#### **A BUSINESS SOLUTION PARTNERS WEBINAR**



## FINANCE EXECUTIVES PLANNING THROUGH UNCERTAINTY

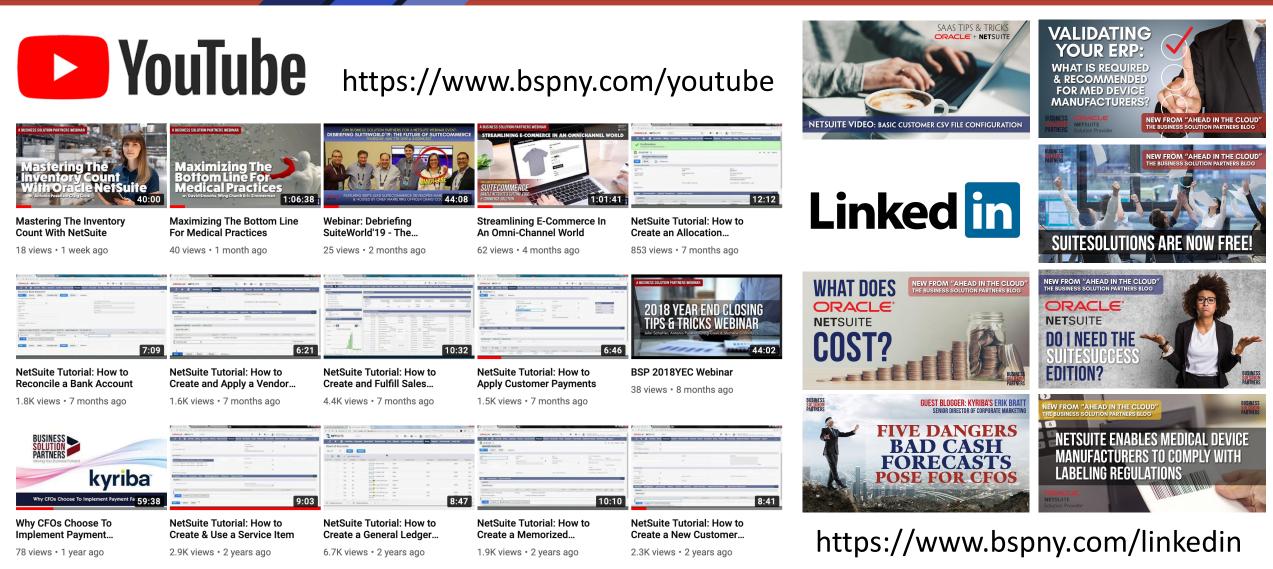
## BUSINESS SOLUTION PARTNERS Moving Your Business Forward

# ORACLE

5 STAR AWARD 2020 \* \* \* \* \*









Finance Executives Planning Through Uncertainty: Today's Webinar Team



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CHRIS ADAMSKI PRACTICE MANAGER - ADAPTIVE INSIGHTS



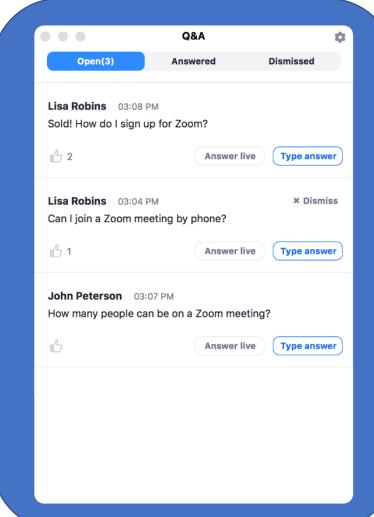
CRAIG COOK Chief Marketing Officer





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### > ASK US QUESTIONS!

Have questions? Submit your questions in the Q&A tab on your Zoom control panel.

We may answer them live, through the Q&A interface, or at the end of the webinar.



### PRESENTATION + RECORDING

The recording and slides will be sent following the webinar.



### The 3 C's of Active Planning With Adaptive Insights part One: Collaborative

#### > CPE Credits

Remember that you must vote in at least **three** of today's poll questions and watch for at least **50 minutes** to receive CPE credits. Our Zoom Webinar Platform reports back on your attentiveness, and we will preserve the audit trail as per the regulations of the NASBA.

- Vote In At Least 3 Polls
- Watch Attentively For 50 Minutes
- Course Certificates Will Be Delivered After Audit Review of Webinar is Completed





Finance Executives Today's Agenda

- What Is Adaptive Insights? Rich DiPalma
- Introducing Our Guest Speaker From Unified Lynne Jenkins
- Planning Though Uncertainty Candid Conversation w/ Chris Cahill
- Under The Hood An Adaptive Demo w/ Chris Adamski
- Q&A Open Executive Forum

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## FINANCE EXECUTIVES PLANNING THROUGH UNCERTAINTY

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### **Rich DiPalma**

#### Sr. Account Executive - Adaptive Insights

Rich has spent the past 15 years in the Corporate Performance Management arena successfully partnering with clients to align technology solutions with business objectives.

Working across market segments and various sized organizations, he brings a unique perspective into how best to maximize existing processes and systems with complimentary solution to create continuous improvement.

- Certified Adaptive Insights Product Specialist
- Expertise Across Markets with Corporate Performance Management (CPM) Aligned to Specific Business Metrics
- Trusted Advisor with Many Successful Implementations Delivered



Finance Executives Planning Through Uncertainty: Planning With Adaptive Insights

## Market Leadership



NASDAQ: WDAY

4,700+

**Customers** 

in 50+ countries





Joint Success



A Workday Company

Modern Cloud Architecture Multi-tenant In-memory

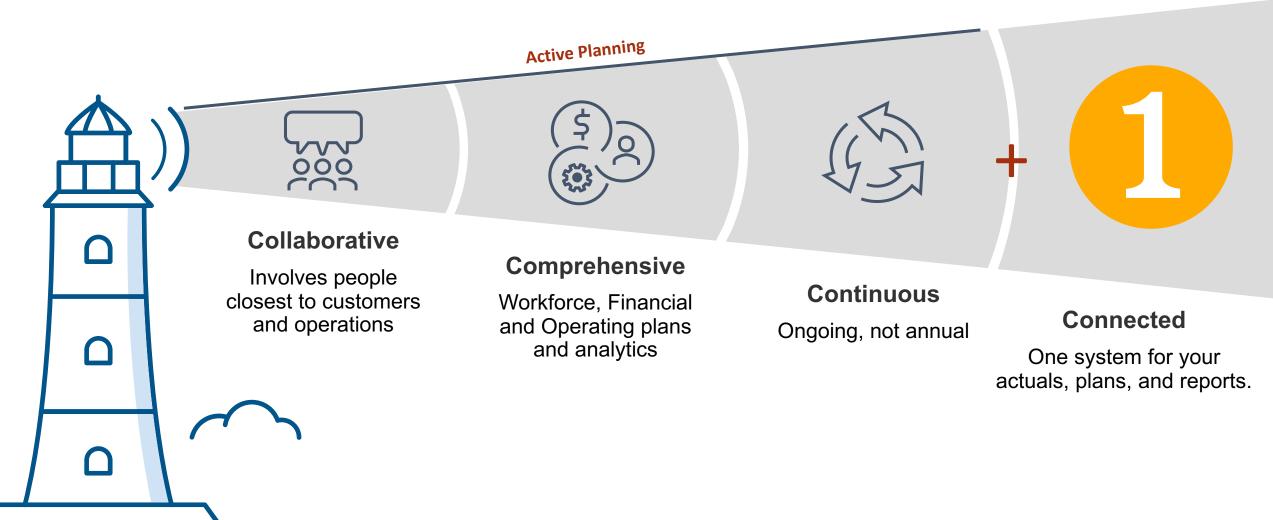


Gartner Leader Forrester Leader Deloitte Fast 500 Forbes Cloud 100

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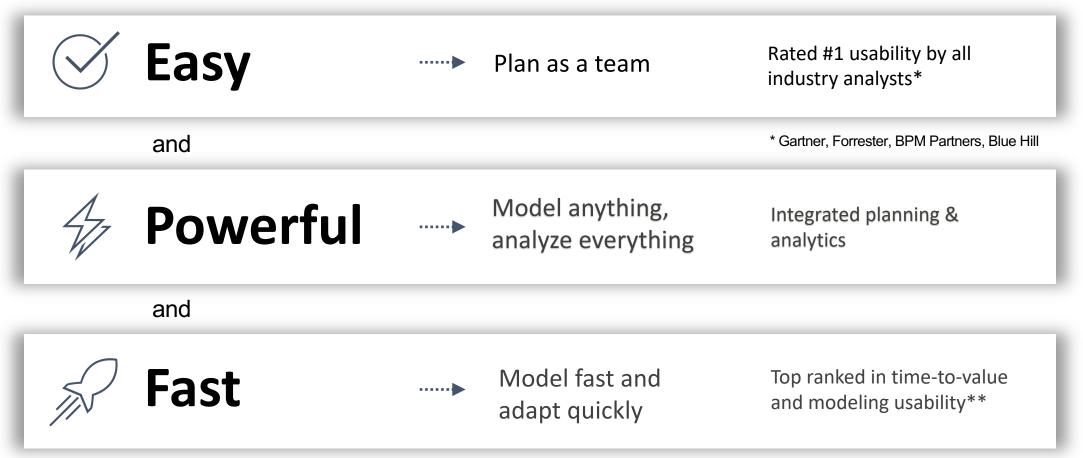
Finance Executives Planning Through Uncertainty: A Vision For Planning





#### Finance Executives Planning Through Uncertainty: The Adaptive Insights Difference

An active planning solution needs to be:





Finance Executives Planning Through Uncertainty: Managing Rapid Change

- **Preparedness:** can you respond to sudden change with speed and agility?
- The Right Tools For The Job: Excel has its place but was not designed for the current and future reality of business, use it for it's intended purpose.
- A Single Source of Truth: If you can't trust the data you're crunching, you can't trust the results. A single, validated data source is critical.
- Intelligent Forecasts: Accounting for all cost drivers and impact on growth.
- **Causality:** Get beyond the numbers to understand the sources of variance.



#### Finance Executives Planning Through Uncertainty: <u>A Planning Process Designed To Manage</u>

#### HEALTHCARE

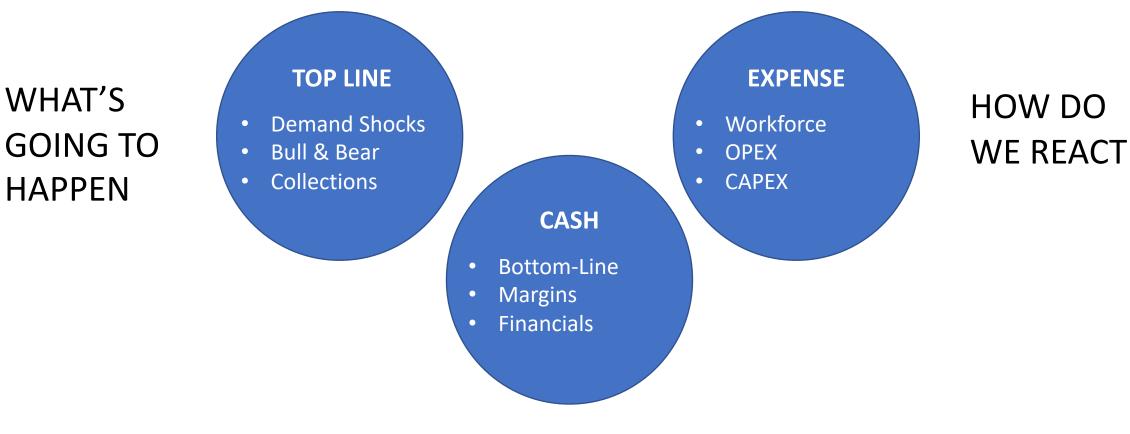
- Designing rolling forecasts vs. annual plan for revenue and expenses
- Transitioning Plan with Global Drivers due to current state (COVID-19)
- Revenue and Expenses by cost center based on last months actuals

#### MANUFACTURER

- Modeling demand shocks by customer and SKUs
- Meeting production goals with shift in schedules and workflow limitations
- Managing Inventory levels and collections timing based on real time data



Finance Executives Planning Through Uncertainty: What's In A Scenario?



#### WHERE DOES IT NET OUT





### Chris Cahill Executive Vice President, Finance

Chris Cahill is the EVP, Finance at Unified Enterprises Corp. He is responsible for overseeing Accounting, Financial Reporting, FP&A, Financial Systems, Treasury, Procurement, Tax and Internal Controls. Chris has held various finance leadership roles with digital media companies such as Refinery29 an international multi-media brand, and Bandsintown Group, a digital media publisher. Throughout his career, Chris has built effective teams and designed business process flows, policies and implemented a variety of systems to provide support to growing businesses.

Chris started his career in public accounting highlighted by 10 years with PricewaterhouseCoopers in the New York Metro audit practice. At PwC, Chris served a diverse group of clients ranging from publicly traded Fortune 100 companies to privately held startups in the technology, media and entertainment industries.

*Chris holds an Accounting degree from The Pennsylvania State University as well as CPA and CGMA licenses.* 





### Chris Adamski Practice Manager – Adaptive Insights

Chris joined Business Solution Partners in 2019 and co-manages the Adaptive Insights practice. Chris holds a deep knowledge of finance business process, software development and testing methodologies, and an array of technical expertise in infrastructure systems and software.

As a result of his strong technical and back-office experience, Chris has been implementing Adaptive and its suite of tools across many industries.

- Certified Adaptive Product and Implementation Specialist
- Certified Scrum Master (CSM)
- Certified Scrum Product Owner (CSPO)
- Systems Engineer & Business Analyst at The Capital Group



#### What We Know

- Planning is required
- External factors are sometimes unpredictable
- What data we have NOW
- We had a plan
- \*\*We have the tools to help plan!

#### Finance Executives Planning Through Uncertainty: Planning For Uncertainties In Adaptive

#### What We Don't Know

- Timing, how long external factors affect us
- How much of an impact will these have



Finance Executives Planning Through Uncertainty: Adaptive Insights Planning Demo

#### **Scenario Planning Demo: Manufacturing**

- A Look Into Two Scenarios:
  - Increased Project Demand
  - Decreased Product Demand
    - How does this affect headcount needs?
    - How does this affect our bottom line?
    - How does this change our baseline forecast?



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Finance Executives Planning Through Uncertainty: Taking Action NOW

4 Key Actions To Help In Recovery 1) Annual Plan Is No Longer Valid - Nor Are Quarterly or Monthly. Active Dashboards Are More Dynamic.

2) Identify and Isolate Key Business Drivers-Hiring and expenses now what?

3) Contingencies - Multiple What If's

- \* Model and Isolate
- \* Coordination & Collaboration More Important Than Ever

#### 4) Execute Re-Plan and Analyze

- \* Real Time Access (vs. Meetings) into Analytics
- \* Monitor Variances in Real-Time



#### Finance Executives Planning Through Uncertainty: Making The Modeling Shift To Address

Model Multiple Scenarios & Plan For All Of Them - Even Ones You Do Not Think Are Possible Today

Predictive models are dead because of this black swan event and CFOs and Finance Leaders are working to determine how to build models based on new types of data

This includes a number of actions, such as:

- Using both revenue declines and longevity of the pandemic as scenarios for modelling.
- Modelling revenue declines at multiple levels (from 2-6 scenarios or more) -10%, 20%, 30% etc. vs EBITDA and cash flow.
- Using these multiple downside scenarios to plan for liquidity.
- Using a historical comparator like 2008 or potentially better 2001, as a starting point for scenario planning/modelling.
- Focusing future forecasts on high-level numbers while cutting down on details.
- Making forecasting a much more frequent exercise.

## Who's Got Questions?

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## On Behalf Of Today's Webinar Team THANK YOU

Craig Cook, Rich DiPalma, Lynne Jenkins, Chris Cahill, Chris Adamski and Michelle Cronolly

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