

Planning Whitepaper

Strategy = agility

miagen

Strategy = agility

See how agile planning can replace static planning to help CFOs bring real value to the business and respond to challenges in real time

One of the biggest challenges facing CFOs right now is that the planning tools they use today only show part of the picture, but don't provide the larger view of the business. Another hindrance to planning is the delay in time needed to assemble all of the data.

In either case, information that may be incomplete or weeks out of date deprives organisations of a valuable window of opportunity to take action quickly and react to new customer opportunities, changes in the price of a vital component in a key product line, or sudden shifts in the business environment.

Every decision, from materials procurement and technology investment to hiring patterns and resource allocation, is driven by the demand generated by the sales team. The faster that finance sees this demand, the faster it can advise the business about the right course of action.

The goal gap: FP&A's aim for a strategic role

The US Association for Financial Professionals reports that there is still a gap between the goals of financial planning and analysis

(FP&A) – becoming a strategic function and a better business partner – and the reality. Separate research by APQC shows that only 40% of finance executives in very large organisations rate their FP&A capabilities as effective. Many finance teams are swamped by basic financial management duties such as periodic forecasting of how performance is trending versus annual budget targets.

According to a global survey of 300 CFOs by Adaptive Insights, 75% want their teams to have a strategic and strong impact on their organisations, yet only 46% believe they will have that kind of impact in 2017. At most, a quarter of CFOs' teams spent time on strategic tasks, but the stated goal is to reach up to 50% by 2020.

Introducing agile planning

Yet, how are organisations supposed to act strategically if they lack agility? The ability to move rapidly is critical for top-performing organisations that want to gain or maintain a crucial competitive edge. Moving to an agile planning model allows finance leaders to make the transition into a leadership and guiding role. First, there are some obstacles to overcome. The same survey revealed that 37% of CFOs didn't meet their sales

forecasts for Q1 2016. It's clear that manual methods of gathering the data from a range of systems and trying to make it work in a spreadsheet simply adds to the time and slows down meaningful planning. Why take days to make tiny recalculations like a currency change, when this process can be reduced to mere minutes? Real-time, live visibility of the numbers isn't only desirable, it's achievable.

"CFOs are expected to be strategic leaders, as they are in the ideal position to manage a company's growth and sustainability. But to meet that expectation, they require a truly unobstructed view of the business – a view greatly impacted by the analysis and scenario planning that is the responsibility of the FP&A function. With the right mix of tools and skills, CFOs and their teams can help their organisations glean the insights needed to ensure maximum corporate performance" – Robert Hull, founder and chairman, Adaptive Insights

COVER

INTRODUCTION

MIAGEN METHOD

MIAGEN FLOW

IMAGINE IT

CONTACT DETAILS

miagen

The Miagen method

It starts with a conversation: eliminate what's not needed in order to design a revised system that provides a clearer picture of the business

At Miagen, every project we do is about delivering tangible improvements, not just minor modifications. Often, this process involves first eliminating unnecessary elements that slow down the route to progress. We've found that over time, many organisations invariably get used to doing the same things, the same way they always did. Before we start building a solution, we run a workshop with the customer in order to see how the flow of that business works. From this exercise, we can see how to design a revised system that could add more value to that customer's business by eliminating unnecessary elements, in order to show a single, easily understood picture.

For example, Peroni had kept adding different types of customer discounts as the company was growing, until it arrived at 80. Sales staff had simply got used to how this was done, but by working with Miagen, they were able to simplify this number and eliminate 75% of those different discount codes, reducing them to a more manageable 20.

Before, seeing a KPI like average selling price used to involve exporting data and calculating outside the main financial system. With Miagen's implementation of Adaptive Insights, CFOs save hours of work in manipulating data. Miagen applies best practice to your business, informed by our extensive cross-industry experience.

"The key is that you can anticipate an adverse event and react before it escalates. Version 1 employs 1,000 people but we have the agility of a 100-man business because everything is measured"
– Brendan McGettrick, Sales Director, Version 1

One vision

No matter how you plan, Miagen can allow you to bring information into a single pane

- **Rolling forecast** see actual trends and constantly adjust to compare with previous periods such as the same month last year – in sectors like FMCG where seasonality is key, this is a valuable asset
- **Zero planning** eliminate the problem of reconciling spreadsheets and version control between FP&A and sales teams. Adaptive's cloud-based toolset lets you plan at the same level and same time as other departments, connecting different regions or countries as needed
- **Base planning** quickly see last year's information and apply a growth percentage
- **Sales planning** look at individual teams or aggregated elements, combined into one picture
- **Align sales teams with FP&A** at Miagen customer Miller brands, 90% of the users of the system are salespeople.

COVER

INTRODUCTION

MIAGEN METHOD

MIAGEN FLOW

IMAGINE IT

CONTACT DETAILS

miagen

The Miagen Flow

Demand Planning

A more reliable approach to sales planning

Build your business around future demand rather than historical sales. Leverage the full power of econometrics by using drivers such as addressable market size, historical market share and economic forecasts.

Sales Planning

Collaborative sales plans

See your product and services sales plans by customer, region, team and individual. Use multi-level pricing. Align your sales and service organisations and approve or reject plans centrally.

Revenue Recognition

Reduce revenue recognition complexity

Forecast revenue faster and more reliably. Use driver-based revenue and sales forecasts to continuously monitor actual performance against objectives and the resulting impact on cash flow and working capital.



Workforce Planning

Optimise headcount quotas and commission plans

Set more accurate headcount quotas based on operational goals, business need and productivity. Staff your teams more efficiently. Forecast commissions based on different scenarios and easily analyse variances from plan.

Expense Planning

Simplify expense plans

Simplify and accelerate expense forecasting, planning and analytics. Accurately budget costs and identify cost reduction opportunities. Get a complete view of total company spend. Understand if expense variances arise from changes in planned activity or changes in corporate performance.

Maintenance Reserves

Make more accurate maintenance estimates

Whether it is an Airbus 380 or an offshore drill rig, accurately and consistently calculate complex maintenance reserves for scheduled major capital assets or components.

Production & Project Planning

Automate production plans

Automatically plan production costs and capacity from sales plans. See instant impact of sales plan changes. Plan project personnel costs and profits for teams, capabilities and other resources.

COVER

INTRODUCTION

MIAGEN METHOD

MIAGEN FLOW

IMAGINE IT

CONTACT DETAILS

miagen

Imagine it with Miagen

Miagen brings in-depth domain knowledge, a breadth of advanced financial modelling and systems experience and deep technical capability. We deliver a consultative service that ensures the toolset is tailored to meet the needs of each client's specific needs and how its business operates. Our well-defined, proven, agile process delivers swift, smooth implementations – we have delivered agile planning systems in as little as 90 days.

We can implement a quick-win, future-proofed tactical solution or a powerful agile full corporate performance tool to revolutionise forecasting and planning. Miagen is a long-term partner of Adaptive Insights, a pioneer in fully integrated cloud corporate performance management and business intelligence.

COVER

INTRODUCTION

MIAGEN METHOD

MIAGEN FLOW

IMAGINE IT

CONTACT DETAILS

miagen

Contact

Let us work for you



Miagen Dublin
Miagen House, 14/15 St Andrews
Street, Dublin 2, Ireland

T: +353 1 969 5900
E: info@Miagen.com
W: miagen.com

Miagen London
52 Grosvenor Gardens,
London SW1W 0AU, UK

T: +44 (0)207 824 5110
E: info@Miagen.com
W: miagen.com

Miagen Abu Dhabi
Abu Dhabi Airport Business City, Business
Centre, PO Box 7040, Abu Dhabi, UAE

T: +971 2 4192759
E: info@Miagen.com
W: miagen.com

miagen