



### **Introduction**

When buying any software solution for your business, you should determine if the benefits are greater than the cost. Most commonly this is done by calculating an ROI (Return on Investment). There are several ways to calculate this, but the most common and practical when looking at Fishbowl products is calculating the payback period on the purchase price, which can include software and training, or the software alone.

In today's business world software is critical if you intend to remain competitive. Fishbowl Manufacturing (FBM) or Fishbowl Warehouse (FBW) will increase productivity in many areas of your business, provide competitive advantages and open up new revenue opportunities that never existed previously.

You know your business better than anyone so only you can calculate a true ROI, but we at Fishbowl have tried to assist by providing this basic ROI calculator. As you start this process there are important concepts you should consider.

**1. Automation/Acceleration:** Automation lets you do business processes faster. Not only will Fishbowl accelerate your ability to serve your customers, it will make everyday processes move along at a much faster pace. For example, you might discover a process in your business that takes 5 hours each week, but with either of Fishbowl's core products would only take 15 minutes. Week after week savings like this really add up. This will also lead to more informed business decisions based on better and timelier information.

**2. Increase Revenue:** With FBM or FBW's ability to automate and accelerate your business processes, you should discover new opportunities to increase existing revenue streams or create new ones that were not possible prior to purchasing Fishbowl products. You might be able to sell more inventory simply because you can bring products in faster, ensure you never have a stockout, or can move orders out the door more quickly and efficiently. You might also discover that you can expand your product offering due to the ability to better track and manage inventory.

**3. Communications and Collaboration:** Being able to communicate with others easily in an accurate and timely fashion is key to getting work done. Automation in this area can create great benefits for any organization. Again, you can often cut a process that took hours to only a few minutes, dramatically reducing expenses and improving the bottom line.

**4. Workforce Optimization:** With the right software one person can do the work of three. The cost savings can be dramatic. Then factor in deploying those extra employees in other areas of your company to help generate additional revenue. In today's highly competitive economy this can often be the difference between success and failure in business.

**5. Compliance:** This one is often missed in an ROI. You could be losing money simply because you have no process to enforce compliance with pricing or other policies. With either FBM or FBW, you get compliance that ensures profits are maximized, procedures are consistent and processes are enforced for greater efficiency and profitability.

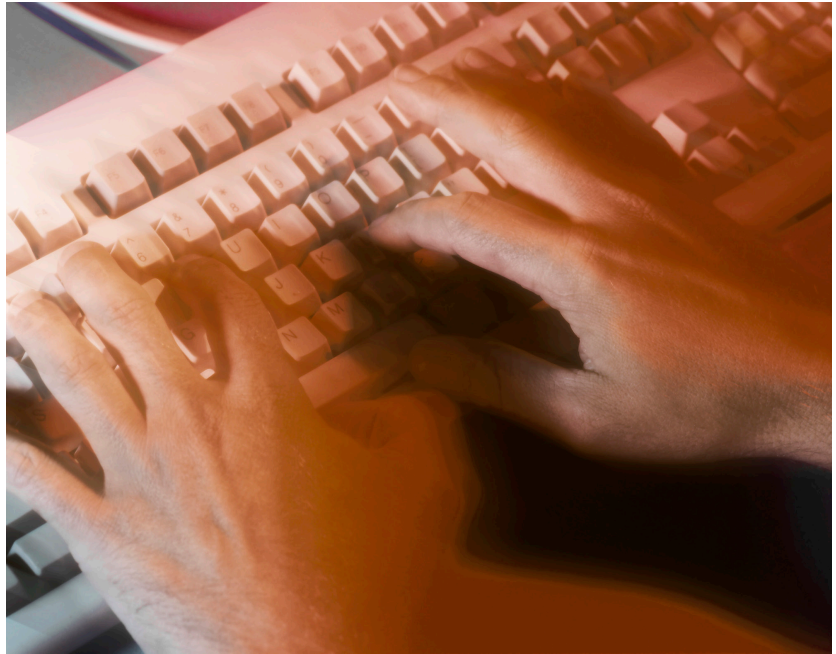
You provide the assumptions and numbers, and we'll tell you how quickly your investment in FBM or FBW will pay for itself.

**Let's get started.**

**1. Automation and Acceleration**

**Data Entry and Data Entry Errors**

In today's world there is no excuse to enter data into different systems two or three times. There is also no excuse for data errors that result from manually entering data into systems again and again. Data entry should be done only once. Otherwise you're wasting time and introducing opportunities for human error. Often those human errors can cost your company profits or even customers. If you combine Fishbowl with QuickBooks and Intuit Merchant Services, you will virtually eliminate all multiple data entry. Take the time to calculate your savings by reducing data entry problems.



Estimate hours saved per month by reducing/eliminating multiple data entry with (Pick only one of the two options below)

• Fishbowl solutions seamlessly integrated with QuickBooks \_\_\_\_\_  hrs.

**OR**

• Fishbowl, QuickBooks and Intuit Merchant Services \_\_\_\_\_  hrs.

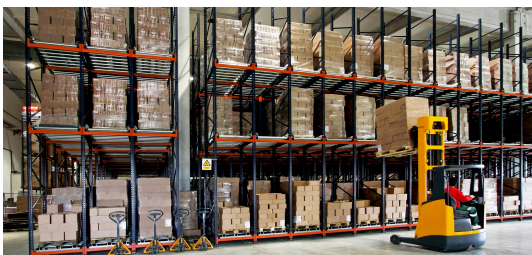
Average cost per hour for data-entry labor \_\_\_\_\_  \$

**Total Monthly Savings in Reduced Data Entry** \_\_\_\_\_  \$

Estimate monthly savings in sales, A/P and A/R due to fewer data-entry errors \_\_\_\_\_  \$

Estimate monthly saving due to increased customer satisfaction and retention \_\_\_\_\_  \$

**Total Monthly Savings Due to Preventing Data Entry Errors** \_\_\_\_\_  \$



**Receiving, Picking, Packing and Shipping**

With or without Fishbowl Mobile (FM) there are great savings to be had in receiving and shipping products using barcode scanning. You'll find savings in moving

inventory between warehouses, or from a warehouse to storage rooms or trucks. Monthly manual inventories, and searching for items can be a thing of the past. Here are some basic areas where most companies experience ongoing savings.



Hours saved monthly:

- Scanning inventory into or out of the system  hrs.
- Not physically searching for inventory  hrs.
- With automated shipping process  hrs.
- Eliminating routine manual inventories  hrs.
- Average cost per hour for labor  \$

**Total Monthly Savings in Receiving, Picking, Packing and Shipping**  \$

**Total Monthly Savings Due to Automation and Acceleration**  \$



**Existing Revenue Stream**

When you start using Fishbowl, you'll discover opportunities to increase revenue. Often revenue is lost due to stockouts, not being able to find the inventory at the moment you need it, or having time-consuming manual processes in order fulfillment that take longer than they should. Being able to bring inventory and supplies in on time, track their every step, and then quickly ship them out ensures you are maximizing revenue opportunities. Take a moment to consider how Fishbowl can improve your current revenue streams.



Estimate increased monthly revenue due to:

- Automated reordering \_\_\_\_\_ \$
- Automated work orders/purchase orders \_\_\_\_\_ \$
- Never having a stockout \_\_\_\_\_ \$
- Knowing exactly where inventory is located \_\_\_\_\_ \$
- Improved shipping and handling \_\_\_\_\_ \$

**Estimated Monthly Increase in Existing Revenue** \_\_\_\_\_ \$

**Potential New Revenue Streams**

With these greater efficiencies and automated processes, you now have the ability to expand your product offering or services, free capital tied up in excess inventory and focus those resources on creating new revenue streams that were not previously possible. New revenue opportunities also exist in other areas that only become obvious when you understand your specific business limitations without a solution like Fishbowl. Do your best to estimate any new or improved revenue opportunities you'll enjoy once you have your Fishbowl solution up and running.

Estimate additional revenue per month from:

- Increased product offerings \_\_\_\_\_ \$
- New service offerings \_\_\_\_\_ \$

**Estimated Monthly Increase in New Revenue** \_\_\_\_\_ \$

**Total Increase in Monthly Revenue** \_\_\_\_\_ \$

3. Communications and Collaboration



Without the automation Fishbowl Manufacturing and Fishbowl Warehouse provides your business, you may be requesting information that takes days or even weeks to get. Critical business decisions are often delayed and customer requests can go unanswered. Being able to communicate in a timely fashion is critical to running a business in today's highly competitive business world. It is critical to collaboration within your company, as well as with partners and even customers. Simple features like Fishbowl's integration with FedEx and UPS simplify communication and collaboration in your shipping department. Depending on the nature of your business, you might enjoy great benefits and cost savings across multiple areas within your business once Fishbowl is providing real time data and reports. Take a moment to identify potential cost savings your business might have using a Fishbowl solution.

Estimate the number of hours saved monthly:

- Collecting data \_\_\_\_\_
- Building reports \_\_\_\_\_
- Automating shipping with FedEx and UPS \_\_\_\_\_
- Average cost per hour for labor \_\_\_\_\_

**Total Savings Due to Improved Communications and Collaboration** \_\_\_\_\_



4. Workforce Optimization

Optimizing your workforce is something most companies want to do, but don't have a solid solution to get the work done with fewer employees. Fishbowl products are an ideal solution in helping companies reduce their workforce size by providing critical automated processes throughout the business. With Fishbowl, these process are done faster and can eliminate costly human error. For most businesses, it isn't easy to make decisions like this, but take a moment to consider what savings are possible. You may not use every feature FBM or FBW has to offer at first, so look at those key areas you know you will want Fishbowl to handle and see if you may be over-staffed in those areas.



- Estimate the number of hours saved monthly from reducing full-time, part-time or temporary employees once Fishbowl has automated your business processes \_\_\_\_\_

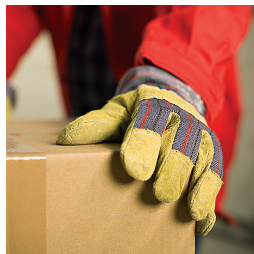
hrs.

- Average cost per hour for labor \_\_\_\_\_

\$

**Total Savings Due to Workforce Optimization** \_\_\_\_\_

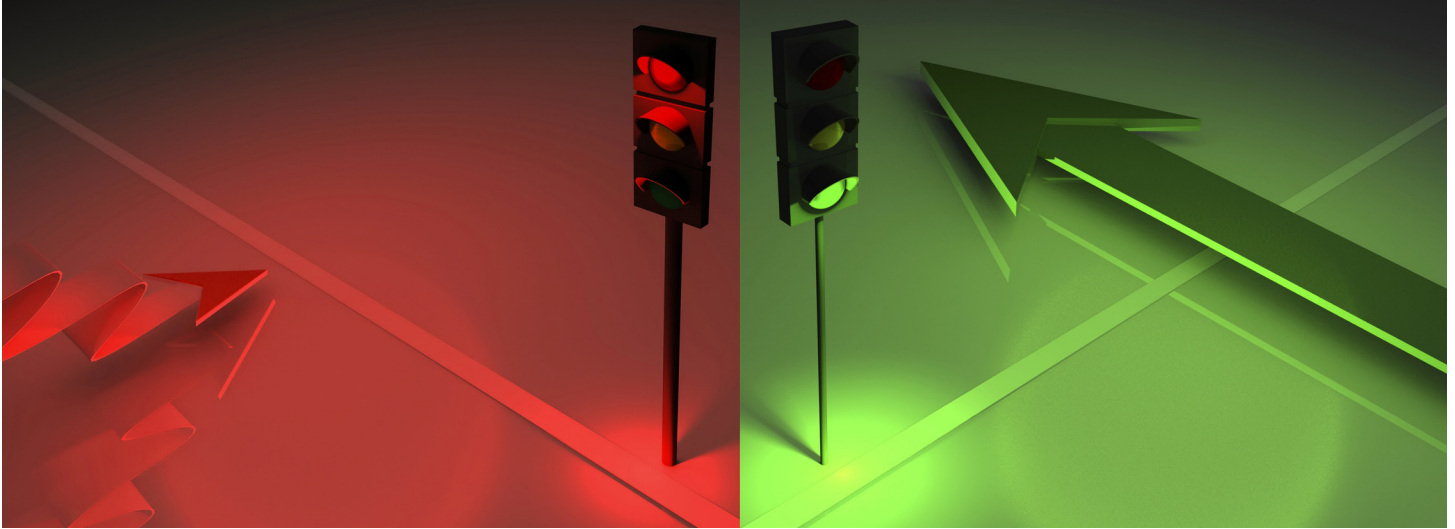
\$



5. Compliance

Pricing Rules

Maximize profits by applying Fishbowl's unlimited pricing rules to both customers and products. Once the rules are set, pricing will automatically reflect those rules, ensuring compliance and preventing loss of revenue due to human error.



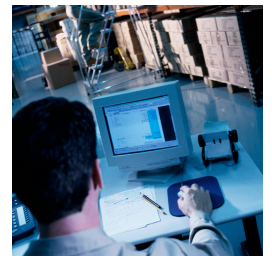
- Estimate the average dollars saved per month automating pricing rules

Inventory Costing Methods (LIFO, FIFO, Standard and Average Costing)

With Fishbowl you can decide which inventory costing method is going to work best for your organization. Once set, it will take care of everything for you in Fishbowl and automatically feed the appropriate financial data to QuickBooks.

- **Estimated Monthly Savings Due to Automated Costing Methods**

**Total Savings Due to Automated Compliance**



**Total Investment and Breakeven (ROI)**

• Software and Hardware Costs

• Training Cost

**Total Investment**

**Total Estimated Monthly Savings**

**ROI**

Based on the above savings, Fishbowl will pay for itself (ROI) in  months!

Calculating an accurate ROI will require a good understanding of the power of Fishbowl and how its robust feature set can impact your business. **We highly recommend that you schedule a one-on-one demo with one of our inventory consultants to see how Fishbowl products can improve your business processes.** They will customize the demo to your specific business needs and greatly expand your understanding of how FBM or FBW can help your business.

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580 E Technology Ave • Suite C2500 • Orem, UT 84097  
 Phone 801.932.1100 • Toll Free 800.774.7085 • Fax 801-932-1101  
[www.fishbowlinventory.com](http://www.fishbowlinventory.com)