



# SaaS Metrics 2.0

Scroll below to see the dashboard ---->

## For companies that book annual contracts

<b>EBITDA</b>	<b>\$ 3,499</b>	<b>\$ 3,632</b>	<b>\$ 3,797</b>	<b>\$ 3,970</b>	<b>\$ 4,211</b>	<b>\$ 4,436</b>	Based on GAAP recognized revenue
Billings-based operating profit/loss	\$ (221)	\$ (223)	\$ (228)	\$ (263)	\$ (232)	\$ (225)	Given that cash will be collected based on Billings, this is a useful way to judge how the business is doing on cash basis

## Balance Sheet Metrics

	Jan	Feb	Mar	Apr	May	Jun
Change in Cash						
Ending Cash						
Deferred Revenue						
AR						
AP						

Tracks what has been billed, but can't yet be recognized as revenue

## Funnel Metrics

	Jan	Feb	Mar	Apr	May	Jun
Raw Leads / Enquiries	3,611	3,429	5,200	5,357	4,684	4,400
Conversion Raw Leads to MQLs	1.8%	2.1%	1.5%	1.4%	1.9%	2.0%
Opportunities	65	72	78	75	89	88
Conversion: Oppties to Win	62%	58%	55%	61%	54%	59%
Win/Loss ratio	75%	82%	65%	79%	85%	78%

## Sales Metrics

	Jan	Feb	Mar	Apr	May	Jun
No of FTE Sales reps	6	6.5	7	7.5	8	8.5
Quota per sales rep	\$ 4.2	\$ 4.2	\$ 4.2	\$ 4.2	\$ 4.2	\$ 4.2
Sales Capacity	\$ 25.0	\$ 27.1	\$ 29.2	\$ 31.3	\$ 33.3	\$ 35.4
Coverage ratio for plan	1.2	1.2	1.2	1.2	1.2	1.2
Productivity per FTE sales rep	\$ 44.0	\$ 42.5	\$ 42.0	\$ 41.6	\$ 40.5	\$ 40.9

FTE = Full Time Equivalent (equivalent # of fully productive reps)

MRR value of new customers signed  
# of FTE reps \* quota (should translate into New MRR Bookings)

1.2 Forecasted Sales Capacity / Bookings plan

MRR value of new customers signed