

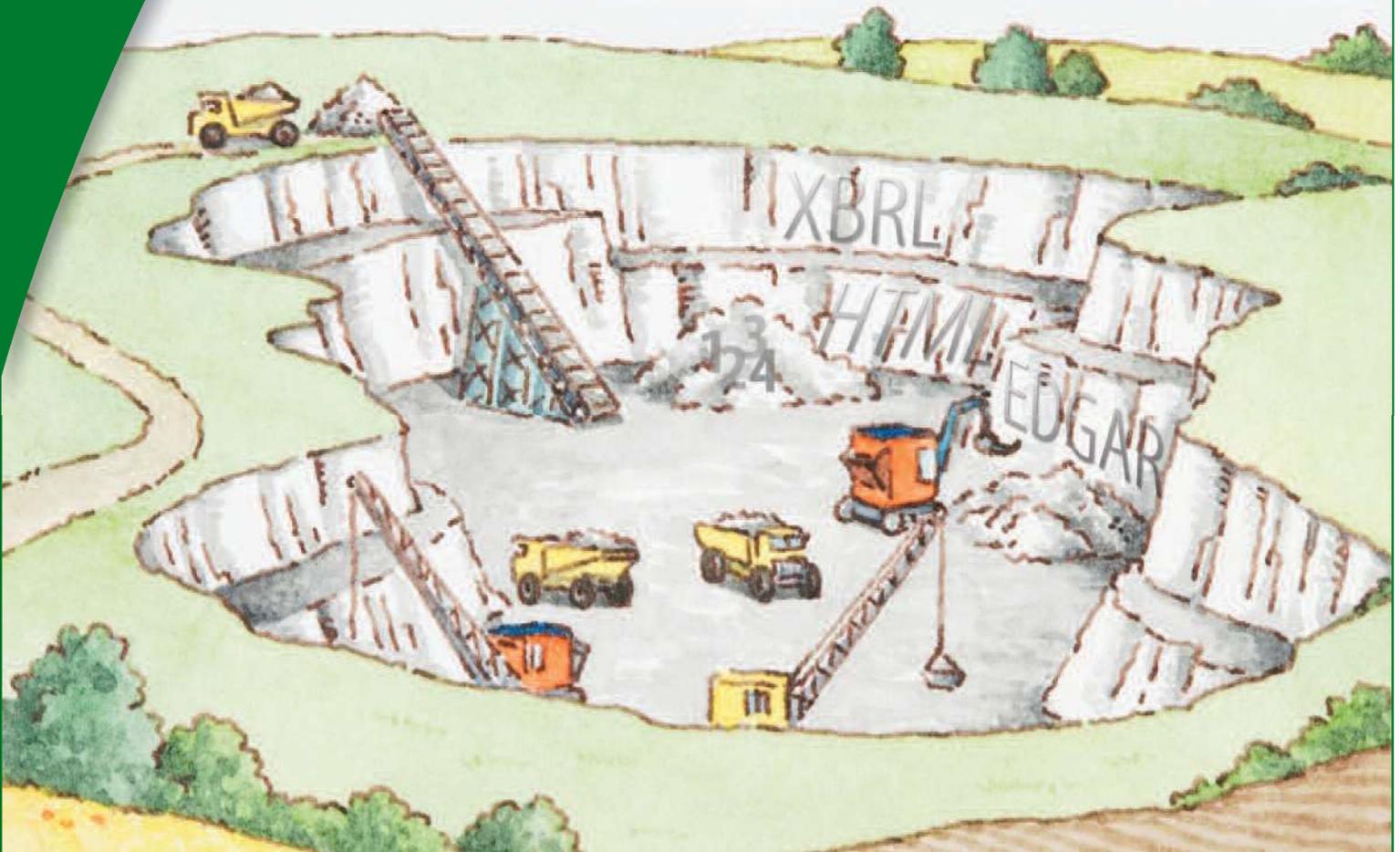
executive report



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Data Mining WITH XBRL AND OTHER SOURCES



Benchmarking & Analysis Tool by Calcbench provides access to normalized XBRL information either on a stand-alone company financial statement basis or using a comparison view. A comparison view can be created by either accessing an industry or sector, or suggested peer group for a company. Groups can be customized by adding or eliminating companies. Results will appear with four standard columns, or “matrix”. This matrix can be adjusted in many ways, for example, users can either add columns of calculations, change time periods, delete columns, sorting by ascending or descending, filter for above or below a certain value or eliminating companies with zero or negatives balances.

The screenshot shows the Calcbench interface with a financial matrix for '5300 General Merchandise Stores'. The matrix displays columns for Revenue, Operating Income, Operating Cash Flow, and Assets. Annotations highlight various features: 'Filter using any measure (e.g. revenue > 1,000,000)', 'Add company by name or ticker', 'Delete column', 'Save current view for later', 'Open detailed analytics page for this company', 'View filing at SEC.gov', 'Remove company', 'Double click any value to trace its source', 'Double click the result to see the source financial statement', 'Insert column with previous period's values', 'Insert column for your own calculation', and 'Mouse over values to see date range & percentile rank in group'.

From the matrix screen, the user can also include pre-defined ratios into the matrix. By using the dropdown menu located at the center of the screen, users can select from over 100 standardized data points and ratios which will be added to the view. The source of the selected metric or ratio can be viewed by double clicking on the amount.

The screenshot shows the Calcbench interface with a financial matrix for '3570 COMPUTER & OFFICE EQUIPMENT'. The matrix displays columns for Operating Cash Flow and Assets. A dropdown menu is open, showing various ratios such as Operating Cash Flow Per Share, Price Earnings Ratio, Return on Assets (ROA), Return on Invested Capital (ROIC), Return on Equity (ROE), Liquidity Ratios, and Solvency Ratios. Annotations highlight 'Interactive Help', 'Export To Spreadsheet', 'User Guide', and 'Showing 1 to 6 of 6 entries'.

Also from the matrix view, users can view tagging used by companies for a particular number. In addition, users can trace the source of the tagged information to the *related disclosures* from the company's filed financial statements.

Company	Add Prev Period For All Cols	LoansOutstanding	LoansAllowance
		Year 2012 --prev	Year 2012 --prev
Mouse over number to view date range		\$4,340,855,995,007	\$111,123,095,681
Double click number to trace		avg: \$29,731,890,377	avg: \$761,117,094
ALLIANCE FINANCIAL CORP /NY/ (ALNC)	SEC X	\$919,523,000	\$8,571,000
AMERICAN NATIONAL BANKSHARES INC (amnb)	SEC X	\$776,587,000	\$12,118,000
AMERISERV FINANCIAL INC /PA/ (asrv)	SEC X	\$708,594,000	\$12,571,000
AMES NATIONAL CORP (atlo)	SEC X	\$510,125,880	\$7,773,000
ANNAPOLIS BANCORP INC (annb)	SEC X	\$274,560,000	\$6,317,000
ARROW FINANCIAL CORP (arow)	SEC X	LOANSOUTSTANDING: 12/31/2012	
BANCFIRST CORP /OK/ (banf)	SEC X	LoansAndLeasesReceivableNetReportedAmount: \$274,560,000	
Bancorp, Inc. (pfb)	SEC X	Find Related Disclosures	
BANK OF AMERICA CORP /DE/ (bac)	SEC X	\$305,090,000,000	\$24,179,000,000
Bank of the Carolinas CORP (BCAR)	SEC X	\$263,484,000	\$6,890,000
BB&T CORP (bbt)	SEC X	\$112,585,000,000	\$2,018,000,000

Information from the matrix can be exported into excel for further analysis by using the "export to spreadsheet" option located at the top of the screen.

Company	Revenue	OperatingIncome	OperatingCashFlow	Assets	PayablesTurn
Year 2012					
Sum:	2.28692E+11	-17981823359	30572016260	2.3153E+11	
Average:	38115392150	-2996970560	5095336043	38588347310	
DigitalTown, Inc.	(\$413,341)	(\$2,038,742)	(\$764,872)	\$1,116,242	2.06
EROOMSYSTEM TECHNOLOGIES INC	\$680,242	(\$333,617)	(\$309,868)	\$2,756,615	21.64
HEWLETT PACKARD CO	\$120,357,000,000	(\$11,057,000,000)	\$10,571,000,000	\$108,768,000,000	4.45

By using the icon, a user can access an analytics page in which all of the companies' accounts and ratios are compared to the peer group. The distribution of the amounts or ratios can be graphed with the highlighted company appearing in yellow.

Looking at: **5400 Food Stores** [Save as peer group](#) [add/edit filter](#)

Show 100 entries

Company	Add Prev Period For All Cols	Revenue
Year 2012		
avg: \$11,470,252,822		
ARDEN GROUP INC (ardna)	SEC X	\$439,038,000
Bill The Butcher, Inc. (blb)	SEC X	\$1,043,000
Crumb's Bake Shop, Inc. (cmb)	SEC X	\$43,028,842
Fresh Market, Inc. (tfm)	SEC X	\$1,329,131,000
GNC HOLDINGS, INC (gnc)	SEC X	\$2,429,983,000
HARRIS TEETER SUPERMARKETS, INC. (htst)	SEC X	\$4,535,414,000
INGLES MARKETS INC (IMKTA)	SEC X	\$3,799,433,820
KRISPY KREME DOUGHNUTS INC (kkd)	SEC X	\$91,378,1,000
KROGER CO (kr)	SEC X	\$96,751,000,000
PUBLIX SUPER MARKETS INC (pk000081061)	SEC X	\$27,706,772,000
QKI Stores Inc (QKLS)	SEC X	\$365,624,781
Roundy's, Inc. (RNDY)	SEC X	\$3,890,537,000
SAFEWAY INC (saw)	SEC X	\$44,206,500,000
STATER BROS HOLDINGS INC (stb0000882829)	SEC X	\$3,873,203,000
SUPERVALU INC (SVU)	SEC X	\$17,097,000,000
Susser Holdings CORP (suss)	SEC X	\$5,818,127,000
VILLAGE SUPER MARKET INC (vipsa)	SEC X	\$1,422,243,000
Vitamin Shoppe, Inc. (vst)	SEC X	\$950,902,000
WELLS MARKETS INC (wmtk)	SEC X	\$2,701,405,000
WHOLE FOODS MARKET INC (wfm)	SEC X	\$11,698,828,000

Analytics for: KRISPY KREME DOUGHNUTS INC

Fiscal Year 2012

	Value	% Chg YoY	Peer Group Average	Percentile Rank
Revenue	\$435,843,000	8.09%	200%	Revenue \$11,470,252,822 \$1,205,418,410 15 Chart
Cost of Revenue	\$362,838,000	4.27%	81.25%	Revenue 73.89% 72.91% 80 Chart
Gross Profit	\$73,015,000	28.59%	16.75%	Revenue 26.11% 27.09% 15 Chart

Company	Gross Profit (%)
ARDEN GROUP INC	19.81%
Bill The Butcher, Inc.	13.42%
Crumb's Bake Shop, Inc.	16.75%
Fresh Market, Inc.	19.81%
GNC HOLDINGS, INC	30.39%
HARRIS TEETER SUPERMARKETS, INC.	20.96%
INGLES MARKETS INC	28.61%
KRISPY KREME DOUGHNUTS INC	16.75%
KROGER CO	27.34%
PUBLIX SUPER MARKETS INC	27.49%
QKI Stores Inc	28.14%
Roundy's, Inc.	29.95%
SAFEWAY INC	33.98%
STATER BROS HOLDINGS INC	36.02%
SUPERVALU INC	35.52%
Susser Holdings CORP	30.74%
VILLAGE SUPER MARKET INC	28.26%
Vitamin Shoppe, Inc.	38.71%
WELLS MARKETS INC	22.08%
WHOLE FOODS MARKET INC	22.08%

Stockholders Equity End of FY12: \$246,432,000 -1.08% 72.07% Assets: -18.50% 46.11% 80 Chart

Calcbench also has the capability to compile disclosures for a particular period, either as a stand alone basis or for all companies in an SIC Code. Using a drop down option or key word search will allow users to further filter disclosures to specific requirements.

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Use this page to search for disclosures by type.
You can search the whole universe of filings for a particular period, or narrow by peer group or SIC sector.

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→SIC CODE: 3570

Period Type:
Annual: | Calendar Quarters:

Period:
2012

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[DigitalTown, Inc. Commitments And Contingencies Disclosure](#)

[DigitalTown, Inc. Commitments And Contingencies Disclosure](#)

EROOMSYSTEM TECHNOLOGIES INC
RevenueRecognitionPolicyTextBlock

Revenue Recognition - The Company generates revenues either from the sale, lease or revenue-share arrangement for eRoomServ refreshment centers, and eRoomSafes as well as from the sale of products in refreshment centers. Under the revenue-sharing agreements, the Company receives a non-guaranteed portion of the sales generated by the units. The Company also generates revenues from maintenance services.

Revenue from the sale of eRoomServ refreshment centers and eRoomSafes is recognized upon completion of installation and acceptance by the customer. Revenue from the sale of refreshments from the refreshment centers is recognized upon removal of the item from the minibar by the guest. The revenue-sharing agreements are accounted for as operating leases with revenue being recognized as earned over the lease period. Maintenance revenue is recognized as the services are performed or pro rata over the service period.

With respect to the sale of refreshment centers, the maintenance services are not integral to the functionality of the eRoomServ refreshment centers and are at the option of the customer. Maintenance services are mandatory for eRoomServ refreshment centers placed under revenue-sharing agreements and are incorporated into those agreements. In connection with the revenue-sharing agreements, a portion of the revenues received by the Company are classified as maintenance fee revenue based upon vendor-specific objective evidence of fair value. The Company defers customer's deposits paid in advance relating to future services and products not yet installed and accepted by the customer

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