Acumatica
The Cloud ERP

Foster Long-Term Profitability with Must-Have KPIs

HOW TO CREATE A HOLISTIC KPI STRATEGY THAT PROMOTES SUCCESS

Numbers may not lie, but they do not tell the whole story, especially when based on incomplete or outdated information. For decades, leaders struggled to identify how specific operations influence successes and failures. They sought to measure performance and quantify progress against their goals.

However, defining Key Performance Indicators (KPIs) that measure success and proactively expose pending disasters proved challenging. The metrics rarely provided a complete picture or revealed necessary course corrections. Isolated metrics deliver limited value. Therefore, growing organizations need a holistic KPI approach and technology that collects strategic metrics and presents them in a meaningful and timely manner.

After all, fueling long-term profitability requires more than solid sales. Hitting revenue targets may warrant celebration, but stellar customer relationships sustain the business. Soaring sales cannot compensate for rising customer churn since acquiring a new customer costs five times more than keeping one.[1]

In addition, organizations must monitor and promote employee engagement or risk declining customer service and productivity. Technology matters as much as human interaction. Inefficient, manual processes frustrate workers who want technology that streamlines routine processes and delivers instant insight.

Digital transformation promises to automate processes and enhance productivity. However, companies must set KPIs to evaluate the initiatives during and after the implementation to ensure they improve operations.

This eBook examines the different types of KPIs and how to develop an outcome-focused KPI strategy.

BUILDING AN EFFECTIVE KPI STRATEGY

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[1] Outbound Engine. "Customer Retention Marketing vs Customer Acquisition Marketing," 04/20/2021.

Seize the Power of KPIs

"If you can't measure it, you can't manage it."[2] Lack of comprehensive metrics jeopardizes long-term success. KPIs serve as the most influential metrics a company can pursue because they quantify the performance of an individual, system, project, department, or organization and present snapshots of relevant metrics. KPIs equip companies with the meaningful insights they need to spot improvement opportunities, design future goals, and manage progress. They also align employees, resources, and systems to strategic objectives, with each one contributing to a tangible business benefit.

"Before Acumatica, 'They (employees) couldn't generate reports and were totally dependent on others for information. Now with Acumatica, they have a great deal of independence, know what their programs are doing, know what budget they have left to spend, and they have more instant decision-making power.'"

– ROBERT BATT, EXECUTIVE DIRECTOR
CORNELL COOPERATIVE EXTENSION OF ORLEANS COUNTY

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PROFITABILITY

Profitability rises and falls with financial goals, especially revenue generation and cost reduction. Product-centric businesses typically delineate revenue goals and financial performance into multiple metrics, such as new business, upsells, average deal size, product line, and sales representative, to determine what's working and what they can improve. Other businesses track service-related metrics, such as availability, response time, and uptime as well as financials, like collections. Non-profits use KPIs to track donations, grants, working capital, and service metrics. Since controlling expenses also increases profitability, companies set spending goals and analyze metrics to determine the best use of their resources and how to streamline services to maintain their desired profit and loss ratio. Consequently, company KPIs are intrinsically linked to profitability measures.

COMPETITIVENESS

KPIs can help organizations compare their performance with their competitors. They contrast sales, expenses, product development cycles, market share, customer churn, and more. More importantly, companies can leverage KPIs to analyze the factors contributing to each success factor and look for improvement opportunities. The right KPIs enable them to capitalize on market opportunities, minimize shortcomings, and pool resources behind competitive differentiators.

PRODUCTIVITY

Every person, process, cost, and system affects productivity and warrants measurement to understand how each contributes to the team, departmental, and company KPIs. The metrics should consider technology's evolving impact. Many organizations are turning to digital transformation to revamp enterprise-wide systems. They anticipate significant productivity gains, as technology platforms, like ERP systems, automate business processes and integrate workflows. But these results are not guaranteed. Organizations must monitor each implementation phase and cost with targeted KPIs or risk investing in ineffective solutions. They must also evaluate pricing models to avoid overspending on licenses. Consumption-based systems, like Acumatica, prove the most cost-efficient.

CUSTOMER RELATIONSHIP MANAGEMENT

KPIs are critical to attracting and supporting clients at each stage of their lifecycle. Marketing leads signify sales potential while sales pipeline metrics indicate potential demand and revenue. KPIs also ensure sales and marketing activities resonate with the target customer by analyzing prospect interactions. Customer management tracks customer satisfaction and support issues, enabling businesses to reallocate resources to improve service before relationships falter. KPIs include customer lifetime value, retention, customer acquisition costs, and customer revenue growth.

[2] American Management Guru Peter Drucker.

Understand Different Types of KPIs

Companies should categorize KPIs by type to give appropriate weight to each one and understand their impact without reaching misleading conclusions. For example, they could miss improvement opportunities if they do not discern how lagging KPIs affect leading metrics.

Organizations should choose KPIs that demonstrate progress and inform decisions. With the right technology, managers can review and act on select KPIs daily or in real-time (like available inventory) and others weekly, monthly, or quarterly. Exception reporting keeps managers abreast of significant changes by alerting them when a KPI reaches the defined threshold.

"As our business is growing so quickly, it's really important to have up-to-date information at our fingertips. At any point, any day, and at any moment, I can look at any point to see, 'Are we meeting our forecasted projections? And do we have the right infrastructure to continue to stabilize this growth?'"

– AMANDA DATTE, CFO, CLIVE COFFEE

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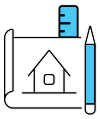
QUANTITATIVE

Quantitative KPIs measure performance in continuous or discrete numbers, such as ratios, percentages, and whole numbers in scales and dollars.

QUALITATIVE



Qualitative KPIs do not rely on numeric values but rather on less tangible indicators, such as opinions and perceptions. For example, customer and employee satisfaction surveys represent qualitative indicators.

DESCRIPTIVE AND DIAGNOSTIC

Often used to understand lagging KPIs, descriptive metrics help organizations understand past performance and create new KPIs.

Diagnostic metrics drill down into performance factors can use descriptive analytics, such as artificial intelligence, to identify anomalies and how processes affect each other.

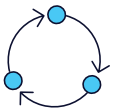
PREDICTIVE

Predictive KPIs use descriptive and diagnostic metrics to identify the likelihood of future performance. Examples include projected cash flow, revenue forecasts, resource utilization, purchases, or customer bankruptcy predictions from bad debt.

PRESCRIPTIVE

Prescriptive analytics combine descriptive, diagnostic, and predictive metrics to suggest ways to prevent issues from occurring before they happen. They often rely on mathematical modeling and business rules.

INPUT AND OUTPUT



Input KPIs track the resources required to produce the desired outcome, such as personnel and materials. In addition, output measures the result of activities, such as the number of products developed or customers acquired in a campaign.

Define Your KPI Approach

Organizations should consider KPI setting an educational and inclusive process. Fostering widespread acceptance at the beginning will empower employees to embrace the KPIs and leverage them to improve overall performance. Before defining a list of KPIs for each department, management should create a KPI strategy that supports their unique business needs. Many organizations turn to a KPI strategy for guidance.

- **Management by Objective (MBO)** follows a top-down approach, breaking company goals into small action-oriented KPIs and accountability metrics. In recent years, this traditional approach lost popularity. Many claimed it could not keep up with fast-moving organizations.
- **Balanced Scorecard** assesses performance from four perspectives, developing goals and KPIs for each. Since it lacks a single focus, companies must continually clarify priorities and strive for transparency.
- **Objectives and Key Results (OKRs)** follow a more collaborative approach that requires rallying around an individual objective with critical results defining how to achieve each. OKRs are more flexible. But the bottom-up, goal-setting process can prolong stakeholder buy-in.
- **North Star Metric** is a KPI framework in which a team or company focuses on one KPI and aims to improve it over a set period.

STRATEGIC PROBLEM RESOLUTION

Providing ongoing access to real-time KPI information enables companies to adjust to changing dynamics rather than react at the end of the KPI period. Proactive KPIs development requires extensive documentation that defines metrics and related calculations or formulas. In addition, every stakeholder should have a clear role, response, and timeline for their KPIs. Leverage ERP platforms and embedded wikis to document procedures and provide ongoing accessibility. CRM capabilities can manage support issues (for employees and customers) and offer a complete audit history.

Functions Every Business Should Track

Organizations must choose their most strategic KPIs out of thousands of metrics. It helps to divide objectives by function and determine what activities most directly fuel profitability. Then develop KPIs that demonstrate how the function can contribute or detract from overall profitability.

This eBook examines KPIs associated with the following departments.

- **General Business and Financials**
- **Sales and Marketing**
- **Customer Support and Satisfaction**
- **Operations and Workforce Productivity**
- **IT and Digital Transformation**
- **HR and Employee Satisfaction**

Avoid Common KPI Mistakes

Tracking the wrong metrics or drawing conclusions based on incomplete information leads to poor decisions that compromise long-term profitability. As Albert Einstein said, “Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted.”

For example, many organizations compile as many metrics as possible and struggle to derive meaning. KPIs must be based on accurate and comprehensive information. As a result, companies need technology that aggregates data from disparate software and hardware systems and converts raw data into analytics that fulfill the KPI strategy.

Calculate your Return on Investment (ROI) to Discover The Total Economic Impact of Acumatica

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LACK OF STRATEGIC ALIGNMENT

What are the essential company and departmental goals? How can companies know if they fall short? Set overarching goals before defining KPIs. For example, if you want to increase market share, consider the impact of investing in marketing and sales with reduced margins. Conversely, to increase stakeholder value, strive to reduce costs and increase sales margins.

MISLEADING DATA

Align data points with results and avoid relying on proxy metrics that do not connect metrics and outcomes. Proxy measures can promote misleading conclusions and confuse leading and lagging KPIs. For example, an uptick in social media followers does not necessarily translate into a more significant share of voice. Nor do shorter client calls indicate higher customer satisfaction unless they correlate with a direct metric like survey results.

MISSING PEER BENCHMARKS

Many leaders believe their companies excel while others constantly chase the competition. Businesses must benchmark their performance in multiple criteria to compare themselves with industry peers. For example, they should benchmark sales, product development, customer satisfaction, and market share. Look for associations and independent consultants who can establish peer benchmarks.

CONFUSING LAGGING AND LEADING KPIS

Companies use lagging and leading KPIs to monitor performance, identify issues before they manifest, and analyze ramifications after problems happen.

Lagging KPIs track past performance while leading KPIs project potential performance. For example, monthly sales results and gross margins are lagging KPIs while the number and value of prospects constitute leading KPIs. However, the same KPI can mean different things to different departments. Consider how qualified leads present a lagging KPI to marketing and a leading sales KPI. Organizations should leverage lagging KPIs to better understand and predict leading KPIs. For example, if they see product quality scores rise, they can anticipate higher customer satisfaction.

INVISIBLE KPIS

The most ineffective KPIs are those no one sees. KPIs cannot provoke action if they remain hidden or hard to find. Employees need instant access to metrics that measure their team’s performance and information that contrasts them against departmental and corporate goals. Traditionally, organizations posted KPIs in central locations for people to find. Fortunately, current ERP systems enable users to act on real-time KPIs by pushing targeted KPIs on personalized dashboards to their home page.

Count Your Core Financial KPIs

Check out financial statements. Company financial statements contain critical metrics on company health. Chief Financial Officers and other C-Level executives closely monitor bottom-line numbers, such as revenue, cash flow, and operating expenses. Meanwhile, financial analysts also study underlying factors, searching for trends and problems. Create KPIs for both perspectives, starting with high-level financial KPIs and breaking them into supporting metrics, isolating the ones most relevant to your operations and goals. Use financial reporting tools, like Acumatica, that can create real-time KPI reports for internal analysis and leverage form-based reports for distribution and compliance.

GROSS PROFIT MARGIN
This profitability ratio measures the percentage of revenue left after subtracting costs of goods sold, excluding taxes, operating expenses, and interest. It can apply to individual product lines and the overall company.

NET PROFIT MARGIN
The profitability ratio measures the percentage of revenue and income after subtracting business costs, including operating expenses, taxes, interest, and more.

LIQUIDITY METRICS
- **Working Capital:** Measures available operating liquidity that can be used to finance daily operations.
- **Current Ratio:** Shows the ability to pay short-term debts amid assets and liabilities.
- **Quick Ratio:** The acid test measures very liquid assets (cash, securities) to determine the ability to pay short-term debts.

OPERATING CASH FLOW
Measures cash available from operations based on net income, non-cash expenses, and working capital.

BURN RATE
Measure how much is spent weekly, monthly, and annually.

DEBT-TO-EQUITY RATIO
Measures solvency or how much can be financed via equity, not debt.

SALES GROWTH
Tracks month-over-month and quarterly growth; can include average deal size.

TURNOVER RATES
- **Inventory turnover** measures the number of times inventory sells out in a period.
- **Total Asset Turnover:** Measures how the business uses assets to grow revenue.

ACCOUNTS PAYABLE
Tracks what the business owes, average payable amount, processing costs.

ACCOUNTS RECEIVABLE
Monitors the amount owed, debt collection efficacy, and costs.

EXPENSES
Tracks costs by type and department.

PAYROLL
Tracks the percentage of operating expenses devoted to payroll.

BUDGET VARIANCE
Compares projected and actual budget, often used for large-scale projects.

DAYS SALES OUTSTANDING
Tracks the time it takes to pay invoices. Low DSO means higher cash flow.

CUSTOMER CHURN
Tracks exiting clients.

TIME TO CLOSE BOOKS
Tracks time it takes to gather and reconcile monthly financials.

PROFIT-LOSS REPORT
Charts top KPIs such as:
- **Earnings before interest and taxes (EBIT)**
- **Economic value added (EVA)**
- **Net cash flow and gross profit margin**
- **Contribution margin**
- **Liquidity ratio**
- **Interest cover**
- **Days in accounts receivables**
- **Transactions error rate**

"Acumatica has a good, solid GL accounting system, payroll, and budgeting. The flexibility of information and dashboards make it a very important software solution for us. It's more powerful than I envisioned."

– CLIFF TIMMERMANS, CFO, CESAR CHAVEZ FOUNDATION

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Align Sales and Marketing KPIs

Modern companies use metrics to track every sales and marketing task, from multi-channel campaigns to the length of a cold call. Managers can get lost calculating the effectiveness of every activity. Therefore, they should develop KPIs that drive specific company goals, such as growth metrics, and break them down into supporting activities while monitoring customer acquisition costs. Select metrics that are easy to measure and able to fuel positive change. Leverage Customer Relationship Management (CRM) software to align sales, marketing, and support activities with company goals and monitor results on one integrated solution.

TOP-LEVEL SALES AND MARKETING

Sales Pipeline: The sales pipeline is a leading indicator of future revenue and product or service demand. Monitor estimate and quote levels and conversions to generate better revenue forecasts.

Marketing Funnel: The marketing funnel traces the customer journey from first contact through conversion, creating nurturing experiences to guide prospects with the average B2B customer consuming 13 pieces of content before making a purchase decision.[3] Many marketing activities support demand generation and qualification, both leading indicators of future sales.

DEPARTMENTAL MARKETING AND SALES KPIS

SALES

- Sales Qualified Leads
- Product Trials and Trial Conversion Rate
- Sales Opportunities and Bookings
- Lead-to-Win Rate
- Number of Demo Calls
- Call Volume per Sales Rep
- Sales Cycle Length
- Sales Per Rep
- Customer Acquisition Cost
- Average Selling Price and Deal Size
- Monthly and Recurring Sales Revenue
- Customer Lifetime Value

MARKETING

- Share of Voice
- Share of Market
- Marketing Qualified Leads
- Cost Per Lead
- Customer Acquisition Cost
- Marketing and Digital Marketing ROI
- Website Traffic: Landing page conversion rates
- Advertising Metrics, Paid Per Click volume
- Social Media activity
- Lead-to-Customer Ratio

[3] FocusVision 2020 survey.

"Having opportunities in CRM gives us visibility into the sales project pipeline where we can see in real-time what's close to closing as well as what's in the pipeline."

– JAMIE VOS, OWNER/GENERAL MANAGER, SECURITY SOLUTIONS

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Metrics that Measure the Human Element

No business can survive without happy customers. Customer support metrics directly influence customer satisfaction and critical financial KPIs, like recurring revenue, customer lifetime value, and upsell. Correlating the relationship between customer metrics and goals can illuminate the root causes behind customer satisfaction and retention scores. Whereas analyzing metrics in a vacuum can lead to incomplete or misleading conclusions. For example, shorter customer call resolution times do not necessarily translate to better customer satisfaction. You must also determine if the support staff fully resolved the customer's need and whether the interaction left a positive or negative impression. The following KPIs can help.

CUSTOMER METRICS

- Customer Satisfaction (CSAT) Customer Retention Rate
- Customer Effort Score to get an issue resolved
- Customer comments on social media
- Customer Churn
- Net Promoter Scores
- First Response Time
- First Contact Resolution Rate
- Customer Ticket Request Volume
- Cost Per Conversation
- Abandoned Call Rate
- Average Ticket Handling
- Time Overall

EMPLOYEE SATISFACTION AND ENGAGEMENT METRICS

Engaged employees take better care of customers and are more productive. Yet the majority of workers score low on employee engagement surveys. Low engagement leads to high turnover, draining resources, and often burning out remaining employees. Therefore, organizations must monitor employee satisfaction, gather feedback, and strive to make employees feel valued and heard. The following HR KPIs can provide valuable insights.

- Employee Turnover and Absenteeism
- Productivity or Revenue per Employee
- Culture and Engagement KPIs
- Employee Net Promoter Score
- Compliance with policies, regulations
- Hiring KPIs, Referral, Cost Per Hire, Time
- Diversity
- Onboarding and Training Costs
- Staffing percentage (full, part-time, contract)
- Promotion rates
- Average Employee Career Cycle/Career Path

Disengaged employees cost U.S. organizations $450–500 billion each year. Highly engaged employees increase profits by 21%.

SOURCE: GALLUP STATE OF THE AMERICAN WORKPLACE REPORT

Ensure IT and Operations Measure Up

Few businesses can thrive today without robust information technology (IT). Technology does more than support business processes; it also delivers a competitive edge by empowering companies to conquer new markets and continually improve customer support. For example, SaaS can streamline costs and provide essential services. Consequently, organizations must align IT investments to desired business outcomes and use KPIs to track their progress.

INFORMATION TECHNOLOGY AND OPERATIONS KPIS

Utilization by Project/Hours	Helpdesk Metrics: SLAs	Security
Deployment Time	System Availability and Response Time	Budget vs. Actual Project Costs
Revenue Generation vs. Costs	Disaster Recovery Readiness	Partner SLAs, Response Time
Ability to Attract, Retain Talent	Percentage of Servers & Virtual Services Used	Percentage of Annual IT Budget Per Project
Total IT Expenditure vs. Plan	Security/ Vulnerability Testing	Compliance to SOX, Payment Card, HIPPA
Total IT Spend by Customer	Risk Management	Order Fulfillment Time
Compliance to Policies	Time to Market	End-User Satisfaction

How the Right KPIs Amplify Digital Transformation

Digital transformation can revitalize businesses by automating and integrating end-to-end global operations, enabling companies to maximize growth opportunities. However, rolling out new technology often involves substantial resources and risks. Many companies now rely on SaaS offerings, like Acumatica, to optimize operations, enhance security, and control costs. Organizations must carefully track their progress to ensure each system and process fulfill objectives. The following KPIs can help track each phase.

DIGITAL TRANSFORMATION KPIS

Utilization	Hours Saved	Security
User Experience	Revenue from Digital Services	Percentage of Annual IT Budget Per Project
Total IT Expenditure vs. Plan	Business Sustainability	Return on Investment
User Lifetime Value	Operational Improvement	Order Fulfillment Time
Workforce Productivity	Rate of Innovation	Percentage of New Applications on the Cloud/Greenfield
Operational Improvements	Team Morale	Employee Satisfaction

"Reporting is fantastic. With Acumatica, the sky's the limit. Whatever we want to see, however, we want to see it, we're able to create a simple inquiry to make that happen."

– CHAD TREADWELL, VP OF OPERATIONS, FSC LIGHTING

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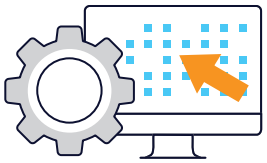

Use Technology to Measure and Advance KPIs

Many organizations fail to effectively leverage KPIs because their technology cannot efficiently aggregate, process, and present them to stakeholders on demand. Instead, employees scramble to import and manipulate spreadsheet data, which hampers decision-making and prevents users from quickly analyzing contributing factors. Meanwhile, data inaccuracy flourishes as users work with multiple versions of the same metrics.

Acumatica's award-winning ERP system leverages a customizable reporting engine and sophisticated business intelligence to present real-time company health analysis and personalized KPIs on each user's homepage. Companies use out-of-the-box reporting tools to rapidly generate reports that comply with business objectives and security rules. They also use generic inquiries to generate custom dashboards, reports, and tables to reflect each user's needs. The cloud-based platform centralizes data, delivers one source of organizational truth in real-time, and advances digital transformations by integrating workflows with little or no programming.

AUTOMATIC DATA COLLECTION

Today's organizations must pull data from multiple disjointed systems, requiring custom interfaces. Acumatica's standard reports pull data from numerous embedded hardware and software systems out of the box. In addition, the ERP solution offers hundreds of native integrations that automatically transfer data from applications, hardware, and the Internet of Things. Open-source standards allow companies to build interfaces and transfer data between web-based systems, such as cloud-based computing systems, big data, and robotics. All reports are delivered in real-time.

Acumatica uses the same business logic for all data transfer strategies to ensure data consistency no matter how the data is entered or transferred from external systems. Therefore, users always work with the same data whether it appears in a dashboard, pivot table, financial report, or printed report.

With Acumatica, companies can automate time entry with mobile time entry, data collection, and supervisor approvals on any device, anytime, anywhere.

ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) with machine learning further advances data integrity. Acumatica embeds AI with machine learning into its core application platform. Companies can leverage AI to streamline accounts payable, expense matching, bank reconciliation, and other business processes. Machine learning helps improve data collection and processing.

In addition, Acumatica can learn to recognize expenses from vendors that are coded automatically to the corresponding general ledger account. AI and machine learning can also enhance workflows in multiple operational scenarios. For example, leading ERP solutions leverage artificial intelligence to automatically detect potential issues, such as pricing anomalies, inconsistent general ledger issues, and scheduling abnormalities.

Discover Why Leading Organizations Rely on Acumatica for their Success

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Put Meaning Behind the Metrics with Actionable Insights

PERSONALIZED DASHBOARDS

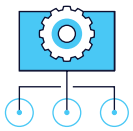
Dashboards help leaders ascertain company health by presenting at-a-glance views of real-time information in an intuitive, colorful format. Acumatica automatically generates dashboards personalized to user needs and preferences. Users always have real-time operational, financial, and organizational data at their fingertips.

In addition to accessing KPIs, users can investigate issues and initiate action from the report. For example, they can drill down to analyze core criteria from multiple perspectives and initiate tasks in response.

Every Acumatica dashboard is mobile-ready and compatible with any web-enabled device. Users can manage complex data through dashboard widgets with flexible visualizations, including:

- **Custom inquiries**
- **Charts and Gauges (line, column, bar, etc.)**
- **Data and pivot tables**
- **Data from external sources**
- **Power BI tiles**
- **Shortcuts to forms and reports**

INTEGRATED WORKFLOWS AND ALERTS



Companies can deploy Acumatica's Generic Inquiries to push notifications to users, alerting them to potential issues so they can respond in real-time. In addition, they can configure workflows that automatically send notifications to employees, customers, and vendors. For example, companies can set alerts to notify customers when they ship a sales order. In addition, the Visual Workflow Engine enables users to control workflows without coding, allowing them to see and modify states, actions, transitions, and enabled fields. The system also monitors results and notifies users of changes via text, alert, or email.

REPORT GENERATION AND INQUIRIES

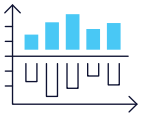
ERP systems track all company transactions, such as accounting, sales, inventory, and manufacturing. Reporting functions access validated information from the ERP database. Acumatica provides companies with a 365-degree view of operations and customer activity.

Each Acumatica application comes with a complete set of actionable reports. Users can deploy out-of-the-box generic inquiries to access real-time data. They can also tailor templates and create new reports without coding using the Report Designer. Meanwhile, the solution's Generic Inquiry writer can access any data in Acumatica—including data stored in customized fields—and publish it or export it to Excel.

Acumatica supports multi-dimensional reporting using subaccounts. Users can break down information and view items by multiple criteria, such as price, size, and store location. They can:

- **Schedule reports**
- **Generate signed PDF documents**
- **Customize reports with your branding**
- **Create data views with filters and formatting**

POWER BI ANALYTICS



Acumatica leverages business intelligence tools, such as Microsoft Power BI, to aggregate and extract actionable information from multiple sources to empower strategic decision-making. For example, the system filters through data derived and generates real-time reports that can rank products and sales regions by profitability or identify weak links in a supply chain. With Acumatica's mobile framework, users can view KPIs from any browser-based device.

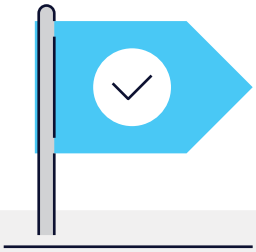
Acumatica Maximizes KPI Effectiveness

Key Performance Indicators provide companies with the information they need to celebrate the thrill of success and avoid the agony of defeat—as long as they are strategic, accurate, and timely. However, KPIs should also enable users to proactively increase success and prevent problems, as well as illuminate the latest sales and operating metrics.

Organizations must create a comprehensive KPI strategy encompassing financials, sales, marketing, operations, HR, and IT. They should also develop subsets of KPIs for large-scale initiatives, such as digital transformation. Then they need technology that empowers KPIs.

Acumatica empowers companies to track custom KPIs for each part of their operations and automatically presents users with personalized dashboards that tell them what they need to know at-a-glance. They can rapidly create financial reports without writing code or data inquiries. Multi-dimensional reporting enables users to analyze KPIs from different perspectives, while drill-down capabilities help them research specific factors. Users can also take immediate action directly from the dashboard.

The future-proof platform connects people, operations, and systems across the globe with modern technologies, such as cloud computing, analytics, robotics, and artificial intelligence with machine learning. Acumatica provides extensive accounting, sales, project, case, and customer management. Organizations can boost sales, maximize resources, and improve profits with best-in-class applications and strategic, real-time KPIs.



> "We have dashboards, and some (employees) have their own personal dashboards where they can look at KPIs, revenue, projects we've bid on. Employees are more productive because they have instant access to the information they need. They don't have to call headquarters or waste time searching for the right information."
>
> – JEFF HAMILTON, PRESIDENT
> ROBERTS GLASS & SERVICE

Acumatica
The Cloud ERP

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on LinkedIn.

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