

Allocation model for a professional services firm

Client Spotlight



Situation

This professional services firm offers a wide range of support and services to independent and small-practice financial professionals.

They struggled with account-level profitability analysis because all of their various services and overheads were not accurately allocated to the customer account level.

This client was already doing reporting in Power BI, so data was available in their workspaces.



Solution

Power BI was extended into an allocation planning model by allowing the various services and vendors to assign their hours and % of their contracts to end-customer accounts.

This would have been a difficult task for the FP&A team themselves, but by extending Power BI into an allocation tool, business partners were able to go into Power BI and directly edit their own allocations.



Results

The model automated the collection and consolidation of allocations keys, which then allowed for a more accurate and complete view of customer account profitability to be made.

This enabled smarter decision making, customer renewal negotiations, and overall better prioritization of the business' efforts to support their customer base.



A firm that provides specialized support and solutions for independent financial professionals, offering tools and resources to streamline business operations and enhance client services. Known for empowering advisors with technology, investment solutions, and business management support tailored to their needs.

Tags: allocations, professional services, customer level P&L reporting, accuracy

