

# Unlock Unmatched Cost & Profit Analysis with WayPoint Analytics

If you've been managing costs using spreadsheets or other internal systems, you already understand the complexity of allocating costs across products, customers, and services. However, no matter how sophisticated your manual systems are, they simply can't keep up with the scale and precision that WayPoint provides. What might take you hundreds of calculations, WayPoint accomplishes with hundreds of millions, delivering comprehensive, actionable insights that manual efforts simply cannot achieve.

## The Struggles of Internal Costing Systems

You know what needs to be done: assigning costs, tracking profitability, and ensuring every dollar is accounted for. But trying to distribute costs across multiple dimensions using spreadsheets is overwhelming and time-consuming. This is where WayPoint steps in. The system automates the entire process, freeing your team from manual data entry and allowing them to focus on what truly matters—analyzing and driving profitability.

WayPoint does what you'd do if you had unlimited time and resources. It handles everything from the smallest transaction to the most complex cost structures, using years of specialized development to deliver insights that will help your business thrive.

## How the Costing System Works

- 1) **Data Collection:** The process begins with your company's invoice data and general ledger (G/L) account values for a specific timeframe. This data forms the foundation for all calculations.
- 2) **Detailed Cost Breakdown:** Where the company G/L has division, location, or department detail, the system uses that information to precisely assign costs. If the G/L lacks this level of granularity, companies can provide schedules to break down the costs, ensuring that warehousing costs or sales expenses, for example, are attributed correctly.
- 3) **Smart Cost Distribution:** The system distributes each cost directly to the appropriate invoices. For instance, warehouse costs are allocated to the orders shipped from specific warehouses, while sales reps' expenses are linked to the sales they generate. This ensures that all costs are assigned to the transactions that caused them, providing complete accuracy.
- 4) **Precision Mechanisms:** The system applies cost distributions based on the most appropriate scaling factors, whether it's revenue, CoGS, gross profit, invoice line, shipment, or even customer order. This flexibility allows the cost distribution methods to be tailored to your specific business model.

- 5) Complete Cost Allocation: One of the most powerful capabilities of the system is ensuring that 100% of your company's costs are distributed. Every dollar is accounted for, giving you total clarity on where expenses are incurred.
- 6) Granular Profitability Analysis: The system provides profit visibility down to the invoice line level. Profitability can then be aggregated at any level—by invoice, shipment, customer, product, branch, or sales territory. This gives you a complete picture of profitability, enabling informed and strategic decisions.

## Granular Costing, Tailored to Your Business

The costing capabilities go beyond standard systems, offering a level of precision that is unparalleled. Costs are not only allocated based on standard metrics like revenue or CoGS but can also be distributed by factors such as weight, transport time, or item quantity. For example:

- **Warehouse costs** are allocated based on the orders shipped from each specific location.
- **Fleet and carrier costs**, such as those for UPS, FedEx, or USPS, are assigned to the orders they fulfill.
- **Transport costs** can be distributed by mileage, time in transit, or shipment volume.

Whether you're tracking sales rep expenses, warehouse overhead, or delivery fees, this system gives you the tools to distribute every cost with pinpoint accuracy.

Additionally, the system honors all the discipline you've put into your G/L coding, utilizing division, location, and department detail where it exists. It also uses supplemental

schedules to allocate costs like marketing expenses, vendor rebates, or credit card fees. No matter your business model—sales, service, rental, or engineering—the system adapts to your needs and provides precise, tailored insights.

## Hierarchical Reporting for Unmatched Insights

One of the system's most powerful features is its ability to recognize and report on hierarchies within your data. Whether your organization is structured by region, product, or supplier, it can provide detailed reports at every level. This capability allows you to aggregate costs and profitability across any dimension you choose. For example:

- Company > Division > Region > District > Branch > Territory
- Product Class > Category > Line > Item
- Supplier > Group > Line > Product

This flexibility enables you to analyze and compare profitability across territories, branches, product lines, and more. It equips you to make informed decisions about where to invest resources and how to improve performance across your business.

## Empowering Analysts with the Best Tools

WayPoint is the ultimate tool for analysts. In today's business environment, many analysts are stuck working with spreadsheets, manually crunching numbers, and producing only basic reports. Without the right tools, even the best analysts are limited in their ability to deliver high-value insights. This system changes that.

With comprehensive cost and profit data already calculated, analysts can focus on analyzing the data, exploring trends, and developing actionable insights. No time is wasted on

manual calculations or data entry. Instead, analysts can dig deep into the numbers, uncover opportunities, validate strategies, and create actionable plans.

**"An analyst without an analytical system is like an accountant without an accounting system."**

By equipping analysts with a powerful analytical system, companies enable them to maximize their potential and create significantly more value. Analysts can prioritize high-value areas, track improvements, and develop strategies that directly impact profitability.

## Conclusion: Equip Your Business for Success

For any organization seeking to understand costs and drive profitability, WayPoint provides the ultimate solution. It takes what would otherwise be an overwhelming task and automates it with precision. The system's comprehensive costing and profit visibility—down to the invoice line level—empowers your team to make informed, data-driven decisions.

Analysts and financial teams using this system don't just crunch numbers—they uncover opportunities, strategize effectively, and drive profitability. The depth of data, flexibility in cost distribution, and powerful reporting capabilities make this system an essential tool for any business serious about growth and profitability.

With WayPoint Analytics, your team is equipped to focus on what matters most: driving long-term profitability and success across every level of your business.



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