



EXAMPLE SAAS COMPANY

MANAGEMENT REPORT - JUNE 2015

Prepared 12 August 2015

Highlights

1. General Overview

Good results, particularly in terms of progress, let's keep this up going into the next quarter!

2. Particular Highlight

Giving clients just what they need, customers increasing month on month - satisfaction all round.

3. Revenue

The Revenue for Jun 2015 was £92,438, compared to £100,962 last month. This represents a decrease of £8,524, or -8.44%.

4. Gross Profit

The Gross Profit for Jun 2015 was £60,711, compared to £65,072 last month. This represents a decrease of £4,361, or -6.7%.

5. Profit

The Net Profit for Jun 2015 was £933, compared to £3,779 last month. This represents a decrease of £2,846, or -75.31%.

6. Bank

The Bank for Jun 2015 was £77,484, compared to £66,904 last month. This represents an increase of £10,580, or 15.81%.

Observations

1. Market Conditions

These remain patchy and we should be on guard. We are expecting debtor days to soften and price sensitivity to increase.

2. Projections

See Spotlight Forecast for detail, plus Scenario Growth for what can be achieved.

3. People

The Restructure Proposal is pending Board approval. Let's move on this if possible.

4. CAPEX

CAPEX freeze at the end of the month, please refer to Recommendations.

Recommendations for Action

1. Revenue

Let's do a Sales Strategy - maximise Revenue now

2. Margins

It's time for our Pricing Review.

3. Profit

Considerations for next board meeting - if profit remains steady.

4. People

Time for Jim to go. Let's action this.

5. Strategic

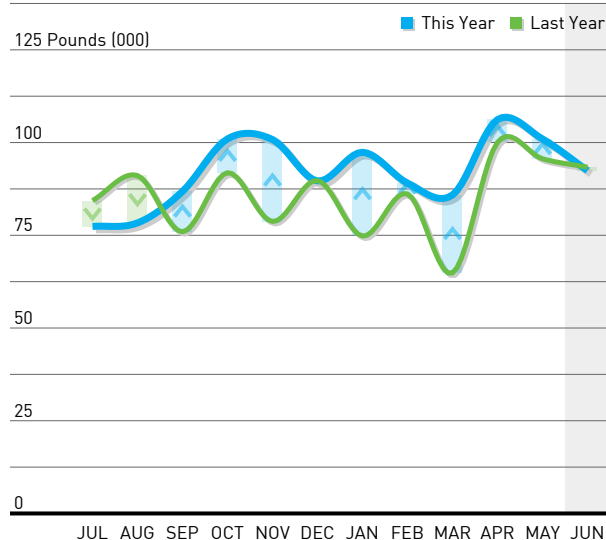
Our Strategy Team is all ready to start this process.

6. Overheads

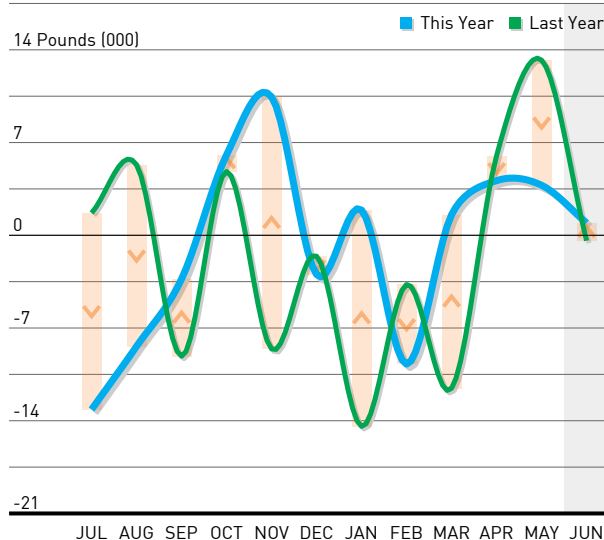
The Overhead recommendations of June need to be revisited as the intended outcomes have not yet been achieved.

	YTD	Actual vs Last Year		Jun 15 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Jun 15	May 15	Apr 15	Mar 15	YTD	Budget	Total 14/15
Project Revenue	947,341	879,865	7.7%	78,831	84,478	91,969	73,163	947,341	0	947,341
Product Revenue	113,049	94,638	19.5%	10,311	11,622	10,702	9,189	113,049	0	113,049
Support Revenue	45,541	52,057	-12.5%	3,296	4,862	3,523	3,519	45,541	0	45,541
Total Revenue	1,105,931	1,026,560	7.7%	92,438	100,962	106,194	85,871	1,105,931	0	1,105,931
Cost of Sales	425,275	428,067	-0.7%	31,727	35,890	40,032	27,355	425,275	0	425,275
Total Cost of Sales	425,275	428,067	-0.7%	31,727	35,890	40,032	27,355	425,275	0	425,275
Gross Profit	680,656	598,493	13.7%	60,711	65,072	66,162	58,516	680,656	0	680,656
Gross Profit %	61.5%	58.3%	3.2%	65.7%	64.5%	62.3%	68.1%	61.5%	0.0%	61.5%
OPEX	689,360	616,848	11.8%	59,778	61,293	62,038	56,964	689,360	0	689,360
Total OPEX	689,360	616,848	11.8%	59,778	61,293	62,038	56,964	689,360	0	689,360
NOPBT	-8,704	-18,355	52.6%	933	3,779	4,124	1,552	-8,704	0	-8,704
NOP%	-0.8%	-1.8%	1.0%	1.0%	3.7%	3.9%	1.8%	-0.8%	0.0%	-0.8%
Net Profit Before Tax	-8,704	-18,355	52.6%	933	3,779	4,124	1,552	-8,704	0	-8,704
Profit	-8,704	-18,355	52.6%	933	3,779	4,124	1,552	-8,704	0	-8,704

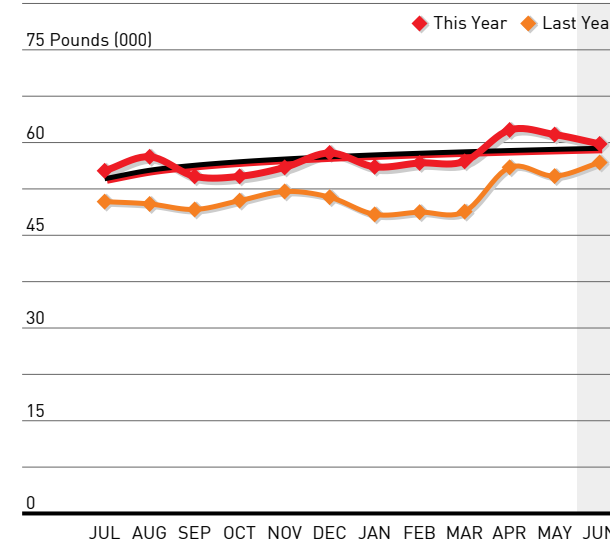
REVENUE - This Year vs Last Year



NET OPERATING PROFIT - This Year vs Last Year



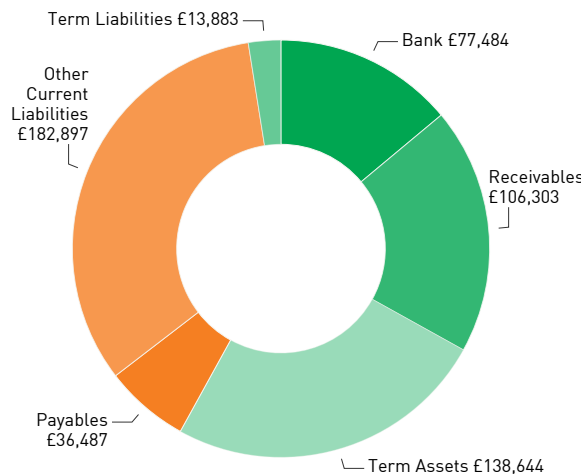
OPEX - This Year vs Last Year



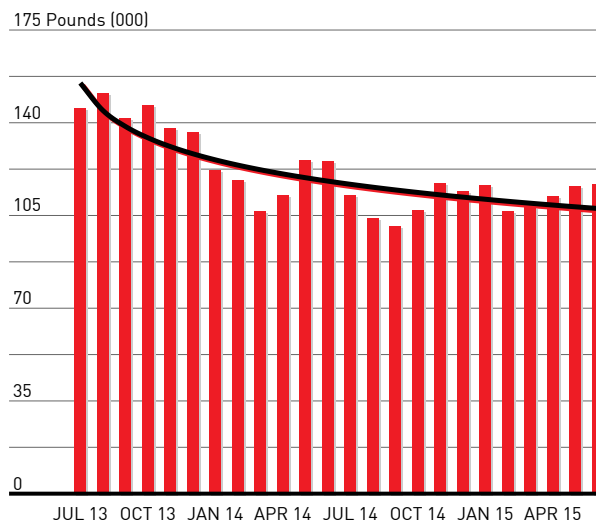
	Now	Actual vs Last Year to Date			Last 3 Months		
	As at Jun 15	Last Year	Variance	Variance %	May 15	Apr 15	Mar 15
Accounts Receivable	106,303	107,359	-1,056	-1.0%	116,106	122,122	98,751
Bank Accounts	77,484	43,324	34,160	78.8%	66,904	56,739	56,074
Total Current Assets	183,787	150,683	33,104	22.0%	183,010	178,861	154,825
Term Assets	138,644	138,644	0	0.0%	138,644	138,644	138,644
Total Assets	322,431	289,327	33,104	11.4%	321,654	317,505	293,469
Accounts Payable	36,487	42,539	-6,052	-14.2%	41,274	46,037	31,458
Other Current Liabilities	182,897	100,235	82,662	82.5%	175,366	167,332	159,099
Total Current Liabilities	219,384	142,774	76,610	53.7%	216,640	213,369	190,557
Term Liabilities	-13,883	20,917	-34,800	-166.4%	-10,983	-8,083	-5,183
Total Liabilities	205,501	163,691	41,810	25.5%	205,657	205,286	185,374
Equity	116,930	125,636	-8,706	-6.9%	115,997	112,219	108,095

Monitors	
CAPEX Monitor	YTD
Total CAPEX	0
Debt Monitor	
As at Jun 15	
Taxes	182,897
Accounts Payable	36,487
Term Loans	-13,883
Total Debt	205,501

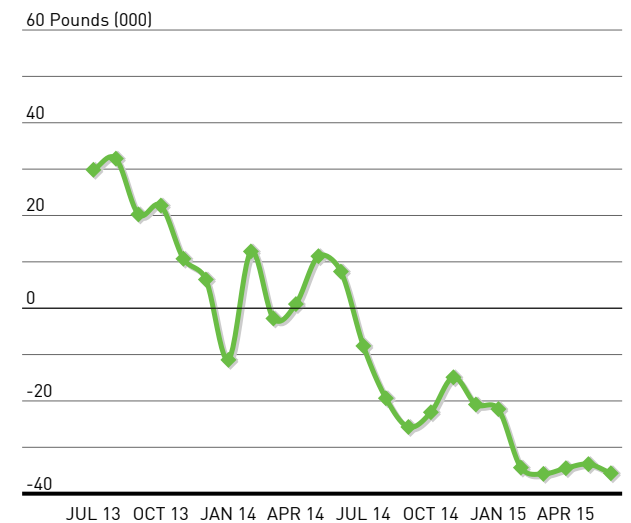
BALANCE SHEET COMPONENTS



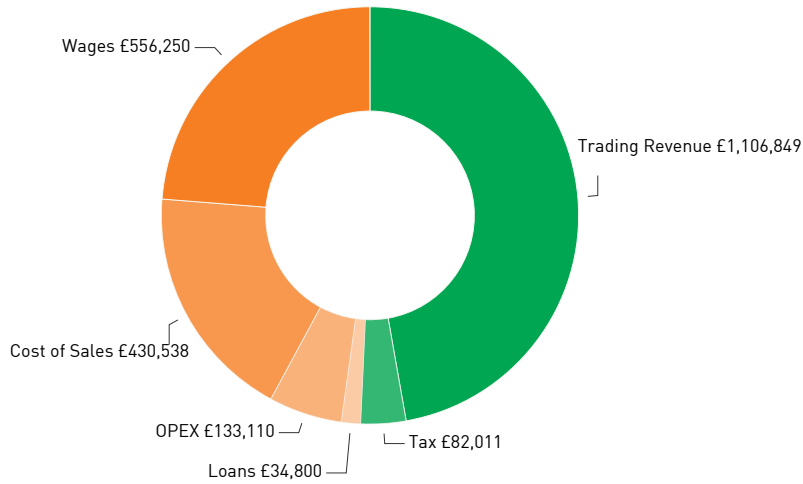
EQUITY TREND



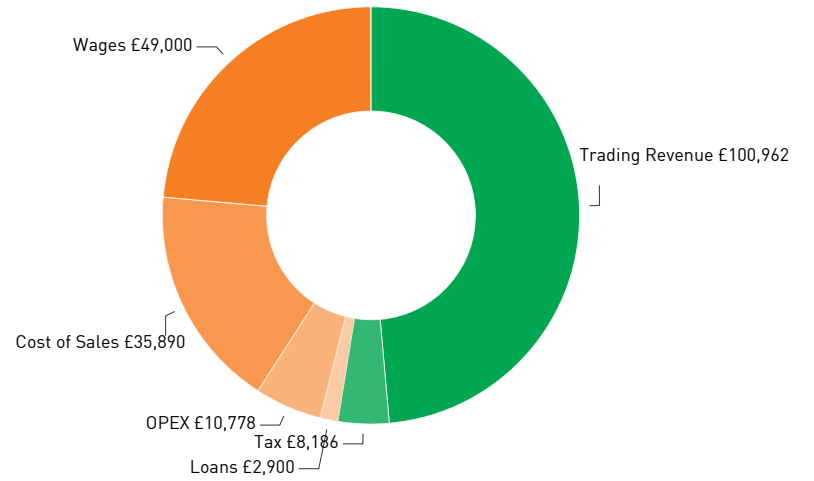
LIQUIDITY MONITOR



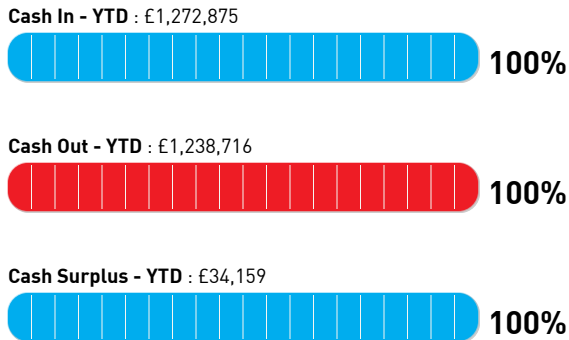
YTD CASH - excluding VAT



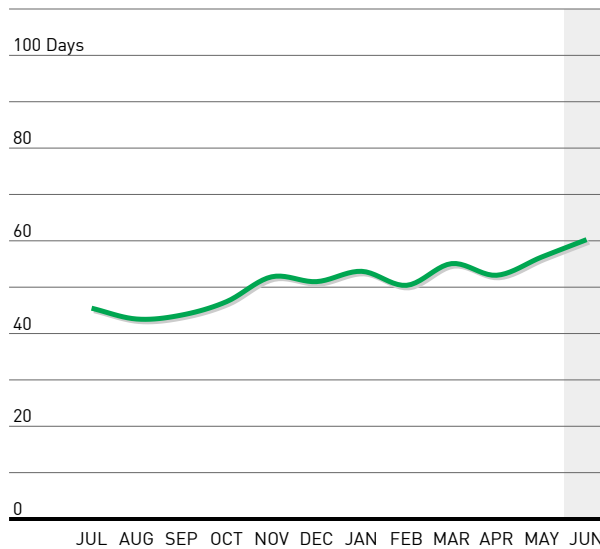
CASH - June 15 (excluding VAT)



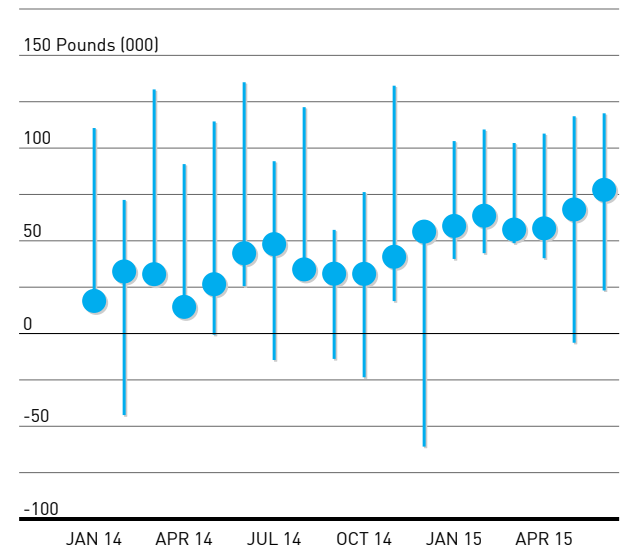
CASH TARGET MONITOR



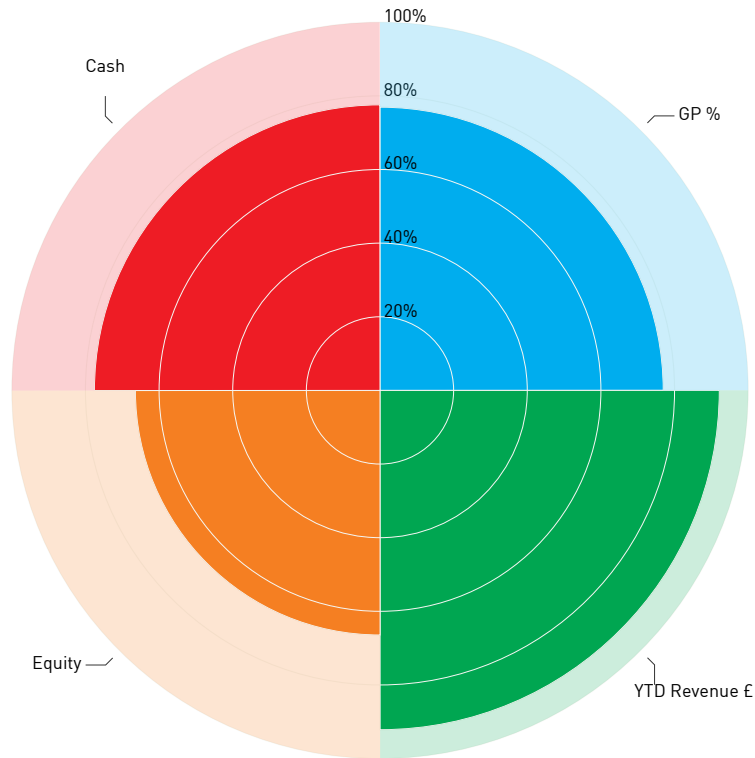
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

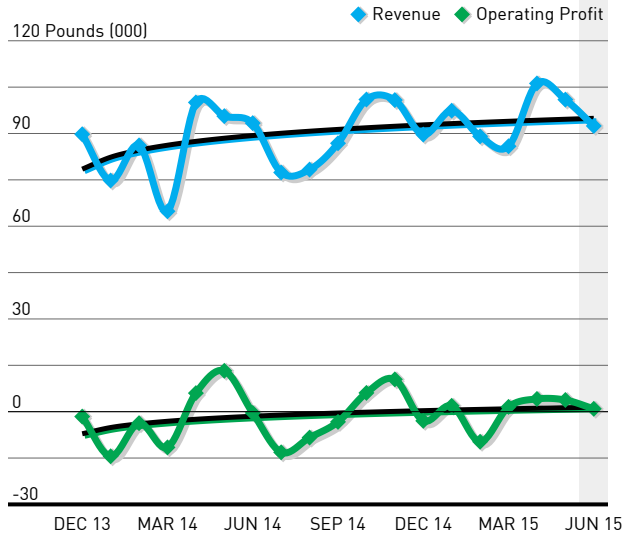


TARGET SCORE CARD

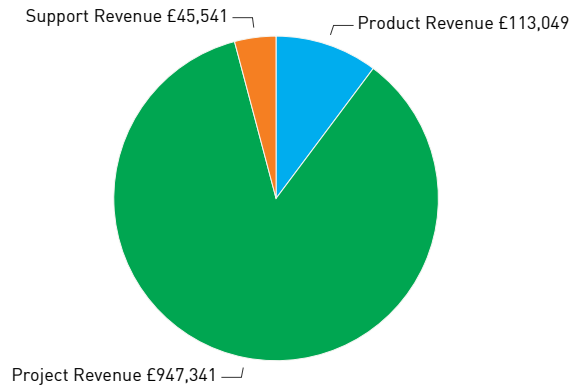


Actual vs Target		
	Actual	Target
GP %	61.5%	80.0%
Revenue	1,105,931	1,200,000
Equity	116,930	176,000
Cash	77,484	99,900

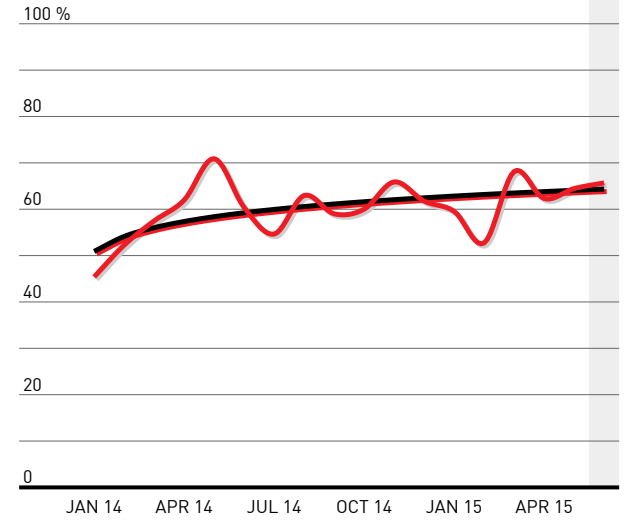
REVENUE AND OPERATING PROFIT TRENDS - Last 18 Months



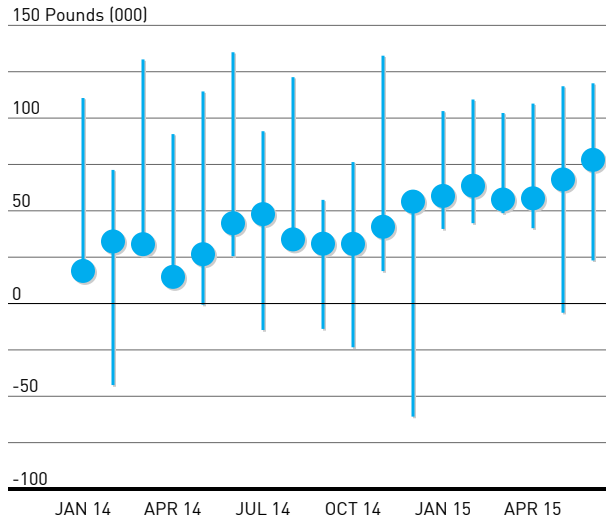
TOP REVENUE CONTRIBUTORS



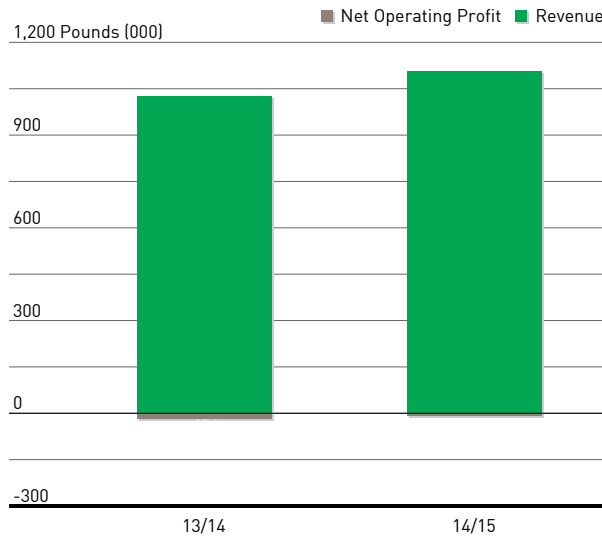
GROSS PROFIT % (EFFICIENCY)



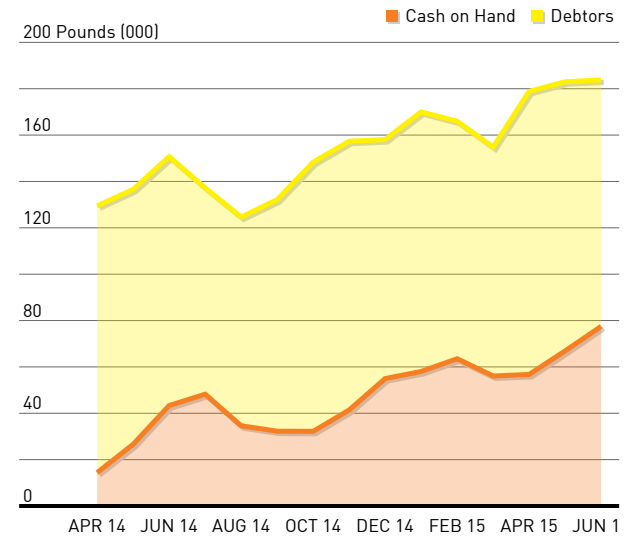
CASH ON HAND - With High and Low Balances



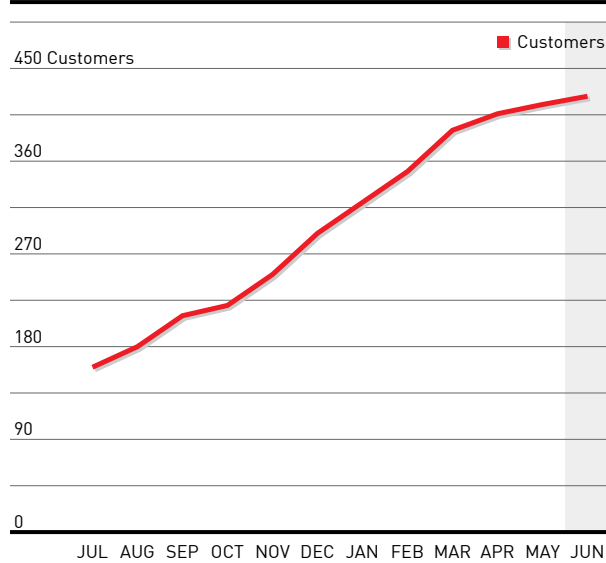
REVENUE AND NET OPERATING PROFIT - Last Year and Current Year



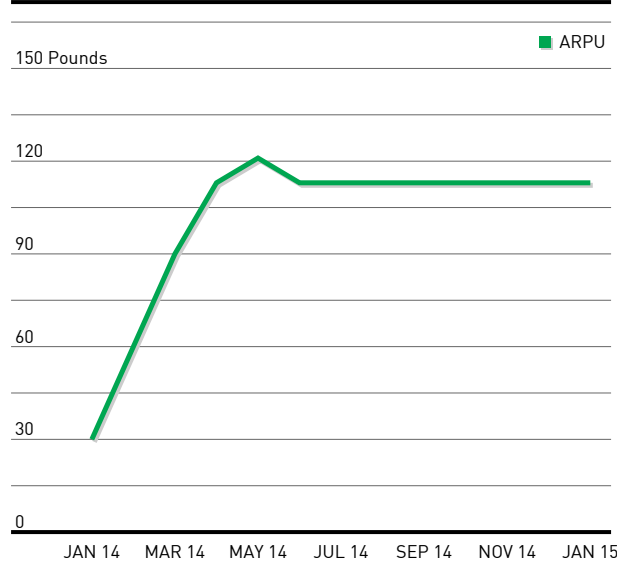
LIQUIDITY - (Cash + Debtors)



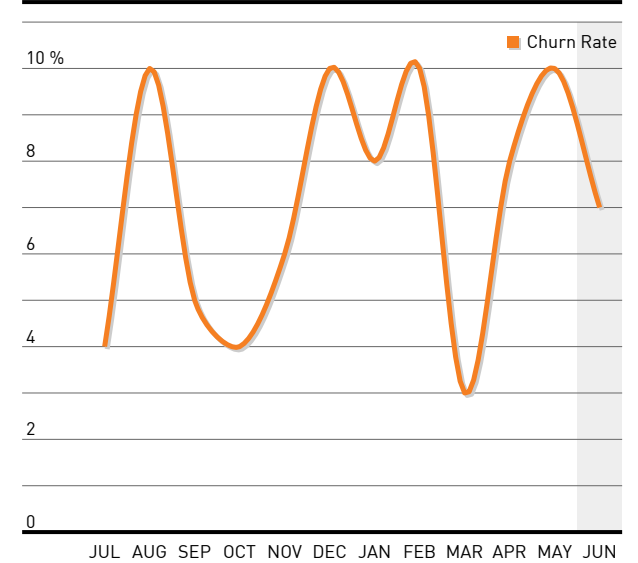
New Customers



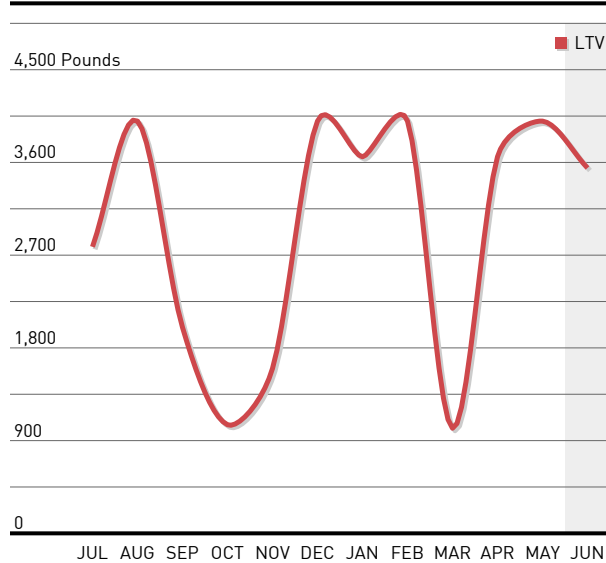
ARPU



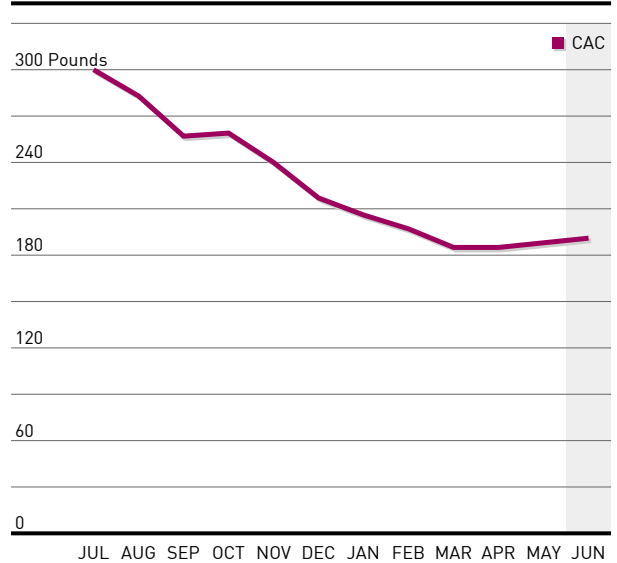
Churn Rate



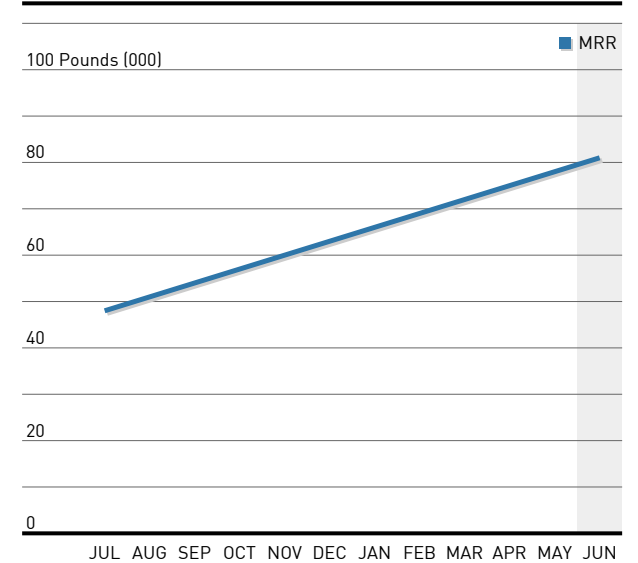
LTV



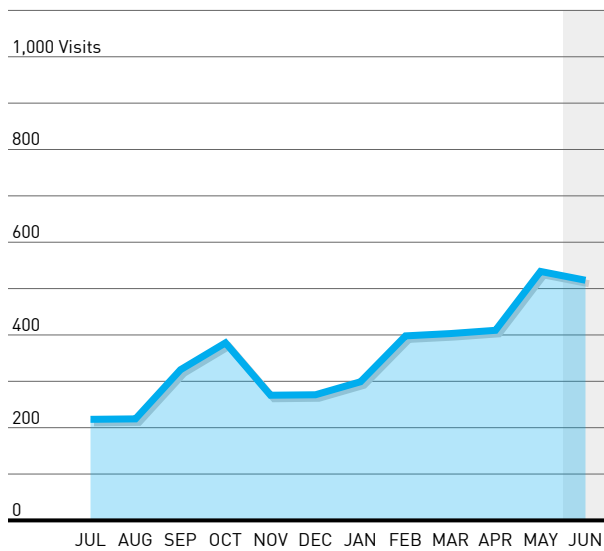
CAC



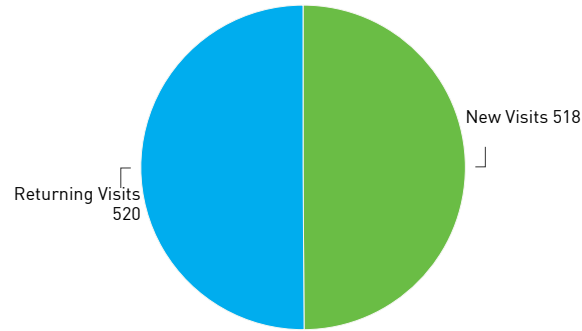
Monthly Recurring Revenue



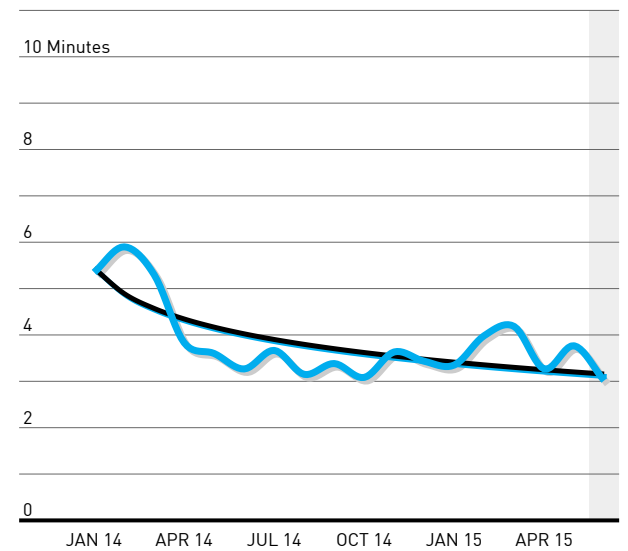
MONTHLY UNIQUE VISITS



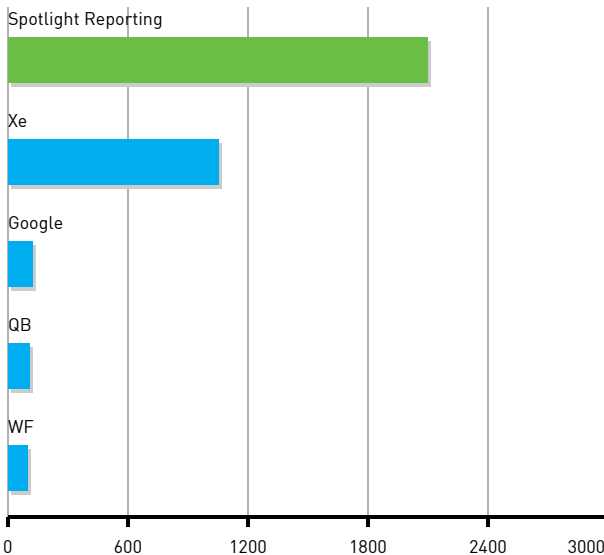
NEW vs RETURNING VISITS - This Month



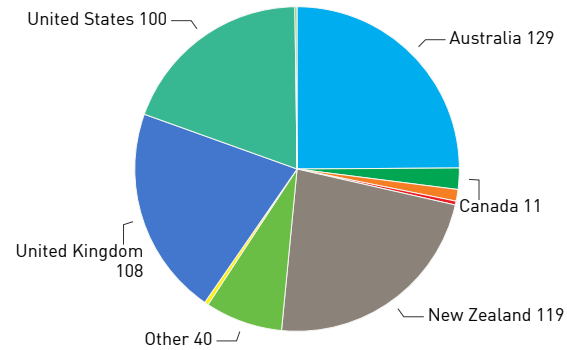
TIME ON SITE - Last 18 Months



POPULAR PAGES (Top 5) - This Month



UNIQUE VISITS BY COUNTRY - This Month



ORIGINATING SOURCE (Top 5) - This Month

