SedonaOffice

13TH ANNUAL USERS CONFERENCE

January 12-14, 2015 | Coronado Bay, CA

Reporting and Analysis Using Vivid Reports Flex

Presented By:

Jim Lee

Table of Contents

Introduction

Vivid Reports Flex is a reporting tool that interfaces seamlessly with SedonaOffice. As an add-in to Microsoft Excel, you can be up and running within minutes and using Excel's familiar development environment to create meaningful, professional-looking reports.

Simplify

- Reduce file versions and clutter
- Reduce reliance on IT
- Empower yourself and your management team
- Develop in the familiar Excel environment

Gain Insight

- See trends more clearly
- Analyze product offerings
- Pinpoint where value is being added or lost
- Identify opportunities

Build Smarter

- Make better decisions
- Create a plan and stay on track

This presentation will explain the basics of using Vivid Reports Flex to pull data directly from the SedonaOffice database into Excel reports. We'll then show you how Astute Financial Consulting is using Flex to create "report packs" and productivity tools that you can use immediately to better your business. To wrap up, we'll discuss benchmarking and key metrics used by successful security alarm companies.

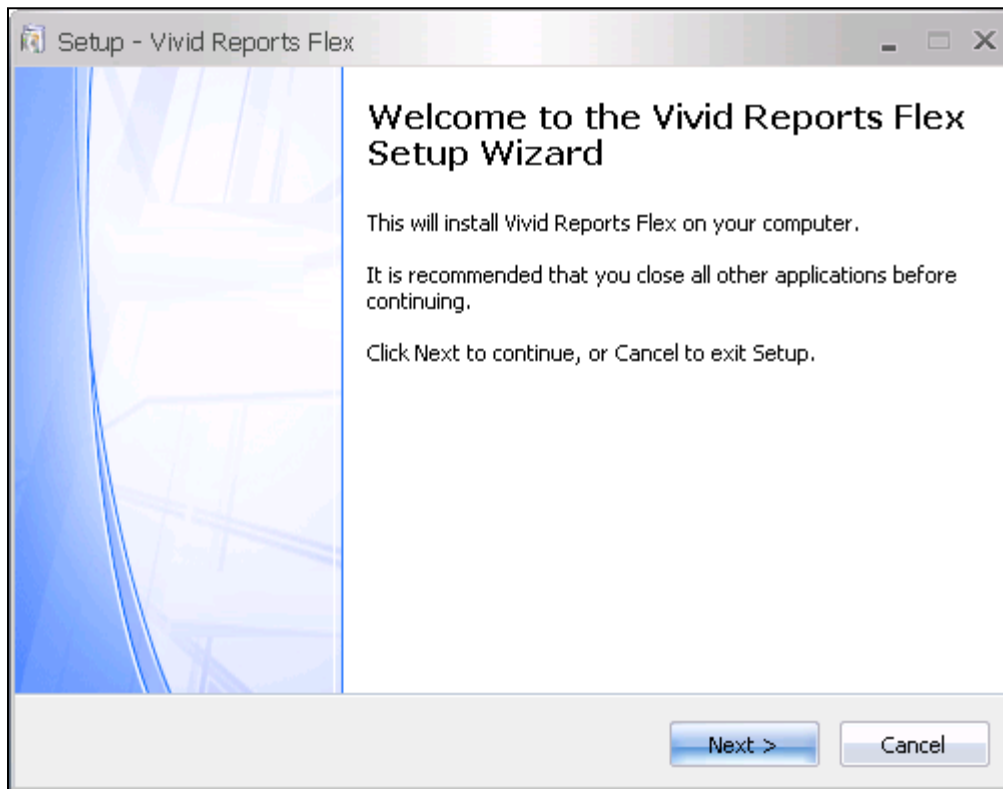## Vivid Reports Flex

Getting Started

Installation
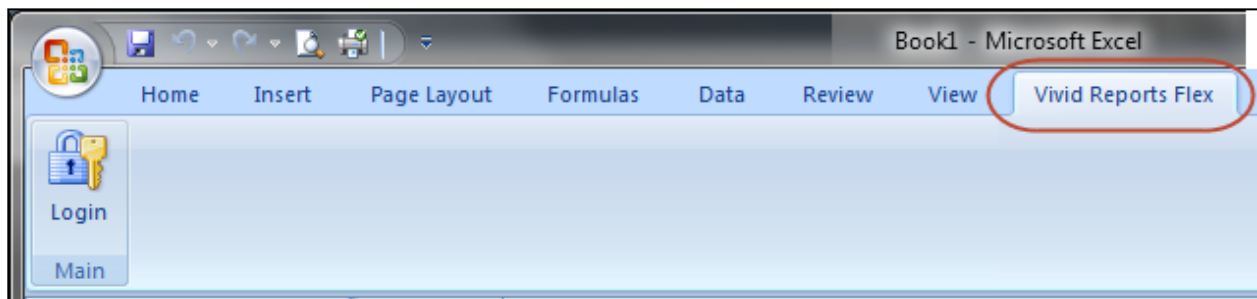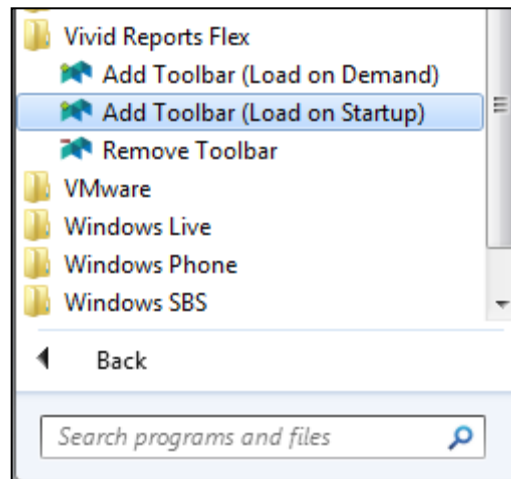
Vivid Reports Flex requires:
- Microsoft Excel 2007, 2010 or 2013
- .NET Framework 3.5 SP1
- Visual Studio 2010 Tools for Office Runtime (automatically installed by setup)
- Read access to data located on SQL Server (the SedonaReports login can be used)

To install the Vivid Reports Flex Client:
- Run the Vivid Reports Flex Setup.exe file.
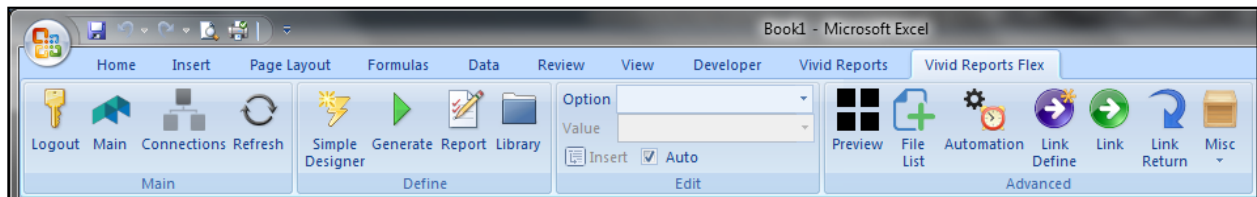- Follow the setup wizard to complete the install.

Each user must select Add Toolbar in the Windows Start Menu before the Vivid Reports Flex ribbon toolbar will appear when MS Excel is opened:

Toolbar

The full Vivid Reports Flex ribbon toolbar will appear after logging in and selecting a database connection (see below).
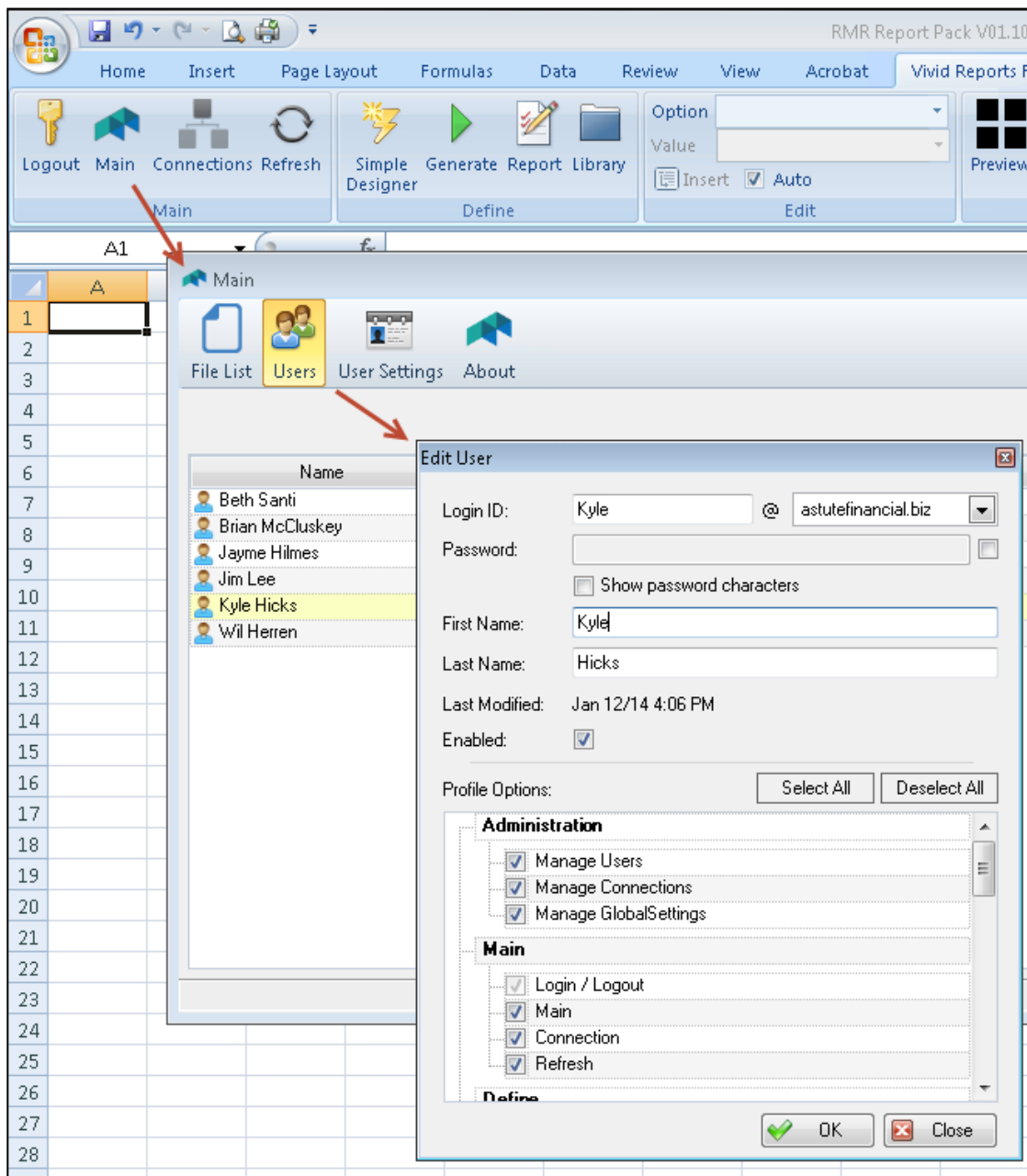

The toolbar has four sections:
- Main
- Define
- Edit
- Advanced

User Profiles

Two user profiles can be added for each Vivid Reports Flex subscription. For example, with two subscriptions, four user profiles could be added and two users could be logged in concurrently.

If you are an administrative user, you will be able to add or edit other users and assign permissions.

Database Connections

A certificate file includes database connection parameters.
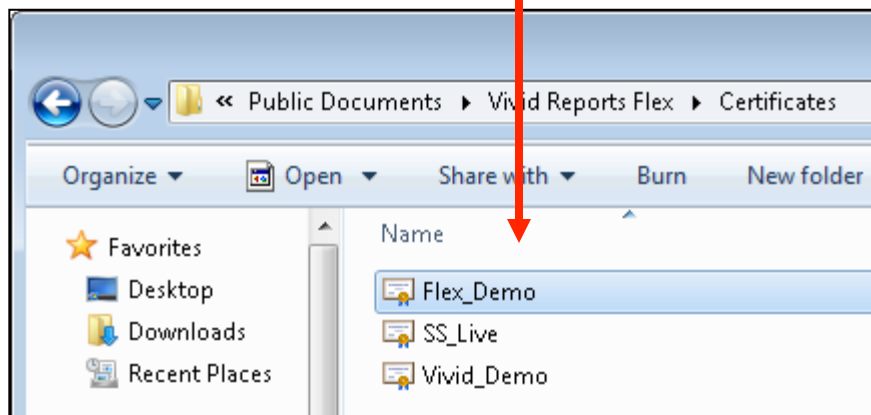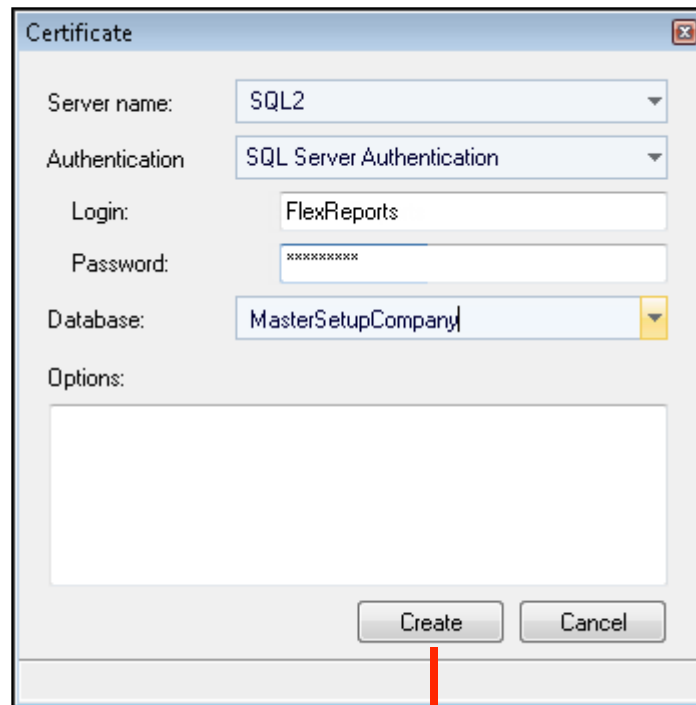
CAUTION: Flex is capable of passing any SQL query to the SQL Server; therefore it is strongly recommended that connections are defined based on credentials with only **Read Only** permissions (db_datareader).

Users are assigned to one or more database connections by your Flex administrator.
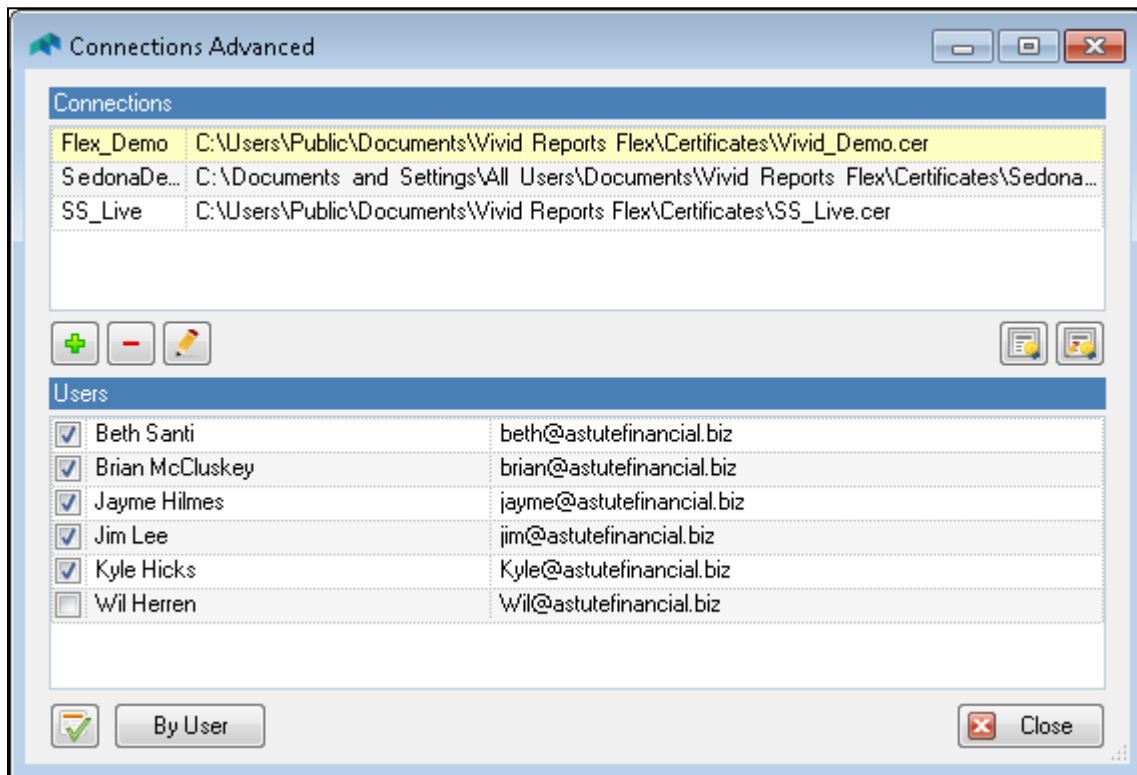
Users select a connection when logging into Vivid Reports Flex. They can change their connection at any time by clicking Connections on the tool bar and making a selection.
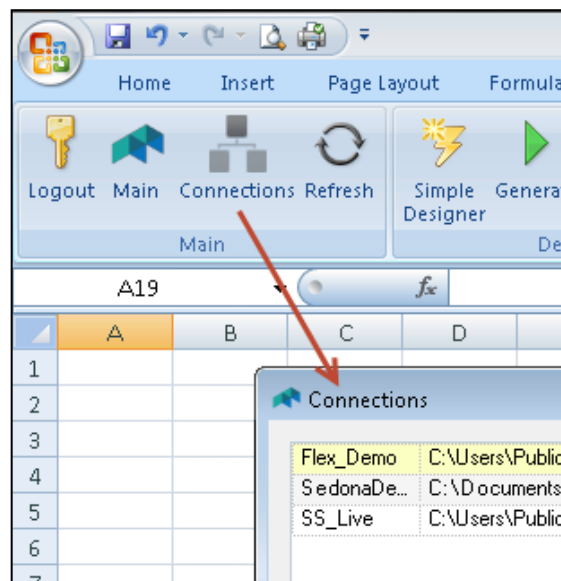
Using the Simple Designer Wizard

The Simple Designer Wizard is a tool for creating reports quickly and easily based on a single table or view. Here's an example of a simple report that allows you to enter a parameter for site name:

	A	B	C	D
1	**Site_Name Contains**	mid		
2				
3	**Cust_Number**	**Site_Name**	**TotalRMR**	**TotalBill**
4	2040070	Middleton, Charles	129.73	389.19
5	2040070	Midland Counters	129.73	389.19
6	1940070	Midtown Liquors	71.75	71.75

Let's take a look at how we can quickly create this report using the Simple Designer Wizard in Flex.

Click Simple Designer in the tool bar to open the wizard to Step 1 of the wizard.
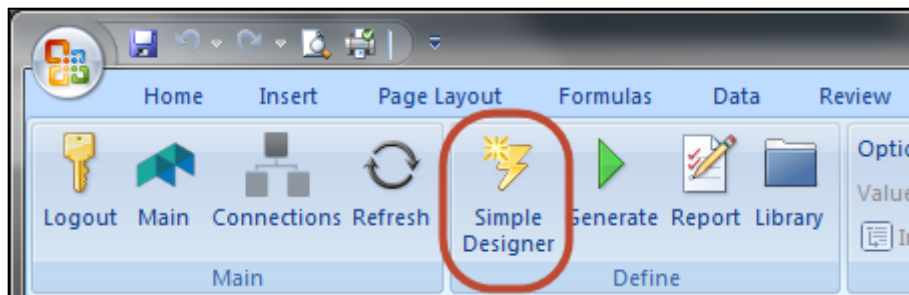
Step 1: Select Source

The first step of Simple Designer is to select a table or view that contains the information you wish to include on your report. Here are the options:

- Tables: Select a table from your SedonaOffice database,
- Views: Select a view from your SedonaOffice database,
- Customer Library: Select a view that you created previously and saved in your Customer Library, or
- Flex Library: Select a view created by other SedonaOffice users that have been saved to the Flex Library.
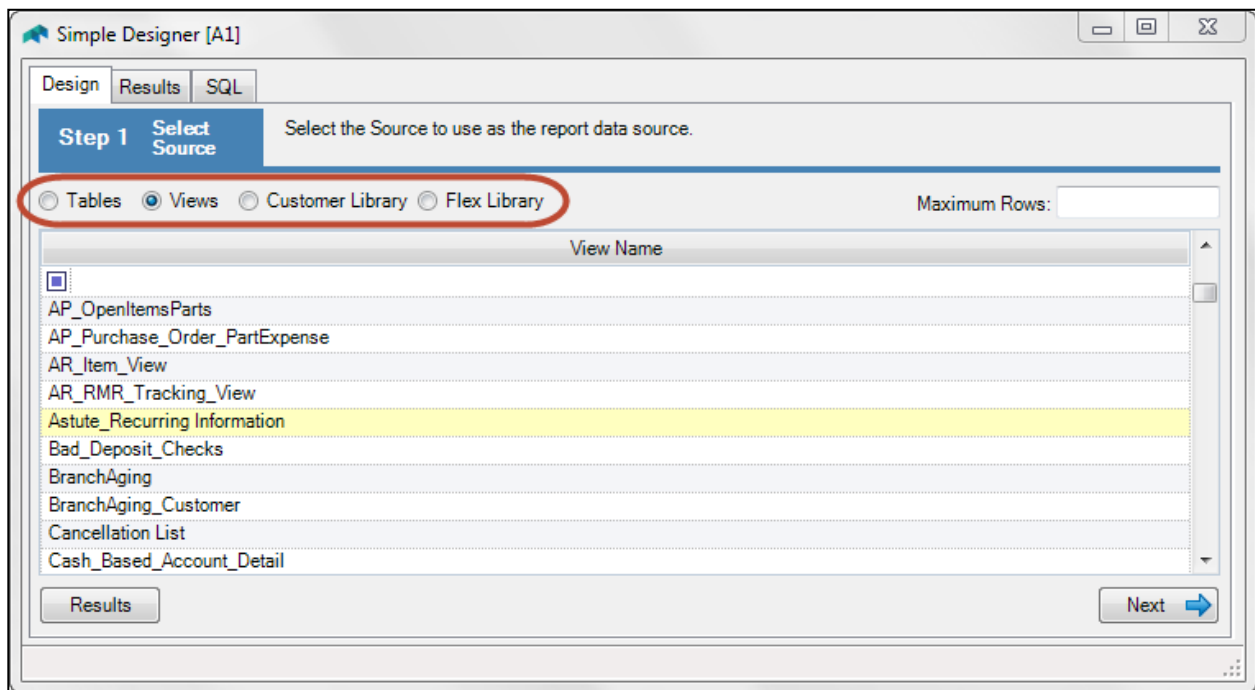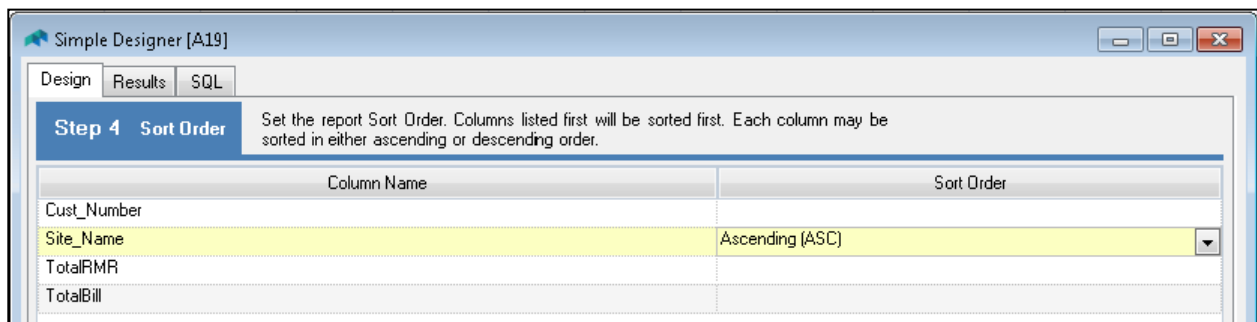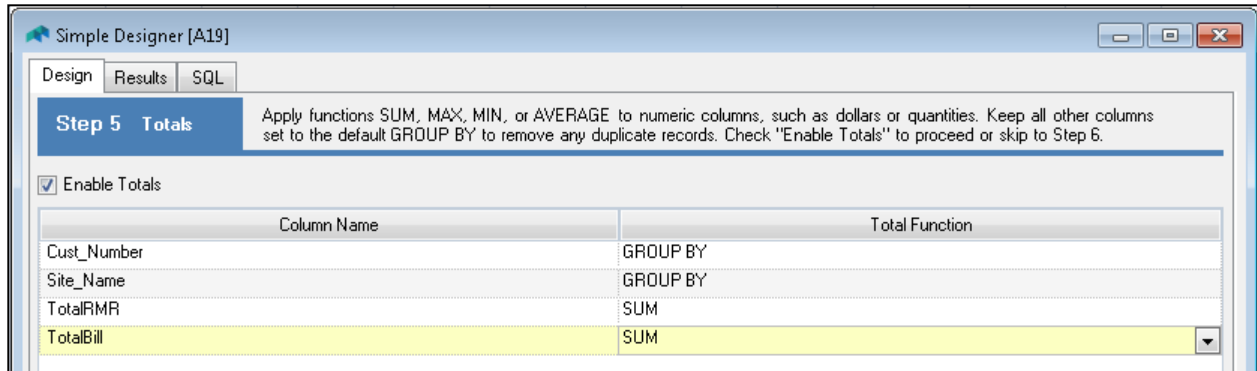
Step 2: Select Columns
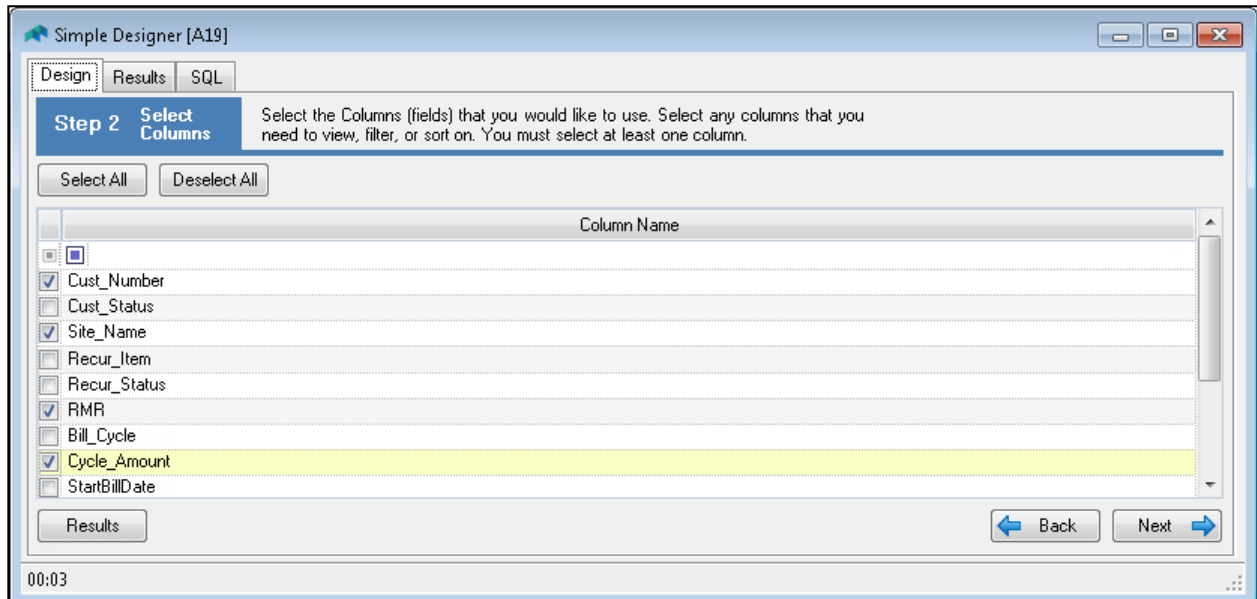
Step 3: Name and Order the Columns
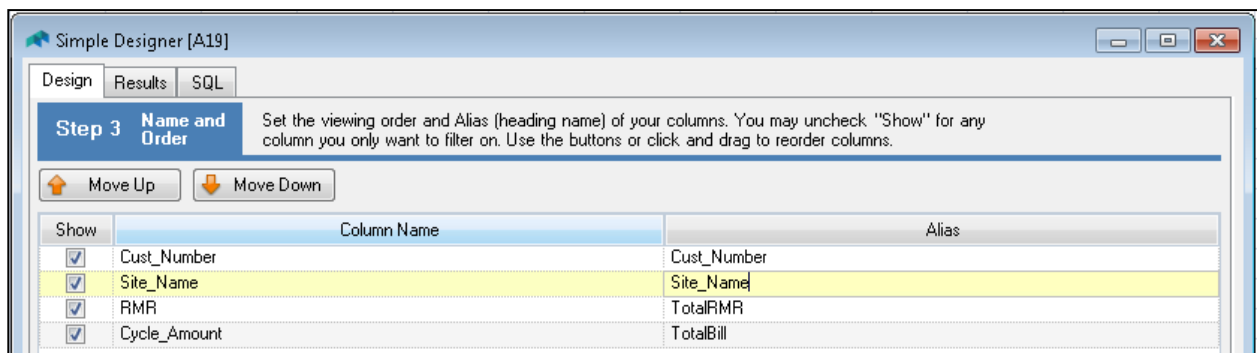
Step 4: Sort Order

Step 5: Totals

Step 6: Filters
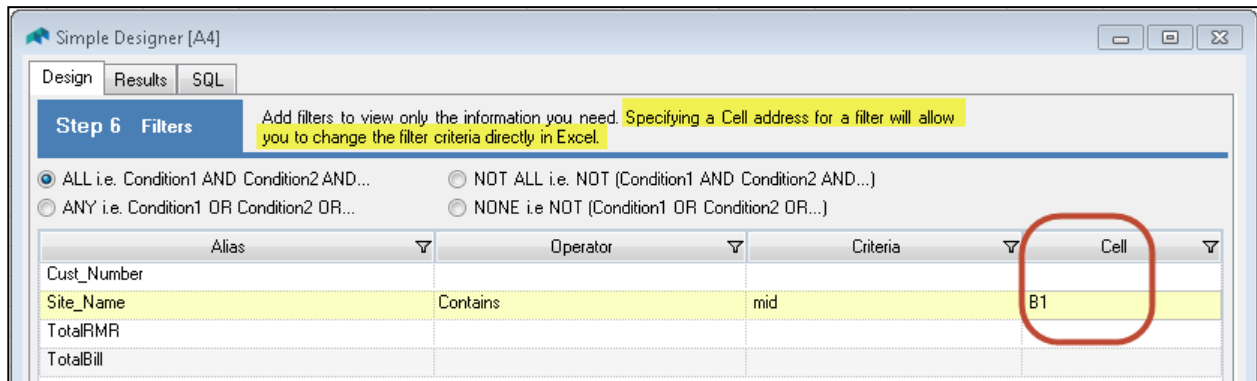
Step 7: Finalize and Run
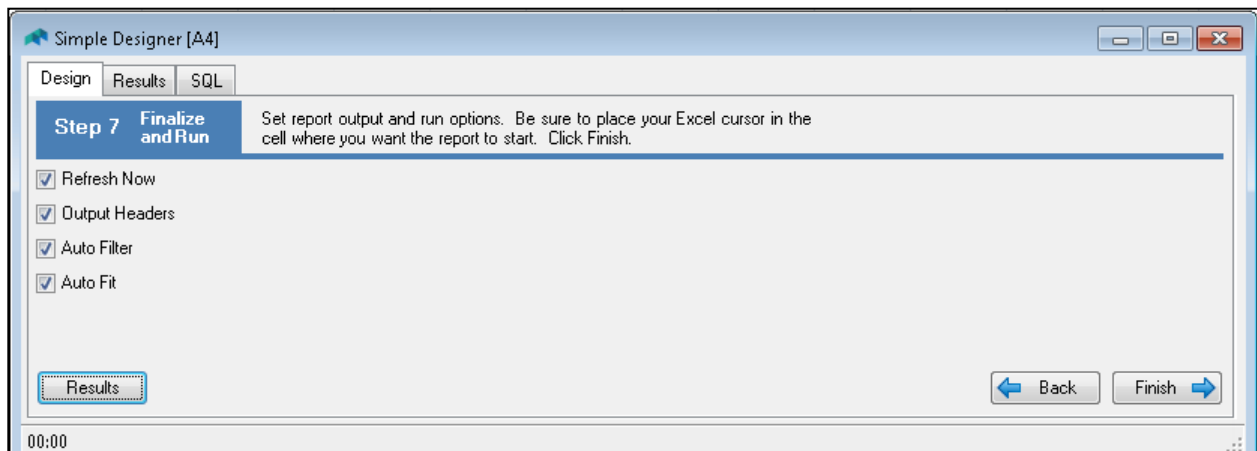
Before clicking Finish, you can preview the results

and the SQL

Click Finish to generate the report to Excel.

Enter any value into cell B1 and click Refresh.

Creating Reports

Vivid Reports Flex simplifies report creation and provides powerful drill-down functionality.

Report Definition
Click the Report button to open Report Definition.
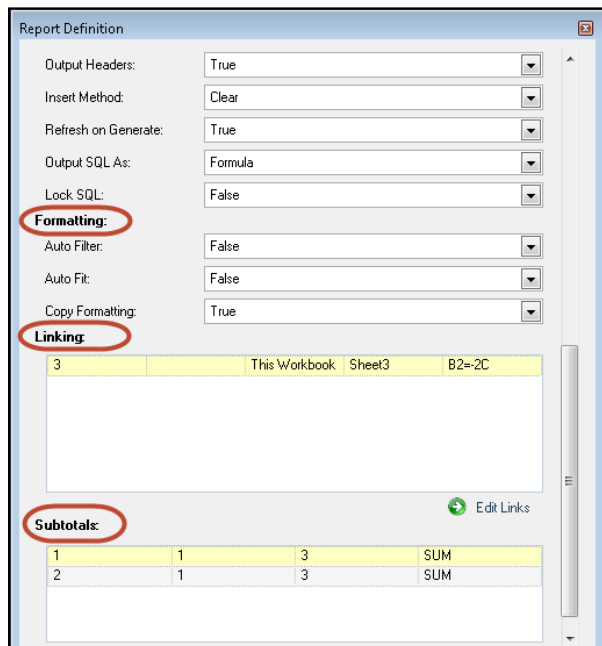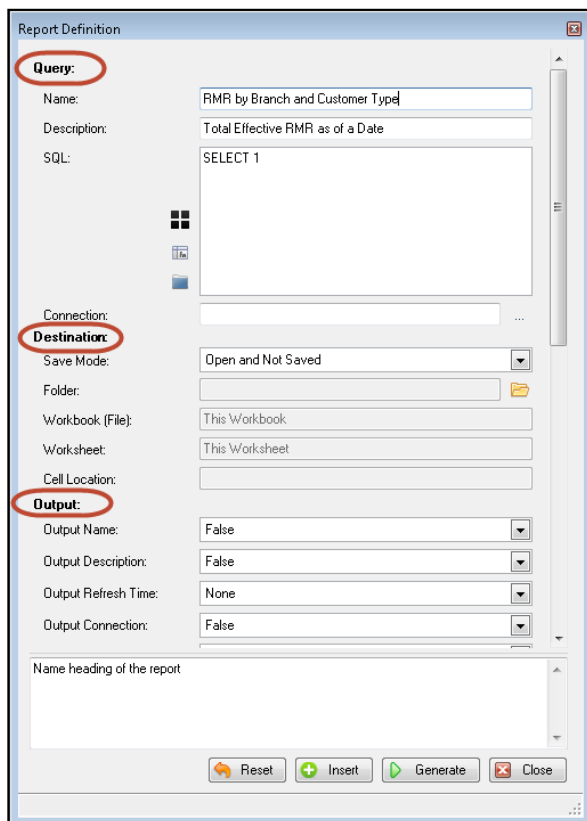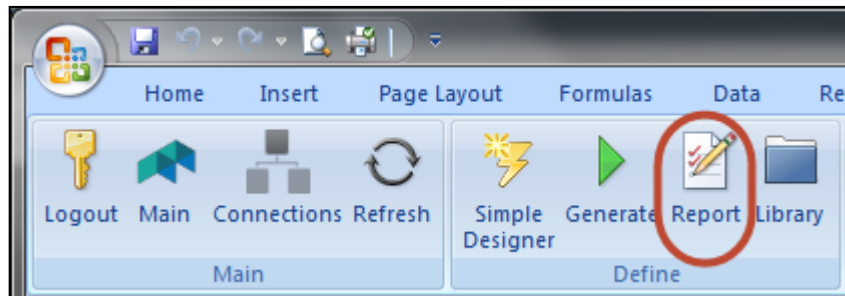
The options for building a report are organized into six sections on the Report Definition screen.

- Query: This is where you name the report, provide a description and insert the SQL query for getting data for the report. In addition, a specific database connection can be selected for the report.

- Destination: The options in this section control where the report will be generated to, which can be into the current Excel file, an external Excel file, or a new Excel file.

- Output: This section allows you to specify the information that will be sent to Excel and how it will update into Excel.

- Formatting: This section includes options for formatting in Excel.

- Linking: You can link (or drill-down) to another report by completing the information in this section.

- Subtotals: You can define one or more levels of report subtotals in this section.

SQL Queries
Creating SQL queries can be challenging for non-programmer types. It requires a good understanding of your database structure (i.e. SedonaOffice) and SQL programming.

We encourage you to download the Database Explorer from the SedonaOffice web site. This is a great tool for learning the SedonaOffice database as you start to design reports.
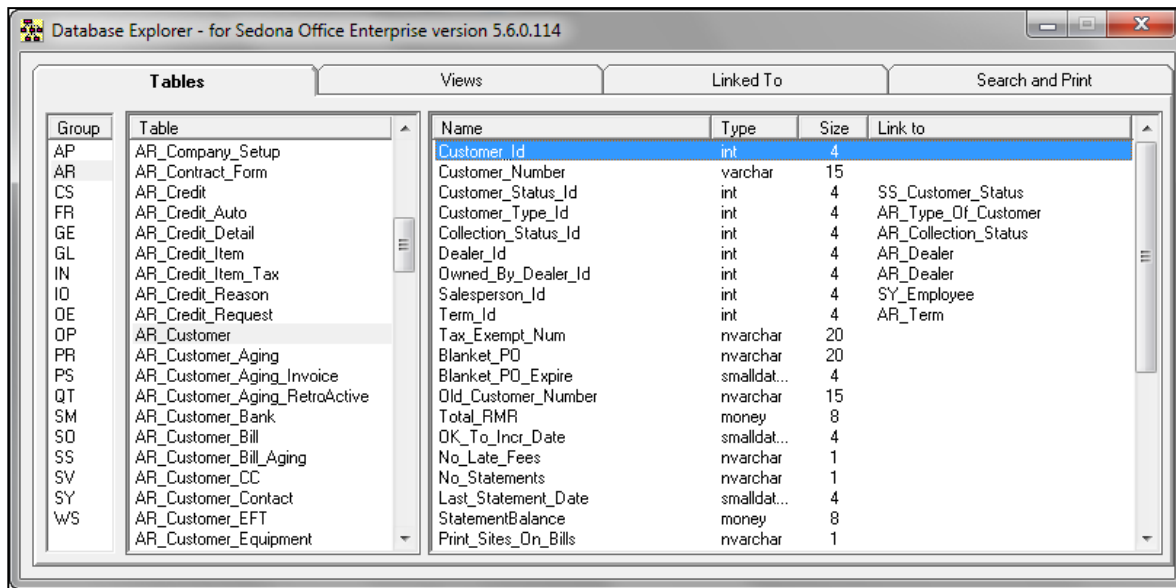
With a basic understanding of the SedonaOffice database under your belt, the next step is to create SQL queries for your reports. Fortunately, Vivid Reports Flex has a powerful query builder tool.

Click the Preview button in the Query section of Report Definition to open the query builder:
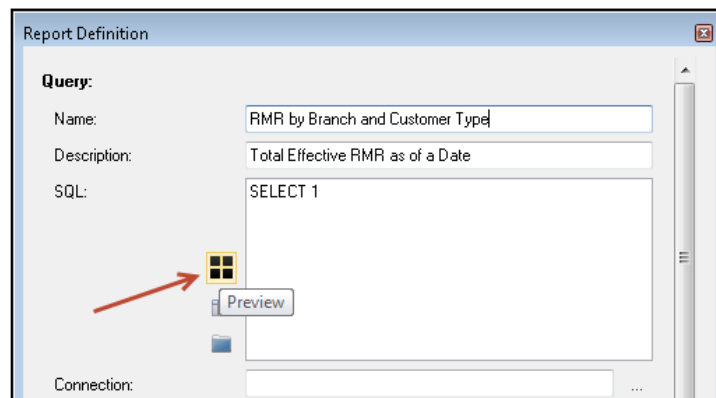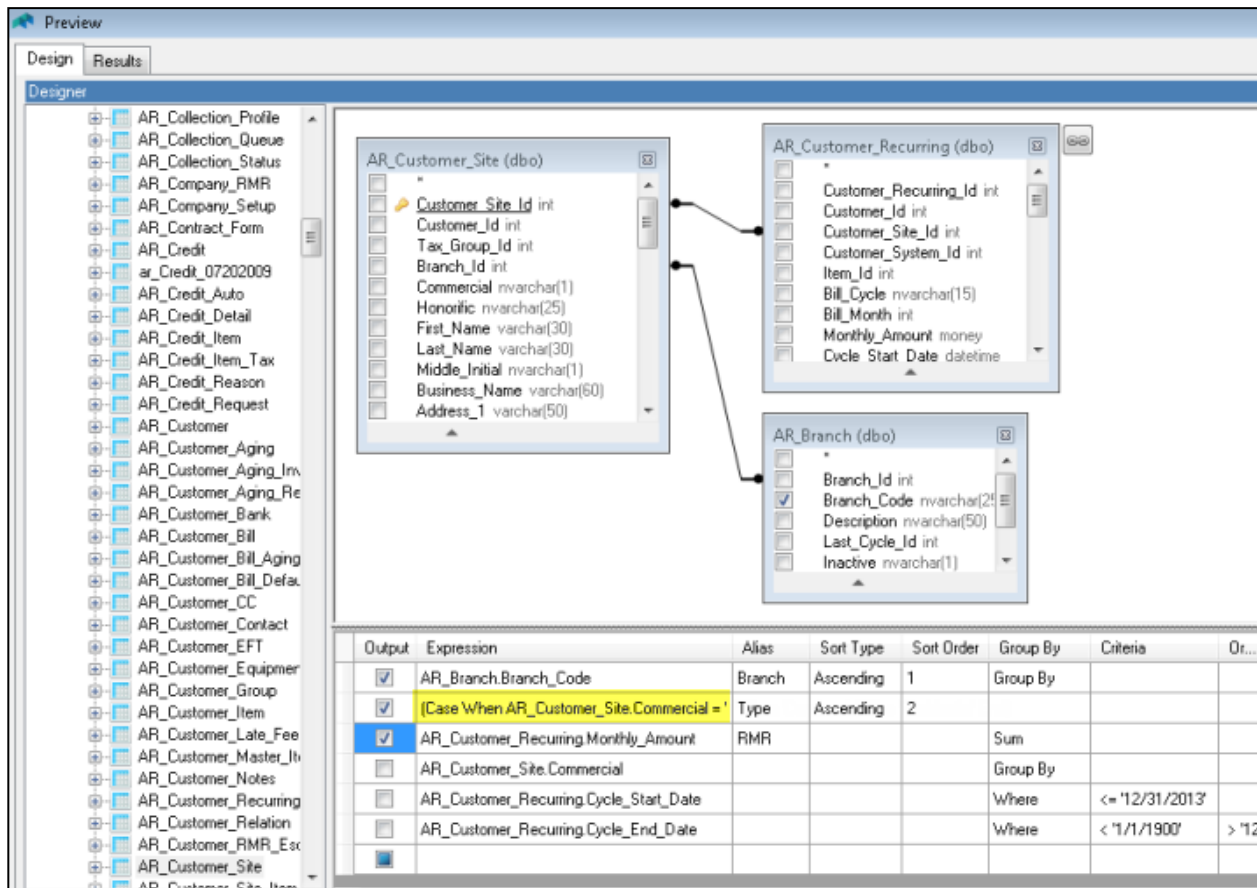
You begin building your query by selecting tables, joining the tables and selecting specific fields to be included in the query for presentation or filtering. You can also write expressions such as the Case expression highlighted in yellow above.

As you build your query, the SQL statement is automatically created in the window pane at the bottom of the Preview screen. Note the date criteria highlighted in yellow in this query.

A very powerful feature of Vivid Reports Flex is the ability to reference filter criteria in an Excel worksheet, like we did for the site name in the report we created above using Simple Designer.

This is accomplished by converting a standard SQL statement to an Excel formula and then replacing hard-coded criteria with a reference to a cell in the Excel worksheet.

For example, the SQL statement shown above has been converted below to a formula using the *Convert to Formula* button. Note that quotes ("") have been inserted around the SQL text and ampersands are used to concatenate elements of the statement.

Next, the hard-coded dates (i.e. '12/31/13') are replaced with a reference to cell C2.
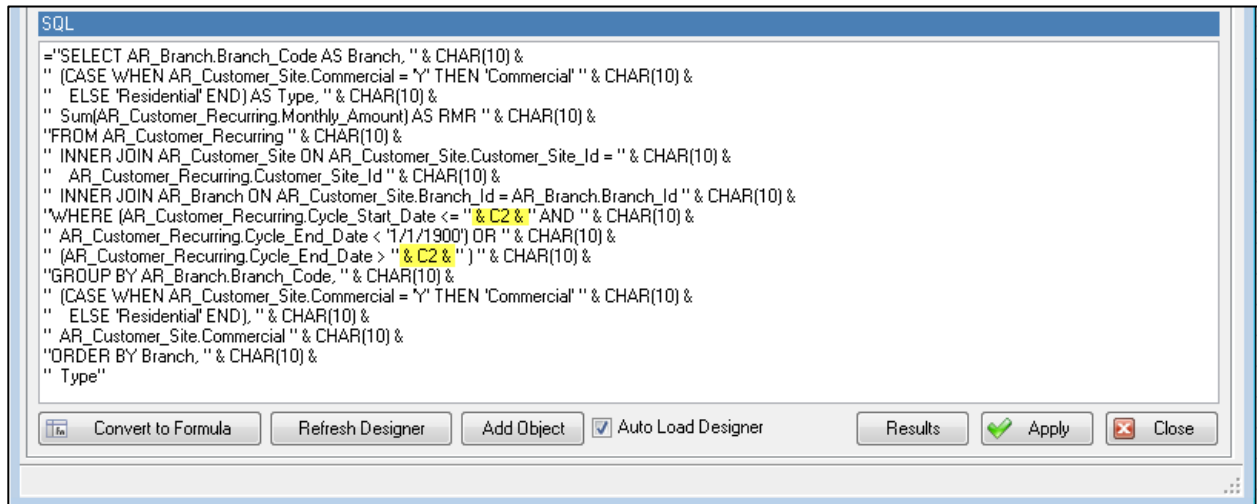
Click *Apply* to insert the SQL formula into Report Definition.
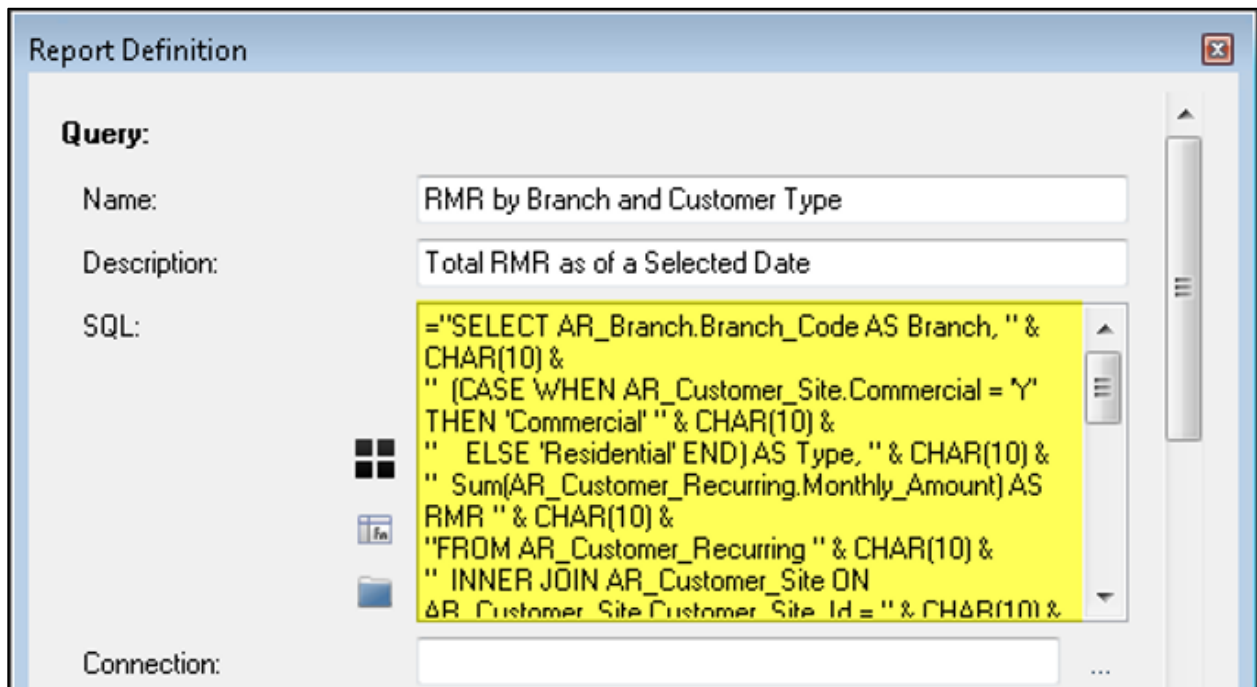
Click *Generate* to output the report to Excel.
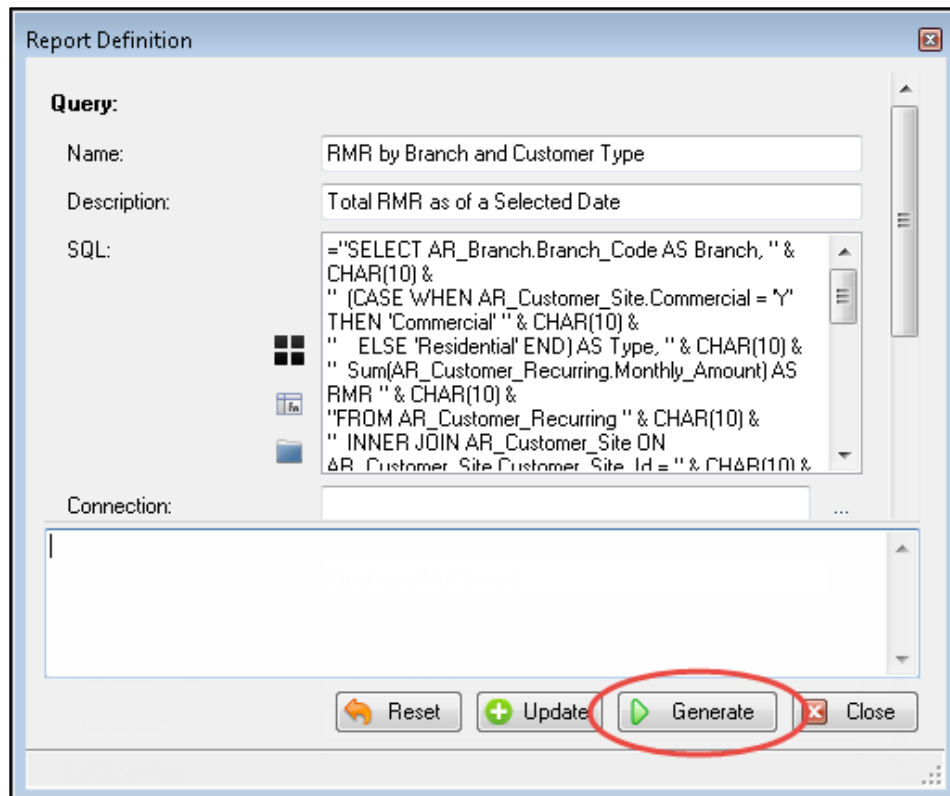
The date criteria is in cell C2.

Enter a different date in C2, click Refresh and the report will update to show the effective RMR as of the new date.

Linking Reports (Drill-Down)

Linking allows you to go from one Flex Report to another Flex Report while passing values from the first report into the second report as inputs. Among other things, it's a great way to drill-down from a summary report to detail records.

The linking information is entered in the Report Definition for the first report.
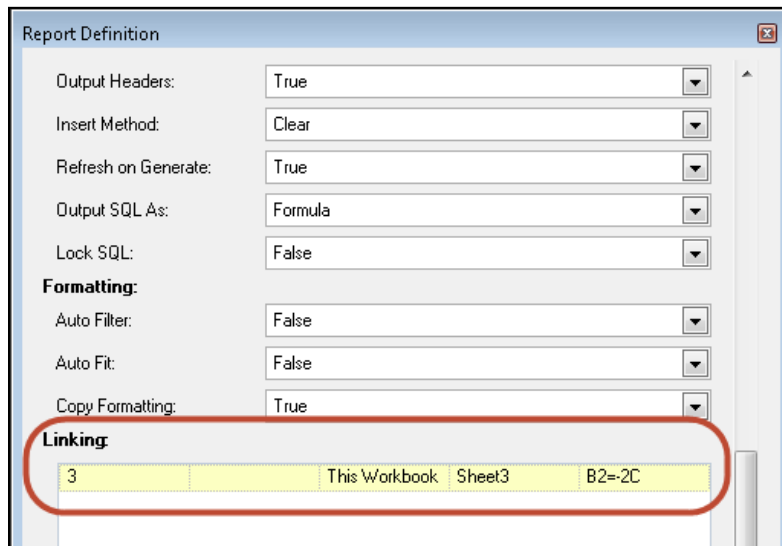
In this example, the date criteria from the summary report (see previous page) is being passed to cell B2 in Sheet3.

Creating Dashboard Elements

Creating a dashboard element, such as a bar chart, to complement your Flex report is simply a matter of adding an Excel chart to the worksheet.

In this example, the report uses the Current Date to pull data from SedonaOffice when the Refresh button is clicked or Refresh is processed using Automation (see Automation below).

Using Automation

Automation in Vivid Reports Flex is a powerful feature that saves you time by automating tasks, such as creating and distributing reports. The types of tasks that can be automated include:

- *Generate* reports
- *Refresh* reports
- *Copy* worksheets to new worksheets
- *Email* files (workbooks or PDF files)
- *Print* reports to a printer
- *PrintPDF* reports to PDF file format
- *Delete* workbooks and other files

Automating Tasks

You define tasks in an Automation Table as shown below, which is simply an Excel worksheet. Three tasks have been defined in this example (Refresh, PrintPDF and Email).

Description	Run	Action	Folder	Workbook	Worksheet	Cell / Label	
Chart 1	Run	Refresh	C:\Users\Jim\Desktop	Flex Presentation.xlsm	Sheet2	C2	12/31/2013
Chart 1	Run	PrintPDF	C:\Users\Jim\Desktop	Flex Presentation.xlsm	Sheet2	Folder:	C:\Users\Ji
Chart 1	Run	Email	C:\Users\Jim\Desktop	Flex Presentation.pdf		Recipient(s):	jim@astute

With the Automation Table worksheet open, you click the Automation button on the Vivid Reports Flex tool bar to open the Automation screen. The tasks defined in the worksheet are loaded into the Automation screen.
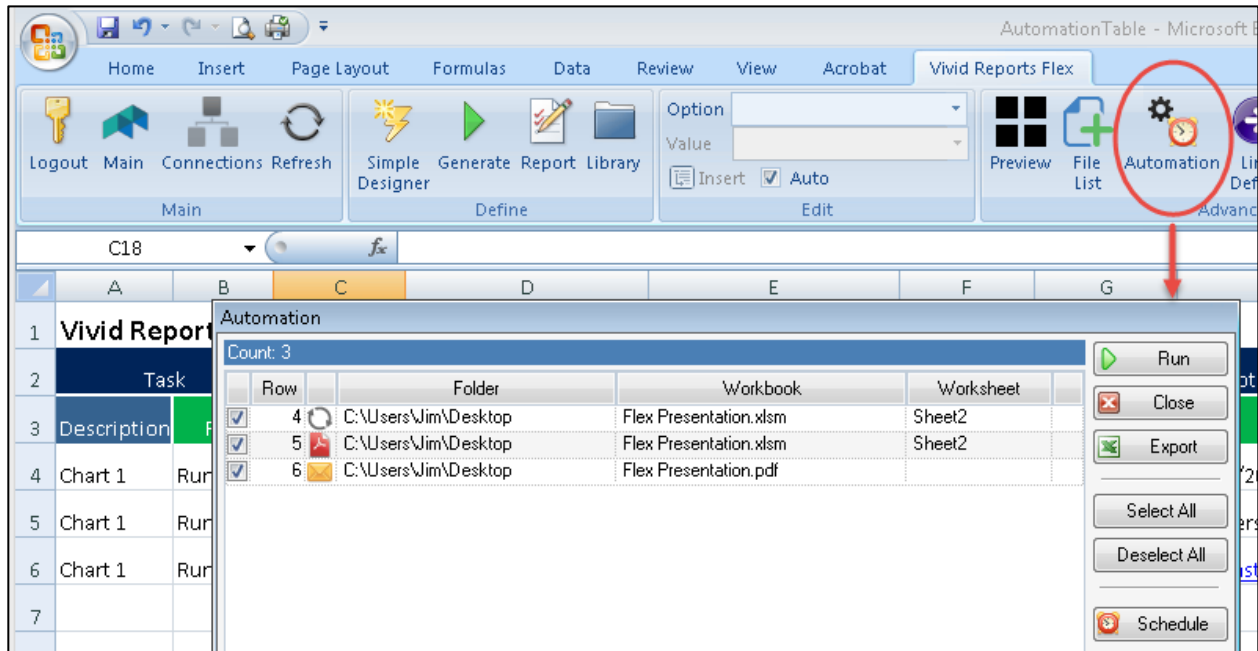
Click the Run button to process the tasks. It's that easy!
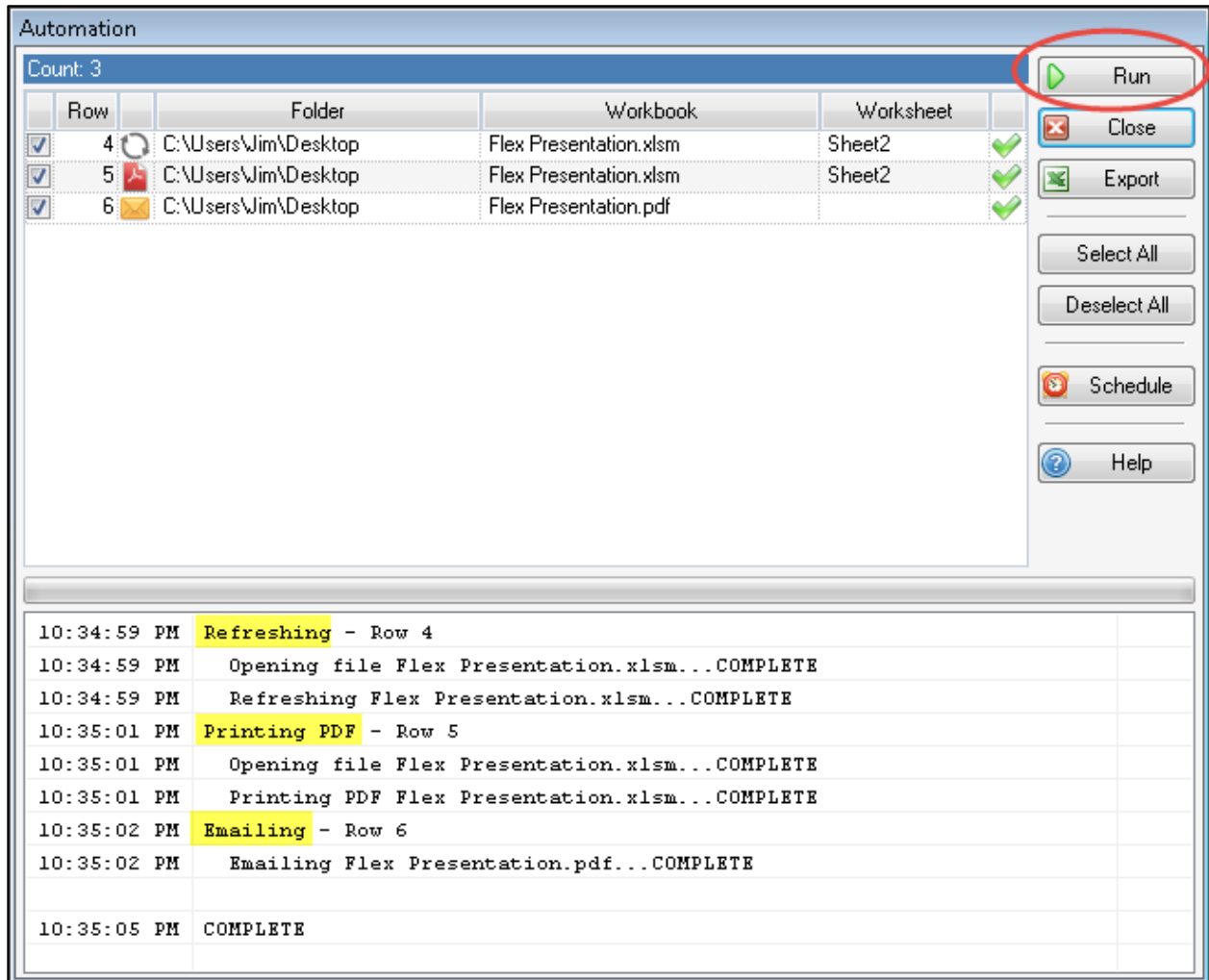
Scheduling Tasks

Each collection of tasks defined in an Automation Table worksheet is called a job in Vivid Reports Flex. Jobs can be scheduled to run on defined days at defined times.

For example, jobs that include sales reports might be scheduled to run every Monday morning at 5:00 a.m. whereas cancellation reports might be run daily for the purpose of distributing information to sales representatives for timely follow-up with the cancelled customer or prospective new customer.

Report Packs

Astute Financial Consulting is using Vivid Reports Flex to create "report packs", which are collections of reports and dashboards that cover different areas of your business, including:

- RMR
- Jobs
- Service tickets
- Technicians
- Prospects
- Accounts receivable
- Cash
- Accounts payable
- Inventory

Summary Reports

Each report pack includes date parameters for refreshing a summary report that captures activity over a period of time, providing important trend information.

For example, the RMR Summary report shows how RMR changed during the selected period along with gross and net attrition.

ABC Security
RMR Summary
powered by VIVID REPORTS FLEX

|	1-Jan 31-Jan 2014	1-Feb 28-Feb 2014	1-Mar 31-Mar 2014	1-Apr 30-Apr 2014	1-May 31-May 2014	1-Jun 30-Jun 2014	1-Jul 31-Jul 2014	1-Aug 31-Aug 2014
RMR Activity								
Beginning RMR	183,430	184,934	185,526	186,101	186,016	186,508	193,817	194,580
Installations	795	781	945	1,015	923	679	725	83
Activations	220	218	301	195	153	204	185	20
Takeovers	89	158	77	175	40	95	400	2
RMR created	*1,104*	*1,157*	*1,323*	*1,385*	*1,116*	*978*	*1,310*	*1,*
Moved/Sold/Closed	(448)	(782)	(376)	(1,107)	(483)	(983)	(275)	
Financial	(37)	(156)	(52)	(32)	(37)	(130)	(249)	
Competition	(276)	(64)		(273)	(36)		(78)	
No Need / Not Using	(45)	(183)	(35)	(98)	(150)	(65)	(75)	
Other	(110)	(259)		(150)	(21)	(81)		
RMR cancelled	*(916)*	*(1,445)*	*(463)*	*(1,660)*	*(726)*	*(1,259)*	*(677)*	
Resigns/Rollovers	295	345	303	145	40	191	85	
Relocations	58	125	45	38		90	75	
Services added (removed)	27	288	(263)	(47)	156	30	62	1
Price increases (decreases)	972	174	42	39		35	-	
Other changes	(29)	(34)	52	62	(56)	(19)	(80)	(5
RMR changed	*1,316*	*880*	*(285)*	*190*	*102*	*142*	*130*	*42*
RMR purchased (sold)						*7,448*		
Net RMR activity	*1,504*	*592*	*575*	*(85)*	*492*	*7,309*	*763*	*1,053*
Ending RMR	184,934	185,526	186,101	186,016	186,508	193,817	194,580	195,633
Cumulative net change %	*0.8%*	*1.1%*	*1.5%*	*1.4%*	*1.7%*	*5.7%*	*6.1%*	*6.7*
Attrition								
Gross cancellations	916	1,445	463	1,660	726	1,259	677	
Period	0.5%	0.8%	0.2%	0.9%	0.4%	0.7%	0.3%	
Period (annualized)	6.0%	9.4%	3.0%	10.7%	4.7%	8.1%	4.2%	
Cumulative (weighted)	6.0%	7.7%	6.1%	7.3%	6.8%	7.0%	6.6%	
Net cancellations	(400)	565	748	1,470	624	1,117	547	
Period	-0.2%	0.3%	0.4%	0.8%	0.3%	0.6%	0.3%	
Period (annualized)	-2.6%	3.7%	4.8%	9.5%	4.0%	7.2%	3.4%	
Cumulative (weighted)	-2.6%	0.5%	2.0%	3.9%	3.9%	4.5%	4.3%	

Detail Reports

The Link tool bar button is used to drill down from a Summary report to detail reports, such as this job closings report.

	A	C	D	F	G	J	K	S	Z	AA	AB	AC	AD	AE
2	**ABC Security**			All Types		From Date:	10/1/2013							
3	**Closings Detail**			Show/Hide Detail		Through Date:	10/31/2013							
5						Count:	46							
6														
7						Total	992	16,661	18,485	1,824	421	233	-188	33%
9	**Branch**	**R/C**	**JobType**	**JobNum**	**CustNum**	**Site**	**RMR**	**EstNet**	**$Net**	**$Ovr(U**	**EstHrs**	**ActHrs**	**HrsOvr**	**CM**
10	Denver	N	Add-RMR	32134	4081720	Adams	25.00	(150)	(150)	0	0	0	0	6.00
11	Denver	N	Install-Burg	5140-1	4081720	Bush	0.00	1,050	1,225	175	33	6	(26)	51%
12	Denver	Y	Add-RMR	32093	4708720	Coolidge	82.00	(492)	(492)	0	0	0	0	6.00
13	Denver	Y	Install-Fire	32092	4708720	Fillmore	0.00	2,550	2,985	435	125	0	(125)	33%
14	Denver	N	Add-RMR	32115	4714720	Harrison	60.00	(360)	(360)	0	0	0	0	6.00
15	Denver	N	Install-Burg	5071-1	4714720	Monroe	0.00	1,464	1,241	(223)	1	34	33	31%
16	Denver		Upgrade	32128	4386700	Gorbachev	0.00		35	2	2	(1)		56%
					4018720	Yeltsin						23	6	

Dashboards

Dashboards are included in each report pack.

SedonaOffice ®
The #1 Financial Software for Security Companies
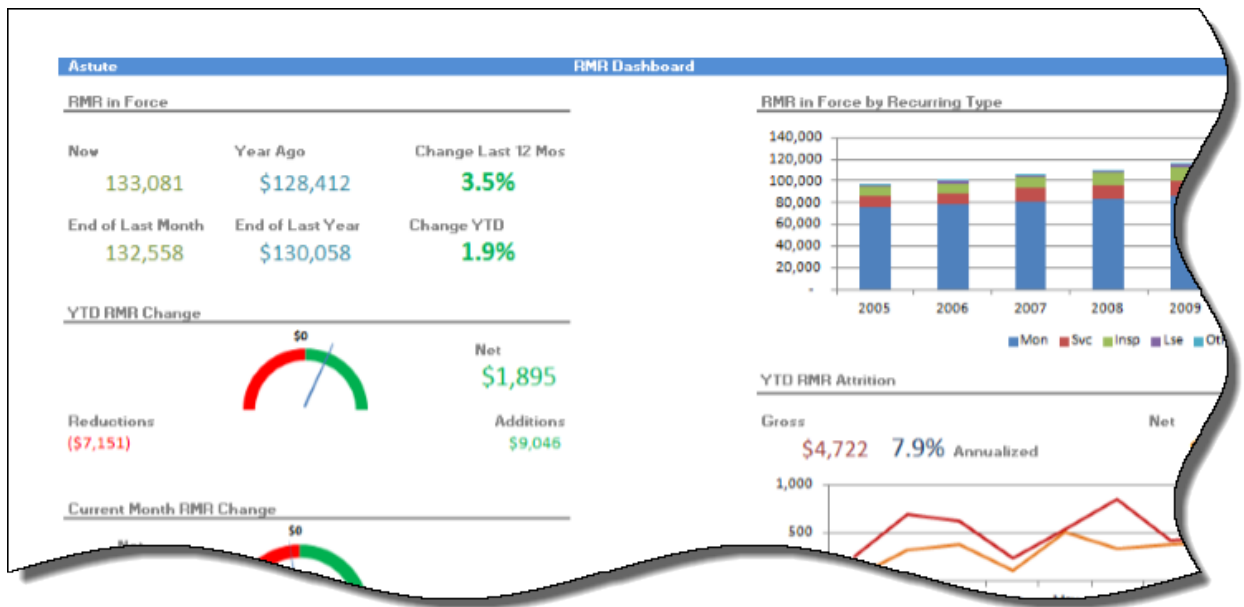
Benchmarks

What are the important benchmarks used by your company to ensure you stay on track to meet your financial goals?

RMR
In force
Additions
Net growth
Gross attrition
Net attrition
Cancellations

Jobs
In queue
Sales
Billings backlog
Closings
Profit/loss
Creation multiples

Service
In queue
New tickets
Closed tickets
Profit/loss-billed
Profit/loss-contract

Technicians
Chargeable hours
Non-chargeable hours
Over-under budget
Billable vs. non-billable service
Average ticket times

Conclusion

SedonaOffice has become the leading financial software for security companies because of its exceptional functionality and reporting capabilities. Now, you can take reporting and analysis for your company to a whole new level with Vivid Reports Flex.