



Your New ARRow-Powered Reports

Here are the different reports available pre-installed with the package. You can further customize them by simply running the base report and then edit, modify and save as a new report in a different folder.

At a high-level, the ARR Trend object will be used in combination with Accounts and ARR Change Events when there is no need for the additional granularity of products (and for faster reporting as well). Conversely, the Product ARR Trend object should be used when the user needs to report on that additional level of granularity (i.e. by Account AND by Product at the same time).

List of standard Reports available with ARRow

Report Name	Description
ARRTrends by Account (with Chg Events)	Report to show ARR trends with associated ARR Change Events on a per-Account basis, to be used on the Account Page layout. Includes Opening ARR, End Of Period ARR, as well as related Opportunities and their impacts.
ARR Renewal path for opportunities	Report to show the renewal path on opportunities, based on links created between ARR Change Events.

Report Name	Description
	Also provides data on available to renew number, opening ARR and increase at renewal.
ARR Trends Report by Account Owner	Report to show trends on ARR details, grouped by Account Owner. Includes New, Expansion, Contraction and Lost information.
ARR Trends by Product and by Account	Report to show ARR trends by Product and by Account, to be used on the Account Page layout. Includes New, Expansion, Contraction and Lost information.
ARR-based Renewal Rate	This report presents the ARR Renewal Rate, by Revenue Periods, based on opportunities set to renew in that given period and their status.
Bookings report ARR-based	Report to present ARR impact of the different opportunities using the booking date (i.e. close date of the opportunity).
Churn Effective Retention Rate (MRR)	Report to show monthly Churn & Effective Retention Rate, based on MRR.
Churn Effective Retention Rate	Report to show monthly Churn & Effective Retention Rate.
Cohort ARR Trends by Product	Report to show Cohort trends by Product, across the client base.
Cohort MRR Trends by Product	Report to show Cohort trends by Product, across the client base, based on MRR data.
Impact of late renewals on past periods	Report to show impact in ARR values of renewals that are identified as date (close date in a given month and revenue start date in previous periods).
MRR Trends with MRR Chg Events by Account	Report to show MRR trends with associated MRR Change Events on a per-Account basis, to be used on the Account Page layout. Includes Opening MRR, End Of Period MRR, as well as related Opportunities and their impacts.
MRR Trends Report by Account Owner	Report to show trends on MRR details, grouped by Account Owner.

Report Name	Description
	Includes New, Expansion, Contraction and Lost information.
Missing Renewal Opportunities	This reports presents any ARR set to renew, but for which no renewal opportunity was identified (either missing or couldn't be auto-associated).
Summary ARR Trend Report with TTM	Report to show trends on ARR with Trailing Twelve Month indicators. Includes New, Expansion, Contraction and Lost information.
Summary MRR Trend Report with TTM	Report to show trends on MRR with Trailing Twelve Month indicators. Includes New, Expansion, Contraction and Lost information.
Summary Product ARR Trend with TTM	Report to show ARR trends by Product, across the client base. Includes New, Expansion, Contraction and Lost information.
Summary Product MRR Trend with TTM	Report to show MRR trends by Product, across the client base. Includes New, Expansion, Contraction and Lost information.