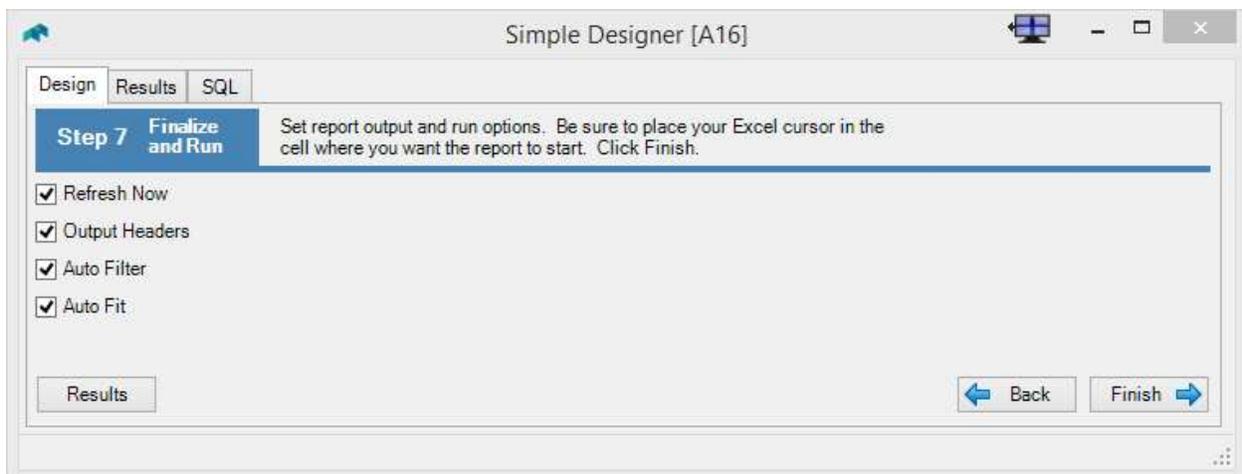
Step 5: Totals



Step 6: Filters



Step 7: Finalize and Run

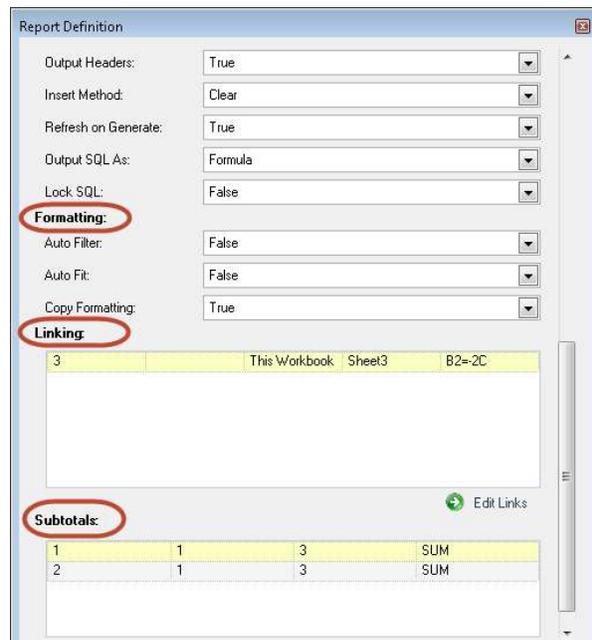
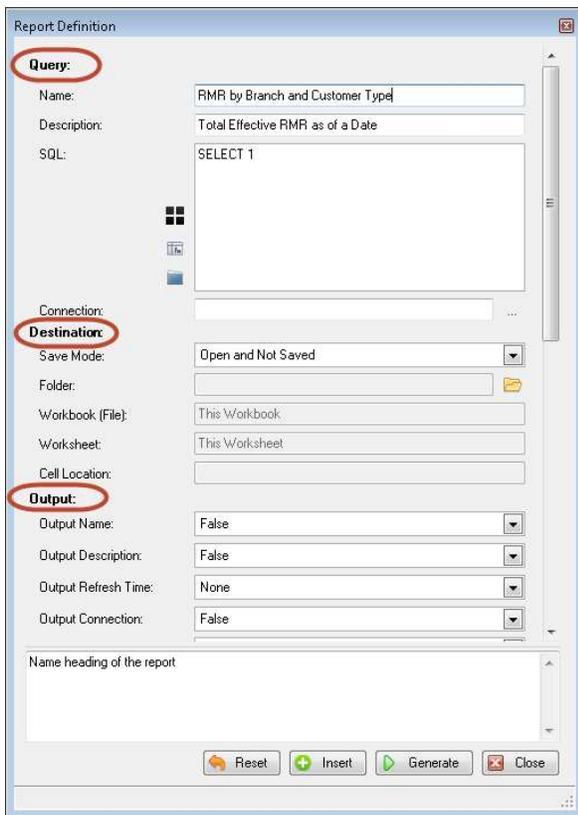


Creating Reports

Vivid Flex simplifies report creation and provides powerful drill-down functionality.

Report Definition

Click the Report button to open Report Definition.



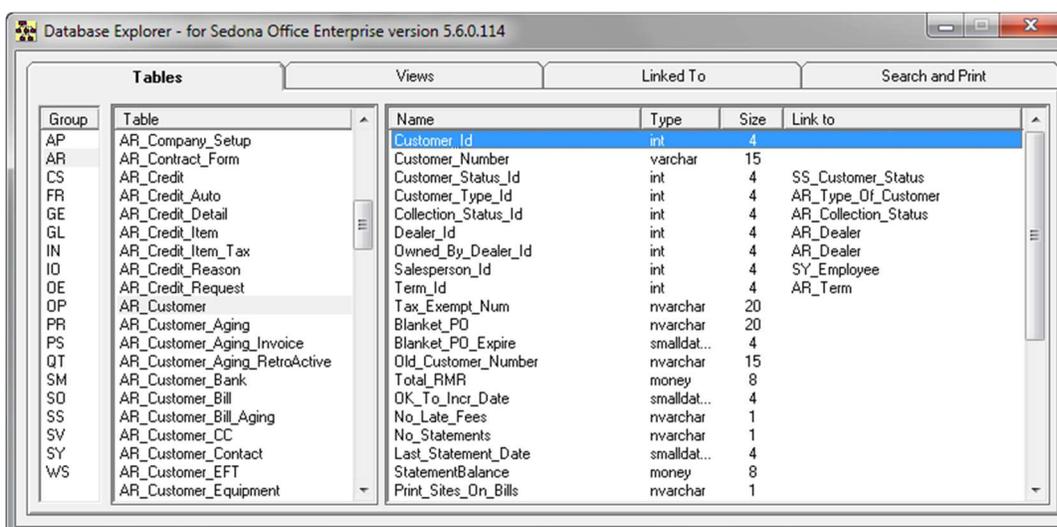
The options for building a report are organized into six sections on the Report Definition screen.

- Query: This is where you name the report, provide a description and insert the SQL query for getting data for the report. In addition, a specific database connection can be selected for the report.
- Destination: The options in this section control where the report will be generated to, which can be into the current Excel file, an external Excel file, or a new Excel file.
- Output: This section allows you to specify the information that will be sent to Excel and how it will update into Excel.
- Formatting: This section includes options for formatting in Excel.
- Linking: You can link (i.e. drill-down) to another report by completing the information in this section.
- Subtotals: You can define one or more levels of report subtotals in this section.

SQL Queries

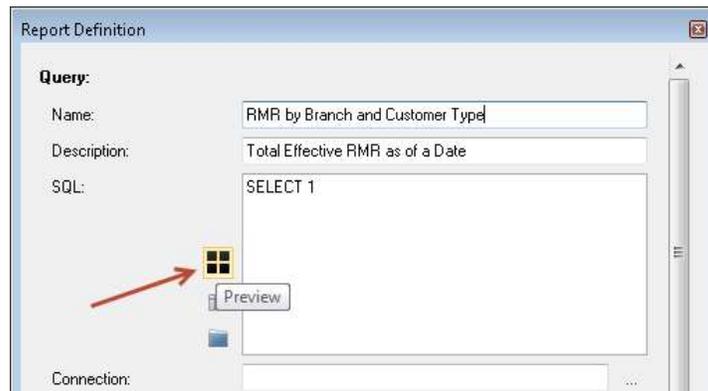
Creating SQL queries can be challenging for non-programmers. It requires a good understanding of your database structure (i.e. SedonaOffice) and SQL programming.

We encourage you to download the Database Explorer from the SedonaOffice web site. This is a great tool for learning the SedonaOffice database as you start to design reports.



With a basic understanding of the SedonaOffice database under your belt, the next step is to create SQL queries for your reports. Fortunately, Vivid Flex has a powerful query builder tool.

Click the Preview button in the Query section of Report Definition to open the Flex query builder:



Output	Expression	Alias	Sort Type	Sort Order	Group By	Criteria	Or...
<input checked="" type="checkbox"/>	AR_Branch.Branch_Code	Branch	Ascending	1	Group By		
<input checked="" type="checkbox"/>	(Case When AR_Customer_Site.Commercial =	Type	Ascending	2			
<input checked="" type="checkbox"/>	AR_Customer_Recuring.Monthly_Amount	RMR			Sum		
<input type="checkbox"/>	AR_Customer_Site.Commercial				Group By		
<input type="checkbox"/>	AR_Customer_Recuring.Cycle_Start_Date				Where	<= '12/31/2013'	
<input type="checkbox"/>	AR_Customer_Recuring.Cycle_End_Date				Where	< '1/1/1900' > '12/31/2013'	

You begin building your query by selecting tables, joining the tables and selecting specific fields to be included in the query for presentation or filtering. You can also write expressions such as the Case expression highlighted in yellow above.

As you build your query, the SQL statement is automatically created in the window pane at the bottom of the Preview screen. Note the date criteria highlighted in yellow in this query.

```

SQL
(CASE WHEN AR_Customer_Site.Commercial = 'Y' THEN 'Commercial'
ELSE 'Residential' END) AS Type,
Sum(AR_Customer_Recurring.Monthly_Amount) AS RMR
FROM AR_Customer_Recurring
INNER JOIN AR_Customer_Site ON AR_Customer_Site.Customer_Site_Id =
AR_Customer_Recurring.Customer_Site_Id
INNER JOIN AR_Branch ON AR_Customer_Site.Branch_Id = AR_Branch.Branch_Id
WHERE (AR_Customer_Recurring.Cycle_Start_Date <= '11/30/2014' AND
AR_Customer_Recurring.Cycle_End_Date < '1/1/1900') OR
(AR_Customer_Recurring.Cycle_End_Date > '11/30/2014')
GROUP BY AR_Branch.Branch_Code,
(CASE WHEN AR_Customer_Site.Commercial = 'Y' THEN 'Commercial'
ELSE 'Residential' END),
AR_Customer_Site.Commercial
ORDER BY Branch,
Type
  
```

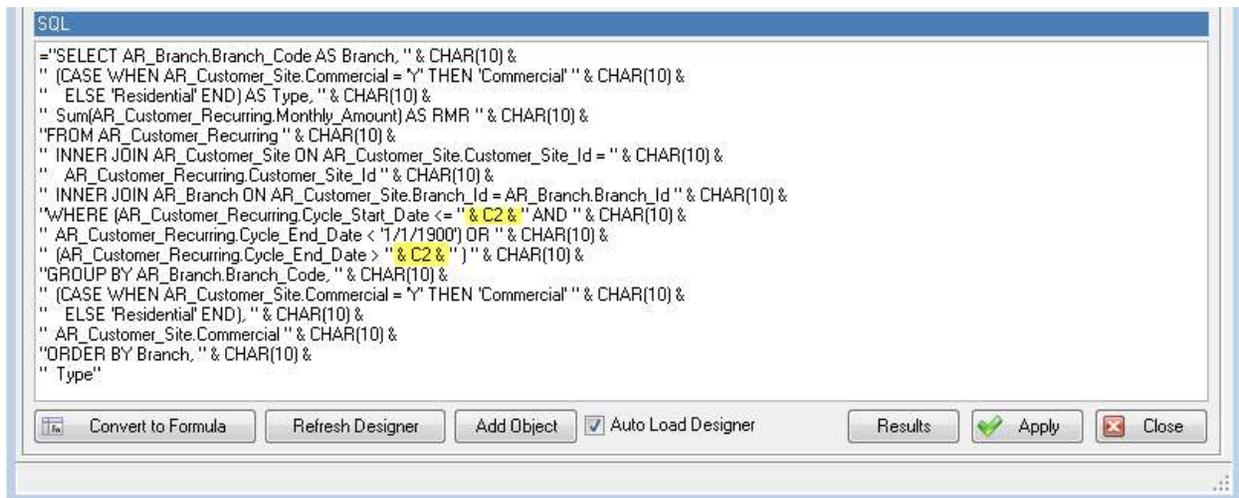
A very powerful feature of Vivid Flex is the ability to reference filter criteria in an Excel worksheet, like we did for the site name in the report we created above using Simple Designer.

	A	B	C	D
1	ABC Security			
2	Site_Name Contains	store		
3				
4				
5	Site_Name	CustNum	RMR_Amou	Cycle_Amount
6	Levi's Store Outlets at Loveland	103443	120.66	361.98
7	Montbello Liquor Store	103780	74.72	224.16
8	Nike Factory Store	103935	191.02	573.06
9	Wolverine Farm Publishing & Bookstore	105770	42.98	128.94

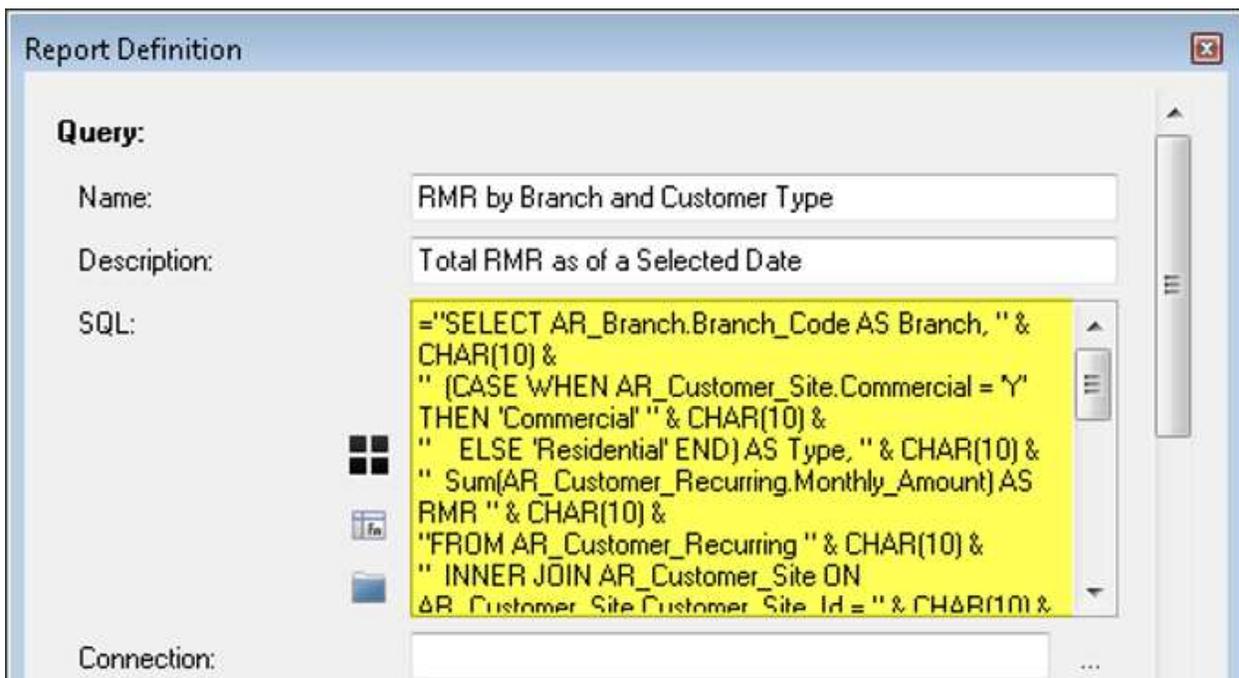
This is accomplished by converting a standard SQL statement to an Excel formula and then replacing hard-coded criteria with a reference to a cell in the Excel worksheet.

For example, the SQL statement shown above has been converted below to a formula using the *Convert to Formula* button. Note that quotes ("") have been inserted around the SQL text and ampersands are used to concatenate elements of the statement.

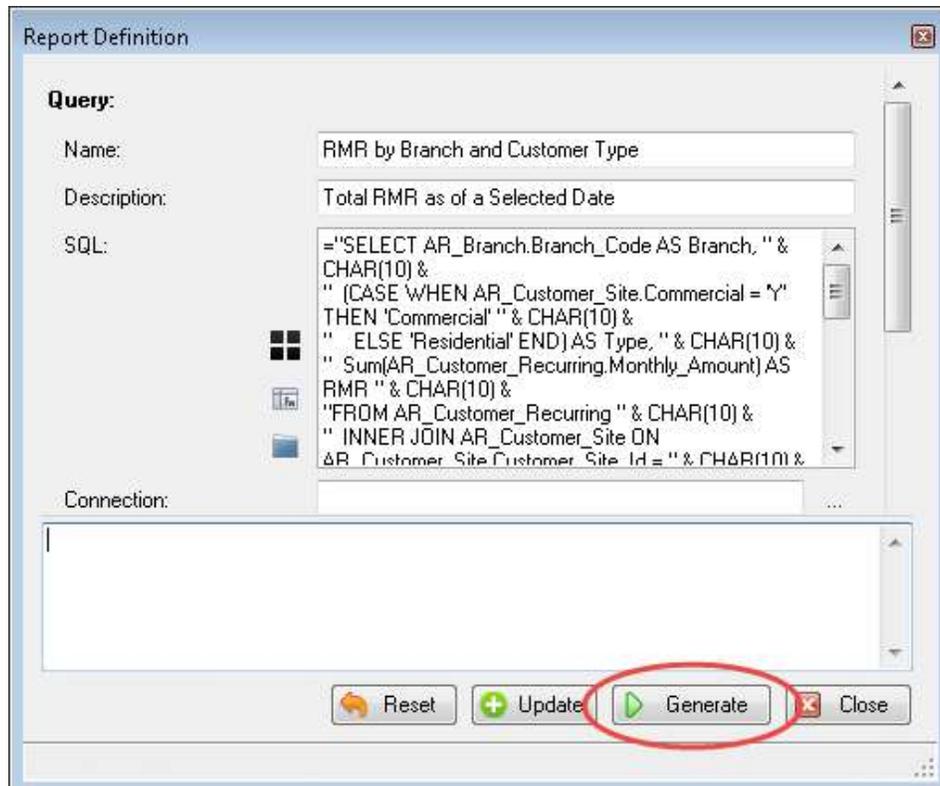
Next, the hard-coded dates (i.e. '11/30/2014') are replaced with a reference to cell C2.



Click *Apply* to insert the SQL formula into Report Definition.



Click *Generate* to output the report to Excel.



The date criteria is in cell C2.

	A	B	C
1	ABC Security		
2	RMR As Of:		11/30/2014
3			
4	Branch	Type	RMR
5	Denver		
6		Commercial	26,392
7		Residential	30,169
8	TOTAL Denver		56,561
9			
10	Fort Collins		
11		Commercial	27,651
12		Residential	28,802
13	TOTAL Fort Collins		56,453
14			
15	GRAND TOTAL		113,015

Enter a different date in C2, click Refresh and the report will update to show the effective RMR as of the new date.

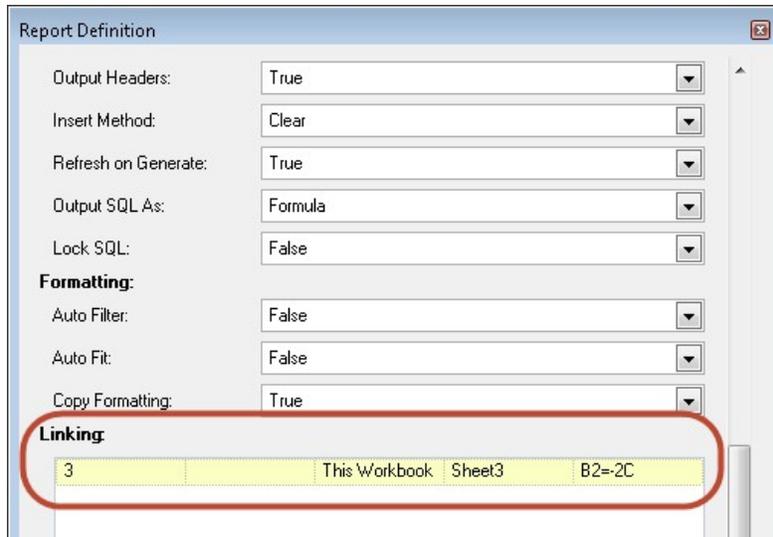
The screenshot shows the Vivid Flex software interface. The menu bar includes 'Logout', 'Main', 'Connection', 'Refresh', 'Simple Designer', 'Generate Report', and 'Library'. The 'Refresh' button is highlighted with a red box. Below the menu bar, there is a 'Main' section with a dropdown menu set to 'D22' and a formula bar containing 'fx'. The main data area is a table with columns A, B, and C. Row 2, column C contains the date '11/30/2013', which is highlighted with a red box. The table displays RMR data for 'ABC Security' across two branches: 'Denver' and 'Fort Collins', categorized by 'Type' (Commercial and Residential). The 'GRAND TOTAL' is highlighted in yellow at the bottom of the table.

Branch	Type	RMR
Denver		
	Commercial	23,182
	Residential	28,449
TOTAL Denver		51,632
Fort Collins		
	Commercial	25,286
	Residential	27,532
TOTAL Fort Collins		52,818
GRAND TOTAL		104,450

Linking Reports (Drill-Down)

Linking allows you to go from one Flex Report to another Flex Report while passing values from the first report into the second report as inputs. Among other things, it's a great way to drill-down from a summary report to detail records.

The linking information is entered in the Report Definition for the first report.



In this example, the date criteria from the summary report (see previous page) is being passed to cell B2 in Sheet3.

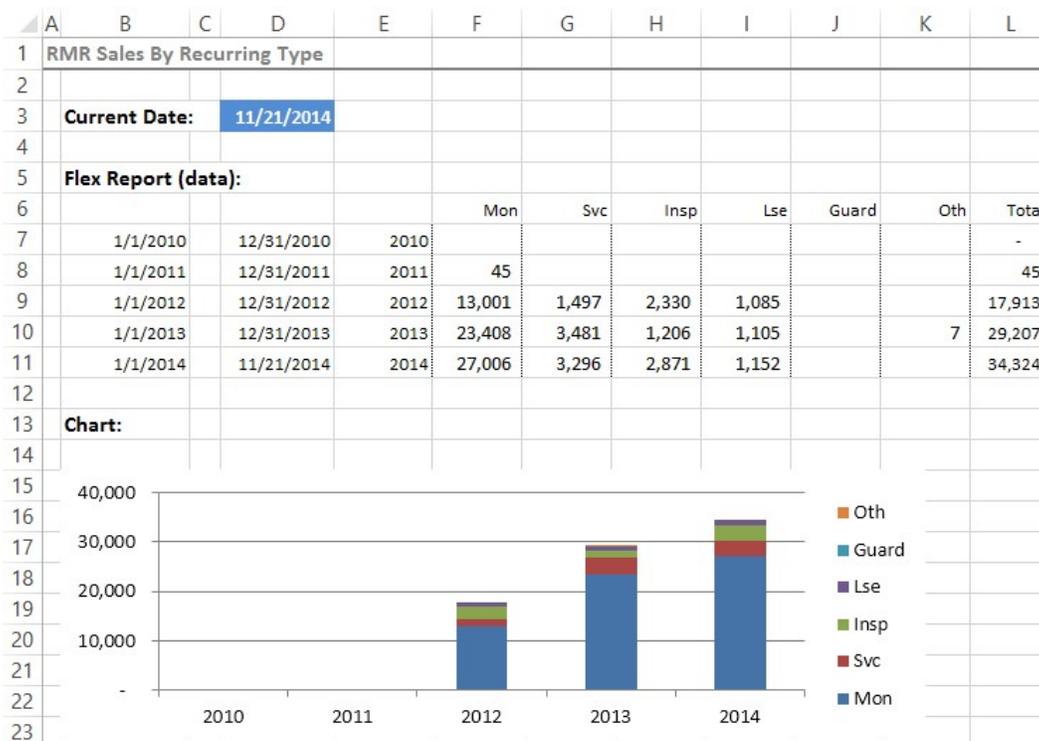
	A	B	C	D
1	ABC Security			
2	RMR As Of:	11/30/2014		113,015
3				
4	Branch_Code	Type	Recur_Item	RMR
5	Denver	Commercial	CCTV STORAGE	165.99
6	Denver	Residential	CCTV STORAGE	128.94
7	Denver	Residential	Cell Comm. Warrant	84.83
8	Denver	Commercial	Cell Comm. Warrant	14.97
9	Denver	Commercial	FIRE INSP	1,476.98
10	Denver	Commercial	Home Control	22.98
		Residential	Home Control	45.06

Creating Dashboards

Creating a bar chart or other dashboard element to complement your Flex report is simply a matter of adding an Excel chart to the worksheet.

In this example, Flex uses the current date to pull data from SedonaOffice.

The chart uses the data in cells B6 through K11.



Using Automation

Automation in Vivid Reports Flex is a powerful feature that saves you time by automating tasks or actions, such as creating and distributing reports. The types of tasks that can be automated include:

- **Generate** reports
- **Refresh** reports
- **Run VBA** and Excel macros
- **Copy** worksheets to new worksheets
- **Delete** workbooks and other files
- **Email** files (workbooks or PDF files)
- **Print** reports to a printer
- **PrintPDF** reports to PDF file format

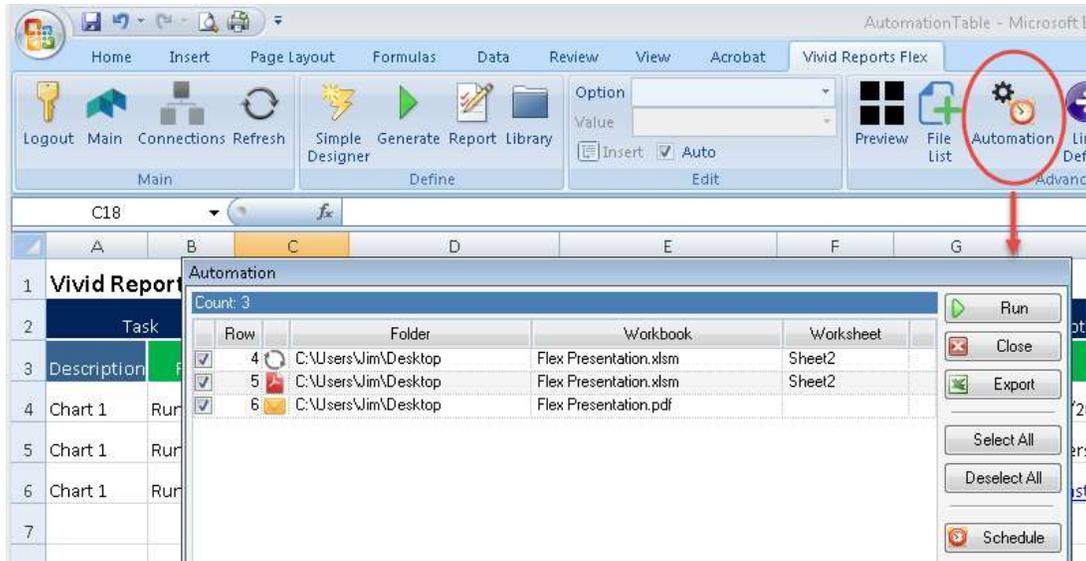
Automating Tasks

Automation tasks are defined in an Excel spreadsheet that has been specifically formatted for this purpose. One or more tasks are defined in an Automation Table as shown below. Three tasks have been defined in this example (Refresh, PrintPDF and Email).

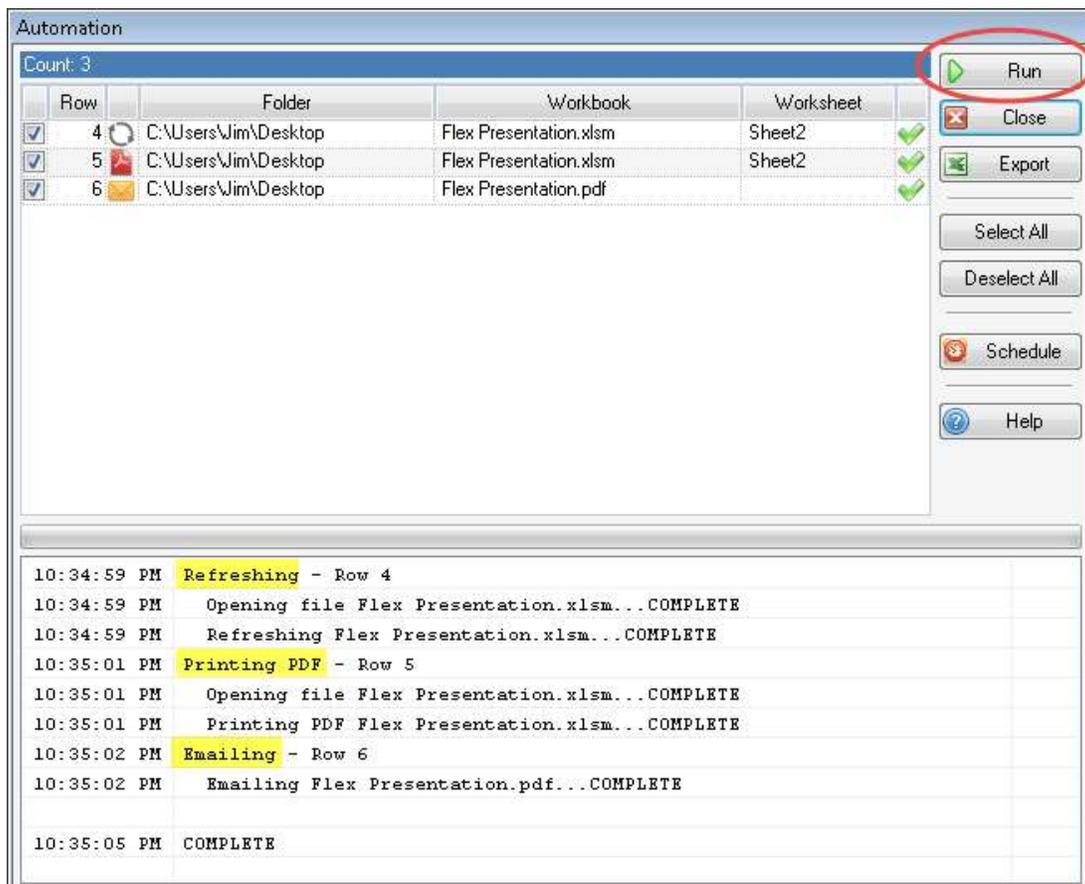
The screenshot shows the Microsoft Excel interface with the 'Vivid Reports Flex' ribbon active. Below the ribbon is an 'Automation Table' spreadsheet with the following data:

Vivid Reports Flex - Automation Table							
Task	Action and Workbook						Value / Option
Description	Run	Action	Folder	Workbook	Worksheet	Cell / Label	
Chart 1	Run	Refresh	C:\Users\Jim\Desktop	Flex Presentation.xlsm	Sheet2	C2	12/31/2013
Chart 1	Run	PrintPDF	C:\Users\Jim\Desktop	Flex Presentation.xlsm	Sheet2	Folder:	C:\Users\Jim
Chart 1	Run	Email	C:\Users\Jim\Desktop	Flex Presentation.pdf		Recipient(s):	Jim@astute

With the Automation Table worksheet open, you click the Automation button on the Vivid Flex tool bar to open the Automation screen. The tasks defined in the worksheet are loaded into the Automation screen.



Click the Run button to process the tasks. It's that easy!



Scheduling Tasks

Each collection of tasks defined in an Automation Table worksheet is called a job. Jobs can be scheduled to run on defined days at defined times.

For example, jobs that include sales reports might be scheduled to run every Monday morning at 5:00 a.m. whereas cancellation reports might be run daily for the purpose of distributing information to sales representatives for timely follow-up with the cancelled customer or prospective new customer.

Metrics and Benchmarks

What are the important metrics used by your company to ensure you stay on track to meet your financial and operating goals? Here are some example metrics used by many security alarm companies.

RMR

RMR in force
Additions
Net growth
Gross and net attrition
Cancellations
Resign success rates

Sales

Active leads
Sold leads
Win/loss ratios
Cost per lead

Jobs

In queue
Sales
Billings backlog
Closings
Profit/loss
Creation multiples

Service

In queue
New tickets
Closed tickets
Profit/loss-billed
Profit/loss-contract

Technicians

Chargeable hours
Non-chargeable hours
Over-under budget
Billable vs. non-billable service
Average ticket times

Financial

Total revenue
Gross profit %
SG&A as a % of total revenue
NOI as a % of total revenue
Revenue per employee
Steady state cash flow
Past due accounts

Metrics can be useful in and of themselves, but become significantly more informative when compared to benchmark such as a prior month or year, a budget or an industry average.

Conclusion

SedonaOffice has become the leading financial software for security companies because of its exceptional functionality and reporting capabilities. Now, you can take reporting and analysis for your company to a whole new level with Vivid Reports Flex.