Benefit of using Figured	What this means for your customers
Technology Figured is cloud-based software, and while other solutions have their data and reporting in the cloud, the actual software is not.	● **Continuous product improvement** Because of the agility and speed of development and deployment, Figured are continuously releasing small improvements, whereas other solutions release a lot of changes all at once, one or two times a year. Figured's releases require no action on the part of the users. ● **Less drain on data** Being cloud-based means that Figured is much lighter on data usage than other solutions. ● **Compatible with more hardware** Most solutions require a software download that is not compatible with Mac (Apple) products, whereas Figured can be used on any device with an internet browser.
Single ledger Figured allows the whole farming team to access one system with real-time data in one place.	● **Same system for farmer and accountant** Figured allows your accountant to produce end of year reporting out of the same system that the farmer uses to input day to day data. ● **Seamless transfer of data** With Figured, data doesn't have to be transferred between systems, so everyone is always looking at same numbers. With other rural solutions,

your accountant might be using a different accounting system, so data will have to be uploaded to their system.

- **Xero integration**
  Figured integrates with Xero Cashbook which offers an improved user experience over other solutions, with daily bank feeds, monthly rural feeds, mobile on-the-go bank coding and file storage - get rid of the receipt shoe box!

Usability
Figured is simple, easy to use, accessible from anywhere on any device by anyone in the farm management team.

- **Easy to use interface**
  Because Figured has been built with up to date technology using an established template (Xero), users find the interface is cleaner and more user-friendly than other solutions. Figured have User Experience designers who make product improvements based on customer feedback.
- **Responsive support**
  Users can contact Figured support team directly from within the software.
- **Accessibility**
  Anyone in the farming team can log in to Figured from anywhere that they have access to an internet browser; there is no reliance on having software loaded to a device. Can be used on any device - tablet or mobile phone.

Understanding cashflow & profit
Figured software also works out real-time profit and loss position based on timing of payments, so you can see monthly profit position as well as forecast balance sheet.

- **Truly understand your position**
  Accrual reporting helps with tax planning, and shows you your cashflow, as well as if you are making a profit. For example, you may sell a whole lot of capital stock, which makes your cashflow look good, but what impact does that have on forecast balance sheet and future profitability?

Connects the farming team

Trust and relationships are important to the farming community; Figured is designed to give the entire farming team access to the same information in one place so everyone is on the same page.

- **One source of truth**
  With Figured, your whole team have access to quality and agreed information to expedite decision making, whereas, other solutions require reconciliation of data from multiple sources.
- **One budget**
  Farmers, bankers and accountants can all work off the same budget.
- **Numbers you can trust**
  Looking at one version of the truth that each member has had a part in creating and shaping helps to establish trust between stakeholders.
- **More valuable conversations**
  Being able to view real-time data in Figured means the farming team can focus on what is coming up, rather than what has happened.

Future potential

- **The sky's the limit**
  Because of the flexibility of the architecture, future product development are not restricted.
- **Software integrations**
  Figured want to remove the need to input manual data that already exists elsewhere, for example, kill sheets. Figured has a system that will enable this in the future, and is something that has already started with the integration of Fonterra feeds.
- **Benchmarking**
  Real-time benchmarking is on the roadmap which is only possible with a technology platform such as Figured's.