

Case Study:

KPI Reporting & Market Analyses



Multi-National Compliance Software Company

Selects  RTD INSIGHTS  for KPI Reporting & Market Analyses

Company and Situation Overview

- Headquartered in U.S. with numerous international offices & customers
- ~\$30M in annual revenue with ~35% annual revenue growth
- Closely-held, private company with minority institutional ownership

Challenges without RTD Insights

- X Limited FP&A support – experienced CFO & 1 other FP&A team member
- X Leanly staffed sales operations and finance departments
- X No insight into total opportunity available in core and expansion markets
- X Disparate data and reporting with no centralized KPI dashboard

Results with RTD Insights

- ✓ 2-week turnaround to create detailed, bottom-up TAM analysis
- ✓ Crafted tailored existing customer whitespace opportunity analysis
- ✓ Formulated and implemented KPI dashboard with primary SaaS metrics to monitor for internal and external reporting processes



KPI & Market Analyses Representative Screenshots

Client Name 2017A - 2020P KPI Summary (US\$ in 000's)	RTD INSIGHTS					
	FYE	H1	H2	FYE December 31,		
	2017A	2018A	2018B	2018B	2019P	2020P
Key Performance Indicator (KPI) Dashboard						
ARR	\$29,259	\$36,629	\$49,212	\$49,212	\$67,895	\$109,381
% Growth	NA	24.8%	35.2%	0.0%	28.0%	61.1%
Subscription Bookings	\$10,940	\$9,368	\$17,283	\$26,661	\$26,517	\$53,029
% Growth	240.7%	-14.9%	86.6%	143.7%	7.0%	98.0%
Gross Churn	\$(1,133)	\$(1,459)	\$(3,666)	\$(5,125)	\$7,374	\$6,147
% Churn	-5.1%	-5.0%	-12.5%	-17.5%	-15.0%	-12.0%
Total Revenue	\$32,491	\$18,288	\$21,925	\$40,213	\$56,089	\$95,883
% Growth	231.0%	-44.1%	20.2%	23.2%	44.5%	65.1%
Total Gross Profit	\$22,075	\$10,816	\$14,953	\$25,769	\$40,267	\$72,817
Gross Margin %	67.9%	59.1%	68.2%	64.1%	69.3%	75.9%
Subscription Gross Margin %	84.4%	82.2%	82.3%	82.2%	78.0%	81.2%
Sales & Marketing	\$12,687	\$9,787	\$7,560	\$17,346	\$21,307	\$30,249
% of Revenue	39.0%	53.5%	34.5%	43.1%	36.7%	31.5%
Research & Development	\$9,594	\$4,324	\$5,085	\$9,409	\$11,024	\$13,476
% of Revenue	29.5%	23.6%	22.9%	23.4%	19.6%	14.1%
General & Administrative	\$9,267	\$4,995	\$7,279	\$12,274	\$15,003	\$16,063
% of Revenue	28.5%	27.3%	33.2%	30.5%	25.8%	16.8%
Total Operating Expenses	\$28,548	\$19,106	\$19,524	\$39,030	\$47,334	\$59,788
% of Revenue	87.9%	104.5%	90.9%	97.1%	81.5%	62.4%
EBITDA	\$7,353	\$(8,262)	\$(6,790)	\$(15,051)	\$(8,119)	\$11,977
EBITDA Margin %	-22.6%	-45.2%	-31.0%	-37.4%	-14.0%	12.5%
CAC - LTM	1.16	1.02	0.65	0.65	0.75	0.57
LTV / CAC - LTM	NA	8.23	6.61	6.61	6.37	11.87
CAC Payback Period (in months) - LTM	16.43	14.85	9.49	9.49	11.49	8.43

Client Name 2016A - 2020P Sales Quota & Bookings (US\$ in 000's)	RTD INSIGHTS					
	Fiscal Year Ended December 31,					
	2016A	2017A	2018B	2019P	2020P	YOY Growth %
	2016A	2017A	2018B	2019P	2020P	YOY Growth %
Total Revenue	\$21,498	\$46,814	\$48,396	\$73,778	\$123,001	28.6%
Inside Sales - Subscription	\$0	\$1,008	\$1,013	\$0	\$0	NA
Weighted Pipeline Value	\$0	\$59	\$32	\$0	\$0	NA
Subscription	\$0	\$0	\$0	\$0	\$0	NA
Professional Services	\$0	\$0	\$0	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Inside Sales - Subscription	\$0	\$1,008	\$1,013	\$0	\$0	NA
Account Management - Subscription	\$0	\$0	\$0	\$0	\$0	NA
Subscription	\$0	\$0	\$0	\$0	\$0	NA
Professional Services	\$0	\$0	\$0	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Account Management - Subscription	\$0	\$0	\$0	\$0	\$0	NA
Enterprise Sales - Professional Services	\$0	\$2,364	\$555	\$0	\$0	NA
Subscription	\$0	\$1,817	\$48	\$0	\$0	NA
Professional Services	\$0	\$547	\$107	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Enterprise Sales - Professional Services	\$0	\$2,364	\$555	\$0	\$0	NA
Inside Sales - Professional Services	\$0	\$324	\$414	\$0	\$0	NA
Subscription	\$0	\$21	\$125	\$0	\$0	NA
Professional Services	\$0	\$303	\$289	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA

Granular, Dynamic KPI Dashboards

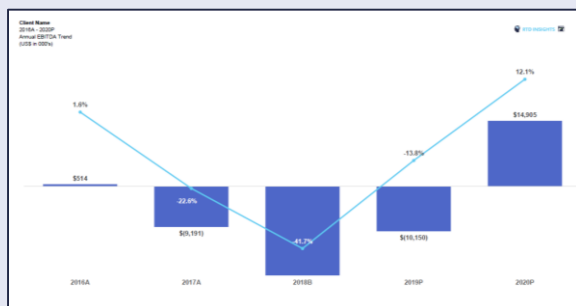
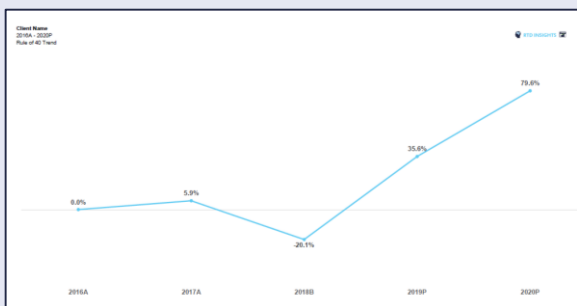
Real-Time Monitoring of Sales Metrics

Client Name 2016A - 2020P Sales Quota & Bookings (US\$ in 000's)	RTD INSIGHTS					
	Fiscal Year Ended December 31,					
	2016A	2017A	2018B	2019P	2020P	YOY Growth %
	2016A	2017A	2018B	2019P	2020P	YOY Growth %
Total Revenue	\$91,488	\$48,814	\$48,396	\$73,778	\$123,001	28.6%
Bookings by Revenue Type						
Subscription	\$13,817	\$33,327	\$35,807	\$66,412	\$103,718	143.7%
Professional Services	\$11,243	\$2,111	\$1,036	\$4,716	\$4,361	42.4%
Total Bookings by Revenue Type	\$9,821	\$35,819	\$36,843	\$71,128	\$108,079	143.7%
Open ARR	\$0	\$1,495	\$733	\$461	\$346	34.8%
New Bookings by Sub-Market						
Top Customer 1 ARR	\$6,662	\$12,307	\$12,309	\$18,216	\$24,316	28.3%
Top Customer 2 ARR	\$108	\$247	\$342	\$418	\$418	28.3%
Top Customer 3 ARR	\$11,550	\$840	\$2,027	\$1,178	\$1,178	28.3%
Top Customer 4 ARR	\$71	\$58	\$118	\$18	\$18	28.3%
Top Customer 5 ARR	\$9	\$11	\$79	\$18	\$18	28.3%
Priority Channel 1 ARR	\$174	\$381	\$2,238	\$1,746	\$2,238	28.3%
Priority Channel 2 ARR	\$37	\$348	\$739	\$436	\$436	28.3%
Priority Channel 3 ARR	\$387	\$422	\$1,248	\$1,248	\$1,248	28.3%
Priority Channel 4 ARR	\$27	\$27	\$27	\$27	\$27	28.3%
Total New Bookings by Sub-Market	\$22,581	\$9,407	\$17,319	\$18,216	\$18,216	28.3%
Bookings by Sub-Center						
Sub-Center 1	\$0	\$0	\$187	\$0	\$0	NA
Sub-Center 2	\$0	\$0	\$196	\$0	\$0	NA
Sub-Center 3	\$0	\$0	\$1,027	\$1,369	\$1,369	NA
Sub-Center 4	\$0	\$0	\$2,887	\$2,887	\$2,887	NA
Sub-Center 5	\$0	\$0	\$2,887	\$2,887	\$2,887	NA
Total Bookings - Sub-Center 1	\$0	\$0	\$1,164	\$2,887	\$2,887	NA
Sub-Center 1	\$0	\$0	\$10,658	\$0	\$0	NA
Sub-Center 2	\$0	\$0	\$1,000	\$0	\$0	NA
Sub-Center 3	\$0	\$0	\$4,880	\$3,237	\$3,237	NA
Sub-Center 4	\$0	\$0	\$2,133	\$2,133	\$2,133	NA
Total Bookings - Sub-Center 2	\$0	\$0	\$11,689	\$11,689	\$11,689	NA
Sub-Center 2	\$0	\$0	\$239	\$0	\$0	NA
Sub-Center 3	\$0	\$0	\$1,000	\$0	\$0	NA
Sub-Center 4	\$0	\$0	\$2,771	\$3,232	\$3,232	NA
Sub-Center 5	\$0	\$0	\$1,132	\$1,132	\$1,132	NA
Total Bookings - Sub-Center 3	\$0	\$0	\$11,040	\$11,040	\$11,040	NA
Sub-Center 3	\$0	\$0	\$298	\$0	\$0	NA
Sub-Center 4	\$0	\$0	\$1,132	\$1,132	\$1,132	NA
Sub-Center 5	\$0	\$0	\$1,610	\$1,132	\$1,132	NA
Total Bookings - Sub-Center 4	\$0	\$0	\$1,942	\$1,942	\$1,942	NA
Sub-Center 4	\$0	\$0	\$187	\$1,132	\$1,132	NA
Sub-Center 5	\$0	\$0	\$1,755	\$1,132	\$1,132	NA
Total Bookings - Sub-Center 5	\$0	\$0	\$1,942	\$1,942	\$1,942	NA
Sub-Center 5	\$0	\$0	\$427	\$0	\$0	NA
Sub-Center 6	\$0	\$0	\$187	\$0	\$0	NA
Sub-Center 7	\$0	\$0	\$46	\$1,036	\$1,036	NA
Sub-Center 8	\$0	\$0	\$1,036	\$1,036	\$1,036	NA
Total Bookings - Sub-Center 6	\$0	\$0	\$680	\$1,036	\$1,036	NA
Sub-Center 6	\$0	\$0	\$616	\$0	\$0	NA

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	2016A	2017A	2018B	2019P	2020P	YOY Growth %
	2016A	2017A	2018B	2019P	2020P	YOY Growth %
Total Revenue	\$91,488	\$48,814	\$48,396	\$73,778	\$123,001	28.6%
Unweighted Pipeline Value	\$0	\$0	\$1,289	\$0	\$0	NA
Subscription	\$0	\$0	\$0	\$0	\$0	NA
Professional Services	\$0	\$0	\$0	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Weighted Pipeline Value	\$0	\$0	\$200	\$0	\$0	NA
Subscription	\$0	\$0	\$11	\$0	\$0	NA
Professional Services	\$0	\$0	\$189	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Weighted Pipeline Value	\$0	\$0	\$211	\$0	\$0	NA
Pipeline Count	\$0	\$0	\$0	\$0	\$0	NA
Subscription	\$0	\$0	\$0	\$0	\$0	NA
Professional Services	\$0	\$0	\$0	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Pipeline Count	\$0	\$0	\$0	\$0	\$0	NA
Identified Market Opportunity Count	\$0	\$0	\$0	\$219	\$219	NA
Subscription	\$0	\$0	\$0	\$21	\$21	NA
Professional Services	\$0	\$0	\$0	\$198	\$198	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Identified Market Opportunity Count	\$0	\$0	\$0	\$417	\$417	NA
Identified Market Opportunity Value	\$0	\$0	\$0	\$11,758	\$11,758	NA
Subscription	\$0	\$0	\$0	\$465	\$465	NA
Professional Services	\$0	\$0	\$0	\$11,293	\$11,293	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Identified Market Opportunity Value	\$0	\$0	\$0	\$11,758	\$11,758	NA
Unweighted Pipeline Value	\$0	\$0	\$23,961	\$0	\$0	NA
Subscription	\$0	\$0	\$279	\$0	\$0	NA
Professional Services	\$0	\$0	\$23,682	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Unweighted Pipeline Value	\$0	\$0	\$24,260	\$0	\$0	NA
Weighted Pipeline Value	\$0	\$0	\$208	\$0	\$0	NA
Subscription	\$0	\$0	\$19	\$0	\$0	NA
Professional Services	\$0	\$0	\$189	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Weighted Pipeline Value	\$0	\$0	\$208	\$0	\$0	NA
Pipeline Count	\$0	\$0	\$0	\$0	\$0	NA
Subscription	\$0	\$0	\$0	\$0	\$0	NA
Professional Services	\$0	\$0	\$0	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Pipeline Count	\$0	\$0	\$0	\$0	\$0	NA
Identified Market Opportunity Value	\$0	\$0	\$0	\$14	\$14	NA
Subscription	\$0	\$0	\$0	\$1	\$1	NA
Professional Services	\$0	\$0	\$0	\$13	\$13	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Identified Market Opportunity Value	\$0	\$0	\$0	\$14	\$14	NA
Identified Market Opportunity Count	\$0	\$0	\$0	\$1	\$1	NA
Subscription	\$0	\$0	\$0	\$1	\$1	NA
Professional Services	\$0	\$0	\$0	\$0	\$0	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Identified Market Opportunity Count	\$0	\$0	\$0	\$1	\$1	NA
Identified Market Opportunity Value	\$0	\$0	\$0	\$222	\$409	NA
Subscription	\$0	\$0	\$0	\$31	\$31	NA
Professional Services	\$0	\$0	\$0	\$191	\$378	NA
Other / Terminated	\$0	\$0	\$0	\$0	\$0	NA
Total Identified Market Opportunity Value	\$0	\$0	\$0	\$253	\$409	NA

Market Penetration Assessment

Total Addressable Market Sizing



KPI Trending & Forecasting

Detailed Margin Visualization