MSP Finance Team Financial Metrics and Benchmarks Suite Dashboards

The MSP Finance Team Financial Metrics and Benchmarks Suite Dashboards feature reports for each identified Key Performance Indicator (KPI) and benchmarking widgets to compare your company's metrics against industry standards over a selected period. These highlight how your company's performance compares with the MSP industry's benchmarking categories. You can filter values in the dashboards and drill through most widgets for breakdowns and to show more details.

The MSP Finance Team Financial Metrics and Benchmarks Suite requires ConnectWise Manage, Quickbooks, and Xero integrations.

What's in this article:

MSPF Aggregated and Monthly Dashboards

The MSP Finance Team Financial Metrics and Benchmarks Suite dashboards use the Service Leadership Index (SLI) to calculate metrics and benchmarks. Data are presented in aggregated and monthly reports so you can get insights from different levels of detail according to the specific needs and goals of your organization.

MSPF SLI Mapping Aggregate Dashboard

The MSPF aggregated dashboards put together data across a longer time period, such as a quarter or a year, to show a general overview of performance. Aggregated dashboards are useful in identifying overall trends in performance over time and show if your company's performance has been improving or declining during this period.

Below are examples of MSPF Aggregated Dashboards

MSPF Benchmark - Aggregated Sales Cost %

Legend: B1/4, Median, BIC, Sales Cost %

- B1/4: 40.9%
- Median: 43.7%
- BIC: 51.1%
- Sales Cost %: 3.4%

10 minutes ago   10 minutes ago

MSPF Benchmark - Aggregated G&A Cost%

Legend: B1/4, Median, BIC, G&A Expense %

- B1/4: 28.8%
- Median: 23.4%
- BIC: 21.8%
- G&A Expense %: 55.2%

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EBITDA

MSPF Benchmark - Aggregated EBITDA %

Legend: B1/4, Median, BIC, EBITDA %

- B1/4: 0.5%
- Median: 8.5%
- BIC: 18.1%
- EBITDA %: 0.5%

MSPF SLI Mapping by Month Dashboard

The MSPF monthly dashboards present data over months to identify and analyze trends and patterns in SLI performance during shorter time periods. These dashboards are useful for identifying seasonal or cyclical patterns in your company's performance. It highlights if performance is consistently better or worse during certain months of the year.

MSPF SLI Benchmark - Service Gross Margin % by Month

Legend: Services Gross Margin, B1/4, Median, BIC

SGM %

- May 2022: 65.2% (51.1%)
- Jun 2022: 61.0% (51.1%)
- Jul 2022: 51.0%
- Aug 2022: 56.0% (51.1%)
- Sep 2022: 51.1%
- Oct 2022: 57.6% (51.1%)
- Nov 2022: 60.3% (51.1%)
- Dec 2022: 51.1%
- Jan 2023: 56.0% (51.1%)
- Feb 2023: 51.1%
- Mar 2023: 57.7% (51.1%)
- Apr 2023: 88.7% (51.1%)

5 minutes ago   5 minutes ago

MSPF SLI Benchmark - Product Gross Margin % by Month

Legend: Product Gross Margin %, B1/4, Median, BIC

Default Y

- May 2022: 18.1% (43.4%)
- Jun 2022: -49.9% (43.4%)
- Jul 2022: 43.4%
- Aug 2022: 56.5% (43.4%)
- Sep 2022: 16.3% (43.4%)
- Oct 2022: 14.3% (43.4%)
- Nov 2022: 7.3% (43.4%)
- Dec 2022: (43.4%)
- Jan 2023: 11.3% (43.4%)
- Feb 2023: (43.4%)
- Mar 2023: 24.0% (43.4%)
- Apr 2023: 14.2% (43.4%)

5 minutes ago   5 minutes ago

MSP Finance Team Financial Metrics Dashboard

This dashboard provides insights into your company's overall profitability and efficiency using data on Expenses, Revenue, Labor Hours, and Labor Costs. As a business owner or service manager, you have a bird's eye view of the company's financial performance. You can identify trends and issues that are important in making informed and timely decisions. You can filter this dashboard by date range and drill through most widgets to view the breakdown of calculations and more details.

Below are the available widgets in this dashboard.

Gross Margin

The Gross Margin card number widget shows the overall gross margin for the selected date range and has a corresponding line graph that shows the trend of Gross Margin for the last 6 months.

Gross Margin is Revenue minus Cost of Goods Sold (COGS) expressed as a percentage of Revenue: **Total Revenue - Total COGS) / Total Revenue**.

Data source: Xero P&L (SLI-Mapped) - for Revenue, COGS

Expense Margin

The Expense Margin card number shows the overall expense margin for the selected date range. It is the ratio of Expenses and Revenue: **Total**


Expenses / Total Revenue.

Data source: Xero P&L (SLI-Mapped) - for Revenue, Expenses

Debtor amount over 60 days as % of Receivables

The Debtor amount over 60 days as % of Receivables card number shows the total of debts aging for more than 60 days. The data shown on this widget adjusts according to the selected date range. The value is computed as the ratio of Overdue Invoices and all Aged Receivables: **Total of Invoices aging over 60 days / Total Aged Receivables**.
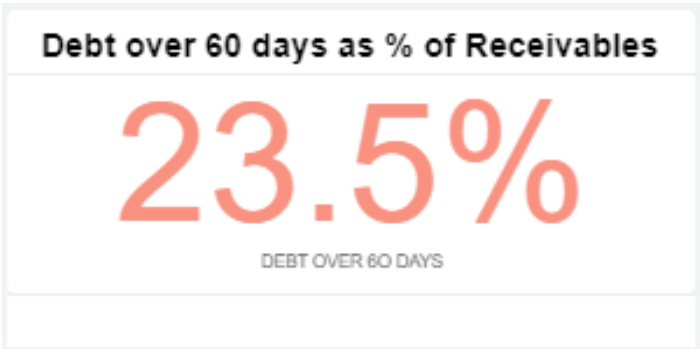
Data source: Xero Invoices - for Debt > 60 days, Total Aged Receivables

Normalized EBITDA

The Normalized EBITDA table shows Normalized Earnings before Interest, Taxes, Depreciation, and Amortization (EBITDA) for the last 6 months. It is computed as the ratio of Overdue Invoices and all Aged Receivables: **Revenue + ITDA - Expense - COGS - Contributions & Drawdown**

Normalized EBITDA

| Month	COGS	Contrib & Drawdown	Expense	Revenue	ITDA	Normalized EBITDA	
Aug 2022	0	1,152	79,396	134,082	0	53,534	
Jul 2022	0	917	46,818	66,777	0	19,042	
Jun 2022	0	1,012	80,678	75,346	0	-6,344	
May 2022	0	975	79,789	109,047	0	28,284	
Apr 2022	0	1,034	45,793	65,071	0	18,245	
Mar 2022	0	988	84,456	57,804	0	-27,641	

Data sources:

- *Xero P&L (SLI-Mapped) - for COGS, Expenses, Revenue, Interest, Taxes, Depreciation, Amortization*
- *Teams - for Contributions & Drawdowns*

% Billable Professional Utilization

The % Billable Professional Utilization is a table and a line graph showing the percentage of Billable Professional Hours that are billable for the last 6 months. Its formula is **Total Billable Hours / Total Worked Hours**. Total Worked Hours is the total logged hours.

% Billable Professional Utilization Trend
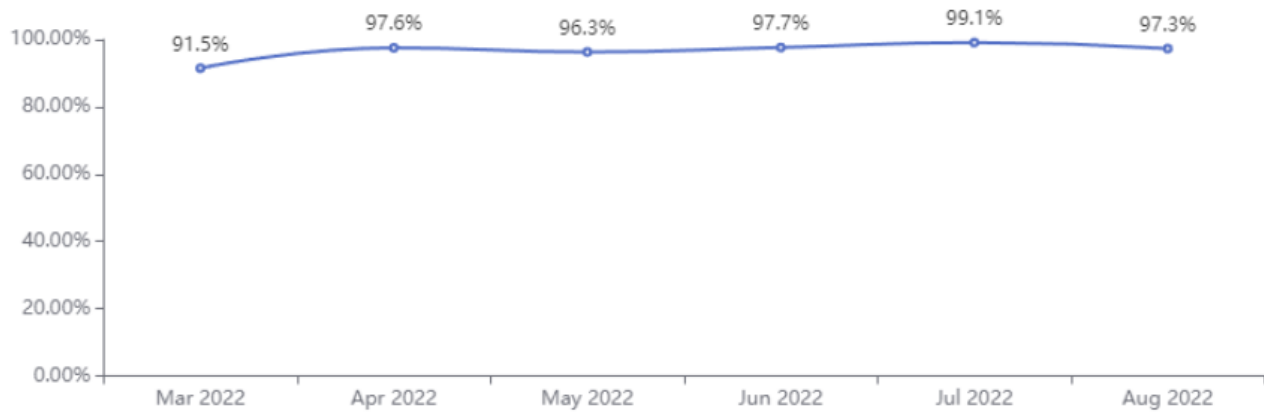
## % Billable Professional Utilization

Months	Billable Hours	Total Worked Hours	% Billable Professional Utilization	
Aug 2022	783	805	97.3%	
Jul 2022	662	668	99.1%	
Jun 2022	542	555	97.7%	
May 2022	620	643	96.3%	
Apr 2022	554	568	97.6%	
Mar 2022	696	761	91.5%	

Data source: ConnectWise Manage Time Entries - for Billable Hours, Worked Hours

Total, Service, and Non-Service Revenue Trend

Total, Service, and Non-Service Revenue Trend is a mixed chart displaying a column chart for Service and Non-Service Revenues and a line chart for Total Revenue. The data shown in this chart is for the last 6 months.
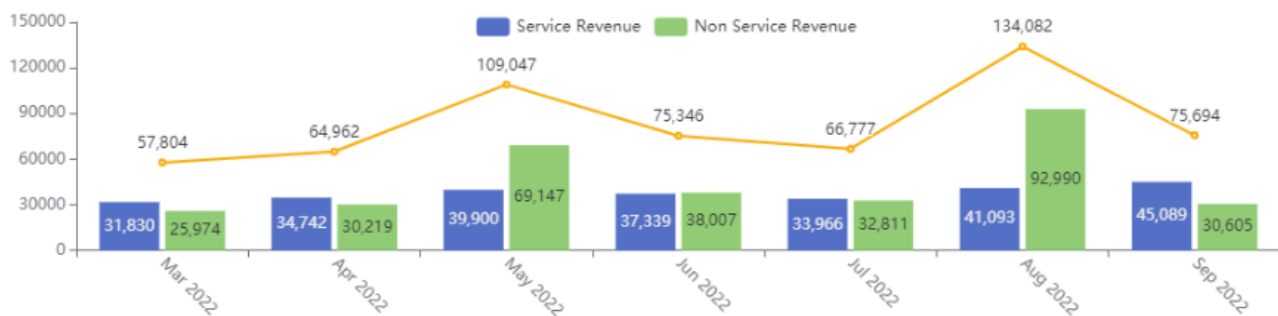
Data source: Xero P&L (SLI-Mapped) - for Services One Time Revenue, Monthly Recurring

Revenue per Endpoint Trend

Revenue per Endpoint Trend is a bar graph and a table that shows the ratio of Revenue and number of Endpoints for the last 6 months. It uses the formula **Total Revenue / Total Count of Endpoints.**

Revenue per Endpoint Trend

Revenue per Endpoint

Month	Revenue	Endpoints	Revenue Per Endpoint
Aug 2022	134,082	87	1,541
Jul 2022	66,777	38	1,757
Jun 2022	75,346	18	4,186
May 2022	109,047	7	15,578
Apr 2022	65,071	4	16,268
Mar 2022	57,804	4	14,451
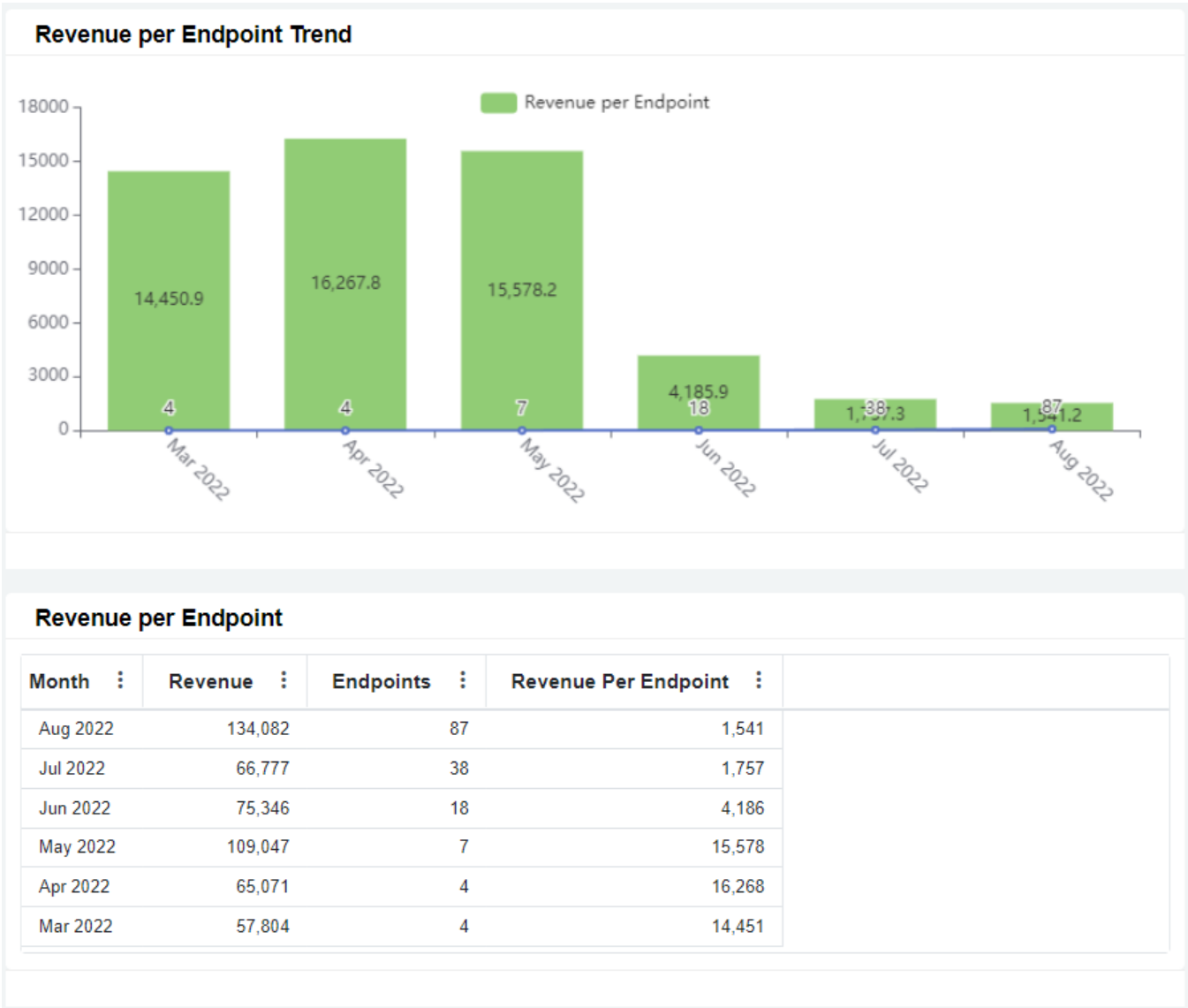
Data sources:

- *Xero P&L (SLI-Mapped) - for Revenue*
- *MSP Finance Endpoints Form (MSPbots App) - for Count of Endpoints*

Avg. Billable Professional Compensation

Avg. Billable Professional Compensation is a table and a line graph showing the Average Compensation per Billable Professional for the last 6 months. It uses the formula **(Direct Wages + PAYE) / Count of Billable Professionals**

NOTE: This chart uses Direct Wages in the calculation because PAYE in the dataset is 0.

Avg. Billable Professional Compensation Trend
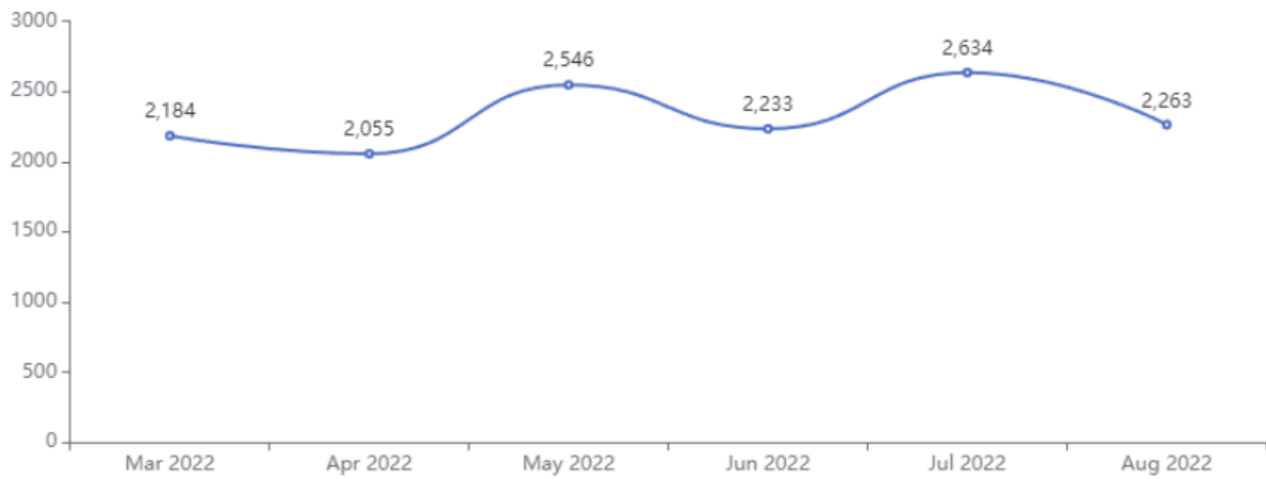
Avg. Billable Professional Compensation

Month	Direct Wages/PAYE	Total Users	Average Billable Professional Compensation	
Aug 2022	13,576	6	2,263	
Jul 2022	13,170	5	2,634	
Jun 2022	11,166	5	2,233	
May 2022	10,184	4	2,546	
Apr 2022	10,276	5	2,055	
Mar 2022	10,918	5	2,184	

Data sources:

- *Xero P&L (SLI-Mapped) - for Direct Wages, PAYE*
- *Teams - for Count of Billable Professionals*

Service Revenue per Billable Professional

The Service Revenue per Billable Professional widget is a table and a line graph showing the average Service Revenue generated per Billable Professional for the last 6 months. It uses the formula **Total Service Revenue / Count of Billable Professional**.

Service Revenue per Billable Professional Trend
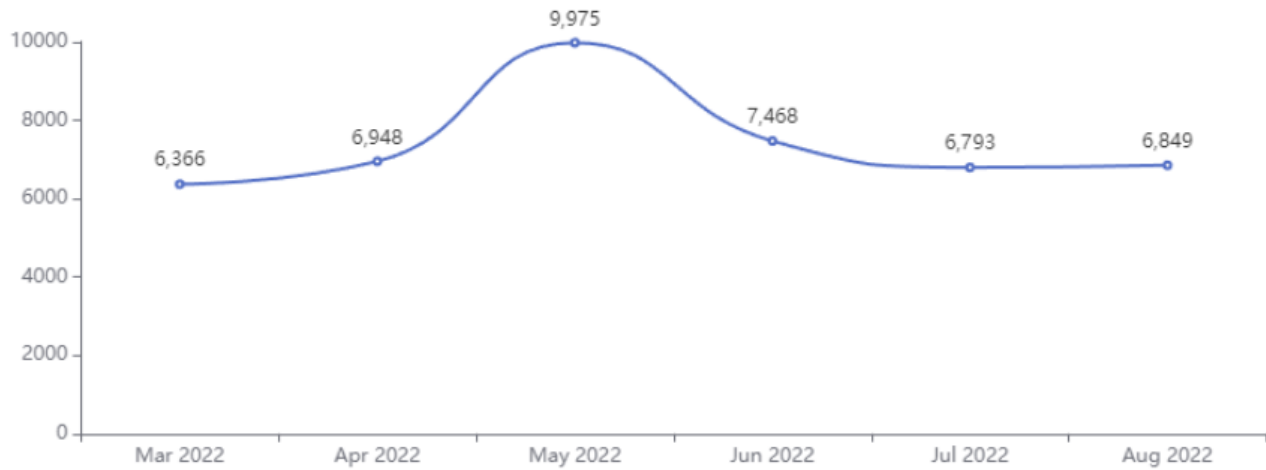
Service Revenue per Billable Professional

Month	Service Revenue	Total Users	Service Revenue per Billable Professional
Aug 2022	41,093	6	6,849
Jul 2022	33,966	5	6,793
Jun 2022	37,339	5	7,468
May 2022	39,900	4	9,975
Apr 2022	34,742	5	6,948
Mar 2022	31,830	5	6,366

Data sources:

- Xero P&L (SLI-Mapped) - for Services One Time Revenue, Monthly Recurring
- Teams - for Count of Billable Professionals

Service Revenue to Direct Wages

Service Revenue to Direct Wages is a mixed chart and a table showing the Service Revenue, Direct Wages, and their ratio for the last 6 months. It uses the formula **Service Revenue / (Direct Wages + PAYE)**.

Service Revenue to Direct Wages Trend
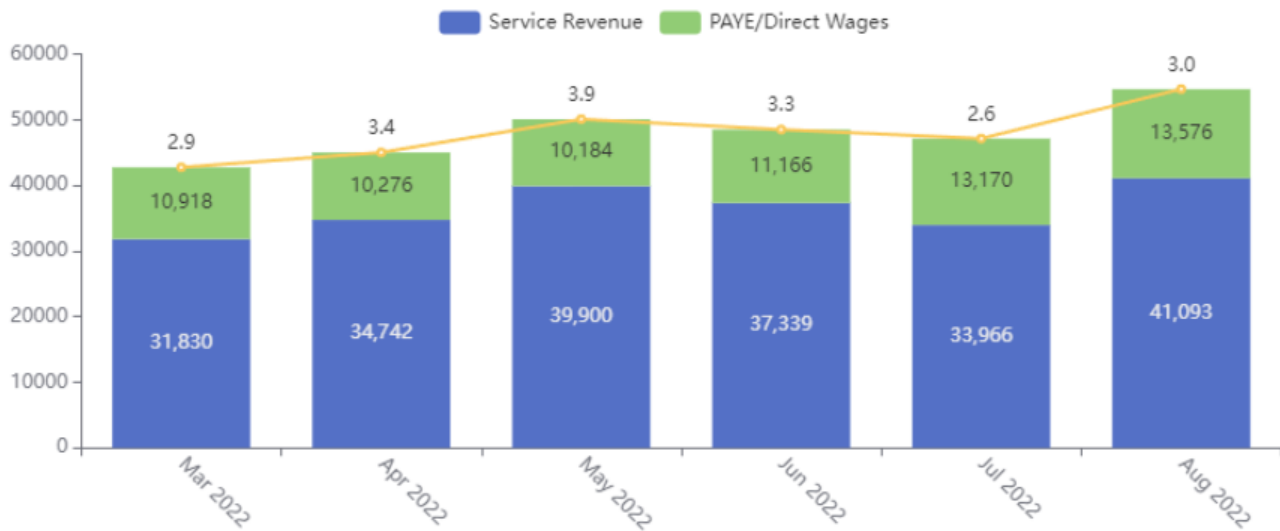
Service Revenue to Direct Wages

Months	Direct Wages/PAYE	Service Revenue	Service Revenue to Direct Labor Cost Ratio
Aug 2022	13,576	41,093	3.0
Jul 2022	13,170	33,966	2.6
Jun 2022	11,166	37,339	3.3
May 2022	10,184	39,900	3.9
Apr 2022	10,276	34,742	3.4
Mar 2022	10,918	31,830	2.9

Data source: Xero P&L (SLI-Mapped) - for MRR Revenue, Services One Time Revenue, Direct Wages, PAYE

MSP Finance Team Financial Benchmarking Dashboards

The MSP Finance Team Financial Benchmarking Dashboards measure your company's metric up to a set of SLI-based benchmark values to see where the metric compares over a certain period(s). For each metric, your company's performance is shown alongside the MSP benchmarking categories Bottom 1/4, Average or Median, and Best in Class (BIC) Average. You can filter these dashboards by date range and drill through most widgets to view more details and breakdowns.

Read more about SLI and MSP Finance Team Financial Benchmarking in *How are the metrics and benchmarks calculated?*

MSPF Benchmark - Gross Margin generated per $1 Sales

This card number shows the overall Gross Margin generated per $1 of Sales & Marketing Expenses for the selected date range. It uses the formula **(Total Revenue - Total COGS) / Total Sales & Marketing Expenses**.

## MSPF Benchmark - Gross Margin generated per $1 Sales

68.0

Bottom 1/4: 4.67 Median: 5.94 Best In Class: 7.93

Data source: Xero P&L (SLI-Mapped) - for Revenue, COGS, Sales & Marketing Expenses
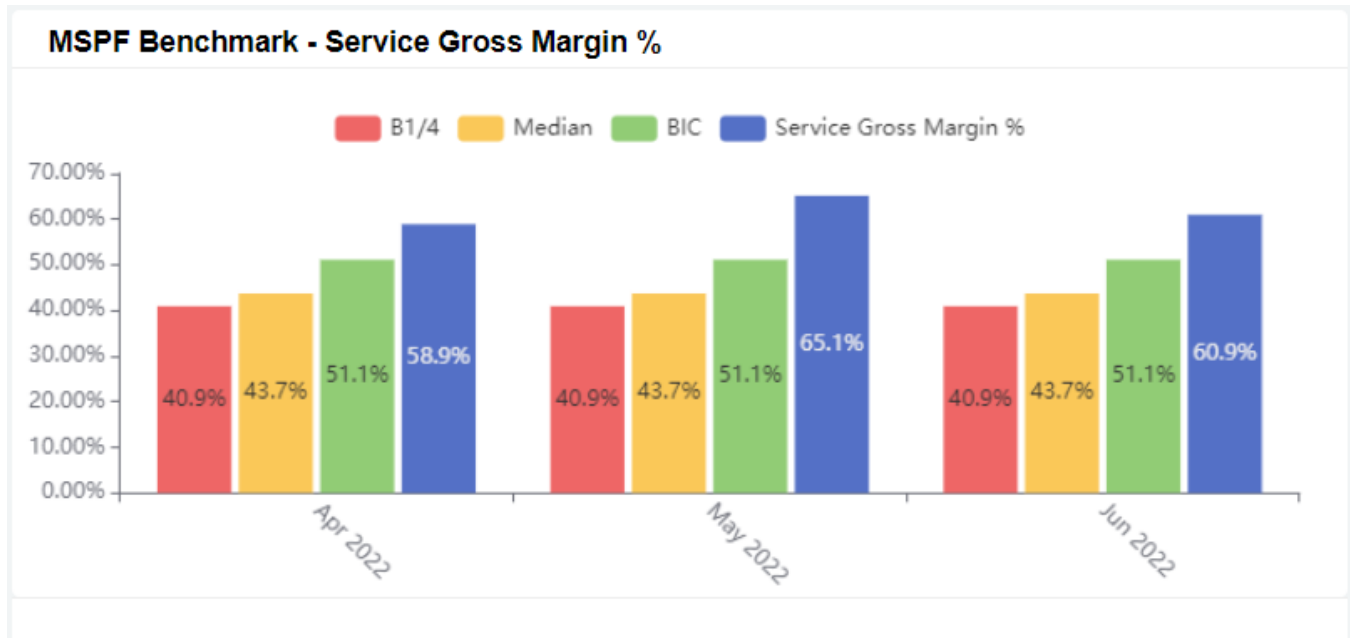
MSPF Benchmark - Blended Gross Margin %
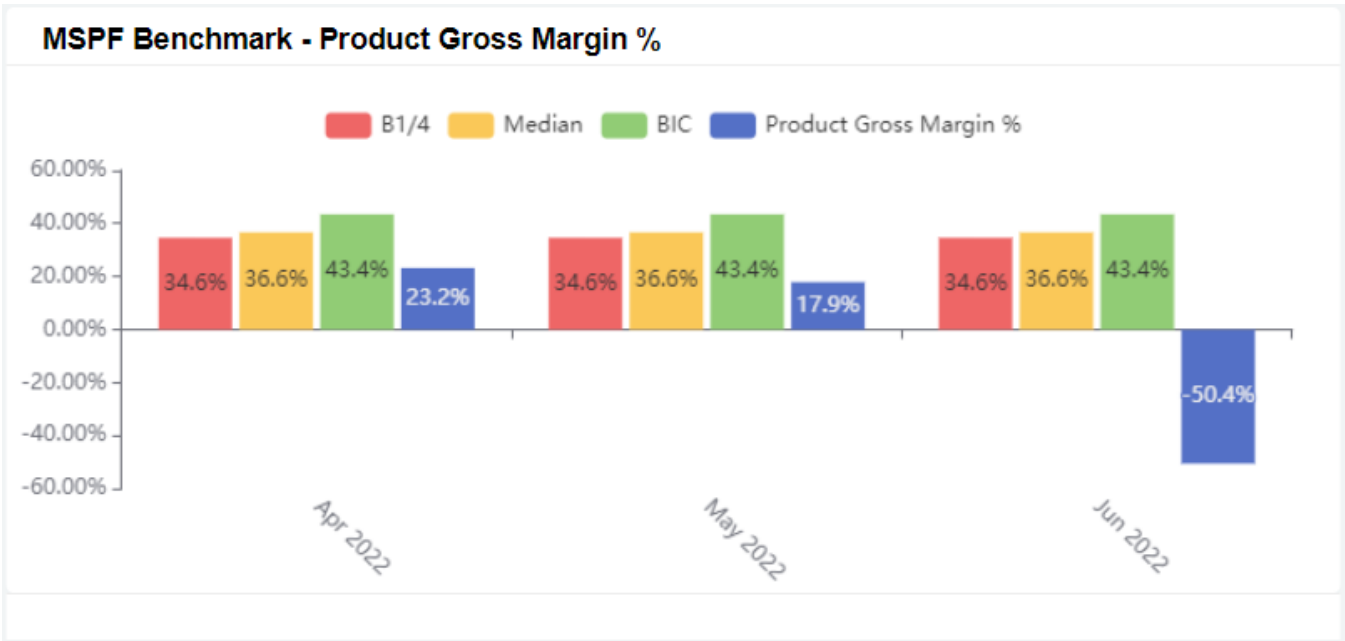
This bar graph provides a benchmark for Gross Margin and shows monthly data for the selected date range. It uses the formula **(Total Revenue - Total COGS) / Total Revenue**.
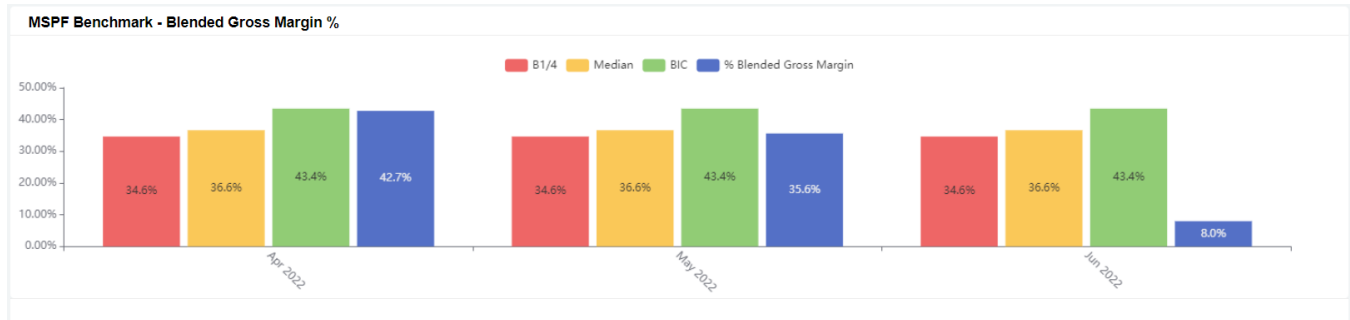
Data source: Xero P&L (SLI-Mapped) - for Revenue, COGS

MSPF Benchmark - Service Gross Margin %

This bar graph provides a benchmark for Gross Margin and shows monthly data for the selected date range. It uses the formula **(Service Revenue - Services COGS) / Service Revenue**.

Data source: Xero P&L (SLI-Mapped) - for Service Revenue, Service COGS
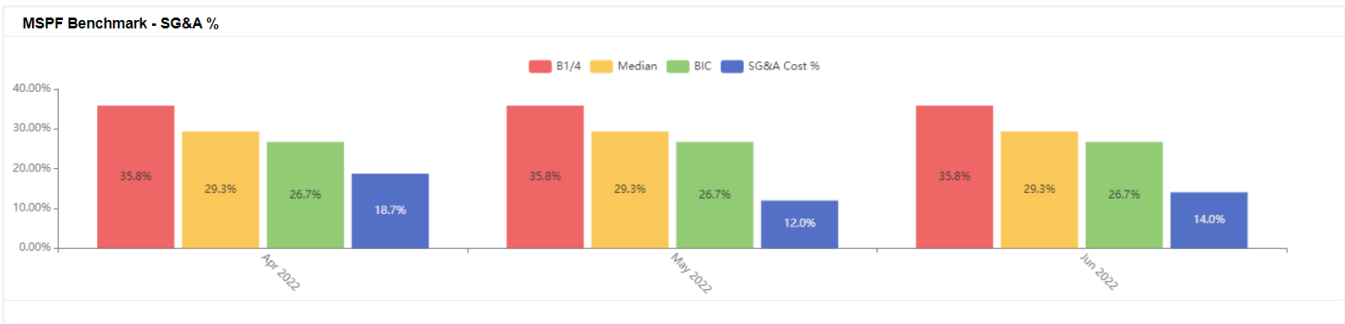
MSPF Benchmark - Product Gross Margin %

This bar graph provides a benchmark for Product Gross Margin and shows monthly data for the selected date range. It uses the formula **(Product Revenue - Product COGS) / Product Revenue**.

Data source: Xero P&L (SLI-Mapped) - for Product Revenue, Product COGS

MSPF Benchmark - SG&A %

This bar graph provides a benchmark for Selling, General, and Administrative Expenses (SG&A) as a % of Total Expenses and shows monthly data for the selected date range. It uses the formula **SG&A Expenses/ Total Expenses**.
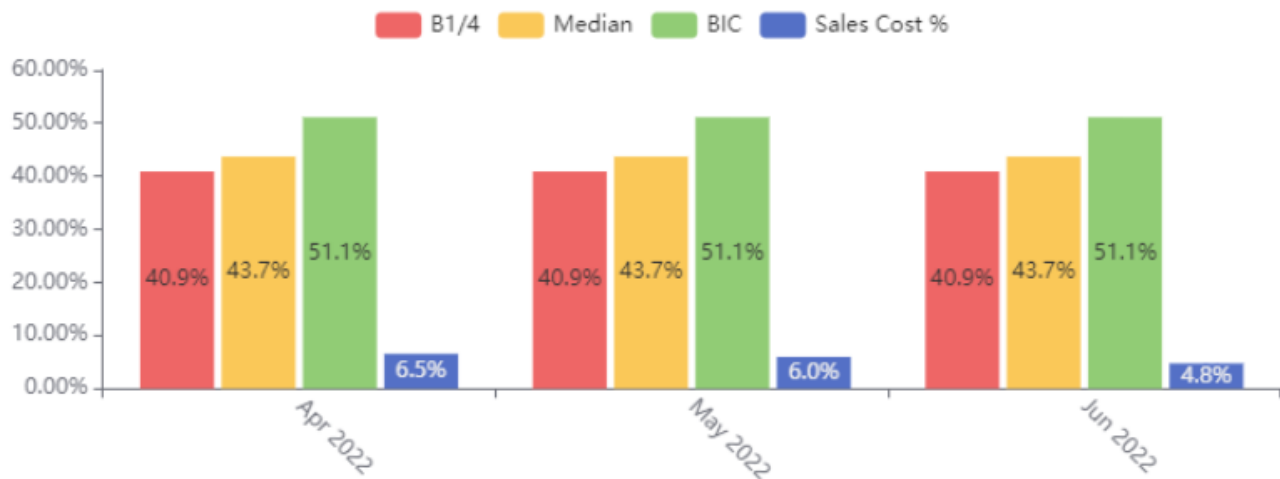

Data source: Xero P&L (SLI-Mapped) - for SG&A Expenses, Total Expenses

MSPF Benchmark - Sales Cost %

This bar graph provides a benchmark for Sales Expenses as a % of Total Expenses and shows monthly data for the selected date range. It uses the formula **Sales Expenses / Total Expenses**.
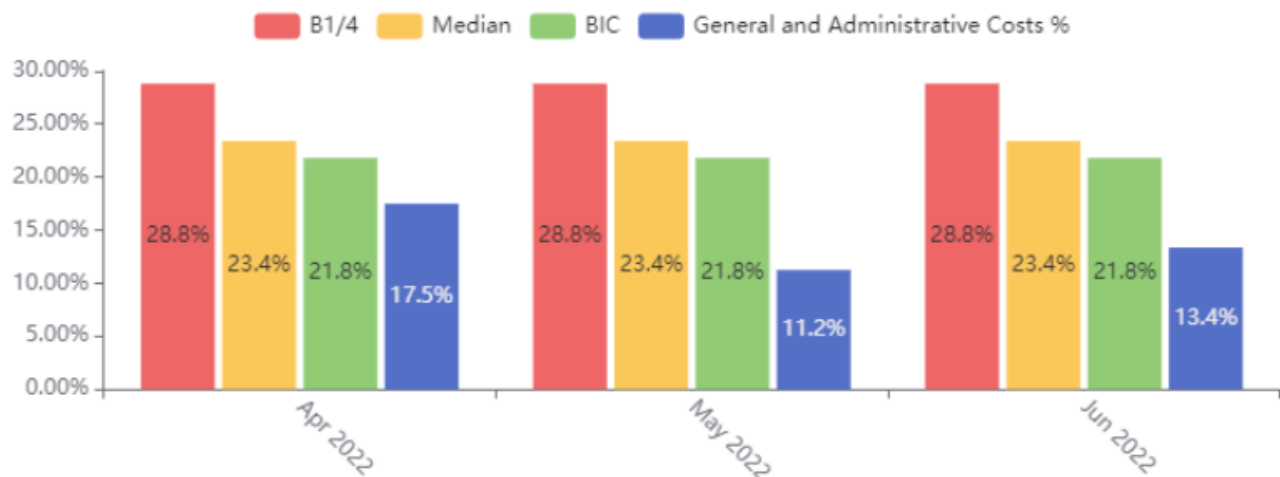
MSPF Benchmark - Sales Cost %

Data source: Xero P&L (SLI-Mapped) - for Sales Expenses, Total Expenses

MSPF Benchmark - G&A Cost%

This bar graph provides a benchmark for General and Admin Expenses as a % of Total Expenses and shows monthly data for the selected date range. It uses the formula **General and Admin Expenses / Total Expenses**.
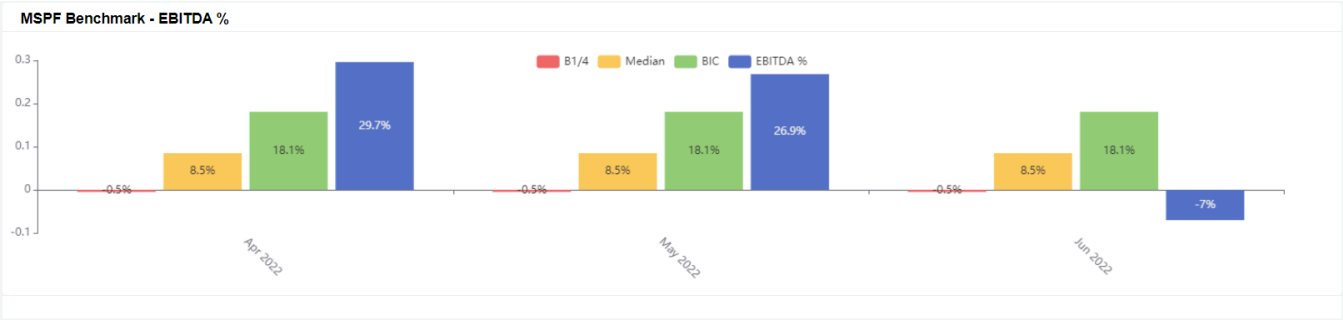

Data source: Xero P&L (SLI-Mapped) - for General and Admin Expenses, Total Expenses

MSPF Benchmark - EBITDA %

This bar graph provides a benchmark for Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) as a % of Total Revenue. It shows monthly data for the selected date range and uses the formula **(Revenue - Expense) / Total Revenue**.

MSPF Benchmark - EBITDA %

Data source: Xero P&L (SLI-Mapped) - for Expenses, Revenue

Related Topics

- MSP Finance Team Financial Metrics and Benchmarks Suite
- MSP Finance Team Financial Forecasting