

# Adaptive Insights



THE GLOBAL LEADER IN CLOUD BI & CPM

## Lean Finance Transformation

Alastair McKeating, Regional Manager

Mike Peck, Regional Manager

**Adaptive** Planning

**Adaptive** Consolidation

**Adaptive** Discovery

**Adaptive** Integration

**Adaptive** Reporting

# New Role of Finance



**71%** of CFOs have seen their overall level of **strategic influence** increase over the past three years\*



# Adaptive Insights



What is Lean Finance?

# Lean Finance

A lean finance function strives to operate at the highest level of effectiveness through an optimized mix of **people, process and technology** to provide value-add strategic and tactical support throughout the entire organization.

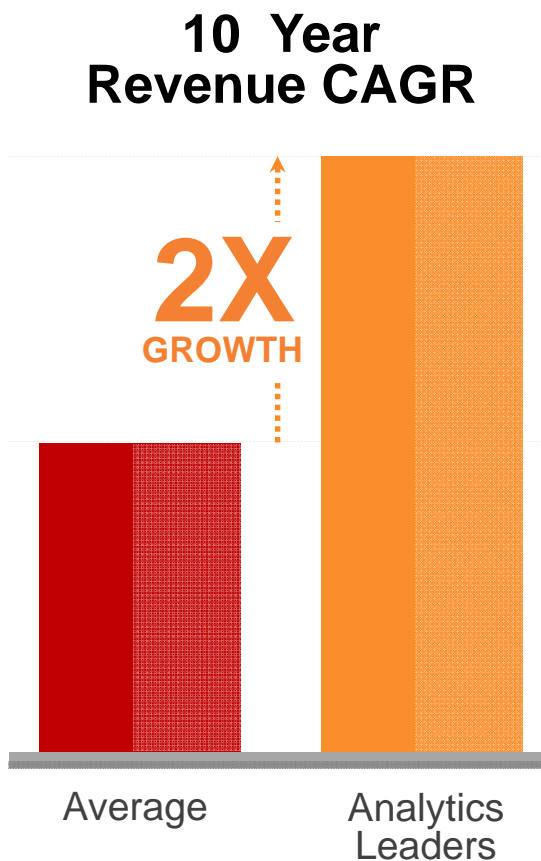
- Employs Lean Principals (along value chain)
- Focus on Delivering Strategic Customer Value
- Optimized **Optimizing** Process Efficiency



**Successful performance  
management transformation  
aligns people, processes,  
data and culture.**

# Tapping Analytics at The Core

## Means Competitive Advantage

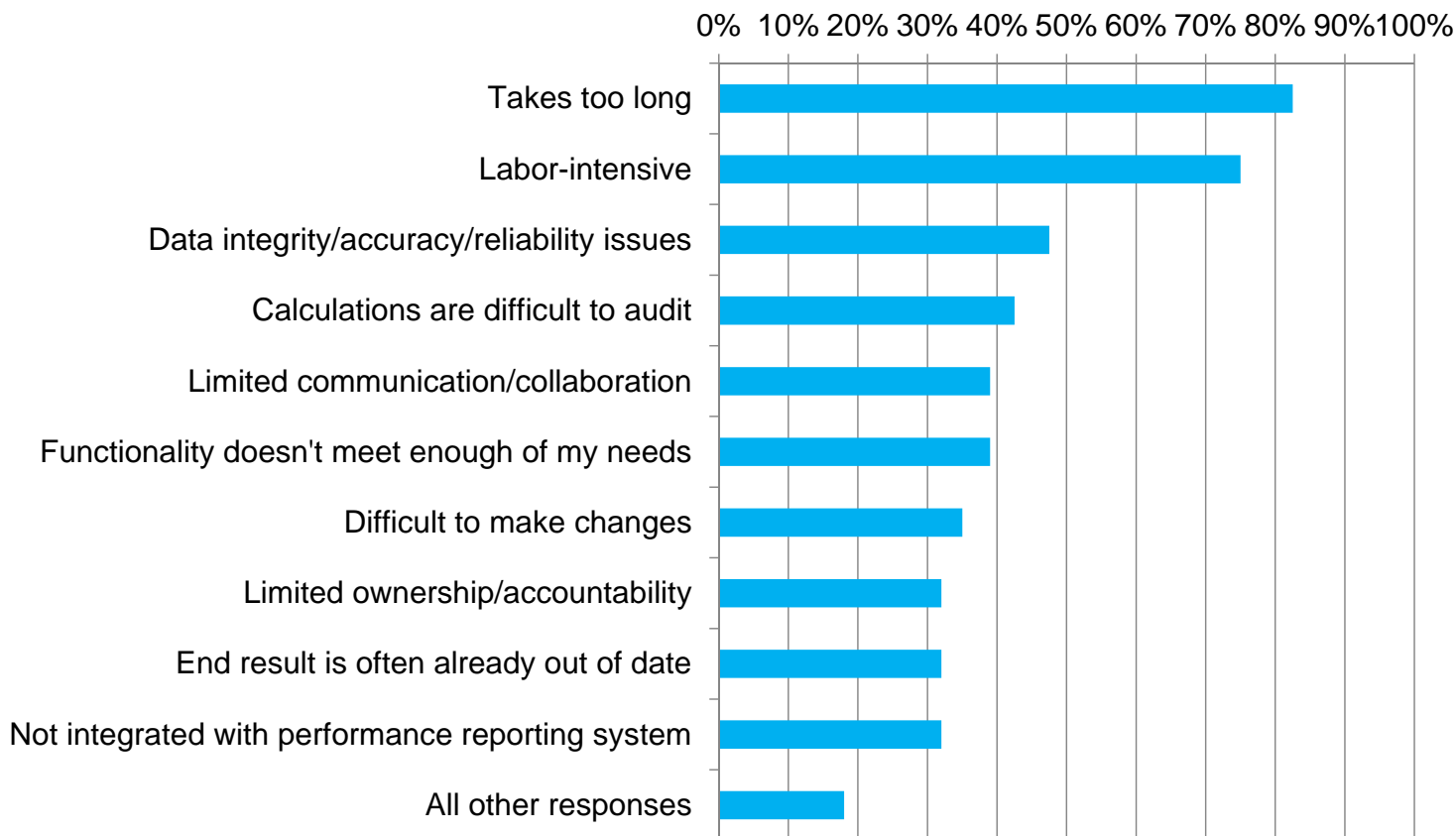


“Companies that use analytics are more productive and more profitable than their competitors.”

McKinsey&Company

# The Current State of Business Analytics

## Time, Effort, Integrity



# 75%

Effort is wasted  
rekeying and  
manually rolling  
up data

# 90%

Spreadsheets  
contain data  
and formula  
errors

# 64%

Annual plans are  
out of date by  
the time they are  
put into effect





# Current Systems Hold Finance Back

Manual. Siloed. Error-Prone.



Executives



Finance



Sales



Ops

Plans

Forecasts

Models

Dashboards

Reports



ORACLE®

SAP



salesforce.com®

NETSUITE

Intacct.

workday



QuickBooks®

sage

ADP



Microsoft Dynamics®

Deltek

# Two **BIG** Opportunities to Improve



Close

FP&A



Close  
Books



Consolidate  
Financials



Report  
Results



Analyze



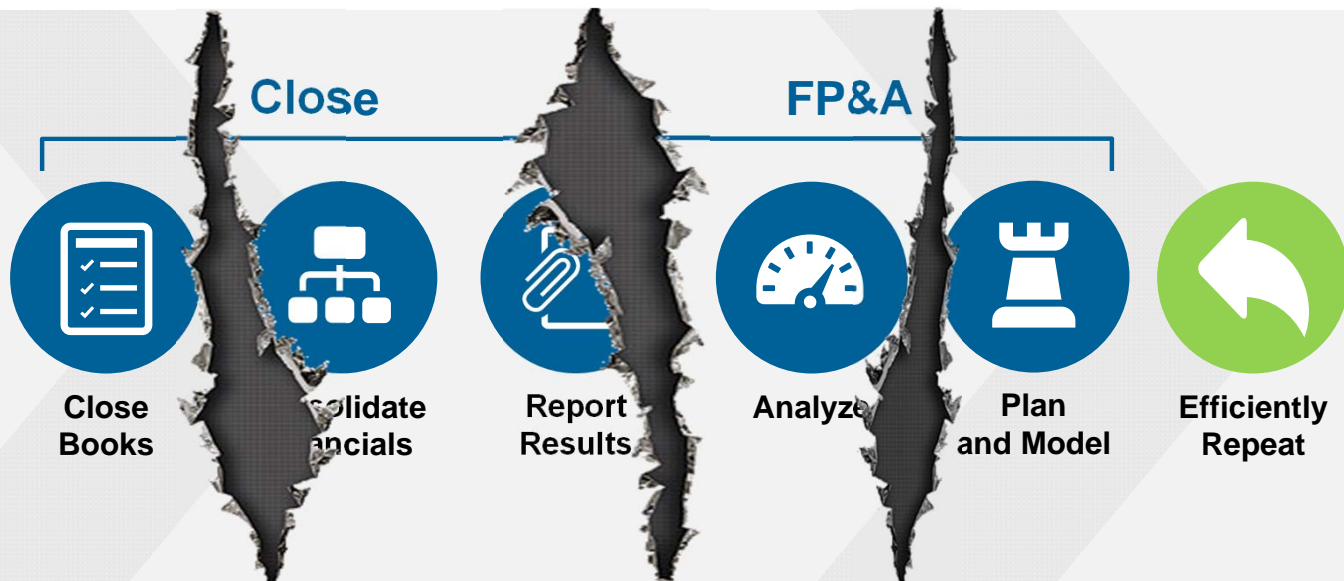
Plan  
and Model



Efficiently  
Repeat



# Two **BIG** Opportunities to Improve

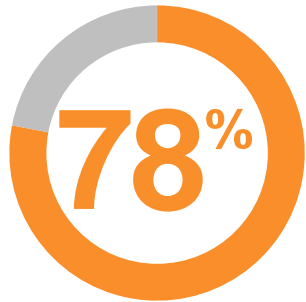


# Adaptive Insights

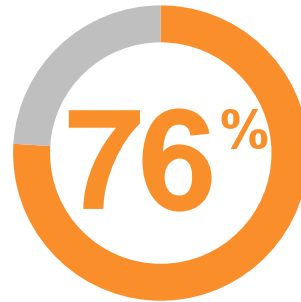


Proven Strategies  
to achieve Lean Finance

## Best-In-Class Companies: What They Do Better



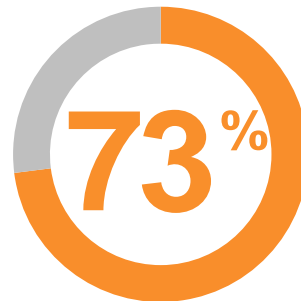
**Rigorously forecast demand  
and continuously plan**



**Forecast based on the most  
up-to-date business drivers**

**2X**

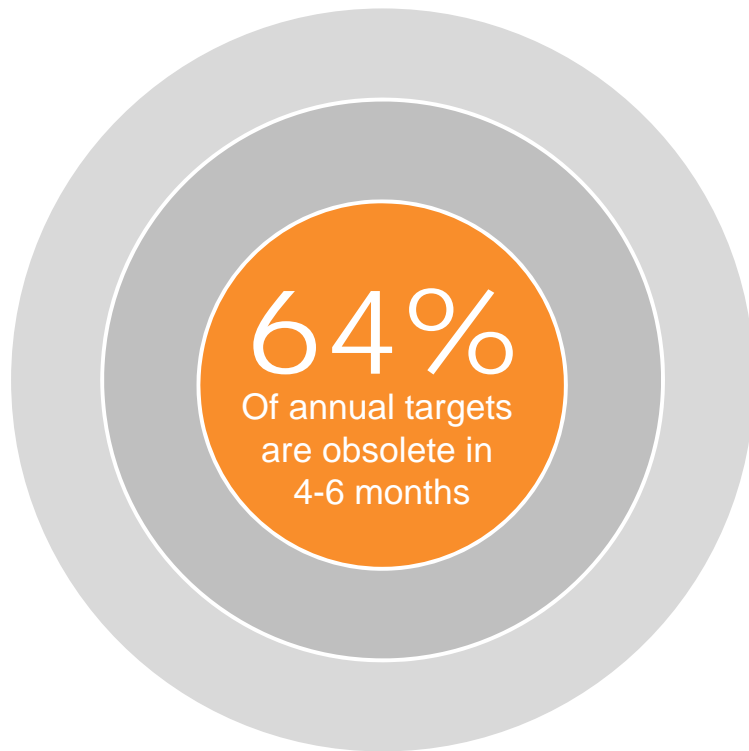
**More likely to have timely  
financial data in plans**



**Plan  
collaboratively**

# Use Rolling Forecasts

## Stay Ahead of the Curve



### Use Major Drivers

- Plans should never be out of date
- Frequently import actuals and plan with drivers to re-forecast quickly
- Get everyone on the same sheet of music – integrated actuals & forecast

# Maximize Your Forecast Power

## Adjust and Analyze Major Drivers



**Profit**



**Working  
Capital**



**Risk**

APQC

“ True rolling forecasts go beyond the budget barrier and predict an organization’s performance in response to economic change and growth. ”

# Link Driver-Based Plans

## Drive Cross-Functional Alignment





# Elevate Engagement

## Get Managers Involved

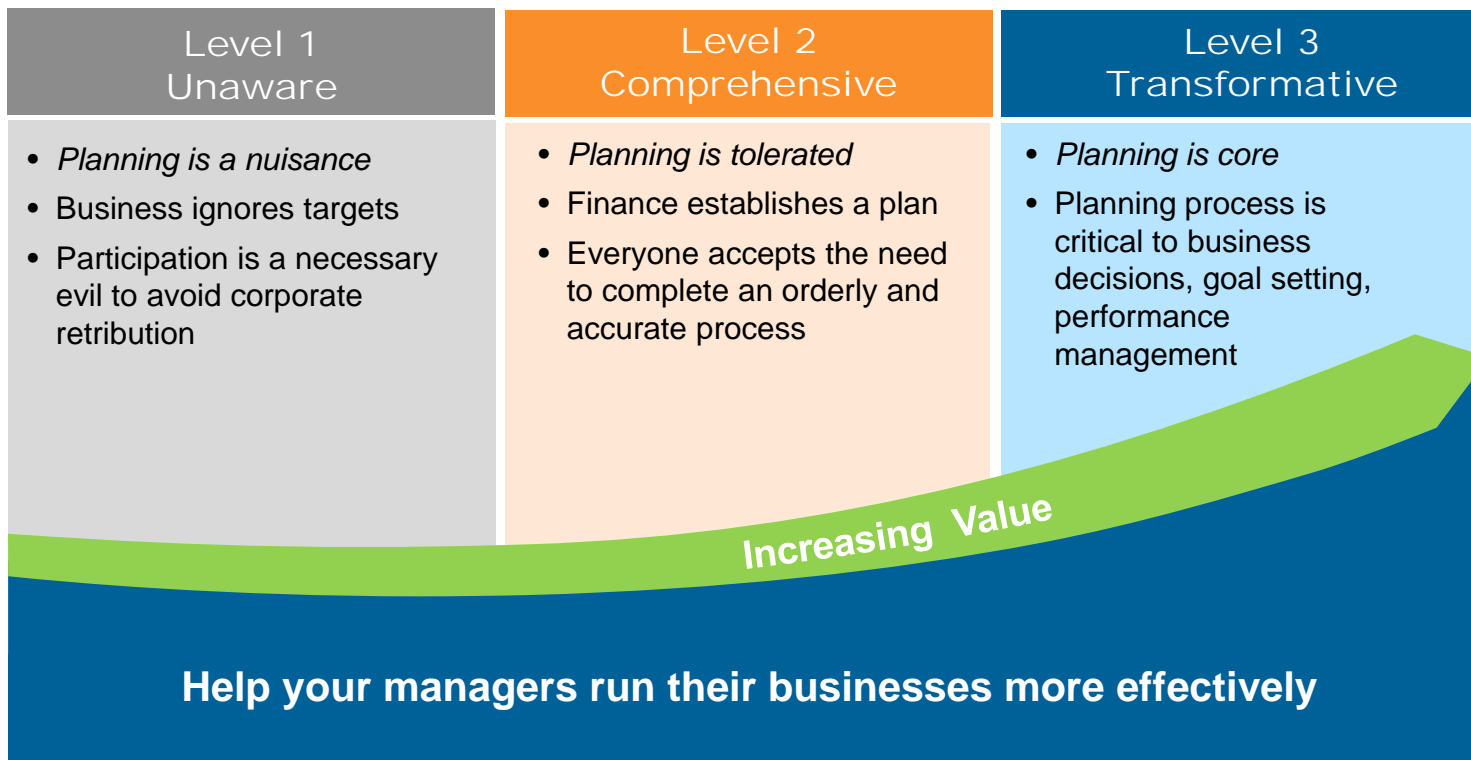


Need to share data and collaborate  
with teams across the enterprise



# Organization-Wide Process

## Involve All Departments



# Drive Self-Service

## Free from reliance on . . .



“Some of cloud’s biggest advocates are business users. They feel empowered by cloud technologies and they see them as more **flexible** because they can enact **changes in real-time** in line with business demands.”

### Put Users in the Driver’s Seat

- Flexible
- Self-sufficient
- Adaptive
- Proactive
- Intuitive

**Planning**

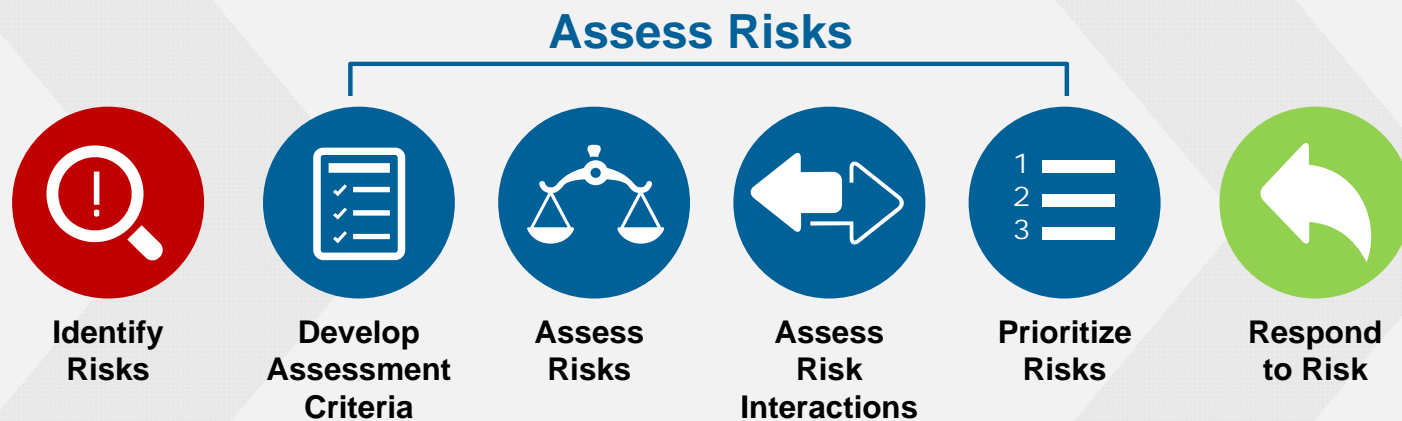
**Reporting**

**Analytics**

The ROI of Cloud Apps, June 2011



**FORRESTER®**

# Analytics is Key to Risk Analysis and Responsiveness



# Create an Analytics Culture

## Enable KPIs Across Departments

 <b>Executive</b>	Sales Pipeline Gross Income Customer Retention / Turnover	Profit & Loss Scorecard (Act/Bud) Project / Product Backlog Service Backlog
 <b>Finance</b>	Billings Expense, % of Revenue Operating Income Paid vs. Billable Hours	 <b>Sales &amp; Marketing</b> Lead & Sales Pipeline Lead Conversion Cost per Lead Cost per Sale
 <b>Operations</b>	Backlog Six Sigma # of New Contracts Allocations by Site, etc.	 <b>HR</b> Headcount Utilization Expense / Employee Revenue / Employee

# Create a Repository

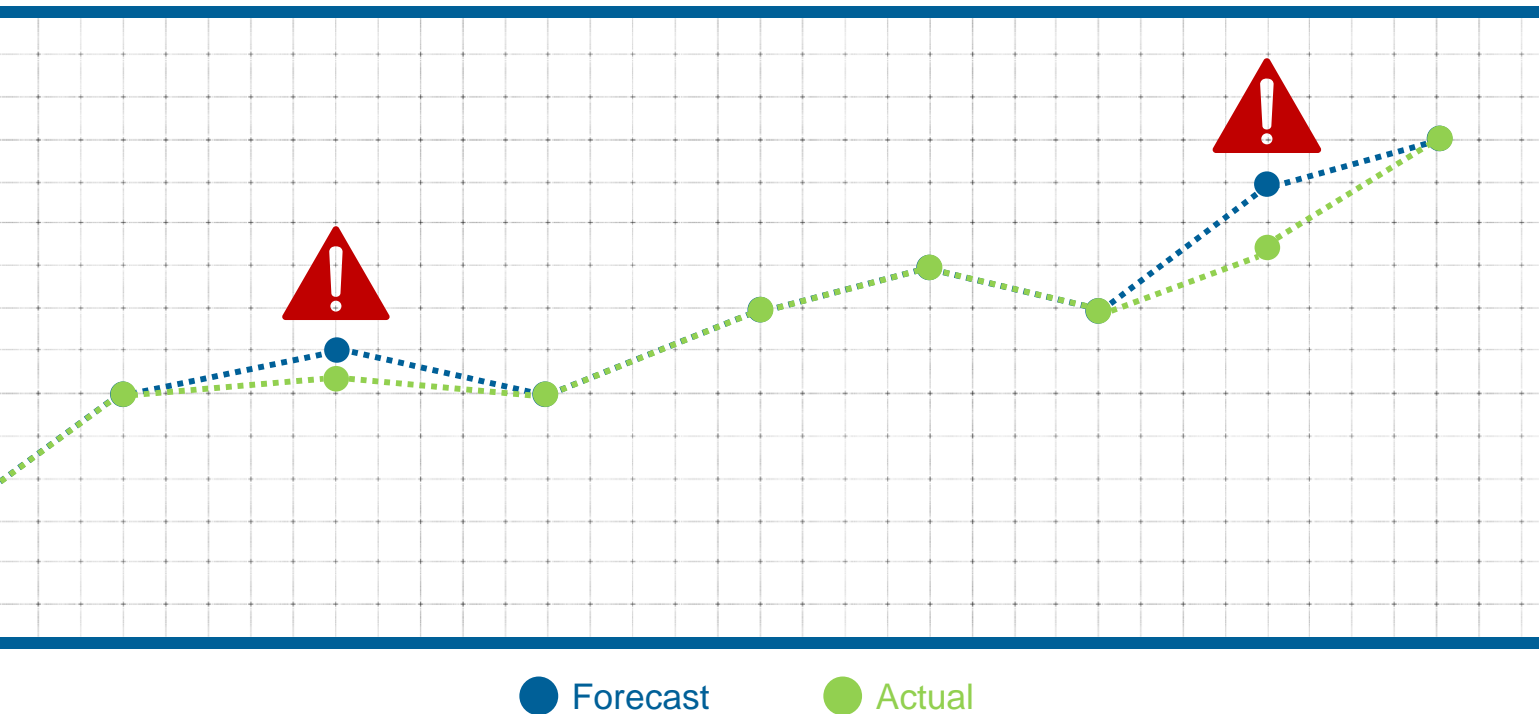
Centralize Insight



## A Universal View

- Report
- Share
- Drill-down
- Analyze
- Refresh
- Compare
- Decide
- Take Action

# Institute Performance Monitoring and Reporting



# Link Analytics and Plans

## Make Better Decisions, Faster





# Create a Continuous Cycle of Planning & Analysis



Goals &  
Objectives



Assess &  
Monitor Risks

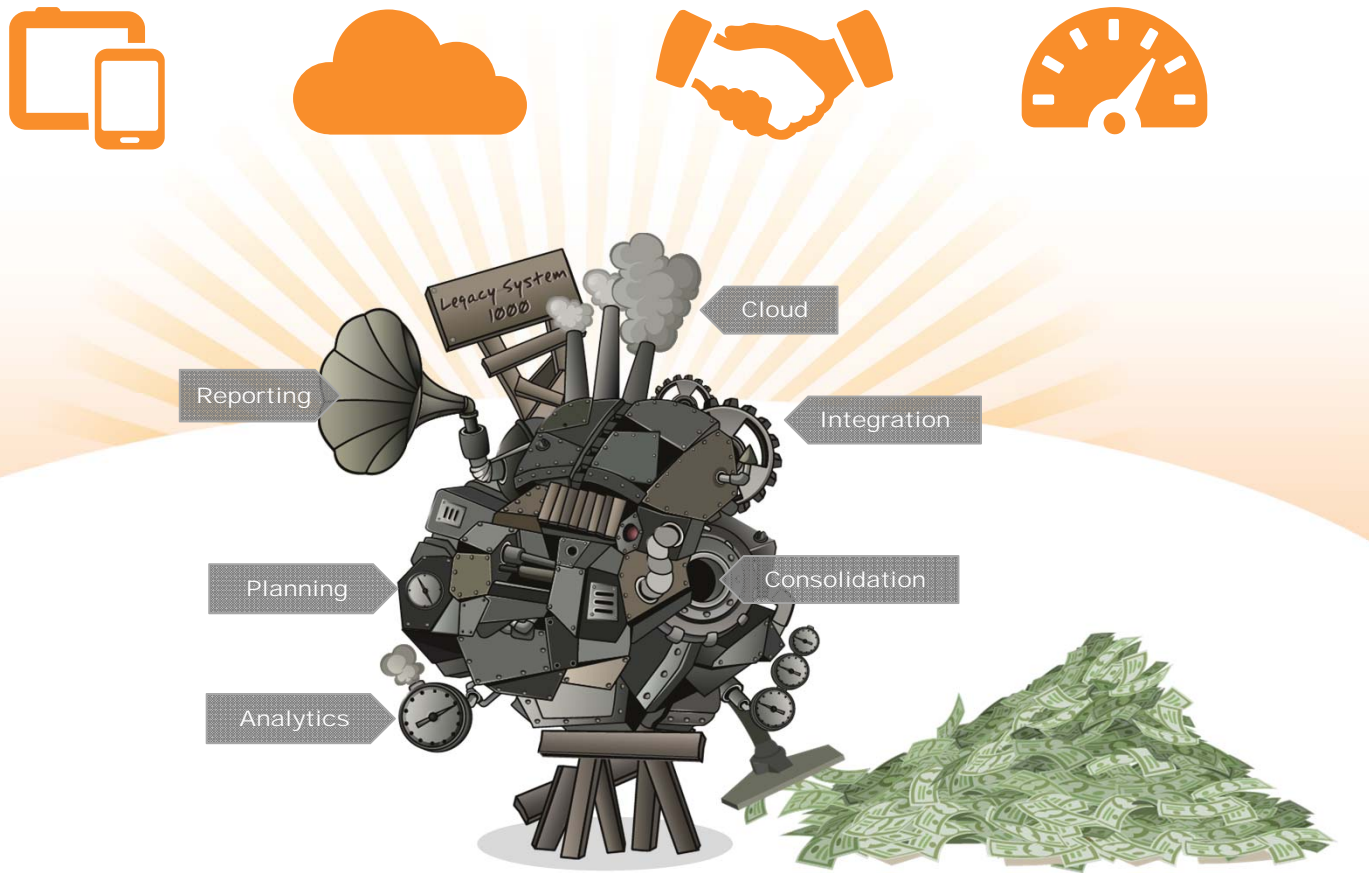


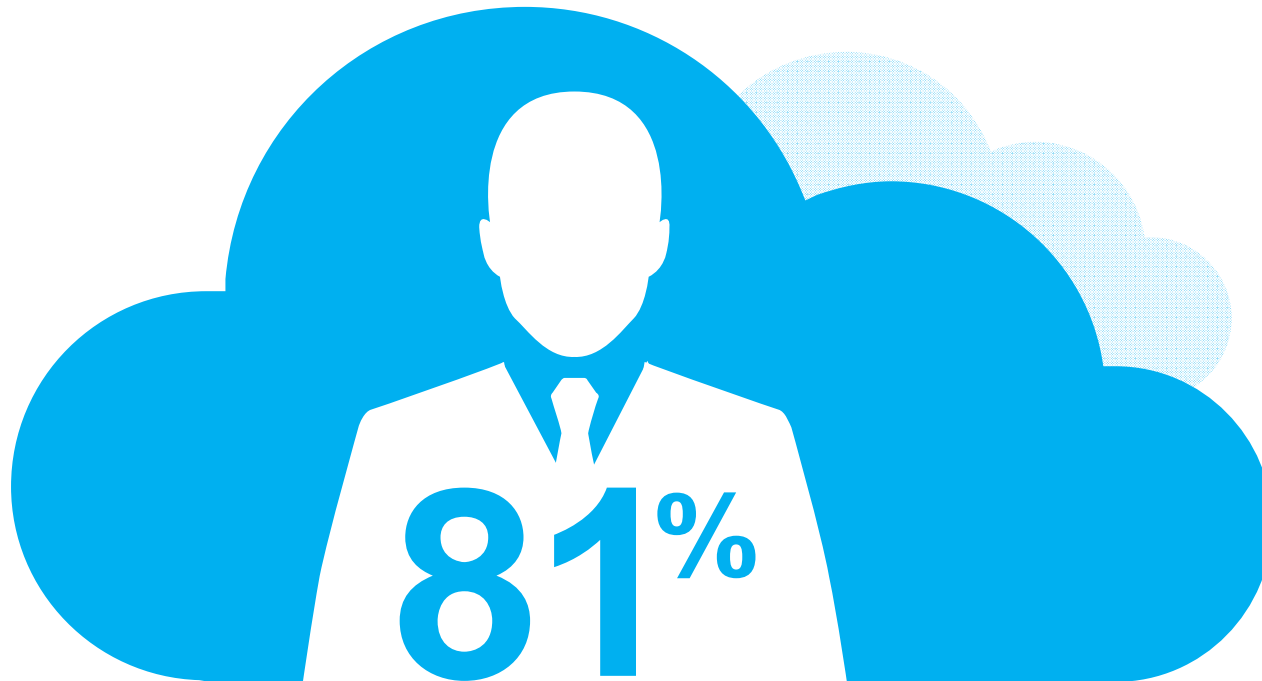
Analyze  
& Report  
Performance



# The New Role of Finance

## Requires Rethinking Technology





of CFOs see the cloud as the  
future for their applications

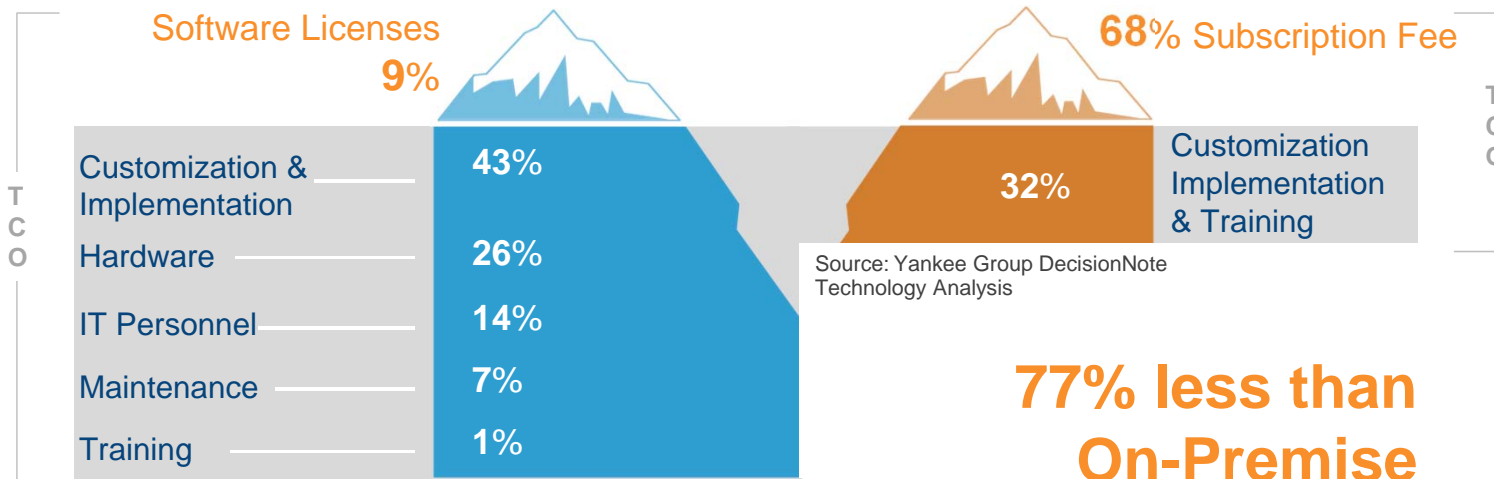
# Cloud Lowers TCO

## Frees Up Resources to Innovate



### On-Premise Software

### Cloud Computing



"Customers can spend up to four times the cost of their software license per year to own and manage their applications."

— Gartner  
"The End of Software"

"Cloud computing yields substantial economies of scale and skill, and lowers total cost of ownership (TCO)."

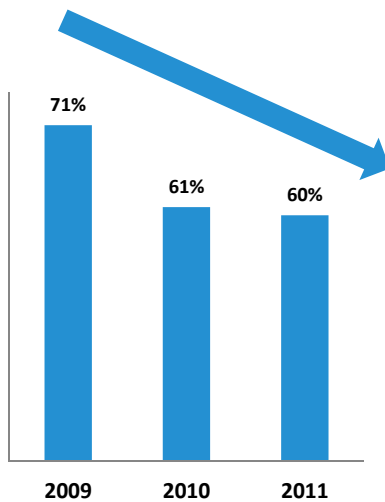
— The Hurwitz Group  
"The Compelling TCO Case for Cloud Computing"

## Perceptions of SaaS are Changing: It's about Flexibility More Than Cost

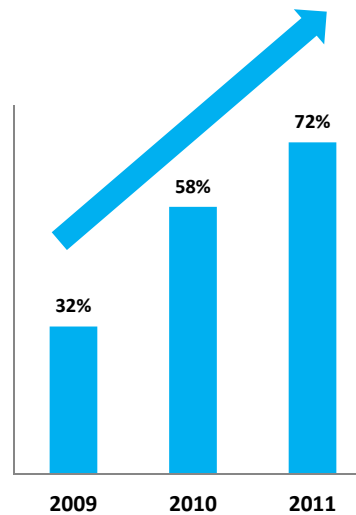


**“How important were the following benefits in your firm’s decision to use SaaS?”**  
(4 or 5 on a scale of 1 [not at all a factor] to 5 [very important])

**Lower Overall Cost**



**Improved Business Agility**



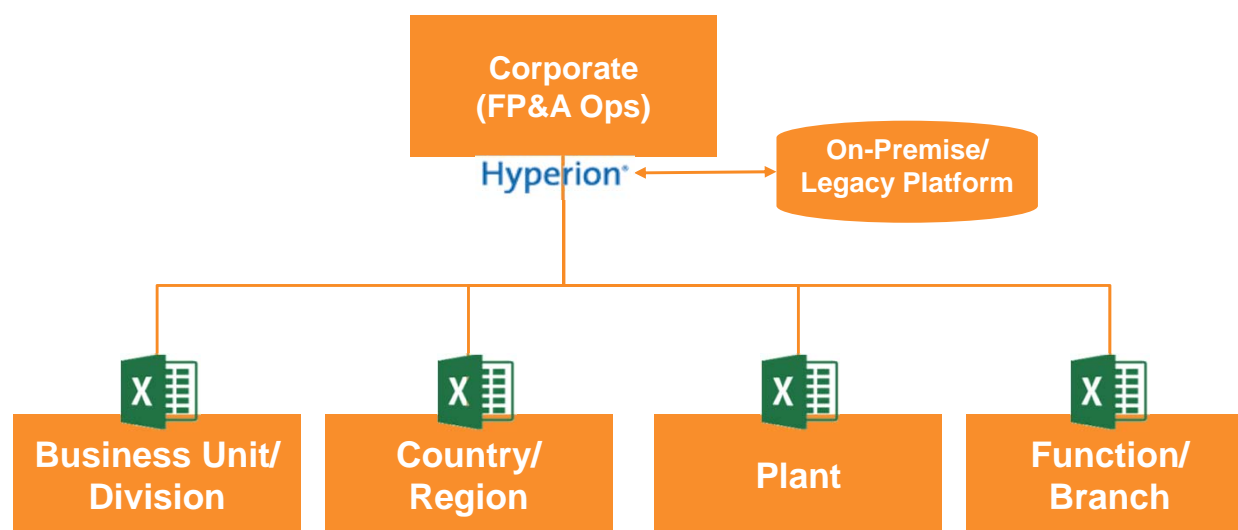
**Base: Software-decision-makers who are using or are planning to use SaaS**

Source: April 2012 “The Changing Cloud Agenda”

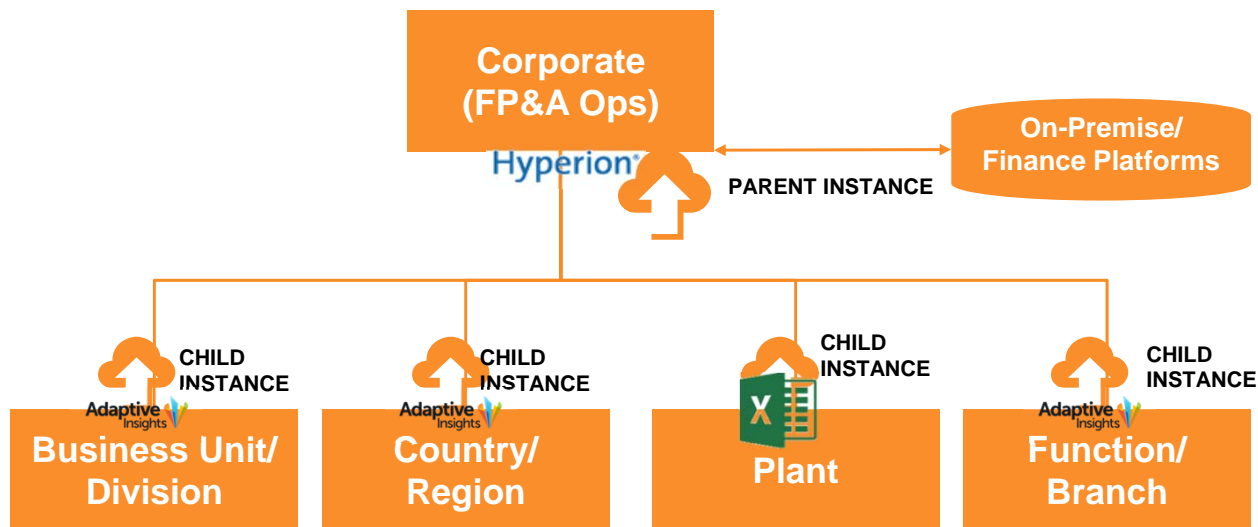
“By 2016, at least 25% of enterprise finance organizations will move to cloud for specific CPM processes, and many will use a hybrid approach through a combination of cloud and on-premises solutions.”

# FP&A Architecture at Enterprise:

## Current State



# FP&A Architecture at Enterprise: Cloud-Enabled





# By the Numbers

## GENTIVA'S ADAPTIVE INSIGHTS DEPLOYMENT



NUCLEUS  
RESEARCH

### THE PROJECT

Gentiva Health Services deployed Adaptive Insights' Adaptive Planning solution to replace a number of solutions including Oracle Hyperion that made the budget process cumbersome, frustrated users, and were time-consuming. Nucleus found that Adaptive Planning enabled the company to support its growth and increasingly complex business model while increasing staff productivity.

### THE RESULTS

- » Improved regional directors productivity
- » Reduced AVP and Finance director time
- » Reduced technology and outsourcing costs

**751%**  
Annual ROI

**\$914,871**  
Average  
annual benefit

**1.3 mos**  
Total time  
to value, or  
payback  
period, for  
the project

**1:11.7**  
Cost:Benefit  
Ratio

**3 mos**  
Total time for  
the company to  
deploy Adaptive  
Planning

**500**  
Users

"Adaptive Planning has allowed us to increase engagement, and significantly reduce the time spent on the budget process. It is simpler, people are involved, and it takes a lot less time."

— Kevin Bradshaw  
Finance Director, Gentiva



2,700  
Customers



85  
Countries



Customer  
Satisfaction



# >100 Canadian customers use Adaptive



## S/W & High Tech



## Manufacturing



## Healthcare



## Non-Profit / Edu



## Consumer



## Financial Services

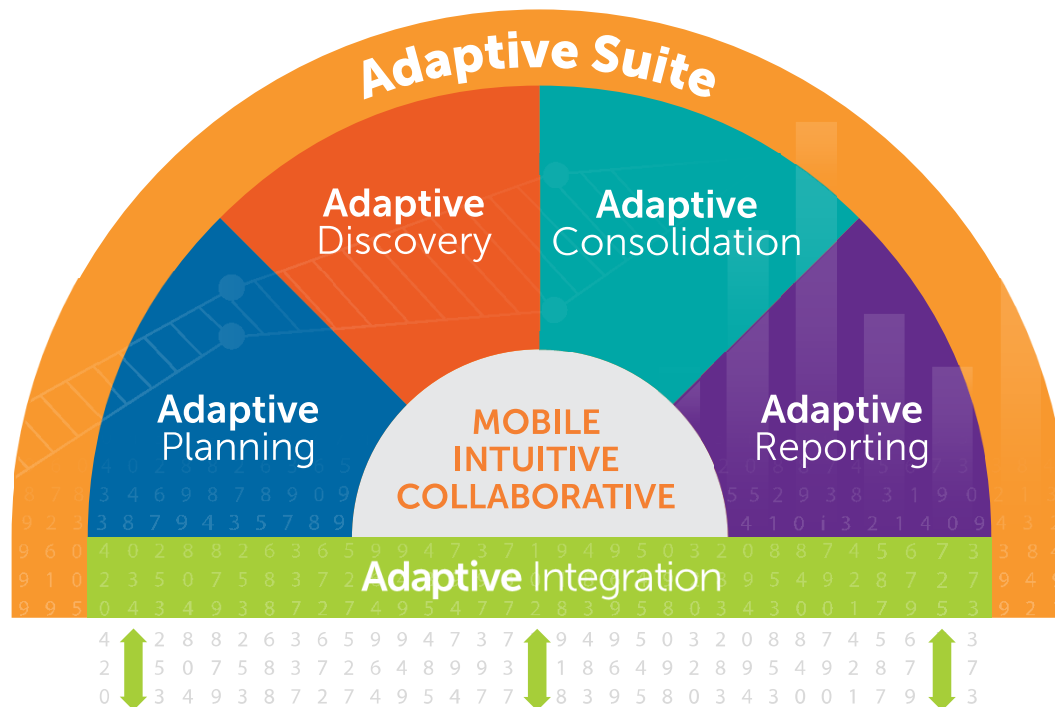


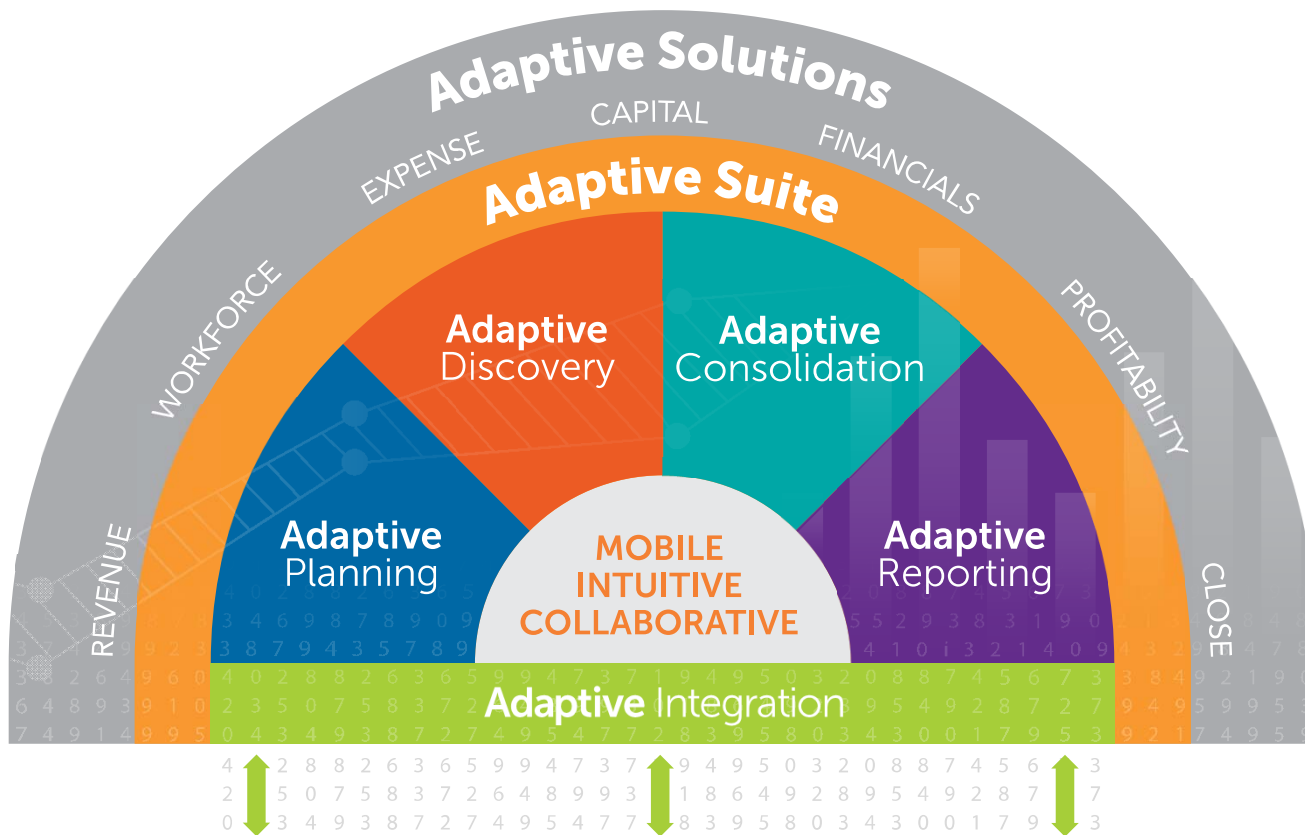
## Energy / Transport



## Other





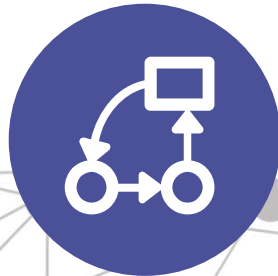


# Big Ideas

## Recap



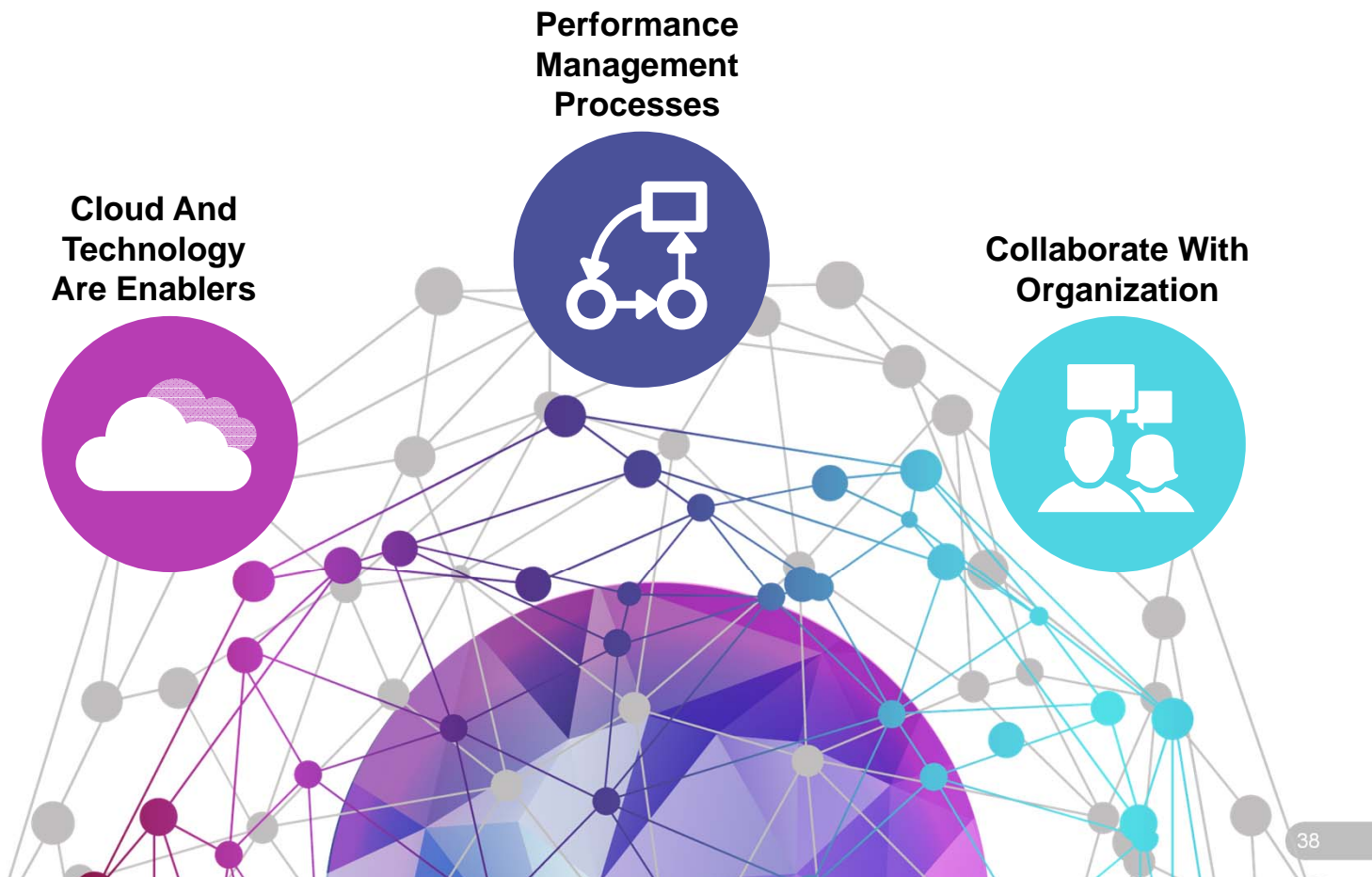
**Performance  
Management  
Processes**



**Collaborate With  
Organization**



**Cloud And  
Technology  
Are Enablers**



# Questions







THE GLOBAL LEADER  
IN CLOUD BI & CPM

**Adaptive** Planning

**Adaptive** Discovery

**Adaptive** Consolidation

**Adaptive** Reporting

**Adaptive** Integration

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