



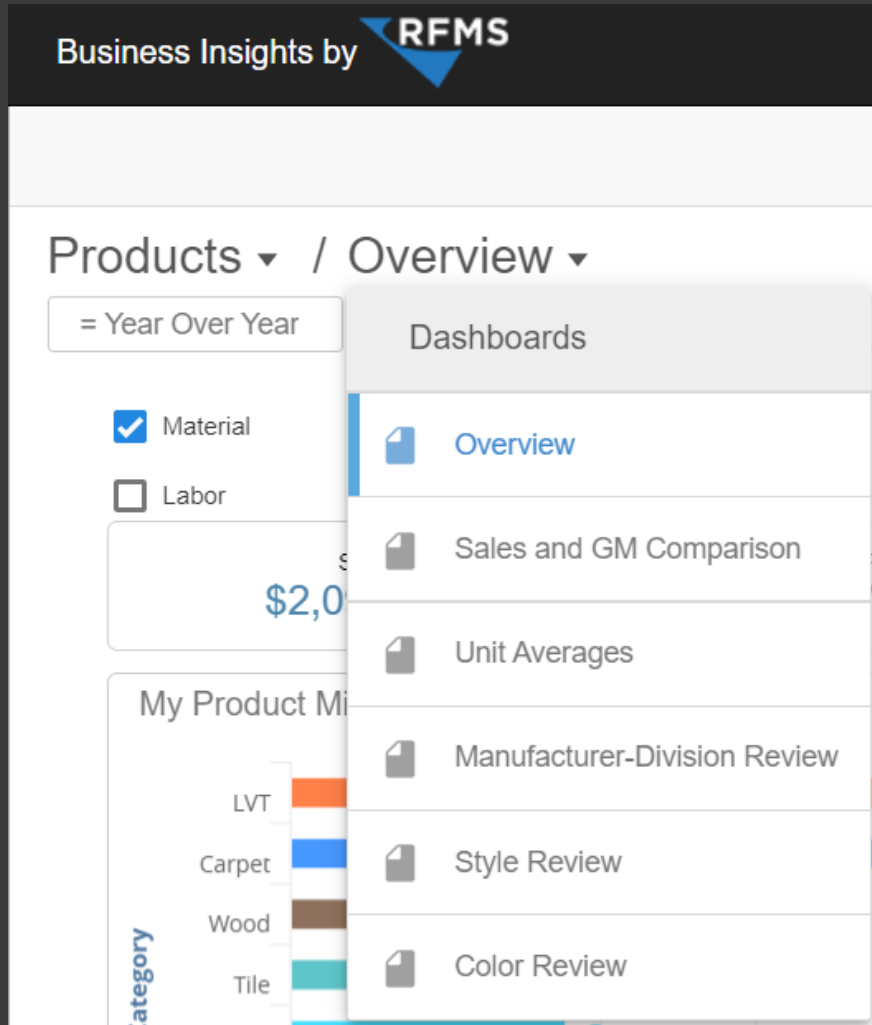
# BUSINESS INSIGHTS



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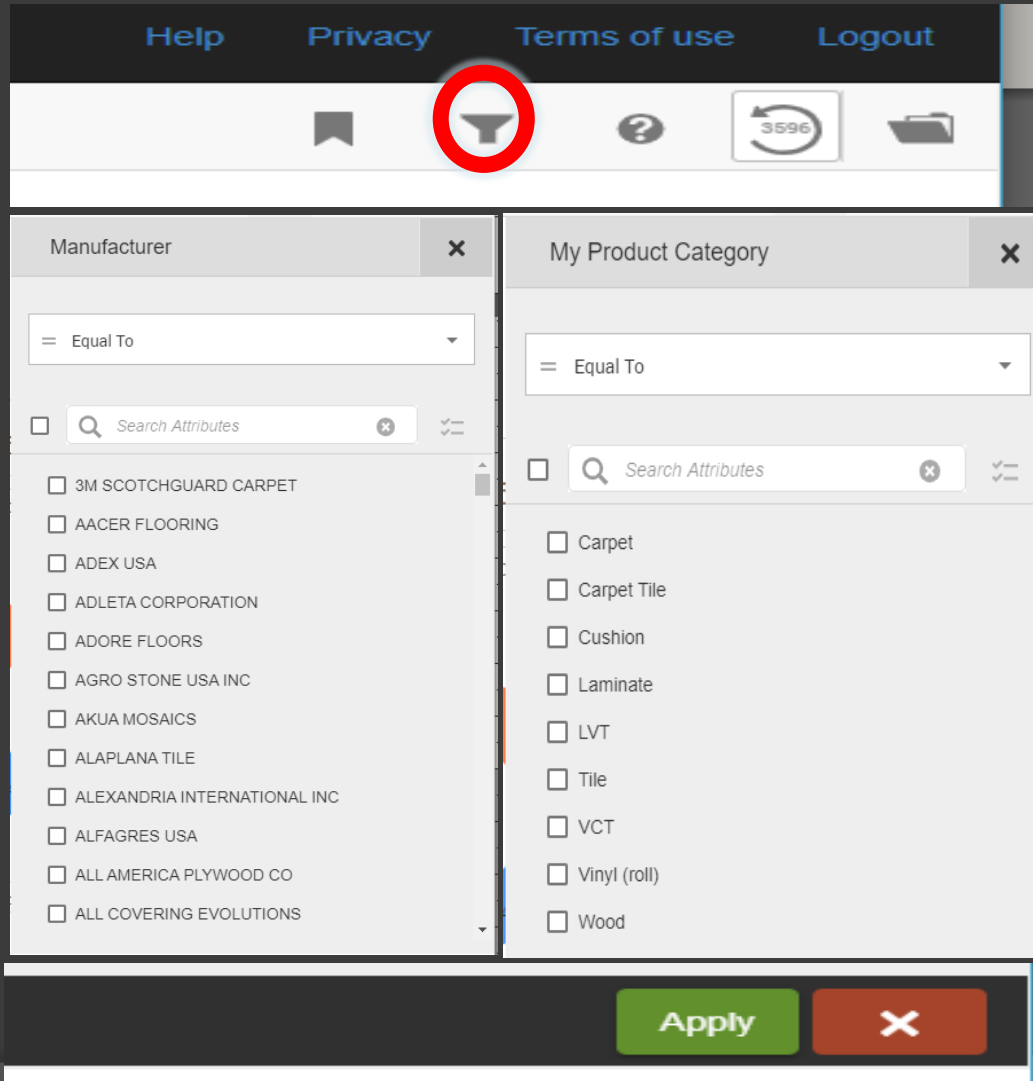
Bruce Bloomer  
RFMS Trainer / Consultant  
[bbloomer@rfms.com](mailto:bbloomer@rfms.com)  
800-701-7367 x 3310

# NEW COLLECTIONS & DASHBOARDS

A screenshot of the RFMS Business Insights dashboard. The top header reads "Business Insights by RFMS". Below this, the navigation path is "Products / Overview". A filter dropdown is set to "= Year Over Year". On the left, there are checkboxes for "Material" (checked) and "Labor" (unchecked). A large value of "\$2,0" is visible. Below that, a section titled "My Product Mi" shows a list of categories: LVT (orange), Carpet (blue), Wood (brown), and Tile (teal). On the right, a "Dashboards" menu is open, listing: Overview (selected), Sales and GM Comparison, Unit Averages, Manufacturer-Division Review, Style Review, and Color Review.

- The new PRODUCTS collection reveals data showing product performance details and averages
- PRODUCTS is only available with Premium subscription
- New Dashboards include:
  - Overview
  - Sales and GM Comparison
  - Unit Averages
  - Manufacturer-Division Review
  - Style Review
  - Color Review

# FILTERS, BENCHMARKS & BOOKMARKS



Help Privacy Terms of use Logout

Manufacturer  = Equal To

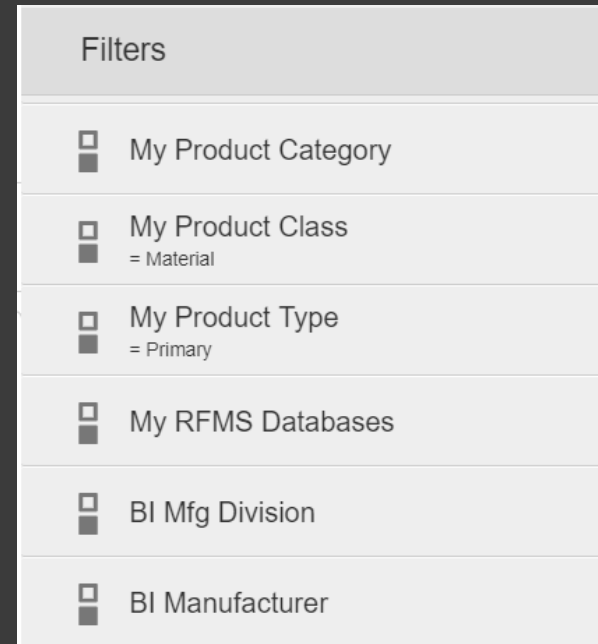
My Product Category  = Equal To

Search Attributes

- 3M SCOTCHGUARD CARPET
- AACER FLOORING
- ADEX USA
- ADLETA CORPORATION
- ADORE FLOORS
- AGRO STONE USA INC
- AKUA MOSAICS
- ALAPLANA TILE
- ALEXANDRIA INTERNATIONAL INC
- ALFAGRES USA
- ALL AMERICA PLYWOOD CO
- ALL COVERING EVOLUTIONS

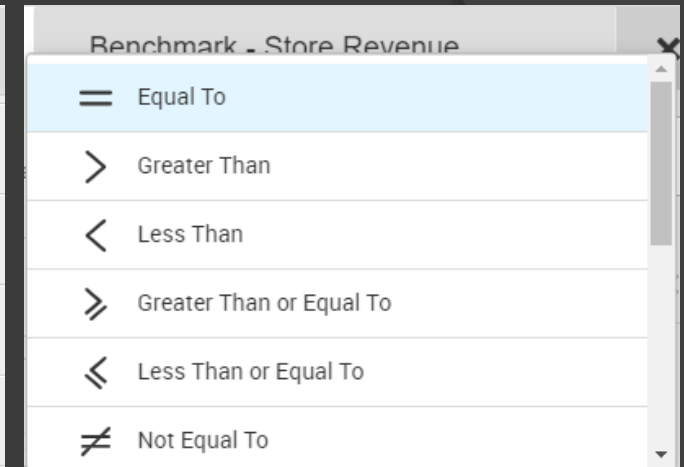
- Carpet
- Carpet Tile
- Cushion
- Laminate
- LVT
- Tile
- VCT
- Vinyl (roll)
- Wood

Apply X



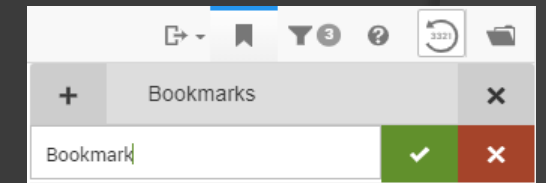
Filters

- My Product Category
- My Product Class = Material
- My Product Type = Primary
- My RFMS Databases
- BI Mfg Division
- BI Manufacturer



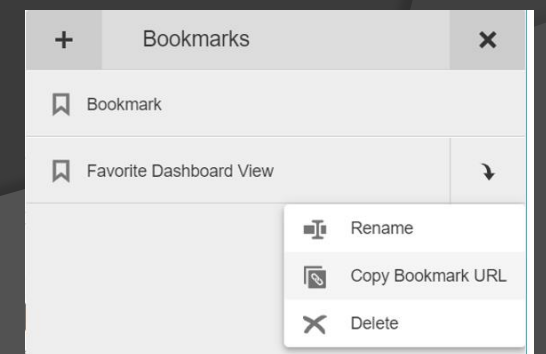
Benchmark - Store Revenue

- Equal To
- Greater Than
- Less Than
- Greater Than or Equal To
- Less Than or Equal To
- Not Equal To



Bookmarks

Bookmark



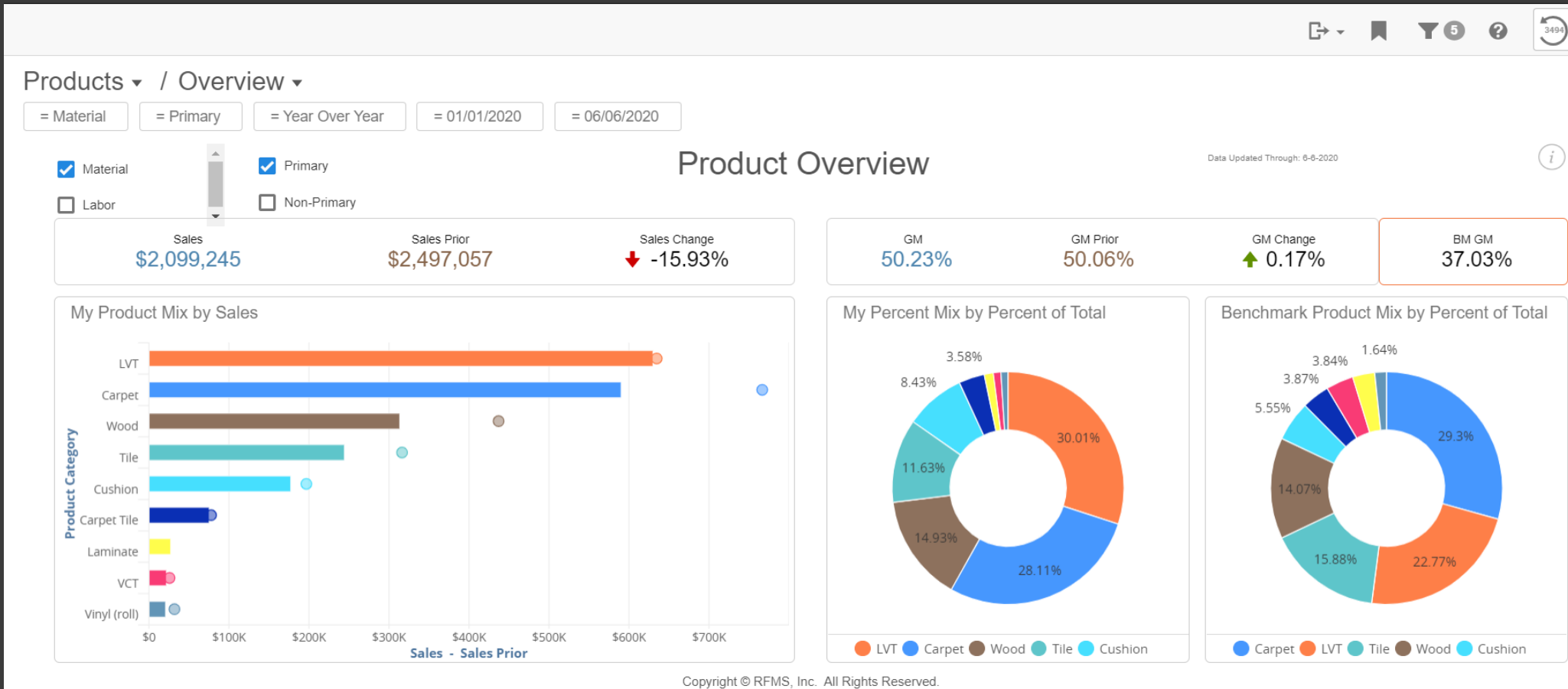
Bookmarks

- Bookmark
- Favorite Dashboard View

- Rename
- Copy Bookmark URL
- Delete

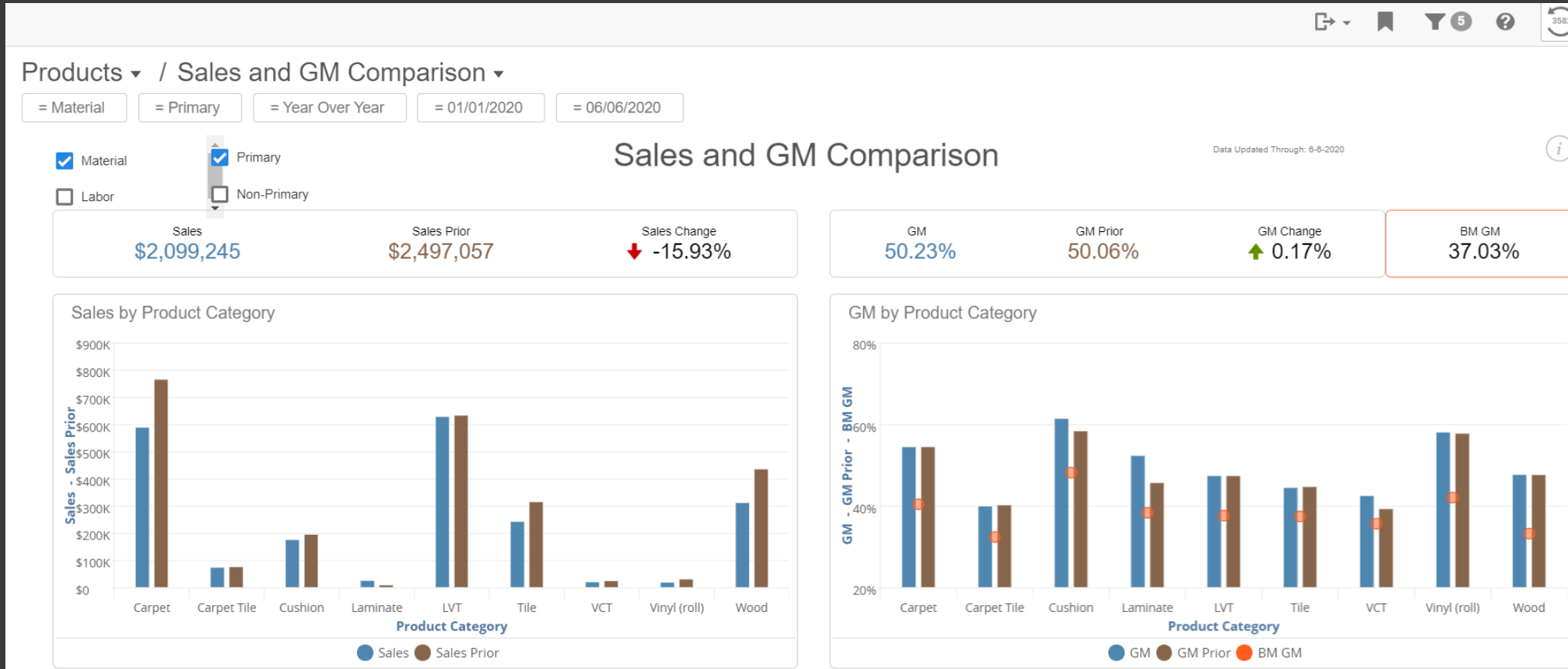
- New Filters added for Product Category, Manufacturer-Division & Manufacturer
- Filters and Benchmarks can be set and applied on the fly.
- Filter preferences can be saved as Bookmarks.

# PRODUCTS OVERVIEW



- The Products Overview Dashboard defaults to Current Year / Primary Materials
- Selector Options: Material/Labor & Primary/Non-Primary
- Product data is updated nightly from Delivered Orders
- Comparison shows current period vs prior period

# SALES & GM COMPARISON



- Current / Prior period comparison of Sales, Gross Margin, and Benchmark GM by Product Category

# UNIT AVERAGES

Products ▾ / Unit Averages ▾

= Year Over Year

= 01/01/2020

= 05/30/2020

= Material

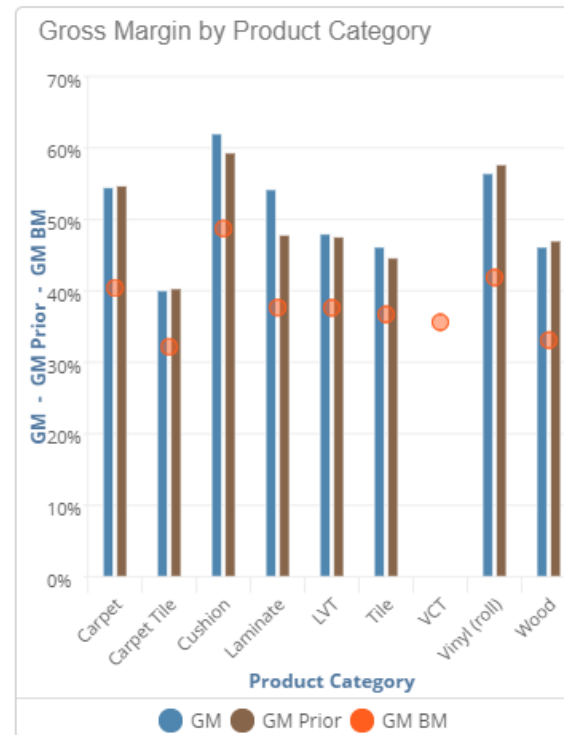
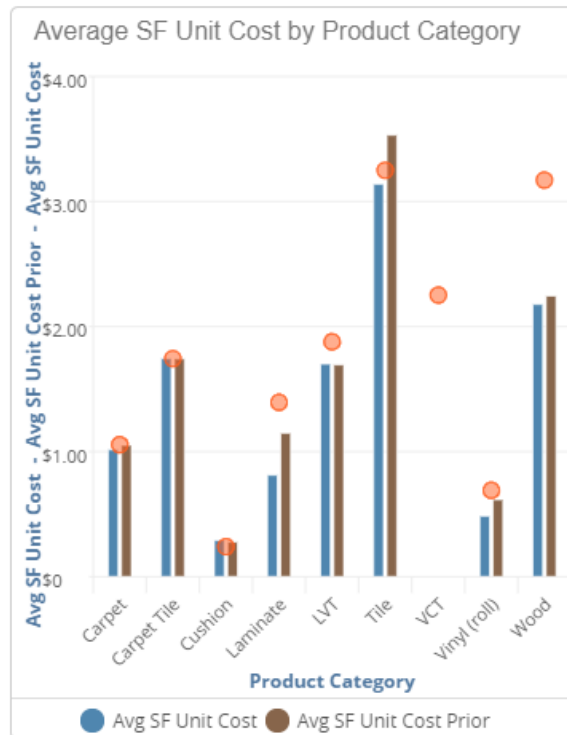
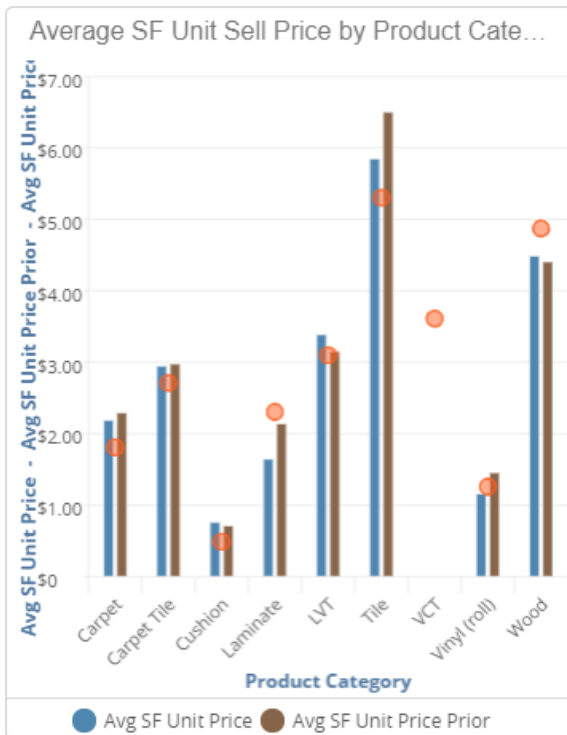


Material

Labor

## Primary Product Unit Averages

Data Updated Through: 5-30-2020



- Unit Average comparison for current/prior period shown for Unit Pricing, Unit Cost, and Gross Margin by Product Category, along with Benchmark comparisons.
- Sell Price & Gross Margin values could be skewed if not using line item pricing.

# MANUFACTURER-DIVISION REVIEW

Products ▾ / Manufacturer-Division Review ▾

= 01/01/2020    = 06/01/2020

## Primary Products Manufacturer-Division Review

Data Updated Through: 6-1-2020

Sales

**\$1,845,028**

Sales Prior

**\$2,240,279**

Sales Change

**↓ -17.64%**

GM

**50.55%**

GM Prior

**50.43%**

GM Change

**↑ 0.12%**

BM GM

**37.01%**

On 01/01/2020    On Prior 01/01/2020    On Change 06/01/2020

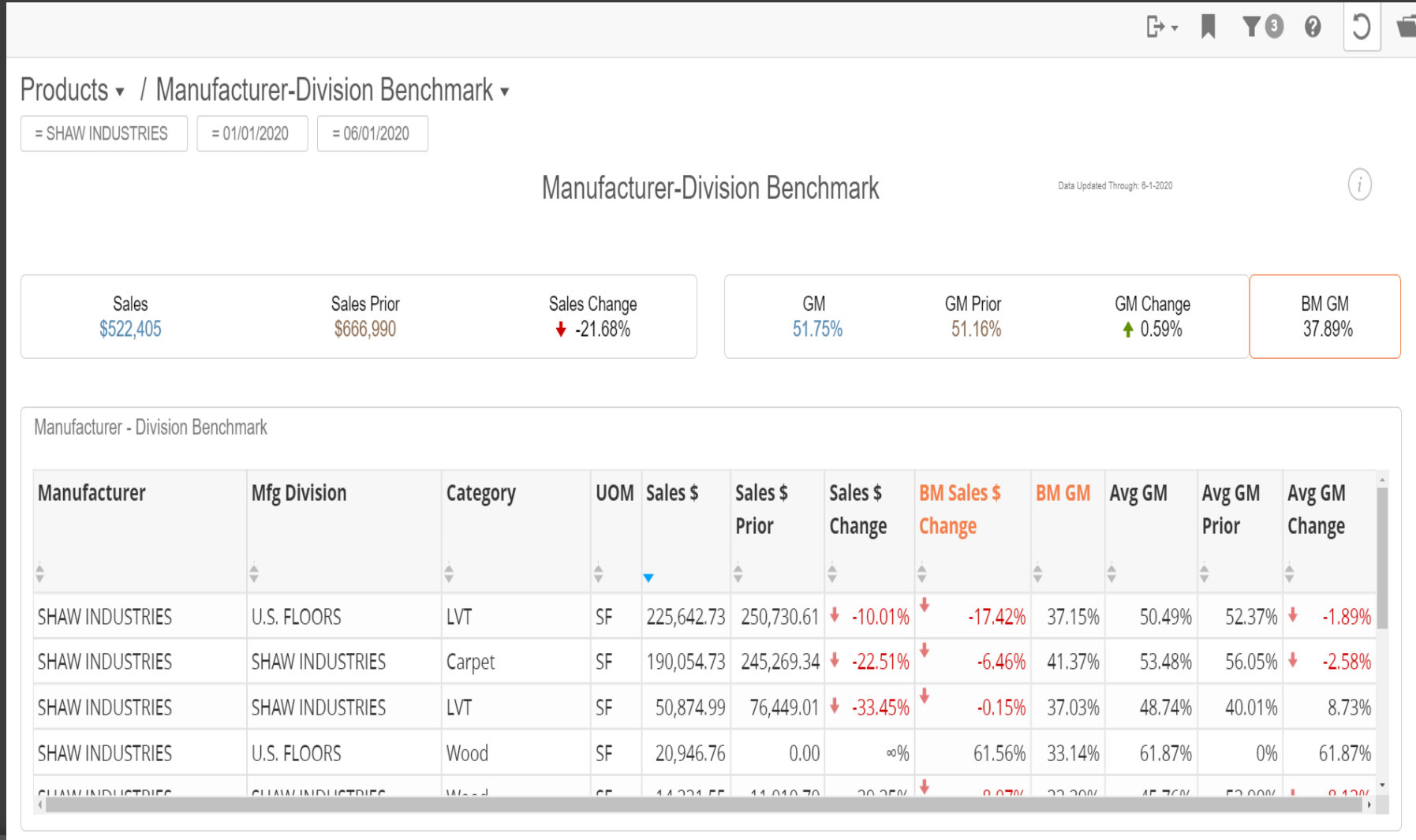
### Manufacturer - Division Detail

BI Manufacturer <small>Click to view benchmark</small>	BI Mfg Division	Category	UOM	Sales \$	Sales \$ Prior	Sales \$ Change	# Orders	# Orders Prior	# Orders Change	Gross Profit \$	Avg GM	Avg GM Prior	Avg GM Change	Q1
<a href="#">SHAW INDUSTRIES</a>	U.S. FLOORS	LVT	SF	225,642.73	250,730.61	↓ -10.01%	85	100	↓ -15%	113,907	50.49%	52.37%	↓ -1.89%	
<a href="#">SHAW INDUSTRIES</a>	SHAW INDUSTRIES	Carpet	SF	190,054.73	245,269.34	↓ -22.51%	134	185	↓ -27.57%	101,638	53.48%	56.05%	↓ -2.58%	
<a href="#">LEGGETT AND PLATT</a>	LEGGETT AND PLATT	Cushion	SF	161,416.19	184,765.07	↓ -12.64%	369	470	↓ -21.49%	99,826	61.82%	59.18%	2.64%	
<a href="#">ENGINEERED FLOORS LLC</a>	ENGINEERED FLOORS LLC	Carpet	SF	144,104.40	238,780.01	↓ -39.65%	107	189	↓ -43.39%	78,480	54.45%	54.65%	↓ -0.19%	
<a href="#">MOHAWK CARPET CORPORATION</a>	MOHAWK CARPET CORPORATION	Carpet	SF	96,876.22	83,928.62	15.43%	69	64	7.81%	53,467	55.20%	54.49%	0.70%	

- Sales data per Manufacturer
- All columns can be sorted and filters can be applied to isolate results to specific Manufacturer-Division-Category-Style-Color combinations
- Click on the Manufacturer name for a filtered view including Benchmark data



# MANUFACTURER-DIVISION BENCHMARK



- Benchmark data comparison to company sales per Manufacturer / Division / Product Category
- All columns can be sorted and filters can be applied to isolate results to specific Manufacturer-Division-Category-Style-Color combinations



# STYLE REVIEW

Products ▾ / Style Review ▾

= 01/01/2020

= 05/30/2020

## Primary Products Style Review

Data Updated Through: 5-30-2020



Product Rev  
**\$1,824,044**

Product Rev Prior  
**\$2,218,479**

Product Rev Change  
**↓ -17.78%**

GM  
**50.66%**

GM Prior  
**50.40%**

GM Change  
**↑ 0.27%**

BM GM  
**36.98%**

### Product Style Detail (Top 100)

Style	Category	Manufacturer	Mfg Division	UOM	Sales \$	Sales \$ Prior	Sales \$ Change	# Orders	# Or Prior
<a href="#">TITANIUM PURPLE HEAVEN</a>	Cushion	LEGGETT AND PLATT	LEGGETT AND PLATT	SF	48,069	55,225	↓ -12.96%	62	
<a href="#">GOLD CHARMING</a>	Cushion	LEGGETT AND PLATT	LEGGETT AND PLATT	SF	45,431	64,879	↓ -29.98%	95	
<a href="#">CORETEC PRO PLUS - 7-1/4"X48"</a>	LVT	SHAW INDUSTRIES	U.S. FLOORS	SF	43,847	4,950	785.73%	13	
<a href="#">CORETEC PLUS - 7"X48"</a>	LVT	SHAW INDUSTRIES	U.S. FLOORS	SF	39,051	6,538	497.30%	15	
<a href="#">SIERRA - HICKORY - 5"</a>	Wood	BAROQUE FLOORING	BAROQUE FLOORING	SF	38,928	104,746	↓ -62.84%	8	
<a href="#">BULL ROCK DANDY - 12"</a>	Carpet	DIXIE GROUP	DIXIE GROUP	CE	34,539	41,756	↓ -17.29%	23	

- Summarized sales data for the Top 100 Styles sold in the period selected.
- Columns in the table are sortable by clicking the arrows at top of each column.
- Click on a Style Name to drill down to the Invoice List.

# INVOICE LIST

Products ▾ / Invoice List ▾

= CORETEC PLUS - 7...    = 01/01/2020    = 05/30/2020

## Invoice List

Data Updated Through: 5-30-2020

Product Rev

**\$39,051**

Qty 7,724

Product Rev Prior

**\$6,538**

Qty Prior 1,300

Product Rev Change

**↑ 497.30%**

Qty Change +494.12%

GM

**51.76%**

GM Prior

**69.88%**

GM Change

**↓ -18.12%**

BM GM

**38.21%**

Order Detail

Style	Color	InvNum	Delivery Date	Order Date	Store Name
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">DT003866</a>	03/25/2020	02/14/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">WH006663</a>	03/06/2020	02/08/2020	D 100 - Mainstreet (7000)
CORETEC PLUS - 7"X48"	CABIN OAK	<a href="#">DT003820</a>	03/27/2020	02/01/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	HUDSON VALLEY OAK	<a href="#">DT003767</a>	02/05/2020	01/20/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">DT003896</a>	03/13/2020	02/18/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	BLACKSTONE OAK	<a href="#">DT003783</a>	01/31/2020	01/23/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	KINGSWOOD OAK	<a href="#">WH006663</a>	03/25/2020	02/14/2020	D 100 - Mainstreet (7000)

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- Detail listing of all invoices relative to the style selected under Style Review.
- Columns in the table are sortable by clicking on the arrows at top of each column.
- Click on an Invoice Number to drill down to invoice-specific information.



# INVOICE DETAIL

Products ▾ / Invoice Detail ▾

= 01/01/2020   = 06/06/2020   = DT003866

## Products Invoice Detail

Data Updated Through: 6-6-2020



DT003866	<b>Sales</b> <b>\$11,889</b>	<b>Qty</b> <b>4,642</b>	<b>Gross Margin</b> <b>45.24%</b>
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Invoice Detail

InvNum	Product Class	Style	Color	Product Category	Order Date	Delivery Date	Store Name	Job Type	Agent Name	Sales \$	Gross Pro
DT003866	Labor	ADV 5% CASH DISCOUNT-MATERIALS ONLY TSC	(is missing)	Other Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	-359.19	-35
		APPLIANCES ALL REGULAR BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	86.34	4
		APPLIANCES REFRIGERATOR W/ICEMAKER BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	41.45	1
		FURNITURE MOVE 1 ROOM BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	460.56	23
		FURNITURE MOVE ENTERTAINMENT CENTER ARMOIRE BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	287.85	13
		LVT OR LVP INSTALL CLICK BHM	(is missing)	LVT Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	2,736.67	1,45
		MISC INSTALL WOOD UNDERLAY- 1/4", 3/8", 1/2" BHM	(is missing)	Other Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	441.60	18
		TAKEUP CARPET REG CARPET & PAD BHM	(is missing)	Tear Out Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	85.05	3
		TAKEUP CARPET TACKSTRIP BHM	(is missing)	Tear Out Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	44.10	2

- Invoice-specific information shows line-level detail.

# COLOR REVIEW

Products ▾ / Color Review ▾

= CORETEC PLUS - 7...    = 01/01/2020    = 05/30/2020

My Color Primary Products Color Review Data Updated Through: 5-30-2020 i

Value

Product Rev <b>\$39,051</b>	Product Rev Prior <b>\$6,538</b>	Product Rev Change <b>↑ 497.30%</b>	GM <b>51.76%</b>	GM Prior <b>69.88%</b>	GM Change <b>↓ -18.12%</b>	BM GM <b>36.98%</b>
Qty: 7,724	Qty Prior: 1,330	Qty Change: 494.12%				

Product Color Detail (Top 100)

Color	Style	Category	Manufacturer	Mfg Division	UOM	Sales \$	Sales \$ Prior
<a href="#">MIDWAY</a>	CORETEC PLUS - 7"X48"	LVT	SHAW INDUSTRIES	U.S. FLOORS	SF	17,601	3,292
<a href="#">CABIN OAK</a>	CORETEC PLUS - 7"X48"	LVT	SHAW INDUSTRIES	U.S. FLOORS	SF	6,137	0
<a href="#">BLACKSTONE OAK</a>	CORETEC PLUS - 7"X48"	LVT	SHAW INDUSTRIES	U.S. FLOORS	SF	6,046	1,055
<a href="#">HUDSON VALLEY OAK</a>	CORETEC PLUS - 7"X48"	LVT	SHAW INDUSTRIES	U.S. FLOORS	SF	3,834	0
<a href="#">FIDALGO</a>	CORETEC PLUS - 7"X48"	LVT	SHAW INDUSTRIES	U.S. FLOORS	SF	2,817	0

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- Summarized sales data for the Top 100 Colors sold in the period selected.
- Columns in the table can be sorted by clicking the arrows at top of each column.
- Click on a Color Name to drill down to the Invoice List.

# INVOICE LIST

Products ▾ / Invoice List ▾

= CORETEC PLUS - 7...   Contains MIDWAY   = 01/01/2020   = 05/30/2020

Data Updated Through: 5-30-2020

## Invoice List

Product Rev

**\$17,601**

Qty 3,250

Product Rev Prior

**\$3,292**

Qty Prior 535

Product Rev Change

**↑ 434.60%**

Qty Change 907.14%

GM

**56.44%**

GM Prior

**57.89%**

GM Change

**↓ -1.44%**

BM GM

**38.21%**

Order Detail

Style	Color	InvNum	Delivery Date	Order Date	Store Name
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">DT003866</a>	03/25/2020	02/14/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">WH006663</a>	03/06/2020	02/08/2020	D 100 - Mainstreet (7000)
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">DT003896</a>	03/13/2020	02/18/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">DT003812</a>	02/18/2020	01/30/2020	D 200 - Mainstreet (7500)
CORETEC PLUS - 7"X48"	MIDWAY	<a href="#">WH006778</a>	03/17/2020	03/09/2020	D 100 - Mainstreet (7000)

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- Detail listing of all invoices relative to the color selected under Color Review.
- Columns in the table are sortable by clicking on the arrows at top of each column.
- Click on an Invoice Number to drill down to invoice-specific information.

# INVOICE DETAIL

Products ▾ / Invoice Detail ▾

= 01/01/2020   = 06/06/2020   = DT003866

## Products Invoice Detail

Data Updated Through: 6-6-2020



DT003866

Sales  
**\$11,889**

Qty  
**4,642**

Gross Margin  
**45.24%**

### Invoice Detail

InvNum	Product Class	Style	Color	Product Category	Order Date	Delivery Date	Store Name	Job Type	Agent Name	Sales \$	Gross Pro
DT003866	Labor	ADV 5% CASH DISCOUNT-MATERIALS ONLY TSC	(is missing)	Other Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	-359.19	-35
		APPLIANCES ALL REGULAR BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	86.34	4
		APPLIANCES REFRIGERATOR W/ICEMAKER BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	41.45	7
		FURNITURE MOVE 1 ROOM BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	460.56	2,0
		FURNITURE MOVE ENTERTAINMENT CENTER ARMOIRE BHM	(is missing)	Furniture Move Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	287.85	1,3
		LVT OR LVP INSTALL CLICK BHM	(is missing)	LVT Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	2,736.67	1,43
		MISC INSTALL WOOD UNDERLAY- 1/4", 3/8", 1/2" BHM	(is missing)	Other Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	441.60	11
		TAKEUP CARPET REG CARPET & PAD BHM	(is missing)	Tear Out Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	85.05	3
		TAKEUP CARPET TACKSTRIP BHM	(is missing)	Tear Out Labor	02/14/2020	03/25/2020	D 200 - Mainstreet (7500)	RETAIL	Agent 30	44.10	1

- Invoice-specific information shows line-level detail.

# DASHLET ACTIONS

Products ▾ / Invoice Detail ▾

= 01/01/2020   = 05/30/2020   = DT003866

## Products Invoice Detail

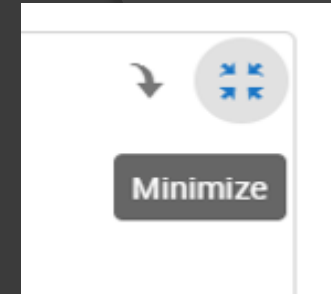
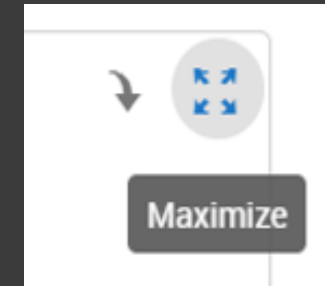
Data Updated Through: 5-30-2020

DT003866	Sales Revenue <b>\$11,889</b>	Qty <b>4,642</b>	Gross Margin <b>45.24%</b>
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Invoice Detail

InvNum	Product Class	Style	Color	Order Date	Deliv	Dashlet Actions
DT003866	Labor	ADV 5% CASH DISCOUNT-MATERIALS ONLY TSC	(is missing)			<ul style="list-style-type: none"> <li>Export As <input type="checkbox"/></li> <li>Printable PDF <input type="checkbox"/></li> <li>Data to Excel <input type="checkbox"/></li> </ul>
		APPLIANCES ALL REGULAR BHM	(is missing)	05/2020	D 200 - Mainstreet (	
		APPLIANCES REFRIGERATOR W/ICEMAKER BHM	(is missing)	05/2020	D 200 - Mainstreet (	
		FURNITURE MOVE 1 ROOM BHM	(is missing)	02/14/2020	03/25/2020	D 200 - Mainstreet (
		FURNITURE MOVE ENTERTAINMENT CENTER ARMOIRE BHM	(is missing)	02/14/2020	03/25/2020	D 200 - Mainstreet (
		LVT OR LVP INSTALL CLICK BHM	(is missing)	02/14/2020	03/25/2020	D 200 - Mainstreet (

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- Dashlet Action tools provide opportunities to export the data as a printable PDF as well as to Excel.
- Use the Maximize and Minimize tool to toggle in and out of Full Screen.



# CONTACT CSM FOR PRICING REQUESTS

**RFMS**  
Systems for Success

**Client Success Manager Territory Map Winter 2020**

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# QUESTIONS & GENERAL DISCUSSION

CELEBRATING



35

YEARS