

Financial modeling and BI reporting

SaaS based value stream management company

- Developed budget planning tools and short-term forecast models for various business units to be able to test multiple scenarios before preparing the budget and adjust business strategy based on near-term forecast.
- Designed fully automated dashboards to provide a comprehensive view of the financials and a detailed view of all accounts to monitor performance and significantly reduce the manual effort.

SaaS company needs financial modeling and integrated BI reporting

Picture this...

You're looking for centralized FP&A models for budgeting, cash flows, and general review of performance across the company given that you have recently expanded inorganically

You turn to Accordion.

We partner with your team to develop budget planning tools and short-term forecast models for various business units, including:

- 1) Developing an integrated Budget Scenario Planning tool that allowed to input 'growth ratios' for setting budgets, facilitating variance analysis between new and planned budgets, and integrated into a BI dashboard to drive executive level decision making
- 2) Building a centralized 13-week cashflow forecasting model through seamless integration of Cashflow inputs from disparate systems of all subsidiaries accounting for their unique cash inflow and outflow characteristics, and flexibility to tweak the forecasts delivered at both subsidiary and corporate levels.
- 3) Deploying a comprehensive executive reporting suite, focusing on the Monthly Operating Review that provides a summary product P&L and key balance sheet & cashflow metrics, along account growth, customer health/risk and opportunity win/loss trends

Your value is enhanced.

- Budget Planning tools gave you the flexibility to test multiple scenarios before preparing the budget and enabled to track variance on an ongoing basis and course correct real-time
- The short-term cashflow model helped you compare near-term forecast against overall business plan and adjust business strategy based on outlook, especially during the Covid-19 crisis
- You have automated Monthly Operating Review and Account Performance dashboards enabling quick access to KPIs, significantly reducing the manual effort in generating monthly reports, and facilitating easy integration of new acquisitions

KEY RESULT

- Impact 1...
- Impact 2...

VALUE LEVERS PULLED

- Budget Scenario Planning tool
- Cashflow forecasting model
- Executive reporting suite

BI infrastructure design & implementation for a SaaS company

Situation

- Client recently expanded inorganically, resulting in a need for centralized FP&A models for budgeting, cash flows, and general review of performance across the company
- Partnered with the client to build a consolidated Budget Planning Tool, Cash Flow forecasting Model, Monthly Operating Review and Account Performance Dashboards

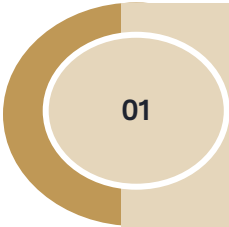
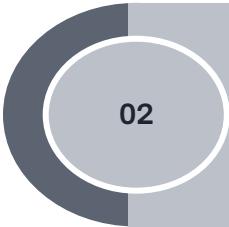
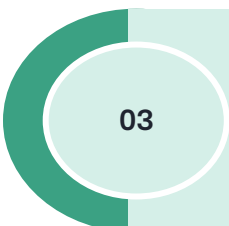
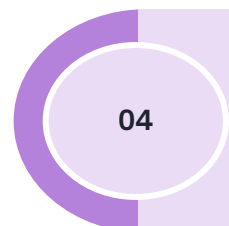
Accordion Value Add

- Developed an integrated Budget Scenario Planning tool that allowed to input 'growth ratios' for setting budgets, facilitated variance analysis between new and planned budgets, and integrated into a BI dashboard to drive executive level decision making
- Built a centralized 13-week Cashflow forecasting model through seamless integration of Cashflow inputs from disparate systems of all subsidiaries accounting for their unique cash inflow and outflow characteristics, and flexibility to tweak the forecasts delivered at both subsidiary and Corporate levels.
- Deployed a comprehensive executive reporting suite, focused on the Monthly Operating Review that provides a summary product P&L and key Balance Sheet & Cashflow metrics, along Account Growth, Customer Health/Risk and Opportunity Win/Loss Trends

Impact

- Budget Planning tools gave users the flexibility to test multiple scenarios before preparing the budget and enabled them to track variance on an ongoing basis and course correct real-time
- The short-term cashflow model helped compare near-term forecast against overall business plan and adjust business strategy based on outlook, especially during the Covid-19 crisis
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Summary of FP&A tools built

| Output | Impact | Areas of value add |
|---|--|--|
|  Monthly operating review model | <p>Client team is now able to focus on critical aspects of the business and providing the correct inputs, as all monthly reports and summary views are automatically generated - reducing the manual effort by more than 75%.</p> <p>New MOR model acts as a one-stop Diagnostic tool to measure and monitor performance of all departments</p> | <ul style="list-style-type: none"> • Financial Modeling • Robotic Process Automation • Excel Reporting |
|  Budget scenario planning tool | <p>Scenario analysis tool was customized to allow users to define multiple scenarios within the model and study the impact on planned budgets.</p> <p>The tool also facilitates reporting and visualization of the results for the executive leadership to support decision-making</p> | <ul style="list-style-type: none"> • Budgeting • Financial Modeling • Visualization |
|  Short-term cash flow forecasting | <p>Accordion delivered a corporate level Cashflow Forecasting model encompassing several subsidiaries, accounting for disparate data structures and unique cashflow characteristics.</p> <p>Model facilitated CFO office to centrally monitor subsidiary level and corporate level cashflow performance, with greater confidence in numbers.</p> | <ul style="list-style-type: none"> • Financial Modeling • Receivables / Payables analysis |
|  Account performance dashboards | <p>Accordion partnered with the client team to define several new metrics to measure Account level performance across all Subsidiaries, Products/Services, Account Managers etc.</p> <p>Metrics allowed deeper insights into drivers for Account topline growth, Churn Risk, Competitor performance etc.</p> | <ul style="list-style-type: none"> • Business Analytics (SaaS Industry knowledge) • Dashboarding & Visualization • Robotic Process Automation |