

# Quarterly Business Performance Report

## Q2 2023 Financial and Operational Overview

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Global Enterprises Inc.

For: Executive Leadership Team

### Executive Summary

Global Enterprises Inc. delivered strong performance in Q2 2023, with revenue growing 15% year-over-year to \$24.5M, exceeding forecast by 3%. Operating margin improved by 2.1 percentage points to 18.3%, driven primarily by operational efficiencies and scale benefits. The North American market continues to lead performance with 22% YoY growth, while EMEA shows promising signs of recovery after two consecutive declining quarters.

Our digital transformation initiatives have progressed ahead of schedule, with 78% of customers now using our digital platform, up from 65% in the previous quarter. Customer acquisition costs decreased by 12%, and customer retention rate improved to 94%. However, supply chain disruptions in Asia Pacific have impacted inventory levels and may pose challenges in the coming quarter if not addressed promptly.

## 1. Financial Performance

\$24.5M

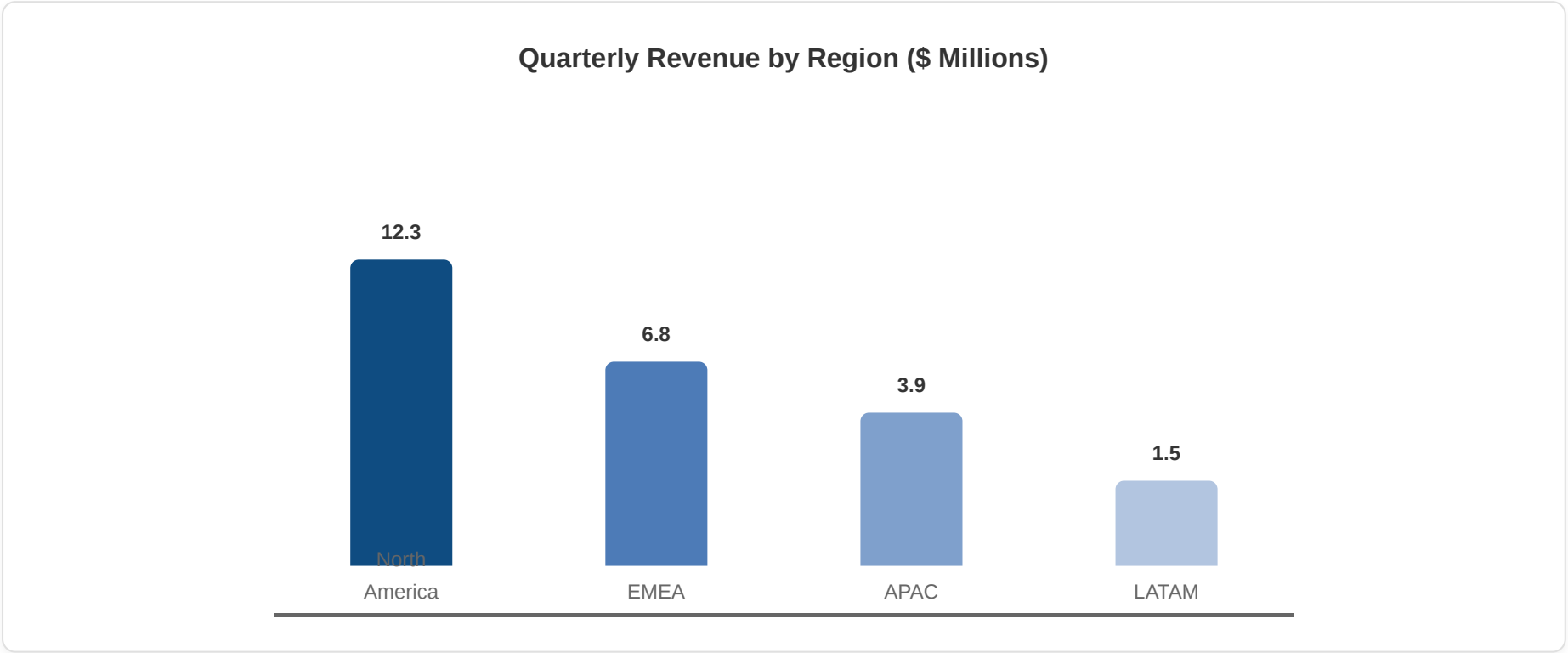
18.3%

\$4.48M

\$2.8M

Q2 Revenue	Operating Margin	Net Profit	Operating Expenses
▲ 15% YoY	▲ 2.1pp	▲ 18% YoY	▼ 5% YoY

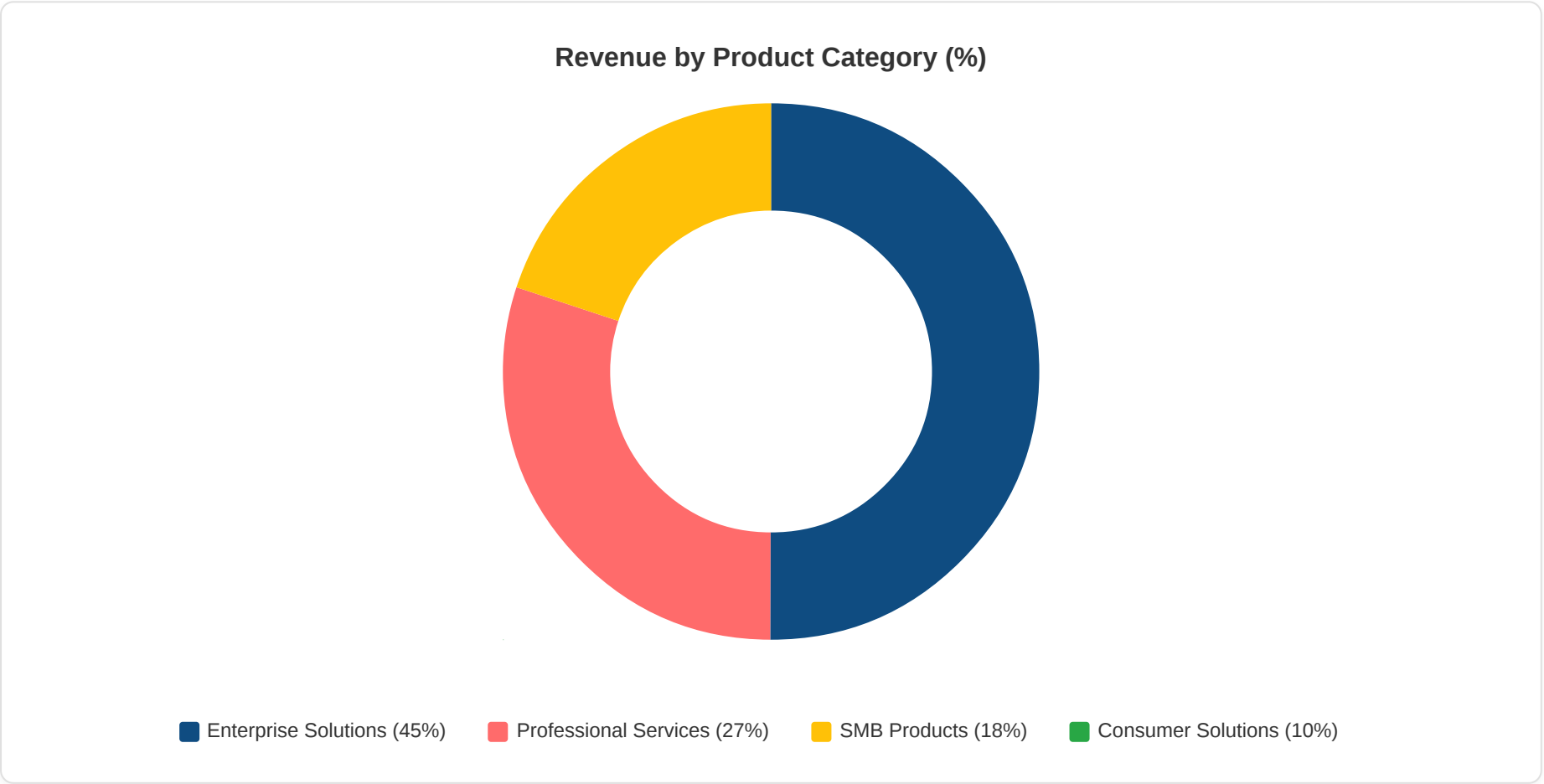
Revenue by Region



Region	Q2 2023 (\$M)	Q2 2022 (\$M)	YoY Change	% of Total
North America	12.3	10.1	+22%	50.2%
EMEA	6.8	6.2	+9.7%	27.7%
APAC	3.9	3.8	+2.6%	15.9%

Region	Q2 2023 (\$M)	Q2 2022 (\$M)	YoY Change	% of Total
LATAM	1.5	1.2	+25%	6.1%
Total	24.5	21.3	+15%	100%

## 2. Product Performance Analysis



### Top Performing Products

Product Name	Q2 2023 Revenue (\$M)	Growth YoY	Gross Margin	Customer Satisfaction
CloudConnect Enterprise	6.2	+32%	68%	4.8/5.0
SecureID Pro	3.8	+18%	72%	4.6/5.0
DataInsight Analytics	3.5	+25%	65%	4.7/5.0
ManagedCloud Services	2.9	+15%	55%	4.4/5.0
SmartOffice Suite	2.1	+8%	62%	4.3/5.0

### 3. Key Operational Metrics

#### Quarterly Trend: Customer Acquisition vs. Retention

Line chart visualization showing customer acquisition and retention trends over the past 6 quarters

94%

Customer Retention

▲ 3pp

78%

Digital Adoption

▲ 13pp

\$840

CAC

▼ 12%

4.7/5.0

CSAT Score

▲ 0.3

Operational Efficiency

Metric	Q2 2023	Q1 2023	Q2 2022	YoY Change
Average Response Time (hrs)	2.4	3.1	4.2	-43%
First Contact Resolution (%)	82	78	75	+9%
Order Fulfillment Time (days)	2.8	3.2	3.5	-20%
Support Tickets per Customer	1.2	1.4	1.8	-33%

Key Recommendations

- Address APAC Supply Chain:** Implement alternative sourcing strategies and increase safety stock levels for critical components to mitigate ongoing supply chain disruptions in the APAC region.

- **Accelerate EMEA Growth:** Increase sales and marketing investments in the EMEA region, targeting the enterprise segment where recovery signs are strongest. Consider targeted pricing strategies to gain market share.
- **Expand Digital Adoption:** Launch the planned digital onboarding enhancement project in Q3 instead of Q4 to further accelerate digital platform adoption, targeting 85% by year-end.
- **Optimize Product Portfolio:** Consider streamlining the SMB product line to focus resources on top-performing solutions. Conduct a detailed profitability analysis of the bottom 20% of products.
- **Leverage Customer Satisfaction:** Implement the customer referral program to capitalize on the increased CSAT scores, potentially lowering CAC further while accelerating growth.