The Product History report

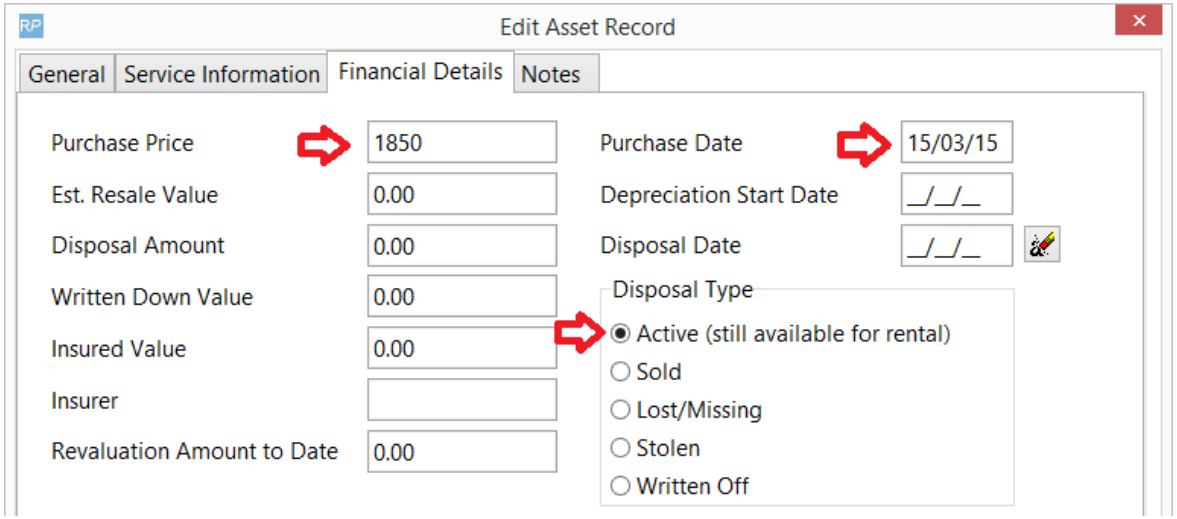
The Product History report retrieves information about past or future transactions for products. Details are compiled from both current and archived bookings. Other information such as Total Cost Value, Amount Earned and ROI figures are also displayed.

This report has several filters and scopes that can be adjusted to retrieve the desired information.

The report produces three types of statistics – 1. Return on investment, 2. Utilization and 3. Enquiry statistics *, these are colour coded to make it easy to recognise the group that the figures belong to.

Return on investment statistics
The Return on investment statistics help you make decisions on purchases and disposals based on how much a product has earned over it's expenses. The expenses are shown in red on the report and include sub rental and maintenance costs. There are Gross and Net return on investment percentages, the net return on investment figures are after the costs.

The average unit cost can be calculated by averaging the asset costs or the cost price of the product can be used, either option are selected in the setup -> parameters -> operational setup, the parameter is currently called "Reports use asset register or product master", you can find this parameter by using the search field in the operational setup parameters. The cost price used in the assets is labelled the purchase price in the asset properties.



The three fields that are relevant are the “purchase price”, “purchase date” and “Disposal Type”, the Disposal type must be Active (not sold, lost etc), the asset purchase price / cost will be used if the purchase date was before the end date of the report, in other words the report will not consider assets purchased after the report period, this would assume you are running a report on historical data.

The report will show the text “Asset register examined for quantity owned and average cost price” if the parameter “(as above) selects this option.

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Asset register examined for quantity owned and average cost price

Period from : 01/07/16 (inclusive)      to : 08/01/17 (exclusive)      No. of days in period : 191
Location : All
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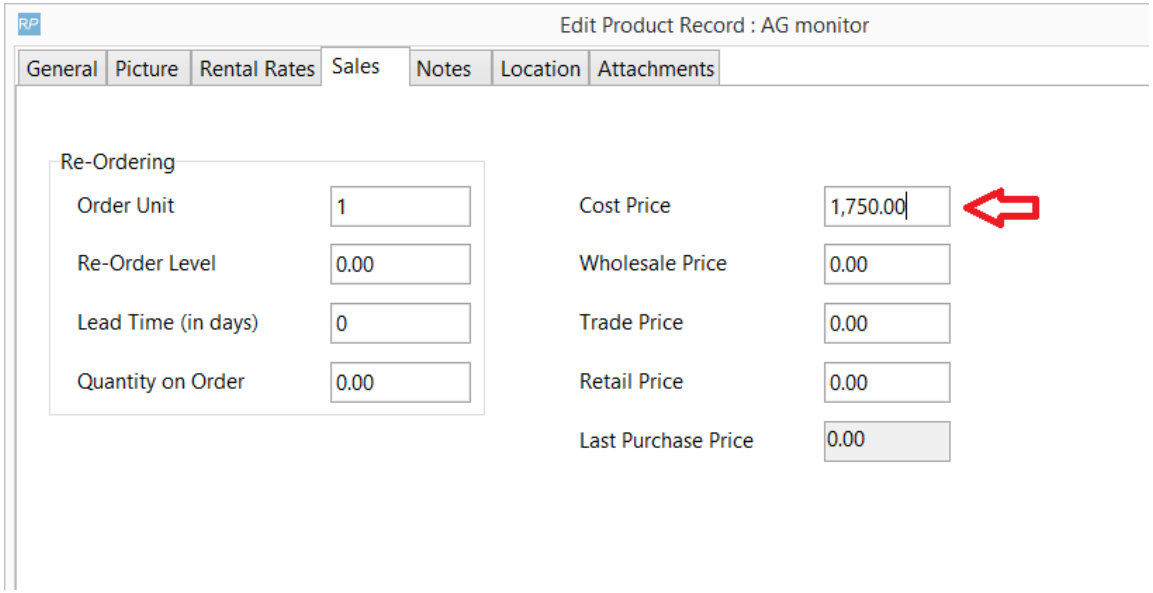
If the parameter is set to use the product cost then the cost price on the sales tab will be used, below is a screen snippet of the tab where the cost price field is –



Utilization figures

The utilization figures also help with purchase and sell off decisions.

The “max day avail” figure is a multiplication of the days that the report is covering times the number of product that is owned, so for example if the report is for one year and 3 are owned then 365 x 3 = 1095 max days available. The “Days rented” figure is the term in days that the product was out of the warehouse and not the days that it was charged for. The utilization percentage is simply the division of the max days available by the days rented figures.

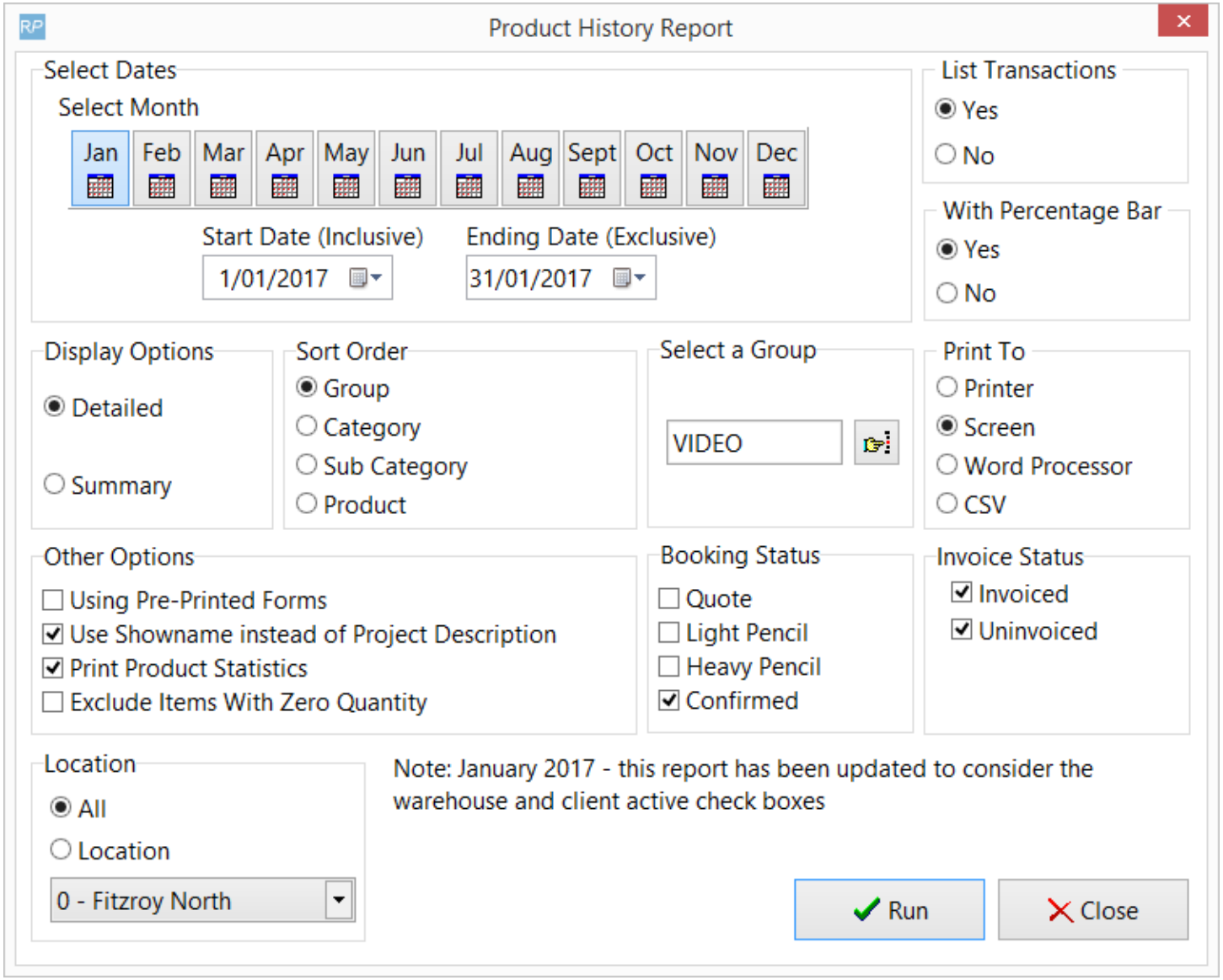
Enquiry Statistics

These statistics are gathered whenever a product is added to the equipment grid of the booking window, whether the booking is saved or not. So it gives an idea of what products clients are asking for (assuming you have a product that the operators can select from). The figures also show the number of times the product is “Fully” booked, which means in the example below that there were none available 4 times, if the quantity inquired on was 1 and the item was fully booked 4 times then the short column will also show 4, the short fall figure shows how many were short on average.

-- Enquiry Statistics ---

# Enq	Fully	Short	Ave. Short Fall
6	4	4	-1.0

The report window.



The report may be run on 4 different levels – Group folder (example – Video, Lighting, Audio etc), Category, Sub Category or product level.

If the product level is selected then you can select to see the transactions, this will list all the instances that the product was rented during the selected period.

“With percentage bar”, will add an extra 3 lines to each product, category and group totals with a graph of the ROI and Utilization percentages.

The “Display options” of detail or summary can be used on the group and category levels, if “detailed” is selected then the products will be listed as well as the group totals, if summary is selected then the products will not be listed and just the group totals will be shown.

The “Sort Order” radio group selects the level that the report is run on. Using the “Group” level can help you see which group of equipment is earning the best and worst ROI and therefore which group is worth investing more or less in. If one group is required for the report then the “Select a Group” field should have the required group selected, you can use this by clicking the search button next to the field.

“Booking Status”, this checkbox group defaults to confirmed, however the other boxes may be checked, this is useful when the report is used as a forecasting tool. For example you could check all these boxes and run the report against future bookings.

Here is an example of what the report returns. Note that there are several output options for the report such as CSV, which allow you to adjust the format of the report to your needs.

Report Display

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Asset register examined for quantity owned and average cost price

Period from : 01/07/16 (inclusive) to : 08/01/17 (exclusive) No. of days in period : 191
Location : All
For Booking Status : Confirmed
For Invoice Status : Invoiced and Uninvoiced

Group :VIDEC - Video equipment

Product :8PS - 8'x8' matt white Tripod, in Case

Warehse. Out Date	Warehse. In Date	Term	Trans Type	Show Name	Booking No	Qty Rented	Total Price	Days	Daily Price	Booking Discount	Item Type	Pack Disc%	Amt After Discount
23/08/16	30/08/16	7	Rental		KCC00100003	1	47.25	7	6.75	0.00%	Sngl		47.25
23/09/16	30/09/16	7	Rental		KCC00100006	1	47.25	7	6.75	0.00%	Sngl		47.25

*** PRODUCT TOTALS ***

Day Rate	Average Unit Cost	Qty Owned	Total Cost Value	Amount Earned	Gross R.O.I%	Max Day Avail.	Days Rent.	Utilization	**Sub rental ** Days	Cost	Maint Cost	Net Earned	Net R.O.I%	--- Enquiry Statistics --- # Enq	Fully	Short	Ave. Short Fall
15.75	1,600.00	2	3,200.00	94.50	2.95	382	14	3.66	0	0.00	0.00	94.50	2.95	0	0	0	0.0

|1%-------|---------|---------|---------|---------|---------|---------|---------|---------|-----100%|

Utilization :XXX 3.66%
Net R.O.I :XX 2.95%

Product :8PS-D - 8'x8' R/P Demountable proj scr

Warehse. Out Date	Warehse. In Date	Term	Trans Type	Show Name	Booking No	Qty Rented	Total Price	Days	Daily Price	Booking Discount	Item Type	Pack Disc%	Amt After Discount
23/08/16	30/08/16	7	Rental		KCC00100003	1	78.75	7	11.25	0.00%	Sngl		78.75
23/09/16	30/09/16	7	Rental		KCC00100006	1	78.75	7	11.25	0.00%	Sngl		78.75

*** PRODUCT TOTALS ***

Day Rate	Average Unit Cost	Qty Owned	Total Cost Value	Amount Earned	Gross R.O.I%	Max Day Avail.	Days Rent.	Utilization	**Sub rental ** Days	Cost	Maint Cost	Net Earned	Net R.O.I%	--- Enquiry Statistics --- # Enq	Fully	Short	Ave. Short Fall
26.25	124.00	4	496.00	157.50	31.75	764	14	1.83	0	0.00	0.00	157.50	31.75	0	0	0	0.0

|1%-------|---------|---------|---------|---------|---------|---------|---------|---------|-----100%|

Utilization :X 1.83%
Net R.O.I :XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 31.75%

Product :LCPRCJ - LC Projector

Warehse. Out Date	Warehse. In Date	Term	Trans Type	Show Name	Booking No	Qty Rented	Total Price	Days	Daily Price	Booking Discount	Item Type	Pack Disc%	Amt After Discount
18/12/16	25/12/16	7	Rental		THE8500001	1	0.00	7	0.00	0.00%	Sngl		0.00

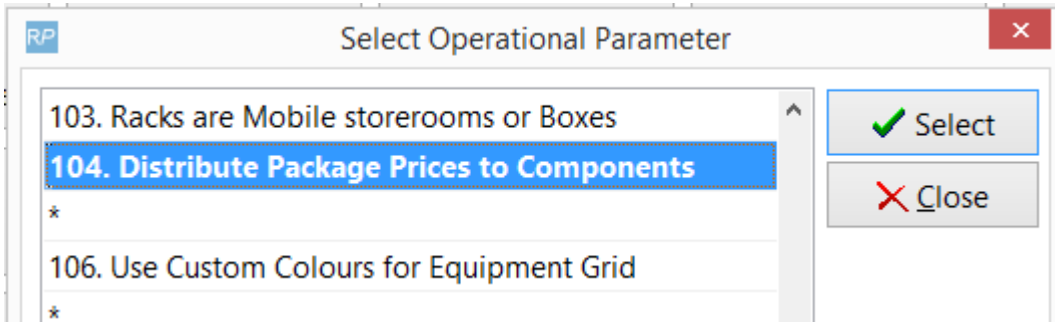
Some of the other figures explained.

If the product level is selected and the transactions are listed then the report will include “Item type”, this can be either “Sngl” which is an abbreviation of “Single”, which means the product was rented out on it’s own and not as part of a package. “Part” will mean it was a component of a package or a component of another product.

Packages and how the income from a package is distributed.

If the item was a component of a package then the next column will show a “pack disc%” percent. This is how the report distributes the cost of the package to the components. Since the report does not list “package” type products then income from those packages is distributed to the components in the package using a discount percentage. This percentage has no relation with the booking or line item discount.

A simple example of how the package pricing is distributed to components would be – if a package was $100 and it had 3 components in it, then the components would receive a distribution of $33.33 each. In order to distribute to the components the products either need to have a rental price or a cost price. This is controlled by a parameter in the operational setup as below –



So if the distribution is done on the cost of the components then the distribution will be more accurate, a higher valued asset will be given more of the package price than the lower valued components. However if you have not entered cost prices for all products then the rental price can be selected to use. If you have neither the rental price or the cost prices entered in your database then the distribution of package prices to the components will not occur.

Single Parents

For components that are attached to products that are not packages, in other words – the parent of the component is a single product, the distribution of the single parent price to components does not occur. Because the price of the component (if there is one), is not billed/charged to the client and does not contribute to the return on investment for the group (the folder above the product). The price for the components is not added to the sub totals for the

group or category folder. This is to ensure the group and category statistics are accurate. When components with single parents are listed on the report, the “pack disc%” field will be blank, as this figure is not used in this case.

The effect of Client and Warehouse Active on the report.

If the client is muted (not active), in the equipment list of the booking, then the report will show “ClientMute” in place of the item type and pack discount columns. The price for the transaction will also not contribute to the amount earned for the product or the return on investment.

	Qty Rented	Total Price	Days	Daily Price	Booking Discount	Item Type	Pack Disc%	Amt After Discount
	1	70.55	7	10.08	0.00%	Part	0.00	70.55
1	1	91.88	WMute	0.00	0.50%	ClientMute		0.00
1	1	78.75	WMute	11.25	0.50%	Sngl		78.36
1	1	78.75	WMute	11.25	0.50%	Sngl		78.36

If the line is Warehouse muted, then the line will not contribute to the utilization for the product.

** Enquiry spelling – at this point the spelling checker in MS Word does not recognise this as a spelling mistake which indicates that Inquiry or Enquiry are just as valid.*