



DASHBOARDS

by API

MEASURE. FOCUS. IMPROVE.

Built By Tradies, Powered By Data

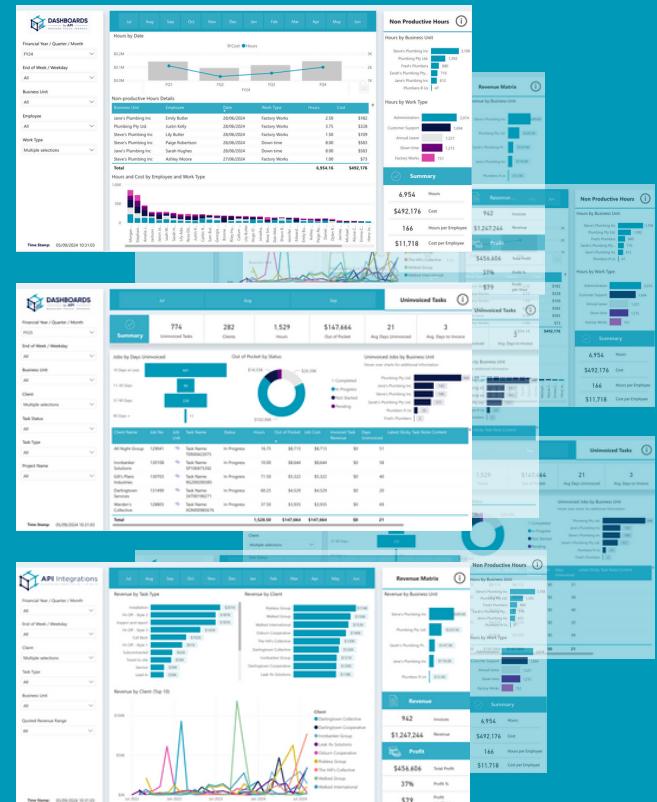
Dashboards PRO for

AroFlo

SIMPRO®

A streamlined set of 8 essential reports for trade businesses, designed for users of AroFlo and SimPRO job management software.

Simple, plug-and-play insights to help you stay on top of the numbers that matter most.



Who we are

We didn't want to become data experts—just run better businesses. So we built the tool we wished we had. Ben and Mace—two trade business owners and coaches—wanted better visibility into their numbers. So they teamed up with Cameron, a data pro who'd built reports for some of the biggest names in the country.

What began as a solution for our own businesses has grown into a purpose-built platform now backed by a skilled and passionate team. We're proudly Australian owned—and all in on helping trade businesses grow through better data.



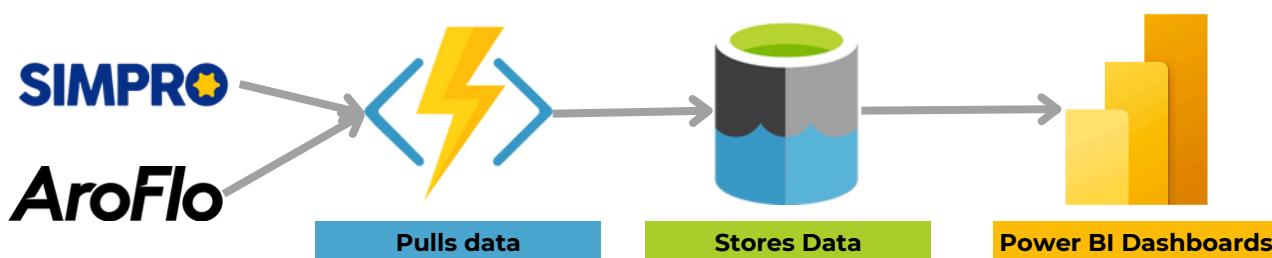
What we do

Dashboards PRO is a complete, ready-to-use solution built specifically for trade business owners who want to grow their business through data-informed decisions. Unlike generic reporting tools, it helps you unlock more value from the systems you already use by transforming data into clear and actionable insights, with no need for manual analysis, spreadsheets, or guesswork.

Built on years of experience in the trade sector, Dashboards by API goes far beyond basic reporting. We deliver complex, well-defined metrics that reveal deep insights into job profitability, callback costs, team performance, operational efficiency, and more, delivering insights you simply won't find anywhere else, that will truly move the needle in your business.

Our dashboards require no training or technical expertise and are designed to work straight out of the box. With accurate, timely, and business-relevant insights, your team gains access to the same consistent data, driving efficiency, and empowering smarter decision-making across the board.

Dashboard by API unlocks the data in your business enabling you to make data-informed decisions that improve performance and drive profitability.



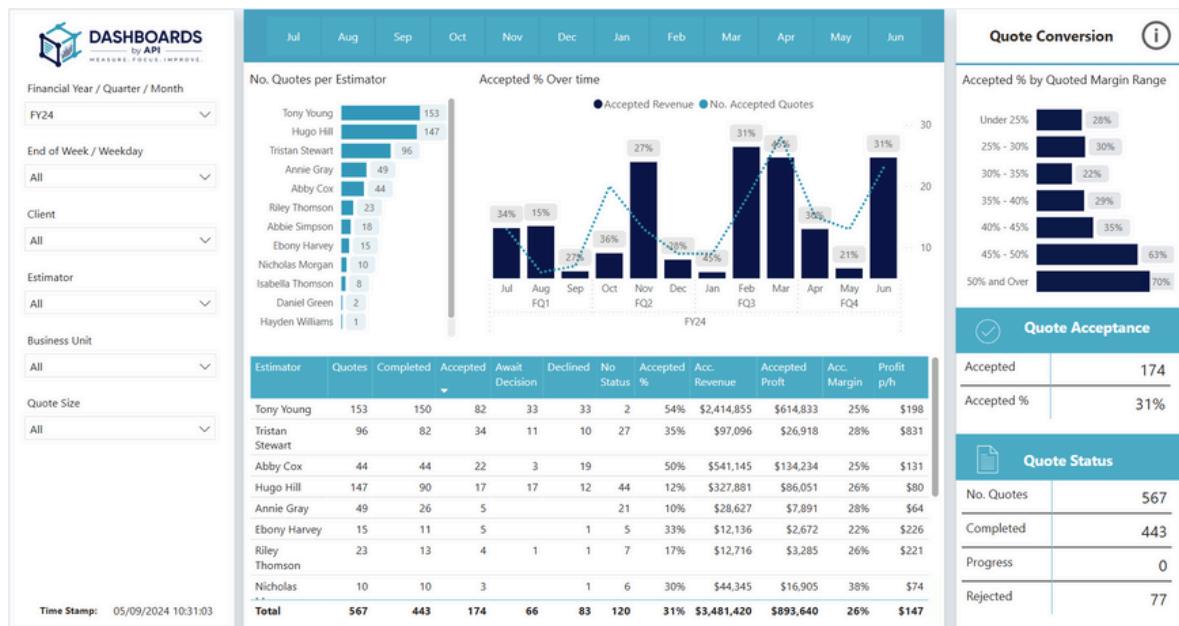
Dashboards PRO Suite

A streamlined set of 8 essential reports for trade businesses, designed for users of AroFlo and SimPRO job management software.

Simple, plug-and-play insights to help you stay on top of the numbers that matter most. Data Refresh Frequency Data is refreshed overnight for daily insights.

Quote Conversion

Tracks how often quotes are accepted over time, grouped by estimator and revenue range. This helps you see who's closing the most deals and if your pricing is right, so you can improve your win rates and plan better.



Revenue Matrix

Shows revenue by task type, client, and business unit, giving a clear picture of where your income is coming from. This helps you focus on your most profitable services, clients, and areas for growth.



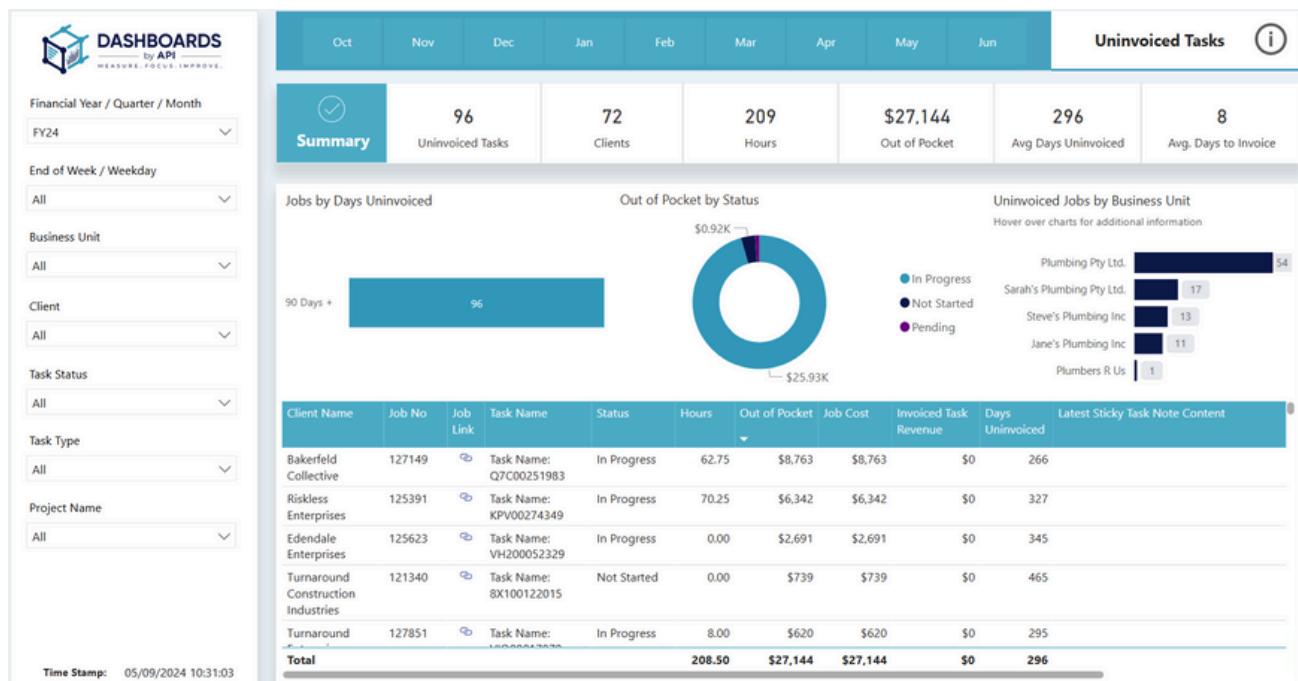
Quote vs. Actual

Compares quoted job costs to actual costs and profit for fully invoiced jobs. This makes sure you're invoicing correctly and helps you fine-tune future quotes to keep your jobs profitable.



Uninvoiced Tasks

Highlights jobs that are done but not invoiced, broken down by status and time. Helps you stay on top of invoicing to improve cash flow.



Job Profitability

Tracks how profitable your fully invoiced Do & Charge jobs are, making sure you're invoicing accurately and covering your costs. This helps you keep projects profitable and adjust pricing or management as needed.



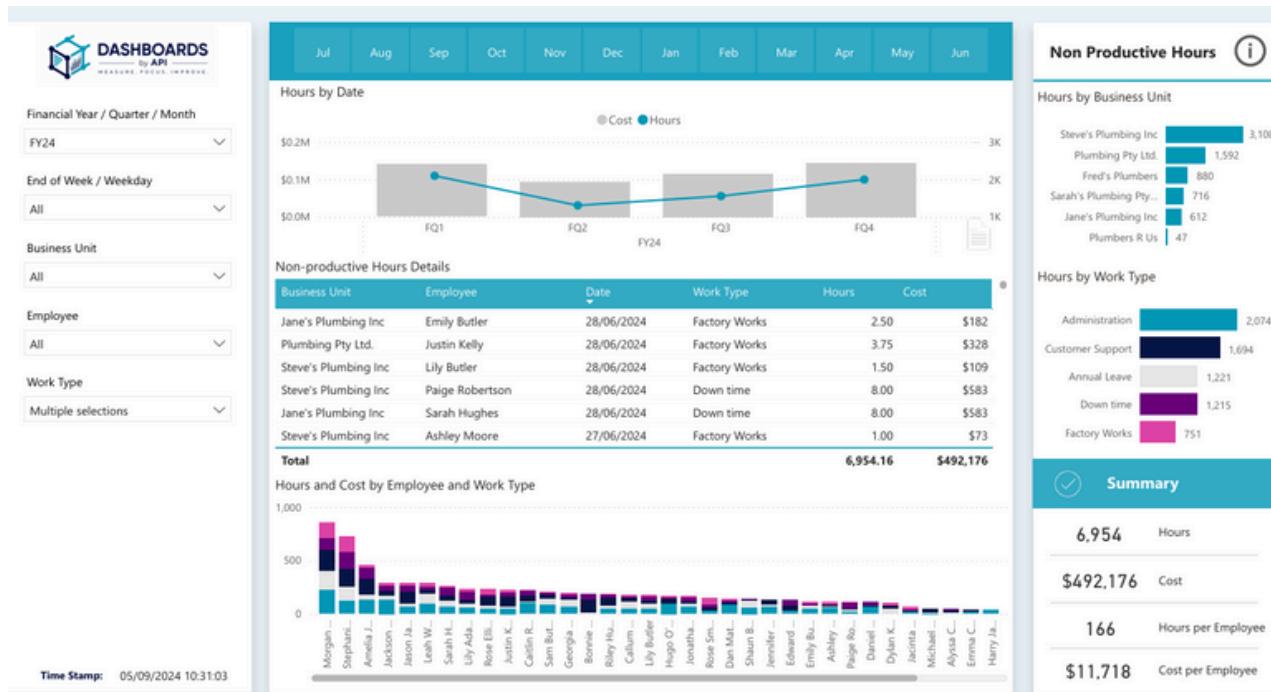
Tech Performance

Ranks workers based on a custom KPI and their Profit-Per-Hour, helping you spot top performers and areas for improvement.



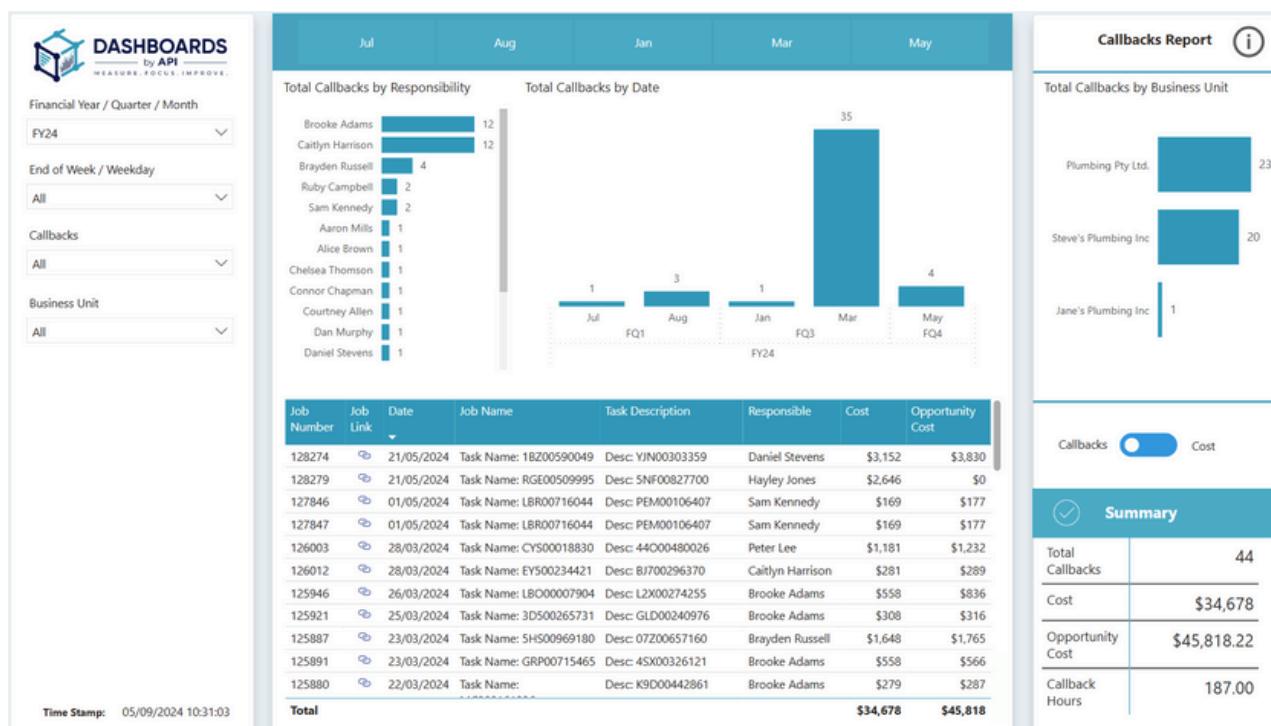
Non-productive Hours

Displays non-productive worker hours and their cost. Helps you reduce wasted time and labor, improving efficiency.



Callbacks

Identifies workers with more callback jobs and calculates the true cost of these issues. This helps you spot performance problems and reduce rework, saving money and keeping customers happy.



Getting started is easy!

1 Sign Up online

Head to apiintegrations.net/dashboards-lite-sign-up and complete the quick online form.

2 Confirm your setup

We'll be in touch to confirm your report selection, pricing, and provide a services agreement.

3 Sort your billing

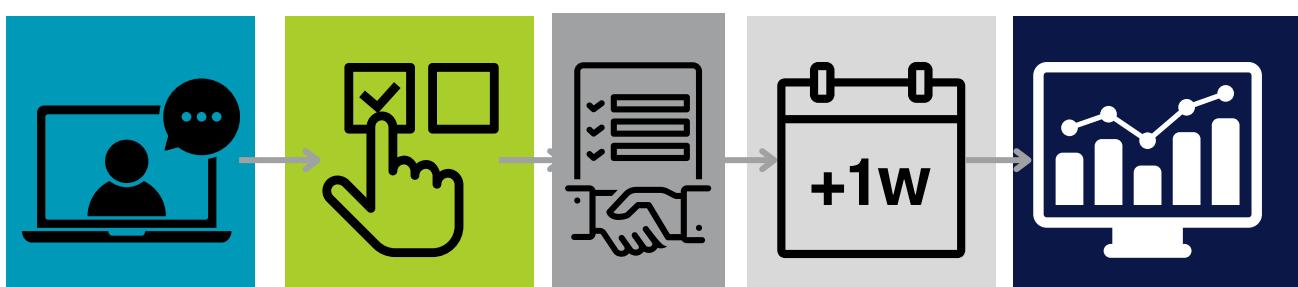
You'll receive an invoice for the build and a simple way to set up monthly payments.

4 Share the Essentials

We'll take care of the setup—just send through your API credentials and any key custom field details.

5 Log in and go

Once your Power BI access is ready, you're good to go!



Contact Sales



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