

ALIGNING OPERATIONAL PLANS WITH FINANCIAL GOALS

Business leaders face unprecedented challenges — uncertainty from Brexit, US-China trade wars and fear of the next recession are impacting demand in ways not yet understood. In response, organizations are innovating beyond the traditional sales and operations planning (S&OP) process to align financial and operational plans and execution across the entire organization — including **Finance, Sales, Operations, HR, Marketing** and other support groups.

For global organizations with multiple product offerings, aligning detailed business plans with financial goals is critical. Without it, organizations are slow to react to opportunities or anticipate changes in the business — impacting their ability to keep up with competitors.

CFOs and finance leaders are responsible for more than just the numbers. They also enable the business with data for analysis and provide leadership for the executive team and line of business leaders on making effective decisions.

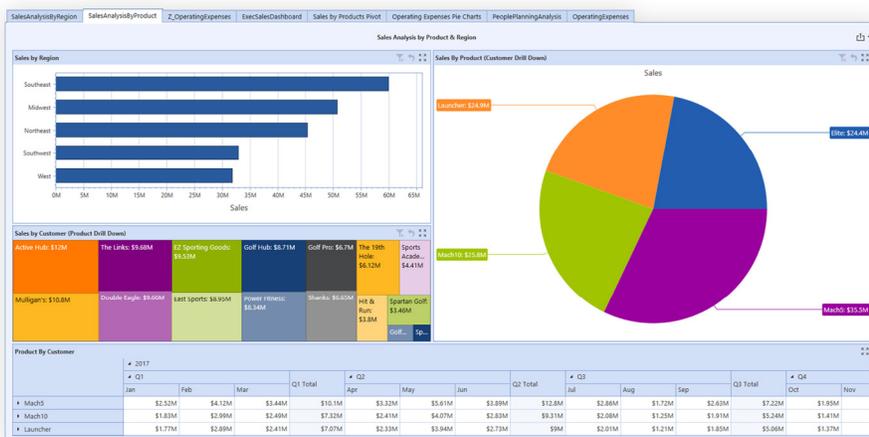
Are Your Processes and Systems Up to the Challenge?

- Can you update business drivers in Sales, HR or Operations and dynamically understand financial impacts in real-time?
- Are you able to drill-through from the financials to detailed business drivers such as sales pipeline or key business initiatives?
- Does your budgeting, planning and forecasting process enable scenario planning based on changing business conditions?

While spreadsheets are often the tool of choice for planning and forecasting, purpose-built software applications provide more process control and overcome the errors and risks inherent in spreadsheets.

Many point solutions for budgeting, planning and forecasting do little to align financial results with operational plans. Instead, users are often left spending time moving and reconciling data between modules vs. analyzing the business. This is because point solutions are fragmented — meaning data for actuals, budget, forecast and operations live in different systems. Because that data is not unified—users typically must work “offline” to create reports and presentation material for business partners.

Modern finance requires more! Leaders at the world’s largest and most sophisticated organizations are re-evaluating their legacy corporate performance management (CPM 1.0) tools and connected finance solutions and thinking bigger with next generation intelligent finance platforms (CPM 2.0).



Are Your Operational Plans Unified with Financial Goals?



- ✓ **What will we sell?**
What products or services, and to what customers? In what region? When, and how many? Is marketing required to assist?
- ✓ **Can we supply it?**
What are the current capacity, staffing and logistical concerns, if any, and what changes are required to meet demand and sales plans?
- ✓ **Will we make money?**
What is the impact on the price and profit margin vs. the budget and prior year? What is the impact on the 13-week cash flow forecast?



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A Modern Foundation for Business Partnerships

OneStream's Intelligent Finance Platform supports multiple CPM processes and help organizations **eliminate disconnected spreadsheets, point solutions and legacy CPM systems**. And by **streamlining planning and reporting, improving visibility** into the business, and increasing alignment between finance and operations—organizations drastically **reduce their total cost of ownership in the process**. A few critical capabilities of an intelligent finance platform are included below:

- **Extensibility** — An extensible platform **enables Sales, Product Management, Marketing and Operations** to plan **at a granular level**, such as a business driver, while still adhering to corporate standards for consolidated reporting and planning.
- **Financial and Operational Alignment** — Enables users to develop operational plans that **dynamically impact financial statements in real-time** through a unified platform that can handle and apply various analytical capabilities based on business planning needs.
- **Business Insights Across Source Systems** — Add depth to variance analysis and business insights **by providing transparency and drill-through back to ERP, CRM and HCM source systems**.
- **Purpose-Built Applications** — Specialty applications for **Sales, Operations and HR generate value for business partners** by capturing plans at the opportunity level (sales planning), by capital project (operations) and with detailed human capital data (HR).
- **Built-in Analytics & Dashboards** — Detailed **analytics and interactive visualizations** help management reviews and deliver results quickly to executive leadership. Provide graphs and charts on how the organization is performing at any given moment through embedded business intelligence, with transparency into source transactions.

Addressing the Challenges

OneStream works with hundreds of global organizations to help align detailed operational plans with financial goals. A few examples of these customer successes include:

- **Dril-Quip saves 60 days annually** with an 18-month, **driver-based rolling forecast** for Sales, People and Capital planning.
- **Terex replaced 2 Oracle Products and Prophix** with OneStream for Sales Planning and Risk & Opportunity analysis.
- **Guardian Industries** develops **global, driver-based Integrated Business Plans** including Sales, People, and Operations planning.
- **The Carlyle Group replaced 4 Oracle Products** with OneStream for driver-based **People Planning, modeling, and real-time reporting**.
- **Cleaver-Brooks** combines driver-based people planning with operational information for **enhanced capacity planning**.
- **Visualization with Transparency**—Complete **transparency and audit trails** from summary visualizations down to detail transactions and sources of all data.



The ultimate game changer for our planning application was to bring our production planning into OneStream. This allowed us to have a **commercial view of how we sell our products**, and **operational view of how we produce our products** and a **process view of what is happening to our products** as they move through operations and finally to our customers.”

— Rachel Murphy, Manager Global FP&A
GUARDIAN INDUSTRIES