Finagraph

Financial Intelligence On Demand

GETTING STARTED WITH FINAGRAPH

AN INTRODUCTION FOR
BANKERS, ACCOUNTANTS, BUSINESS ADVISORS
AND OTHER FINANCIAL PROFESSIONALS.

December 2015

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INTRODUCTION

Welcome to Finagraph! With instant visual access to financials and detailed industry analysis, Finagraph enables you to have an informed conversation with a business owner in real time. It's easy to get started, we have only a couple of requirements:

- Browsers: Microsoft Internet Explorer, Google Chrome*, & Mozilla FireFox*
  * Note, Chrome and FireFox require a plug-in to launch the Finagraph FinancialLink Application
- If you're using QuickBooks Desktop, you'll need at least version 4.5 of Microsoft .NET Framework Download it here: http://www.microsoft.com/en-us/download/details.aspx?id=42642

ACTIVATING YOUR ACCOUNT

When your Finagraph Deployment Manager creates your account you'll receive a welcome email similar to the one shown below. Your email address will be your username but before you can access your Finagraph dashboard, you must first activate your account and set your password.
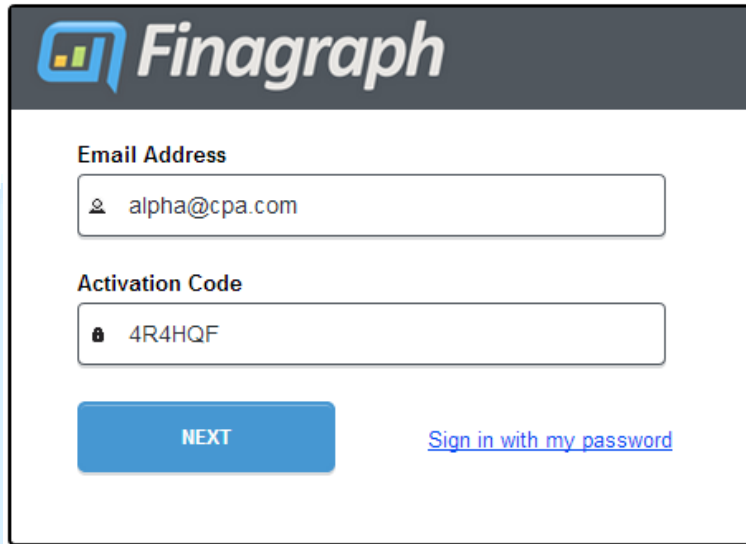
1. FOLLOW THE LINK IN THE EMAIL

Activate your account via the blue text that says "**Click here to verify your account: It's easy and fast.**"

Welcome to Finagraph!

Hi Alpha Advisor, welcome to Finagraph! With the click of a button, Finagraph links directly into business accounting systems to present financial information in ways never seen before.

What is Finagraph?

Finagraph is an online website where you can quickly and easily gather your financial information and share it with Lenders, Investors, or Business partners.

Click here to verify your account: It's easy and fast.

Or, go to app.finagraph.com/activate and enter this activation code:

4R4HQF

Your username is your email address (alpha@cpa.com).

If you have any questions you can contact us at support@finagraph.com.

2. CONFIRM ACTIVATION CODE

The Email Address and Activation Code specified in your welcome email will be automatically entered in the fields on the activation page. If they are not, you can copy them from the email exactly as specified. When the fields are filled out, press the **NEXT** button.

Email Address

☺ alpha@cpa.com

Activation Code

🔒 4R4HQF

NEXT   Sign in with my password

3. SET PASSWORD

The last step to activate your account is to set your password. We recommend that you use a password of at least eight characters using a combination of letters, numbers, and special characters. When you've set your password, click **ACTIVATE MY ACCOUNT** to be directed to your Finagraph dashboard.

You're almost there! Let's get your account activated.

Your username is your email address (alpha@cpa.com)

Choose a password, and enter it below. How to choose a good password

Password

🔒 •••••••••••••   **Strong**

Confirm

🔒 •••••••••••••

ACTIVATE MY ACCOUNT

ADDING NEW BUSINESSES TO YOUR DASHBOARD

This is your blank Finagraph Dashboard:

Unless another financial provider at your organization has already invited businesses to Finagraph, your dashboard will be empty. To get started, you'll add business entries to your dashboard.

1. SELECT ADD BUSINESS

Start with the **ADD BUSINESS** button from the list of Options on the right side of your dashboard.
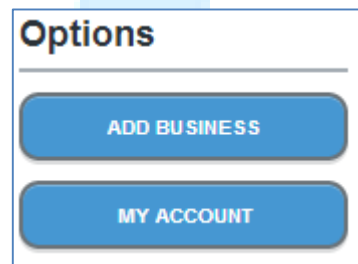
2. SAVE NEW BUSINESS

On the Adding New Business page enter a Company Name, NAICS Code, and Business Zip (Postal Code) for the general location of the business.

Press the **Save** button on the right to move to add this business do your Finagraph Dashboard.

If you plan to import the financial data into Finagraph yourself, click the **CLIENT DASHBOARD** button and follow the steps in the next section. However, if you wish to add an additional user to the new business, jump to the last section of this guide: **Adding New Users**.

UPLOADING INITIAL FINANCIAL DATA

Financial advisors with access to a business's QuickBooks accounting system can quickly generate a Finagraph for that business. If a Finagraph has never been pulled for a particular business, the business page will have a big blue button for uploading financial data.

1. UPLOAD FINANCIAL DATA

Ensure that your copy of QuickBooks is open, and click the **UPLOAD FINANCIAL DATA NOW** button to start your Finagraph.

Nothing has been uploaded for Burke and Sons.

UPLOAD FINANCIAL DATA NOW

2. INSTALL FINANCIAL LINK

The Finagraph Financial Link installation process will examine your browser to verify if any additional plug-ins are required. Finagraph recommends using the Google Chrome Internet Browser for the best experience.

One-time installation of required software

Before we proceed, we need to install an extension that enables our software to be launched from Google Chrome.

Click here to download and install the **ClickOnce for Google Chrome™** extension

When you have finished installing the extension, click Next to continue.

Next

Follow the steps indicated to install any required extensions for your browser.

3. SELECT INSTALLED ACCOUNTING PACKAGE

By default Finagraph selects QuickBooks Desktop for your accounting package. If you are using a different version, use the **Change Accounting Package** button to bring up a list of other supported software. After choosing the correct edition and release version click **Save**.
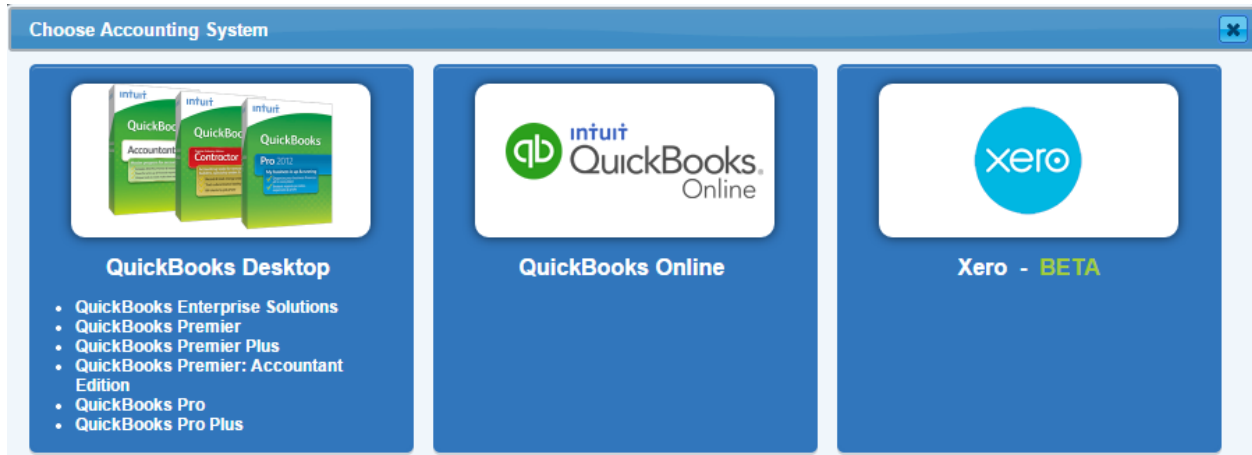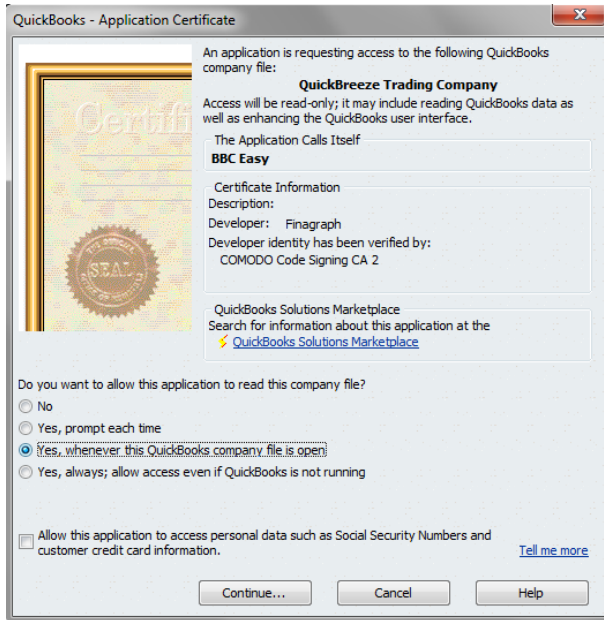

4. LINK TO FINAGRAPH

Once the correct accounting package is assigned, you're ready to start your link with Finagraph. Press the big blue button to **LINK TO FINAGRAPH**. For an additional step-by-step guide, click on the blue question mark.
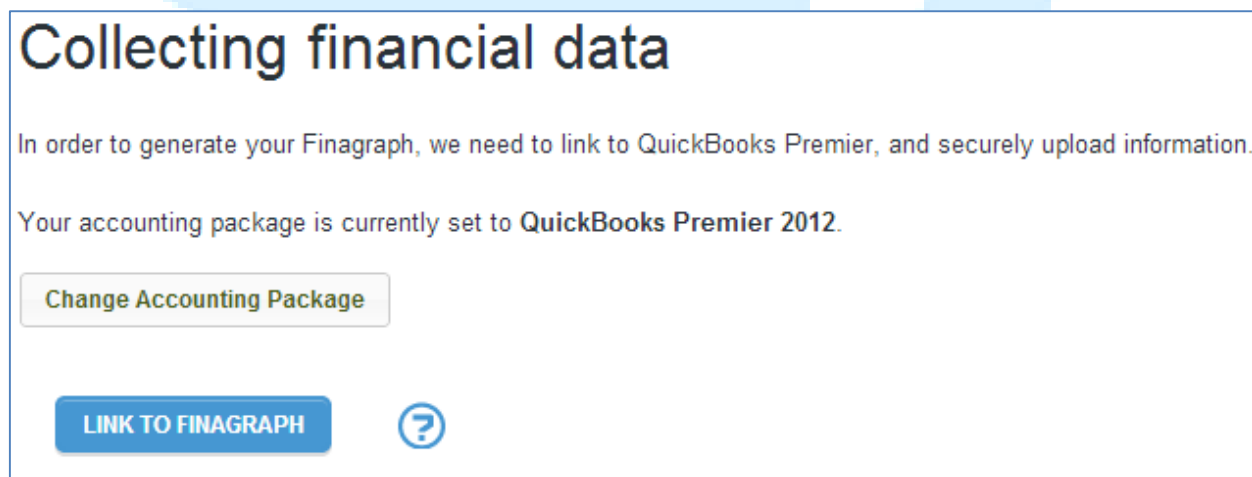
5. APPROVE APPLICATION CERTIFICATE

When Finagraph requests access to the company file, QuickBooks will prompt you to grant permission for the connection. In QuickBooks, review the new security window and select one of the options for "Yes" in order for Finagraph to import the required information for your report.

After clicking **Continue**, QuickBooks displays an "Access Confirmation" summary confirming read-only access. Click **Done** to continue.
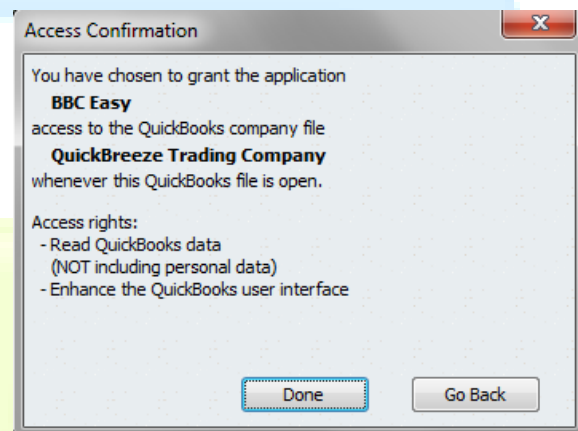
6. COLLECTING FINANCIAL REPORTS

After access is approved, the Financial Link will collect the reports necessary to generate your Finagraph. The Finagraph page displays the upload progress. When all reports have completed processing, you'll be presented with your Finagraph.

Collecting financial data

100%
Identifying key inputs

100%
Secure upload

16%
Processing
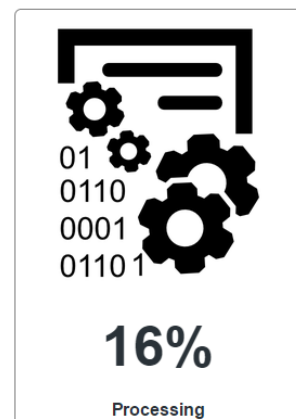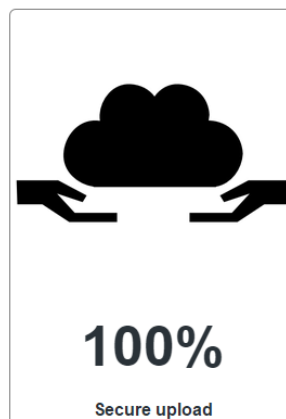
REVIEWING A FINAGRAPH

The details contained in your Finagraph are too vast to review in this brief document. There are a several important views that you should be sure not to miss.

1. DATE SCOPE TABS

Finagraph collects and calculates detailed information for the most recent five years, four quarters, and five months. Access these different date ranges through the three tabs at the top of your Finagraph.

YEAR	QUARTER	MONTH

Health Overview

In (000s)	2008	2009	2010	2011	2012

2. RISK INDICATORS

The Risk Indicators section highlights at a glance, how the values have changed from one time period to the next. Mouse over the icons for additional information about the indicator.

Risk Indicators

	2009	2010	2011	2012
Cash Declining	⚑	⚑	✓	⚑
Receivables Aging	⚑	⚑	✓	✓
Inventory Declining	✓	⚑	⚑	✓
Expenses vs. Revenue	⚑	▢	✓	✓
Misfinancing	✓			

Revenues grew faster than expenses by $155,427

3. FINANCIAL MEASURMENTS DEFINITIONS

Not everyone is familiar with the common detailed financial ratios so we've included definitions and additional information to help you and your clients understand why they matter to the business.

Here are a few examples of explanations Finagraph provides.

Debt Service Coverage Ratio
The amount of cash flow available to meet annual interest and principal payments on debt, including sinking fund payments.

Cost of Goods Sold
The total expenditures incurred to produce, acquire, or service the products and services sold.

Current Ratio
Determined by dividing Current Assets by Current Liabilities

Meaning
If the ratio is 1.35, that means there is $1.35 in current assets to pay every $1.00 in current liabilities

Why you care
A low current ratio indicates low solvency for the business

Possible causes of a low current ratio

> Current liabilities are too high
> Using short term funds (current liabilities) to fund long term assets

Potential solutions

> Move some short term liabilities to long term
> Sale/leaseback some of the fixed assets

4. INDUSTRY COMPARISONS

When a NAICS code is provided for the business Finagraph will compare the collected values with industry averages. View the comparison data by moving your mouse overtop of the flag and globe icons. Ratios that are below industry average are identified with a red flag and the help window provides details of the deficiency. For healthy ratios, Finagraph simply displays the industry averages values.

2012		2008	2009
1.06	Sales / Assets	0.06	0.07
0.35	Flagged because it is **below** the industry average of 3.33		
26.62	Inventory		

Here we see the 2012 Current Ratio has been flagged because the business's ratio is below the average for their industry.

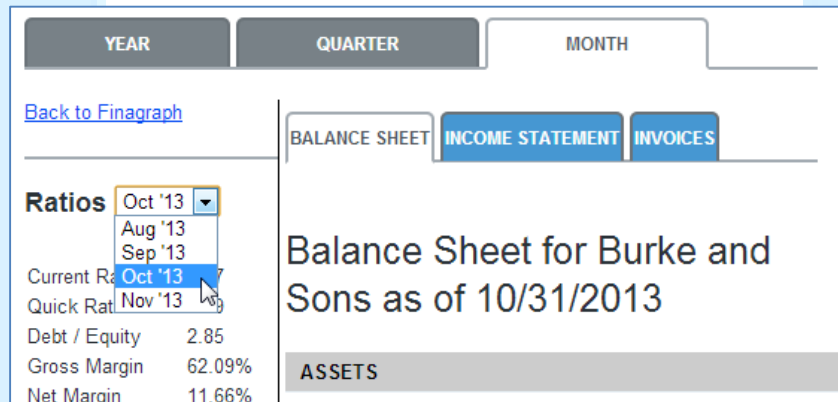In another example, a business has a healthy Net Margin above the industry average of 5.77%

5.77%	A/R Turnover	9.
2.26%	Industry average 3.06%	
	A/P Turnover	0.

5. DETAILED VIEWS

Want to know where the data comes from that is used to calculate the ratios? Click on a column header for a particular year, quarter, or month to dig deeper and see reports such as Balance Sheet and Income Statement for that particular time period.

In the detailed view, the ratios for the selected period are provided on the left while a new layer of tabs provide access to the different detailed reports. You can change to a different period using the time period tabs at the top and the dropdown menu on the left.
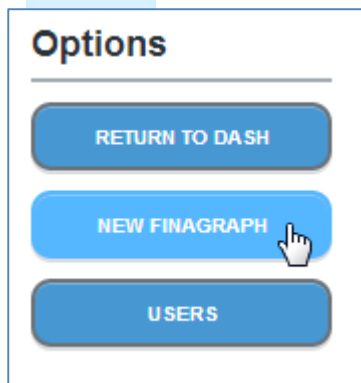

Return to the Finagraph view with the **Back to Finagraph** link in the left column.

UPDATING A FINAGRAPH

Time marches on, and eventually there will come a time when your Finagraph is out of date.

To refresh the reports with current data, click the **NEW FINAGRAPH** button in the Options section. This will return you to the Collecting Financial Data screen from Step 4 in the Uploading Initial Financial Data section. Depending on your prior choice, QuickBooks may ask you again to approve the connection.
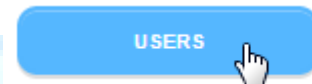
ADDING NEW USERS

Finagraph has powerful options for sharing your reports with business owners and other members of your organization. Follow these steps to invite other users to view your Finagraph.

1. OPEN BUSINESS INFORMATION PAGE

Start by clicking the **USERS** button in the Options section of the business view.

2. ADD USER

On the Business Information page, users are separated into two groups: business users at the top and financial provider users on the bottom. To invite a user to view the Finagraph for the business, select the **ADD** button for the proper organization.
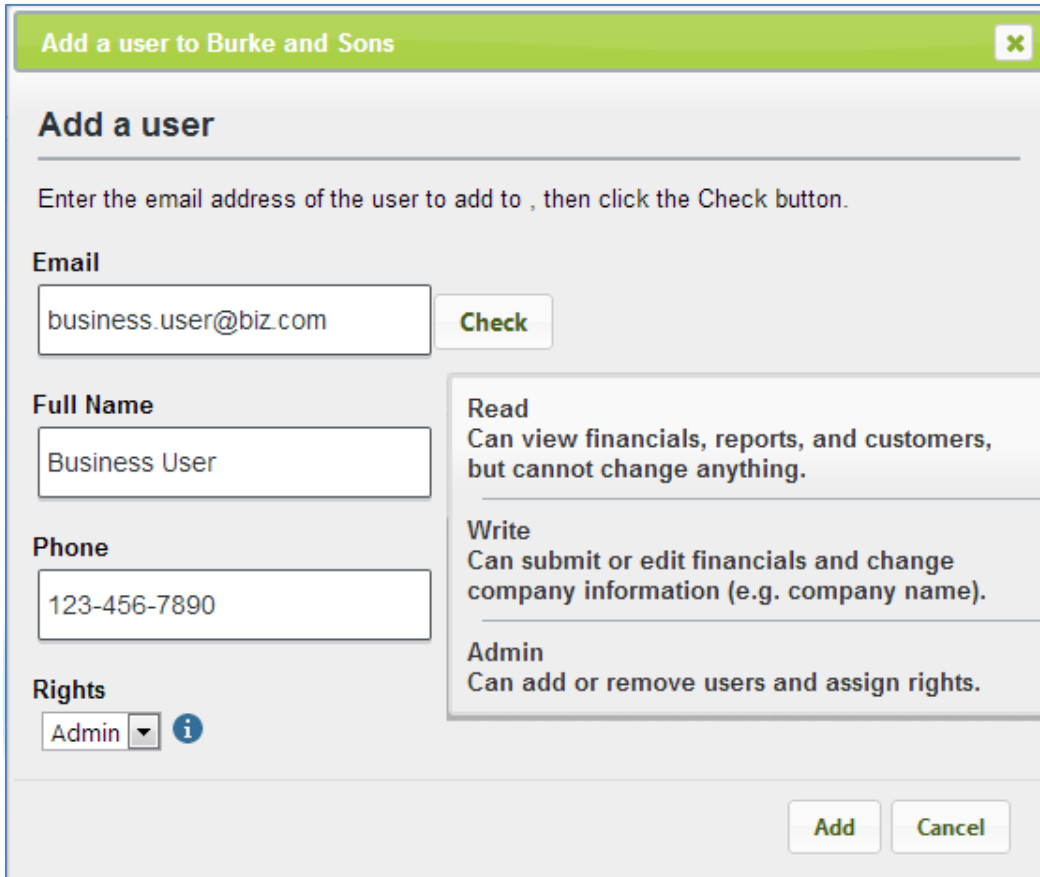
3. PROVIDE USER DETAILS

In the Add a User window, enter an email address for the new user. Press the Check button to verify that the user does not already exist in the Finagraph database. If the user is recognized, the Name and Phone Number is automatically populated for you, otherwise complete the form manually. Note that if you want to enable a business user to generate their own Finagraph, then they will require a user account with at least Write Access. The descriptions of the user rights options are listed below.

When the new user is added, they will receive a welcome email from Finagraph. Using the link in the email they will be directed to set a password for their account and then either view the Finagraph you've created or upload one of their own.

WANT MORE INFORMATION?

For more information about Finagraph visit us at www.finagraph.com or email support@finagraph.com.