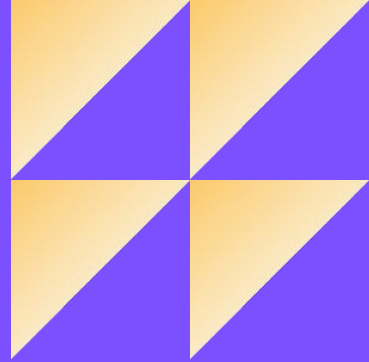




planful  
perform



# From Excel to the Cloud: Dynamically Planning Revenue

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Bakerfield Solutions



# Meet Your Speakers



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Technical  
Account Manager



Thomas Headrick,  
Senior Implementation  
Consultant

# About Bakerfield Solutions

## ★ Planful 2021 Customer Success Partner of the Year

- Focus on the Office of Finance & Accounting
- Established in 2006, Planful partner since 2013
- 150+ Clients, 250+ successful Planful projects
- Consultants combine real-life functional experience with technical expertise (CPAs/MBAs)

# Agenda

- Analyze Our Current Planning Process
- Designing the optimal solution
- Execute on the design [Live Build]
  - Load Data into an External Source Model (ESM)
  - Utilize an Analyze View
  - Forecast with a Cascade Report
  - Analyze a Summary Report

# Current Pain Points of an Offline Excel Forecast



## Static Data & Error Prone

- o Data is point in time, manually extracted, from multiple sources
- o Forecast is saved offline and not connected to any other plans or reporting
- o Major issues with timing variances and lack of checks and balances

## Maintenance Heavy & Time Consuming

- o Broken, often hard to find, formulas and references
- o Offline saves and version control
- o Static dates and headers

## Lack of Collaboration and Analysis

- o Files distributed via email or shared drives
- o Reporting is manual, inflexible, and time consuming
- o Lack of user security

# Why Dynamic Planning?

Keep only what you love about Excel while adding the power of a world class database!

## Leverage Cloud Data

- o Data refreshes instantaneously
- o Data Saved Directly to Planful
- o Collaborate in Real Time

## Reduce Maintenance

- o Remove Unnecessary Excel Formulas
- o No Offline Saves and File Management
- o Increased Security and User Enablement

## Enhanced Planning & Analysis

- o Leverage Drill Through Functionality
- o Easy Reporting: Compare Multiple Scenarios & Sources Instantly
- o Analysis of Non-Financial Data
- o Collaboration remains within Planful

# External Source Model (ESM)

## What it is?

- A powerful tool, typically used in conjunction with a “Master Model”.
- Each ESM at its core is a table with a defined set of columns. This can be used to load and calculate data.

## Why is it included in our model design?

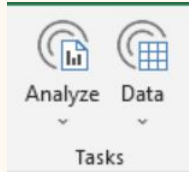
- Great for non-financial data that isn't currently in Planful
- Easily customizable for additional dimensionality

Property	Value													
Source Model	Perform ESM													
Total Records	16													
Current Page	1													
Current Status	Not Running													
Last Run Time	5/4/2022 1:16:56 PM													
Last Run Status	Status: [Completed]													
SKU	Product	PY Jan	PY Feb	PY Mar	PY Apr	PY May	PY Jun	PY Jul	PY Aug	PY Sep	PY Oct	PY Nov	PY Dec	Company
100100	Cold Brew	100	200	300	400	500	600	700	800	900	1000	1100	1200	CAN1
100200	Cold Brew	50	100	150	200	250	300	350	400	450	500	550	600	CAN1

# Analyze View

## What it is?

An analyze view is a specific ad-hoc style report that you can use to analyze and input data.



## How will we be using it today?

As an input to drive price for our various product lines in today's revenue model.

A	B	C	D	E	F	G	H	I	J	K	L
Quantity											
			2022 Fcst 3 + 9	2022 Fcst 3 + 9	2022 Fcst 3 + 9	2022 Fcst 3 + 9	2022 Fcst 3 + 9	2022 Fcst 3 + 9	2022 Fcst 3 + 9	2022 Fcst 3 + 9	2022 Fcst 3 + 9
			Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
US1	Iced Coffee	300300	8	8	8	8	8	8	8	8	8



# Reporting in Dynamic Planning

## What types of reports are there in dynamic planning?

- Ad-hoc reporting (Analyze View)
- Standard Reports
- Cascade Reports
- Microsoft Office Suite Reports
  - Excel
  - Powerpoint
  - Word

## Which reports will we be reviewing today?

- Cascade Report
- Summary Report

# Closing Summary

## Identified our Current Pain Points

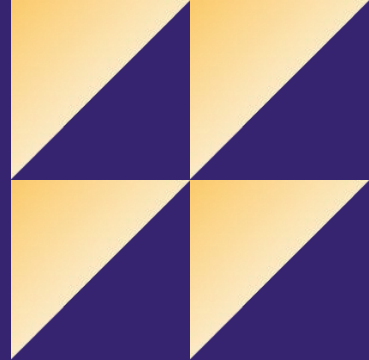
- o Planning and reporting performed in offline Excels
- o Forecast was maintenance heavy and inflexible
- o Overall Plan was time intensive and less accurate

## Building our Revenue Model

- o External Source Model & Analyze Views for Data Input
- o Cascade Reporting for Forecasting and Budgeting
- o Summary Reports for Final Analysis and Reporting

## How Dynamic Planning Evolved our Forecast

- o Removed the inaccuracies of our data
- o Increased security, engagement, and collaboration
- o Planning Cycle is faster and more accurate



Q & A



Eric Jue, Derek Milioni, Thomas Headrick

