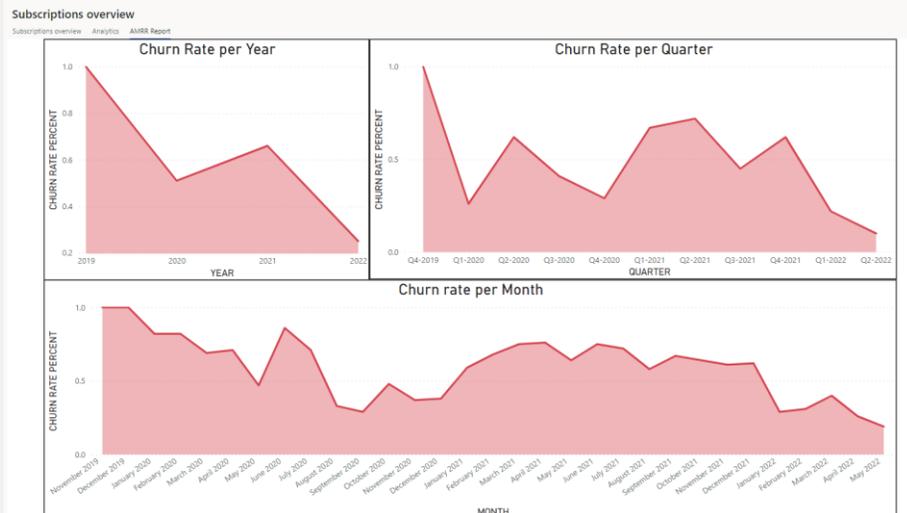


# LISA BusinessPro Subscription KPIs

## 1. Recurring Revenue

### Monitor your recurring revenue

Often abbreviated as ARR (Annual Recurring Revenue), this KPI shows you how much revenue your have in current subscription plans, bucketed by year. You can even break it down by quarter or month. The underlying detail comes from the recognized revenue originating from subscription billing.



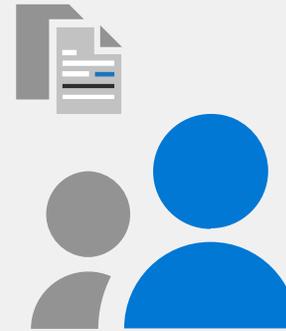
## 2. Churn

### Get to grips on Churn

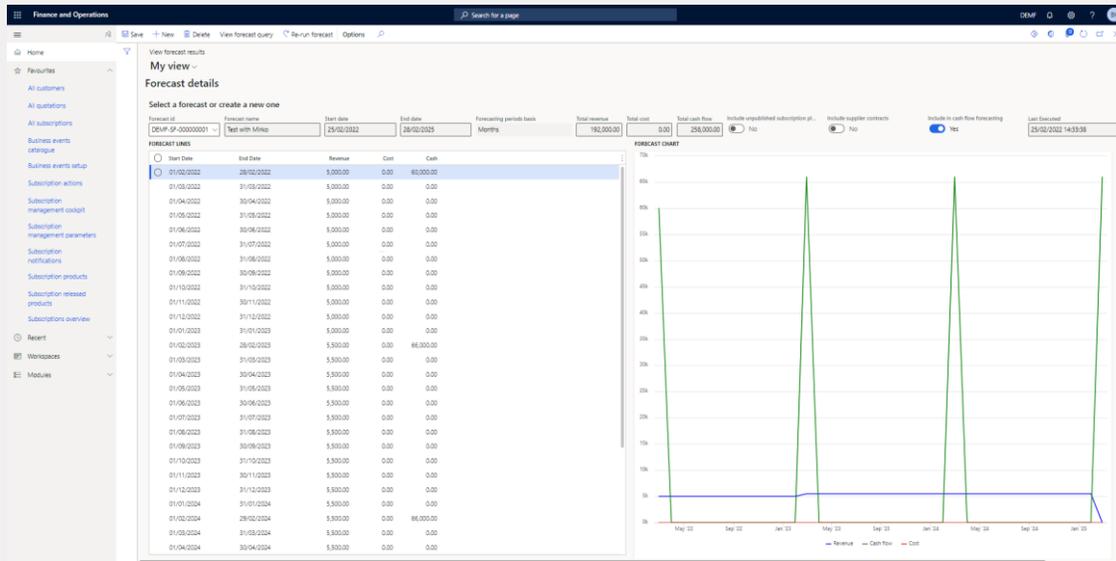
Churn is a real subscription KPI, showing you how much customers stop their subscription and expresses that as a ratio or percentage of the total subscription customer base. It can be based on customers or on subscription contract totals. The higher the churn rate, the higher the impact on recurring revenue in renewal.



# LISA BusinessPro Subscription KPIs



Bluefort's LISA uses  
Microsoft PowerBI Data  
Analytics



## 3. Annual Contract Value

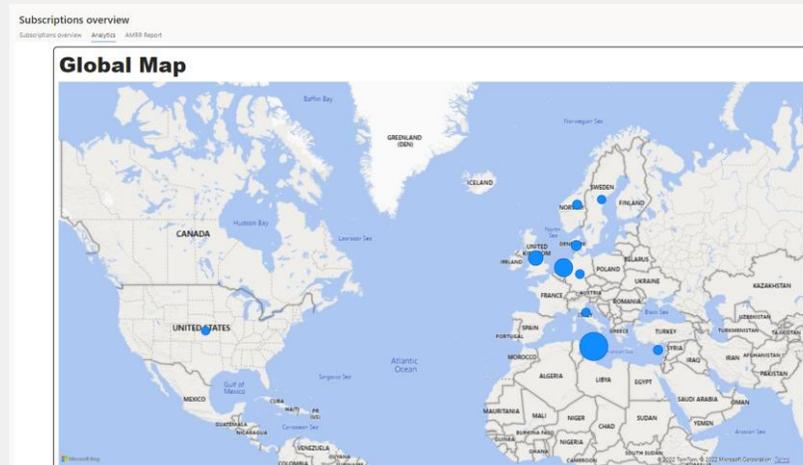
### Forecasting your contract value

Annual Contract Value, or ACV is different from ARR. ACV represent the total contract value your sales team has signed up, bucketed by year or broken down further by month. Where ARR is used to forecast the revenue and growth, ACV focused on contract value per year as a Sales performance indication.

## 4. Growth Map

### Where are you winning?

Based on the geographic location of your customer, you can see where your revenue is coming from and check which teams are outperforming others.



# 5. Get your subscription KPIs from LISA



Is your management team struggling to getting visual reports? With LISA BusinessPro data analytics and reporting is out-of-the-box using Microsoft PowerBI



Get ARR, ACV, Customer Lifetime Value, Churn and Net Revenue Retention Rates reports in your dashboard.

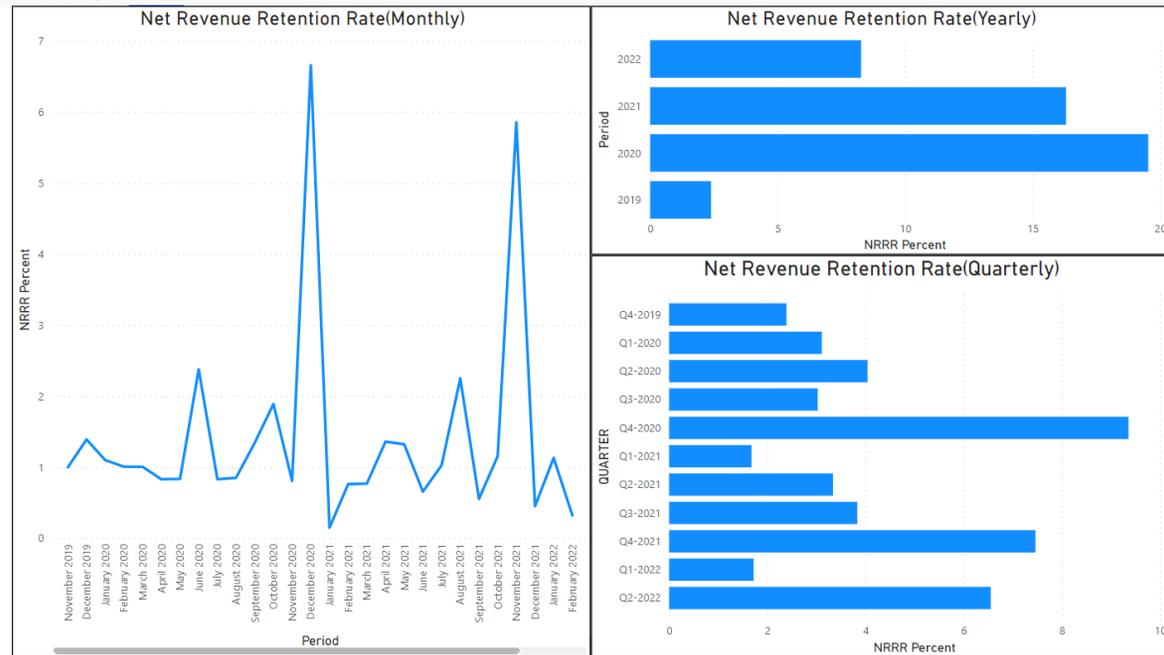


Extend and build more dashboards and reports using the power of LISA BusinessPro and Microsoft PowerBI

When you run LISA BusinessPro, you can automate data analytics and get some insightful details on your dashboard, tailored to the subscription economy.

Subscriptions overview

Subscriptions overview Analytics AMRR Report



For more information, visit [www.bluefort.eu](http://www.bluefort.eu)