

 westbrook-parker | 6313 Lake Ivanhoe way

Westbrook-Parker Monthly Report

January 2016

# Executive Summary

During the 4th quarter, Westbrook-Parker showed continued growth and exceeded profit expectations. The new year is starting strong, with January 2016 proving to be a profitable month.

Database software sales are up by 13%, subscriptions to our online database management applications are up by 21%, and capital expenditures in the marketing department have decreased since the 3rd quarter.

At the beginning of the month, Brent Summerfield (formerly Business Systems Manager) was promoted to the role of Vice President. Patrick Jarvis assumed the role of Web Developer in order to grow and troubleshoot our online database applications. This has effectively freed up the software development team to focus on database solutions that will continue to meet our clients’ demands. The sales team also hired an additional salesperson and acquired 13 new clients, including four schools, three nonprofits, and six businesses.

Clients report their satisfaction with the flexibility that our online database applications continue to afford them. The marketing department plans to study usage trends throughout the 1st and 2nd quarters so that the software development team can tailor our offerings to best meet demands. Marketing and sales trends indicate that our overall growth will continue.

Westbrook-Parker has been invited to present at this year’s XLDB Conference as well as the International Symposium on High-Performance Computer Architecture. The presentation will be on how to apply creative solutions to the increasing demands that clients place on database systems. The two speakers to attend the conference on behalf of Westbrook-Parker will be announced at next month’s staff meeting.

Westbrook-Parker also received the January 2016 Editor’s Choice Award from PCNews.com for its easy-to-use and intuitive interface – both as an online application and as a software package. President Nicole Ramirez and Senior Software Developer Petra Schmidt accepted the award on behalf of our creative and resourceful software development team.

# Updated Chain of Command

The updated chain of command is effective January 2016. If a manager is not available due to extenuating circumstances, then problems or concerns should be directed to the next manager up in the chain.

# Monthly Revenue

### By Client

|  |  |  |
| --- | --- | --- |
| Clients | Quarter 4 | Quarter 1 |
| Union Grove Public Schools | $42,600 | $53,600 |
| Jarvis Unified School District | $31,200 | $42,400 |
| Mellon Foundation | $16,000 | $19,000 |
| Right Hand International | $5,200 | $6,400 |
| DigiPaws.com | $3,600 | $4,400 |
| McDowell Plants | $2,400 | $4,600 |
| Spaulding Doors | $12,400 | $13,600 |
| J.F. Property Management | $64,500 | $68,319 |
| Central College System | $86,024 | $92,050 |

### Database Web Applications

|  |  |  |
| --- | --- | --- |
| Applications | Quarter 4 | Quarter 1 |
| DataFielder | $118,656 | $121,975 |
| DataHoop | $152,011 | $167,004 |
| DatabaseReporter | $52,733 | $57,840 |
| RounData | n/a | $48,650 |

# Clients Overview

The company added 13 new clients to its roster between December 2015 and January 2016.

### New Clients

* Candy Coaters and Shakes Ice Cream Parlor
* Firehouse Dalmatian Rescue
* Fly by Day Events
* General T. Sanders High School
* Homes and Hope Charity
* Julia A. Clark Middle School
* Little Jumpers Equestrian Squad
* Mason-Bowers Editing and Proofreading
* Peterson’s Precision Landscaping
* Shepard, Smith, & Wolfe
* Tillie’s Breakfast and Grill
* Wakanda Middle School

Of the list above, four of the clients are schools, three are nonprofits, and six are small to medium-sized businesses. New categories of business clients we serve include landscaping, event planning, law firms, and editing houses.

# Revenue Projections

Summary:

* 7 out of 9 clients are projected to increase revenue during Quarter 2
* 2 clients, J.F. Properties and digipaws.com are expected to see decreases in revenue.
* Additional support should be sent to J.F. Properties and digipaws.com during Q1
* Detailed projection analysis needs to occur for J.F. Properties and digipaws.com
* Continued support should continue for Mellon, Spaulding, and Right Hand who are showing steady, but slow growth

# Web App Projections

|  |  |  |
| --- | --- | --- |
| Applications | Quarter 2 | Quarter 3 |
| DataFielder | $130,281 | $131,294 |
| DataHoop | $175,235 | $171,274 |
| DatabaseReporter | $58,928 | $59,134 |
| RounData | $51,238 | $52,650 |