Acumatica
The Cloud **ERP**

KPIs for Growing Businesses

TRACK DIFFERENT TYPES OF KPIs*

QUANTITATIVE   QUALITATIVE   DESCRIPTIVE   PREDICTIVE
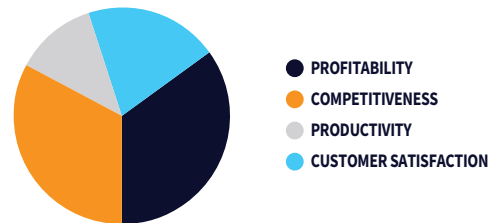
KPI APPROACHES

● OPTION 1   ● OPTION 2   ● OPTION 3

2	2	3	5
2.4	4.4	1.8	2.8
4.3	2.5	3.5	4.5
MANAGEMENT BY OBJECTIVE	BALANCED SCORECARD	OBJECTIVE & KEY RESULTS	NORTH STAR METRIC

OVERALL KPIs

- ● PROFITABILITY
- ● COMPETITIVENESS
- ● PRODUCTIVITY
- ● CUSTOMER SATISFACTION
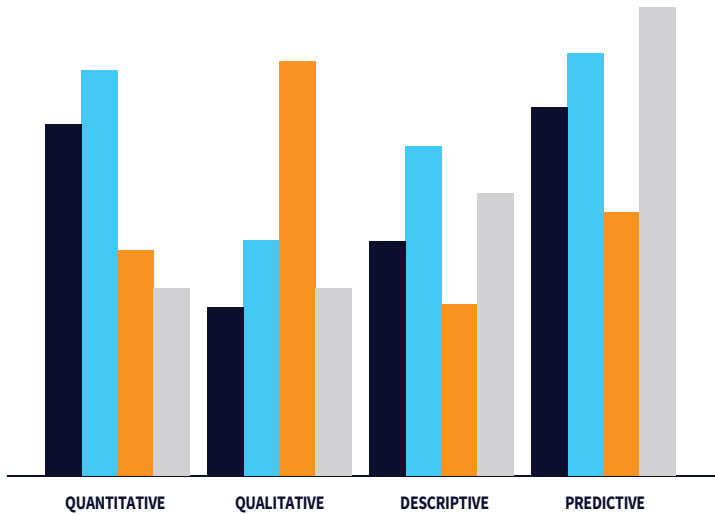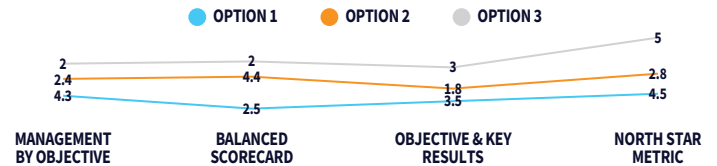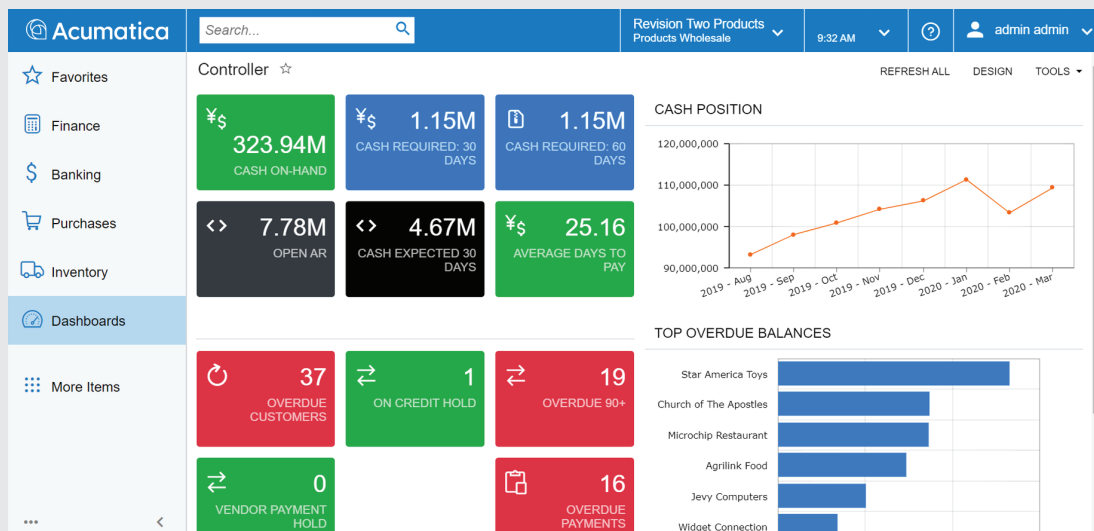
TOP FINANCIAL KPIs

✓ Gross Profit Margin
✓ Net Profit Margin
✓ Profit-Loss Report
✓ Operating Cash Flow

✓ Liquidity Metrics
✓ Accounts Payable
✓ Expenses
✓ Accounts Receivable

✓ Payroll
✓ Burn Rate
✓ Budget Variance
✓ Time to Close Books

✓ Days Sales Outstanding
✓ Inventory Turnover Rate
✓ Customer Churn

SALES & MARKETING KPIs

SALES

- Call Volume/Activities per Rep
- Number of Demo Calls
- Product Trials
- Trial Conversation Rate
- Sales Qualified Leads
- Sales Opportunities
- Sales Bookings
- Lead-to-Win Ratio
- Sales Cycle Length
- Sales Per Rep
- Average Cost Per Lead
- Customer Acquisition Cost
- Average Selling Price & Deal Size
- Monthly, Recurring Sales Revenue
- Customer Lifetime Value

MARKETING

- Landing Page Conversions
- Marketing Activities/ Campaigns
- Campaign Results
- Marketing Qualified Leads
- Cost Per Lead
- Social Media Activity and Results
- Lead-to-Customer Ratio
- Advertising Spend
- Paid Per Click Volume
- Cost Per Click
- New Customers
- Customer Acquisition Cost
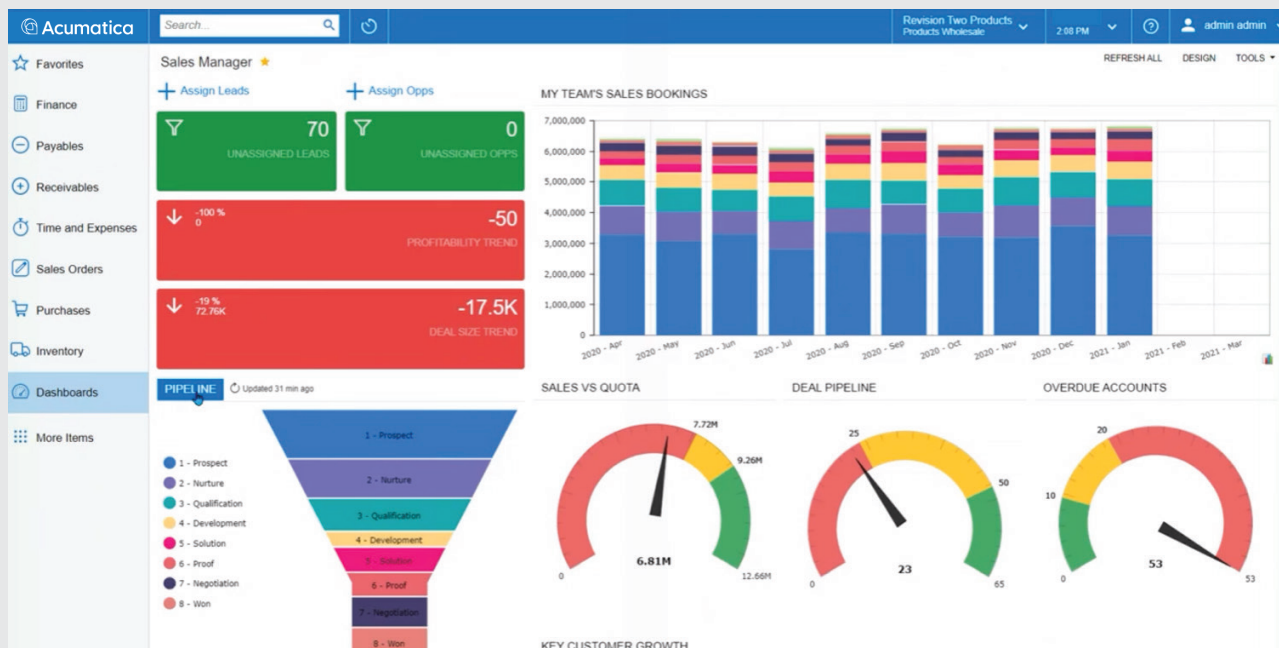
DIGITAL TRANSFORMATION & IT KPIs

DIGITAL TRANSFORMATION

- Utilization of new services/systems
- User Engagement/Experience
- User Lifetime Value
- Workforce Productivity/ Hours Saved
- Rate of Innovation
- Return on Investment
- Revenue from Digital Services
- Total IT Spend
- Sustainability
- Team Morale
- Order Fulfillment
- Percentage of Cloud Applications

INFORMATION TECHNOLOGY

- Utilization by Project/Hours
- Deployment Time
- Time to Market
- System Availability/ Response Time
- End-User Satisfaction
- Help Desk SLAs
- Partner SLAs and Response Time
- IT Spend by Customer
- Revenue Generation vs Costs
- Actual IT Costs vs Planned
- Compliance to Policies, SOX, HIPPA
- Security/Vulnerability Testing
- Percentage of Servers/ Services Used
- Disaster Recovery
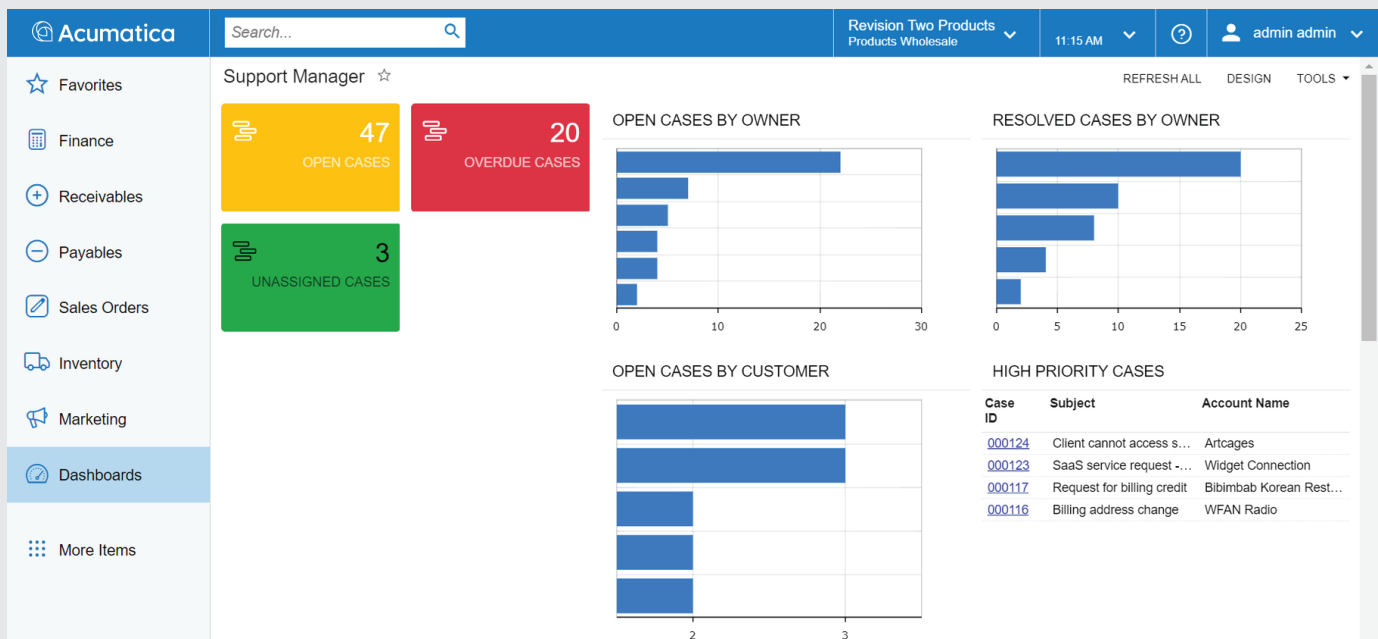
*The KPIs do not relate to any specific product offering although many can be supported by an ERP solution tailored to specific business needs.

Before Acumatica, "They (employees) couldn't generate reports and were totally dependent on others for information. Now with Acumatica, they have a great deal of independence, know what their programs are doing, know what budget they have left to spend, and they have more instant decision-making power."

–ROBERT BATT, EXECUTIVE DIRECTOR, CORNELL COOPERATIVE EXTENSION OF ORLEANS COUNTY

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DISCOVER HOW GENERAL BUSINESS COMPANIES FOSTER LONG-TERM PROFITABILITY WITH MUST-HAVE KPIs

LEARN MORE >

Acumatica
The Cloud **ERP**

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on LinkedIn.