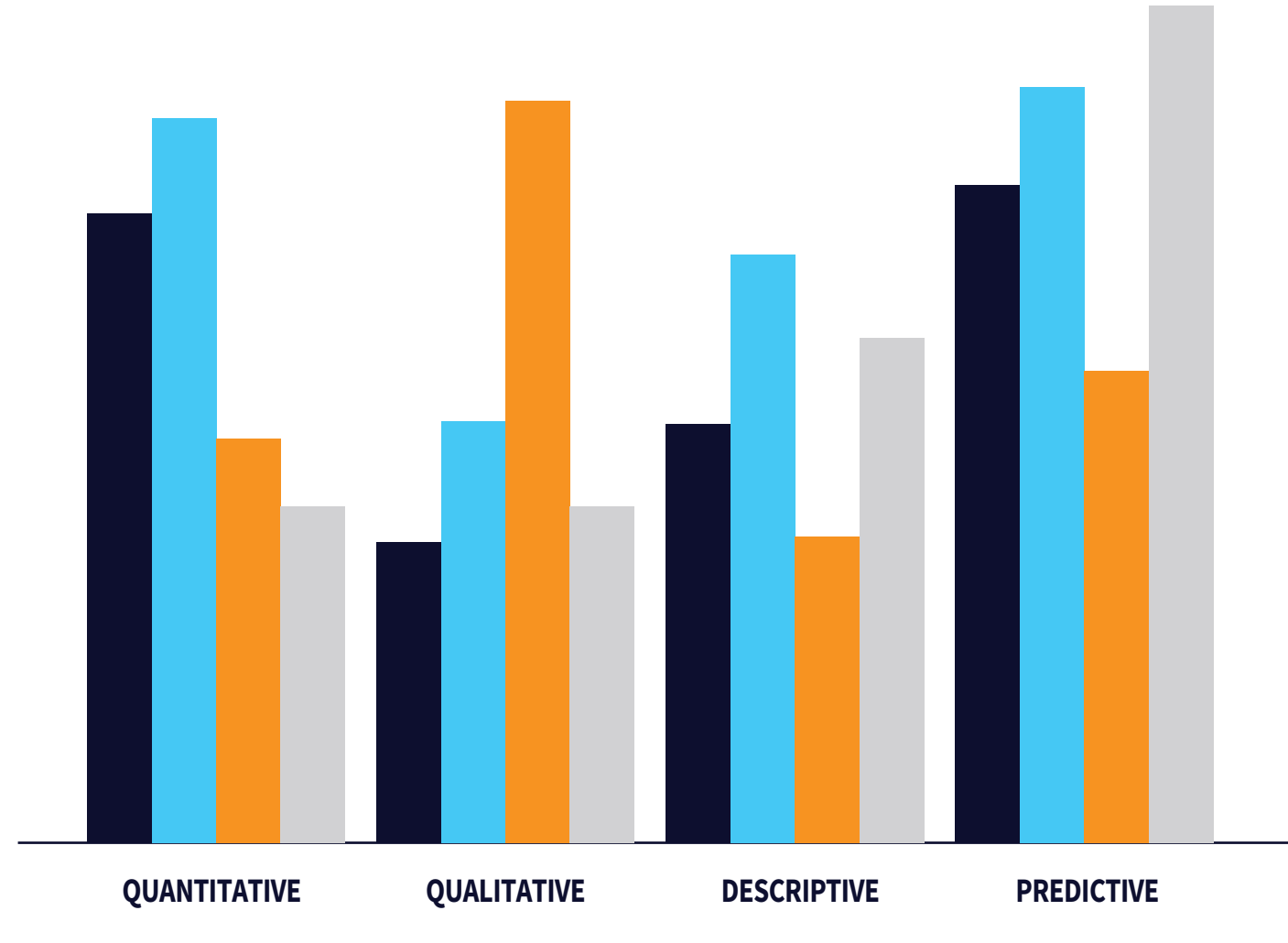
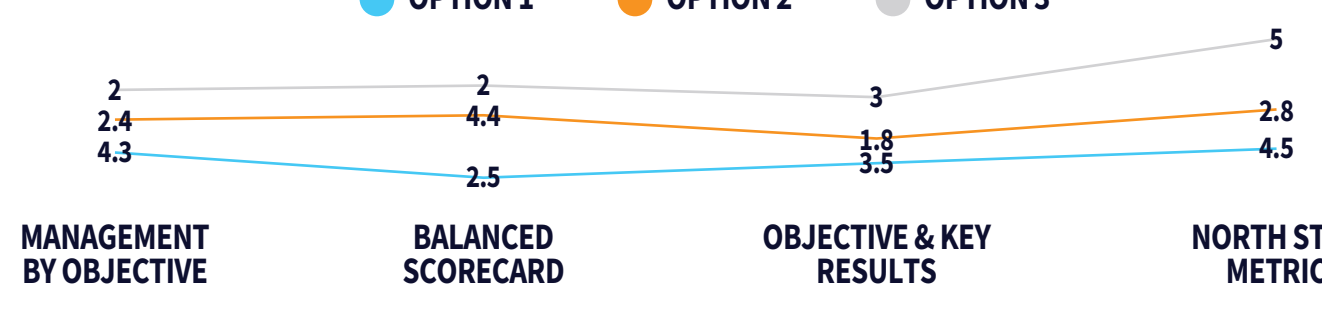


# KPIs for Growing Businesses

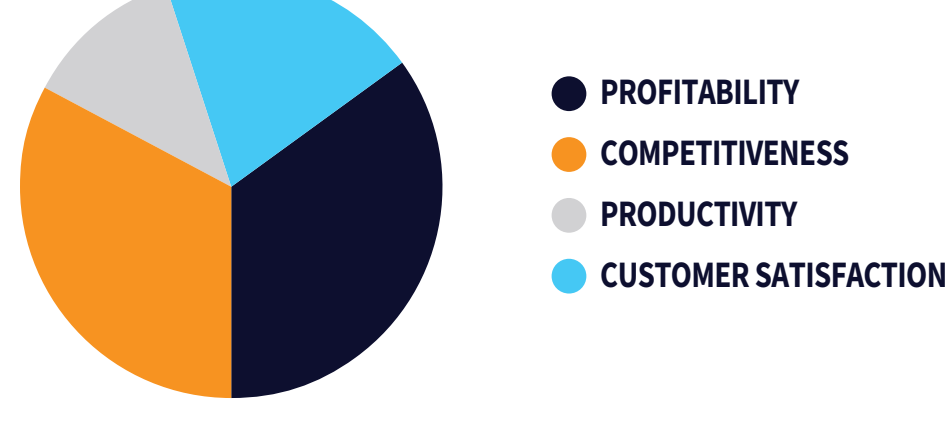
## TRACK DIFFERENT TYPES OF KPIs\*



## KPI APPROACHES

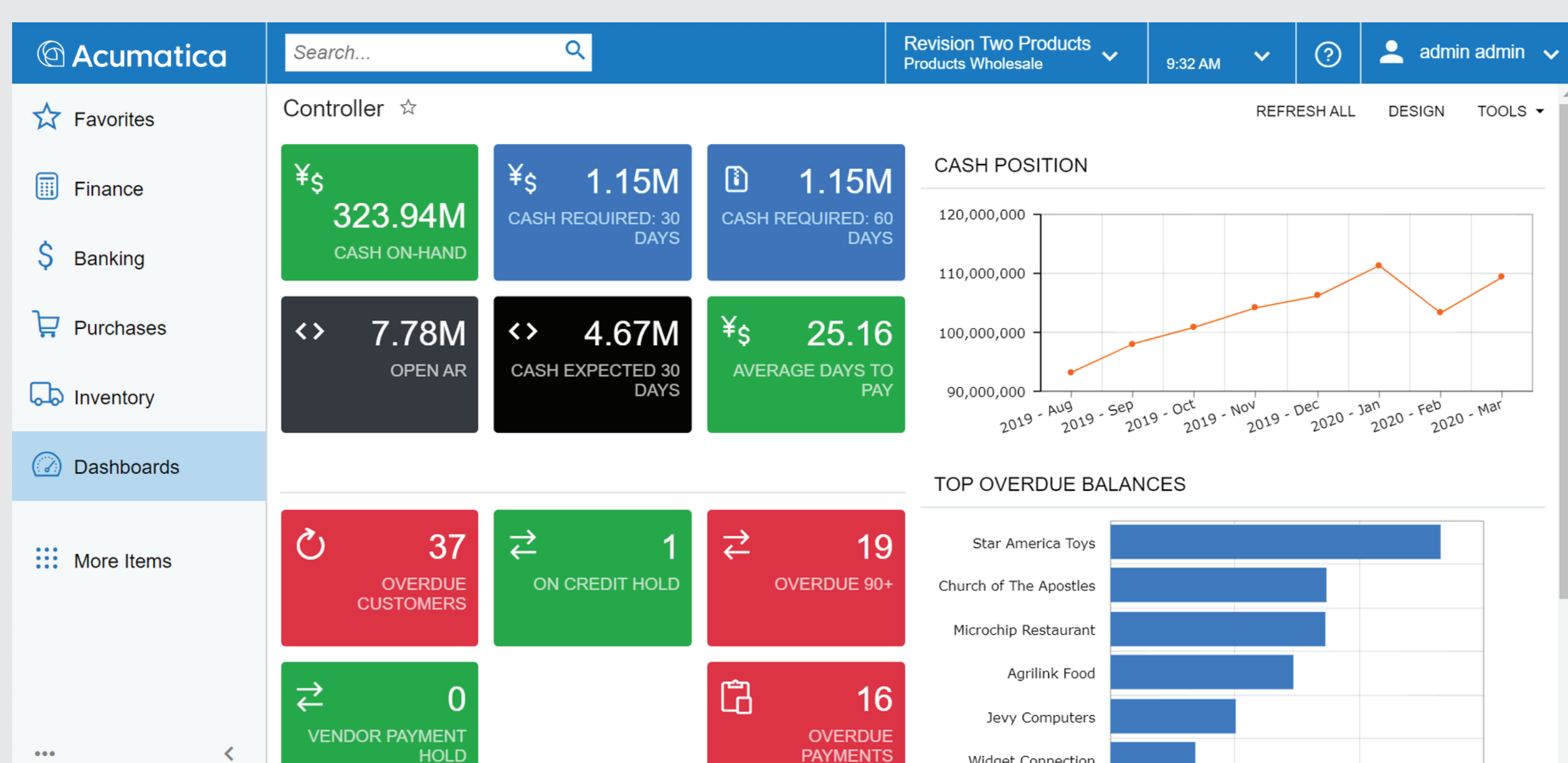


## OVERALL KPIs



## TOP FINANCIAL KPIs

- ✓ Gross Profit Margin
- ✓ Net Profit Margin
- ✓ Profit-Loss Report
- ✓ Operating Cash Flow
- ✓ Liquidity Metrics
- ✓ Accounts Payable
- ✓ Expenses
- ✓ Accounts Receivable
- ✓ Payroll
- ✓ Burn Rate
- ✓ Budget Variance
- ✓ Time to Close Books
- ✓ Days Sales Outstanding
- ✓ Inventory Turnover Rate
- ✓ Customer Churn



## SALES & MARKETING KPIs

### SALES

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

### MARKETING

- ✓ Landing Page Conversions
- ✓ Marketing Activities/ Campaigns
- ✓ Campaign Results
- ✓ Marketing Qualified Leads
- ✓ Cost Per Lead
- ✓ Social Media Activity and Results
- ✓ Lead-to-Customer Ratio
- ✓ Advertising Spend
- ✓ Paid Per Click Volume
- ✓ Cost Per Click
- ✓ New Customers
- ✓ Customer Acquisition Cost



“Acumatica saved us time and money processing over 4,500 orders per day. Since it’s Cloud-based, Acumatica can support our double- and triple-digit growth rates.”

– CHRIS NELSON (CPA), CFO, YOUNGEVITY YGYI (OTCMKTS)

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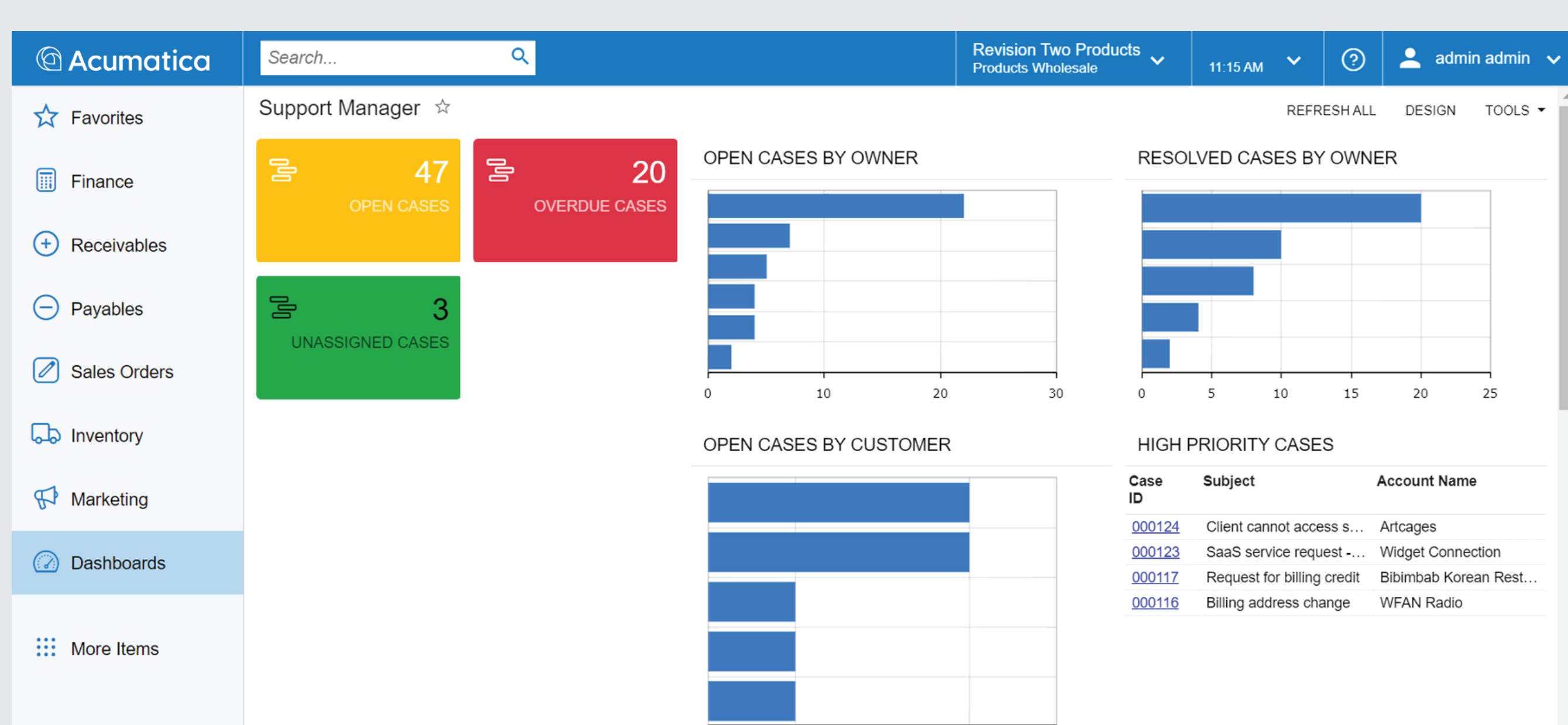
## DIGITAL TRANSFORMATION & IT KPIs

### DIGITAL TRANSFORMATION

- ✓ Utilization of new services/systems
- ✓ User Engagement/Experience
- ✓ User Lifetime Value
- ✓ Workforce Productivity/ Hours Saved
- ✓ Rate of Innovation
- ✓ Return on Investment
- ✓ Revenue from Digital Services
- ✓ Total IT Spend
- ✓ Sustainability
- ✓ Team Morale
- ✓ Order Fulfillment
- ✓ Percentage of Cloud Applications

### INFORMATION TECHNOLOGY

- ✓ Utilization by Project/Hours
- ✓ Deployment Time
- ✓ Time to Market
- ✓ System Availability/ Response Time
- ✓ End-User Satisfaction
- ✓ Help Desk SLAs
- ✓ Partner SLAs and Response Time
- ✓ IT Spend by Customer
- ✓ Revenue Generation vs Costs
- ✓ Actual IT Costs vs Planned
- ✓ Compliance to Policies, SOX, HIPAA
- ✓ Security/Vulnerability Testing
- ✓ Percentage of Servers/ Services Used
- ✓ Disaster Recovery

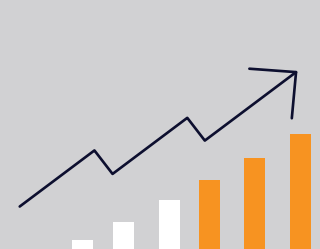


\*The KPIs do not relate to any specific product offering although many can be supported by an ERP solution tailored to specific business needs.

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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## DISCOVER HOW GENERAL BUSINESS COMPANIES FOSTER LONG-TERM PROFITABILITY WITH MUST-HAVE KPIs

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