



AVEGNA

Avegna Newsletter - January 2009 - "MIS Understanding"

Welcome to our first newsletter of the New Year. We hope your year has started without the headache much of the world seem to be having, but it seems things have started slowly for most businesses locally.

With the global economy seemingly in recession and the flow on effects impacting our local economy what can you do to make sure you protect your business? During these times there are many "experts" who have many different opinions as to what businesses need to do. All of these changes, improvements, costs cuts etc may be all well and good, but how will you know:

1. If they are actually needed in the first place?
2. If they really work?

One of the tools big companies use to answer these questions and analyse their business is internal management reporting. And this isn't just their P&L or Balance Sheet! Most large corporations have what is known as Management Information Systems (MIS). This is a fancy term for a reporting system that gives the business management team the information (more than just the P&L and Balance Sheet) about their business to then base their future decisions on. This reporting includes information such as:

- Key Performance Indicators (KPI's)
- Dashboards
- Benchmarking
- Regular Financial Management Reporting include variance and trend analysis

If you have a financial system such as QuickBooks or MYOB then you should be able to create this type of reporting for yourself using the data from your system. All that remains is to decide what to report, develop the reporting and begin to use the information for decision making. But a word of warning! Take care not to "knee Jerk" react to the new results of the new reporting you develop. One of the main reasons to use this type of reporting is trend analysis and one of the key components of trend analysis is time. Make sure you analyse the information reported thoroughly before making business changing decisions. Big company directors use this type of reporting on a regular basis, in combination with other internal information, macro economic reports and other information such as market analysis, to make decisions about their business.

Big Companies are just small companies with more zeros in their financial reports; they have the same challenges and opportunities you have in your business. So why not act like a big company; start today and use the tools they use. Take it from us, our consultants have worked in those big companies all over the world and here in Australia, we know these tools will work to help you grow your business.

Below are examples of regular dashboard reports Avegna implements and monitors with its clients. For further information on MIS Reporting or to discuss how we could help you implement this type of reporting in your business, please do not hesitate to contact us.

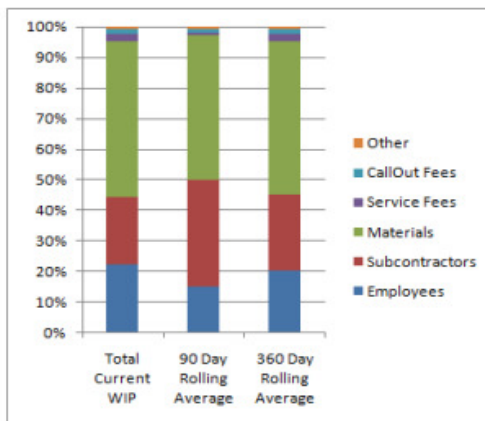
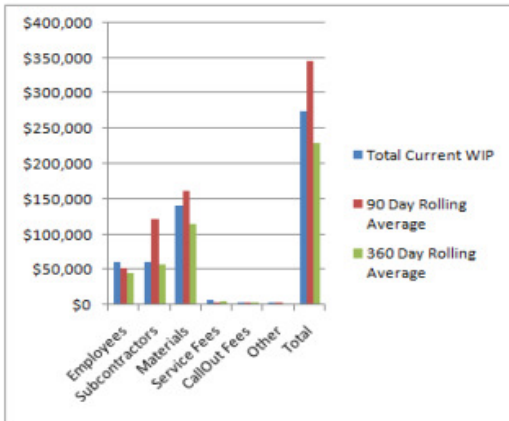
All the best for the new year from Avegna!
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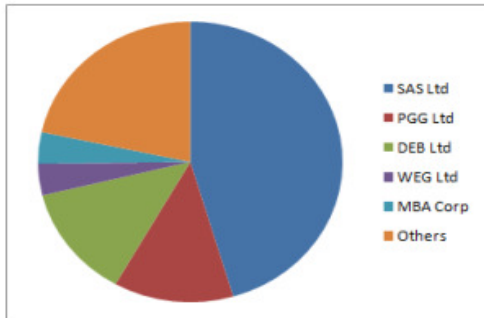


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Work In Progress (Unbilled)



	For the week	Month to Date	Qtr to Date	Total Current WIP	90 Day Rolling Average	360 Day Rolling Average
Employees	\$9,000	\$25,200	\$60,500	\$60,500	\$51,865	\$46,030
Subcontractors	\$11,250	\$28,800	\$60,500	\$60,500	\$121,018	\$57,538
Materials	\$22,500	\$54,000	\$140,250	\$140,250	\$162,510	\$115,075
Service Fees	\$1,350	\$7,200	\$6,875	\$6,875	\$3,458	\$5,754
CallOut Fees	\$900	\$3,600	\$4,125	\$4,125	\$3,458	\$3,452
Other	\$0	\$1,200	\$2,750	\$2,750	\$3,458	\$2,302
Total	\$45,000	\$120,000	\$275,000	\$275,000	\$345,765	\$230,150



Top 5 WIP Clients

	WIP	Quoted Total	Estimated Percentage Complete	Under/ Over
SAS Ltd	\$125,000	\$250,000	60.00%	-\$41,667
PGG Ltd	\$35,000	\$60,000	50.00%	\$10,000
DEB Ltd	\$35,700	\$100,000	33.00%	\$8,182
WEG Ltd	\$10,000	\$15,000	75.00%	-\$1,667
MBA Corp	\$9,950	\$10,000	90.00%	\$1,056
Others	\$59,350	\$100,000	50.00%	\$18,700
Total	\$275,000	\$535,000		-\$5,396