**Basic Formulas:**

GP is Gross Profit

GP% is Gross Profit %

GP = Revenue **-** Cost

GP% = 100.0 \* GP / Revenue

GP% = 100.0 \* ( Revenue **-** Cost ) / Revenue

**Formula Components:**

Total Revenue = Hardware Revenue +

Third Party Hardware Support Revenue +

Software Revenue +

Third Party Software Support Revenue +

Services Revenue +

Adtech Managed Services Revenue +

Adtech Connectivity Revenue +

Adtech Hardware Software Support +

Adtech Hardware Software Silver Support +

Adtech Hardware Software Gold Support +

Adtech Hardware Software Platinum Support

Total Cost = Hardware Cost +

Third Party Hardware Support Cost +

Software Cost +

Third Party Software Support Cost +

Services Cost +

Adtech Managed Services Cost +

Adtech Connectivity Cost

Services Revenue = Service Install Revenue +

Service Training Revenue +

Service Consulting Revenue +

Service pm Revenue +

Service Engineering Revenue +

Service Customer Development Revenue +

Service Other Revenue

Services Cost = Service Install Cost +

Service Training Cost +

Service Consulting Cost +

Service pm Cost +

Service Engineering Cost +

Service Customer Development Cost +

Service Other Cost

Total Revenue Earned = Total Revenue +

Third Party Hardware Support Revenue **-**

Third Party Software Support Revenue **-**

Adtech Hardware Software Support **-**

Adtech Managed Services Revenue **-**

Third Party Hardware Support Earned +

Third Party Software Support Earned +

Adtech Managed Services Revenue Earned +

Adtech Hardware Software Support Earned +

Adtech Hardware Software Silver Support Earned +

Adtech Hardware Software Gold Support Earned +

Adtech Hardware Software Platinum Support Earned

Total Revenue Earned GP = Total GP -

Third Party Hardware Support GP **-**

Thirdpartysoftwaresupport GP **-**

Adtechhardwaresoftwaresupport -

Adtech Managed Services Revenue +

Third Party Hardware Support Earned GP +

Third Party Software Support Earned GP +

Adtech Managed Services Revenue Earned GP

Adtech Hardware Software Support Earned GP

Adtech Hardware Software Silver Support Earned GP +

Adtech Hardware Software Gold Support Earned GP +

Adtech Hardware Software Platinum Support Earned GP

Remarks:

* Adtech Hardware Software Support GP is equal to Adtech Hardware Software Support   
  because the cost is zero
* Adtech Managed Services Revenue GP is equal to Adtech Managed Services Revenue   
  because the cost is zero

**Some critical numbers contributing in calculation**

Hardware Revenue

Hardware Cost

Hardware GP

Hardware GP %

Software Revenue

Software Cost

Software GP

Software GP %

Third Party Hardware Support

Third Party Hardware Support Cost

Third Party Hardware Support GP

Third Party Hardware Support GP %

Third Party Software Support

Third Party Software Support Cost

Third Party Software Support GP

Third Party Software Support GP %

Services Support

Services Support Cost

Services Support GP

Services Support GP %

**All the above numbers finalized into the following Totals:**

* Total Revenue
* Total Cost
* Total GP
* Total GP %
* Total Revenue Earned
* Total Revenue Earned GP
* Total Revenue Earned GP %