

Tackling Unique Business Challenges With Dynamic Planning

Cash Collins & Joe Martins

CFO Solutions



Agenda

- Introductions
- Crawl, Walk, Run Methodology
- Dynamic Planning Starters
- Reimagine Breakback
- Elevate with External Source Models
- Recap
- Q&A

Your Speakers



Cash Collins,
Solution Architect



Joe Martins,
Senior Consultant

Multi-faceted, full-service teams that specialize in:

- Data Integration
- Project Management
- Implementation
- Managed Services

Application Implementation
Model Creation
Subject Matter Experts
Health Check
Admin & Training Support
Process Transformation
Managed Services
Data Integration
Software Migration

Planful Partner
since 2009

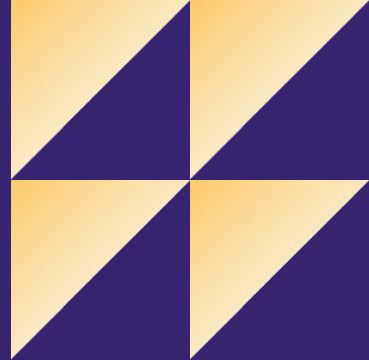
300+ Planful
Implementations

30 Consultants
across the US and in
the UK





Let's get started



Crawl, Walk, Run Methodology

Walk

Expand dynamic planning by taking advantage of out-of-box functionality

Crawl

Find simple use cases that can leverage dynamic planning.

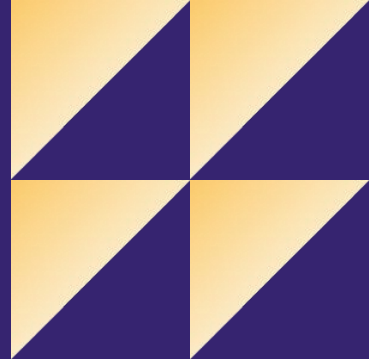
Run

Elevate business processes by unlocking advanced dynamic planning features



Dynamic Planning Starters

What is the business case for using dynamic planning? Let's talk basics.



Common Dynamic Planning Use Cases

OpEx Planning

- o **Are you constantly updating your input templates with new accounts or adding more budget entities?**
- o Dynamic Planning allows for more freedom in template design and eliminates the need for budget entities

Balance Sheet Planning

- o **Do you have Excel models that are easier to maintain offline because of complex rules and formulas?**
- o Dynamic Planning allows for easy migration of Excel models onto the Planful platform with familiar screens

Project & Sales Planning

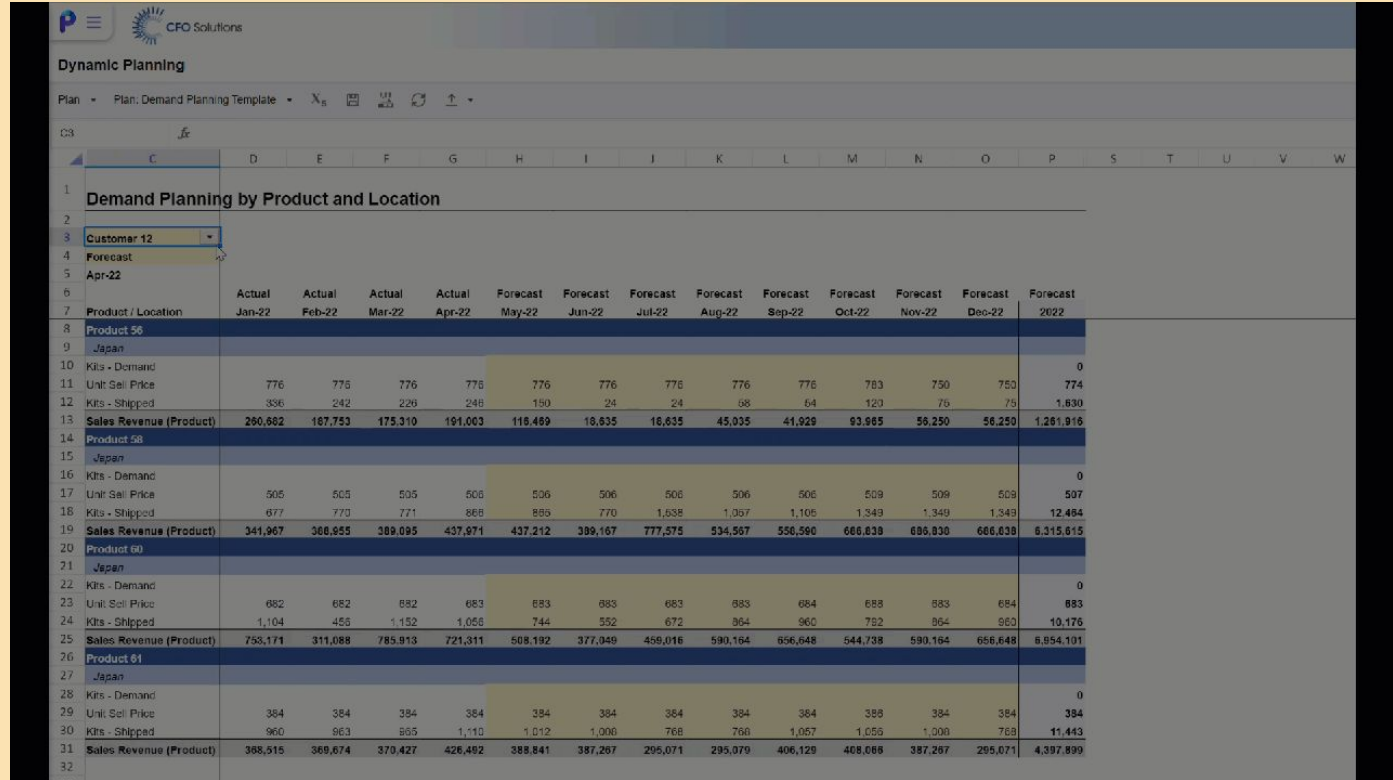
- o **Do you want to plan at a dimension that is currently not in your Planful structure?**
- o Dynamic Planning unlocks the ability to capture data at a more detailed level

Cascade Reporting

Here is an example of a cascade report.

If an end user changes the POV, the entire report refreshes based on the new selections.

In comparison, structured planning would require an end user to change budget entity.



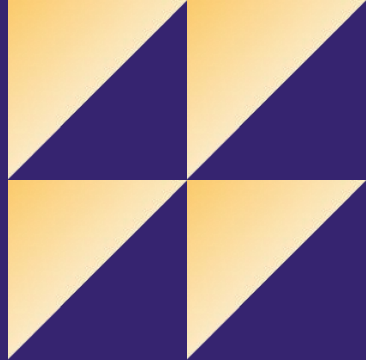
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Dynamic Planning

Plan: Demand Planning Template

Customer: 12

Forecast: Apr-22

Product / Location	Actual Jan-22	Actual Feb-22	Actual Mar-22	Actual Apr-22	Forecast May-22	Forecast Jun-22	Forecast Jul-22	Forecast Aug-22	Forecast Sep-22	Forecast Oct-22	Forecast Nov-22	Forecast Dec-22	Forecast 2022
Product 56													
Japan													
Kits - Demand													0
Unit Sell Price	776	776	776	776	776	776	776	776	776	783	750	750	774
Kits - Shipped	336	242	226	246	150	24	24	68	64	120	76	75	1,830
Sales Revenue (Product)	260,662	187,753	175,310	191,003	116,469	18,635	18,635	45,035	41,929	93,965	56,250	56,250	1,261,916
Product 58													
Japan													
Kits - Demand													0
Unit Sell Price	505	505	505	505	506	506	506	506	506	509	509	509	537
Kits - Shipped	677	770	771	888	885	770	1,538	1,067	1,106	1,349	1,349	1,349	12,484
Sales Revenue (Product)	341,967	368,955	389,095	437,971	437,212	389,167	777,575	534,567	556,560	666,639	686,830	666,639	6,515,615
Product 60													
Japan													
Kits - Demand													0
Unit Sell Price	682	682	682	683	683	683	683	683	684	688	683	684	683
Kits - Shipped	1,104	456	1,152	1,056	744	552	672	864	960	752	864	960	10,176
Sales Revenue (Product)	753,171	311,088	785,913	721,311	508,192	377,949	459,016	590,164	656,648	544,738	590,164	656,648	6,954,101
Product 61													
Japan													
Kits - Demand													0
Unit Sell Price	384	384	384	384	384	384	384	384	384	388	384	384	384
Kits - Shipped	960	963	965	1,110	1,012	1,000	768	768	1,057	1,056	1,000	768	11,443
Sales Revenue (Product)	368,515	369,674	370,427	426,482	388,841	387,267	295,071	295,079	406,129	408,068	387,267	295,071	4,397,899



Reimagine Breakback

Let's talk about how we have seen the out-of-box functionality leveraged effectively.



What even is Breakback?

Did you know?

If you own Dynamic Planning, then you already own breakback. Breakback is an out-of-box functionality built into the Planful platform that allows for quick top-down adjustments or swift changes to any plan or forecast.

Breakback is a spreading method where you provide data at a parent level and then Dynamic Planning allocates it down to leaf levels.

What does that mean?

Since Dynamic Planning does not allow data to be entered at a parent level and saved, without Breakback, you would have to enter each leaf-level data item.

Breakback lets you start with the top level and provide the desired target data or percentage change in the current data, then Breakback automatically allocates the data down.

What do our customers have to say about Breakback?

"We use it at the end of forecasting cycle to make those last minute changes. We are always getting requests to adjust the numbers by X% and Breakback makes that so simple."

–Healthcare FP&A Admin

"Breakback has made our sales planning easier. We are constantly tweaking our product mix and Breakback allows us to hold certain products steady while changing our total to get to the target."

–Manufacturing Director

"What used to be a process where we would have to go into template by template to get to a number – we just use Breakback and within a few clicks – we get to the same spot."

–Retail FP&A Analyst

Breakback Spread Methods

Breakback has three key spread methods:

- Current
- Even
- Reference

Each have a different use case – let us explain.

The screenshot shows the 'Breakback' dialog box with the 'Current' method selected. The 'Spread' section has three radio buttons: 'Current' (selected), 'Even', and 'Reference'. The 'Value' section has three radio buttons: 'Amount' (selected), '% Increase', and '% Decrease', with a text box containing '2,500,000'. The 'Hold' section has a table with 'Dimension' and 'Member' columns, showing 'Time' and 'Q1 2016'. There are buttons for 'Add Dimension Member' and 'Select Range...'. At the bottom, there is a checkbox for 'Run Calculation' (checked) and buttons for 'Run Breakback' and 'Cancel'.

The screenshot shows the 'Breakback' dialog box with the 'Reference' method selected. The 'Spread' section has three radio buttons: 'Current', 'Even', and 'Reference' (selected). The 'Reference' section has a table with 'Dimension', 'Source', and 'Reference' columns, showing 'Account', '6500 - Facilities & Equipment', and '6001 - FTE'. There is a button for 'Add Dimension Member'. The 'Value' section has three radio buttons: 'Amount' (selected), '% Increase', and '% Decrease', with a text box containing '1,500,000'. The 'Hold' section has a table with 'Dimension' and 'Member' columns. There are buttons for 'Add Dimension Member' and 'Select Range...'. At the bottom, there is a checkbox for 'Run Calculation' (unchecked) and buttons for 'Run Breakback' and 'Cancel'.



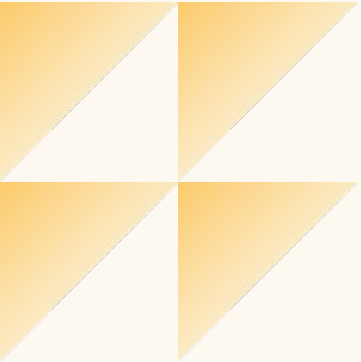
Elevate with External Source Models

Now that you are ready to run – let's explore the Dynamic Planning functionality that can transform a process.

Let's explain the concept of External Source Models

External Source Models expand the use of the Planful platform by leveraging other data sources available within the organization to get to a complete forecasting process.





“External Source Models
allowed us to forecast our
complete subscription
model by connecting to
Salesforce and importing our
>5M contracts”

–SaaS Company Senior Director

Benefits and Use Cases of External Source Models

Benefits

- Leverage data that is outside of your basic GL data
- Ability to add calculations on data sets (columns) or transaction (conditions)
- Incorporate Lookup formulas on a Date field
- Normalize inconsistent data and clean-up bad data sets
- Collapse and summarize lots of records with efficiency
- Utilize familiar Excel-like formulas

Use Cases

- Capital Expense Planning
- Direct Labor Planning
- Annual Recurring Revenue Planning
- Transaction Exchange Model
- Acquisition Planning
- Allocations (Cost & Benefits)
- Sales by Unit Projections

External Source Model Formulas

External Source Models allow for transformations of data upon upload.

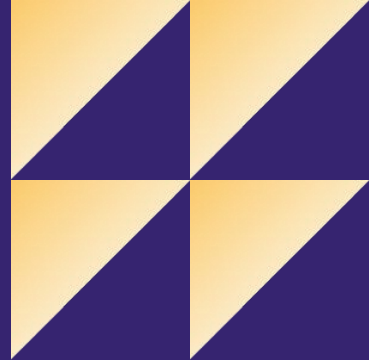
This creates a standard set of rules that is repeatable and secure.

	A	B	C	D	E
1	Property	Value			
2	Source Model	Acquisition - Practice Starts Schedule			
3	Description				
4					
5	Variable Name	Type	Format	Value	
6	@START@	ConstantDate	MM/DD/YYYY	06/01/2021	
7					
8	Expression Name	Value			
9					
10	Field	Type	Format	Expression	Include in Data Load
11	Practice Entity ID	Text			Yes
12	Practice Type Numeric	Numeric			Yes
13	Acquisition Start Month	Date	MMM-YY		Yes
14	NO INPUT	Formula		"CALCULATED FIELDS >>"	No
15	Practice Type	Formula		IF([Practice Type Numeric]=1,"Standard","Large")	No
16	Acquisition Start Date	Formula	MM/DD/YYYY	DATE(MONTH([Acquisition Start Month]),1,YEAR([Acquisition Start Month]))	No
17	1	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,DAYSFACTOR(@START@,EOMONTH(@START@,3	No
18	2	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,IF([1]>0,[1]+1,DAYSFACTOR(@START@,EOMONTH	No
19	3	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,IF([2]>0,[2]+1,DAYSFACTOR(@START@,EOMONTH	No
20	4	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,IF([3]>0,[3]+1,DAYSFACTOR(@START@,EOMONTH	No
21	5	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,IF([4]>0,[4]+1,DAYSFACTOR(@START@,EOMONTH	No
22	6	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,IF([5]>0,[5]+1,DAYSFACTOR(@START@,EOMONTH	No
23	7	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,IF([6]>0,[6]+1,DAYSFACTOR(@START@,EOMONTH	No
24	8	Formula		IF(DAYS([Acquisition Start Month],@START@)<0,0,IF([7]>0,[7]+1,DAYSFACTOR(@START@,EOMONTH	No



So, what did we cover?

Let's review.



Crawl, Walk, Run with Dynamic Planning



Pick a good use case to start your Dynamic Planning journey.



Expand your use of Dynamic Planning by leveraging out-of-box functionality.



When you are ready, transform your business processes with External Source Models to take your planning process to the next level.

Q&A

What can we answer for you?

Also, please stop by our booth in the main hall to say hey!