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enhancements to its flagship ProfitCents platform, a suite of web-based financial analysis solutions used by thousands of accountants and business consultants.

Isaac M. O'Bannon • Apr. 17, 2014



The financial information and analysis company Sageworks has made several enhancements to its flagship ProfitCents platform, a suite of web-based financial analysis solutions used by thousands of accountants and business consultants. The changes are meant to streamline the user experience and provide increased accessibility from mobile devices while offering added customization so that ProfitCents customers can better meet their clients' needs and win new engagements.

Key enhancements include:

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“Users will still receive the clear, concise and accurate financial reporting that they have come to expect from Sageworks, but the delivery method has been dramatically improved,” said Scott Ogle, Chief Executive Officer of Sageworks. “We have redesigned the product to have a much more intuitive interface and more dynamic functionality, allowing for highly customizable reports that speak directly to the needs of our customers and their clients.”

The new ProfitCents features simpler, task-based navigation and easy access to recent reports. It provides the flexibility to run a financial analysis report or to add and edit financial information directly from the home screen, and allows users to access, edit and share reports from both tablets and smartphones.

Users will have access to new ways of customizing financial analysis reports that will differentiate their firm from the competition. Advisors can customize the automated, narrative reports to evaluate and track the specific metrics of most interest to their clients (such as overhead or operating cash flow), making it easier for clients to understand and use complex information to make better financial decisions.

A customer-first focus led Sageworks to add a new digital help center to make sure that customers receive assistance when and where they need it. The help center includes tutorials, FAQs and more. The new ProfitCents is easier than ever to use, but should users have any questions, walkthrough videos with step-by-step instructions are available to guide them through the product, and live phone support remains available for more specialized questions and trainings.

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