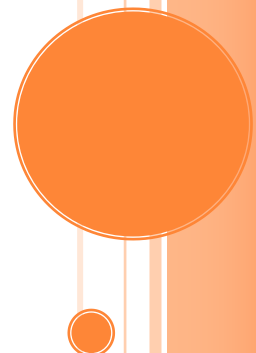# SaaS Sales Enterprise Revenue Plan/Budget Excel Template User Guide

Three year sales plan/budget for Enterprise SaaS based business

The SaaS Subscription 3-year revenue plan allows you to develop a monthly sales revenue plan for up to three years for a SaaS subscription-based business focused on Enterprise sales. The SaaS revenue plan incorporates up to 4 products/markets (e.g. Standard, Premium, Premium Plus, and Enterprise). The model assumes that sales are made to enterprises that in turn pay subscription fees for a number of users. The subscription revenue for each product and total revenue is then calculated. Affiliate or partner discount/commission can be calculated monthly for each product. Other direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month. The total number of customers and total number of subscribers across all products/markets are calculated. The average number of subscribers per customer and the overall average subscription rate per month is also calculated. An extensive range of tabular and graphic chart reports is generated.

SaaS Sales Enterprise Revenue Plan/Budget Excel Template User Guide

Three year sales plan/budget for Enterprise SaaS based business

Introduction

SaaS Subscription 3-year revenue plan allows you to develop a monthly sales revenue plan for up to three years for a SaaS subscription-based business focused on Enterprise sales.

The model assumes that sales are made to enterprises that in turn pay subscription fees for a number of users.

The SaaS revenue plan incorporates up to 4 products/markets (e.g. Standard, Premium, Premium Plus, and Enterprise).

For each month, each product features:

- the opening number of customers,
- new customers added during the month and
- the average number of users/subscribers per customer

and calculates:

- the total number of subscribers for the month.
- the subscription revenue for each product and
- total revenue is then calculated.

Affiliate or partner discount/commission can be calculated monthly for each product. Other direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month.

The total number of customers and total number of subscribers across all products/markets are calculated.

The average number of subscribers per customer and the overall average subscription rate per month is also calculated.

An extensive range of tabular and graphic chart reports is generated.

USER INSTRUCTIONS

The EXCEL model has a simple **Push Button Menu** system which available at cells E1 to F2 of the Sales Revenue Plan worksheet (see figure 1). Prior to entering data the user should select which currency s/he wishes to use in formatting reports. This can be done by clicking on the chosen currency symbol in the dialog box to the immediate right of the Title Graphic (cell E10 of the Sales Revenue Plan worksheet). Note this refers only to the currency symbol used and is NOT a currency conversion routine. You may need to install and enable the Excel Euro Currency Tools Add-in to display the € symbol properly.

Enter the **Plan Title** and **Start Month/Year** (**Setup Company Menu** option) Figure 1. These are used to format reports, by automatically updating each of the three year annual plans and charts.

Figure 1

Next, select **Revenue Sources** from the **Data Input Menu**. Enter **Revenue Sources** data as per figure 2 below.

REVENUE SOURCES ENTRY

Market/Product 1
A. Number of NEW Customers
B. Number of EXISTING Customers
C. TOTAL Number of customers (A plus B)
D. Average number of Subscribers/Users per Customer
E. TOTAL number of Subscribers/Users (C by D)
F. Monthly Subscription fee per User
G. Gross Revenue (E by F)

Market/Product 2
A. Number of NEW Customers
B. Number of EXISTING Customers
C. TOTAL Number of customers (A plus B)
D. Average number of Subscribers/Users per Customer
E. TOTAL number of Subscribers/Users (C by D)
F. Monthly Subscription fee per User
G. Gross Revenue (E by F)

Market/Product 3
A. Number of NEW Customers
B. Number of EXISTING Customers
C. TOTAL Number of customers (A plus B)
D. Average number of Subscribers/Users per Customer
E. TOTAL number of Subscribers/Users (C by D)
F. Monthly Subscription fee per User
G. Gross Revenue (E by F)

Market/Product 4
A. Number of NEW Customers
B. Number of EXISTING Customers
C. TOTAL Number of customers (A plus B)
D. Average number of Subscribers/Users per Customer
E. TOTAL number of Subscribers/Users (C by D)
F. Monthly Subscription fee per User
G. Gross Revenue (E by F)

Direct Cost of Sales	% of Sub. Fee	Unit Cost
Partner/affiliate Fee Market/Product 1	1%	$3
Partner/affiliate Fee Market/Product 2	10%	$2
Partner/affiliate Fee Market/Product 3	10%	$4
Partner/affiliate Fee Market/Product 4	20%	$1
Other Direct Costs 1		
Other Direct Costs 2		
Other Direct Costs 3		
TOTAL COST OF SALES		

GROSS MARGIN

GROSS MARGIN (%)

Key Metrics
Total number of Customers
Total number of Subscribers
Average number of Subscribers per Customer
Overall Average Subscription

Figure 2

Print **Revenue Sources Entry** (Print Menu) for reference.

Fill-in each **Market/Product**, using the **Revenue Sources** on the **Data Input Menu**. The model allows for four different market/products with different **Monthly Subscription Rates** and **numbers of customers and subscribers**. Any appropriate **Market/Product Name** can be entered to replace the default names, i.e. Market/Product 1,2,3,4. One can have four different products or this feature can be used to have the same products sold into four different markets.

All data entered in **Revenue Sourcing Entry** section (columns A) is automatically copied to all the relevant cells and charts for each year. Any of the **Descriptions** in column A can be edited and customized.

There is a facility to also enter the **Direct Costs** associated with each **Market/Product**. The facility provides options to enter the Direct Cost associated with commission paid to **Partners/Affiliates**. The cost can be based on a percentage of the **Subscription Fee** or the **Unit Cost** per subscription or a combination of both. Different fees can be defined for each product. Other **Direct Costs** can be defined and their **Description** entered in Colum A. The actual costs are entered in the appropriate month.

Once the setup parameters have been entered; you are now ready to enter the **Customer** and **Subscriber Projections** on which the revenue budget will be calculated.

Note: All line items in **Bold** are calculated and data should be entered only for cells that are in normal non-bold typeface.

Initially enter the opening (existing) number of Customers subscribers for each of the products in cells H33, H42, H51, and H60 for the first year. For subsequent years the opening figures are automatically carried forward from the closing number of **Customers** in the previous year.

The number of **New Customer** for each month for each product are entered in rows 32, 41, 50 and 59 for each of the three years (year 1 in columns H to S, year 2 in columns X to AI and year 3 in columns AN to AY).

The Average Number of **Subscribers/user per Customers** for each month for each product are entered in rows 35, 44, 53 and 62 for each of the three years (year 1 in columns H to S, year 2 in columns X to AI and year 3 in columns AN to AY).

The Monthly Subscription Fee per Us**er** for each month for each product are entered in rows 37, 46, 55 and 64 for each of the three years (year 1 in columns H to S, year 2 in columns X to AI and year 3 in columns AN to AY).

These numbers can be entered directly or calculated based on any formulae, such as growth rates, entered in the relevant columns.

The following items are calculated:

- **Total Number of Customers for each Product for each month**
- **Total Number of Subscribers for each Product for each month**
- **The Revenue Projection for each Product for each month**
- **The Revenue Projection grand total for each month**
- **The Projected Direct Cost of Sales for each Month**
- **The Projected Gross Margin for each month.**
- **The Projected Gross Margin % for each month.**

- **The Total Number of Customers for each month**
- **The Total Number of Subscribers/Users for each month**
- **The Overall Average Subscribers/Users per Customer for each month.**
- **The Overall Average Subscription Rate for each month.**

The **Projected Revenue** figures can be printed by selecting the appropriate option from the **Print Menu**. Various analyses of the projections are also presented in graphic representation in separate worksheets within this workbook.

The **Revenue Plan** for each of the three year can be printed by selecting the option from the **Print Menu**.

OUTPUT

Examples of the range of outputs are shown on the pages that follow.

The Big Software Co. Ltd
Sales Revenue Plan for Year Ended 31 Dec 2012

REVENUE SOURCES ENTRY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Market/Product 1													
A. Number of NEW Customers	0	10	10	10	10	10	15	15	15	15	15	15	140
B. Number of EXISTING Customers	5	5	15	25	35	45	55	70	85	100	115	130	130
C. TOTAL Number of customers (A plus B)	5	15	25	35	45	55	70	85	100	115	130	145	145
D. Average number of Subscribers/Users per Customer	10	10	10	10	10	10	10	10	10	10	10	10	10
E. TOTAL number of Subscribers/Users (C by D)	50	150	250	350	450	550	700	850	1000	1150	1300	1450	1,450
F. Monthly Subscription fee per User	$5	$5	$5	$5	$5	$5	$5	$5	$5	$5	$5	$5	$5
G. Gross Revenue (E by F)	$250	$750	$1,250	$1,750	$2,250	$2,750	$3,500	$4,250	$5,000	$5,750	$6,500	$7,250	$41,250
Market/Product 2													
A. Number of NEW Customers	0	5	10	5	10	5	10	5	10	5	10	5	80
B. Number of EXISTING Customers	5	5	10	20	25	35	40	50	55	65	70	80	80
C. TOTAL Number of customers (A plus B)	5	10	20	25	35	40	50	55	65	70	80	85	85
D. Average number of Subscribers/Users per Customer	10	10	10	10	10	10	10	10	10	10	10	10	10
E. TOTAL number of Subscribers/Users (C by D)	50	100	200	250	350	400	500	550	650	700	800	850	850
F. Monthly Subscription fee per User	$8	$5	$5	$5	$5	$5	$5	$5	$5	$5	$5	$5	$5
G. Gross Revenue (E by F)	$375	$500	$1,000	$1,250	$1,750	$2,000	$2,500	$2,750	$3,250	$3,500	$4,000	$4,250	$27,125
Market/Product 3													
A. Number of NEW Customers	0	3	3	5	5	3	7	5	7	5	5	7	55
B. Number of EXISTING Customers	5	5	8	11	16	21	24	31	36	43	48	53	53
C. TOTAL Number of customers (A plus B)	5	8	11	16	21	24	31	36	43	48	53	60	60
D. Average number of Subscribers/Users per Customer	10	10	10	10	10	10	10	10	10	10	10	10	10
E. TOTAL number of Subscribers/Users (C by D)	50	80	110	160	210	240	310	360	430	480	530	600	600
F. Monthly Subscription fee per User	$10	$10	$10	$10	$10	$10	$10	$10	$10	$10	$10	$10	$10
G. Gross Revenue (E by F)	$500	$800	$1,100	$1,600	$2,100	$2,400	$3,100	$3,600	$4,300	$4,800	$5,300	$6,000	$35,600
Market/Product 4													
A. Number of NEW Customers	0	5	0	5	0	5	0	5	0	5	0	5	30
B. Number of EXISTING Customers	5	5	10	10	15	15	20	20	25	25	30	30	30
C. TOTAL Number of customers (A plus B)	5	10	10	15	15	20	20	25	25	30	30	35	35
D. Average number of Subscribers/Users per Customer	10	10	10	10	10	10	10	10	10	10	10	10	10
E. TOTAL number of Subscribers/Users (C by D)	50	100	100	150	150	200	200	250	250	300	300	350	350
F. Monthly Subscription fee per User	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15
G. Gross Revenue (E by F)	$750	$1,500	$1,500	$2,250	$2,250	$3,000	$3,000	$3,750	$3,750	$4,500	$4,500	$5,250	$36,000
TOTAL REVENUE	$1,875	$3,550	$4,850	$6,850	$8,350	$10,150	$12,100	$14,350	$16,300	$18,550	$20,300	$22,750	$139,975

Direct Cost of Sales	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Partner/affiliate Fee Market/Product 1	$2.50	$7.50	$12.50	$17.50	$22.50	$27.50	$35.00	$42.50	$50.00	$57.50	$65.00	$72.50	$413
Partner/affiliate Fee Market/Product 2	$3.75	$5.00	$10.00	$12.50	$17.50	$20.00	$25.00	$27.50	$32.50	$35.00	$40.00	$42.50	$271
Partner/affiliate Fee Market/Product 3	$5.00	$8.00	$11.00	$16.00	$21.00	$24.00	$31.00	$36.00	$43.00	$48.00	$53.00	$60.00	$356
Partner/affiliate Fee Market/Product 4	$7.50	$15.00	$15.00	$22.50	$22.50	$30.00	$30.00	$37.50	$37.50	$45.00	$45.00	$52.50	$360
Other Direct Costs 1	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Other Direct Costs 2	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Other Direct Costs 3	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
TOTAL COST OF SALES	$19	$36	$49	$69	$84	$102	$121	$144	$163	$186	$203	$228	$1,400
GROSS MARGIN	$1,856	$3,515	$4,802	$6,782	$8,267	$10,049	$11,979	$14,207	$16,137	$18,365	$20,097	$22,523	$138,575
GROSS MARGIN (%)	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%

Key Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
Total number of Customers	20	43	66	91	116	139	171	201	233	263	293	325	163
Total number of Subscribers	200	430	660	910	1,160	1,390	1,710	2,010	2,330	2,630	2,930	3,250	1,634
Average number of Subscribers per Customer	10	10	10	10	10	10	10	10	10	10	10	10	10.00
Overall Average Subscription	$9.38	$8.26	$7.35	$7.53	$7.20	$7.30	$7.08	$7.14	$7.00	$7.05	$6.93	$7.00	$7.43

Annual Sales Revenue Plan/Budget
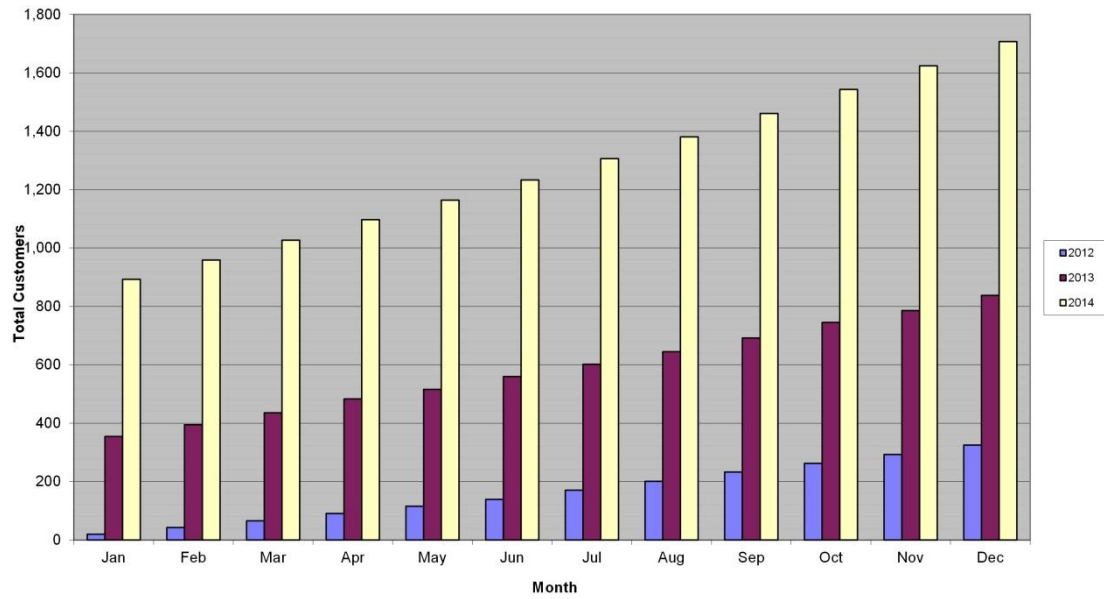
Sales Revenue Projections
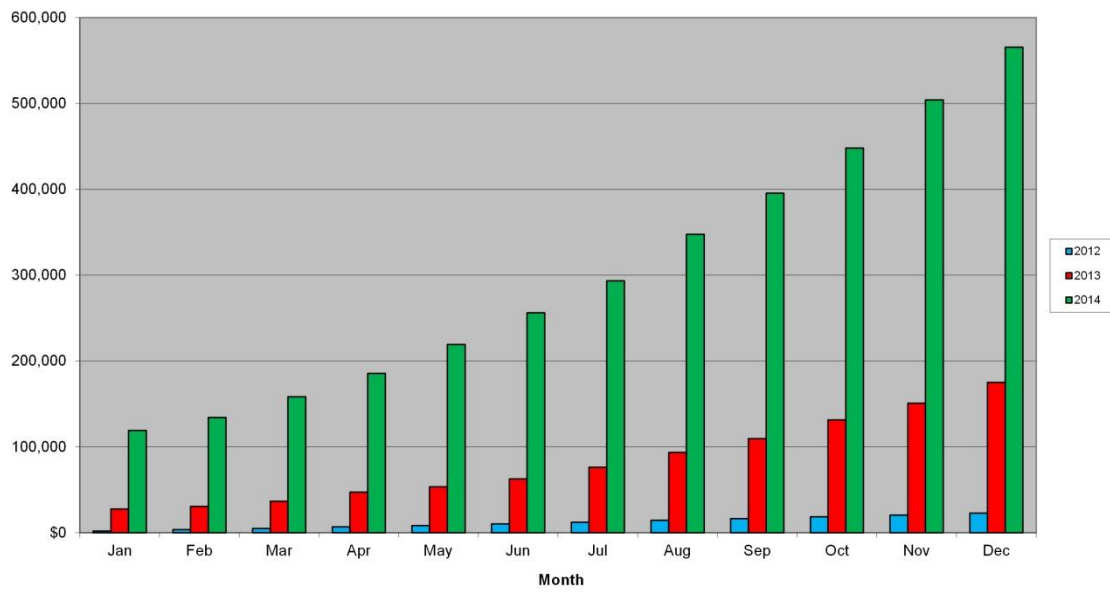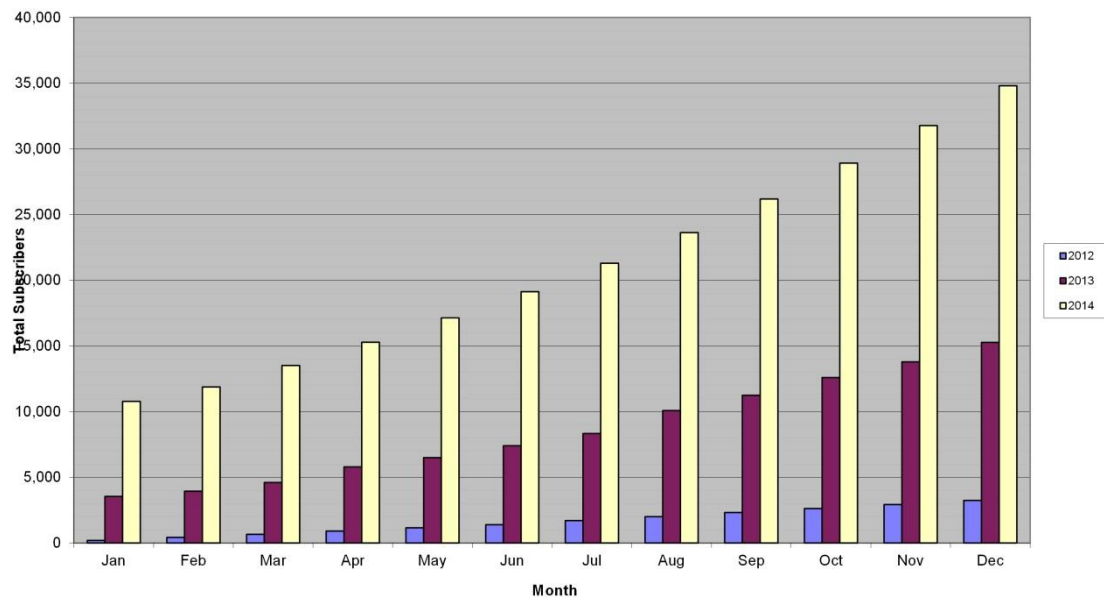

Monthly Sales Plan/budget for 3 years
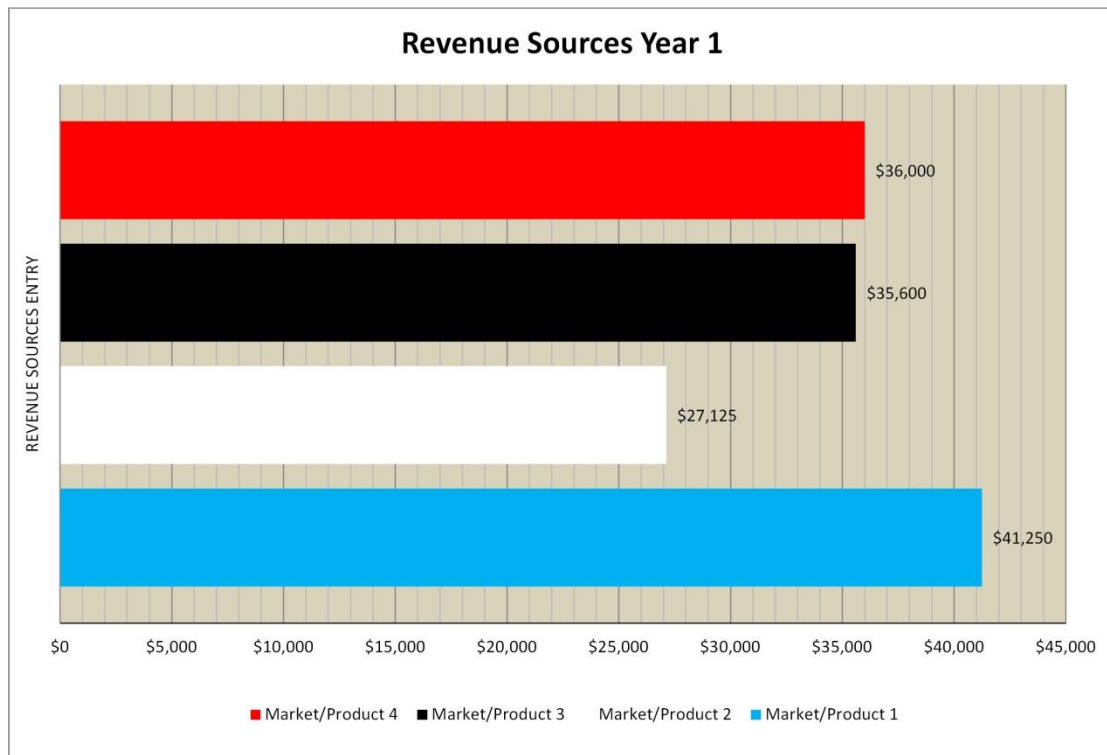
Annual Revenue by Product

Total No. of Customers Projections

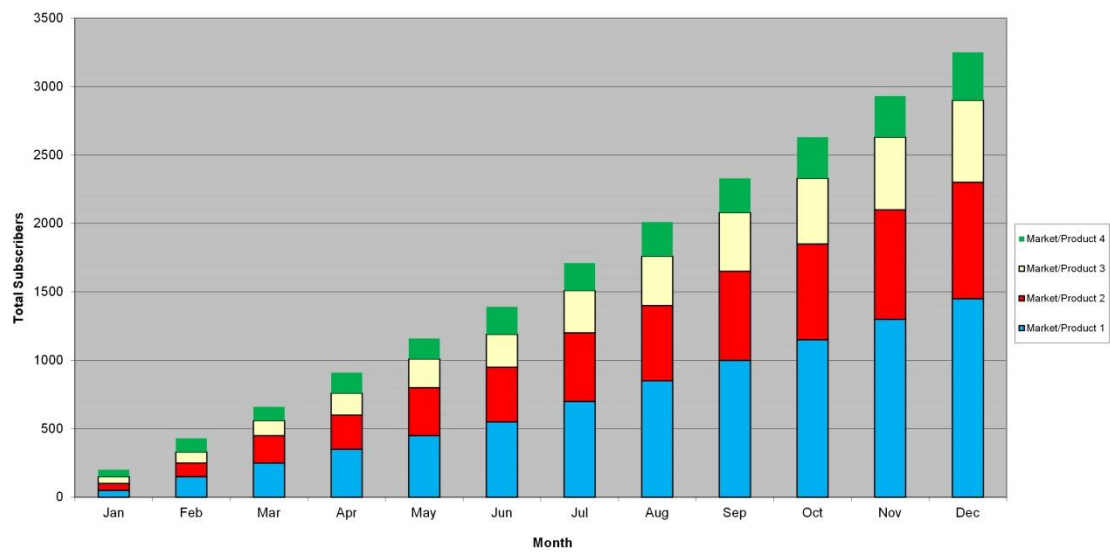**Total No of Customers by Month by Year**
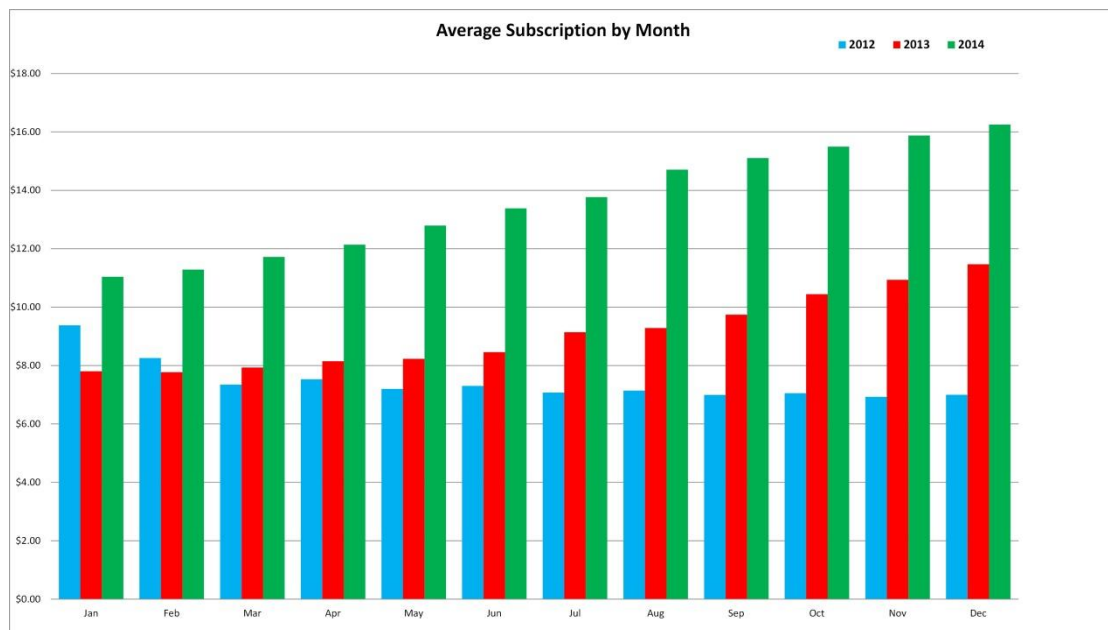
Total No. of Subscribers Projections

Total No of Subscribers by Month by Year

Total Subscriber Projections Year 1

Total Subscribers by Product by Month by Year

Average Subscription Rate by Month by Year