



CLARITY 7™

APPLICATION SHEET

PROFITABILITY MODELING & OPTIMIZATION

The Importance of Profitability Modeling

True customer profitability, based on the full cost required to service each customer, is often very difficult to obtain. This is where powerful profitability modeling software is indispensable. A comprehensive profitability model arrives at a complete view of the customer's true financial contribution to the organization by examining top line revenue, cost of goods sold, gross margin and an allocation of variable and/or fixed costs. CLARITY 7 Profitability Modeling and Optimization delivers exactly that. It is a comprehensive customer profitability model with flexible reporting and advanced financial modeling features, resulting in actionable insights across both costs and profitability.

Identify the Key Drivers of Profitability

Using CLARITY 7, organizations can define customer, product or other profitability models to help identify the key drivers affecting profitability. CLARITY 7 supports an open data model, which allows organizations to configure a profitability model that accurately reflects the way they do business. The data model can be configured using both OLAP and/or relational data – with no limitation to the data model. And once the data model has been configured, CLARITY 7's configurable Business Rules are used to apply the appropriate calculations to determine the resulting profitability. CLARITY 7's reporting capabilities are then used to present the resulting profitability information to the end-users with advanced drill-down and visualization options to let users explore the data.

Key Functionality

- Supports Both OLAP or Relational Databases
- Customized Business Rules
- Advanced Drill-Down
- Goal Seeking
- What-If Modeling
- Business User-Driven Profitability Modeling
- Flexible Allocation Platform
- Multiple Profitability Models
- Transactional Level Data Capture & Analysis (Granular Detail)
- Multiple Reports
- Multi-Dimensional Calculations

CLARITY 7 Profitability Modeling supports flexible reporting and advanced financial modeling features



“ With Clarity, we can breakdown all information by practice area and department to compare budgets to actual, analyze profitability, and conduct cost analysis.”

Controller, Hodgson Russ LLP

Compare Scenarios Using What-If Analysis

Multiple versions of profitability models can be created using the powerful What-If Modeling features built into CLARITY 7. And, variance reporting capabilities provide an easy-to-use interface for users to compare the various versions of their profitability models.

Drive to Results Using Goal Seeking

CLARITY 7 provides advanced goal seeking capabilities that let users interact with the data. Goal Seeking capabilities provide users with the ability to hold some values constant, apply factors to existing data values, and then solve for bottom line results. The achieved results can ripple across any number of dimensions and a variety of allocation methods can be used to spread these values down each dimension. This functionality lets users “play with the data” to determine the sensitivity of profitability due to changes in various drivers, metrics and activities. And when users find undesirable results, Goal Seeking also supports an “undo” feature to let users easily back out their latest changes.

Additional Features

- Excel Look and Feel
- Easy-to-Use Interface
- Compare Multiple Models
- Advanced Goal Seeking
- Multiple Allocation Methods
- Numbers Cascade through Report

Global/North American Headquarters EMEA Headquarters

2 Sheppard Avenue East, Suite 800
Toronto, Ontario, Canada M2N 5Y7
Toll free: +1 877 410 5070
Phone: +1 416 250 5500
Fax: +1 416 250 5533
Email: info@claritysystems.com

83 Victoria Street
London SW1H 0HW, United Kingdom
Phone: +44 (0) 203 1784038
Fax: +44 (0) 203 0086180
Email: info@claritysystems.com

Asia-Pacific Region

Penthouse Level, Suntec Tower Three
8 Temasek Boulevard,
Singapore 038988
Phone: +65 6866 3613
Fax: +65 6866 3636
Email: apac@claritysystems.com

France/Switzerland/Belgium

Avenue Industrielle 4-6
CH 1227 Geneva, Switzerland
Phone: +41 (0) 22 560 6049
Fax: +41 (0) 22 560 6498
Email: info@claritysystems.com

About Clarity Systems

Clarity Systems delivers software solutions to the Office of Finance. Our software helps large and mid-market organizations around the world improve their budgeting, planning, consolidation, scorecarding and management reporting processes, and also automates their external reporting processes to support the production of regulatory and statutory reports. Our unified applications help CFOs reduce risk while simultaneously improving operational efficiency. For more information, please visit our website at www.claritysystems.com.