# Aconex

## A conversation with Andrew Cook

Systems Accountant, Aconex

*Aconex is the world's #1 digital project delivery platform for construction and engineering projects. Aconex Systems Accountant, Andrew Cook, talks about how Adaptive Insights have helped their users take a more forward facing view of the business.*

**T: What was the catalyst that prompted Aconex to start their analytics journey?**

**AC:** The company's growth and evolution over the last decade and particularly since listing in 2014 really prompted the need for a more agile, cloud based, future facing reporting capability.

Historically speaking, our reporting systems did a great job of past analysis, however, in order to continue to grow and expand our business a more advanced capability was required - one that would enable us to harness our data in order to visualise the future.

Adaptive Insights allows us to be a lot more dynamic and responsive in our financial planning processes. It not only delivers fast and accurate data but also provides detailed analysis and forecasting capability that boosts users confidence in making real time decisions.

**T: How are you using analytics today and how do you see that evolving in the future within your organisation?**

**AC:** Our first step was to use Adaptive Insights to drive the budgeting cycle - giving users more control over the data and helping them use it more effectively in managing their lines of business.

Recently, we also launched a series of monthly predictive performance reports via Adaptive Insights focusing on employee cost and revenue forecasting capabilities.

Adaptive's intuitive planning, forecasting and reporting capabilities mean that the finance

team can now focus on high value analysis which will help us drive the business forward.

**T: How do you see the interplay between technology and people when it comes to harnessing the value of analytics within your organisation?**

**AC:** The technology has brought us to a point where we can generate reports faster, while the visualisation capabilities enable us to access perspectives and insights that help us make better, more informed decisions for the future.

It has really freed the finance team to spend more of our time on value added analysis - finding the key value points. It also means we can give our GM's greater visibility into our cost drivers and give them the ownership they need to take the necessary corrective actions with confidence.

**T: How much of your organisations success today would you say is attributable to deploying Adaptive Insights?**

**AC:** Bearing in mind we are only a year into our Data Analytics journey, the immediate impact point has been our ability to produce forward looking information quickly v's our traditional 'tail light' view of the business.

**T: What role do you believe that analytics bring to the table in terms of providing organisations with game changing insights?**

**AC:** For me, the main game changer is the speed with which you can bring information to the users. Instead of spending the bulk of our time looking at historical information trying to understand what has already happened, we can now focus on forecasting and visualising data in order to make projections that have the ability to change our future.

And equally as critically, we are making those projections based on data we know we can trust, and making it available to the business quickly enough for them to be able to act on that information and turn it into real advantage.

**T: What is your favourite thing about Adaptive Insights and why?**

**AC:** Probably the fact that it facilitates a process of best practice right across the organisation in the way we use and consume data.

Adaptive Insights is designed for the business which has made it very easy to train users and provide them with a greater level of decision making confidence - knowing that the data is an accurate reflection of our business at any given point in time.



**T: What do you consider to be the single most important feature of the solution and what value has it given Aconex?**

**AC:** Being able to enter our budgets at a granular level of detail and being able to report on that information and produce comparatives to our actual results is absolutely key to understanding past performance and allows us to forecast in a faster and smarter decision making process.

**T: What key trends and changes have you noticed within the analytics space over the last 12 months and where do you believe the future of analytics is heading.**

**AC:** I think the future of analytics lies with its ability to extrapolate historical data in order to predict and understand the future.

Every business needs to know where they are heading and how they are going to get there - Adaptive Insights helps organisations to harness their data in order to answer the HOW.

**T: What value did Tridant bring to your Adaptive Insights implementation?**

**AC:** Our first impression of Tridant was that they were an organisation with an immense amount of knowledge and experience, with whom we could build a solid long-term partnership with.

Tridant worked onsite with us migrating our existing models into Adaptive and the thing that really impressed us was their dedication to knowledge sharing and ensuring we became as proficient and self sufficient as quickly as possible.

They really encouraged us to take full ownership of the product and taught us everything we needed to know in order to use it with confidence.

I would say the strength of the partnership together with their depth of knowledge and expertise has been instrumental in maximising Adaptive Insights value to our organisation.

**T: How has the solution changed the way your organisation interacts with its customers?**

**AC:** The timeliness with which we are now able to make decisions enables us to better respond to changes in the market, which ultimately helps us serve our customers more effectively.

**T: What advice would you give to companies who are about to commence their Data Analytics journey?**

**AC:** Be open to change the way you work in order to make the best use of the functionality that advanced analytics platforms offer. ●