

Bookings, Billings and Backlog Solution

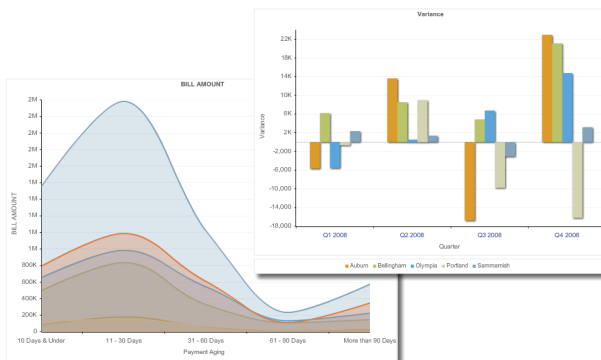
The integration of financial and operational information is critical to optimizing capital expenditures and investment in any company. Understanding why operational performance is good or bad and what could be done to improve it is a challenge many organizations face. Analysis of bookings, billings and backlog (BBB) data enables the measurement of actual versus forecasted results that executives require to manage performance.

Many business managers find it difficult to access the data necessary for making critical business decisions – data that highlights trends, accurately calculates billings or shows which products and services generate the most revenue. In many companies, collecting reliable and actionable BBB data from sales, order management, general ledger and billing systems is a time-consuming, manual process resulting in disperse spreadsheets with wrong numbers, broken formulas, consolidations that choke and versions that are outdated when it comes time to make a decision. If, like many companies, you rely upon data in disparate spreadsheets for your day-to-day business data collection and reporting, remaining competitive will be a challenge.

“The investment in PivotLink is the best use of software dollars we have ever made. Our CFO is logged on all day, the senior vice president of sales and the regional managers are on board, and the managers and assistant managers of all 54 stores are using it — and loving it!”

— Tom Lockwood, CIO of Car Toys

How well can your company confidently answer the following questions today?



- The VP of Marketing lays out a compelling product launch plan and asks for 20% increase in campaign spending over the next six months. He presents a compelling unit volume projection but can your organization justify the reduction in free cash flow?
- The VP of Sales had forecast sales revenue of \$200 million for the fiscal year, but he is now running 18% below plan! What is the impact on your current and forecasted cash, inventory carrying costs and receivables?
- Are there trends that indicate softening markets and product lines?

Too often, strategic questions like these are left unanswered, or the insight is lost in a randomly developed spreadsheet that doesn't roll-up into a management report in time. In many cases, this approach results in decisions based on inaccurate information and missed revenue opportunities.

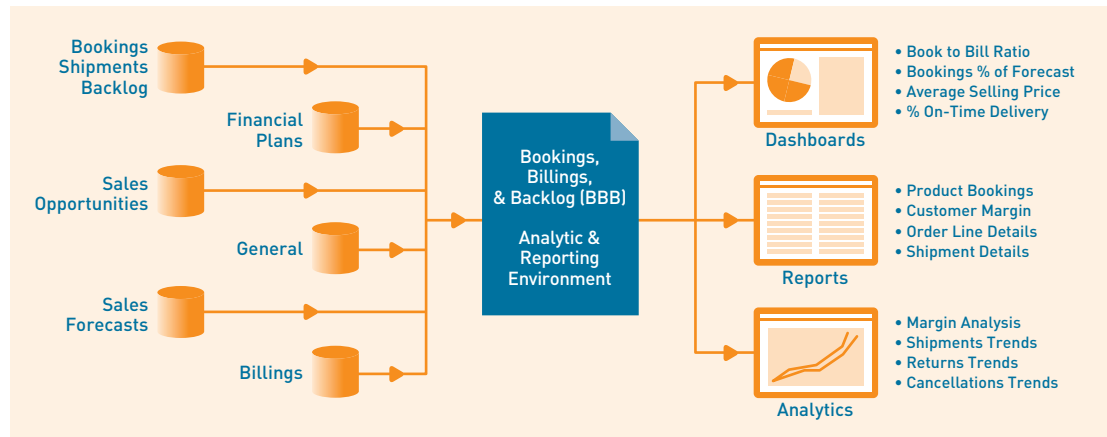
BBB Reporting and Analysis Solution – Insight into the pulse of the business

On-Demand Benefits

- Lower TCO
- Faster implementation and upgrade cycles
- Increased scalability of both users and data
- Self-service report generation
- Unburden IT

CFOs, sales managers and other executives need to reconcile the flow of orders and revenue from booking through revenue recognition. PivotLink addresses the problem by delivering a complete business analytics solution that is simple and easy to use and delivered on-demand. The technology required to access, combine, clean, analyze and present the data is integrated behind the scenes, so you don't have to worry about it. You can focus on the analysis required to run your business better. PivotLink's BBB reporting and analysis solution converts transacted ERP, CRM, inventory and e-commerce data into critical business information and delivers that as an integrated reporting structure.

PivotLink's reporting features can be customized on the fly by any business user. In less time than it takes to call IT, you can generate any custom report you need to address business problems in real time. Equipped with both summary and detail reporting, business managers can now get complete visibility into the entire BBB process and analyze everything that happens from the time you meet a customer to the time you are billing them and collecting payment.



Common bookings, billings, and backlog reporting and analysis architecture.

Features:

- Integrated, automated data aggregation to eliminate inconsistent, time-consuming manual data collection processes
- Trend, comparative and panoramic drill-down analysis
- Summary and detail reporting
- Ability to incorporate different accounting rules to reconcile back to the financial statement
- Record level security – PivotLink can be configured to provide restricted row level access, so employees only see the data that pertains to them

Benefits:

- Improve alignment among sales, finance and operations
- Decrease reliance on manually generated spreadsheets
- Reveal data integrity issues
- Increase reliability of forecasts
- Ensure accuracy and performance of your BBB reporting initiative

ABOUT PIVOTLINK

San Francisco, CA based PivotLink is privately held, rapidly growing company leading the industry in BI technology innovation. We pride ourselves on drastically reducing the cost and time required for implementing business intelligence. Visit us on the Web at www.pivotlink.com

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