



A Continuous Planning Story

# Golden State Foods Extends Planful to Scale and Accelerate Operational Planning Efforts

Golden State Foods is a leading global foodservice supplier that feeds 1 billion people every day! For their FP&A team, they had long ago replaced slow, manual consolidation, budgeting, and reporting efforts with the more nimble, insightful capabilities of Planful. But, they soon found their operational planning process struggling to keep up, so they extended the same Planful speed and insights out to the business.

A taste of Planful speed fuels FP&A's hunger for more.

The logo for Golden State Foods, consisting of the lowercase letters 'gsf' in a stylized, cursive font with a white outline and a light blue shadow.

*golden state foods*



## Speed Makes Delays Hard to Swallow

Using Planful, [Golden State Foods \(GSF\) had cut nearly 3 days of monthly effort](#), while adding speed and consistency to their financial processes. But that speed soon outpaced FP&A operational planning.

“We relied on Excel to build and analyze budgets, as well as conduct our quarterly re-forecasting. The re-forecasting process in spreadsheets was long, and consistency was difficult,” said Lauren Bissell, FP&A Continuous Improvement Manager at GSF.

“With constant changes in the business, it was just too time consuming to maintain and scale.” Any change in the business caused a ripple effect of editing spreadsheets and budget models. The long planning and budgeting cycles also limited visibility into the business, which slowed strategic decisions.

## Planful Delivers on Time

GSF needed speed, so Planful along with KeenVision, a Planful partner, helped them see the operational planning power of Dynamic Planning with Planful for their manufacturing revenue and cost planning. FP&A could easily collaborate with the business to budget with more clarity than with complex spreadsheets, empowering them to adapt to a fast-changing business and critical requests for reports and analysis.

“Planful allows us to create detailed budgets, and gives us one solution for all of our budget and forecast information,” added Lauren. “That helps us keep up with changes in the business, information requests from management, and enhances our relationship with the rest of the organization.”

**“With Planful, we are able to run and report on budget scenarios in minutes.”**

Lauren Bissell, FP&A Continuous Improvement Manager, Golden State Foods

## FP&A Gets a Buffet of Value

With Planful, GSF now has an end-to-end FP&A solution that’s flexible and powerful, allowing unstructured and structured planning to come together, keeping the team nimble and prepared. Complementing an annual operating budget with a streamlined re-forecasting process within Planful has provided a familiar, yet evolved planning experience.

And, while that unstructured nature was daunting at first, working with KeenVision gave GSF the confidence to budget, plan, and model more efficiently. “We don’t have to rely on the businesses to provide information because it is accessible through Planful, and our business leaders can easily see budget and forecast information,” Lauren explained.

“Planful helps us save time and increase transparency, and that enhances our value and strengthens our relationship with our global business leaders.”

## Key Benefits



50% time saved in quarterly business review preparations, from two weeks every quarter to one week.



More agility to keep up with an accelerating business and requests for financial insights.



Transparency, faster answers, and a more responsive FP&A through automated data collection.



Significant reduction in stress, anxiety, and late nights from easier collaboration with Finance and Accounting teams.