

SARAH BREWSTER

Into the Woods with Financial Trees in ActivityHD



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Disclaimer

A FEW THINGS FIRST

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Evaluate risks before acting based on ideas from this presentation.

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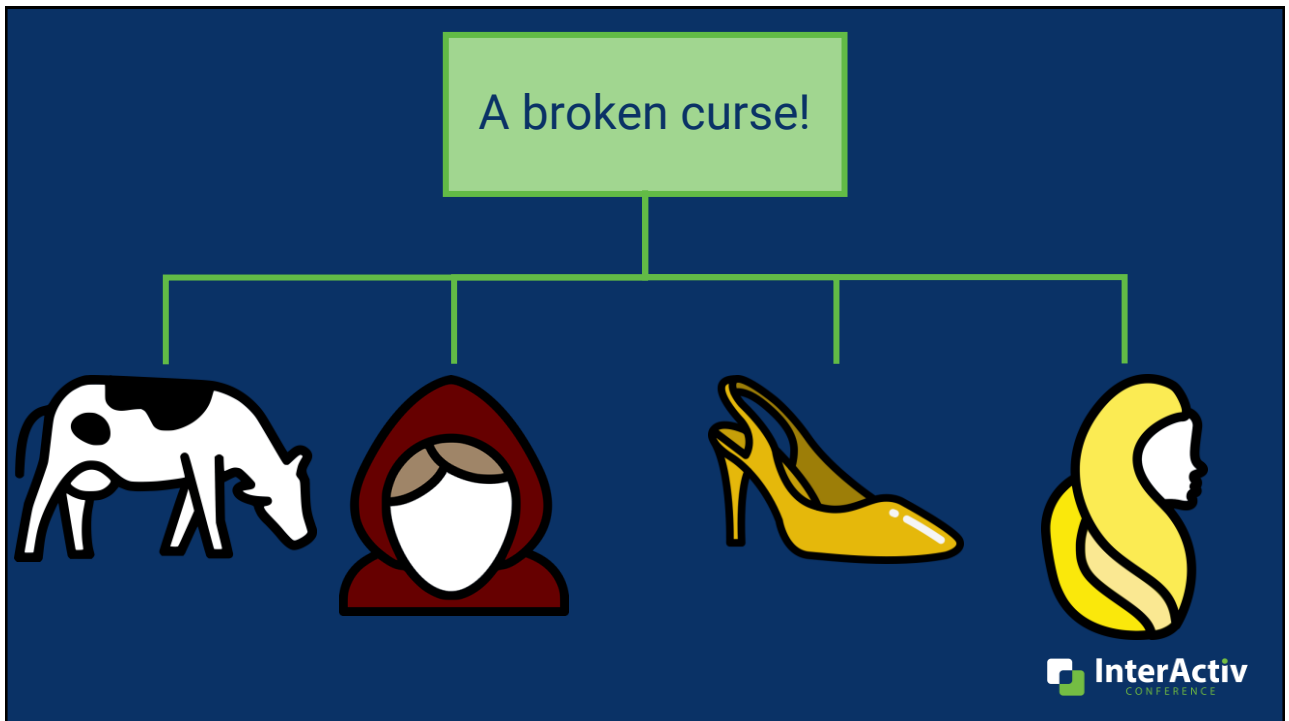


Sarah Brewster

Implementation Specialist



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Agenda

ANSWER THESE QUESTIONS:

Who cares about financial trees?

1

2

What are financial trees?

Why do I want financial trees?

3

4

How do I build and use financial trees?



5

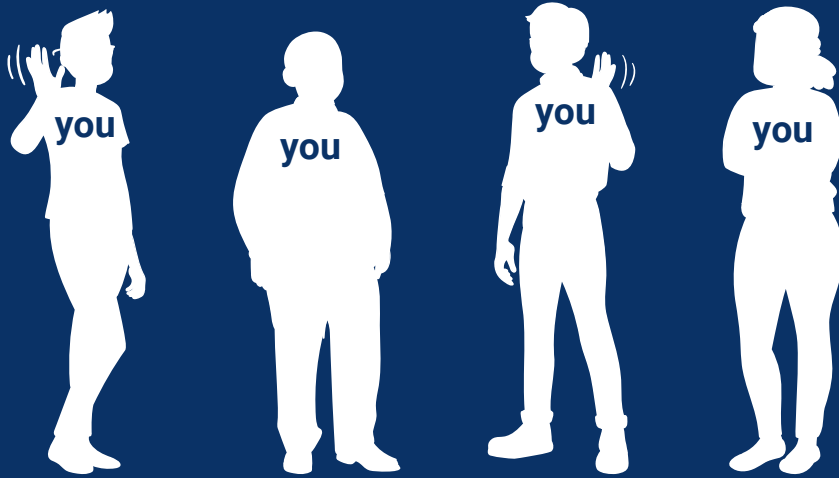


Who cares about financial trees?

YOU DO!

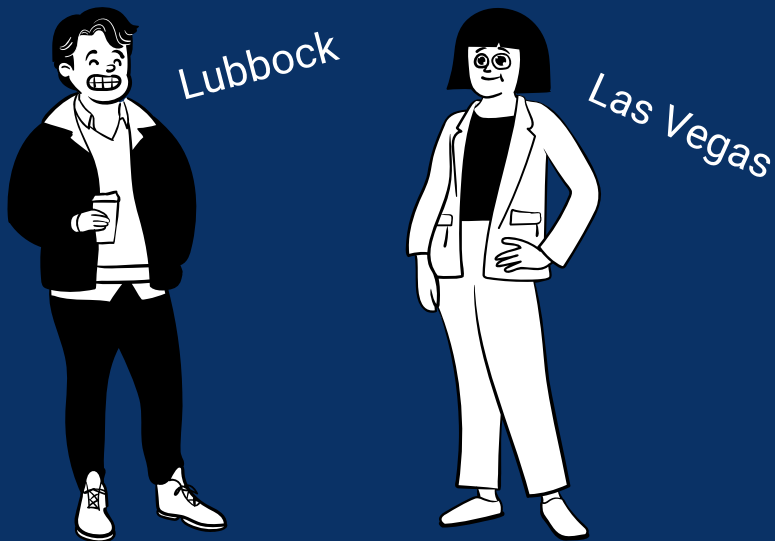
6

Who cares about financial trees?




7

Who cares about financial trees?



8

Who cares about financial trees?



Couldn't we get our numbers faster?


Current Month End Process

- 5 working days to close
- +2 additional days to report and distribute



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Who cares about financial trees?



Could we get more relevant reports?

Current Month End Process

- 3 high level financial statements
- Branch managers are not ActivityHD users



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Who cares about financial trees?

You do! Because you want your managers, department heads, and others to get financial reports that are:

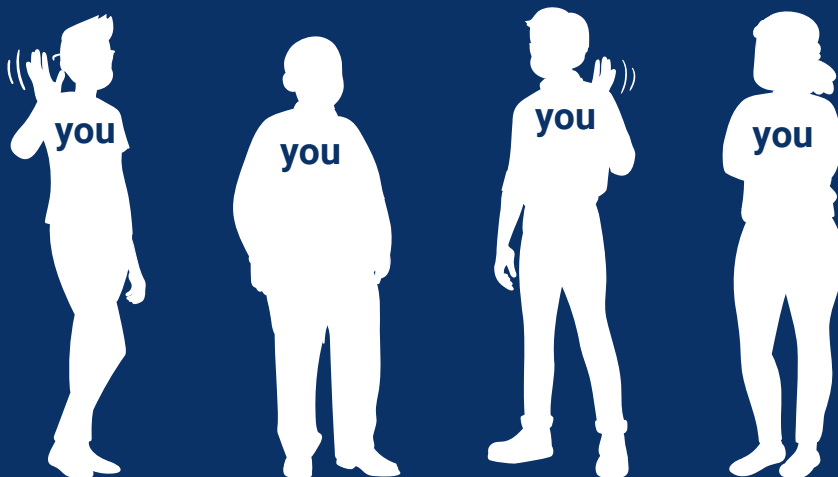
- Timely
- Relevant

to make good decisions.



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Who cares about financial trees?



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Current Challenges

- Time
- Complexity
- Others?



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Who cares about financial trees?

You do! Because you want financial reports that are:

- Repeatable
- Flexible
- Low maintenance

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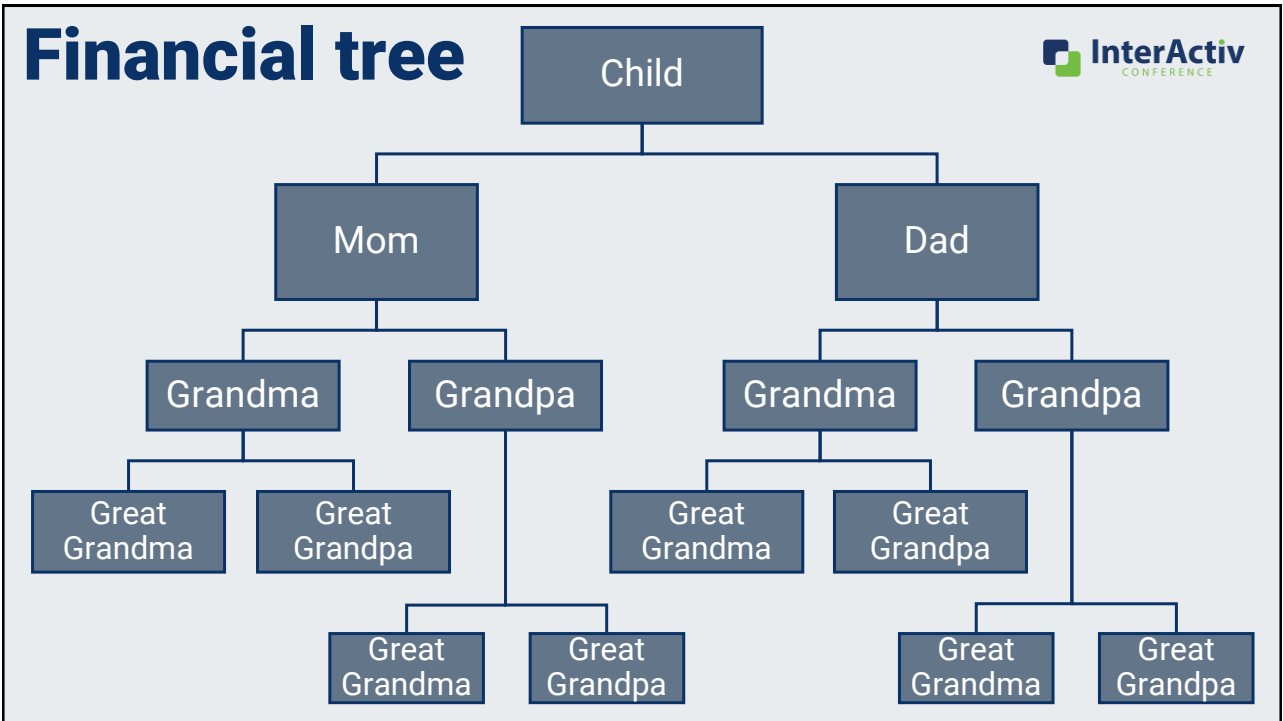


InterActiv
CONFERENCE

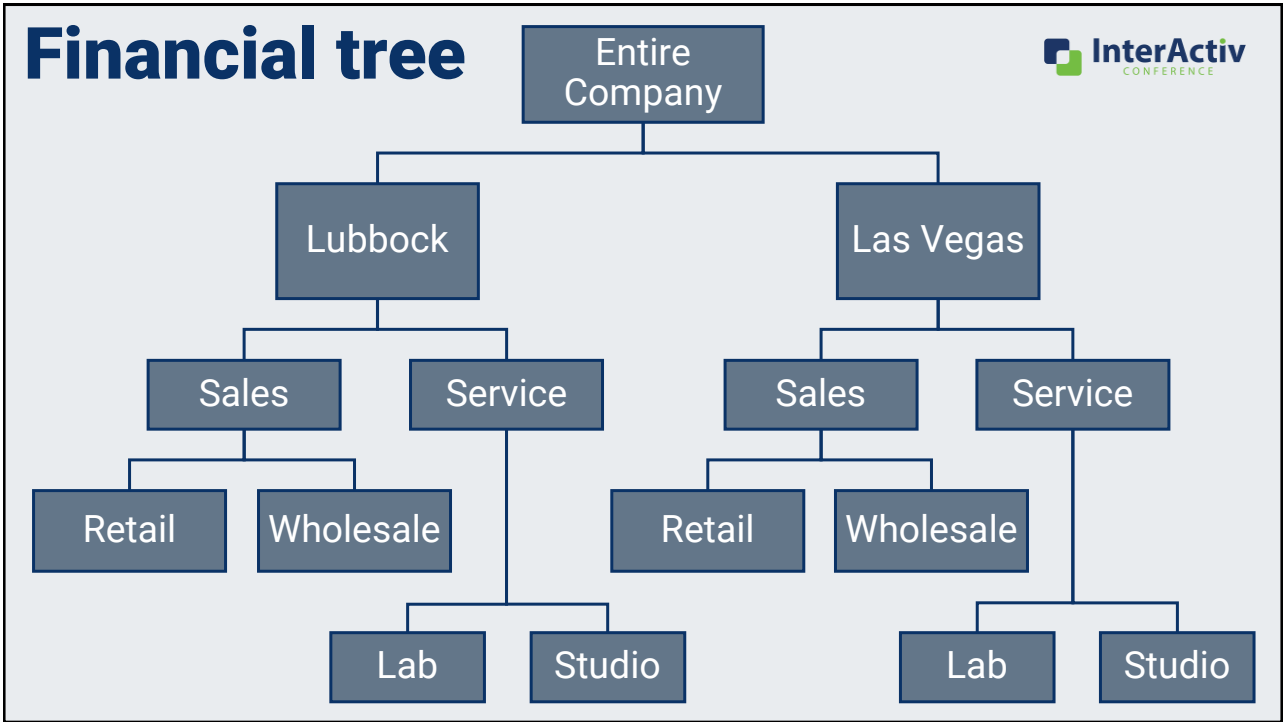
What are financial trees?

Defined structures for financial reporting

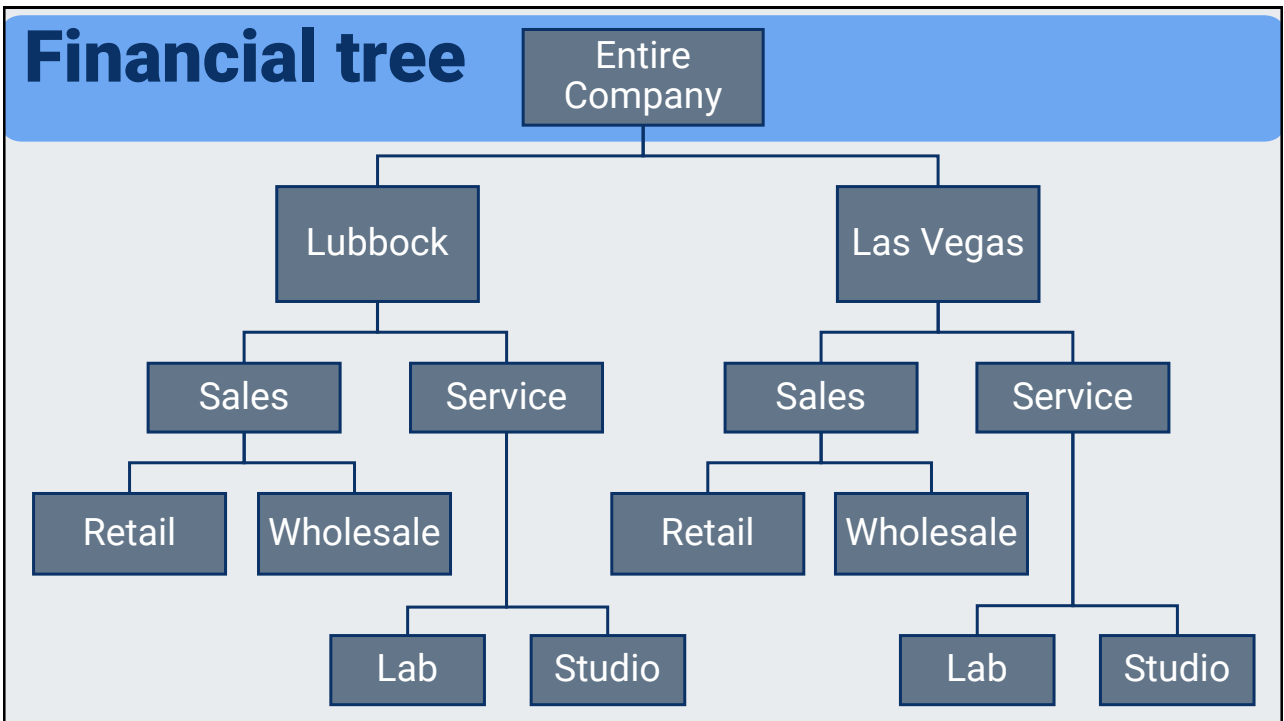
15



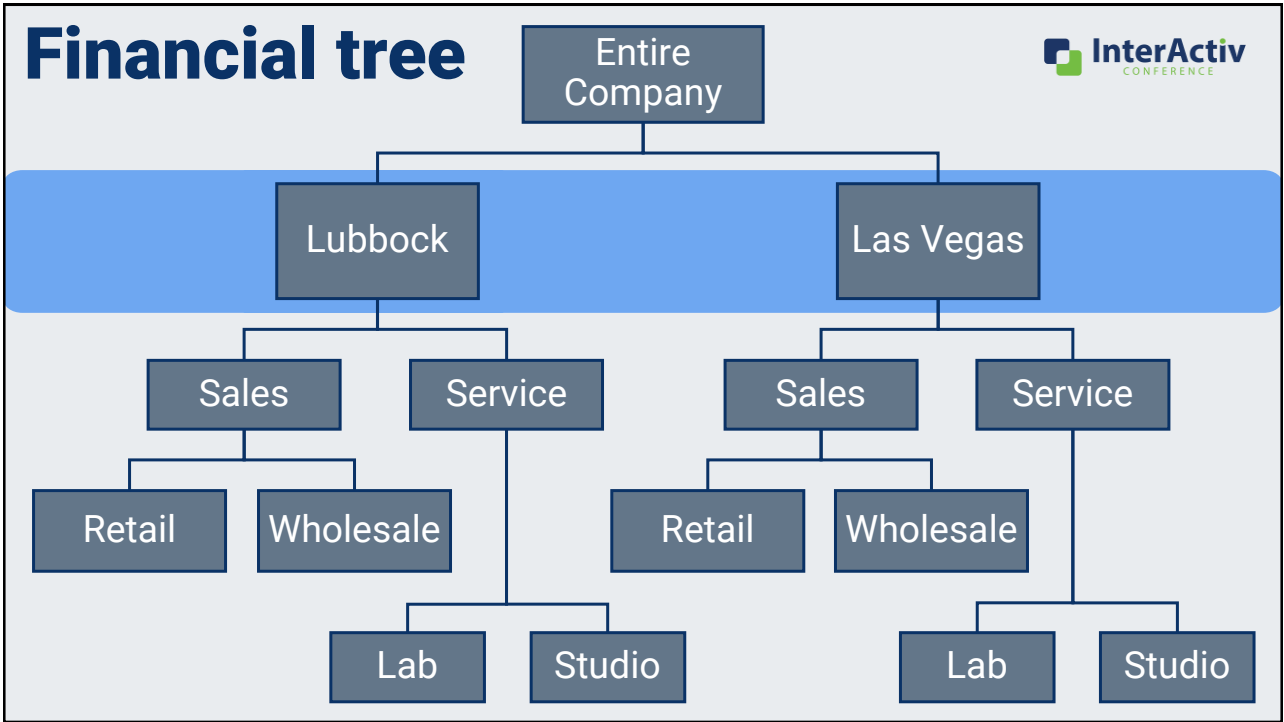
16



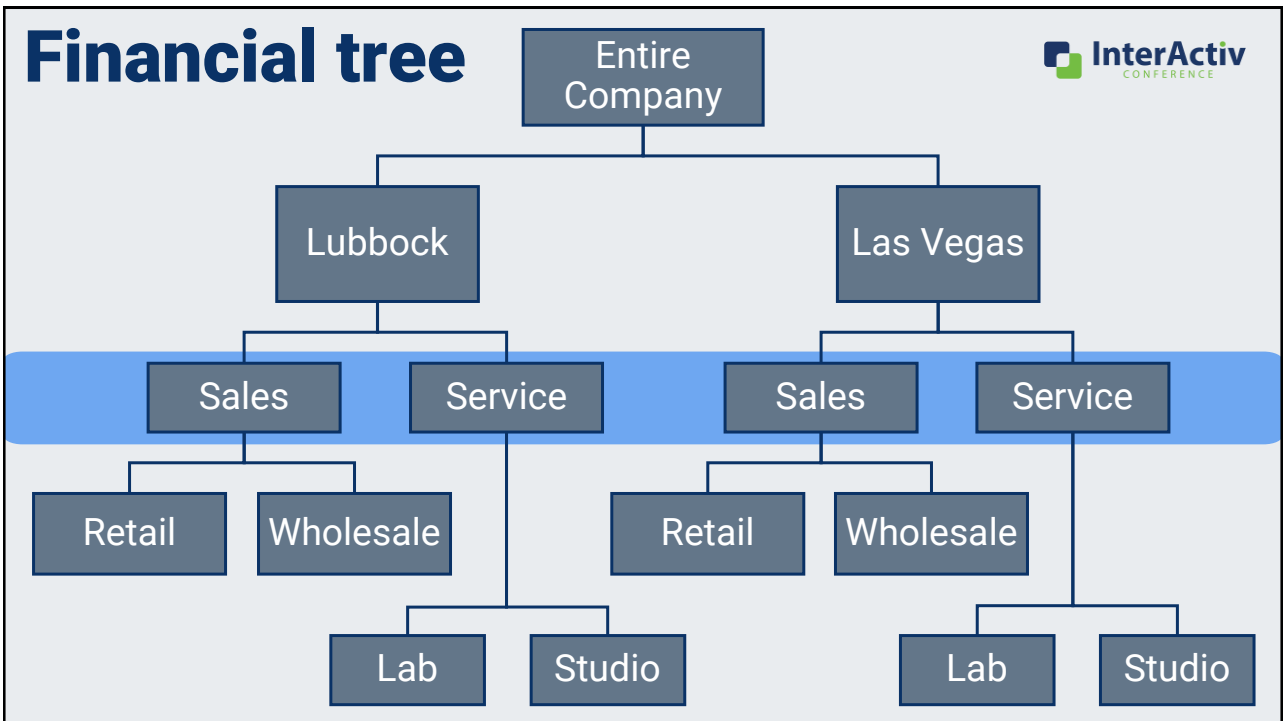
17



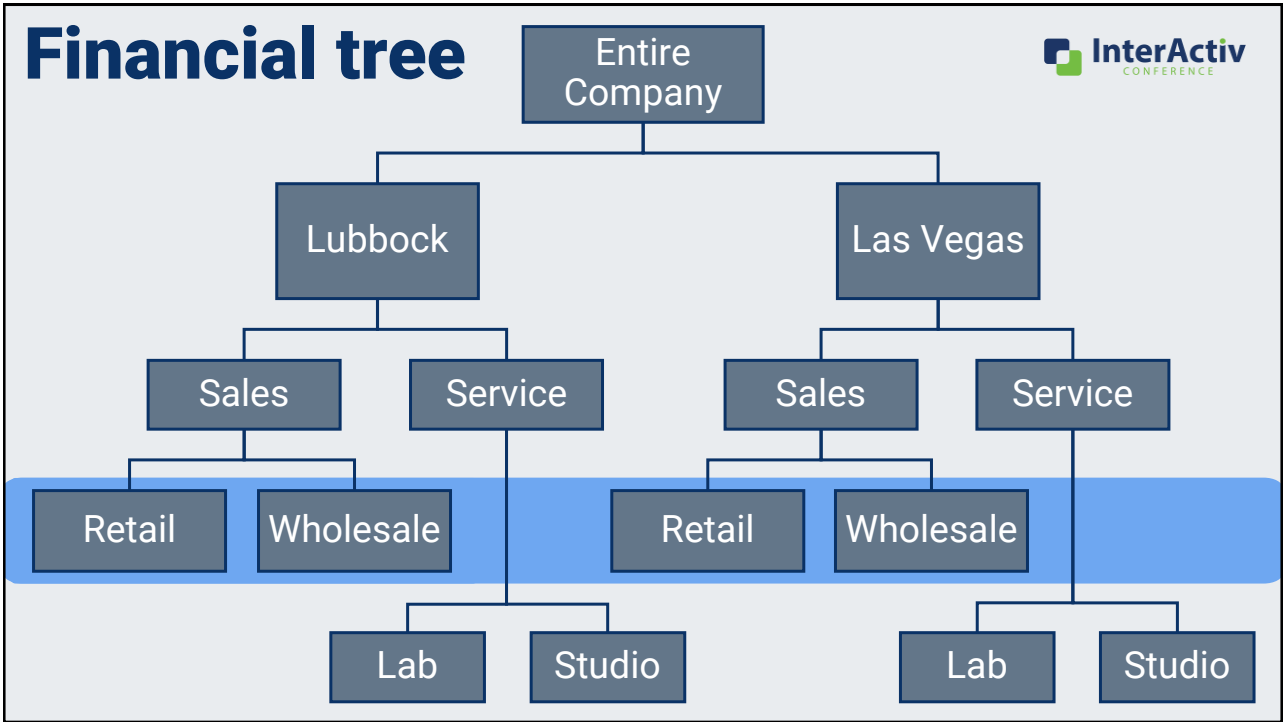
18



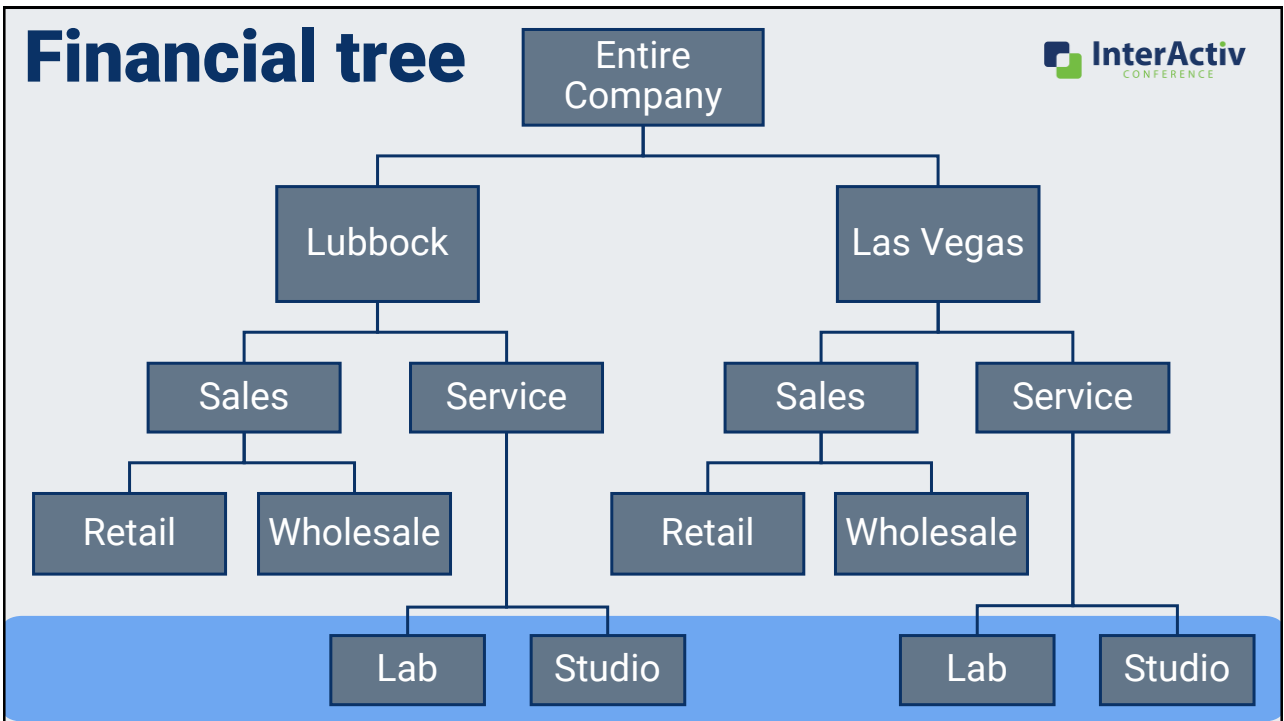
19



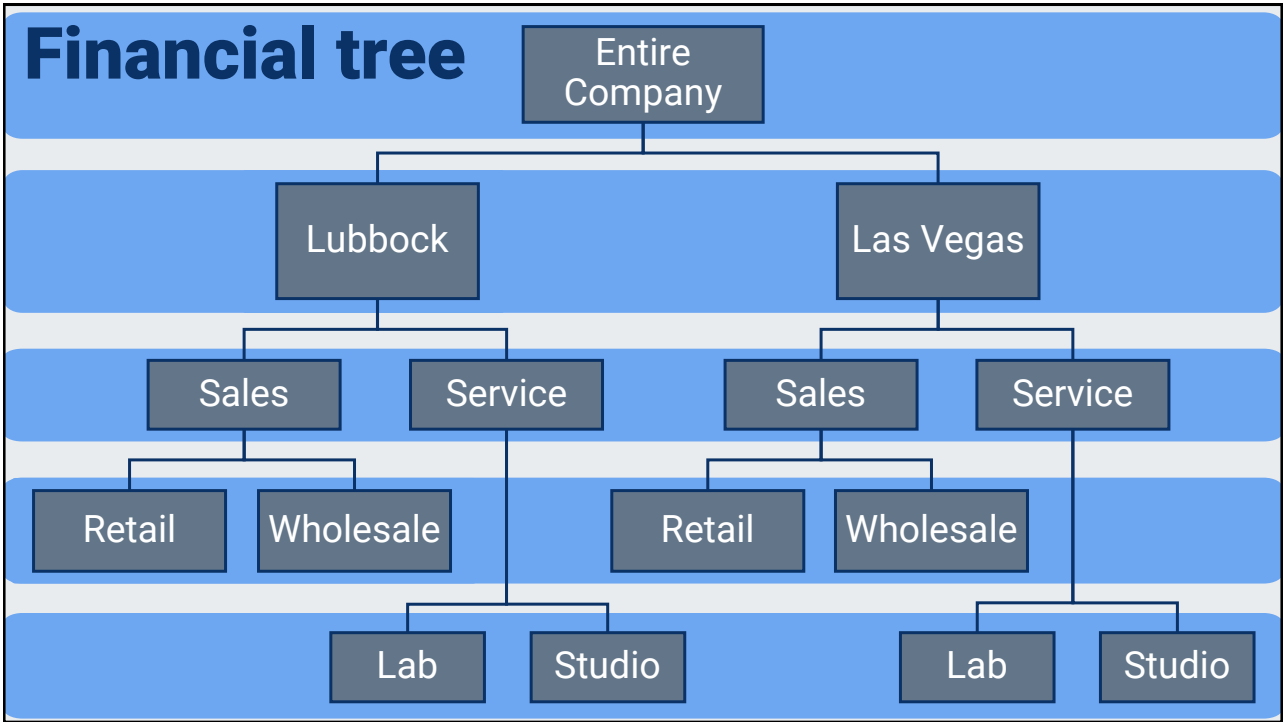
20



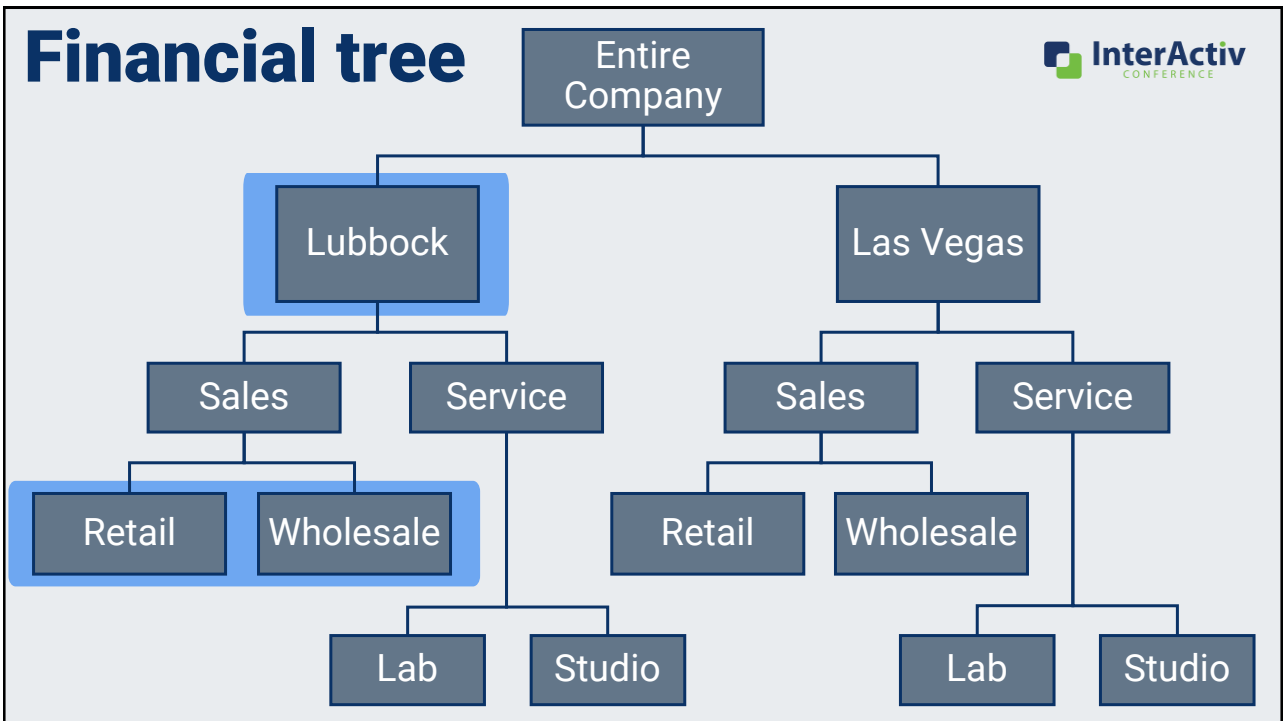
21



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What is a financial tree?



Description of an organization's hierarchy of various profit centers, locations, or other pieces

What is a financial tree?



Description of an organization's hierarchy of various profit centers, locations, or other pieces



Defined in ActivityHD using segments, attributes, and rollups

What is a financial tree

GL Account

XXXX – XX – X

Main – Department – Ledger

6610 – 02 – A

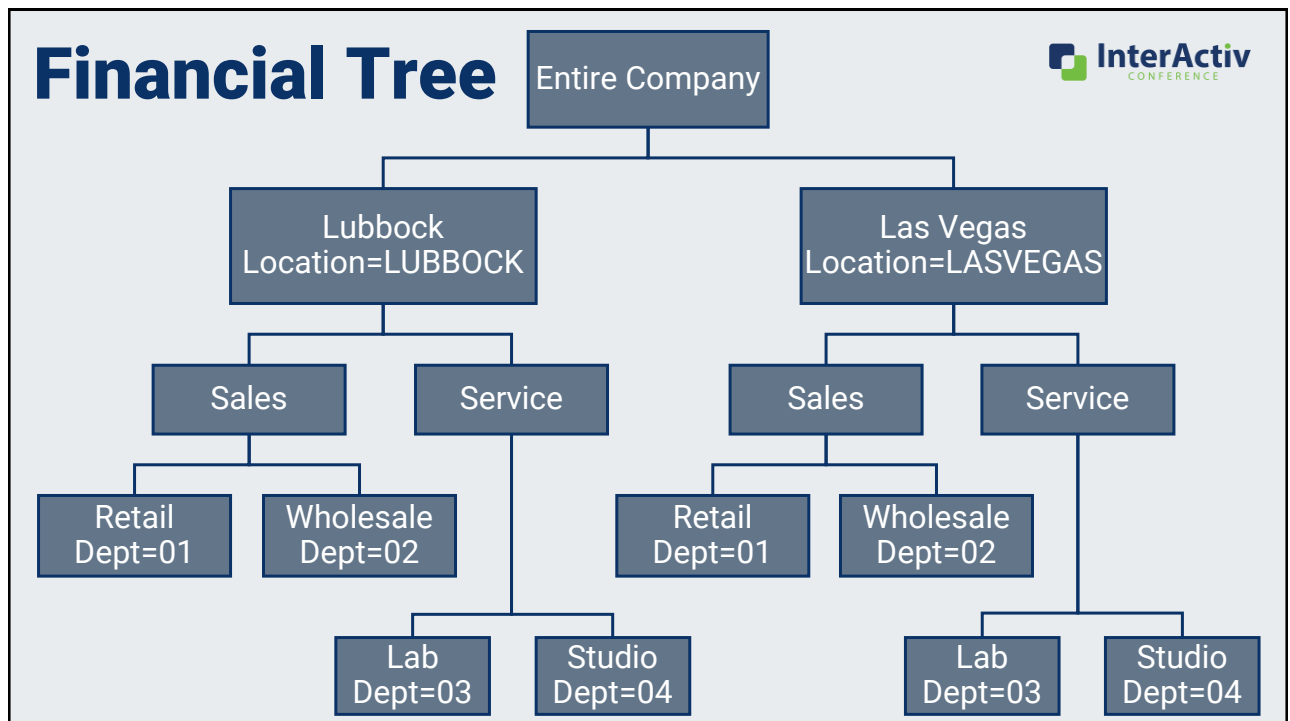
Advertising – Wholesale – Actual

Location Attribute

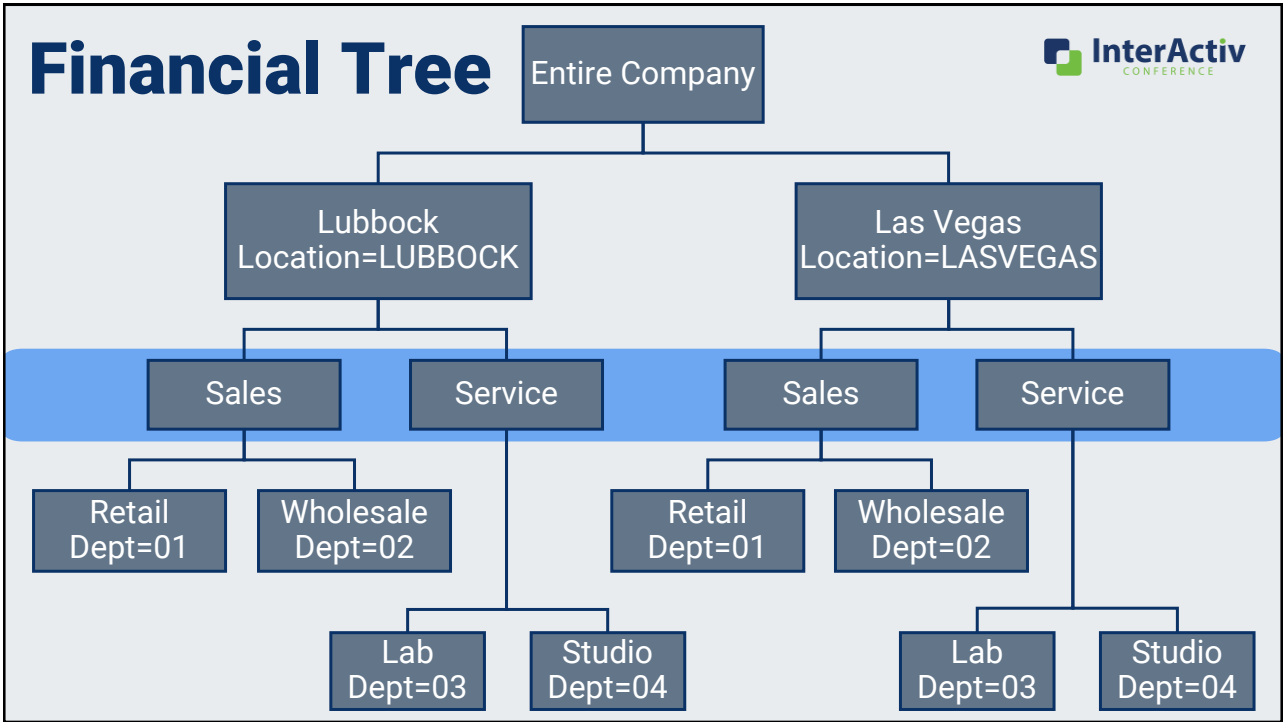
- LUBBOCK
- LASVEGAS



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Why do I want financial trees?

Better, faster, more flexible financial reporting

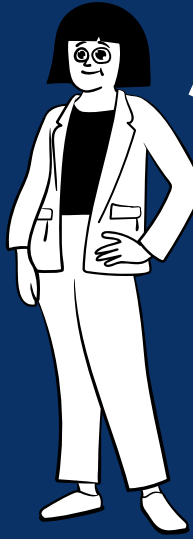
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Why do I want financial trees?



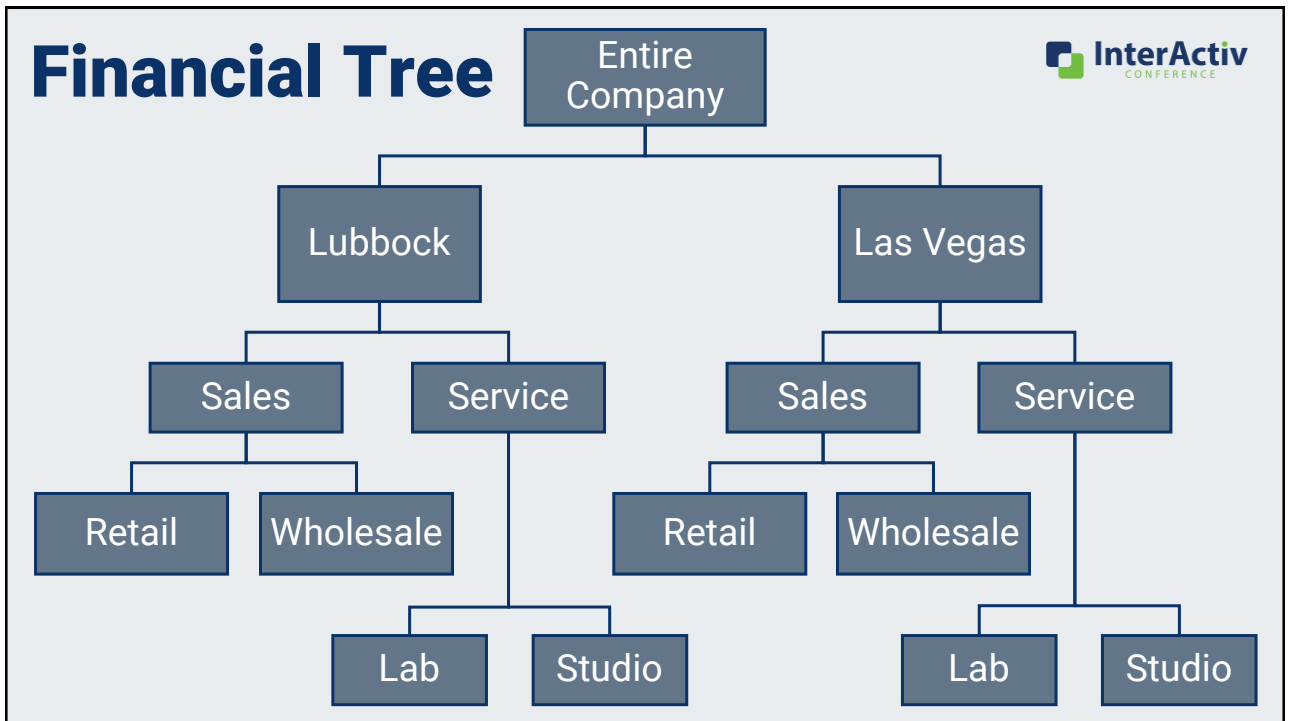
Lubbock



Las Vegas

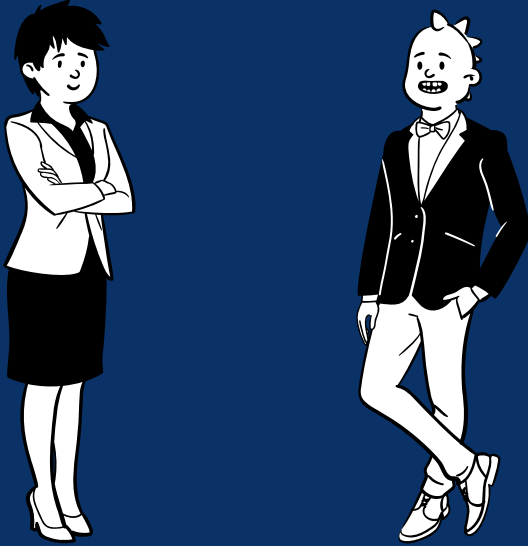


31

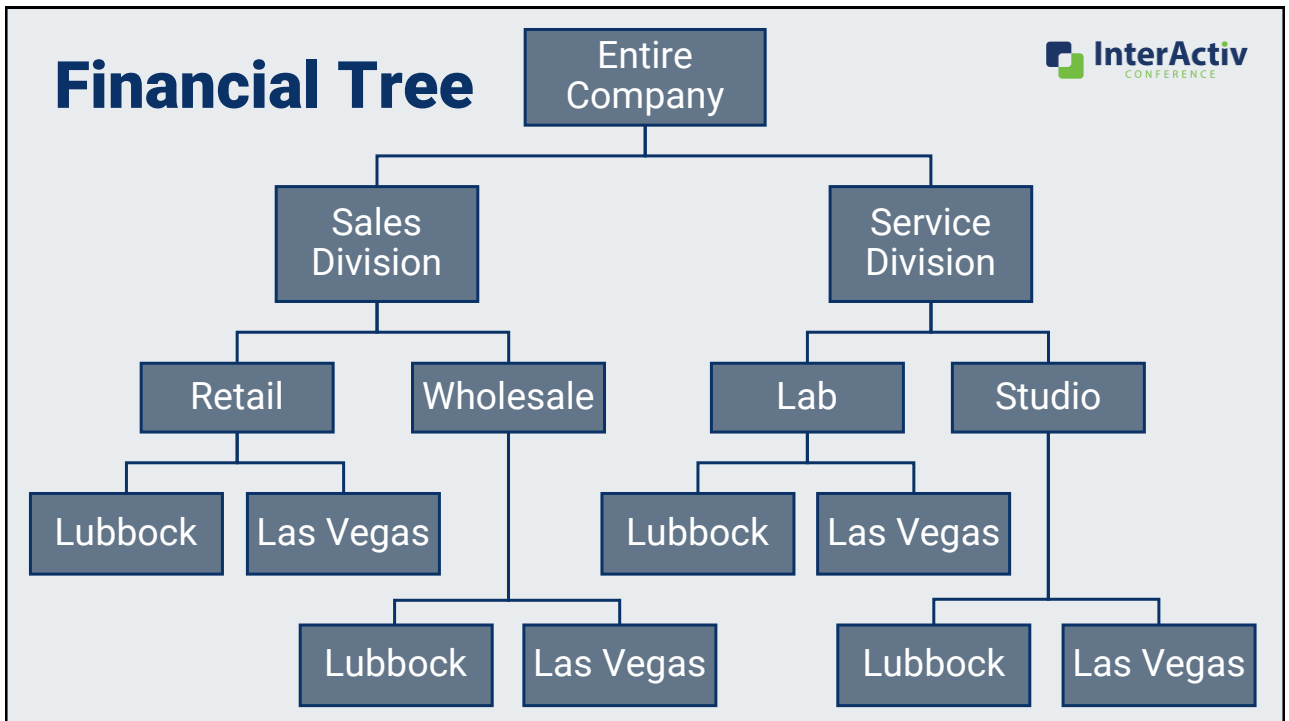


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Why do I want financial trees?



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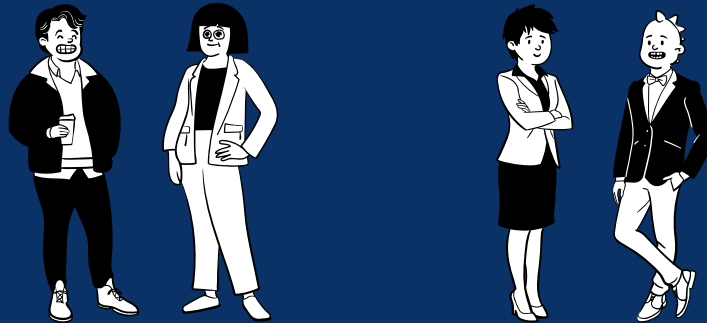


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Why do I want financial trees?

1. Provide relevant reporting to target audiences like:

- Branch/department/product managers
- Boards, executives



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Publish Financial Statements for Sabrikam - sbrewster

Steps
 - Specify Options
 - Publish

Answers: Defaults

Options Accounts Attributes

Current Period
 Calendar: Fiscal Fiscal Calendar
 Expression: Current
 Year: 2023 2023 Fiscal Year
 Period: 4 Period 4
 As of:

Iteration:
 Limits:
 Options: Include Consolidated "Consolidated"
 Combine iterations into multisheet workbook

Currency Unit:

Include Unmerged Entries not on Hold Row Level: Column Level:

Output To:
 Printer File Format: Excel Workbook (*.xlsx)
 File Directory: C:\Users\sbrewster\conetrix\Documents

<< Back Next >> Finish Cancel

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Publish Financial Statements for Sabrikam - sbrewster

Steps: Specify Options, Publish

Answers: Lubbock Consolidated

Options Accounts Attributes

Current Period

Calendar: Fiscal Fiscal Calendar

Expression:

Year: 2017 2017 Fiscal Year

Period: 4 Apr

As of:

Iteration: Branch, Department

Limits: Division=100 AND Department IN(0,1,02,03,04)

Options: Include Consolidated "LBK Cons": "Lubbock Branch Consolidated"

Combine iterations into multisheet workbook

Currency Unit:

Include Unmerged Entries not on Hold Row Level: 0 Column Level: 0

Output To: File Format: Excel Workbook (*.xlsx)

Printer

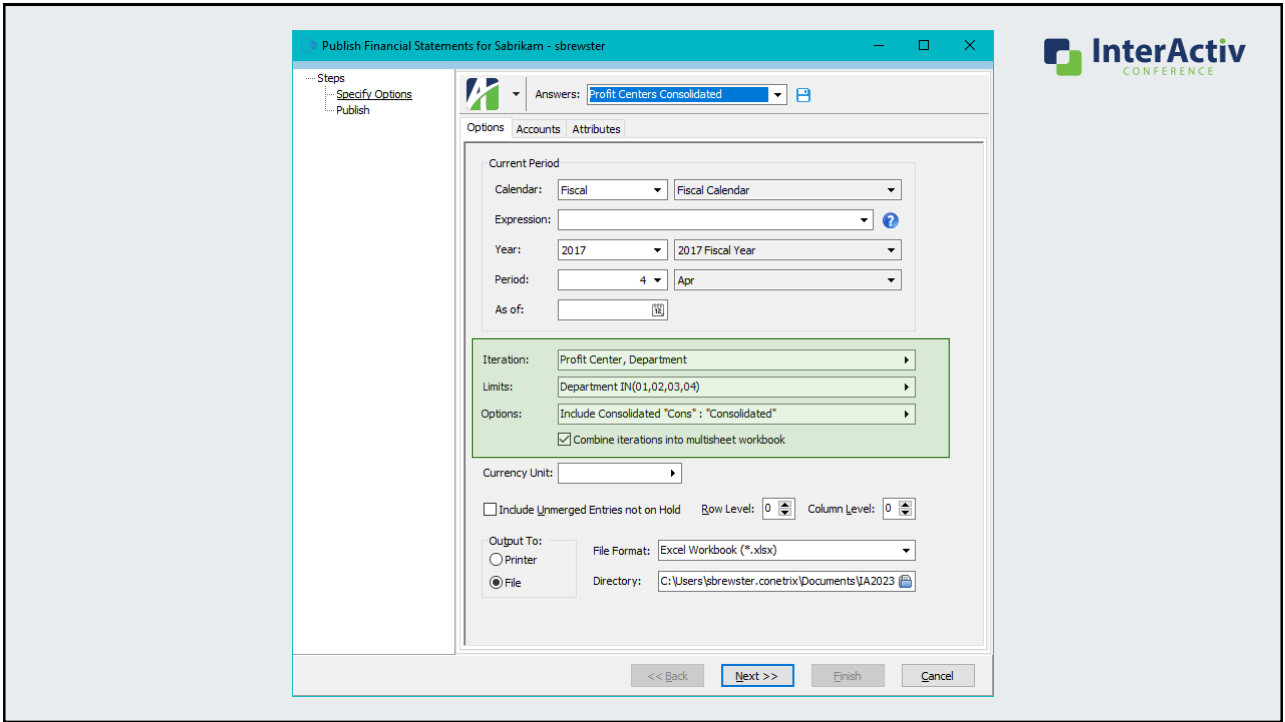
File Directory: C:\Users\sbrewster.conetrix\Documents\IA2023

<< Back Next >> Finish Cancel

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	E	F	G	H	I	L	M	N	O	P	Q	R	S	T	U	V	W
	Fabrikam, Inc.																
	Income Statement Comparative																
	Year to Date April 30, 2017																
	Lubbock Branch Consolidated																
			Actual	Budget	Variance												
Revenue																	
Sales			\$ 506,030	\$ 212,696	\$ 293,334												
Sales Returns and Discounts			(5,425)	(1,067)	(4,358)												
Total Revenue			500,605	211,629	288,977												
Cost of Goods Sold			128,237	206,214	(77,977)												
Gross Profit			372,368	5,415	366,954												
Operating and Administrative Expense																	
Salary and Wage Expense			59,724	35,316	(24,408)												
Other Payroll Expenses			19,188	11,425	(7,764)												
Other General and Administrative Exp			63,430	8,688	(54,742)												
Depreciation Expense			3,160	491	(2,669)												
Operating Expense			145,502	55,920	(89,583)												
Other Items			226,866	(50,505)	277,371												
			7,788	(489)	8,276												
			\$ 234,654	\$ (50,994)	\$ 285,647												

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	E	F	G	H	I	L	M	N	O	P	Q	R	S	T	U	V	W
	Fabrikam, Inc.																
	Income Statement Comparative																
	Year to Date April 30, 2017																
	Sales, Retail																
			Actual	Budget	Variance												
Revenue																	
Sales			\$ 396,861	\$ 276,131	\$ 120,730												
Sales Returns and Discounts			(1,055)	(759)	(296)												
Total Revenue			395,806	275,373	120,433												
Cost of Goods Sold			86,113	264,709	(178,596)												
Gross Profit			309,694	10,664	299,029												
Operating and Administrative Expense																	
Salary and Wage Expense			66,891	41,849	(25,041)												
Other Payroll Expenses			20,278	14,870	(5,408)												
Other General and Administrative Exp			37,925	9,727	(28,198)												
Depreciation Expense			610	335	(275)												
Operating Expense			125,704	66,782	(58,922)												
Other Items			183,990	(56,118)	240,108												
			1,975	(434)	2,409												
			\$ 185,965	\$ (56,551)	\$ 242,516												



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Why do I want financial trees?

1. Provide relevant reporting to target audiences like:
 - Branch/department/product managers
 - Boards, executives
2. Quickly repeat these relevant reports with saved answers using new features in the Publish process



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How do I build and use financial trees?

Segments, attributes, and rollups, rollups, rollups

The slide features a large, stylized green tree with a brown trunk on the left side. The tree has a thick trunk that branches out into a dense canopy of rounded green leaves. In the top right corner, there is the InterActiv CONFERENCE logo. The main title "How do I build and use financial trees?" is written in a large, bold, dark blue font. Below the title, the text "Segments, attributes, and rollups, rollups, rollups" is written in a smaller, green font.

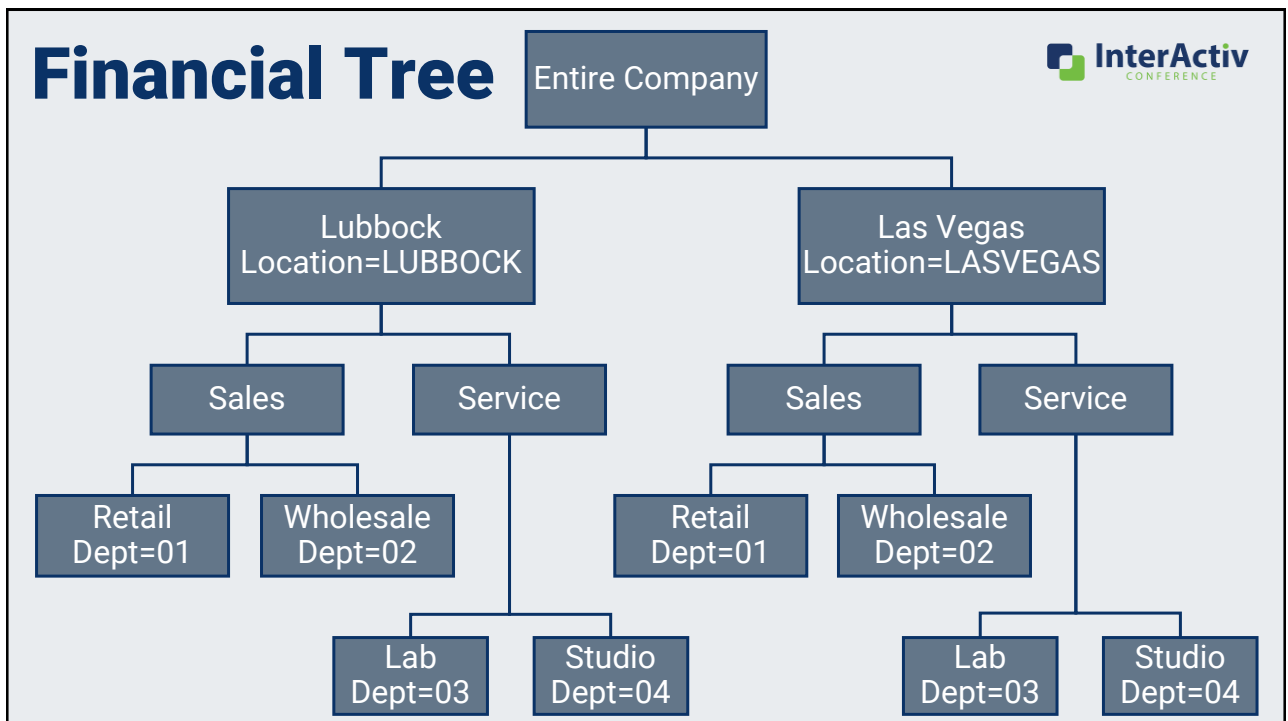
42

How do I build and use a financial tree?

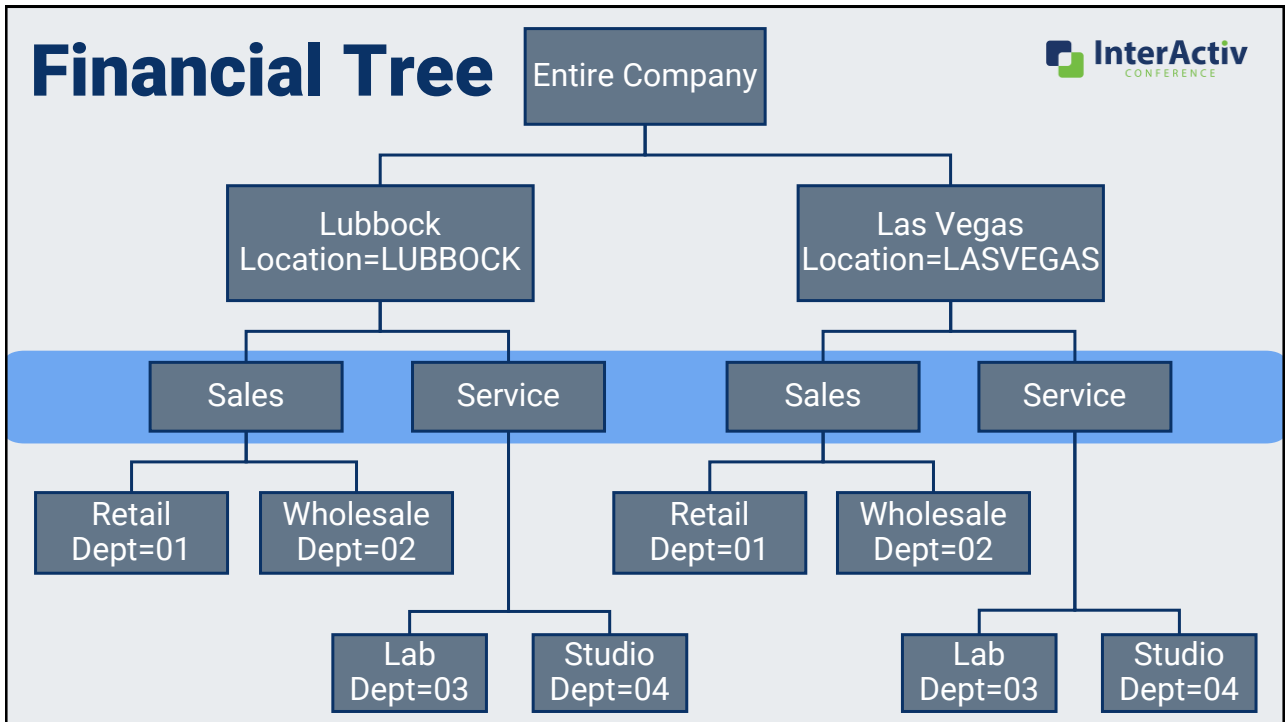
1. Create your map



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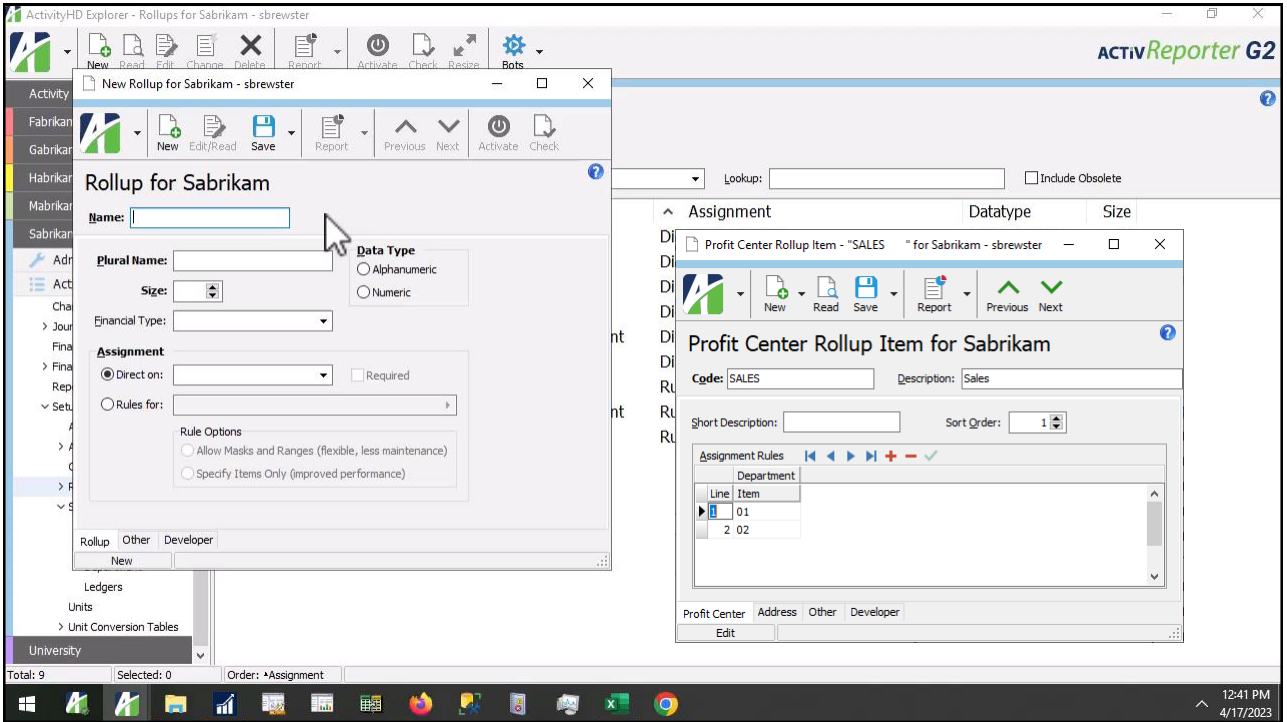


45

How do I build and use a financial tree?

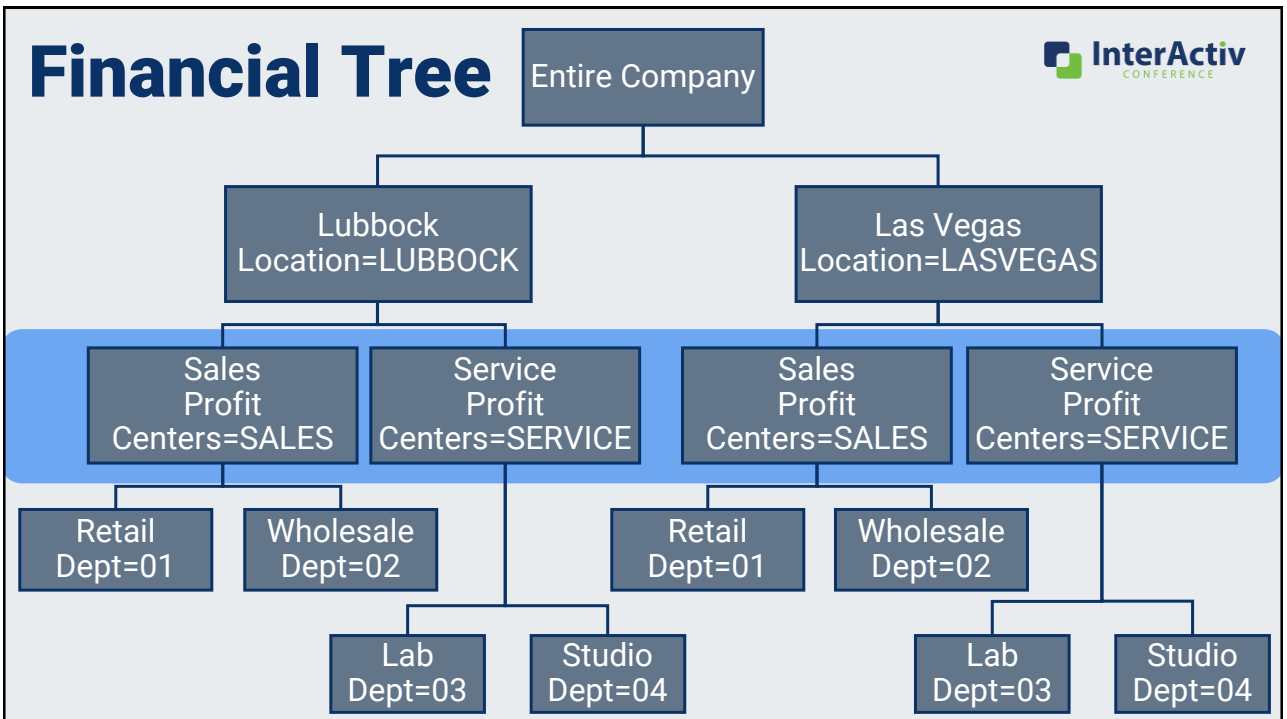
1. Create your map
2. Build your structure with rollups

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Build Rollup [mp4]



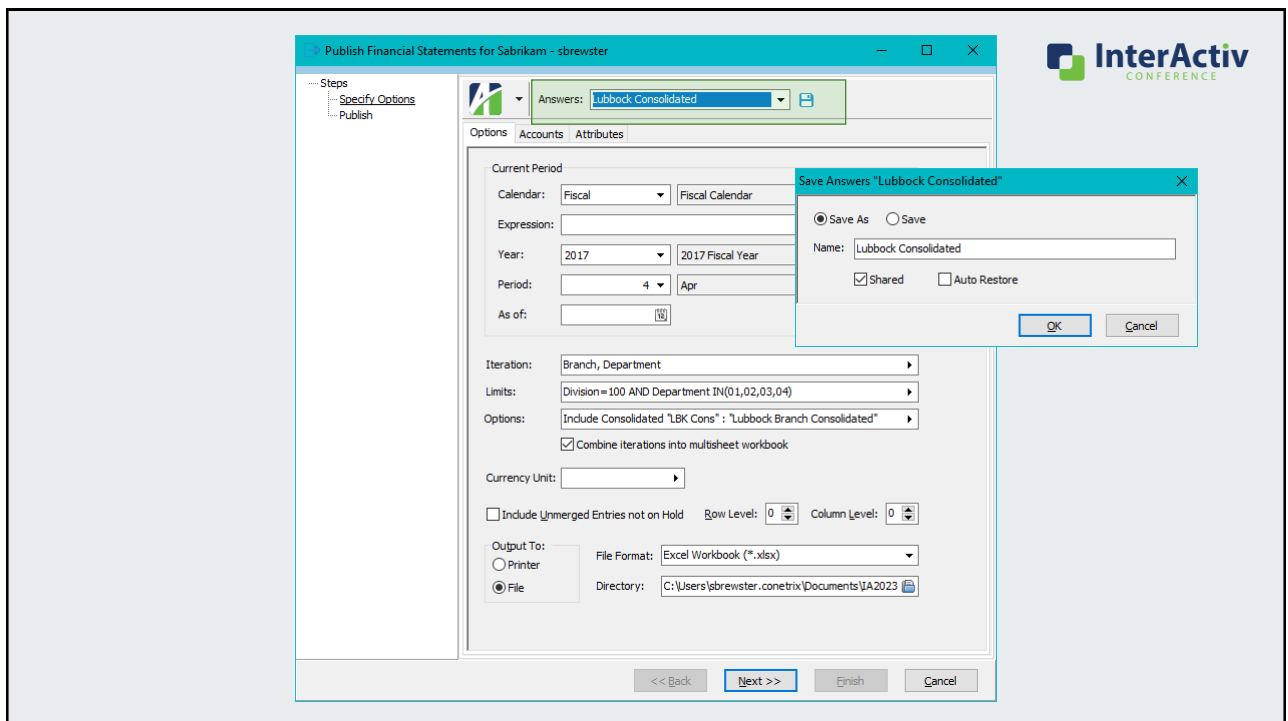
48

How do I build and use a financial tree?

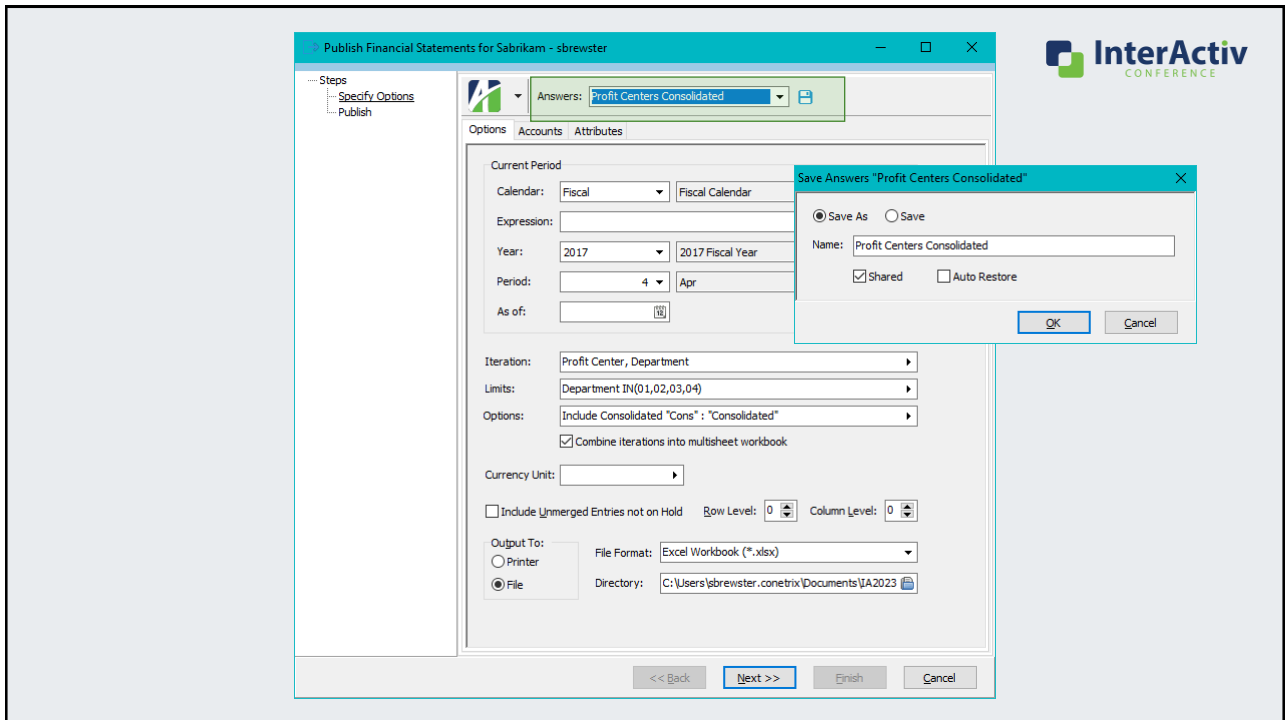
1. Create your map
2. Build your structure with rollups
3. Set up saved answers in Publish



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How do I build and use a financial tree?

1. Create your map
2. Build your structure with rollups
3. Set up saved answers in Publish
4. Publish

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How do I build and use a financial tree?

1. Create your map
2. Build your structure with rollups
3. Set up saved answers in Publish
4. Publish
- 5. Maintain**



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How do I build and use a financial tree?

1. Create your map
2. Build your structure with rollups
3. Set up saved answers in Publish
4. Publish
5. Maintain
- 6. Repeat!**



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Bonus: What's the financial tree reporting bot?

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Introducing: Financial Tree Reporting Bot!

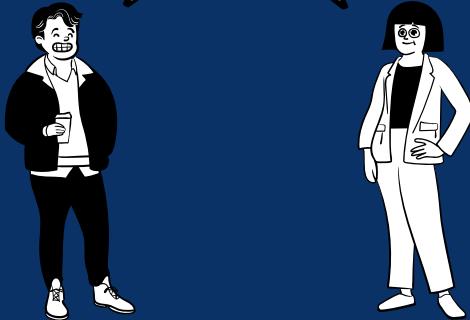
Publish financial reporting with:

- Multiple financial trees
- Multiple financial designs
- Multiple recipients
- Multiple file locations

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Why do I want the financial tree reporting bot?

Can we get our numbers even *faster*?



Current Month End Process

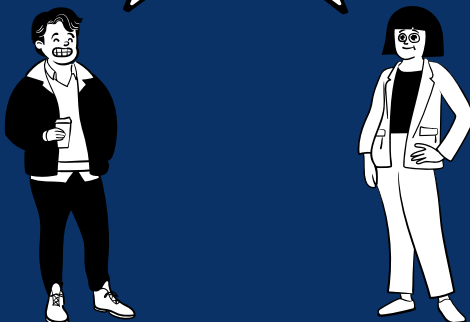
- 5 working days to close
- Down to 1 additional day to report and distribute



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Why do I want the financial tree reporting bot?

Do we have to get everyone's reports?



Current Month End Process

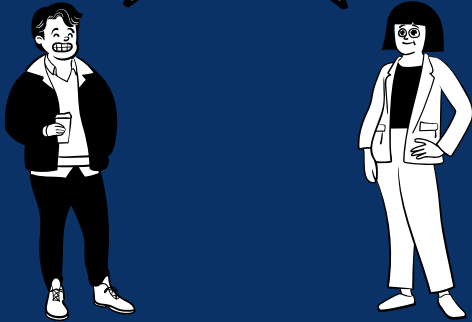
- 6 reports sent to everyone
- 2 reports relevant to branch managers



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Why do I want the financial tree reporting bot?

Can't you email us our reports?

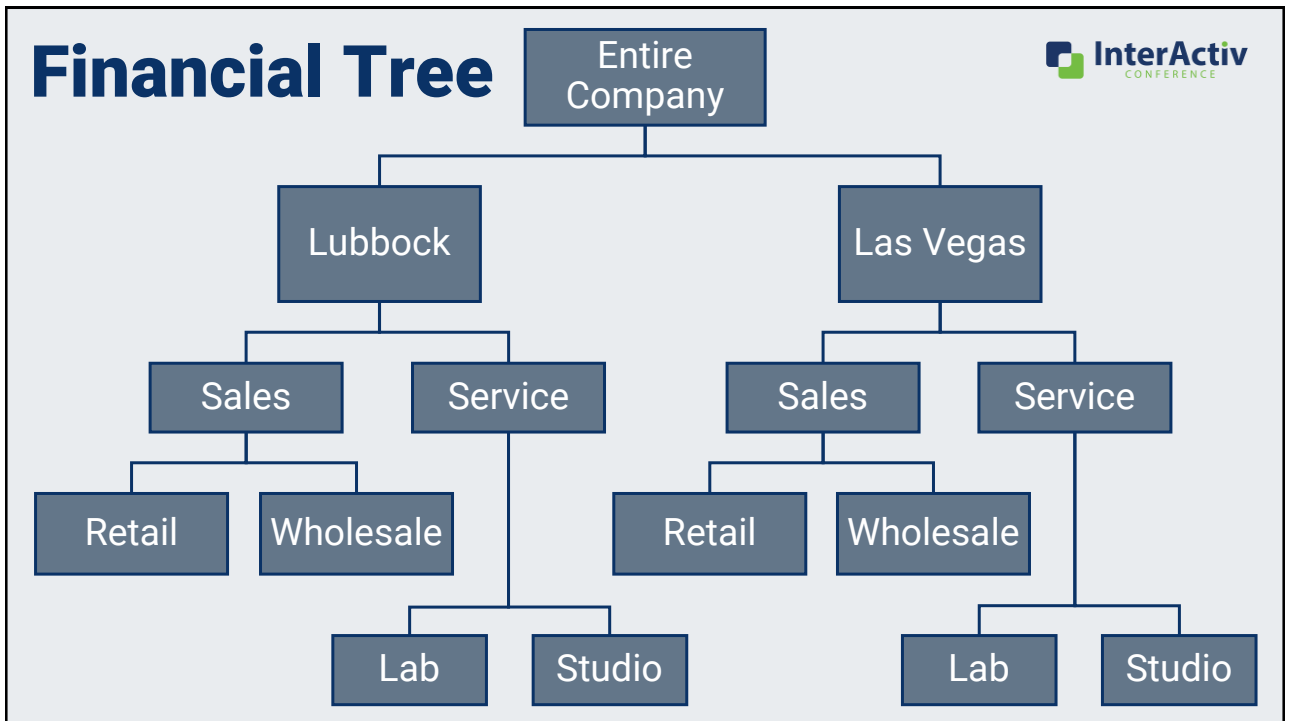


Current Month End Process

- Reports saved in shared file area
- Branch managers don't have reliable access to shared file area



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Fabrikam, Inc.
Income Statement Comparative
Year to Date April 30, 2017
Consolidated

	Actual	Budget	Variance
Revenue			
Sales	\$ 5,450,588	\$ 3,757,688	\$ 1,692,900
Sales Returns and Discounts	(24,695)	(8,978)	(15,717)
Total Revenue	5,425,893	3,748,710	1,677,183
Cost of Goods Sold	1,179,154	2,599,524	(1,420,370)
Gross Profit	4,246,739	1,149,186	3,097,554
Operating and Administrative Expense			
Salary and Wage Expense	745,153	450,897	(294,255)
Other Payroll Expenses	243,477	126,355	(117,123)

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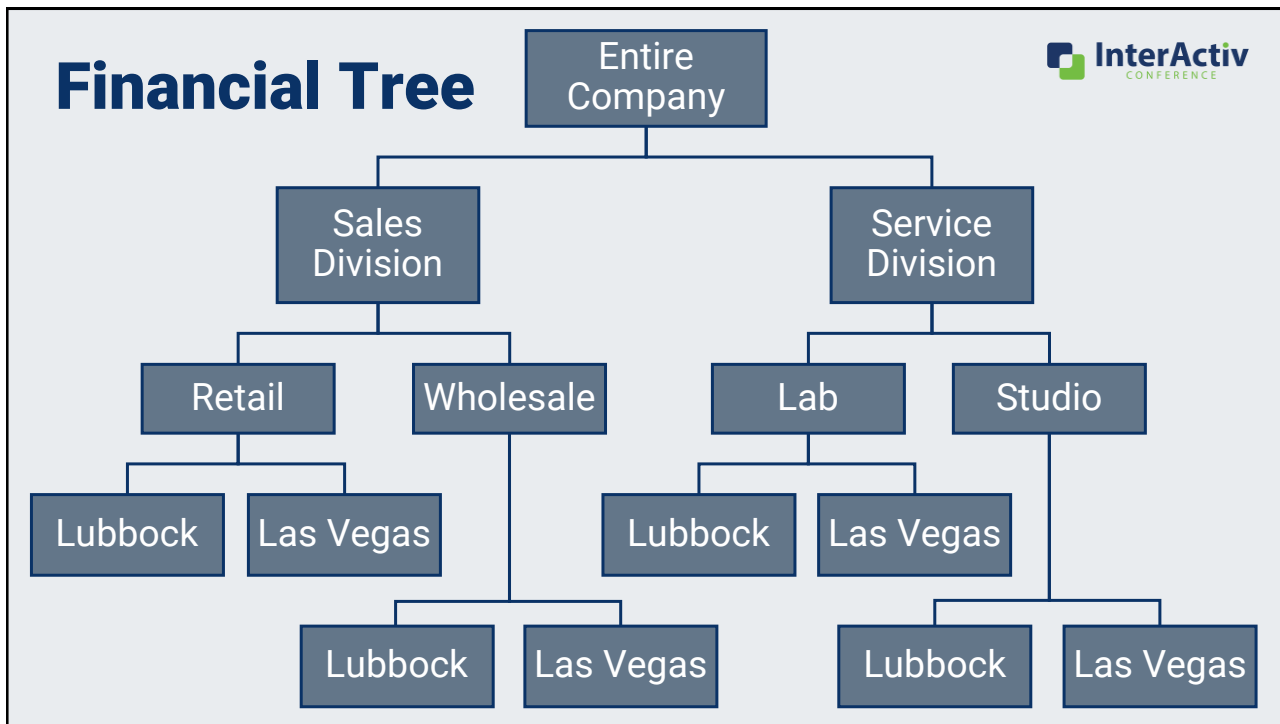
Reporting Bot [mp4]

Fabrikam, Inc.
Income Statement Comparative
Year to Date April 30, 2017
Consolidated

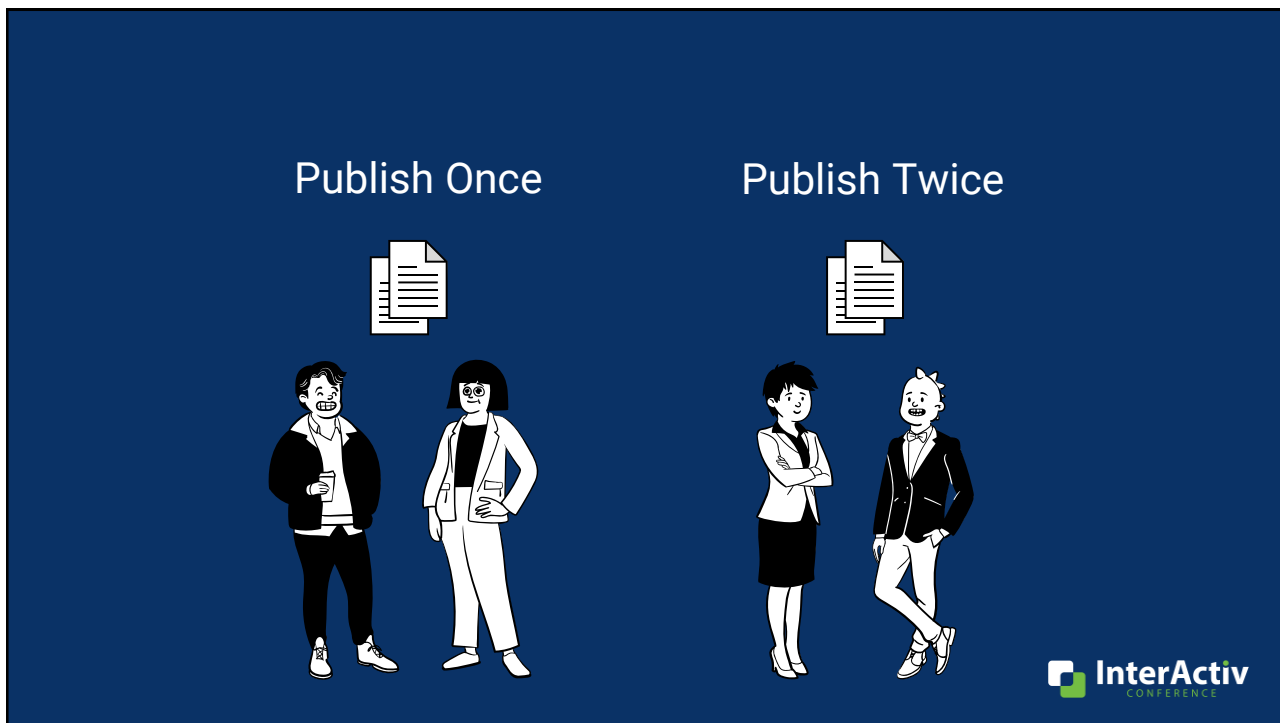
	Actual	Budget	Variance
Revenue			
Sales	\$ 5,450,588	\$ 3,757,688	\$ 1,692,900
Sales Returns and Discounts	(24,695)	(8,978)	(15,717)
Total Revenue	5,425,893	3,748,710	1,677,183
Cost of Goods Sold	1,179,154	2,599,524	(1,420,370)
Gross Profit	4,246,739	1,149,186	3,097,554
Operating and Administrative Expense			
Salary and Wage Expense	745,153	450,897	(294,255)
Other Payroll Expenses	243,477	126,355	(117,123)
Other General and Administrative Exp	428,330	190,412	(237,918)
Depreciation Expense	13,536	5,777	(7,759)
Gain/Loss on Assets	(1,000)	-	1,000
Total Operating and Administrative Expense	1,429,496	773,441	(656,055)
Net Income Before Taxes and Other Items	2,817,243	375,745	2,441,498
Other Expenses	-	(62,274)	(62,274)
Other Income	56,833	(7,584)	64,416
Net Income	\$ 2,874,076	\$ 430,436	\$ 2,568,188

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Example PDF [mp4]

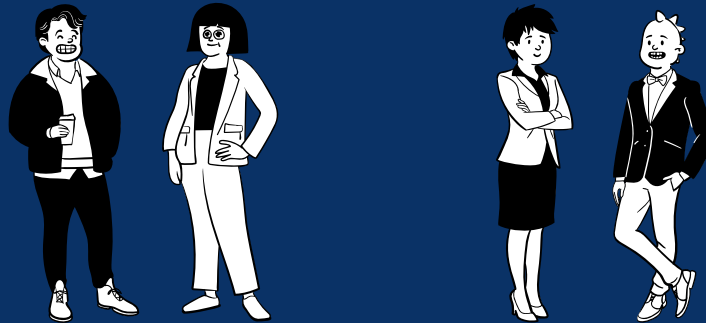


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With the Financial Tree Reporting Bot:
Publish once!



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Why do I want the financial tree reporting bot?

1. Publish multiple financial trees in one process

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Back to message
Author: Sarah Brewster

Las Vegas Branch Monthly Reports.xlsx
199 KB

Fabrikam, Inc.				
Income Statement Comparative				
Year to Date April 30, 2017				
Las Vegas Branch				
	April			
	2017	2016	Variance	
Revenue				
Sales	\$ 514,704	\$ -	\$ 514,704	
Sales Returns and Discounts	(2,013)	-	(2,013)	
Total Revenue	512,691	-	512,691	
Cost of Goods Sold	105,199	-	105,199	
Gross Profit	407,492	-	407,492	
Operating and Administrative Expense				
Salary and Wage Expense	62,572	-	(62,572)	
Other Personnel Expense	10,916	-	(10,916)	

Las Vegas Year over Year

Connected to: Microsoft Exchange

InterActiv CONFERENCE

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Why do I want the financial tree reporting bot?

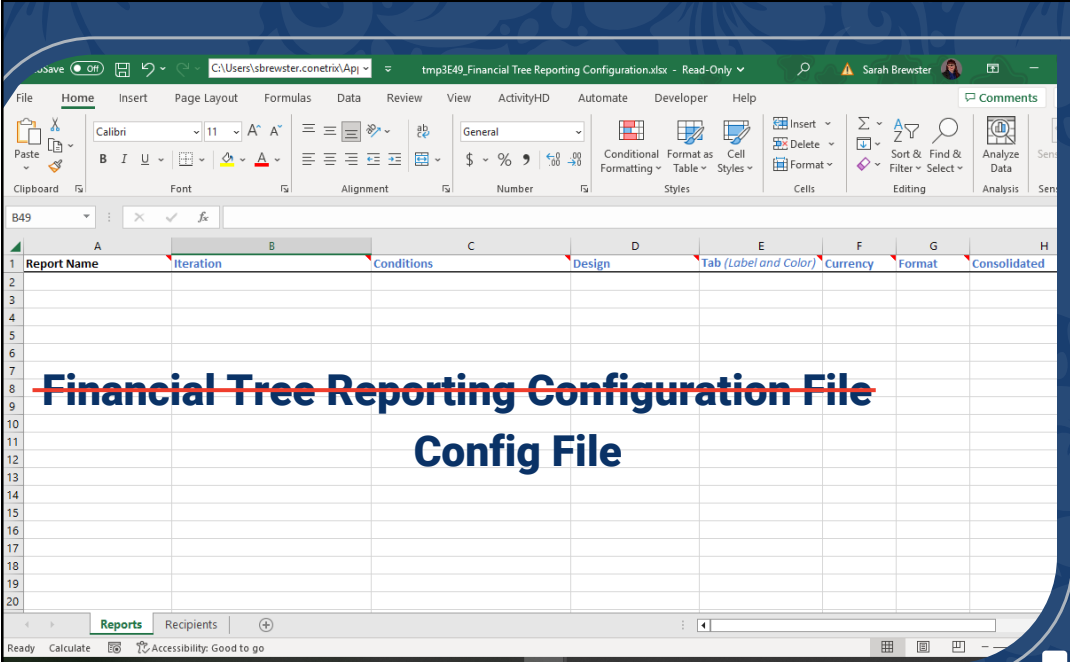
1. Publish multiple financial trees in one process
2. Automatically distribute to recipients
 - File location
 - Email
 - SharePoint

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How do I use the financial tree reporting bot?

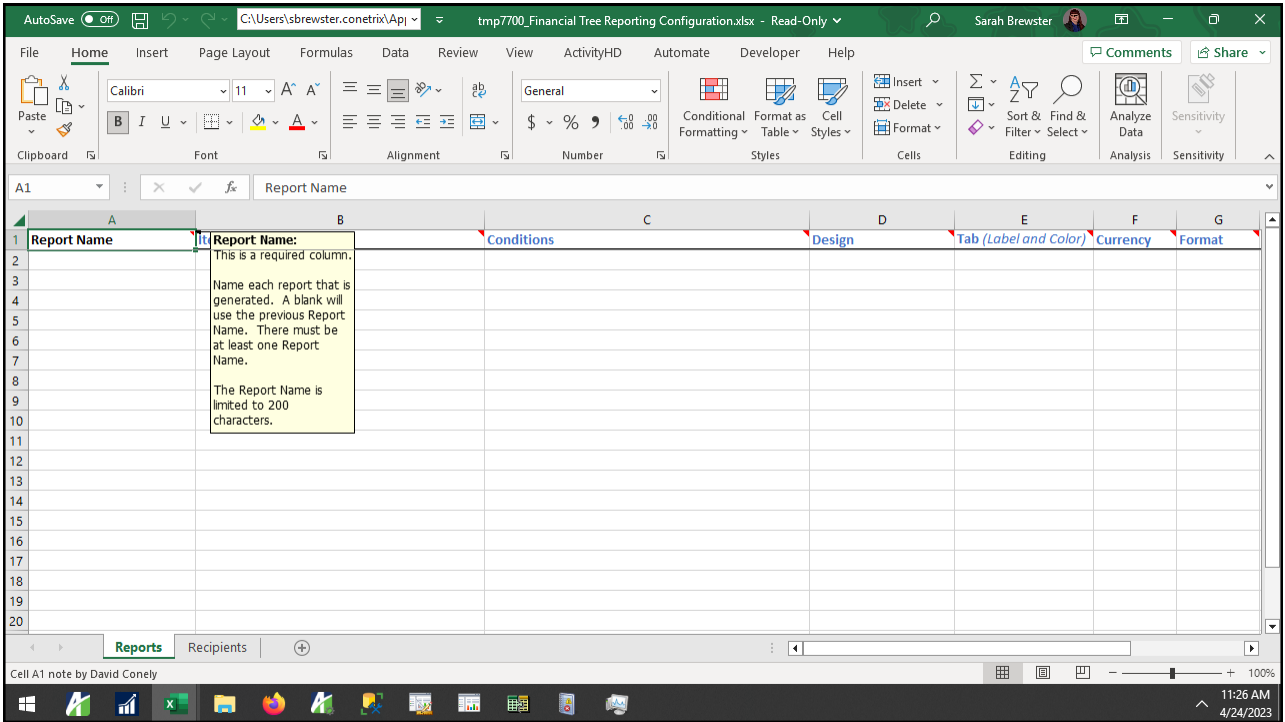
1. Create your map
2. Build your structure with rollups
3. Complete config file

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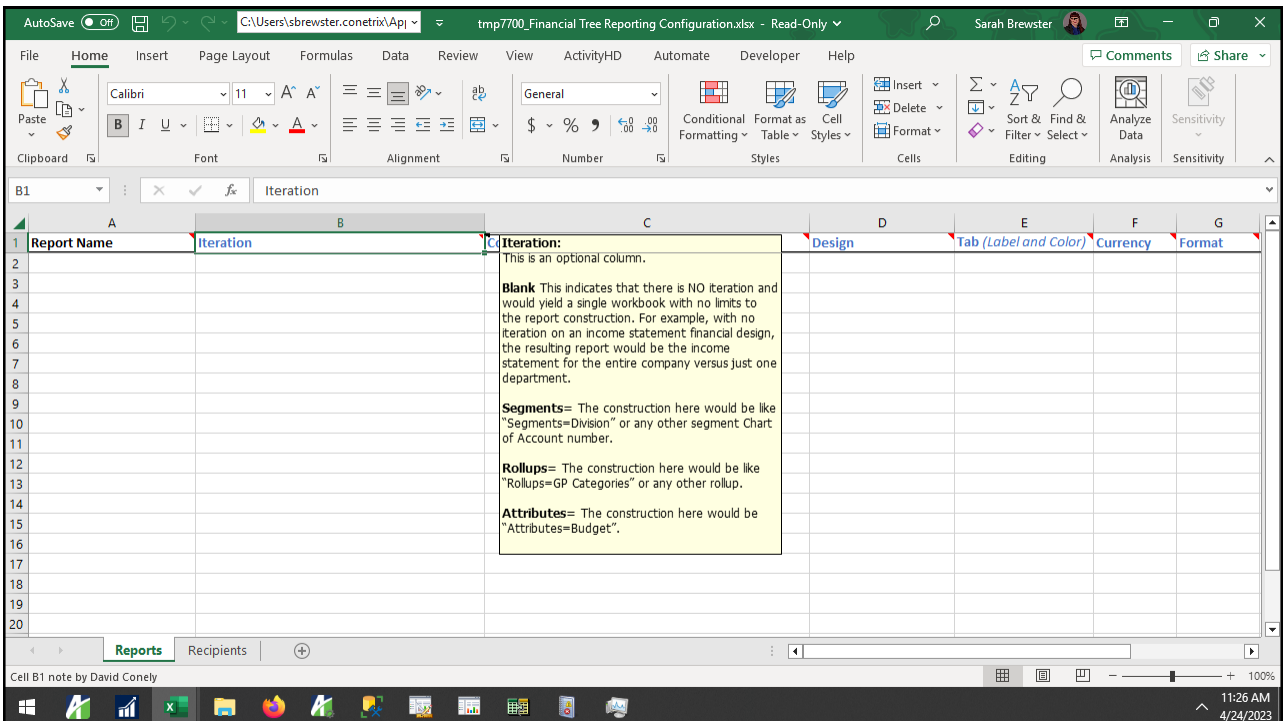


~~Financial Tree Reporting Configuration File~~
Config File

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AutoSave [Off] C:\Users\sbrewster.conetrix\Apj tmp7700_Financial Tree Reporting Configuration.xlsx - Read-Only Sarah Brewster

File Home Insert Page Layout Formulas Data Review View Activity-HD Automate Developer Help

Clipboard Font Alignment Number Styles Cells Editing Analysis Sensitivity

Conditions

1	Report Name	Iteration	Conditions	Design	Color	Currency	Format
2							
3							
4							
5							
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20							

Cell C1 note by David Conely

11:26 AM 4/24/2023

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AutoSave [Off] C:\Users\sbrewster.conetrix\Apj tmp7700_Financial Tree Reporting Configuration.xlsx - Read-Only Sarah Brewster

File Home Insert Page Layout Formulas Data Review View Activity-HD Automate Developer Help

Clipboard Font Alignment Number Styles Cells Editing Analysis Sensitivity

Design

1	Report Name	Iteration	Conditions	Design	Design: (override)	Color	Currency	Format
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Cell D1 note by David Conely

11:27 AM 4/24/2023

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The screenshot shows the Microsoft Excel interface with the following details:

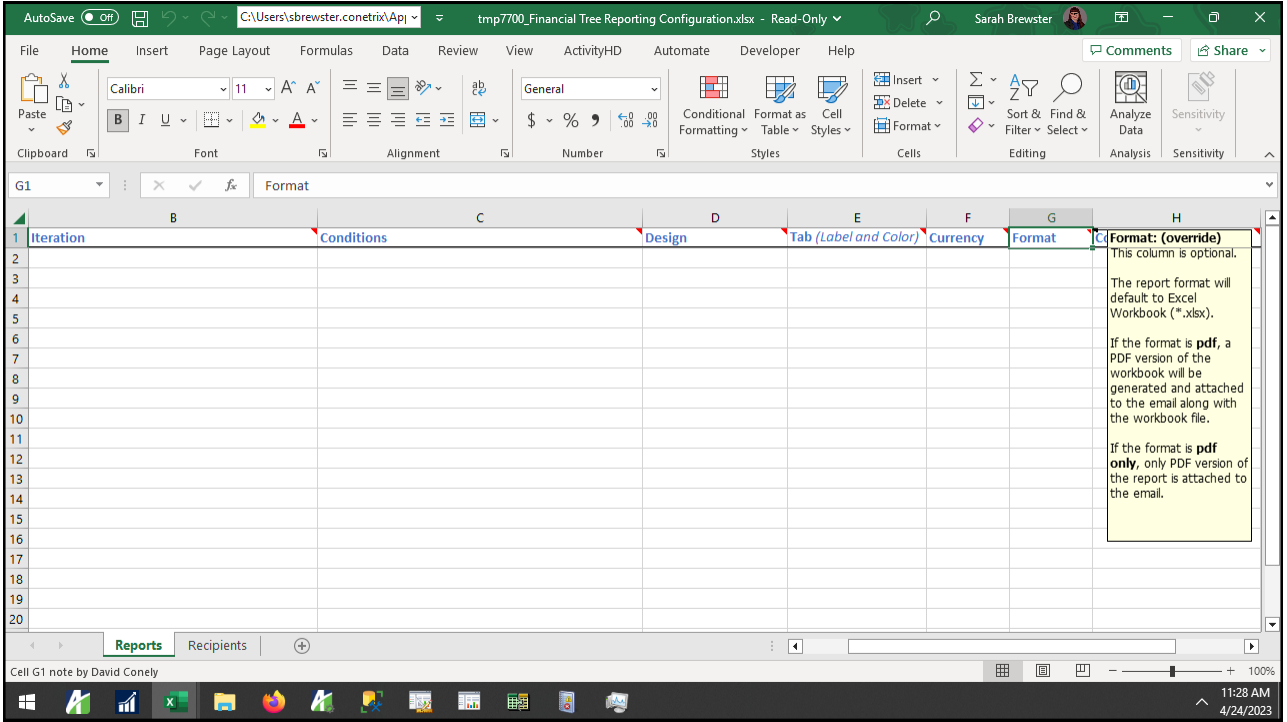
- File Name:** tmp7700_Financial Tree Reporting Configuration.xlsx - Read-Only
- Current Sheet:** Reports
- Active Cell:** E1
- Column Headers:** Report Name, Iteration, Conditions, Design, Tab (Label and Color), Currency
- Row Numbers:** 1 through 20
- Tooltip:** A yellow tooltip is displayed over the 'Tab (Label and Color)' header, containing the text: "This column is optional. Use this field to set the sheet Label and fill color. The Label is limited to 27 characters."
- Taskbar:** Shows various application icons and the system clock at 11:27 AM on 4/24/2023.

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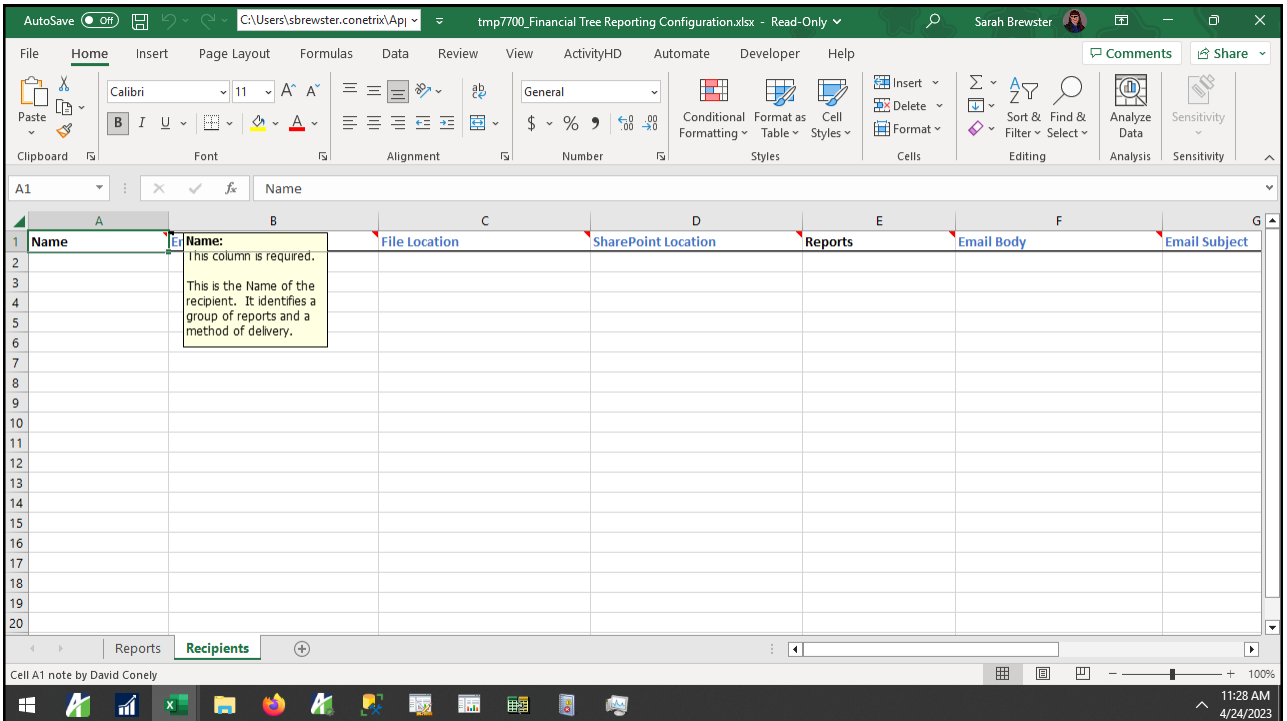
The screenshot shows the Microsoft Excel interface with the following details:

- File Name:** tmp7700_Financial Tree Reporting Configuration.xlsx - Read-Only
- Current Sheet:** Reports
- Active Cell:** F1
- Column Headers:** Iteration, Conditions, Design, Tab (Label and Color), Currency, Currency: (override)
- Row Numbers:** 1 through 20
- Tooltip:** A yellow tooltip is displayed over the 'Currency: (override)' header, containing the text: "This column is optional. A currency Unit can be specified for all reports. This column is used to generate a report in different currency Unit."
- Taskbar:** Shows various application icons and the system clock at 11:27 AM on 4/24/2023.

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The screenshot shows the Microsoft Excel interface with the following details:

- File Path:** C:\Users\sbrewster.conetrix\Apj
- File Name:** tmp7700_Financial Tree Reporting Configuration.xlsx - Read-Only
- User:** Sarah Brewster
- Worksheet:** Recipients
- Columns:** A: Name, B: Email, C: Email, D: SharePoint Location, E: Reports, F: Email Body, G: Email Subject
- Row 1:** Headers for the columns.
- Row 2:** The start of the data table.
- Tooltip (Cell C1):** "Email: This column is optional. This column contains one valid email address."
- Status Bar:** Cell B1 note by David Conely
- System Tray:** 11:28 AM, 4/24/2023

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The screenshot shows the Microsoft Excel interface with the following details:

- File Path:** C:\Users\sbrewster.conetrix\Apj
- File Name:** tmp7700_Financial Tree Reporting Configuration.xlsx - Read-Only
- User:** Sarah Brewster
- Worksheet:** Recipients
- Columns:** A: Name, B: Email, C: File Location, D: Reports, E: Email Body, F: Email Subject
- Row 1:** Headers for the columns.
- Row 2:** The start of the data table.
- Tooltip (Cell C1):** "File Location: This column is optional. This field may contain a list of filesystem folders separated by commas."
- Status Bar:** Cell C1 note by David Conely
- System Tray:** 11:28 AM, 4/24/2023

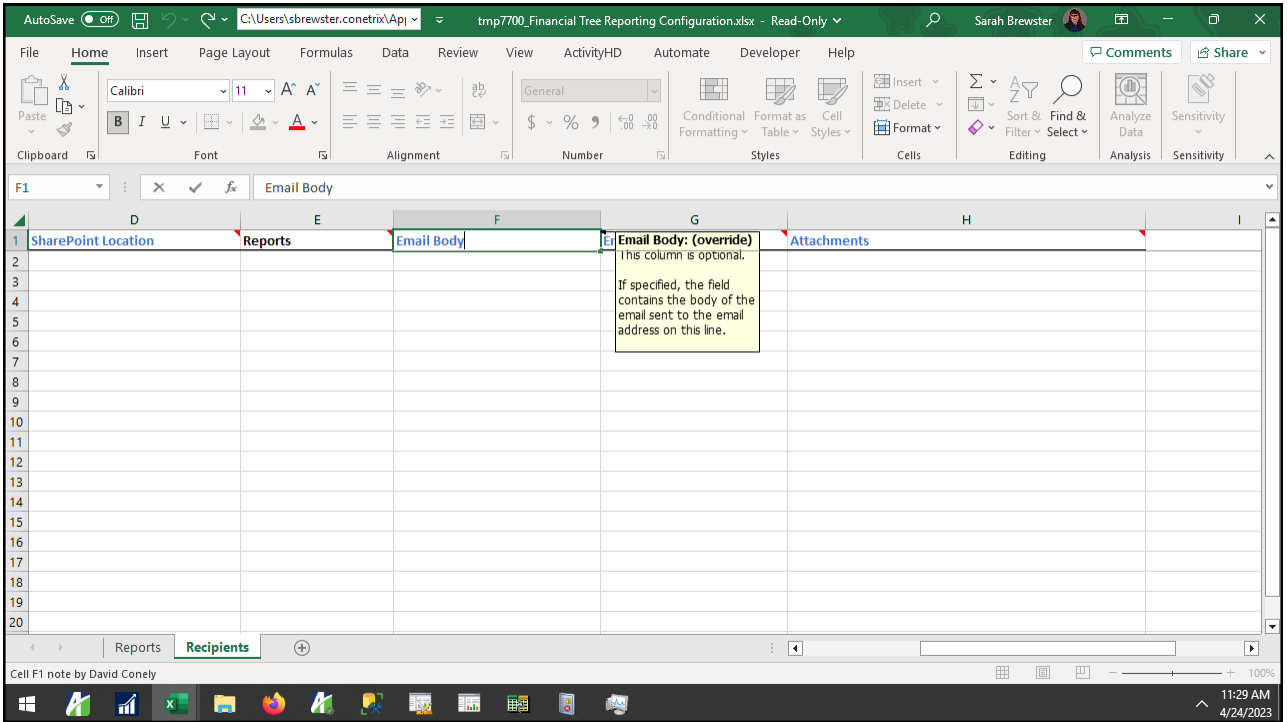
80

The screenshot shows an Excel spreadsheet titled "tmp7700_Financial Tree Reporting Configuration.xlsx" in Read-Only mode. The active cell is D1, containing the text "SharePoint Location". The spreadsheet has a table with the following columns: Name, Email, File Location, SharePoint Location, SharePoint Location, Email Body, and Email Subject. A tooltip is displayed over the second "SharePoint Location" column, stating: "This column is optional. This field can contain a comma separated list of SharePoint folders. The Reports on the same line will be copied to SharePoint folders." The bottom status bar shows "Cell D1 note by David Conely" and the time "11:28 AM 4/24/2023".

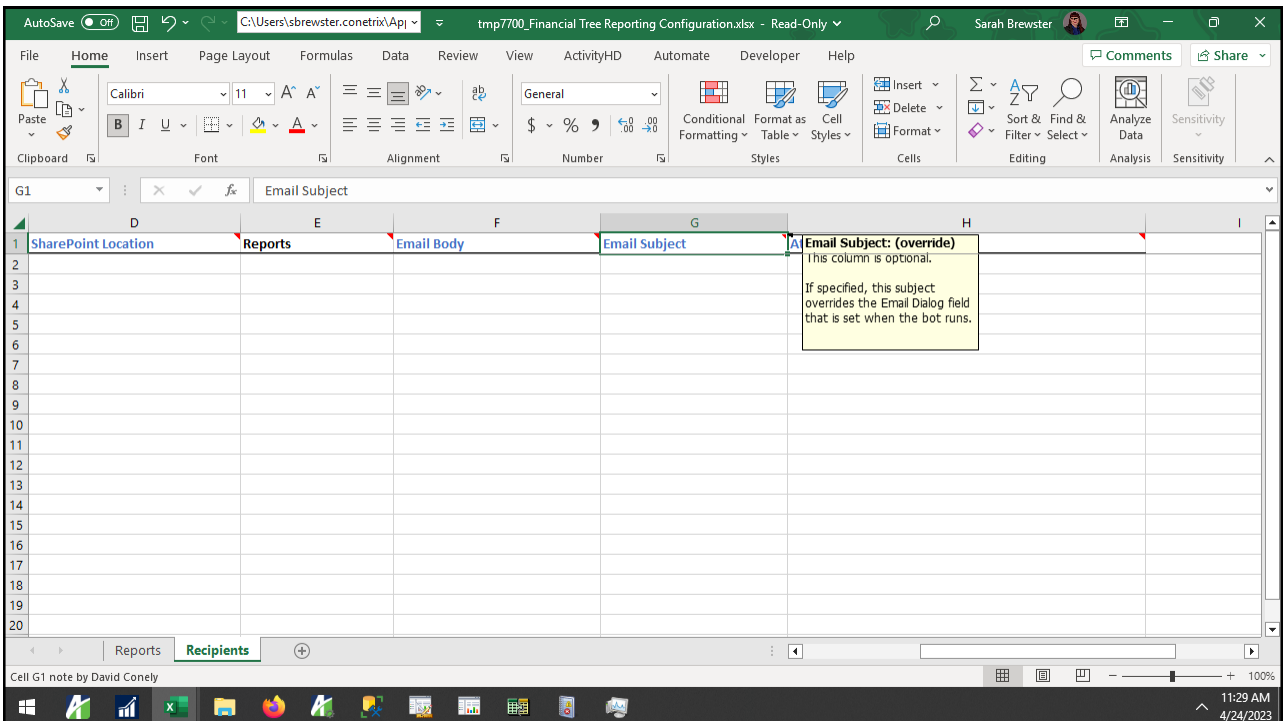
81

The screenshot shows the same Excel spreadsheet as above, but with the active cell now at E1, containing the text "Reports". The table structure is identical, but the second "SharePoint Location" column has been replaced by a "Reports" column. A tooltip is displayed over this "Reports" column, stating: "This column is required. This column contains a comma separated list of Reports." The bottom status bar shows "Cell E1 note by David Conely" and the time "11:29 AM 4/24/2023".

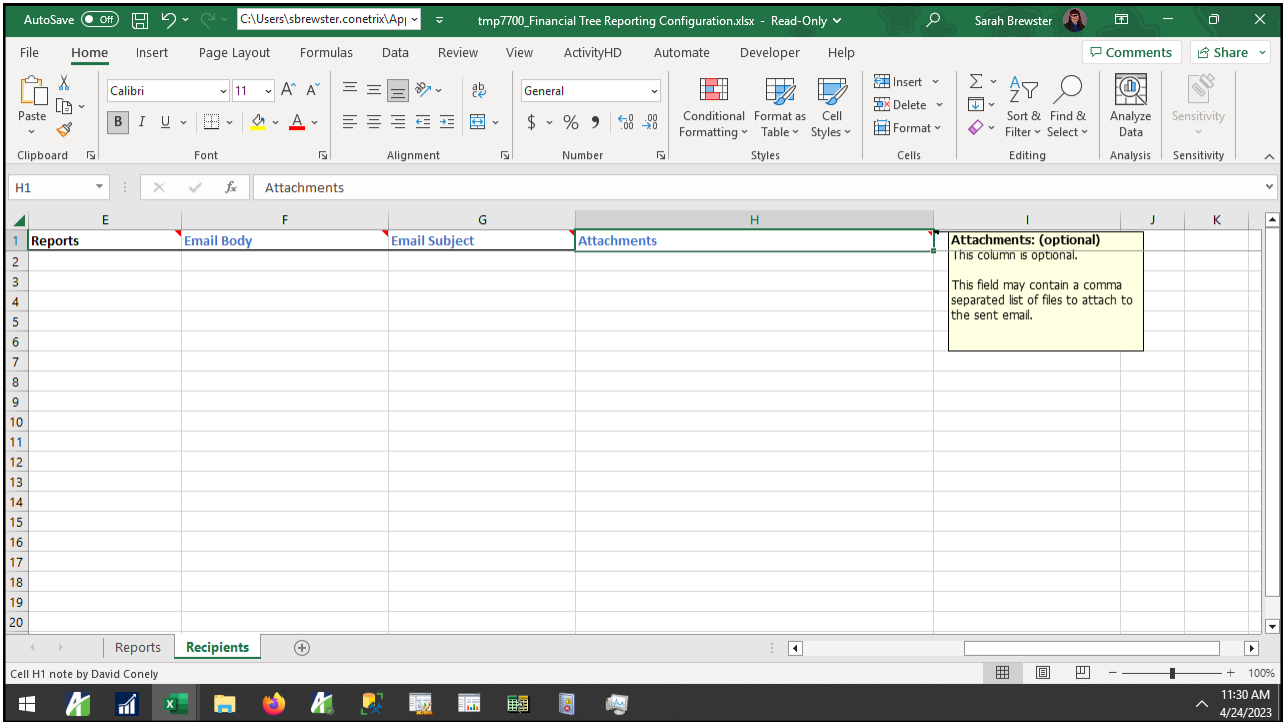
82



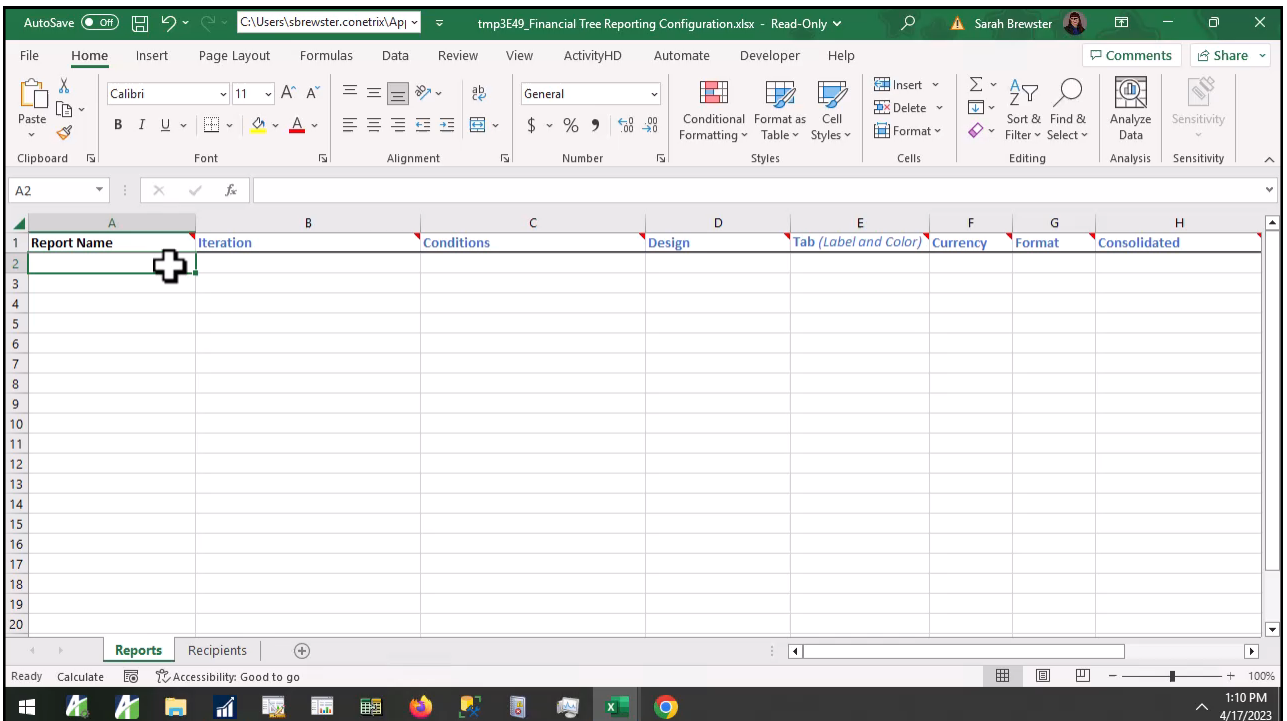
83



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How do I use the financial tree reporting bot?

1. Create your map
2. Build your structure with rollups
3. Complete config file
4. Run the bot



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Activity Reporter G2

Financial Designs for Sabrikam

Options: Personal

Filters: Lookup: Include Obsolete

Name	Created	Created By	Modified	Modified By	Memo
Year over year	1/17/2023 6:01:31 PM	sbrewster	4/17/2023 11:31:04 ...	sbrewster	
G1 Showcase	1/17/2023 6:01:31 PM	sbrewster	1/17/2023 6:03:06 PM	sbrewster	
Detail IS	4/17/2023 10:59:59 ...	sbrewster	4/17/2023 11:31:09 ...	sbrewster	
Balance Sheet and Income Statement	1/17/2023 6:01:31 PM	sbrewster	1/17/2023 6:28:37 PM	sbrewster	
Actual vs Budget	4/17/2023 11:29:51 ...	sbrewster	4/17/2023 11:31:24 ...	sbrewster	
12 Month IS	4/17/2023 10:49:13 ...	sbrewster	4/17/2023 11:53:47 ...	sbrewster	
* New	10/28/2021 10:55:05...	mcrossnoe	1/17/2023 4:23:24 PM	sbrewster	
* G2 Showcase	10/26/2021 12:54:21...	mcrossnoe	1/17/2023 6:03:13 PM	sbrewster	

Total: 8 Selected: 1 Order: *Name

1:33 PM 4/17/2023

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Run the Bot [mp4]

How do I use the financial tree reporting bot?

1. Create your map
2. Build your structure with rollups
3. Complete config file
4. Run the bot
- 5. Maintain**



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How do I use the financial tree reporting bot?

1. Create your map
2. Build your structure with rollups
3. Complete config file
4. Run the bot
5. Maintain
- 6. Repeat!**



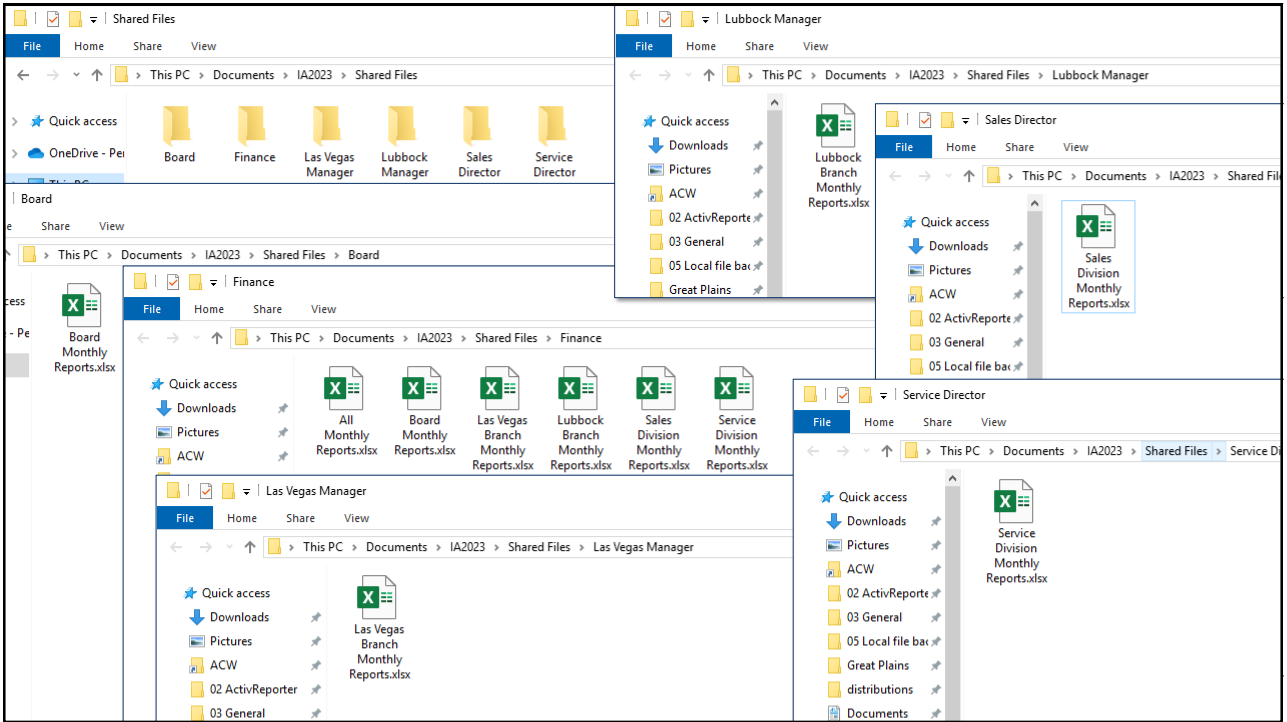
90

Report Name	Iteration	Conditions	Design	Tab (Label and Color)	Currency	Format	Consolidated
Board Monthly Reports			Year over year 12 Month IS	Cons Year over Year Cons 12 Month			
	Rollups=Branch	Branch=LUBBOCK	Actual vs Budget	Cons Actual vs Budget			
	Rollups=Branch	Branch=LASVEGAS	Actual vs Budget	Las Vegas Branch			
	Rollups=Profit Center	Profit Centers=SALES	Actual vs Budget	Sales Division			
	Rollups=Profit Center	Profit Centers=SERVICE	Actual vs Budget	Service Division			
Lubbock Monthly Reports	Rollups=Branch	Branch=LUBBOCK	Year over year 12 Month IS	Lubbock Year over Year Lubbock 12 Month			
	Rollups=Branch	Branch=LUBBOCK	Actual vs Budget	Lubbock Actual vs Budget			
	Segments=Division, Rollups=Profit Center	Division=100 AND Profit Centers=SALES	Detail IS	Lubbock Sales			
	Segments=Division, Segments=Department	Division=100 AND Department=01	Detail IS	Lubbock Retail Sales			
	Segments=Division, Segments=Department	Division=100 AND Department=02	Detail IS	Lubbock Wholesale Sales			
	Segments=Division, Rollups=Profit Center	Division=100 AND Profit Centers=SERVICE	Detail IS	Lubbock Service			
	Segments=Division, Segments=Department	Division=100 AND Department=03	Detail IS	Lubbock Lab Services			
	Segments=Division, Segments=Department	Division=100 AND Department=04	Detail IS	Lubbock Studio Services			
Las Vegas Monthly Reports	Rollups=Branch	Branch=LASVEGAS	Year over year 12 Month IS	Las Vegas Year over Year Las Vegas 12 Month			
	Rollups=Branch	Branch=LASVEGAS	Actual vs Budget	Las Vegas Actual vs Budget			
	Segments=Division, Rollups=Profit Center	Division=200 AND Profit Centers=SALES	Detail IS	Las Vegas Sales			
	Segments=Division, Segments=Department	Division=200 AND Department=01	Detail IS	Las Vegas Retail Sales			
	Segments=Division, Segments=Department	Division=200 AND Department=02	Detail IS	Las Vegas Wholesale Sales			
	Segments=Division, Rollups=Profit Center	Division=200 AND Profit Centers=SERVICE	Detail IS	Las Vegas Service			
	Segments=Division, Segments=Department	Division=200 AND Department=03	Detail IS	Las Vegas Lab Services			
	Segments=Division, Segments=Department	Division=200 AND Department=04	Detail IS	Las Vegas Studio Services			
Sales Division Monthly Reports	Rollups=Profit Center	Profit Center=SALES	Year over year 12 Month IS	Sales Year over Year Sales 12 Month			
	Rollups=Profit Center	Profit Center=SALES	Actual vs Budget	Sales Actual vs Budget			
	Segments=Department, Rollups=BranchGroup	Department=01 AND BranchGroup=TXANDCA	Detail IS	Retail Sales			
	Segments=Department, Segments=Division	Department=01 AND Division=200	Detail IS	Lubbock Retail Sales			
	Segments=Department, Segments=Division	Department=02 AND Division=100	Detail IS	Wholesale Sales			
	Segments=Department, Segments=Division	Department=02 AND Division=100	Detail IS	Lubbock Wholesale Sales			
	Segments=Department, Segments=Division	Department=02 AND Division=200	Detail IS	Las Vegas Wholesale Sales			
Service Division Monthly Reports	Rollups=Profit Center	Profit Center=SERVICE	Year over year 12 Month IS	Service Year over Year Service 12 Month			
	Rollups=Profit Center	Profit Center=SERVICE	Actual vs Budget	Service Actual vs Budget			

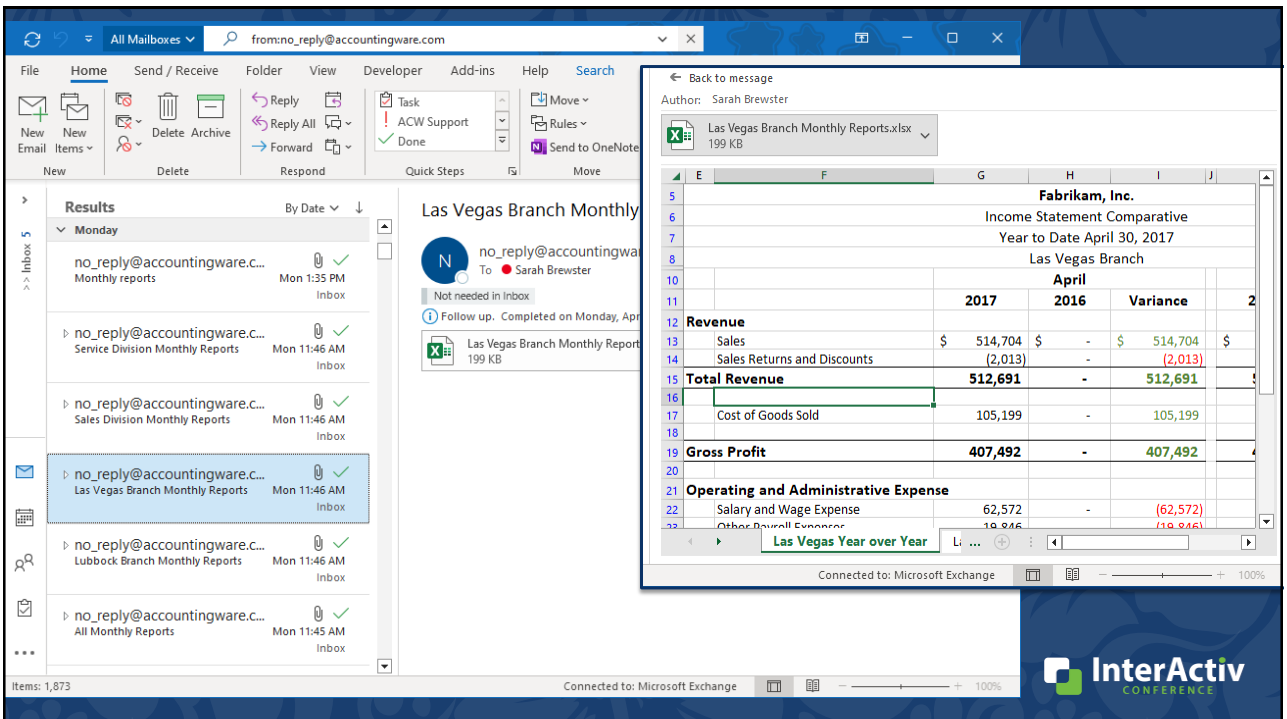
91

Name	Email	File Location	Reports
Finance Team	financemember@company.com	...Shared Files\Finance	All Monthly Reports, Board Monthly Reports, Lubbock Monthly Reports, Las Vegas Monthly Reports, Sales Division Monthly Reports
Board Member	boardmember@company.com	...Shared Files\Board	Board Monthly Reports
Lubbock Manager	lubbockmanager@company.com	...Shared Files\Lubbock Manager	Lubbock Monthly Reports
Las Vegas Manager	lasvegasmanger@company.com	...Shared Files\Las Vegas Manager	Las Vegas Monthly Reports
Sales Director	salesdirector@company.com	...Shared Files\Sales Director	Sales Division Monthly Reports
Service Director	servicedirector@company.com	...Shared Files\Service Director	Service Division Monthly Reports

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THANKS FOR JOINING!

Into the Woods with Financial Trees in ActivityHD

Sarah Brewster

support@accountingware.com

<https://accountingware.com/help>