### Where should I direct my business?

<table>
<thead>
<tr>
<th>Client Type</th>
<th>Hours</th>
<th>Revenue</th>
<th>$/Hr</th>
<th>Time to Pay (Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care</td>
<td>10,000</td>
<td>$1,250,000</td>
<td>$125</td>
<td>38</td>
</tr>
<tr>
<td>Construction</td>
<td>5,000</td>
<td>$975,000</td>
<td>$195</td>
<td>75</td>
</tr>
<tr>
<td>Arts &amp; Recreation</td>
<td>2,000</td>
<td>$300,000</td>
<td>$150</td>
<td>45</td>
</tr>
<tr>
<td>Retail</td>
<td>8,000</td>
<td>$1,568,000</td>
<td>$196</td>
<td>105</td>
</tr>
</tbody>
</table>

- **Improve Cash Flow** = HEALTH CARE clients
- **Improve Revenue** = RETAIL clients
- **Best Bet** = CONSTRUCTION clients
“I skate to where the puck is going to be, not where it has been.”

Wayne Gretzky
Business Intelligence is a technology driven process of analyzing data and presenting actionable information to help executives make informed decisions.
Role of Technology
Business Sector Trends

Health Care and Social Assistance: 21.56%
Public Administration and Safety: 14.84%
Professional Scientific and Technical Services: 9.6%
Retail Trade: 8.87%
Education and Training: 7.1%
Accommodation and Food Services: 6.97%
Financial and Insurance Services: 6.1%
Mining: 3.56%
Rental, Hiring and Real Estate Services: 3.49%
Manufacturing: 3.04%
Construction: 2.7%
Information Media and Telecommunications: 2.33%
Other Services: 2.13%
Arts and Recreation Services: 1.81%
Administrative Support Services: 1.7%
Average: 6.1%

1.7% 1.81% 2.13% 2.33% 2.7% 3.04% 3.49% 3.56% 6.1% 6.97% 7.1% 8.87% 9.6% 14.84% 21.56%
Artificial Intelligence
Artificial Intelligence is the development of computer systems to perform tasks that normally require human intelligence such as decision-making.
Machine Learning
Artificial Intelligence is significantly more disruptive than the Internet.
1455 – Johannes Gutenberg
1760 – Industrial Revolution
1962 – National Physcis Lab – ARPANET
1971 – 15 Sites in the US
1974 – “Intenet” = Inter-networking
1982 – TCP/IP Protocol
1989 – ISPs
1991 – AOL

1962 – The Internet
Google Assistant

“Mm-hmm.”

“Sure, give me one second.”
GOT ACNE?
JUST ASK YOUR BOYFRIEND WHAT TO DO.
OH, THAT’S RIGHT, YOU DON’T HAVE A BOYFRIEND.
MEET
ROSE

TEXT ROSE

702.930.8188
Neural Networks
Improving Profitability Through Business Intelligence
Disruption
Insight Delivery

- Increase Productivity
- Reduce Costs
- Increase Efficiency
- Win More Clients
- Boost Profits
The Dashboard
Deliver Insights
Deliver Insights

**ASPEN CULTURAL CENTER**

- **Billing**
  - $344,307 net billed
  - $15,421 balance
  - 96% paid
  - 58% earned value
  - $328,886 paid
  - $500,000 contract
  - $290,723 earned
  - $28,702 work in progress

- **Profitability**
  - $47,588 profit
  - 14% profit
  - $344,307 billed
  - $290,723 earned
  - $32,034 write-up-down

- **Utilization**
  - 99% billable
  - 22 non-billable
  - 2,408 hours

- **Budget Analysis**
  - $537,997 total
  - $537,997 balance
  - $537,997 earned value

**Contract Analysis**

- Type: Services, Expenses
- Limit Used: $500,000, $0
- Balance: $290,723, $0
Deliver Insights

[Dashboard Image]

- **Effective Bill Rate:** $100/hr
- **Effective Cost Rate:** $44/hr
- **Minimum Bill Rate:** $99/hr
- **Ideal Pay Rate:** $32/hr

Utilization:

- **Utilization:** 91%
- **Billable Hours:** 2,503.50
- **Non-Billable Hours:** 255.25
- **Billed Hours:** 146.25

Margin:

- **Margin:** 56%
- **Total Margin:** $141,246
- **Cost:** $109,397

Billing:

- **Billable:** $262,553
- **Non-Billable:** $0
- **Regular Time:** 2,905.00
- **Total Hours:** 2,905.00
- **Over Time:** 0

Hours:

- **Billable:** 2,506.42
- **Non-Billable:** 0
- **Total Time:** 2,905.00
- **Overtime:** 0

Gross Margins:

- **Billable:** $262,553
- **Cost:** $109,397
- **Margin:** $153,156

- **Billed:** $256,642
- **Cost:** $109,397
- **Margin:** $141,246
Ok Core, What’s next on my calendar?

You are scheduled to meet with Howard Jennings in 25 minutes to discuss Risk Management.

Based on the current traffic, it will take you 15 minutes to get to his office.

Remind him that he’s late on your June 29th invoice. His balance owed is $12,625.
Ok Core, How is my business doing?

You are doing well. Your income is up 17% as compared to last year and profits are up 26%.

The Balance sheet looks stronger with a 22% increase in assets.
Client Billing
Staff Scheduling
Payroll Processing
Task Prioritization
Predictions
Ok Core, Any financial problems coming up?

Your checking account is insufficient to handle the next payroll on Friday, October 12th. You will need an additional $1,223 in your checking account.

Total payables due this month exceed the balance in your checking account by $8,355.
Mobile First
Resource Allocation and Forecasting
Finding the Right Technology

- Software Driven
- Mobile First
- Fully Integrated
- Supports Push + Pull
- Built for Your Industry
- Business Intelligence Built-in
Be Human
360-Degree Cloud Business Management

Run your entire professional services firm profitably and easily from one platform.

WATCH VIDEO

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