

WILLKOMMEN! BIENVENUE! WELCOME!

to the world of

MagicWorkbooks®

KeyAccountController

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

©²⁰¹³ K! Business Solutions GmbH

www.MagicWorkbooks.com

System requirements

Platform: Windows 98 or later operating system
Microsoft Excel Version: 2007 or later
(You need a xls format (excel 2003) – send us a short information after you placed the order – support@magicworkbooks.com - we'll send you the ordered xls MagicWorkbook by email)

Product Survey

Key Account Controller

Key Account Analysis and Rating all types of business

- You want a fast and easy survey of your key accounts?
- Something a little more sophisticated than a revenue hit list?
- You need to know which customers are really important for your business?

Then KeyAccountController is the tool for you!

You can evaluate up to 50 different key accounts for two years running.






































The tool generates automatically from your data:

- Year-end projection of revenue monthly and cumulative
- total company, total key accounts, and every single key account
- Year-end projection of profit monthly and cumulative
- total company, total key accounts, and every single key account
- last year to actual comparisons of revenue, profit, units sold, average prices monthly and cumulative
- Survey of changes in the structure of your key accounts by revenue and by profit
- Top ten lists of your key accounts for revenue, profit, units sold, and average prices

and of course

a host of graphs and charts for presentations

Back Home! **CONTENTS** **Key Account Controller**

Sheet	Type	contains:	Click book to get to page!
WELCOME	Readme	Introduction & Manual	
DATA	Spreadsheet	DATA INPUT	
DataC	Spreadsheet	DATA INPUT Key Accounts ACTUAL YEAR	
DataCLY	Spreadsheet	DATA INPUT Key Accounts LAST YEAR	
SurveyAct	Graph	Survey Actual Year	
SurveyRevM	Graph	Last Year to Actual total revenue month	
SurveyRev	Graph	Last Year to Actual total revenue year	
SurveyMarginM	Graph	Last Year to Actual operating profit month	
SurveyMargin	Graph	Last Year to Actual operating profit year	
SurveyUnitsM	Graph	Last Year to Actual units sold month	
SurveyUnits	Graph	Last Year to Actual units sold year	
SurveyPriceM	Graph	Last Year to Actual price per unit month	
SurveyPrice	Graph	Last Year to Actual price per unit year	
ProgRevM	Graph	Year-end projection total revenue month	
ProgRev	Graph	Year-end projection total revenue year	
LRevprogM	Spreadsheet	Year-end projection total revenue month	
Lrevprog	Spreadsheet	Year-end projection total revenue year	
ProgMarginM	Graph	Year-end projection operating profit month	
ProgMargin	Graph	Year-end projection operating profit year	
LmarginprogM	Spreadsheet	Year-end projection operating profit month	
LmarginProg	Spreadsheet	Year-end projection operating profit year	
LchangeRev	Spreadsheet	Key Account Changes total revenue year	
LchangeMargin	Spreadsheet	Key Account Changes operating profit year	
LunitsM	Spreadsheet	Last Year to Actual units sold month	
Lunits	Spreadsheet	Last Year to Actual units sold year	
LrevM	Spreadsheet	Last Year to Actual total revenue month	
Lrev	Spreadsheet	Last Year to Actual total revenue year	
LpriceM	Spreadsheet	Last Year to Actual price per unit month	
Lprice	Spreadsheet	Last Year to Actual price per unit year	
LmarginM	Spreadsheet	Last Year to Actual operating profit month	
Lmargin	Spreadsheet	Last Year to Actual operating profit year	
LmarginPC	Spreadsheet	Last Year to Actual operating profit year%	
LexM	Spreadsheet	Last Year to Actual cost of special terms month	
Lex	Spreadsheet	Last Year to Actual cost of special terms year	
CheckRevM	interactive	Customer Check total revenue month	
CheckRev	interactive	Customer Check total revenue year	
CheckMarginM	interactive	Customer Check operating profit month	
CheckMargin	interactive	Customer Check operating profit year	
CheckUnitsM	interactive	Customer Check units sold month	
CheckUnits	interactive	Customer Check units sold year	
CheckcapUnits	interactive	Customer Check units sold year to customer demand	
CheckCap	interactive	Customer Check customer demand to units sold	
CheckCustomer	interactive	Customer Check Customer Results Actual	
CheckCustomerProg	interactive	Customer Check Customer Results Year-end projection	
TopRev	Spreadsheet	TOP TEN LIST total revenue year	
TopMargin	Spreadsheet	TOP TEN LIST operating profit year	
TopMarginPC	Spreadsheet	TOP TEN LIST operating profit year%	
TopUnits	Spreadsheet	TOP TEN LIST units sold year	
REVY	Spreadsheet	Monthly figures Actual year	
REVYcum	Spreadsheet	Cumulative figures Actual Year	
REVLY	Spreadsheet	Monthly figures LAST YEAR	
REVLYcum	Spreadsheet	Cumulative figures LAST YEAR	

Survey Actual Year

Company

Moss Corp

Currency: US \$

Last Data Input		Feb-15	Feb-14	Var	Var %	Var
total revenue year	Company total	1,253,172	1,212,104	41,068	3%	😊
operating profit year	Company total	293,292	251,962	41,330	16%	😊
units sold year	Company total	9,147	9,024	123	1%	😊

total revenue year	Key Account total	197,000	376,922	-179,922	-48%	😞
operating profit year	Key Account total	39,834	67,684	-27,850	-41%	😞
units sold year	Key Account total	973	1,319	-346	-26%	😞

total revenue year	Other customers total	1,056,172	835,182	220,990	26%	😊
operating profit year	Other customers total	253,458	184,278	69,180	38%	😊
units sold year	Other customers total	8,174	7,705	469	6%	😊

0190-01 KeyAccountController

Last Year to Actual
Currency:

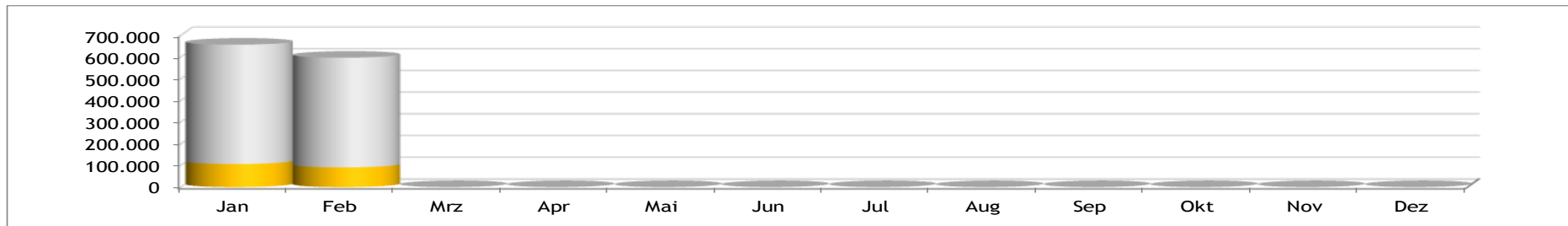
Feb-15
US \$

Company

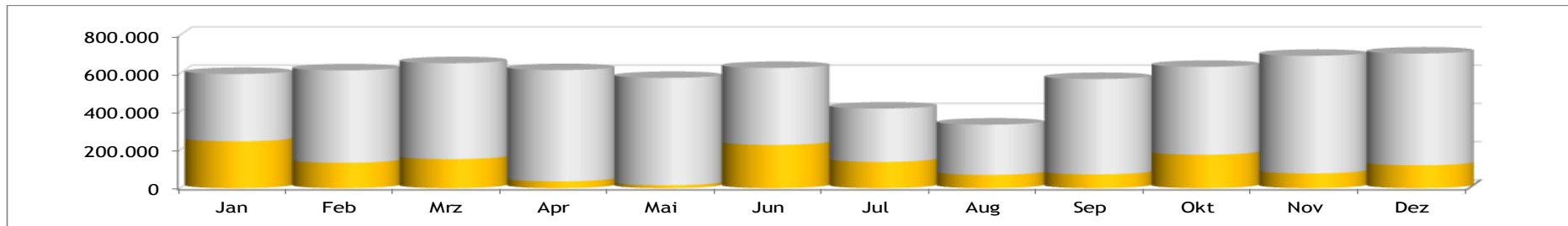
Moss Corp

total revenue month

2015		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		106,200	90,800										
Other customers tota		550,372	505,800										
Top Accounts in %		16%	15%										



2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		244,700	132,222	151,500	35,000	14,500	225,800	137,000	69,000	71,800	174,400	76,800	119,200
Other customers tota		351,936	483,246	501,365	581,867	561,485	402,570	278,981	262,753	498,565	459,492	614,874	584,259
Top Accounts in %		41%	21%	23%	6%	3%	36%	33%	21%	13%	28%	11%	17%



2015 to 2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Var		-138,500	-41,422										
Var %		-25%	-6%										

0190-01 KeyAccountController

Last Year to Actual
Currency:

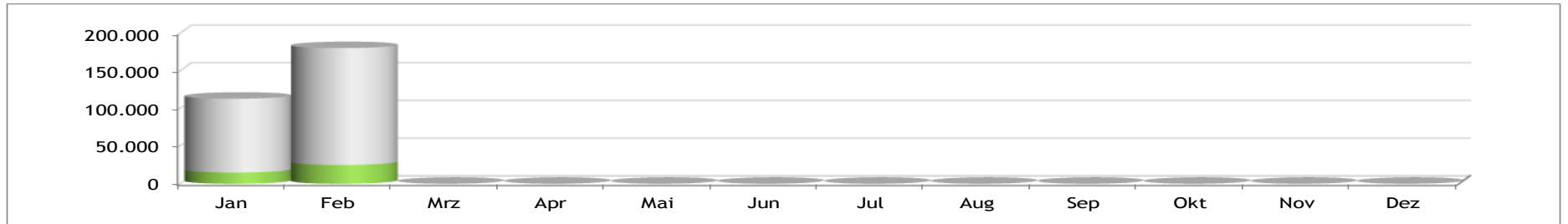
Feb-15
US \$

Company

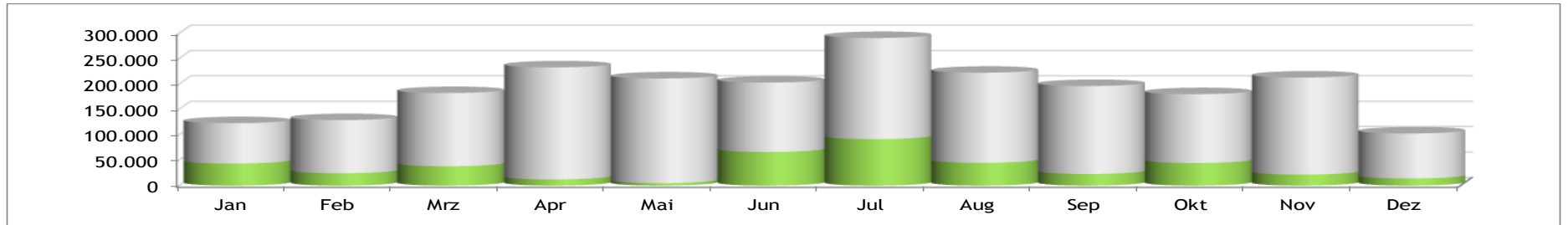
Moss Corp

operating profit month

2015		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		14,833	25,001										
Other customers tota		98,159	155,299										
Top Accounts in %		13%	14%										



2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		43,402	24,282	38,084	12,122	4,866	66,185	91,603	44,784	22,860	44,496	21,718	13,991
Other customers tota		79,580	104,698	144,187	220,740	206,161	136,732	199,199	177,488	173,242	135,631	191,108	88,696
Top Accounts in %		35%	19%	21%	5%	2%	33%	32%	20%	12%	25%	10%	14%



2015 to 2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Var		-28,569	719										
Var %		-22%	-5%										

0190-01 KeyAccountController

Last Year to Actual
Currency:

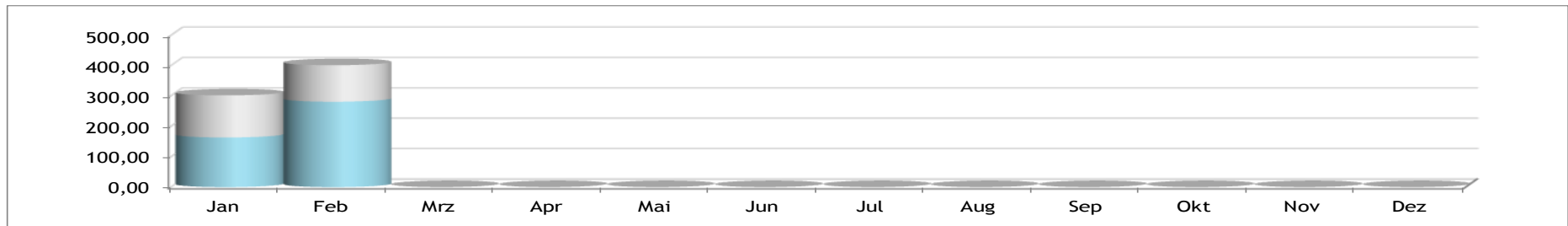
Feb-15
US \$

Company

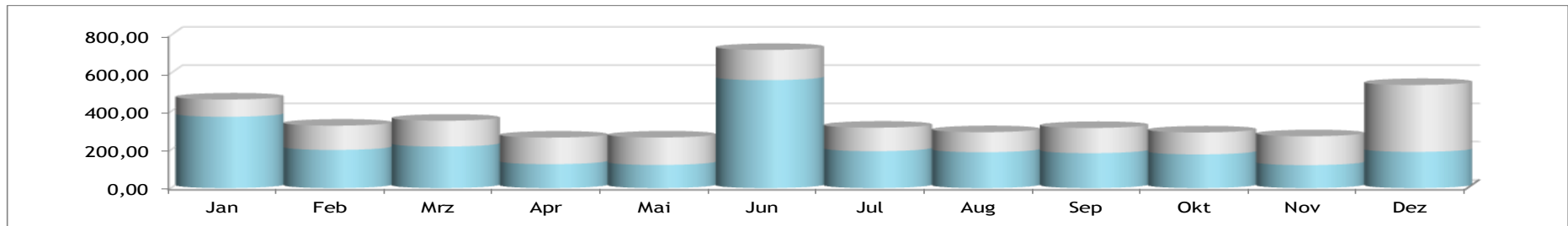
Moss Corp

price per unit month

2015		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		163.38	281.11										
Other customers total		138.63	120.31										
Top Accounts in %		54%	70%										



2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		373.02	199.43	217.05	125.00	120.83	564.50	192.96	187.50	182.70	176.16	120.00	189.21
Other customers total		90.24	127.00	135.14	139.00	143.68	158.06	122.95	104.85	131.69	114.76	151.04	349.86
Top Accounts in %		81%	61%	62%	47%	46%	78%	61%	64%	58%	61%	44%	35%



2015 to 2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Var		-209.63	81.68										
Var %		-26%	9%										

0190-01 KeyAccountController

Year-end projection

per Feb-15

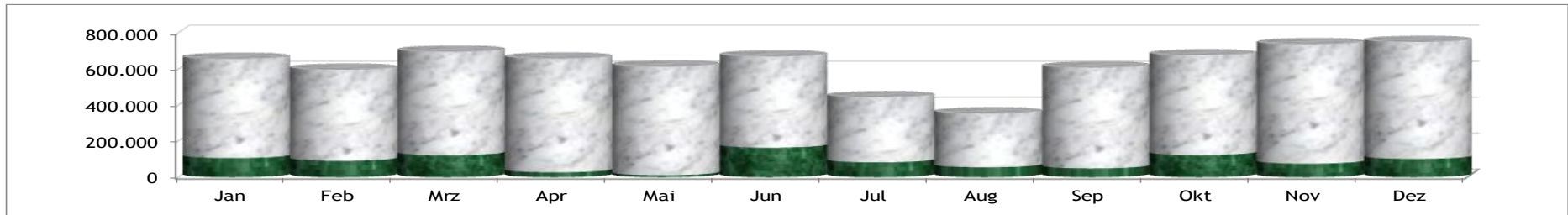
Company

Moss Corp

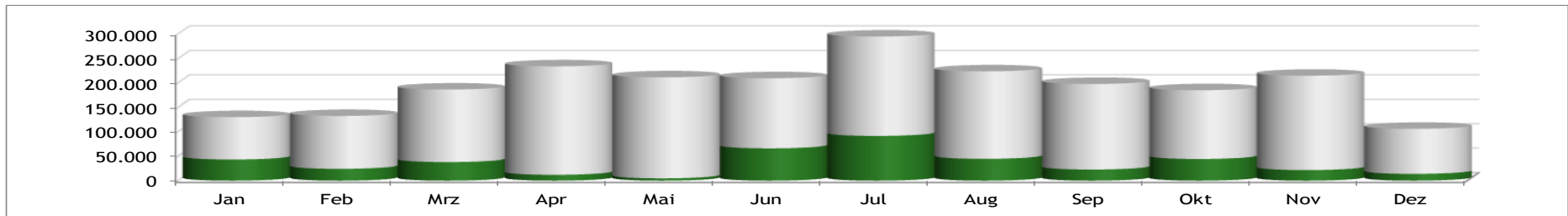
Currency: US \$

total revenue month

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	106,200	90,800	122,408	27,233	11,472	164,085	82,332	54,907	49,053	123,197	75,146	101,610
Other customers tota	550,372	505,800	574,020	630,795	602,947	506,214	361,406	298,983	559,370	552,992	662,681	648,788
Firma Total	656,572	596,600	696,428	658,028	614,418	670,299	443,738	353,890	608,423	676,189	737,827	750,398
Top Accounts in %	16%	15%	18%	4%	2%	24%	19%	16%	8%	18%	10%	14%



2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	43,402	24,282	38,084	12,122	4,866	66,185	91,603	44,784	22,860	44,496	21,718	13,991
Other customers tota	86,616	108,125	148,399	221,830	206,607	143,464	203,369	178,933	175,068	140,693	193,021	92,105
Firma Total	130,019	132,407	186,484	233,952	211,473	209,649	294,972	223,717	197,928	185,189	214,739	106,096
Top Accounts in %	33%	18%	20%	5%	2%	32%	31%	20%	12%	24%	10%	13%



2015 to 2014												
Var	62,798	66,518	84,324	15,111	6,605	97,900	-9,271	10,122	26,193	78,701	53,427	87,619
Var %	-17%	-3%	-3%	-1%	0%	-7%	-13%	-5%	-3%	-6%	0%	0%

Select the month you want to see from the dropdown menu in the yellow cell

Jan-15

The projection calculates open months on the basis of the cumulative percentage of variance to last year. The more data, the more accurate the projection grows.

Year-end projection		Jan-15		Company		Moss Corp
Currency: US \$		total revenue month				
		Jan-14	Jan-15	Var	Var Minus	Var Plus
D	Company	596,636	656,572	59,936		
D	Key Account total	244,700	106,200	-138,500		
	Other customers total	351,936	550,372	198,436		
D	1 HRS	38,700	40,000	1,300		
D	2 Mark Inc.	35,000	25,800	-9,200		
D	3 Zuma Ltd.	55,000	22,800	-32,200		
D	4 Otana	54,500	11,800	-42,700		
D	5 Lexx	54,000	0	-54,000		
D	6 Bandos	7,500	0	-7,500		
D	7 Homans	0	0	0		
D	8 Birkhoff	0	5,800	5,800		
D	9 Company 9	0	0	0		
D	10 Company 10	0	0	0		
D	11 Company 11	0	0	0		
D	12 Company 12	0	0	0		
D	13 Company 13	0	0	0		
D	14 Company 14	0	0	0		
D	15 Company 15	0	0	0		
D	16 Company 16	0	0	0		
D	17 Company 17	0	0	0		
D	18 Company 18	0	0	0		
D	19 Company 19	0	0	0		
D	20 Company 20	0	0	0		

0190-01 KeyAccountController

Year-end projection

per Feb-15
US \$

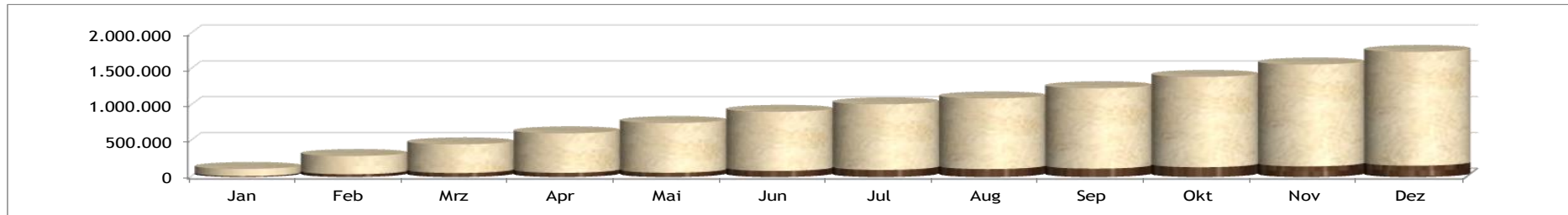
Company

Moss Corp

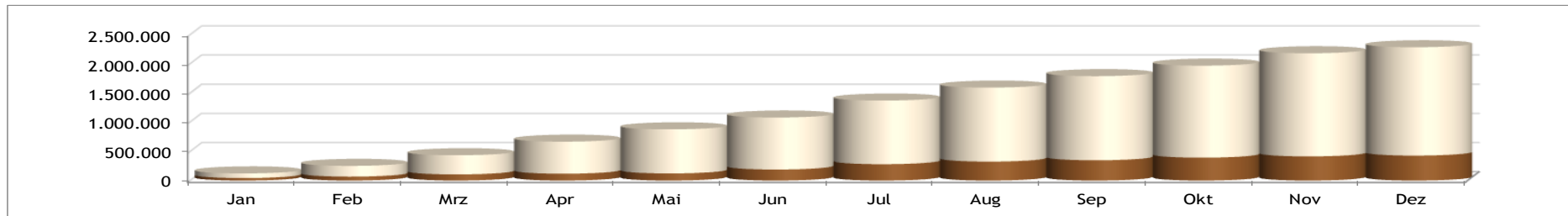
Currency:

operating profit year

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	14,833	39,834	57,048	59,857	61,102	85,931	100,178	111,521	117,884	137,503	149,295	159,197
Other customers total	98,159	253,458	399,236	550,432	692,985	825,032	914,637	986,119	1,122,152	1,260,787	1,421,676	1,587,397
Firma Total	112,992	293,292	456,284	610,289	754,087	910,964	1,014,816	1,097,640	1,240,035	1,398,290	1,570,971	1,746,594
Top Accounts in %	13%	14%	13%	10%	8%	9%	10%	10%	10%	10%	10%	9%



2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	43,402	67,684	105,769	117,891	122,757	188,942	280,545	325,330	348,190	392,686	414,404	428,395
Other customers total	79,580	184,278	328,464	549,204	755,365	892,097	1,091,296	1,268,783	1,442,025	1,577,656	1,768,764	1,857,460
Firma Total	122,982	251,962	434,233	667,095	878,122	1,081,039	1,371,841	1,594,113	1,790,215	1,970,342	2,183,168	2,285,855
Top Accounts in %	35%	27%	24%	18%	14%	17%	20%	20%	19%	20%	19%	19%



2015 to 2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Var	-28,569	-27,850	-48,721	-58,034	-61,655	-103,011	-180,367	-213,809	-230,306	-255,182	-265,109	-269,198
Var %	-22%	-13%	-12%	-8%	-6%	-8%	-11%	-10%	-10%	-10%	-9%	-10%

Select the month you want to see from the dropdown menu in the yellow cell

[Back Home!](#)

Jan-15

Last Year to Actual		Jan-15			Company		Moss Corp	
Currenc: US \$		operating profit year%						
		Jan-14	Jan-15	Var	Var Minus	Var Plus		
D	Company	21%	17%	-3%				
D	Key Account total	18%	14%	-4%				
	Other customers total	23%	18%	-5%				
D	1	HRS	19%	14%	-4%			
D	2	Mark Inc.	19%	15%	-3%			
D	3	Zuma Ltd.	17%	12%	-4%			
D	4	Otana	17%	14%	-3%			
D	5	Lexx	19%	0%	-19%			
D	6	Bandos	16%	0%	-16%			
D	7	Homans	0%	0%	0%			
D	8	Birkhoff	0%	14%	14%			
D	9	Company 9	0%	0%	0%			
D	10	Company 10	0%	0%	0%			
D	11	Company 11	0%	0%	0%			
D	12	Company 12	0%	0%	0%			
D	13	Company 13	0%	0%	0%			
D	14	Company 14	0%	0%	0%			
D	15	Company 15	0%	0%	0%			
D	16	Company 16	0%	0%	0%			
D	17	Company 17	0%	0%	0%			
D	18	Company 18	0%	0%	0%			
D	19	Company 19	0%	0%	0%			
D	20	Company 20	0%	0%	0%			

Set filter to "D" to hide empty rows!

Select the month you want to see from the dropdown menu in the yellow cell

Dec-15

If the Top Ten List shows zero, there are either no values or more than one value for the same ranking.

TOP TEN LIST

Company

Moss Corp

operating profit year

per

Dec-15

Rank
1
2
3
4
5
6
7
8
9
10

2014	
Top Accounts	operating profit year
Mark Inc.	112,735
HRS	104,066
Zuma Ltd.	79,692
Otana	67,375
Lexx	36,406
Bandos	21,995
Homans	6,126
Birkhoff	0
0	0
0	0

2015	
Top Accounts	operating profit year
HRS	17,933
Mark Inc.	12,390
Birkhoff	4,907
Zuma Ltd.	2,986
Otana	1,618
Lexx	0
0	0
0	0
0	0
0	0

Last Year to Actual
Currency:

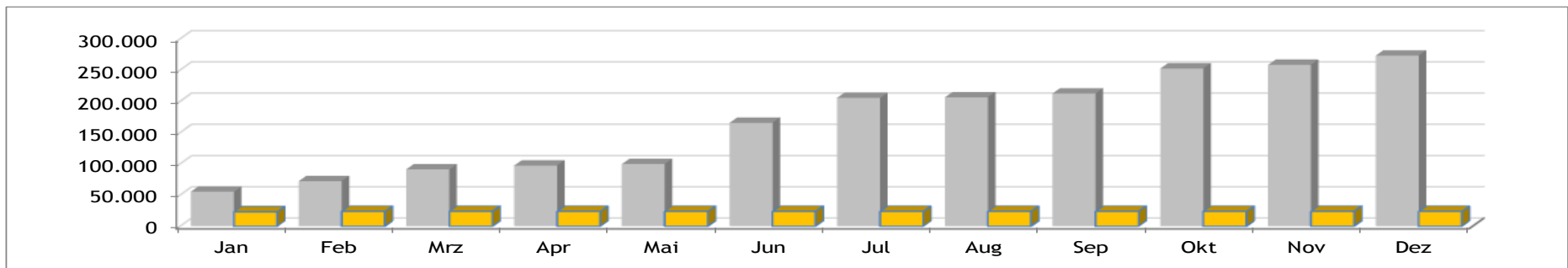
Feb-15
US \$

Company **Moss Corp**

Zuma Ltd.

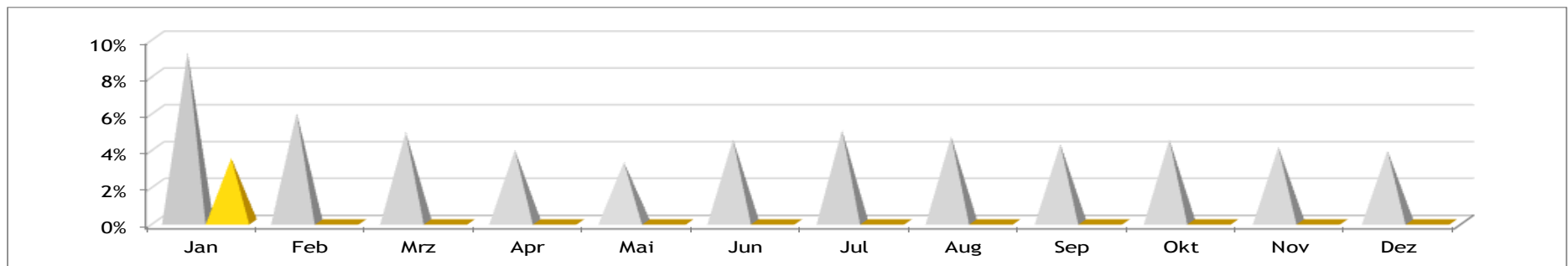
total revenue year

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	22,800	23,600	23,600	23,600	23,600	23,600	23,600	23,600	23,600	23,600	23,600	23,600
2014	55,000	72,000	91,000	97,000	99,400	165,200	205,200	206,200	212,200	252,200	258,000	272,800
Var	-32,200	-48,400										



in % of Company

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	3%											
2014	9%	6%	5%	4%	3%	4%	5%	5%	4%	4%	4%	4%
Var	-6%	-6%										



Select your key account of choice from the dropdown menu below!

[Back Home!](#)

HRS

Last Year to Actual
Currency:

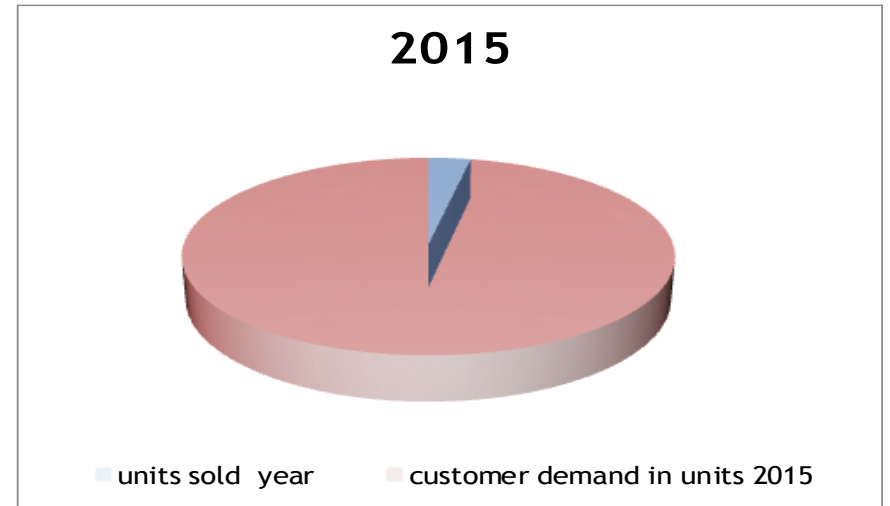
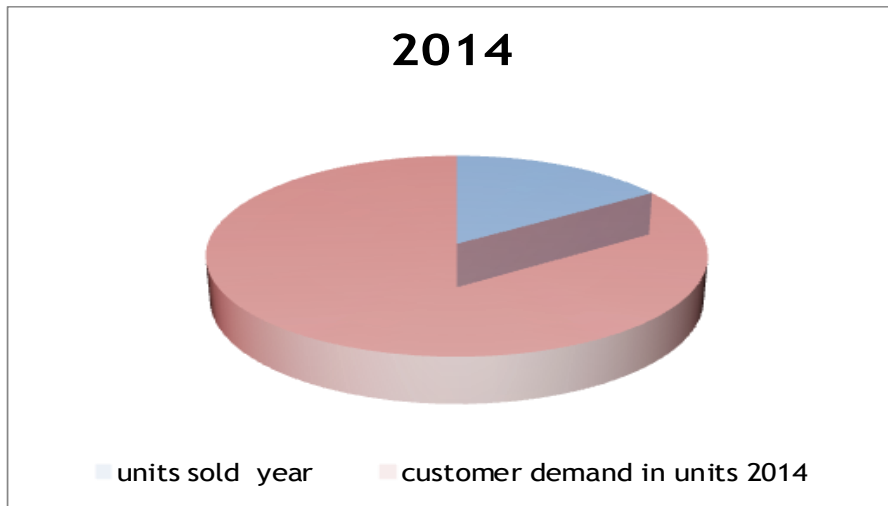
Feb-15
US \$

Company **Moss Corp**
customer demand to units sold

HRS

		2014
units sold year		1,496
customer demand in units 2014		8,000
share cumulative		19%

		2015
units sold year		320
customer demand in units 2015		10,000
share cumulative		3%



0190-01 KeyAccountController

Select your key account of choice from the dropdown menu below!

[Back Home!](#)

Otana

Last Year to Act: Feb-15
 Currency: US \$

Company: Moss Corp
 Customer Results Actual

Otana

	Otana	Key Account total	Company
	2014	2014	2014
total revenue year	223,700	1,451,922	7,033,315
operating profit year	67,375	428,395	2,285,855
operating profit year%	30.1%	29.5%	32.5%

	Otana	Key Account total	Company
	2015	2015	2015
total revenue year	11,800	197,000	1,253,172
operating profit year	1,618	39,834	293,292
operating profit year%	13.7%	20.2%	23.4%

share of:
 total revenue year
 operating profit year

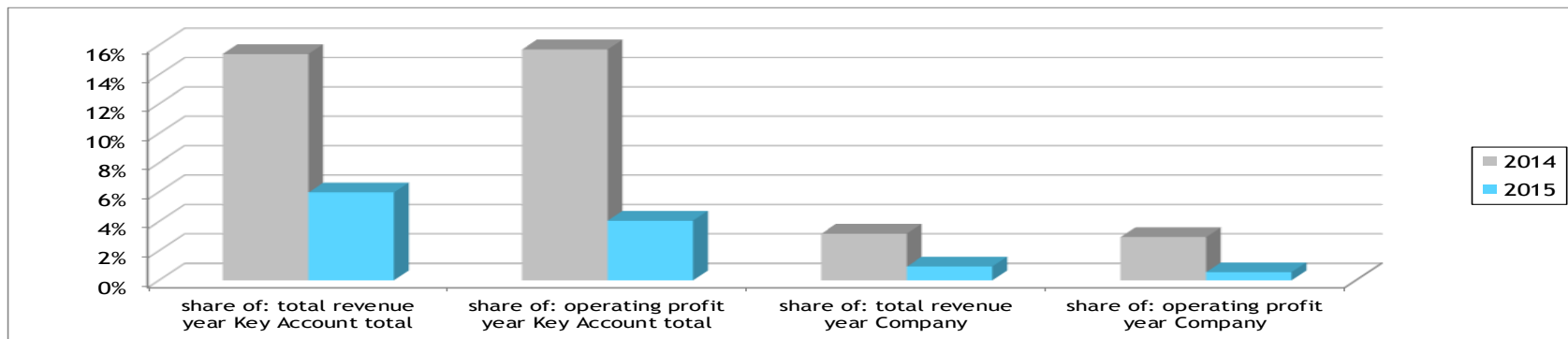
15%	3%
16%	3%

6%	1%
4%	1%

variance:
 operating profit year%

1%	-2%
----	-----

-7%	-10%
-----	------



In what way do **MagicWorkbooks**[®] differ from normal Excel workbooks?

MagicWorkbooks are easier to use:

- Easy-to-handle data input with demo data for orientation
- All data to be entered only once
- No programming knowledge required
- No detailed knowledge of Microsoft Excel required
- No work on spreadsheets or charts required
- No scrolling for sheets thanks to a Hyperlink-table of contents

MagicWorkbooks are faster:

- A monthly report with 20 spreadsheets and 20 charts in 20 minutes?
- Calculate year-end liquid reserves with changes in revenue prediction for every month in half an hour?
- Compute balance sheets for the next five years in one hour?
- Decision on a \$ 50 million sale-and-lease-back operation: Prepare all relevant data in one hour?
- Determine capital re-investment requirements (fixed assets) for the next year in 10 minutes?
- Prepare a comprehensive company presentation for your bank in one hour?

With **MagicWorkbooks** all that is „business as usual“!

This was just a brief survey ...

if you have further questions regarding this workbook, email us!

You are interested in other products:

www.MagicWorkbooks.com