



## Reference Guide to: Understanding Business Intelligence Reports Qvinci for Franchises

(Red text identifies actions to take)

### QVINCI'S NEW BI REPORTS:

Qvinci's new Business Intelligence tools facilitate your ability to **better serve franchisee needs** by providing intuitive, actionable insights, including KPIs, comparative analysis, trending analysis and more that your **franchisees actually understand**.

Below is a Reference Guide (a Qvinci Gallery template that can be inserted into any report package) to ensure all franchisees can read each BI report (black text) and contains a call to action (red text) that is **proven to help create a more collaborative relationship with you and your franchisees**.

Our use of predictive analytics (green / red arrows), and charts and graphs allows your franchisees to gain a "1,000-foot" overview of how their business is performing and MOTIVATES them to **pro-actively contact you** to help resolve issues that are negatively impacting profitability. We all know that "RED means call me lets collaborate to solve the problem!"

Qvinci has created these solutions to help you and your organization gain **practical insights** into how your business is performing. I think you will be excited once you view these easy-to-understand, actionable insights that are included in your report package.

You will understand how your business is doing:

- ✓ Against Corporate profitability standards *(KPI Ideal Range Report)*
- ✓ Versus the top 20% of your peers *(Benchmark 20% Report)*
- ✓ With trending graphics *(4 Other Business Intelligence Reports)*
- ✓ Supplemented with traditional financials *(Various Balance Sheet and P&L Reports)*

**This enhanced visibility is proven to help you become even more profitable than you are today!**

### PRACTICAL APPLICATION:

Franchisors are no longer spending hours manually creating traditional financials for their franchisees, who don't really understand them. Now, **in 30 seconds, reporting is done** using Qvinci and the next 59.5 minutes are spent advising your franchisees on how to correct issues (red arrows and downward trending charts / graphs) that are negatively impacting net income and/or their business.

### TAKEAWAY:

**Franchisors organizations who want to transition franchisee relationships from Compliance to Collaboration implement Qvinci's Business Intelligence Reporting to catalyze the transformation.**



## **REFERENCE GUIDE:**

### **KPI Summary – Ideal Ranges**

- Shows how you are performing, in key areas of your business that most impact profitability, against corporate “Ideal Profitability” ranges (measured as a percentage of Income).
- GREEN indicates “inside” the ideal profitability range.
- RED is “above” or “below” the ideal profitability range. Seek help from Franchise Operations or your Accountant to identify and resolve the issues that are negatively impacting your bottom-line.

### **Benchmarking**

- Illustrates how your business is performing (far right 2 columns) against the Top 20% of your brand’s franchisees (middle 2 columns).
- Nice to know if you are part of this elite group of top performers and provides insights into where you can improve in order to become one of them.
- Look for areas where your percentages (far right column) are meaningfully higher than the Top 20% of your brand’s franchisees. Then seek best practice guidance from Franchise Operations or your Accountant to help you better control these expenses.

### **Ratio KPI Trending Analysis**

- These are period-over-period and year-to-date, year-over-year views of the most popular ratios accountants discuss with their clients.
- Green arrows are “good”, red arrows are “bad”.
- Pay close attention to Months of Cash Reserves in the CASH section of these reports!
- The more red arrows you see, the more MOTIVATED you should be to request “best practice” guidance from Franchise Operations, your Accountant or another trusted franchisee to help you address these areas that are negatively impacting your bottom-line.

### **Total Income and Net Income Analysis**

- This 3-Dimensional chart shows Total Income and Net Income, by month, over a 2-year period.
- On the left most column is Income, on the right most column is Year-Over-Year Variance.
- Current year is the active color, last year is the passive color.
- (Total Income) Illustrates how you are doing year-over-year by month, as well as year-to-date trending.
- (Net Income) You want the graphed pattern of Net Income to mirror or be slightly better than its monthly counterpart in Net Income.
- If mirrored, you are controlling costs. If not, reach out to Franchise Operations or your Accountant for help.

### **Expense Control Analysis**

If you want to make an immediate impact on your profits, it’s best to focus on controlling your largest expenses.

- This report automatically identifies and stack ranks your Top 10 Expenses (per entity or consolidated).
- It auto populates whatever those expenses are called in your Chart of Accounts into column A.
- Also, it compares them year-over-year and graphs the data (current year = active color; prior year = passive color).



- The better you control these expenses, the faster your “Red” arrows will become “Green” (KPI Ratios reports) and the more Net Income you will have!

### **Forecast Trend Analysis**

- Provides a snapshot of last month’s performance.
- A forward-looking trend analysis highlights the main areas of your P&L.
- Ideally, as “Red” arrows become “Green” (KPI Ratios reports) because your larger expenses are being better controlled (Expense Analysis report), your projected Net Income will continue to increase!
- If you are seeing a negative or small single digit percentage in the Net Income line, YTD-YOY Variance column, reach out to Franchise Operations or your Accountant for help.

### **In Conclusion:**

- None of these Business Intelligence (BI) reports are available in QuickBooks!
- Now that you have seen these BI tools, I hope they have helped you (will help you):
  - ✓ Better understand where your business is doing well and where challenges exist
  - ✓ Seek “Best Practice” guidance from others as needed (Fran Ops, Accountant, other franchisees)
  - ✓ Keep your books accurate and up to date, so your data truly reflects your business performance

## **TRADITIONAL FINANCIAL REPORTS**

As insightful as the Business Intelligence tools are, you still need to review your “traditional financials”, but now they can be viewed as the details around why you have “Red” and “Green” arrows and why graphs are trending in a positive or negative direction. Franchise Operations or your Accountant can assist with this as well as make corrective action suggestions.

Always remember, Franchise Operations or your Accountant are resources to be tapped early and often whenever you see:

- KPI or Benchmark areas where you are underperforming
- Red arrows and red numbers
- Downward trending charts / graphs

## **ADDITIONAL RESOURCES**

Report Examples      [Business Intelligence and Reporting Samples](#)  
24/7 How to Videos    [Qvinci Knowledge Base](#)