

Ready for  
a great  
Perform  
session?



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**perform**

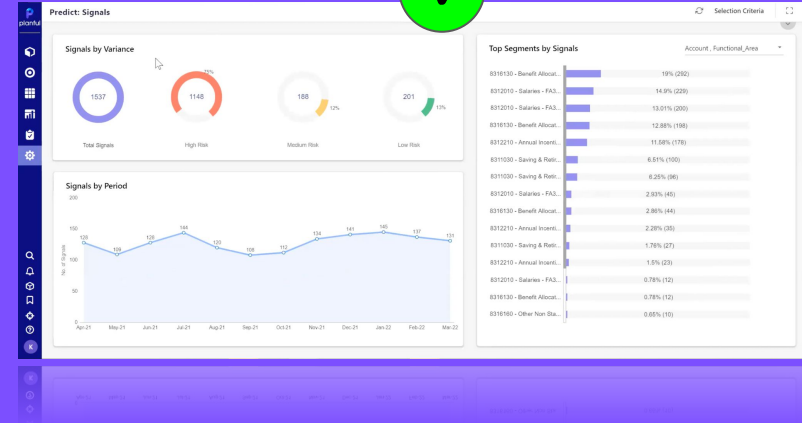
Here are  
some tips  
from the  
Planful design  
team!

## Perform Design Tips

1. Planful Perform is a **hybrid event**. Where possible, keep in mind that your slides will be displayed in your presentation room as well as remotely.
2. Where possible, use the **pre-built slides** for presentation. Other approved layouts are available as part of this slide deck's theme. Copy, paste, and repeat slides as needed.
3. Slides 3–7 are designed as **intro slides** for your presentation and include: speaker rundown, subjects, and session title/agenda. All other slides (with a light background color) are designed for more detailed content. Simple black text is preferred.
4. When adding infographics, use the color system associated with this deck template.
5. Slides 27–29 are a **design appendix** with elements including shapes and icons that can be used in your layouts.
6. **Less is more** on pages! Never be afraid to split long runs of text up between two or three slides.
7. The Planful logo appears on all pages; please do not block, alter, or remove the logo from the presentation.

# Perform Design Tips

Fx Impact	Opening			Fx Impact
	In LC	At Opening	At Closing	On Opening
<b>Assets</b>				
+Cash and Cash Equivalents	10,014,091	8,524,659	11,765,744	429,735
+Marketable Securities	5,500,000	5,378,800	5,413,769	34,969
+Accounts Receivables, net	71,809,138	42,696,589	41,435,401	1,135,626
+Inventory	25,142,839	24,170,889	(36,998,683)	280,429
+Other Current Assets	5,457,530	4,913,504	4,979,530	156,964
<b>Total Current Assets</b>	<b>117,923,598</b>	<b>85,684,442</b>	<b>26,595,761</b>	<b>2,037,723</b>



We know many of our presenters will be using screenshots of the Planful platform in their presentations. Where possible, use HIGH-RES, full-view screenshots first, to show context, then drill in to details on the next slide.

Be sure to use **current** screenshots (where applicable) of Planful's user interface for the best results. Consistency and high-res images make for a successful presentation.

## Perform Design Tips

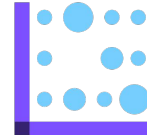
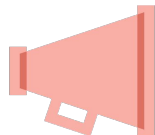
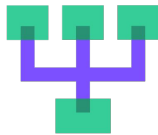


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If you have a logo (yours, Planful's, or another company's) which is hard to view on a dark background, or which is not in transparent, use the **round rectangle shape** which is available in the appendix.



Icons from the Planful brand system have also been made available in the appendix of this presentation. These are designed to add a quick visual flourish to concepts and should not be presented as illustrations (larger than icon size). When using icons, try to use one icon per concept and be consistent.

# Session Description

For financial reports to truly offer valuable insights, they need to be more than just numbers on a page. Leveraging the vast reporting capabilities including dashboards, dynamic reports, and Spotlight for Office can provide you with the reporting necessary to run your business. Learn how National DCP, a foodservice supply chain solution provider, cuts through the clutter of data to build bespoke financial reports tailored to different use cases and audiences. Michael Zambetti, Manager, Finance & Data Analytics, will explain how the company uses Planful as its central source of financial truth to build and deliver reports that work for every corner of the business. You'll also learn how National DCP is using Planful to pull teams out of spreadsheets and create more organizational buy-in using various reporting tools.

## Dry-Run Notes:

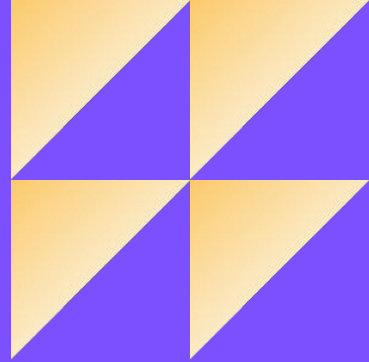
Slide 14: Give an example of “better together” and how this has impacted other departments/users **ADDED BULLET TO GUIDE TO TALKING POINT**

Slide 23: Expand on ERP & how accounting leverages Planful **I NOTED TO SPEAK TO THIS**

Slide 25: Add metrics to how much time you've shifted from data gathering to analysis and stories of data you've surface and how that has helped your organization. **NOTES TO ADDRESS ON SLIDE 24, EXPLICIT QUANTIFIED SAVINGS DIFFICULT, BUT DID REPURPOSE A FULL-TIME POSITION**



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# How Reporting & Insights Drives Business Clarity

Michael Zambetti, CFA, Manager,  
Finance & Analytics, National DCP



# Contents

- **Accessing Data Quickly**
  - Verify Data
  - Spotlight – Analyze & Drill Through
  - Excel-Based Reporting (“EBR”)
- **Repeatable Reports & Ensuring Consumability**
  - Dynamic Reports
  - Report Collections
  - Spotlight – Reports
  - Dashboards
- **Data Structure Tips**

# Meet your speaker

Michael Zambetti, Manager, Finance & Analytics, National DCP

Education: UGA; B.B.A in Finance

Planful Journey:

- FA (Ops) → SFA → Analytics Manager → Finance & Analytics Manager

Responsibilities:

- Planful Admin, Margin, Inbound/Outbound Financials, G&A, Capital, Data Analytics (Statistics, Python, ML)

Achievements through Planful:

- Created NDCP's first detailed LRP via Planful; reduced month-end close from 5 days to 3 days; Most Time Saved with Planful 2019, automated all financial statements







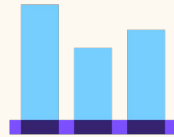
We're bringing expertise in strategic sourcing, distribution, manufacturing, business services, supply chain and sustainability of supply to leading restaurant and foodservice brands worldwide.

# Learning Objectives

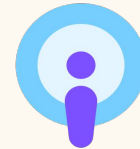
Efficient Data  
Extraction



More Time Spent  
Analyzing

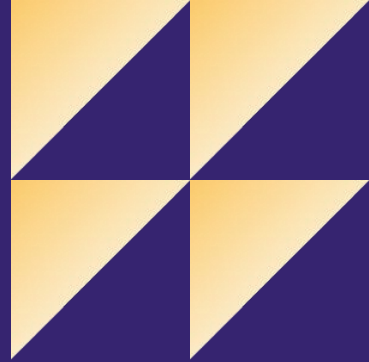


Increased  
Financial IQ





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# Accessing Data Quickly



# Verify Data

- Navigate hierarchy & view rollups
- Troubleshooting reports
  - Identify information reflected in Planful
- New employees

The screenshot displays the 'Verify Data' application interface. On the left, a vertical navigation pane contains icons for home, refresh, selection criteria, account, company, settings, and reporting. The main area is divided into two sections: 'Selection Criteria' and 'Account'.

**Selection Criteria:** This section contains several input fields with icons to the right:

- Scenario \*
- Time \*
- Account (highlighted in blue)
- Company
- Profit\_Center
- Department
- Product
- Personnel\_Type
- Invoice\_Type
- Order\_Type
- Reporting

**Account:** This section shows a hierarchical tree view of accounts. The tree is expanded to show the following structure:

- Account Main
  - 620099
    - Balance Sheet
  - Net Income
    - Margin
  - Operating Expenses
    - 610001 - Test Account (Not Active)
  - Operating Expense
    - People
      - People Other
        - Wages, Benefits & Taxes
          - Employee Benefits
          - Payroll Taxes
          - Wages
            - 610010 - Salary
            - 610020 - Hourly
            - 610030 - Helpers
            - 610040 - Overtime
            - 610050 - Overtime - Helpers
            - 610060 - Additional Benefits

# Analyze & Drill Through

- Fastest queries
- Breakdown parents into leaf member constituents
- View transaction details
  - Budget sub-lines detail included

The screenshot shows a software interface with a menu bar. The 'Drill Through' option is highlighted with a red box. Below the menu bar, a data table is displayed with columns for months from Jan-18 to Dec-18 and rows for Subscription Revenue, Forecast, Sales Segment, Corporate, Mid Market, and Enterprise.

	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
Subscription Revenue												
Forecast												
Sales Segment	4,884	4,884	4,884	5,884	6,884	6,884	6,884	6,884	6,884	13,443	16,464	27,882
Corporate	0	0	0	1,000	2,000	2,000	2,000	2,000	2,000	3,410	6,431	12,660
Mid Market	4,884	4,884	4,884	4,884	4,884	4,884	4,884	4,884	4,884	6,407	6,407	6,407
Enterprise	0	0	0	0	0	0	0	0	0	3,626	3,626	8,815

The screenshot shows a 'Property' dialog box with a table of detailed transaction data. The table includes columns for Sales Segment, Opportunity Name, ARR, Service Start, Service End, Planning Start, Planning End, and monthly revenue from Jan-18 to Dec-18.

Sales Segment	Opportunity Name	ARR	Service Start	Service End	Planning Start	Planning End	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
Enterprise	Opp5	30290	11/28/2018	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	0	2524
Enterprise	Opp12	31975	11/18/2018	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	0	2665
Enterprise	Opp14	43514	10/02/2018	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	3626	3626
Corporate	Opp2	24733	12/10/2018	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	0	2061
Corporate	Opp3	30369	11/29/2018	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	0	2531
Corporate	Opp6	32479	01/11/2019	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	0	0
Corporate	Opp8	19646	11/18/2018	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	0	1837
Corporate	Opp11	36254	11/02/2018	12/31/2018	01/01/2018	12/31/2019	0	0	0	0	0	0	0	0	0	0	3021	3021

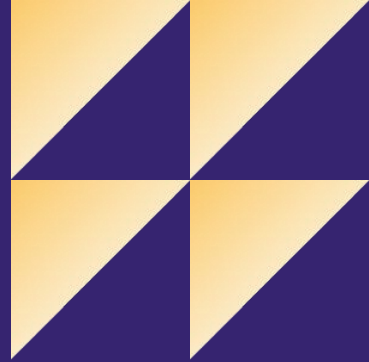
# Spotlight (Excel) Reports

- Document provided with accounts/data needed
  - Named ranges, internal/external links to other spreadsheets
- Reports from multiple sources
  - BI & Planful
- Flexible formatting & **substitution variables**
  - Familiarity = wide-adoption
  - Cadence reporting without visual limitations
- Outbound & Accounting team adoption

	A	B	C	D
1	<b>OPERATING EXPENSE REPORT</b>			
2	<b>First Half 2014 Actuals</b>			
3				
4		<b>Select from the following:</b>		
5	COMPANY:	Everest Cycles Company		
6	DEPARTMENT:	Cost Centers		
7	PRODUCT LINE:	Product Main		
8				
9			<b>Jan-14</b>	<b>Feb-14</b>
10				
11	<b>EXPENSE TYPE</b>	6100 - Employee Related	\$ 28,082,475	\$ 29,494,671
12		6200 - Travel & Entertainment	\$ 596,147	\$ 887,164
13		6300 - Sales & Marketing	\$ 3,464,705	\$ 3,864,291
14		6400 - R & D		
15		6500 - Facilities & Equipment	\$ 3,318,193	\$ 3,546,342
16		6600 - Outside Services	\$ 3,756,794	\$ 3,128,950
17		6700 - G & A	\$ 2,940,075	\$ 3,218,353
18		6800 - Depreciation & Amortization	\$ 487,097	\$ 526,354
19				
20	<b>TOTAL</b>	<b>6000 - Operating Expense</b>	<b>\$ 42,645,487</b>	<b>\$ 44,666,126</b>



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# Repeatable Reports & Ensuring Consumability



# Dynamic Reports

- Financial statement automation
- Scenario comparison
  - Substitution variables
- GL detail verification
- Central repository for less experienced users
  - Operations Leadership, Upper Management

	March 31, 2017	December 31, 2016
<b>ASSETS</b>		
Cash and Equivalents	\$ 361,665	\$ 202,441
+Accounts Receivable	85,794	39,596
+Inventory	75,481	22,945
Other Current Assets	3,757	2,087
<b>Total Current Assets</b>	<b>526,697</b>	<b>267,069</b>
+Fixed Assets - Net	472,512	247,692
Intangibles	10,518	5,429
+Other Non-Current Assets	445,673	206,570
<b>Total Non-Current Assets</b>	<b>928,703</b>	<b>459,691</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,455,400</b>	<b>\$ 726,760</b>



# Report Collection

- Dynamic report compilation
- Complimentary mass data export
  - Month-end close
  - Forecasts
  - Budgets
- VP Finance, Controller, Other Upper Management

<b>Index</b>	<b>Name of Sheet</b>
1	Budget Flash Report 2017-Americas_MFG
2	P&L with Initiatives-Americas_MFG
3	Budget Flash Report 2017-Americas_MKT
4	P&L with Initiatives-Americas_MKT
5	Budget Flash Report 2017-Europe_MFG
6	P&L with Initiatives-Europe_MFG
7	Budget Flash Report 2017-Europe_MKT
8	P&L with Initiatives-Europe_MKT

# Spotlight Reports

- Repeatable reports with easy POV toggling
  - E.g., TTM
- Viewable in Planful PCR UI
- Stored in Cloud
- Quick refreshes
- Bonus benefit: writeback

The screenshot displays the Planful PCR UI interface. At the top, there are navigation buttons: 'Report', 'Run', 'Report: Detailed Revenue '18 Product', and 'Refresh'. Below these are 'Tasks' and 'Actions' tabs. The main area shows a spreadsheet titled 'OPERATING EXPENSE REPORT' for 'First Half 2014 Actuals'. The spreadsheet includes a header row for 'Expense Type' and columns for 'Jan-14', 'Feb-14', 'Mar-14', 'Q1 2014', and '%'. The data is organized by 'Expense Type' and 'Account'.

Expense Type	Account	Jan-14	Feb-14	Mar-14	Q1 2014	%
6100 - Employee Related	6100 - Employee Related	28,617,518	30,031,930	28,216,998	86,866,445	
6200 - Travel & Entertainment	6200 - Travel & Entertainment	745,891	1,036,428	904,681	2,687,001	
6300 - Sales & Marketing	6300 - Sales & Marketing	3,464,705	3,864,291	3,533,876	10,862,872	
6400 - R & D	6400 - R & D					
6500 - Facilities & Equipment	6500 - Facilities & Equipment	3,334,851	3,564,826	3,527,225	10,426,902	
6600 - Outside Services	6600 - Outside Services	3,790,253	3,163,174	3,115,533	10,068,960	
6700 - G & A	6700 - G & A	3,455,900	3,727,977	3,306,624	10,490,501	
6800 - Depreciation & Amortization	6800 - Depreciation & Amortization	531,660	583,354	597,354	1,712,368	
<b>Total</b>	<b>6000 - Operating Expense</b>	<b>43,940,778</b>	<b>45,971,979</b>	<b>43,202,292</b>	<b>133,115,049</b>	

The 'Metadata Viewer' window on the right shows the following details:

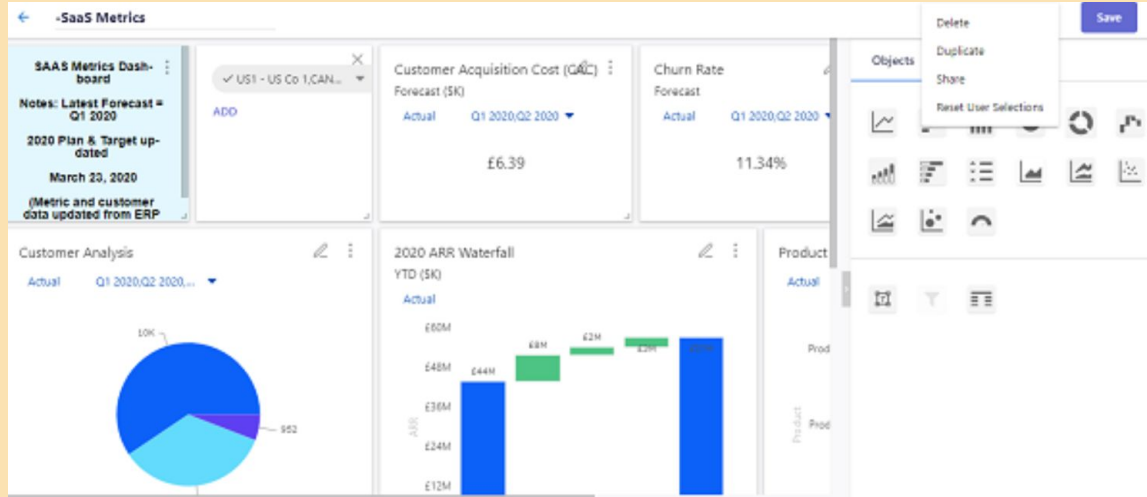
- Model: Demonstrate EBR | 32 cells
- Dimension: Member
- Account: 6100 - Employee Related
- 6200 - Travel & Entertainment
- 6300 - Sales & Marketing
- 6400 - R & D
- 6500 - Facilities & Equipment
- 6600 - Outside Services
- 6700 - G & A
- 6800 - Depreciation & Amortization
- Company: Everest Cycles Company
- Department: All Departments
- Measures: MTD
- Product: Product Main
- Project: Default
- Scenario: Actual
- Time: Jan-14, Feb-14, Mar-14, Q1 2014

**“Things that  
get inspected  
get respected”**

**– Scott Carter CEO, in reference to  
desired use & planned company  
adoption of Dashboards**

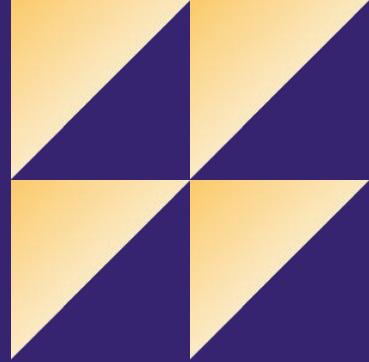
# Dashboards

- Provide executives with the highlights
- Integration with Dynamic Planning
  - Desired weekly dashboard
- Executives





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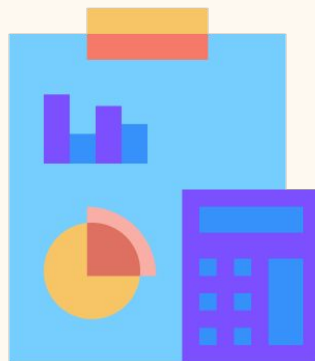
# Data Structure Tips



# Data Structure Tips

## Hierarchy Management

- o Organized as reported
  - o Optional: Alternate hierarchies
- o Stat Account Syntax Consistency
  - o Roll-up aggregation included
- o Attributes (e.g., fixed vs semi-fixed expenses)



## Scenario Setup

- o Maintain syntax for versioning (e.g., 2022 Budget V1, 2022 Budget V2, 2022 Forecast 3+9, 2022 Forecast 4+8)
- o Adjust final budget syntax to be the same across years

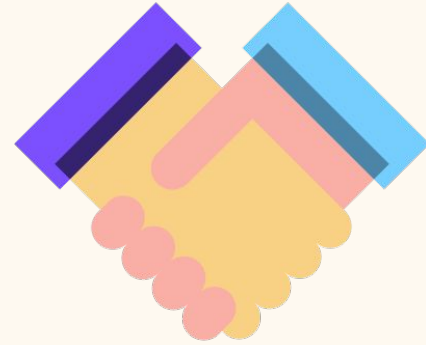
# Data Structure Tips

## ERP System Integration

- o E.g., BOOMI

## Dynamic Planning Model Connectivity (if applicable)

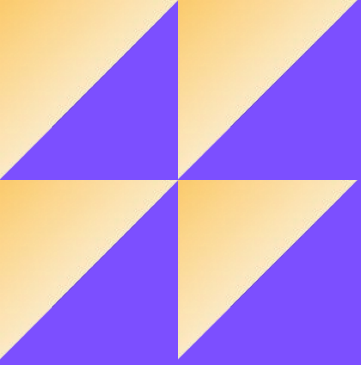
- o All models with common data mapped to one another



# Summary

- What: Understand the quickest ways to access data
  - Why: More time spent on analysis vs data gathering
  - Who: Know the audience consuming the data
  - How (often): Plan for frequency of reproducing the data
- 
- Set up your infrastructure so it facilitates fast reporting





**Thank You!**