

# PROFITABILITY MANAGEMENT

## PFM OVERVIEW

Obero SPM Profitability Management (PFM) provides organizations with a comprehensive and sophisticated solution to model, manage and analyze their business segment profitability.

### Key benefits of implementing Obero SPM

#### Profitability Management include:

- Maximized organizational profitability by analyzing profitability across all business segments.
- Increased compliance by aligning cost of sales expense recognition with associated revenue recognition.
- Optimized decision support by having real-time access to all profitability-based key performance indicators.



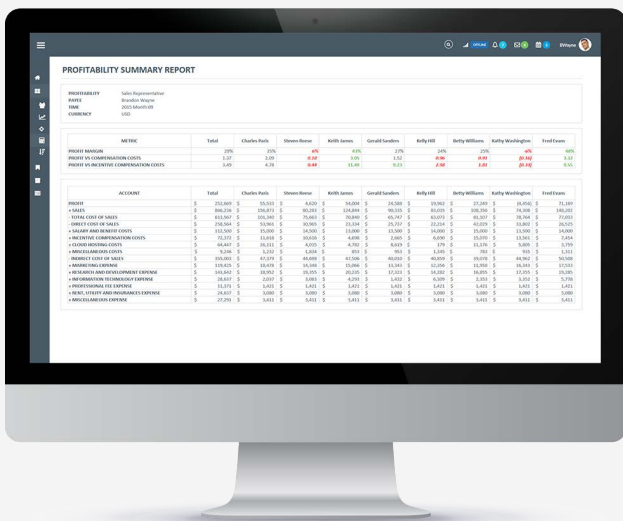
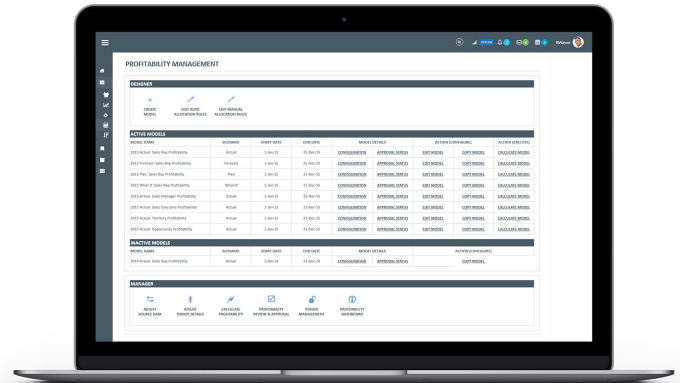
## OBERO SPM OVERVIEW

Obero SPM helps organizations streamline their Sales Planning, Execution and Optimization processes by providing the required tools to effectively manage sales performance. Its comprehensive functionality, which includes Sales and Revenue Management, Territory and Quota Management, Workforce Management, Incentive Compensation Management and Profitability Management, provides organizations with a solution that supports the end to end sales performance life cycle; automating processes for the Offices of Sales, HR and Finance.

See Obero SPM in action  
[oberospm.com/demo](http://oberospm.com/demo)

## PFM ADMINISTRATION

- Model profitability actuals, plans and forecasts based on any number of business segments, such as sales order, sales team, territory, product, customer and channel.
- Incorporate any number of drivers, such as customer acquisition cost (CAC), new accounts and monthly recurring revenue inflow / outflow into profitability models.
- Configure any number of cost of sales expense recognition rules, such as relative to the associated revenue recognition or via amortization.
- Include all of the costs of securing contracts with customers into the cost of sales expense recognition models.
- Define any number of profitability-based key performance indicators, such as lifetime value of a customer (LTV), average revenue per account (ARPA), LTV to CAC ratio and months to recover CAC.
- Apply any key performance indicator snapshot frequency and any number of change definition rules.
- Govern model administration with integrated workflow and process management.



## PFM CALCULATIONS

- Automate, or execute on demand, calculations for individual models or all models.
- Allocate and dynamically adjust ERP costs and overhead expenses based on any set of drivers.
- Simulate cost of sales expense recognition based on updates to any contract detail.
- Derive ERP GL journal entries based on cost of sales expense recognition details.
- Archive profitability-based key performance indicator snapshots or change logs based on any schedule.
- Roll forward and optimize profitability models from period to period.
- Conduct what-if calculations based on any number of profitability configurations.

## PFM REPORTING

- Leverage a library of pre-built profitability and cost of sales-related forms, reports and dashboards, including profitability statements, allocation details and stack ranking reports.
- Create new forms, reports and dashboards in a drag-and-drop manner in Excel.
- Include drivers, business segment and summary revenue and expense data into forms, reports and dashboards.
- Manage access to forms and reports, and the underlying data, based on integrated security management.
- Access forms, reports and dashboards over the web, via any browser, tablet or mobile device.
- Export reports to Excel and PDF or print reports directly from the web.
- Package groups of reports and distribute them via email automatically.

