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Platinum™ Papers

Essential Workamajig Reports

The All-In-One Solution For Your Creative Team

Introduction

Accurate, reliable reporting is crucial for determining your organization's ROI. Paying attention to the bottom line as we manage the creative process is critical, but not always easy. With Workamajig, creative teams can easily and automatically generate reports that are useful in maintaining client relationships, optimizing client budgets, tracking project processes, measuring red flags and more. In this guide, you will see eight Workamajig reports that are essential for your creative team.

> "Paying attention to the bottom line as we manage the creative process is critical."

The Project Budget Analysis Report shows users budgeting and actual spending in one simple report.

Project Budget Analysis

Project Number	Project Name	Non Billable	Retainer Name	Curr Total Budget	Curr Budget Hrs	Curr Budget Expense Gross	Act Hrs	Inside Costs Gross	Outside Costs Gross
15-EXT-0042	Digital Media Campaign	NO		78,800.00	136.00	61,800.00	0.00	0.00	83,000.00
16-CAR-0063	Q3 Digital Media	NO		78,800.00	136.00	61,800.00	3.50	0.00	0.00
16-ADS-0101	James Logo	NO		36,535.00	243.00	3,870.00	9.50	0.00	2,010.00
16-CAR-0053	Website redo	NO		35,595.00	137.00	18,000.00	29.00	0.00	0.00
16-CAR-0064	Radio and Broadcast	NO		28,000.00	0.00	28,000.00	0.00	0.00	6,600.00
16-BBG-0045	S3M Website	NO		24,035.00	48.00	17,825.00	8.00	0.00	0.00
15-ADS-0181	PPS Logo	NO		22,020.00	19.00	19,625.00	2.32	0.00	17,825.00
15-DAY-0094	DayField TV Spot	NO		21,022.50	152.50	0.00	16.50	0.00	9,300.00
15-ADS-0194	FD Banner Ad	NO		13,557.50	19.00	11,162.50	10.00	39.00	1,725.00

What does it do?

The Project Budget Analysis shows a project's real-time budget versus actual spend. It can also be used as a "burn report" to show how much work is left to do versus how much time is allocated for a project.

Who should use it?

(And to what extent)

Account Executives (Daily)

Senior Leadership (Weekly to Monthly)

Finance (Monthly)

Project and Account Managers (Infrequently)

Top 3 benefits of report

1. Shows real-time data
2. Modifiable, based on user needs
3. Multiple outputs for analysis and review

Why users love it

In addition to showing real-time data with modifiable formatting, users can also drill down into each actual line item to see who spent time - and on what task - for a full detailed projection of budgeting.

Bottom-line summary

Project Budget Analysis provides one report where all budgeting and actual spending are grouped together. It can be easily adjusted for summarizing or taking a deep dive into analytics.

In the Project P&L report users can see all their financial aspects in one place.

Project Profit and Loss (Multi View)

print modify

Project Profit and Loss (Multi-View) 2

Project	Revenue	Labor Hours	Total Inside Costs	COGS	Overhead All...	Net Profit	Ordinary Income	Agency Gross Incor
AGL-Angel								
- NONE - No Proj...	30,600.00	0.00	0.00	0.00	0.00	30,600.00	30,600.00	30,6
14-AGL-0048 - T...	308.75	3.25	-91.14	12.02	-416.14	554.12	387.87	2
14-AGL-0062 - M...	356.25	3.75	-105.16	13.87	-480.16	590.04	447.54	3
14-AGL-0072 - R...	261.25	2.75	-77.12	10.17	-352.12	423.20	328.20	2
14-AGL-0094 - T...	23.75	0.25	-7.01	0.92	-32.01	53.59	29.84	
Subtotal for AGL-Angel	**31,550.00**	**10.00**	**-280.44**	**36.99**	**-1,280.44**	**32,220.94**	**31,793.44**	**31,5**
BB-Cozy Cottages-Cozy Cottages								
- NONE - No Proj...	25.00	0.00	-0.31	0.00	0.00	25.31	25.31	

What does it do?

With the Project P&L detail view, users see a true financial report that includes overhead allocations to arrive at net profitability of projects.

Who should use it?
(And to what extent)

Executives

Finance

Top 3 benefits of report

1. True financial reporting with ties to income statement
2. Three overhead allocation options
3. Calculate a real profit margin across projects

Why users love it

It's no longer necessary to spend hours trying to calculate overhead into project post-mortem reports; with Workamajig, you have options of how and if to include overhead with just one click.

Bottom-line summary

For a system to be truly all-in-one, it must provide reporting that includes all financial aspects, including overhead.

The Chargeability Summary Report allows users to see actual time on billable and nonbillable tasks. Users can even compare the actual time logged to company goals.

Chargeability Summary - Hours

Year: 2016, Month: January, Number Of Months: 12, Include Non Billable Projects, Labor Budget: new budget, Suppress zero rows

	Chargeable Hours					Non Chargeable Hours				Total Hours		
Person	Plan	Actual	% of Plan	% of Total	Variance	Plan	Actual	% of Plan	% of Total	Plan	Actual	% of Plan
No Department												
Zane Clarke	1,800.00	1,126.00	62.6%	100.0%	674.00	192.00	0.00	0.0%	0.0%	1,992.00	1,126.00	56.5%
Subtotal for: No Department	**1,800.00**	**1,126.00**	**62.6%**	**100.0%**	**674.00**	**192.00**	**0.00**	**0.0%**	**0.0%**	**1,992.00**	**1,126.00**	**56.5%**
Creative												
Skylar Clarke	1,800.00	1,419.00	78.8%	100.0%	381.00	192.00	0.00	0.0%	0.0%	1,992.00	1,419.00	71.2%
Subtotal for: Creative	**1,800.00**	**1,419.00**	**78.8%**	**100.0%**	**381.00**	**192.00**	**0.00**	**0.0%**	**0.0%**	**1,992.00**	**1,419.00**	**71.2%**
Technical												
Marc Hayes	1,800.00	1,139.00	63.3%	100.0%	661.00	192.00	0.00	0.0%	0.0%	1,992.00	1,139.00	57.2%
Penny Kooy	1,800.00	1,159.67	64.4%	100.0%	640.33	192.00	0.50	0.3%	0.0%	1,992.00	1,160.17	58.2%
Subtotal for: Technical	**3,600.00**	**2,298.67**	**63.9%**	**100.0%**	**1,301.33**	**384.00**	**0.50**	**0.1%**	**0.0%**	**3,984.00**	**2,299.17**	**57.7%**
	7,200.00	**4,843.67**	**67.3%**	**100.0%**	**2,356.33**	**768.00**	**0.50**	**0.1%**	**0.0%**	**7,968.00**	**4,844.17**	**60.8%**

What does it do?

The Chargeability Goals in the Chargeability Summary report show the actual time on billable and nonbillable tasks with a labor budget comparison.

Who should use it?
(And to what extent)

- Account Executives
- Executives
- Resource Managers
- Monthly and Quarterly

Top 3 benefits of report

1. Set Labor Budgets for staff that can vary by role
2. Report the actual time staff logs, in terms of what percentage is billable versus non-billable
3. Compare logged time to budget goals and see how well the team is moving toward attaining those margins

Why users love it

Users can look at this at the budget or hourly level to see the value of the time tracked to specific tasks and projects.

Bottom-line summary

Set goals. Log your time. See how you do!

The Time Productivity Analysis report allows users to see billable versus non-billable time in multiple groups and subgroups.

Project Hourly Realization Rate

Client = ant hill, Status = In Production , Dates later than 11/1/2016, Dates earlier than 11/30/2016, Calculate Rate From Labor Billed

CM Trainer - Demo Acct

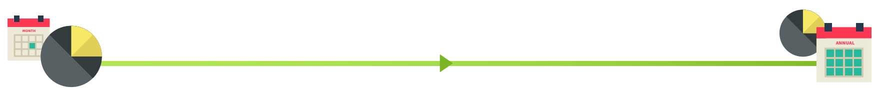
Project	Billed	Direct Exp	Other Exp	AGI	%	Labor	Profit	%	Actual Hours	Labor Billed	Labor on Income Accts	Realized Rate
ant hill												
16-ANT-0311 - Band Logo	88,000.00	0.00	0.00	88,000.00	100%	0.00	88,000.00	100%	440.0000	88,000.00	0.00	200.00
16-ANT-0320 - CM logo	145,000.00	0.00	0.00	145,000.00	100%	60,900.00	84,100.00	58%	1146.0000	145,000.00	0.00	126.53
16-ANT-0333 - AG logo	0.00	0.00	0.00	0.00	0%	20,350.00	-20,350.00	0%	503.5000	0.00	0.00	0.00
16-ANT-0334 - REs Logo	132,000.00	0.00	0.00	132,000.00	100%	75,200.00	56,800.00	43%	1355.0000	132,000.00	0.00	97.42
	365,000.00	**0.00**	**0.00**	**365,000.00**	**100%**	**156,450.00**	**208,550.00**	**57%**	**3444.5**	**365,000.00**	**0.00**	**105.97**
	365,000.00	**0.00**	**0.00**	**365,000.00**	**100%**	**156,450.00**	**208,550.00**	**57%**	**3444.5**	**365,000.00**	**0.00**	**105.97**

What does it do?

The Time Productivity Analysis shows billable versus non-billable time with multiple grouping and subgrouping options to see how well you're utilizing resources.

Who should use it?
(And to what extent)

- Account Managers (Monthly/Quarterly)
- Resource Managers (Monthly/Quarterly)
- Project Managers (Monthly/Quarterly)
- Executives (Quarterly/ Annually)

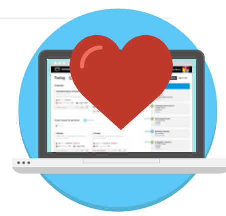


Top 3 benefits of report

1. Includes filters and grouping options to cut up information in a huge variety of ways
2. Differentiates between billable and nonbillable hours
3. Determine potential issues and see where employees are doing well

Why users love it

Without Workamajig, looking at time productivity means a lot of manual exporting and comparing of data. Workamajig makes it fast and easy to access this information.



Bottom-line summary

Shows billable and nonbillable hours with multiple grouping options to quickly show where there are potential red flags and where time is well spent.

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The Project P&L Multiview Report lets users look across projects using date ranges and filters and see if projects are profitable.

Project Profit and Loss (Multi View)

print modify

Project Profit and Loss (Multi-View) 2

Project	Revenue	Labor Hours	Total Inside Costs	COGS	Overhead All...	Net Profit	Ordinary Income	Agency Gross Incor
AGL-Angel								
- NONE - No Proj...	30,600.00	0.00	0.00	0.00	0.00	30,600.00	30,600.00	30,6
14-AGL-0048 - T...	308.75	3.25	-91.14	12.02	-416.14	554.12	387.87	2
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BB-Cozy Cottages-Cozy Cottages								

What does it do?

With the Project P&L Multiview report, you can determine your most profitable projects. You can look across projects within a date range and incorporate many other filters.

Who should use it?
(And to what extent)

Executives

Finance

Monthly, Quarterly, Year-End

Top 3 benefits of report

1. Quickly see which types of projects are the most profitable
2. Determine which account managers' methods are the best for maintaining profit margins
3. Create filters to see profitability based on Account Manager, Salesperson, and more

Why users love it

Accountants used to have to spend considerable time putting together financial data and reports to determine profitability. Now they can access it in one click with a modifiable layout.

Bottom-line summary

Use data to make decisions on business items, such as selling more projects that give the best profit margin and determining if you're properly pricing projects.

The Client P&L Multiview Report allows users to easily determine which clients are most profitable.

Account	1/1/2014 - 12/31/2016	%
Revenue		
Gross Revenues - Media	57,250.00	60.46
Gross Revenues - Production	7,642.13	8.07
Gross Revenues - Billed Service Fees	29,798.80	31.47

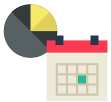
What does it do?

With the Client P&L Multiview report, you can easily determine your most profitable clients. You can view clients within a date range and incorporate many other filters to fine-tune your results.

Who should use it?
(And to what extent)

Executives

Finance



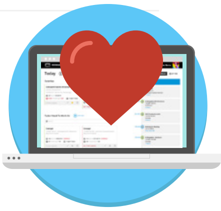
Monthly, Quarterly, Year-End

Top 3 benefits of report

1. Quickly see which clients are the most profitable
2. Determine which account managers' methods are the best for maintaining profit margins
3. Create filters to see profitability based on Account Manager, Salesperson, and more

Why users love it

Accountants used to have to spend considerable time putting together financial data and reports to determine profitability. Now they can access it in one click with a modifiable layout.



Bottom-line summary

Use data to make decisions on business items, such as identifying the profile of clients who tend to be the most profitable and to determine if you're properly pricing your projects.

The Client P&L Detail View Report allows users to see how they are profiting from a client over a period of time.

Client Profit and Loss (Multi View)

print modify

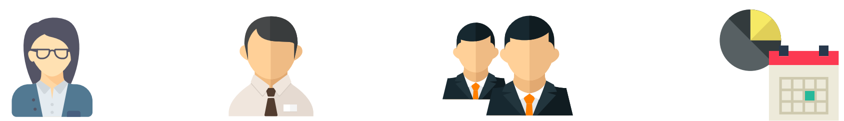
Client Profit and Loss (Multi View)

Client	Client Name	Revenue	COGS	Overhead All...	Agency Gross Income	Labor Hours	Total Inside Costs	Ordinary Incor
AGL-Angel	Angel	141,624.17	25,069.67	-57,470.80	116,554.50	534.72	-2,778.17	119,3
ANT-ant hill	ant hill	94,690.93	34,707.01	-240,200.62	59,983.92	2,918.19	-14,684.68	74,6
MaySway-MaySway	MaySway	35,100.00	-36,350.00	0.00	71,450.00	0.00	0.00	71,4
GLC-GLC Inc.	GLC Inc.	23,144.40	2,273.26	-101,717.06	20,871.14	1,289.19	-6,698.06	27,5
Bars-After Hours-After ...	After Hours	18,982.50	13.08	-473.38	18,969.42	4.50	-23.38	18,9
abc-Testing abc	Testing abc	16,047.50	-4,394.56	-920.46	20,442.06	8.75	-45.46	20,4
BarsGGalley-Gabes Gal...	Gabes Galley	13,010.13	-590.78	-152.53	13,600.91	1.45	-7.53	13,6

What does it do?

Shows net profitability of a client over a period of time, including overhead allocations.

Who should use it?
(And to what extent)



Account Executives

Accounting

Executive Team

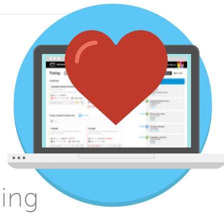
Monthly, Quarterly, Annually

Top 3 benefits of report

1. Shows the agency's real profit from a client with multiple overhead allocation methods
2. Lines up all the projects you've completed for a specific client to show how those projects have impacted the overall profit margin for the client
3. Determine whether you are over - or under - servicing a client

Why users love it

This report provides a unique view into client profitability. This type of reporting is not available from other systems, because they don't have all of the different pieces needed to pull together such a report - including project, accounting and overhead data . See all of this information quickly, without having to wait for an accountant to manually put it together.



Bottom-line summary

See how well you are profiting from ANY client, at any time.

The Project Hourly Realization Rate report allows users to see the actual hourly rate they earn on projects.

Time Productivity Analysis

Status = All Projects, Work Date is on or after 1/1/2016, Work Date is on or before 11/30/2016

	Hours					Money			
	Total	**Billable**	**%**	**Non Billable**	**%**	**Gross**	**Cost**	**Margin**	**%**
2016									
Marc Hayes	1,139.00	1,139.00	100%	0.00	0%	227,800.00	45,560.00	182,240.00	80%
Penny Kooy	1,160.17	1,159.67	100%	0.50	0%	117,130.75	116,017.00	1,113.75	1%
Skylar Clarke	1,419.00	1,419.00	100%	0.00	0%	219,945.00	56,760.00	163,185.00	74%
Zane Clarke	1,126.00	1,126.00	100%	0.00	0%	225,155.00	0.00	225,155.00	100%
	4,844.17	**4,843.67**	**100%**	**0.50**	**0%**	**790,030.75**	**218,337.00**	**571,693.75**	**72%**
	4,844.17	**4,843.67**	**100%**	**0.50**	**0%**	**790,030.75**	**218,337.00**	**571,693.75**	**72%**

What does it do?

The Project Hourly Realization Rate report shows actual hourly rate earned on projects with multiple grouping options.

Who should use it?
(And to what extent)

Executives

Account Executives and Project Managers

Monthly, Quarterly, Year-End

Top 3 benefits of report

1. Find out what the true realization rate is on projects
2. Use rate calculations option with filters and grouping selections to maximize report
3. Get the real numbers, not just a guess or theory

Why users love it

Users finally have a way to see real realization across projects in one place—without hours of calculations.

Bottom-line summary

Keep on top of realized rates to address any issues and get the real numbers, not just theory.

workamajig®

Are you ready to see how you can take your reporting to the next level?

REQUEST A PERSONALIZED DEMO TODAY.