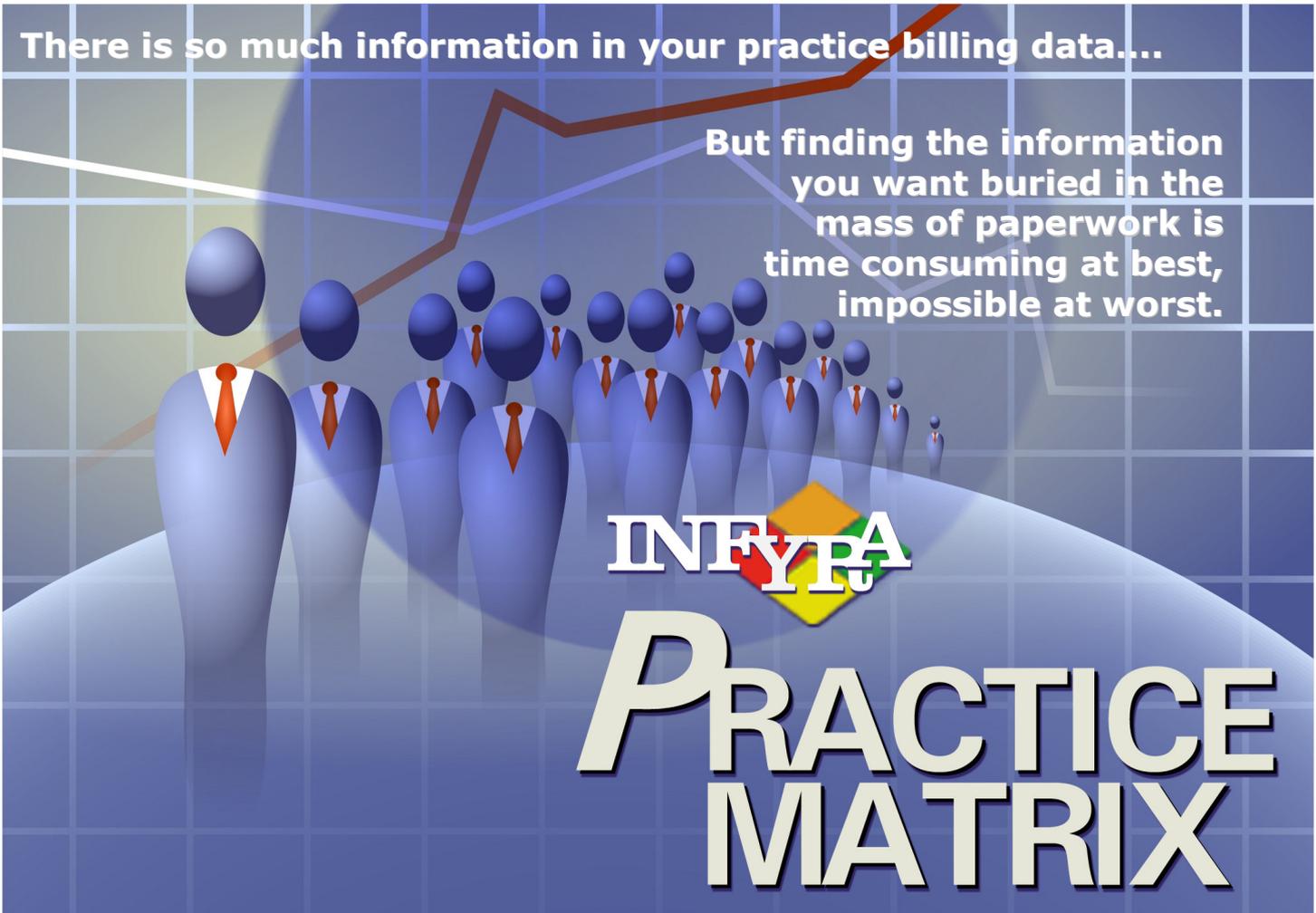


There is so much information in your practice billing data...

But finding the information you want buried in the mass of paperwork is time consuming at best, impossible at worst.



INFYTA  
**PRACTICE  
MATRIX**

## So much information with so little trouble

PracticeMatrix shows you the answers you want dynamically on screen in only seconds and with just a few keystrokes.

**Within minutes** you will be exploring the multiple aspects of the relationship between your staff, clients, the type of work performed and periods of time.

You can **instantly see an on-screen analysis** of work performed. This can be by client, by staff person, or by job type, within periods to your specification and for your selected values of charge-out, margin, time and many more. An infinite variety of questions can be answered by mining the data. This might be discovering your top 20% of customers, those responsible for the biggest write-ups or analysing your average margin per hour.



## Uncover the truth

You can see **where your divisions and work type are succeeding** - or under-performing. Values can be ranked from high to low, with Traffic Light analysis showing above average figures in green, average in orange and below average in red, giving an instantly understood demonstration on-screen. In finding out what types of work were not performed for clients, you can easily find the scope for future improvement.

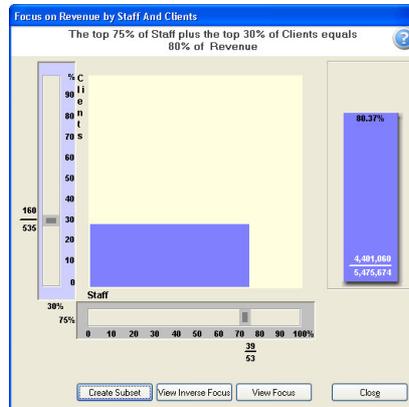


**PracticeMatrix will show you golden opportunities there for the taking.**

Forget time-consuming report writing and complex data mining tools. PracticeMatrix provides a huge array of intelligent tools right at your fingertips.

## 80/20 ANALYSIS

Understand what the 80/20 rule really means for your business. Adjust the sliders to narrow your focus to your key customers and products. The PracticeMatrix focus feature gives you all the flexibility lacking in written reports.



## ARM YOUR MANAGERS

PracticeMatrix is priced to enable cost effective deployment to all your managers and decision makers within your practice. Even if your practice is spread across many offices, relevant subsets of data can easily be generated so that each team has access to data enabling them to maximise opportunities and revenues from each individual client.

## TRAFFIC LIGHT MONITORING

View all billing data (staff, clients and work types) on one screen. Use 'traffic lights' to highlight performance trends in an instant.

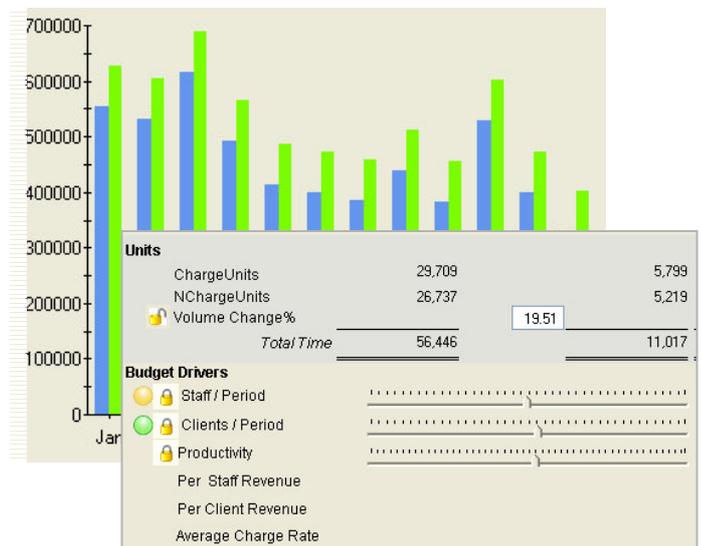
Identify issues for further interrogation, click on any cell to drill down and view more specific transaction detail.

Analyse your billing data like never before.

Staff-CPA	Total	Jan 03	Feb 03	Mar 03	Apr 03	May 03	Jun 03	Jul 03	Aug 03	Sep 03	Oct 03
Bullock, Sandra	116,123	4,013	14,764	16,763	10,894	10,724	7,610	1,953	9,628	10,153	13,643
Calander, Neil	87,182	7,651	8,288	19,376	8,214	8,244	5,180	8,028	2,889	2,222	8,988
Kennet, Greg	99,505	14,330	13,818	16,857	5,349	2,488	4,198	1,679	6,894	9,114	10,035
Krohner, Gullver	69,738	6,743	14,955	17,653	9,520	5,798	5,188	190	5,202	5,195	3,113
Lewis, Julian	132,928	13,114	12,946	16,081	5,445	8,422	7,651	11,662	9,260	9,175	17,812
Pele, Ric	139,489	7,826	11,744	13,914	11,495	11,996	13,222	10,229	9,813	11,939	17,898
Pettigrew, Juliet	205,752	17,154	17,694	18,165	22,755	20,643	17,041	14,897	18,559	12,766	17,793
Parkings, Henry	115,617	13,326	11,569	9,006	5,946	11,287	13,294	2,537	9,782	10,226	16,946
Roulston, Alamein	170,858	16,205	16,137	21,867	18,626	20,522	14,371	9,292	9,993	11,290	6,519
Sanchez, Sandro	18,014	12,388	5,676	0	0	0	0	0	0	0	0
Smithers, Job	108,745	12,091	10,574	16,776	19,585	13,144	6,632	5,307	5,191	2,862	15,423
Standridge, Will	147,210	20,868	17,196	22,848	8,209	6,258	5,809	4,812	9,655	15,336	18,707
SUBTOTAL CPA	1,411,161	145,599	155,360	191,106	126,035	119,525	100,195	70,600	96,866	100,237	145,935

## ANSWER THE DIFFICULT QUESTIONS

- Which of my staff are most productive?
- What types of work generate the best gross margin?
- What clients have not used our services in the past year?
- Which types of work have good cross-sell opportunities?
- Where are we missing opportunities within similar clients?
- Which manager is responsible for most new clients?
- What client groups do we make the highest write-ons with?
- What is the chargeable value and profitability of senior staff in each division?
- If we set a goal of a 10% growth how many new clients will we need and additional staff to cope with the increase?



## BUSINESS INTELLIGENCE MADE SIMPLE

Distribution by:

Optimal System Requirements  
 Pentium IV  
 512 MB memory  
 CD-ROM drive  
 Windows NT/2000/XP/Vista  
 100 MB free hard drive space  
 Screen resolution: 1024 x 768