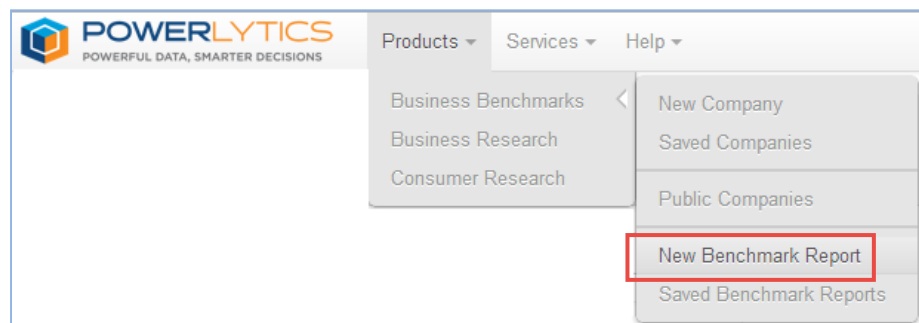


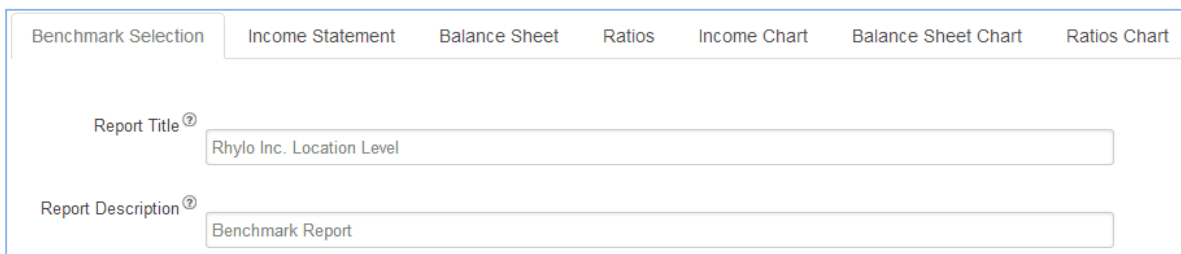
Quick Start Guide – Establishing a Peer Group to Benchmark

The following steps detail how to set benchmarking or reference parameters and then how to generate the final benchmark report. To benchmark against a specific company or location, first create the company or location using the Business Benchmarks – New Company drop-down menu item or review the *Create A New Company Quick Start Guide*.

1. Under Products on the top menu bar select Business Benchmarks – New Benchmark Report. Before a report can be saved or submitted all field selections must be complete.

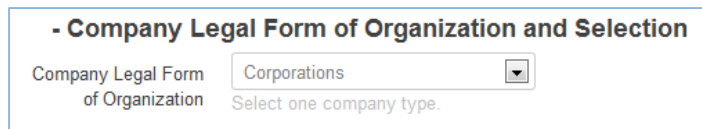


2. Enter a report title and meaningful description of your report. This is particularly important if you intend to run reports for several locations.



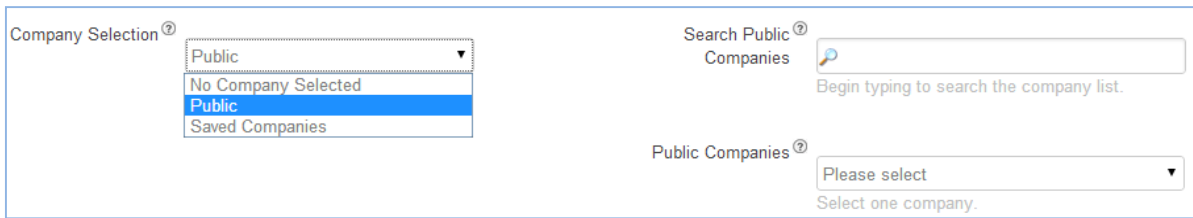
The screenshot shows a form for creating a benchmark report. At the top, there are several tabs: 'Benchmark Selection', 'Income Statement', 'Balance Sheet', 'Ratios', 'Income Chart', 'Balance Sheet Chart', and 'Ratios Chart'. The 'Benchmark Selection' tab is active. Below the tabs, there are two text input fields. The first field is labeled 'Report Title' with a circled question mark icon and contains the text 'Rhylo Inc. Location Level'. The second field is labeled 'Report Description' with a circled question mark icon and contains the text 'Benchmark Report'.

3. Select the Legal Form of Organization: Corporations, Partnerships, Sole Proprietorships or a combination of Corporations and Partnerships.



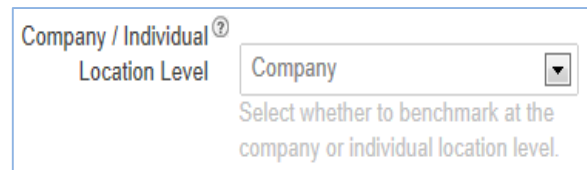
The screenshot shows a form titled '- Company Legal Form of Organization and Selection'. It contains a dropdown menu labeled 'Company Legal Form of Organization' with the value 'Corporations' selected. Below the dropdown, there is a text label 'Select one company type.'

4. *Optional* – If benchmarking against a public company or Saved Company item use the Company Selection drop-down list to select Public or Saved Companies. For a public company, a corresponding search box will appear as shown below. All public companies are included. To benchmark against a company previously created in Business Benchmarks , select Saved Companies. Then choose from the list of Saved Company items shared with your account.



5. Select whether the benchmark should include peer companies: National operations, regional operations or a single retail location. Company level selection will show only company operations related to the region selected.

Example: If Northeast region is selected, national companies will only have their operating activity for the Northeast region displayed. If individual location is selected, the average operations that relate to a single store that fits the other filters will be displayed. For example a comparison of an individual retail store can be made against the average performance of similar stores.



6. Select the Size Range Filter – Choose Sales, Assets or Employment as your size parameter for the benchmark group. For Size Range select all that apply, and use Include non-employers check box if needed.

- Employment, Sales or Assets Range

Size Range Filter [Ⓢ]
Select the size range filter method.

Include [Ⓢ] nonemployers
A nonemployer business is one that has no paid employees. Most nonemployers are self-employed individuals operating very small unincorporated businesses, which may or may not be the owner's principal source of income.

Sales Range [Ⓢ]

Select at least one sales range.

7. Select most recent year to benchmark from 2011-2007. Two previous years will also be displayed.

- Report Year

Year [Ⓢ]
Select a year. Previous two years will also be displayed.

8. Select the Geographic Region - Choose between Entire U.S., Census Region (i.e. Northeast), Census Division (Mid Atlantic Area), State (New York), County (Manhattan) or by Metropolitan Statistical Area, aka, MSA (i.e. Philadelphia MSA)

- Geographic Region

Geographic Filter
Select the geographic filter method.

Census Division

South Region

West Region

Select one or more divisions.

Metropolitan Area

Select one or more metropolitan areas.

9. Industry Selection - Select from over 1100 categories using the North American Industry Classification System (NAICS). Use the search box to identify the industry or manually set the industry by selecting the categories. Determine the granularity of your industry selection from NAICS 2 level which is the least granular to NAICS 6 level which is the most granular. As you select NAICS codes from the search results, or industry classifications directly from the NAICS select lists, additional NAICS level selection lists will appear to add detail to the report.

- Industry Selection

Search NAICS [?]

Enter keyword or 2-6 digit code

Or manually set industry selection

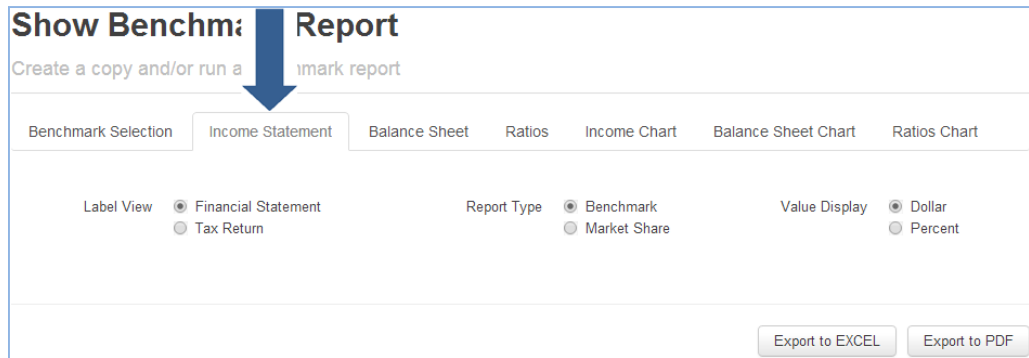
<p>NAICS2</p> <div style="border: 1px solid #ccc; padding: 2px;"> <p>31-33 Manufacturing</p> <p>42 Wholesale Trade</p> <p>44-45 Retail Trade</p> <p>48-49 Transportation and Warehousing</p> <p>51 Information</p> <p>52 Finance and Insurance</p> <p>53 Real Estate and Rental and Leasing</p> <p>54 Professional, Scientific, and Technical Services</p> </div> <p style="font-size: x-small;">Select at least one NAICS2 Industry Classification.</p> <input type="button" value="Select All"/>	<p>NAICS3</p> <div style="border: 1px solid #ccc; padding: 2px;"> <p>31-33 Manufacturing</p> <p>Food Manufacturing</p> <p>Beverage and Tobacco Product Manufacturing</p> <p>Textile Mills</p> <p>Textile Product Mills</p> <p>Apparel Manufacturing</p> <p>Leather and Allied Product Manufacturing</p> <p>Wood Product Manufacturing</p> </div> <p style="font-size: x-small;">Select at least one NAICS3 Industry Classification.</p> <input type="button" value="Select All"/>
<p>NAICS4</p> <div style="border: 1px solid #ccc; padding: 2px;"> <p>Food Manufacturing</p> <p>Animal Food Manufacturing</p> <p>Grain and Oilseed Milling</p> <p>Sugar and Confectionery Product Manufacturing</p> <p>Fruit and Vegetable Preserving and Specialty Food M</p> <p>Dairy Product Manufacturing</p> <p>Animal Slaughtering and Processing</p> <p>Seafood Product Preparation and Packaging</p> </div> <p style="font-size: x-small;">Select at least one NAICS4 Industry Classification.</p> <input type="button" value="Select All"/>	<p>NAICS5</p> <div style="border: 1px solid #ccc; padding: 2px;"> <p>Animal Food Manufacturing</p> <p>Animal Food Manufacturing</p> <p>Grain and Oilseed Milling</p> <p>Flour Milling and Malt Manufacturing</p> <p>Starch and Vegetable Fats and Oils Manufacturing</p> <p>Breakfast Cereal Manufacturing</p> <p>Sugar and Confectionery Product Manufacturing</p> <p>Sugar Manufacturing</p> </div> <p style="font-size: x-small;">Select at least one NAICS5 Industry Classification.</p> <input type="button" value="Select All"/>
<p>NAICS6</p> <div style="border: 1px solid #ccc; padding: 2px;"> <p>Sugar Manufacturing</p> <p>Beet Sugar Manufacturing</p> <p>Cane Sugar Manufacturing</p> <p>Nonchocolate Confectionery Manufacturing</p> <p>Nonchocolate Confectionery Manufacturing</p> <p>Chocolate and Confectionery Manufacturing</p> <p>Chocolate and Confectionery Manufacturing from C</p> <p>Confectionery Manufacturing from Purchased Chocol</p> </div> <p style="font-size: x-small;">Select at least one NAICS6 Industry Classification.</p> <input type="button" value="Select All"/>	

10. Save or Generate Benchmark Report:
 - a. Click the Save button to save the report. Before the report can be saved or submitted all fields selections must be complete.
 - b. Click Next to generate benchmark reports based on your query.

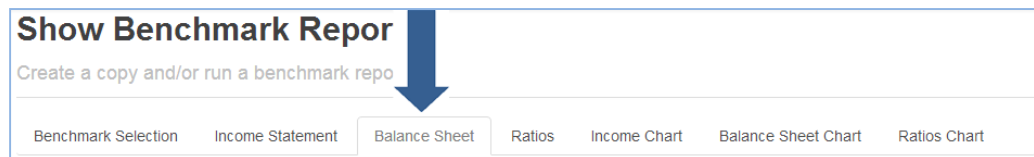
Changes have not been saved...

11. Use tabs to review benchmark reports and charts for Income Statement, Balance Sheet or Ratios, or use the Benchmark Selection tab to go back and refine benchmark criteria. Each report offers multiple viewing options via radio buttons and can be exported to .XLS or .PDF format for re-use.

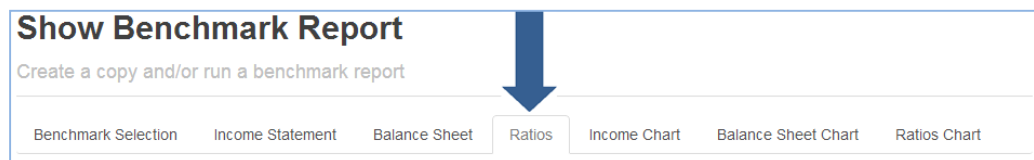
- To view detailed Income Statement use:
 - Label View –for financial statement or tax return format presentation of the data
 - Report Type –Benchmark to view peer group averages or Market Share to gain insight on the market size for the selected parameters.
 - Value Display - dollar averages or common size percent basis. Features include:
 - Both dollar and percent differences between the selected target company and peer group are displayed.
 - Top and bottom 10-15% of the population is highlighted to quickly identify anomalies. Printed reports will highlight these with * asterisk mark.



- Select Balance Sheet tab to view full balance sheet with the same viewing options available on the Income Statement.



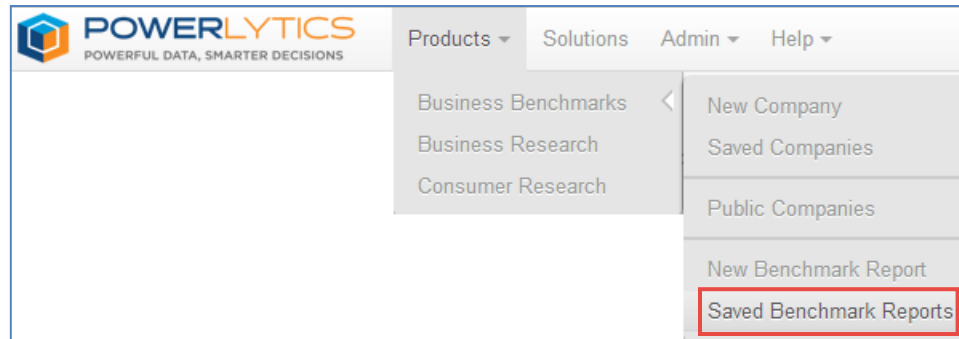
- Select Ratios tab to review key financial ratios covering all aspects of the business.



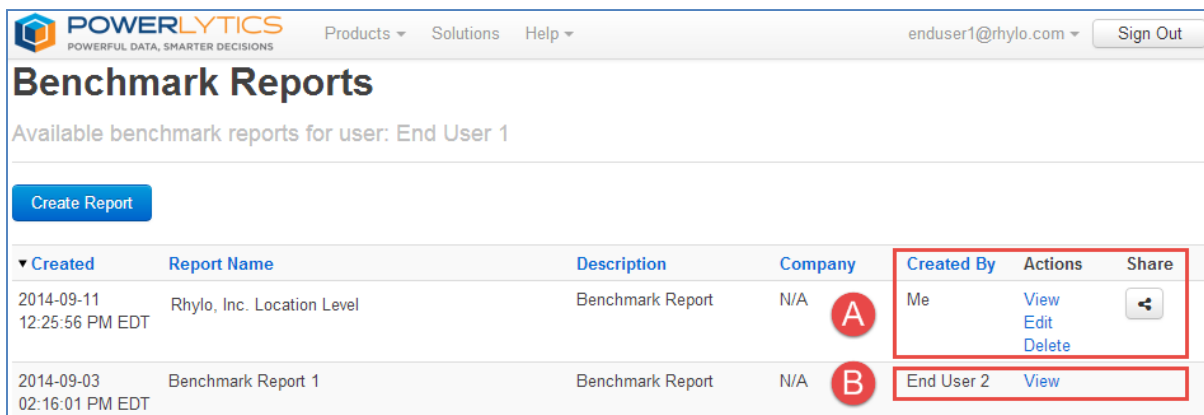
12. Select Income Chart, Balance Sheet Chart or Ratio Chart to view company's position relative to peer group's quartiles (i.e. low, below average, above average, high).
 - a. Export Chart Stats - .CSV file includes data for all 3 charts
 - b. Export to PDF
 - c. Mouse over any line item for a pop-up window to understand dollar cut offs for each quartile.




13. To access Saved Benchmark Reports for review and sharing, under the Products on the menu bar select Business Benchmark – Saved Benchmark Reports.

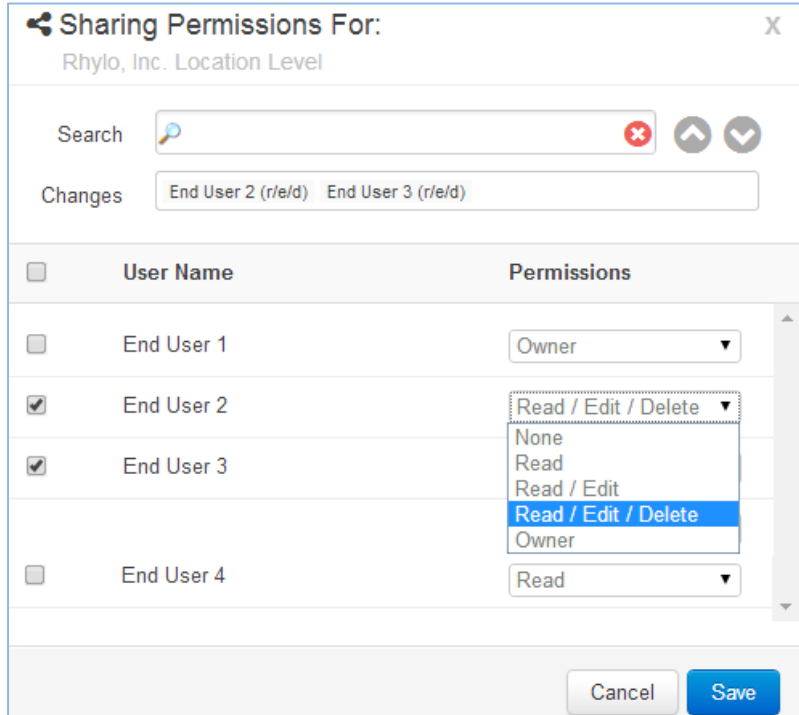


14. On the Benchmark Reports page each report can be viewed, edited, deleted or shared with other Business Benchmarks users on the corporate account. The creator of the report is automatically assigned ownership permissions.



- Actions** – These options are specific to each Benchmark report. The user who created the Benchmark report, as well as all Administrators, has view, edit, delete and share options **A**. Benchmark report Items, created by other users but shared with this user **B**, will be included in the list but may have limited Action options. The View Action option will open a read-only version for review, then using the Save As button the user can save a copy under a new name to own, edit and share. The Sharing Permissions Control detailed below, determines the Action options available for a Benchmark report.
- Share** – A Benchmark report owner can share a Benchmark report with other users to allow or remove view (read), edit, delete and ownership permissions. A Benchmark Report can have more than one owner.

15. To share a Benchmark Report, click the Share button  to view the Sharing Permissions Control.



The screenshot shows a dialog box titled "Sharing Permissions For: Rhylo, Inc. Location Level". It features a search bar, a "Changes" box containing "End User 2 (r/e/d)" and "End User 3 (r/e/d)", and a table of users with checkboxes and permission dropdown menus. A dropdown menu for "End User 2" is open, showing options: None, Read, Read / Edit, Read / Edit / Delete (highlighted), and Owner. "Cancel" and "Save" buttons are at the bottom right.

<input type="checkbox"/>	User Name	Permissions
<input type="checkbox"/>	End User 1	Owner
<input checked="" type="checkbox"/>	End User 2	Read / Edit / Delete
<input checked="" type="checkbox"/>	End User 3	Read / Edit / Delete
<input type="checkbox"/>	End User 4	Read

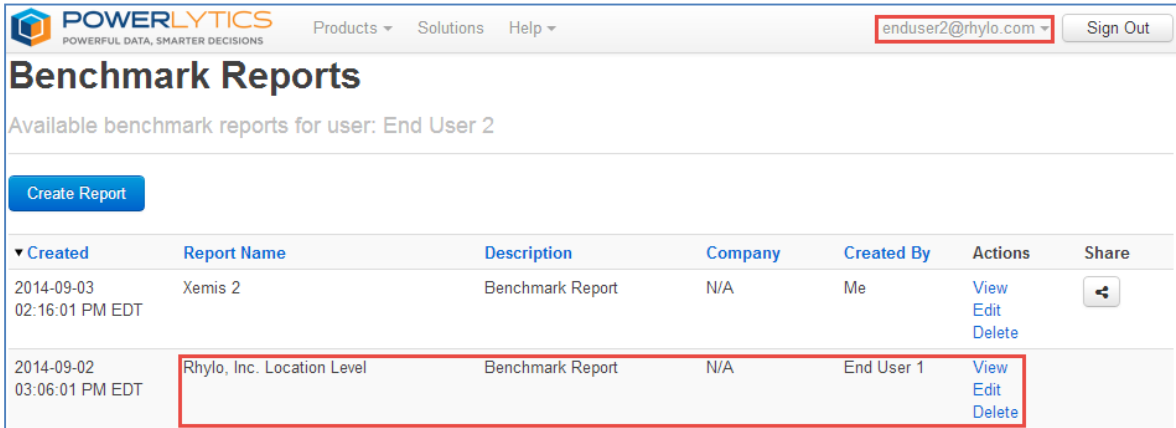
16. Search for a single user or select multiple users directly from the User Name list, and use the Permissions drop-down menu to set desired sharing privileges. **Permissions chosen for one user in the list will apply to all other users with the check box checked.** Use the arrow buttons to easily scroll through all available user names. As the permission is updated for each user, their name will appear in the Changes box with details of the change in parentheses. User names in the Changes box are clickable for quick navigation and permissions editing. Permissions are cumulative as follows:


- Owner = read (view), edit, delete permission and ability to assign additional owners
- Read/Edit/Delete = view, edit and delete permission only
- Read/Edit = view and edit permission only
- Read = view only permission
- None = the user cannot see or access the item

Example Above – End User 1 is an owner of the Benchmark report, Rhylo Inc. Location Level, and as such can set the sharing permissions for other users on their account. In the Changes box, *End User 2 (r/e/d)* shows that this end user now has read, edit and delete capabilities. Because End User 3 was also selected, the same permissions were automatically set. With this permission update, all changes End User 2 or End User 3 make to Rhylo Inc. Location Level will be reflected on all other user accounts, such as End User 4, that have access to Rhylo, Inc. Location Level.

17. Click the Save button. The updated permissions to this benchmark report will be reflected when a user signs in to the product or refreshes their Benchmark Reports page.

Example Below – On the **End User 2** Benchmark Reports page, the Actions column for **Rhylo Inc. Location Level** now includes view (read), edit and delete.



Created	Report Name	Description	Company	Created By	Actions	Share
2014-09-03 02:16:01 PM EDT	Xemis 2	Benchmark Report	N/A	Me	View Edit Delete	
2014-09-02 03:06:01 PM EDT	Rhylo, Inc. Location Level	Benchmark Report	N/A	End User 1	View Edit Delete	