

Introduction

Introducing Clients & Profits X

Welcome to Clients & Profits X. You're now using one of the fastest, easiest to use, and most productive management systems ever designed for the advertising and design professions.

Clients & Profits X is designed exclusively for creative businesses, like ad agencies, design studios, production companies, and corporate graphic and communication departments. Because it is designed especially for shops like yours, it speaks your language and works like you do.

Clients & Profits X is based on nearly 20 years experience in a thousand agencies, studios, and departments large and small. It uses the best ideas, methods and procedures used by the most productive shops to make you work better, smarter, and more accurately than before.

Beyond job costing and billing, Clients & Profits X handles the agency's books. It manages payables, vendor agings, check writing, and bank accounts. It tracks client retainers, account balances, budgets, and prints statements. Meanwhile, a comprehensive general ledger continuously compiles journal entries into on-demand financial statements. Financial reports, such as the Income Statement and Balance Sheet, can be printed at any time during the month and for any month in the year. They are always up-to-the-minute current, and there's no month-end closing required.

After a few months, Clients & Profits X will become your agency information system. It will be your best, most informed source of information on jobs, costs, time, and billings. It will be the first place you go to find out a Job's status. You'll quickly discover that Clients & Profits X will become a vital—and indispensable—part of the company.

What is Clients & Profits X?

Clients & Profits X is a software application, or program, that manages most of the business side of your shop and a lot of its creative side. It's a single program that can manage both the production side and accounting side at the same time.

Clients & Profits X is like two big programs in one: On one side is a complete production planning, tracking, costing and billing system. On the other side is a comprehensive accounting system featuring payables, receivables, check writing, cash management and a powerful one-write, double-entry general ledger.

On the production side, it replaces all of your current paper-based systems of job jackets with an electronic job ticket that anyone in the shop can see, change, and print from their own computer. The job ticket is the center of Clients & Profits X; everything else revolves around jobs. Everything about a job is remembered, including estimates, change orders, and status as well as costs, time and billings.

Who uses Clients & Profits X?

Anyone who works with clients, jobs, estimates, traffic, job costs, or accounting can use Clients & Profits X. This includes account executives, production managers, traffic coordinators, bookkeepers, controllers, managers and more.

Everyone who needs information can get it themselves from their own computer. Clients & Profits X lets anyone in the shop see jobs, update traffic, write notes, print reports and more from their desk—if they have the access privileges. Anything they change updates the database instantly. Other users can see these changes immediately, so they're always working with the most up-to-the-minute information.

Clients & Profits X is people-based, so each staffer is entered as a user and given a password. A manager can independently assign privileges to each user, giving them access to some or all parts of the program. For example, an account executive may be allowed to open jobs but not see costs. Each user can be set up differently for flexibility and security.

For help using any part of Clients & Profits, click the  button from any window to open the on-line user guide. This web-based user guide features step-by-step instructions, explanations, tips, and links to FAQs, tech notes, and video tutorials from the Clients & Profits X web site (www.cnp-x.com). It's continually updated, so it's more timely and helpful than a printed user guide.

Account executives use Clients & Profits X to open jobs and print reports.

An account executive can open a new job ticket directly from his or her desk, without forms or job books. New jobs are numbered automatically, saving time. New jobs are opened for a specific client, which lets account executives easily review job reports by client. Once entered, job information (like the client, job title, and specifications) isn't re-keyed, saving hours of wasted effort. Once saved, estimates can be entered, revised, and printed until they are perfect, without using a word processor or spreadsheet program.

Account executives can quickly review their jobs, or all the jobs for their team. Job specifications can be edited as many times as needed. Change orders can be added and printed for the client's approval. Clients & Profits X even bills directly all or part of the Job's estimate, showing as much or as little detail as the client should see. As jobs move from approval to production to billing, account executives can track their progress with the simple click of a mouse.

Production managers use Clients & Profits X to manage jobs from start to finish.

When a new job is opened by an account executive, it is instantly available to the production manager for scheduling and trafficking.

The production manager can track a wealth of detailed information about each job, such as the production status, billing status, estimate revision, and more. He or she can add a wide variety of tasks to the job, such as artwork, typesetting, stats, etc., that can be independently scheduled. Tasks can be assigned to staff members then given a start date and due date. Work-to-do reports then show each staff member the tasks to complete each day, week, or any time period.

Job lists, reports, and summaries can be printed any time to show the status of all of the agency's work. These reports show every aspect of the jobs in production, preventing missed deadlines or mistakes. You can even create custom reports to show any specialized information that's important to completing the work.

Clients & Profits X keeps a diary of the Job's progress, so the production manager can track who's making changes, when they were made, and what happened. Other users can review a Job's history (and make new entries for client meetings, for example) as needed.

The accounting department uses Clients & Profits X to track job costs, time, and billings.

Accounting managers can use Clients & Profits X to track every cost on each job for every client. Every time sheet, vendor buyout (accounts payable invoice), cash purchase, and out-of-pocket expense (such as faxes, copies, and computer time) is added and posted to a job and task.

Costs can be marked as billable or unbillable as needed. Markups can be included on all costs, so that commissions are calculated automatically. Each user has a daily time card that can be used throughout the day, anywhere in Clients & Profits X. Or, time sheets can be added in batches at the end of the day or week. Time can be charged to jobs at different billing rates automatically, based on the staffer, client, and job task.

Every job keeps a running total of its unbilled costs. These costs can then be billed automatically during the Job's progress or when the job is completed. A work in progress report gives your account executives a quick summary of what's unbilled before the invoices are added. Clients & Profits lets you bill one job at a time, or can even bill all unbilled jobs automatically to save time. Of course, you've got complete flexibility to transfer costs between jobs, write-off unbillable costs, and even bill for more than the job cost itself.

Agency principals use Clients & Profits X to get informed quickly and easily.

Clients & Profits X puts important agency information at a manager's fingertips. An agency principal can learn how to print job lists, client reports, and profit analyses with little training. Managers can spot-check jobs in progress from their desk, seeing schedules, costs, time spent so far, and more—but without becoming a computer expert. This ability lets managers make the most of their time. They can see what they need to know instantly, without disrupting the work flow of the staff. Clients & Profits X gives them the power to manage the information—without letting the system manage them.

Starting Clients & Profits X

Clients & Profits X starts up like any other Macintosh or Windows application: simply double-click on the program, open the database, then introduce yourself. Because Clients & Profits X is a multi-user application, many people could be sharing it at any one time. By introducing yourself to Clients & Profits with your initials, the system becomes aware that you're using it.

Every potential Clients & Profits X user should be added to the Users table separately. When a user starts Clients & Profits X, he or she will be prompted to enter their initials and an optional password. The initials and password combination verifies that they can use all or part of the system. System Managers can give each user access to parts of Clients & Profits X, as well as special preferences (such as window positions, status codes, pop-up warning messages, etc.). These preferences are portable, so they travel with you to any computer you may use in the shop—whether or not it's a Mac or a PC.

■ All of the important menu commands have keyboard equivalents. You'll see these keyboard shortcuts listed next to the commands on any menu. Most keyboard shortcuts on a Macintosh use the Apple (i.e., command) key and a letter or number. On Windows-based PCs, pressing the Alt key and a letter or number activates the keyboard shortcut.

1. Double-click on the Clients & Profits X application.

■ On Mac OS X, look in the Applications folder for a Clients & Profits X folder. Inside you'll find the Clients & Profits X application.

Once the application is running, add it to your dock by clicking once on the program's icon, hold down your mouse, then choose Keep In Dock. Afterwards, you'll be able to start Clients & Profits X by clicking on its icon in your dock.

■ On Windows, look for the Clients & Profits X shortcut on your PC's desktop. If not found, choose Start > Programs > Clients & Profits X to see the Clients & Profits X application.

To make a shortcut, right-click on the Clients & Profits X application to make a shortcut, then move the shortcut onto your desktop or the task bar.

2. If prompted, select and open your database.

Clients & Profits X lists your most-recently opened database in a pop-up menu. The last database you used is selected automatically. In some cases, you will be asked to select and open your database.

■ Moving your mouse over the databases pop-up menu displays the database's location on your hard disk or file server.

If you're using Clients & Profits X for the first time, click the New Database button to create a new database for your organization. Once your new database is saved to the file server, any other Clients & Profits user will be able to open it—once you've set up their user accounts (see page 9-4).



Clients & Profits X

This is your Clients & Profits X application on Mac OS X. On Windows XP/Vista, the C&P X application looks identical.



TheAdAgency_2009.DF1

Your clients, jobs, costs, etc. are stored in a single data file, which ends with the .df1 extension. This is the database file you'll need to back up nightly. Each company you manage will have its own .df1 database file. (Clients & Profits SQL X and Clients & Profits Pro X for MySQL store data inside the SQL database server, so don't have a .df1 file)

3. Enter your initials, then press Tab.

Your initials help the system track who's doing what. The system remembers when you start and stop Clients & Profits X, as well as what kinds of entries you make. You must be an authorized user to use Clients & Profits.

■ If you're using Clients & Profits X for the first time, enter your initials as MGR. This user is your default System Manager, enabling you to add, edit, and delete users. It has no password, so it can be used temporarily until you've set up your users and passwords.

■ If you enter your initials and get the message "user not found" then you're not an authorized user. First, make sure you're entering the right initials (don't forget a middle initial, for example). If the message still appears, see your System Manager.

4. Enter your password, then press Tab.

Passwords are sometimes used to validate who you are to Clients & Profits X. If your System Manager requires passwords, it must be entered.

■ Passwords are case sensitive, which means capital letters are different from lowercase letters. If your password is ROSEBUD, for example, entering Rosebud wouldn't work. If you get an error when entering your password, check your case.

■ If you don't have a password, the Introduce Yourself window closes automatically.

5. Choose any menu command, or click on an icon in your Information Center.

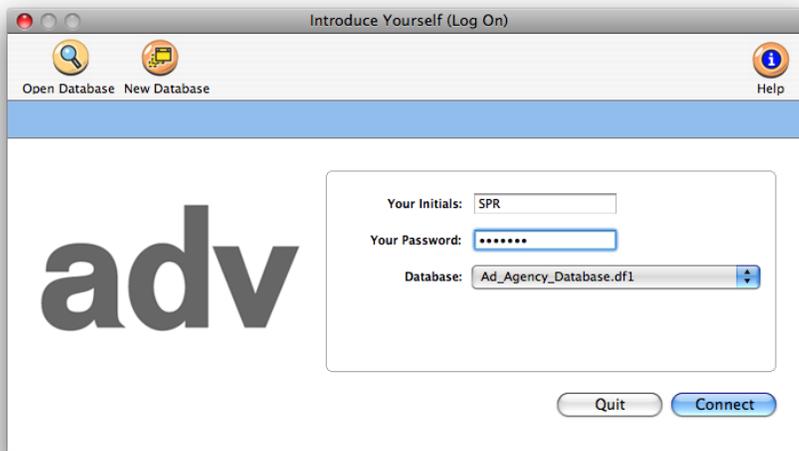
The functions to which you have access are based on the preferences set by your System Manager. Menu commands that are unavailable to you are dimmed and can't be used. Otherwise, if the menu command is available, you can use it.

If you're given access to an Information Center window, you can click on an icon to quickly open a production or accounting window (depending on your preference). Clicking on an Information Center icon is the equivalent of choosing the menu command.

To quit Clients & Profits X

Since Clients & Profits is a multi-user database, it's very important that every user close the system properly choose File > Quit Clients & Profits X.

■ Quitting Clients & Profits X by turning of the computer's power (or by doing a forced quit) can damage the database.



Getting help. Select the show help bar option to display on-line help for many menu commands, toolbar buttons, and window fields. The help bar appears at the bottom of the window. On a Macintosh, the same on-line help is shown by enabling Balloon Help.

Using The Information Center

The Information Center gives you a quick, convenient way to work through Clients & Profits X. The Information Center window opens automatically whenever you start Clients & Profits X. You can choose an Information Center that best fits the way you work: Production, Accounting, or both. Clicking on the different icons on the Information Center opens various production and accounting windows—just as if you choose them from a menu. When you've finished working and close a window, your Information Center returns automatically.

The user sees his or her initials, name, and photo (from the Staff window, if one has been pasted).

The Information Center also features a customizable company message. This message appears on everyone's Information Center window, alerting the staff to upcoming events, important deadlines, or agency news. The standard message is entered in the Agency Information window, and can be changed anytime. Special messages can be scheduled each day using the Daily Messages utility.

To open your Information Center window

Ordinarily, your Information Center window opens automatically after introducing yourself. It reappears after you close a production window.

The Information Center is optional, so you may not see one. If so:

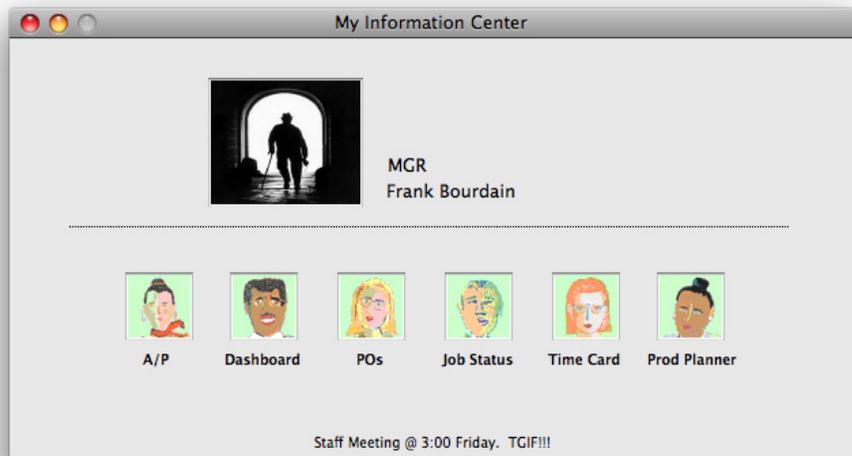
- 1 Choose My > My Information Center.
- 2 Click on any icon to open a window.

To change your Information Center window setting

Only a manager can change the Information Center window setting for each user.

- 1 Choose Setup > Users, Access & Passwords.
- 2 Click once on a user name to select it.
- 3 Click the customize info center link.
- 4 Make your changes, then click save.

Click any button in the Information Center to jump quickly to that window.



Using Lookup Lists

Lookup lists make it easy to find account numbers, job numbers, and more while you're working. They show basic information about clients, jobs, staff members, vendors, the chart of accounts, status codes, the task table, groups, and purchase orders:

Lookup lists can be opened anytime, anywhere—even while you're adding or editing something. For example, you can look up a client while adding a new job ticket. Once you've found the client, double-clicking on the record enters it into the "client" field for you.

The list is updated the first time the lookup window is opened, getting the information it needs from the server. (It may take several moments to update the list if there are many records to list, or if the server or network is busy; you can cancel updating by clicking the Cancel button.) When a lookup list is used later, it opens immediately; however, it does not show any recently-added records. Updating a lookup list brings it current, showing everything added into the database so far. You can update a lookup list on some windows anytime by clicking the Update button.

To find something using a lookup list

Lookup lists will open automatically whenever you tab past an empty client number, job number, task code, or vendor number field. Also, lookup lists can be opened whenever you want using the Lookup menu. For example, to find a client:

1 Choose Lookup > Clients.

The client lookup list account shows numbers, names, contacts, and phone numbers. You can sort the list by clicking on column headings and the up/down symbol.

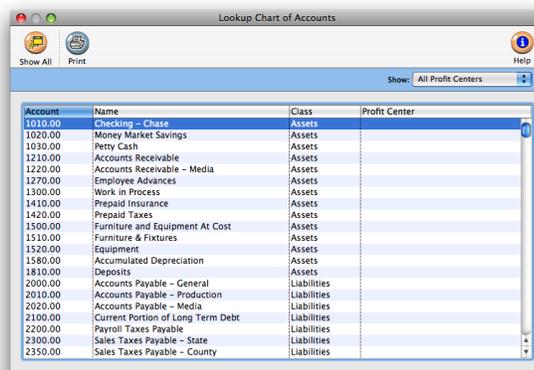
2 Enter the first letter or number of the client you wish to find.

3 Use your mouse to scroll through the client records (or press the up and down arrow keys).

4 Double-click on a client record to select and use it, or press Return.

If you are adding a new job or an invoice, the client number is entered automatically and the lookup window closes.

To print a lookup list A report can be printed showing the information found in a lookup list by clicking the Print button. Records in the printed report are sorted in the same order as they appear in the lookup list window.



Account	Name	Class	Profit Center
1010.00	Checking - Chase	Assets	
1020.00	Money Market Savings	Assets	
1030.00	Petty Cash	Assets	
1210.00	Accounts Receivable	Assets	
1220.00	Accounts Receivable - Media	Assets	
1270.00	Employee Advances	Assets	
1300.00	Work in Process	Assets	
1410.00	Prepaid Insurance	Assets	
1420.00	Prepaid Taxes	Assets	
1500.00	Furniture and Equipment At Cost	Assets	
1510.00	Furniture & Fixtures	Assets	
1520.00	Equipment	Assets	
1580.00	Accumulated Depreciation	Assets	
1810.00	Deposits	Assets	
2000.00	Accounts Payable - General	Liabilities	
2010.00	Accounts Payable - Production	Liabilities	
2020.00	Accounts Payable - Media	Liabilities	
2100.00	Current Portion of Long Term Debt	Liabilities	
2200.00	Payroll Taxes Payable	Liabilities	
2300.00	Sales Taxes Payable - State	Liabilities	
2350.00	Sales Taxes Payable - County	Liabilities	

Clients & Profits X Menu

Unlike traditional module-based accounting programs, Clients & Profits X combines contact management, job tracking, media buying, job costing, billing, and accounting into a single integrated system. So everything you do in Clients & Profits X is always available through a common set of menus:

My	
My Clients	⌘ 1
My Jobs	⌘ J
My Creative Dashboard	⇧ ⌘ D
My Calendar	⌘ 3
My Time Card	⌘ T
My Expense Report	⇧ ⌘ E
My Approvals	⇧ ⌘ A
My Weekly Task Planner	⇧ ⌘ W
My Custom Reports	
My Information Center	⌘ =

The My Menu The My menu lets you focus on your own work: Your clients. Your jobs. Your calendar. Your time card. Your expense reports.

Choosing these menu commands let you get right to the information you need: clients and contacts, the jobs on which you're working, your company appointments and events, how you spend your billable time, and what you're spending your own money on.

Your Information Center can be programmed with shortcuts for other things you do frequently, such as traffic, media planning, or purchase orders.

Media	
Media Calendar	
Media Briefs (Campaigns)	
Media Estimates	
Broadcast Media Plans Print/Interactive Media Plans	
Insertion/Broadcast/Interactive/Outdoor Orders	⌘ M
Media Traffic	
Stations (Times/Programs) Publications/Media Companies/Web Sites (Ad Rates)	
Media Billing Goals...	
Media Link	

The Media Menu All of the media planning, ordering, and traffic functions needed by media buyers are available from the Media menu.

Production	
Proposals	⇧ ⌘ S
Job Tickets	⌘ 2
Purchase Orders	⌘ 4
Production Planner	⇧ ⌘ N
Daily Job Status Report...	⇧ ⌘ D
Weekly Traffic Report...	⇧ ⌘ T
Work To Do	⇧ ⌘ W

The Production Menu This menu is home to anyone in the production or traffic departments. It's where you'll find job tickets, which are the center of the Clients & Profits universe—and around which everything else works.

Proposals start the process, which become jobs upon approval by the client. Estimating and scheduling, as well as the creative brief and work order, are part of job tickets. Once a job has been opened, it's time to get to work by writing purchase orders and getting the work onto the production planner, daily job status report, and the weekly traffic report.

Accounting

Time Sheets	⌘5
Accounts Payable	⌘6
Checkbook	⌘7
Expense Reports	⌘8
Internal Charges	
Job Cost Transfers	
Billing / Accounts Receivable	⌘9
Client Payments	⌘M
Collection Manager	
General Ledger	⌘G

The Accounting Menu Here's where you'll track every dollar that goes in and out of your agency. All kinds of costs are charged against jobs, then rolled up together on client invoices. Costs, expenses, and billings automatically flow into financial statements, which can be printed any time during the month—and for any month of the year. Because production is integrated with accounting, there's no double-entry.

Lookup

Clients...	⌘1
Contacts...	⌘2
Job Tickets...	⌘3
Staff...	⌘4
Vendors...	⌘5
Task Table...	⌘6
Purchase Orders...	⌘7
Media Orders...	⌘8
Status Codes...	
Job Types/Spec Sheets...	
Client Projects...	
Groups...	
Chart of Accounts...	⌘9
Divisions...	
Departments...	
Media Briefs (Campaigns)...	
In/Out Board...	

The Lookup Menu There's no need to memorize client codes, job numbers, or G/L accounts. With lookup lists, everything you need to know is a mouse-click away. They display up-to-the-minute lists of clients, vendors, jobs, accounts, and more. And double-clicking on a record in the lookup list copies it wherever its needed.

Setup

Users, Access & Passwords...
Staff
Vendors
Chart of Accounts
Status Table
Task Table
Groups
Job Types/Spec Sheets
Order Templates
Departments
Web Access...
Utilities ▶
Software Registration...
Software Update...
Customize Reports...

The Setup Menu System managers (who are Clients & Profits users with manager privileges) can define settings, options, and preferences that are used by everyone throughout the shop here.

Snapshots

Production...
Work in Progress...
Job Costs...
Vendor Account Aging...
Client Account Aging...
Cash>Flash...
Profitability...
Productivity...
Financials...
Media Analysis...

The Snapshots Menu All of the best production, costing, accounting, and management reports offered by Clients & Profits are printed here. Snapshot reports give you the best big picture of your shop's performance.

Clients & Profits X Basics

One of Clients & Profits X's strengths is its consistent way of working. The program's user interface is logical enough that you generally know what's supposed to happen when you're working. Because it's very Macintosh-like (or Windows-like), windows open and close like other software you've already used. Menus, dialog boxes, and other elements act like you'd expect them to, making Clients & Profits easy to learn and use.

In Clients & Profits X, all windows look and feel similar. So the Job Tickets window looks and feels the same as the Checkbook, Accounts Payable, or Update Job Status windows. Every window has File and Edit menus with unique special-purpose commands. But all have the same commands for finding, adding, editing, and printing.

Once you know the basics of one window (finding, adding, editing, printing, etc.) you can easily get around Clients & Profits X.

Sending help e-mail If your Clients & Profits X system is connected to an SMTP mail server, you can send e-mail to the C&P Helpdesk while you're working. This makes it very easy to get answers to questions about C&P when they happen. To send e-mail, close any open window then choose File > Get Help. The Send Help E-mail window lets you compose a brief message then send it to your system manager, or to the C&P Helpdesk, the C&P on-line User Group mailing list, or to the C&P Wish List. If you send a question to the C&P Helpdesk, the answer will be sent via a reply to your e-mail. Questions sent to the C&P User Group will be answered by other Clients & Profits X like you who also subscribe to the on-line user group. Messages sent to the C&P Wish List are added to the R&D database automatically.

To do something

Windows are opened by choosing a menu command. All commands are listed in the menus, so nothing is hidden. There are no codes to memorize, either. For example: To open the job ticket window, choose Job Tickets from the View menu.

- Keyboard shortcuts are available for the most commonly used functions. The important commands for opening windows use function keys (Command 1-9 on the Macintosh, F1-F9 in Windows). Action commands, such as adding or printing, use keyboard shortcuts (such as Command-A on the Macintosh or Option-A in Windows). Using a keyboard shortcut or function key is the same as choosing a menu command.

- If you use an Information Center, clicking on an icon opens a window. But it's the same as choosing a command from one of the menus.

- Menu commands are dimmed if you do not have access to that window or function. Access is set up by managers in the Users, Access & Privileges window from the Setup menu.

To find something

Most windows let you find information by name, number, date, or some other meaningful field. In addition, you usually have the option to find the first record added, last record added, or by some other criteria. These selections can help make finding the information you want quick and easy.

Selections for finding a record are entered into a Find dialog box. The Find dialog box opens when you choose Find from the File menu. For example, to find an invoice from the Accounts Payable window: Choose Find from the File menu, enter an invoice number, then click Find. Or, invoices could be found by vendor by selecting vendor from the Find Invoice by pop-up menu.

- List windows, such as the Chart of Accounts window, don't have find commands. Because these windows show all records in a list, it's easy to browse up and down the list with your mouse (or by using the arrow keys). Also, the columns in the list windows can be sorted by clicking on the column heading.

- The Job Ticket window, like most other windows, has a sophisticated Find dialog that makes it easy to locate many jobs at once. You can find all of the jobs for a client contact, for example, or all of the jobs for a client.

To add something

Adding a record is how information gets into your database. Most windows have a “form” designed especially for entering newly added records. These Add windows contain elaborate error-checking to prevent mistakes. Once you’ve added something, it is available immediately for others to see and use. For example, to add a client invoice in Accounts Receivable: Choose Add New Invoice from the Edit menu, enter the invoice information in the Add Invoice window, then click Save.

- Pressing the “Return” key or clicking the “Save” button saves your work. There is no Save command because saving happens automatically. Anything you enter is saved to the database instantly by pressing Return or clicking Save or OK.

- Anyone who has access to a window can add something. If you don’t want the user to add records, he or she shouldn’t have access to that window.

- Make sure you save something before choosing Add again. Choosing a menu command while adding something cancels whatever you’re entering into the window. It’s a good shortcut instead of clicking Cancel, but you’ll lose your work. Instead, always click Save (or press Enter) before choosing another menu command or closing the window.

- Use lookup lists when adding to save time. You can easily look up clients, vendors, jobs, tasks, and more while you’re adding something by opening a window from the Lookup menu—without losing whatever you’re entering.

To edit something

In most cases anyone can freely edit anything in the database, depending on their access privileges. Everything about a job ticket, except its number, can be changed. Changes are usually made in special Edit windows that contain error-checking to prevent mistakes. Once you’ve made a change, it is available immediately for others to see and use. For example, to edit a journal entry in the General Ledger window: Double-click on one of the transaction’s line items, make the changes in the Edit Journal Entry window, then click Save. The changes you make will appear instantly after saving.

- Some information can’t be edited after posting. Accounting data that affects the General Ledger, such as account numbers and amounts, can’t be edited to preserve the integrity of your audit trails. In many cases you can edit details that don’t affect the accounting system, such as a description. But amounts and accounts can only be changed by making adjusting entries.

- You can’t edit something if someone else is editing the same record. If you try to edit a job ticket that’s being edited by another user, your cursor becomes a padlock until the change is saved. Once saved, you can edit the job. To cancel a padlock, press Command-period then edit the job later.

To post something

Posting makes a record permanently part of the database. Anything that affects the general ledger needs posting. A check, for example, doesn’t appear on accounting reports until it is posted. Before posting, an entry can be changed or deleted. Once posted, it can’t be modified or removed (instead, only adjusting entries can be made to it). Posting updates clients, vendors, jobs, and makes journal entries in the General Ledger.

- To post something: Choose File > Post, select any options, then click the Post button.

- Unposted entries can be proofed. The Post dialog box lets you print proof lists before posting. This is highly recommended, since it gives you a chance to make corrections before the General Ledger is updated.

- The Post dialog box can post one entry or a batch of entries. You can post just your entries, or all the unposted entries for a period.

- Purchase orders aren’t posted since they don’t affect the General Ledger.

- Time sheets can be optionally approved. An option in Preferences keeps time entries from being posted until approved by a supervisor.

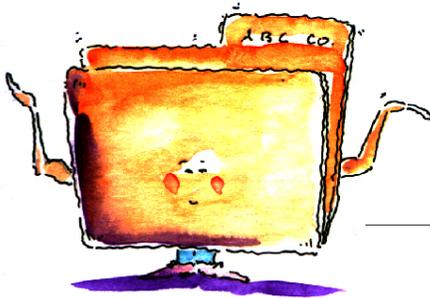
To print a report

Reports can be printed anywhere, anytime, and from just about any place in Clients & Profits. There are many kinds of reports that show the same information from different perspectives, depending on who needs it. Generally, reports are printed from windows. For example, Checkbook reports are printed from the Checkbook window: Choose File > Print Reports, enter a range of dates, click on a report name to select it, then click Print.

- Snapshot reports show information for all parts of Clients & Profits, such as production, job costs, and financials. It’s the best place to get quick insights into the business.

- General Ledger audit trails and journals show entries created from posting. These reports consolidate the work you’ve entered into payables, receivables, checks, and client payments.

- Any estimate, creative brief, change order, PO, invoice, or statement can be e-mailed as PDF file attachments directly from Clients & Profits X. You’ll be prompted to select the e-mail’s recipients from a list of client or vendor contacts who have e-mail addresses.

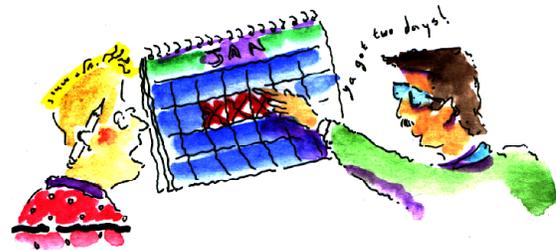


Estimates

Every job gets an estimate. Estimates can be edited as soon as a job ticket is opened. Estimates can be made separately for each new job, or copied ("cloned") from old jobs. Estimate amounts can be entered for some or all job tasks. You can revise estimates any number of times then print them for client approval. Printed estimates look just like printed invoices. Job reports show just how close you are to reaching estimates.

The Job Ticket Flowchart

The Job Ticket is the heart of Clients & Profits X. Everything you do for clients is estimated, tracked, and billed through job tickets. Open a job ticket when the job is started. Once closed, jobs stay in the database for profitability and productivity reports.



Schedules and Traffic

Job Schedules keep you up to date. Job tasks, such as ART and COPY, can be given start and due dates to make daily traffic reports. Together with weekly job status lists, traffic reports show who's working on what jobs and tasks. Dates should be updated daily as work is completed and dates change.



Purchase and Insertion Orders



Time



Vendor Buyouts

Job Costing

Keep your eye on the bottom line. Everything you spend to get a job done is recorded in Clients & Profits X. Invoices from vendors should be entered everyday, as should time sheets. Checks can be added and printed, too. All costs, expenses, and hours update the job ticket, so it's easy to know the Job's bottom line.



Billing, Accounts Receivable, and Client Payments

Client billing is automatic. Jobs can be billed from estimates, work in progress, or at completion. Invoices can be made automatically based on the Job's unbilled costs, including markups. Some or all tasks can appear on invoices. Jobs can be billed any number of times. Printed invoices look just like estimates. Print statements and account agings (which show how much the shop is owed) at any time.



General Ledger

Get up-to-the-minute financial statements. Reports are updated whenever costs, billings, checks and payments are saved or posted. So you're always seeing current information on job summaries, cost reports, and financial statements.

