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CASE STUDY

# Johnson Outdoors OneStream XF Success Story

Company:  
Johnson Outdoors, Inc.

Industry:  
Outdoor Recreation  
Product Manufacturer

## Johnson Outdoors Overview

Johnson Outdoors is a leading global outdoor recreation company that turns ideas into adventure with innovative, top-quality products. The company designs, manufactures and markets a portfolio of winning, consumer-preferred brands across four categories: Watercraft, Marine Electronics, Diving and Outdoor Gear. Johnson Outdoors' familiar brands include, among others: Old Town® canoes and kayaks; Ocean Kayak™ and Necky® kayaks; Carlisle® paddles; Extrasport® personal flotation devices; Minn Kota® motors; Cannon® downriggers; Humminbird® marine electronics, SCUBAPRO® dive equipment; Silva® compasses; Jetboil® outdoor cooking systems; and Eureka!® camping and hiking equipment. For more information, please visit [JohnsonOutdoors.com](http://JohnsonOutdoors.com).

“There is no substitute for having one application that can share and extend dimensions to deliver multiple solutions without the technical complexity of having to install, implement, maintain, learn and upgrade multiple products, applications or modules. The fact that we were able to deliver a world-class budgeting solution—from design kick-off to go-live in two months—says a lot about how agile and scalable this system is.”

—Erik Hokanson, Accounting Manager  
**JOHNSON OUTDOORS**

## The Challenge

Johnson Outdoors was using Hyperion Enterprise for financial consolidation and reporting and had outgrown the solution. They needed to improve multiple finance processes such as consolidation, reporting, SOX, budgeting, data submission process, audit support and cash flow reporting. Core requirements revolved around improving financial close processes for data collection, consolidation and reporting, however, there was also a significant need for more extensive and more detailed consolidated operational and sales reporting and a completely revamped budgeting, forecasting and planning process.

It was also imperative that the solution was owned by Corporate Finance. Consolidated operational and sales reporting was extremely time consuming and painful, and multiple systems were needed to provide consolidated reporting and the details behind the reporting. They needed to be able to provide detailed reporting capability to the business unit controllers in order to deliver an integrated global system that met both business and corporate needs.



### Corporate Performance Management Solutions Delivered

- ✓ Financial Consolidation and Reporting
- ✓ Budgeting and Forecasting
- ✓ Financial Data Quality Management
- ✓ Sales and Operational Reporting



### Business Challenges

- ✓ Legacy CPM product did not provide accurate data quality validation
- ✓ Operational and sales reporting was time consuming
- ✓ Inefficient cash flow reporting and analysis
- ✓ Struggling to manage multiple reporting hierarchies
- ✓ No ability to consolidate and report in local currency and reporting currency



### Key OneStream XF Benefits

- ✓ Instant visibility to results for group controllers
- ✓ Complete audit controls and transparency
- ✓ Customizable dashboards meet growing reporting demands
- ✓ Guided Workflows streamline end user data collection and drill back
- ✓ System upgrades completed in one hour

## The OneStream XF Solution

Johnson Outdoors implemented OneStream XF for financial consolidation and reporting, forecasting, budgeting and data quality management (data collection). Workflow approval levels give group controllers immediate access to their data, meaning no more waiting for corporate to run the consolidation process. Users can use OneStream XF to drill back to details in JDE warehouse directly from their workflow process when they need to investigate transactional details. Budgeting was delivered in under two months due to the system's ability to leverage itself. OneStream XF delivers more detailed reporting and analytics in one unified product and application.

## Financial Consolidation and Reporting

Owned by Corporate Finance, OneStream delivers powerful management and ad hoc reporting for corporate HQ and business users. "The OneStream XF platform allowed us to deliver global financial consolidation, management reporting, guided workflows and a robust planning solution all in one product and one application," said Lori Strangberg, Corporate Controller of Johnson Outdoors.

"The modern platform gives us the ability to adapt more quickly to business changes and deliver more value to the business. Business unit controllers that never touched Hyperion Enterprise are now seeing the value of the additional details and reporting capabilities of our unified OneStream XF solution," Strangberg added. "With Enterprise, consolidations were a corporate process. With OneStream, we are able to put the power of the Guided Workflow—self-service data load, data validation and report capabilities in our end users' hands. It's not just for corporate anymore. The level of detail we can get reporting on now is unbelievable. We can now produce information and reports quickly and at a moment's notice for the CFO and the Board. The improvements in data collection, workflow, submission approvals and full audit capabilities back to data sources and JDE data warehouse has transformed our processes."

## Budgeting and Forecasting Results

Johnson Outdoors has leveraged their standard data model with Extensible Dimensionality® to quickly deliver traditional 12-month budgeting with automation and driver-based calculations. OneStream was able to read the existing Excel spreadsheets used to collect the first version of budget so the end users could use the same Excel form they were comfortable with. They started with a yearly number and used automated spreading across brands to apply a seasonality profile.

They also used key sales drivers to automatically update expenses that were directly related to sales like commission, warranty, etc. The ability to leverage the same workflows, reports and system allowed them to quickly deliver a full budget solution from design, build, test and go-live



in two months. They never had to build any data integration, validation and reconciliation between multiple products or applications as data can instantly variance between actual and budget at every level of commonality. In addition, budget can be maintained and updated without having to worry about affecting the actuals.

## Sales and Operational Reporting

Johnson Outdoors wanted to give business unit controllers more details around sales and operational performance including reporting by products, customers and regions. OneStream XF's capability to accommodate location-unique requirements and corporate standard requirements in the same system is key to delivering improved sales and operational reporting to the line of business and to corporate.

## All Solutions in One Product

"There is no substitute for having one application that can share and extend dimensions to deliver multiple solutions without the technical complexity of having to install, implement, maintain, learn and upgrade multiple products, applications or modules," said Erik Hokanson, Accounting Manager at Johnson Outdoors.

"We were able to leverage the OneStream XF unified financial platform to deliver multiple solutions in a single application. With OneStream, we finally have a single tool that gives the business controllers the detail they need and Corporate the flexibility and control we need, all in one powerful, easy-to-use system," Hokanson continued. "The fact that we were able to deliver a world-class budgeting solution—from design kick-off to go-live in two months—says a lot about how agile and scalable this system is."

## About OneStream Software

OneStream Software provides a market-leading CPM 2.0 solution, the OneStream XF SmartCPM™ platform. OneStream XF unifies and simplifies financial consolidation, planning, reporting, analytics and financial data quality for sophisticated organizations. Deployed via the cloud or on-premise, OneStream's unified platform enables organizations to modernize Finance, replace multiple legacy applications, and reduce the total cost of ownership of financial systems. OneStream unleashes Finance teams to spend less time on data integration and system maintenance – and more time focusing on driving business performance.

The OneStream XF MarketPlace features more than 50 downloadable solutions that allow customers to easily extend the value of their CPM platform to quickly meet the changing needs of finance and operations. We are driven by our mission statement that every customer must be a reference and success.

For more information, please visit OneStream Software [onestreamsoftware.com](http://onestreamsoftware.com) or on Twitter @OneStream\_Soft.

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