

# MYOB ProfitOptimiser™



Turn numbers into know-how



# A powerful business advisory tool

## Keep your clients on top of their businesses

MYOB ProfitOptimiser is a powerful business advisory tool that can drive your business and advisory services.

MYOB ProfitOptimiser gives you critical insights into your clients' businesses – such as tax liability, annual/projected finance data, performance measures and key business drivers. It allows you and your clients to understand the key drivers and make better business decisions.

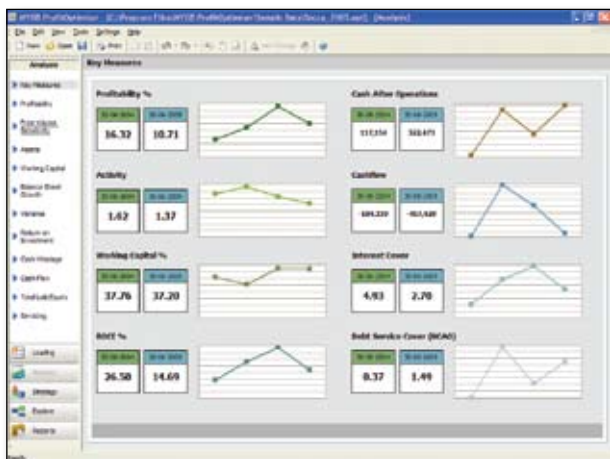
## Make better business decisions

MYOB ProfitOptimiser analyses your clients' financial records to reveal the good, the bad and the downright ugly. So you can help clients streamline and improve their businesses.

After all, better business starts with well-informed advice. MYOB ProfitOptimiser gives you all the facts and figures you need to give your clients the best advice possible. The sort of advice that can lead to more consultations for your practice.

## Create financial scorecards

MYOB ProfitOptimiser extracts core figures from your client's general ledger in an easy-to-read 'financial scorecard'. It's a quick and easy way for you to predict a client's profit, performance and cash flow.



See business performance at a glance

## Add value to your client services

MYOB ProfitOptimiser helps improve your client planning and business advice.

For example, the 'What if', goal-seek and benchmark features show you the full financial impact of any changes in the business. So you can show clients what affect business decisions will have - before they make them.

You can use MYOB ProfitOptimiser to provide a wide range of business advisory services such as:

- business planning and improvement
- loan applications
- business valuations
- due diligence tests for your clients who want to buy new businesses.

MYOB ProfitOptimiser helps improve your clients' financial performance.

## Bank-approved records

MYOB ProfitOptimiser is a great tool to help your clients with bank loans and to buy and sell businesses. Not only does it show you the health of the business but it also uses the same format used by the four major banks for risk review and client growth.

This means you can provide records in the same format the banks want – safe in the knowledge your figures are sound.

## Instant answers to complex questions

In seconds MYOB ProfitOptimiser tells you the health of a business. You can use it to identify problem areas, and develop ways to address them. With MYOB ProfitOptimiser you get instant answers to questions such as:

- the financial impact on cash flow if sales increase
- how a new product or service will affect results
- what interest rates will do to the bottom line
- how to boost business
- what strategies will maximise profits.

## Turn numbers into knowledge

MYOB ProfitOptimiser is a quick and easy way to link your clients' finances with business strategies and results.

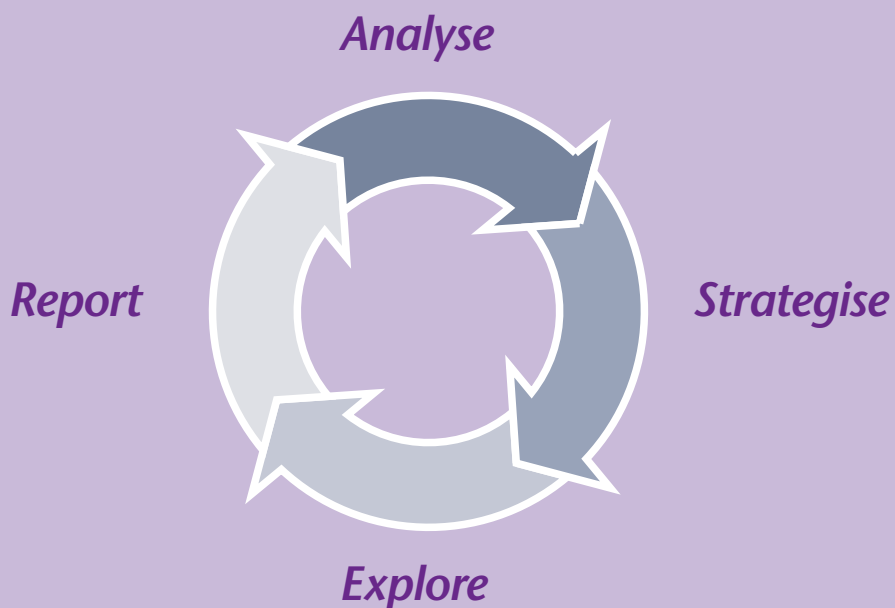
MYOB ProfitOptimiser helps you understand what drives client businesses. It also does complex sums for you in seconds. So you can better advise your clients on their true financial position – and map out a proactive business plan.

With MYOB ProfitOptimiser you can turn your clients' numbers into knowledge and knowledge into strategy.

## Faster data entry and integration

MYOB ProfitOptimiser is easy-to-use software that will:

- Load** financial data for multiple periods in minutes. It also integrates with other MYOB accounting software and Microsoft Excel, so you can load data directly from a client's ledger.
- Analyse** analyse key business drivers and identify problems with smart graphics.
- Strategise** plan your clients' business goals with powerful "What if", goal-seeking and benchmarking tools.
- Explore** explore underlying success criteria through simple flowcharts of key results.
- Report** report, measure and communicate a business's current position, past plans and future goals.



# A financial health check for your clients' business

## Load

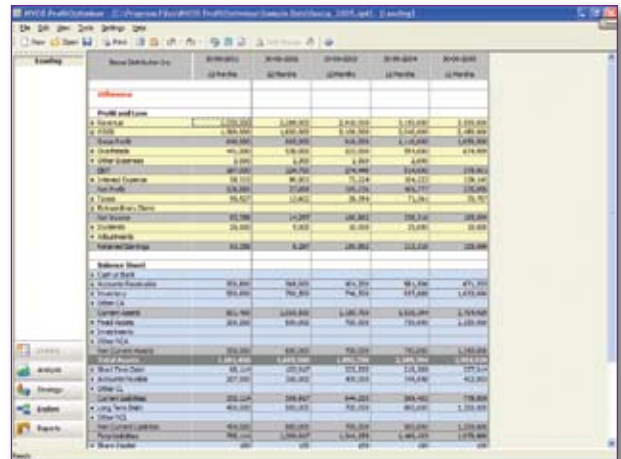
It's quick and easy to enter data into MYOB ProfitOptimiser. You can enter key financials straight into the easy-to-use software or import it from MYOB practice software, Excel or other MYOB business management products including MYOB Premier, MYOB Accounting and MYOB Accounting Plus.

### Faster data entry and integration

You can load or extract data for up to 40 periods. So you can:

- spread, annualise or seasonally adjust clients' financial data
- create models on a monthly, quarterly or annual basis consistent with your clients' existing financial structure
- capture non-financial data such as company details, management profiles and industry conditions.

Once this quick and easy task is done, you're ready to analyse your financial data.



It's easy to load data and use the software

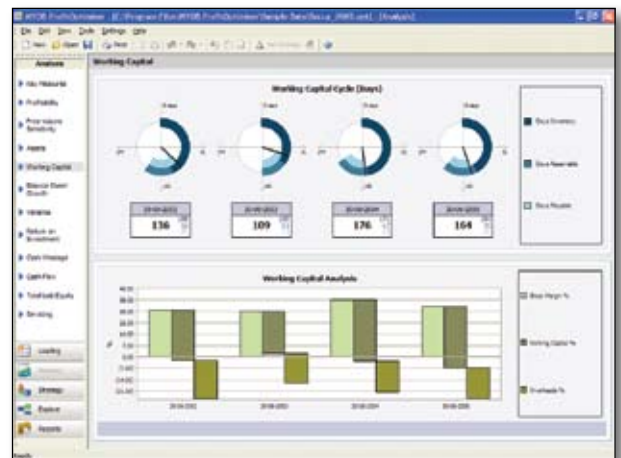
## Analyse

### A financial check-up

MYOB ProfitOptimiser Analysis screens are designed to give you a financial health check of five aspects of a business:

1. Profit
2. Balance sheet and working capital
3. Cash flow
4. Return on assets and investment
5. Funding needs

All Analysis screens display simple, easy-to-understand charts – making it easier to plan and communicate the situation to clients.

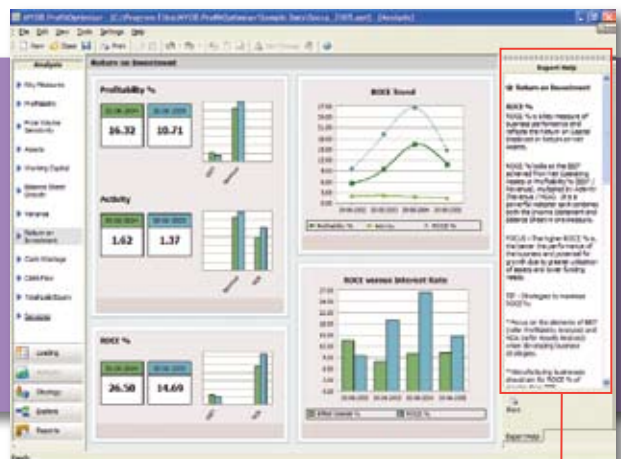


Dynamic graphics show you the status and trends in the business

## Expert help in MYOB ProfitOptimiser

MYOB ProfitOptimiser Expert is a clever help system that gives you detailed explanations of the metrics and their impact. It also provides tips and hints on managing ratios and the impact of changes.

Expert help, operational hints and strategic tips



# Understand and control key business drivers. Perform complex calculations in seconds.

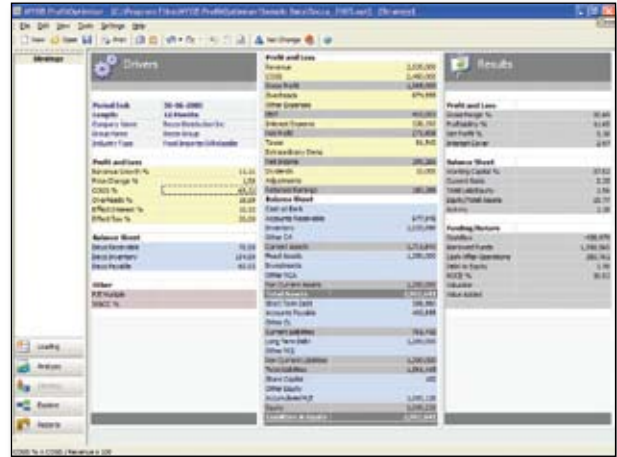
## Strategise & Explore

### Your one-screen financial scorecard

MYOB ProfitOptimiser shows you how to improve a business's financial performance. It provides facts and figures to help you plan and set goals.

For example, you can see the balance sheet, profit and loss, cash flow and business drivers - all on a one-screen financial scorecard.

You can instantly display and track all gross margin, profit, working capital, cash flow, cash-after operations and return on capital employed, as well as highlight variances between periods.



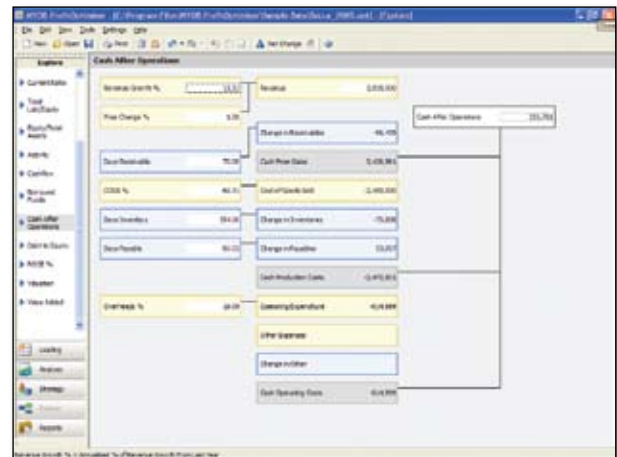
See the outcomes of making changes to key drivers

### 'What if' simulations

MYOB ProfitOptimiser also provides a 'What if' feature so you can see the outcome of making changes in a business.

You can use 'What if' scenarios to explore a range of alternatives, and see the impact of changing elements such as debtor days, sales, etc.

Running multiple 'What if' simulations allows you to develop a complete strategy for improving a business, and you can use the 'What if' monitor to track and report on each element.



Drill down to explore the impacts of changes

### Goal-seek feature

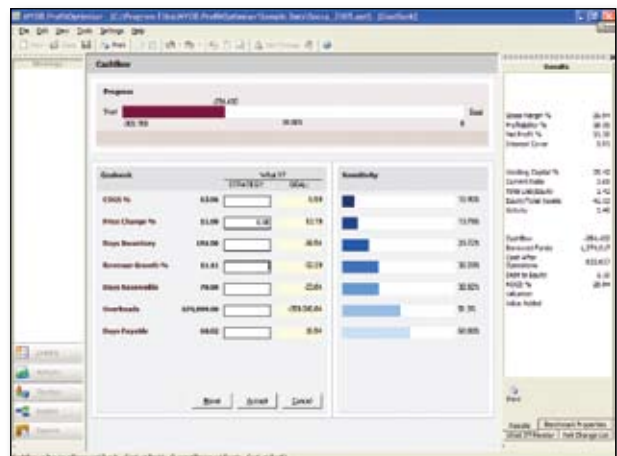
The goal-seek function enables you to set a financial goal – and see what's needed to achieve it. You can see what business drivers need to be changed (and by how much) to achieve the goals.

MYOB ProfitOptimiser allows you to use different scenarios for your goal seeking. The menus allow you to track how changes will affect other results such as profit or cash flow.

### Budget forecasts

You can use the MYOB ProfitOptimiser forecast feature to do multiple-year forecasts and create budgets – all in just two keystrokes.

From the strategy screen, you review goals for both balance sheet and profit and loss statements and set anticipated market changes. Then click projection and instantly produce next year's budget.



Goal-seek to the required result

# MYOB ProfitOptimiser measures your clients' business performance

## Report

### Instant financial reports

MYOB ProfitOptimiser includes a range of valuable reports that you can use for business planning and provide to your clients to enhance your services.

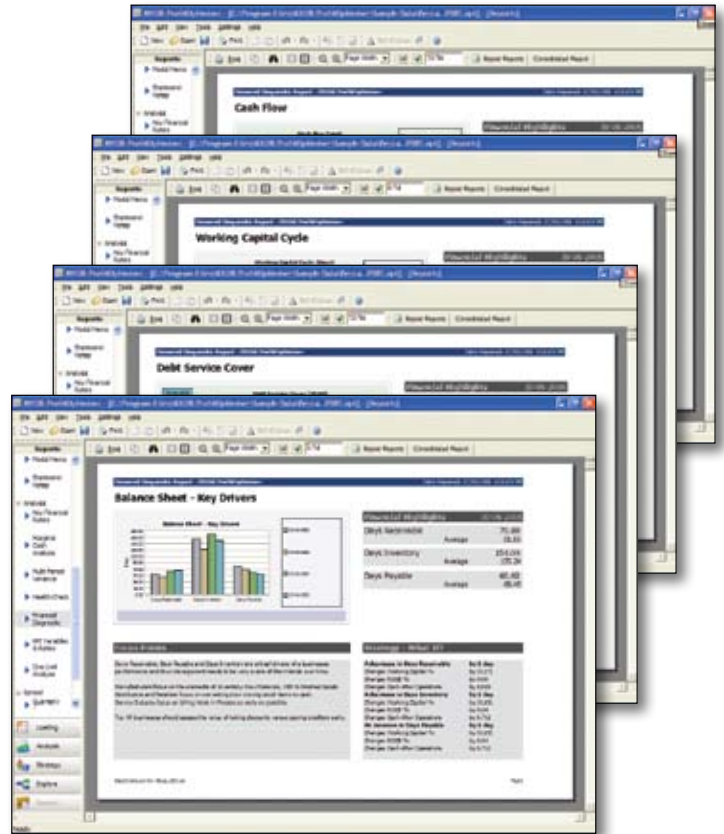
### Click for reports

Producing reports is easy and very fast. Just click and you can create an in-depth 14-page financial report – or a one-page health-check summary that's ideal for management updates.

MYOB ProfitOptimiser automatically creates a wide range of valuable reports covering:

- in-depth financial analysis
- financial health checks
- KPI variables and ratios
- marginal cash
- cash flow summary
- multi-period variance

You can create reports in several different formats, such as PDF, HTML, RTF and TIFF.



## Benchmarking

With MYOB ProfitOptimiser you can apply industry averages and selected benchmarks to track your client's performance with 'traffic light' indicators.

You can create powerful benchmarks to measure performance against peers or competitors and get an instant benchmark report.

### Custom KPIs

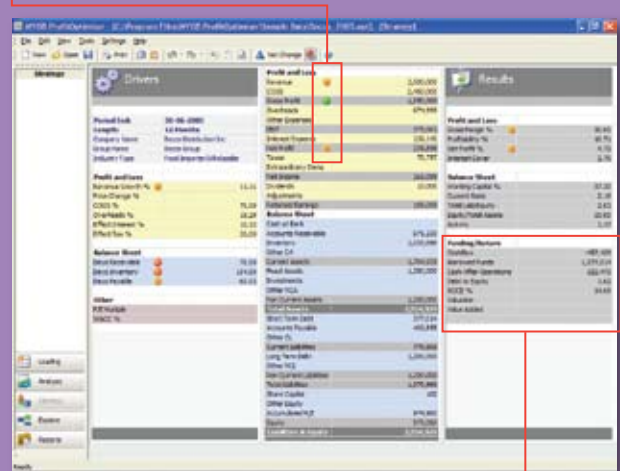
Custom Key Performance Indicators (KPIs) – allow you to measure the progress of business goals.

For example:

- return per employee
- occupancy rate
- revenue per square metre
- capacity use
- return on equity.

You can create KPIs easily to suit the needs of each individual client. MYOB ProfitOptimiser KPIs allow you to identify your clients' critical financial data and measure their business performance and success.

Traffic light indicators immediately highlight variances from benchmarks



Customise ratios to each business

# MYOB ProfitOptimiser puts valuable reports at your finger tips

## In-depth analysis

MYOB ProfitOptimiser allows you to generate the following data as standard:

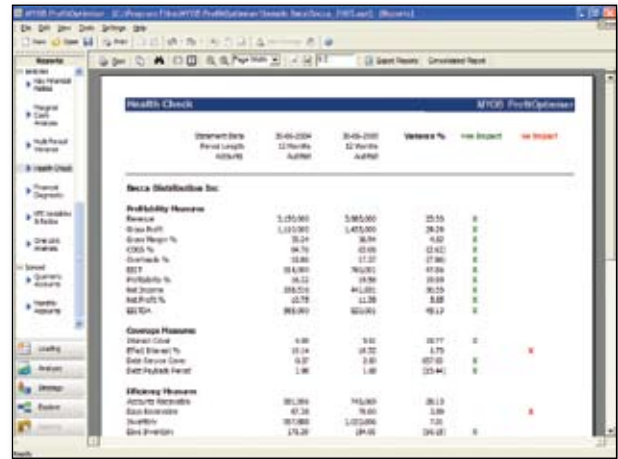
- gross margin
- profitability
- net profit/sales
- working capital
- current ratio
- total liability/equity
- equity/total assets
- balance sheet deficiency
- cash flow
- borrowed funds
- cash after operations
- debt-to-equity ratio
- return on capital employed
- business valuation
- revenue per employee.

And you can add to this as you choose by using custom KPIs.

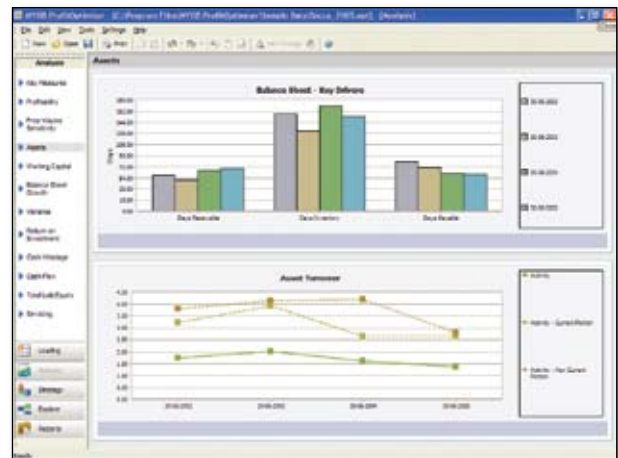
## The answers you need

MYOB ProfitOptimiser provides vital financial data that gives you a comprehensive understanding of business operational performance. Plus it gives you the tools to use that data to plan and implement business changes - and measure their success.

With MYOB ProfitOptimiser you get the information and answers you need - whether it's a one page summary that shows you immediately the health of a business, or an in-depth diagnostic that allows you to explore scenarios and options. And all the information is provided in easy-to-understand formats, so you can immediately see the situation and how to address it.



A one page business health check



Analyse trends in key drivers

## Turn numbers into know-how

MYOB ProfitOptimiser is a powerful business tool that will add value to your client planning, service and advice.

It gives you critical insights to help keep your clients on top of their business and your accountancy practice profitable.

Use MYOB ProfitOptimiser to turn numbers into know-how.

## About MYOB

MYOB is an international provider of solutions that liberate business owners and accountants from the burden of day-to-day administration, empowering them to achieve business success. MYOB develops and delivers award-winning software, services and support for more than 700,000 businesses and accounting practices in Asia-Pacific region.

MYOB works directly with accounting practices to streamline their processes and maximise their productivity. MYOB solutions are used by leading accounting practices from tax agents and sole practitioners to all the Big 4 firms.

Through its understanding and partnership with both business owners and accountants, MYOB strives to further enhance the links between them for their mutual benefit.

## Solutions for your practice

MYOB delivers innovative and powerful business solutions that cover practice management, taxation, client accounting, compliance and other services. We help make accounting professionals more productive by providing a range of integrated software solutions backed by comprehensive support, training and consulting services.

### Tax

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- FBT
- Tax production, lodgment and planning

### Client accounting

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- Asset management
- BankLink
- General Ledger solutions
- Business management software

### Compliance

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- Corporate Compliance
- Insolvency
- Investments

### Managing your practice

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- Accountants Enterprise Practice Manager
- Accountants Office
- Accountants Resourcing
- Job Manager
- M-Powered Services

### Managing documents

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- Accountants Precedents
- Document Manager
- Intranet
- PDF Manager

### Working with your clients

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- BusinessBasics Online
- ClientConnect
- ProfitOptimiser
- Partner Program - Public Accountants

