

Focus on Business Services

Adaptive Insights provides organizations with a performance management solution that includes multidimensional, detailed personnel planning and reporting, integrated P&L and cash flow statements, and reporting and analysis of key metrics.

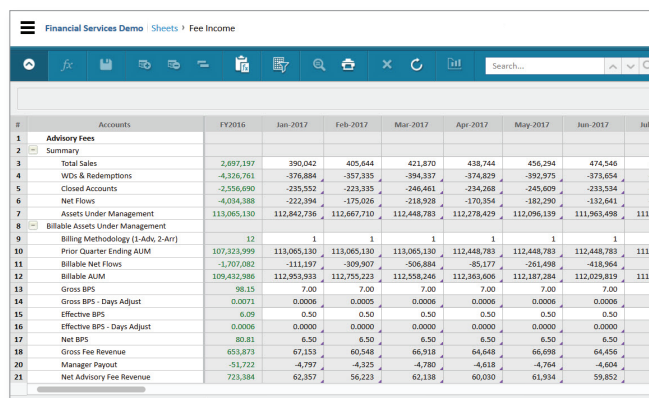
Planning & Reporting Challenges

The business services industry faces challenges in the current economy, because during downturns, companies often eliminate outside services. In this environment, service companies need ways to improve utilization of their billable resources. Detailed personnel planning is the backbone of services budgeting and forecasting. These companies pay close attention to the fully loaded cost of each employee and often allocate personnel across multiple projects, departments, or service offerings. It's important for these companies to be able to analyze key metrics, such as employee utilization and service line profitability, and to use this information to carefully plan headcount.

In addition, headcount impacts the revenue plan. Revenue planning can involve drivers such as bill codes and bill rates, and important metrics focus on comparisons such as paid hours versus billable hours. Frequently companies need to perform what-if analyses to compare various hiring scenarios and their impact on the bottom line. The ability to reforecast easily, making adjustments based on different revenue assumptions, can be a significant differentiator.

Planning and reporting this way requires careful analysis of historical metrics, so integration of data from other systems is critical for planning. And reporting requirements include comparison of key metrics—actual versus plan.

Spreadsheet-based systems are inefficient, error-prone, and fundamentally unsuited for the complex, dynamic planning and reporting required by business services organizations.



	FY2016	Jan-2017	Feb-2017	Mar-2017	Apr-2017	May-2017	Jun-2017	Jul-2017
Accounts								
Advisory Fees								
Summary								
Total Sales	2,697,197	390,042	409,644	421,870	438,744	456,294	474,546	49
W/Os & Redemptions	-4,326,761	-376,884	-357,335	-394,337	-374,829	-392,975	-373,654	-39
Closed Accounts	-2,356,690	-235,552	-223,335	-246,461	-234,268	-245,629	-233,554	-24
Net Flows	-4,034,388	-222,394	-175,026	-218,928	-170,354	-182,290	-132,641	-14
Assets Under Management	113,065,130	112,842,736	112,667,710	112,448,783	112,278,429	112,096,139	111,963,498	111.82
Billable Assets Under Management								
Billing Methodology (1-Adv, 2-Air)	12	1	1	1	1	1	1	1
Prior Quarter Ending AUM	107,323,999	113,065,130	113,065,130	113,065,130	112,448,783	112,448,783	112,448,783	111.96
Billable Net Flows	-1,707,082	-111,197	-309,907	-506,884	-85,177	-261,498	-418,964	-7
Billable AUM	109,432,986	112,953,933	112,755,223	112,558,246	112,363,606	112,187,284	112,029,819	111.89
Gross BPS	98.15	7.00	7.00	7.00	7.00	7.00	7.00	7.00
Gross BPS - Days Adjust	0.0071	0.0006	0.0005	0.0006	0.0006	0.0006	0.0006	0
Effective BPS	6.09	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Effective BPS - Days Adjust	0.0006	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0
Net BPS	80.81	6.50	6.50	6.50	6.50	6.50	6.50	6.50
Gross Fee Revenue	653,873	67,153	60,548	66,918	64,648	66,698	64,456	6
Manager Payout	-51,722	-4,757	-4,325	-4,780	-4,618	-4,754	-4,604	-
Net Advisory Fee Revenue	723,384	62,357	56,223	62,138	60,030	61,934	59,852	6

Example of business services planning sheet

Adaptive Planning was one of the most successful rollouts of software ever experienced at The NPD Group. After three months of using Adaptive Planning, the finance team received a standing ovation at the annual corporate meeting. Now that speaks to the adoption and the return on investment of Adaptive Planning."

— EVP Finance, The NPD Group

The Adaptive Insights Solution

Adaptive Insights has been successful in helping over 70 business services companies streamline their planning and analysis, allowing them to:

- Plan headcount in detail, including multiple dimensions, and assign calculations to groups of people or to specific individuals
- Allocate personnel across multiple projects, departments, or service offerings
- Tie headcount to both costs and revenue, and easily perform utilization and gap analyses
- Perform what-if analyses to compare various hiring scenarios and their impact on the bottom line
- Plan complex revenue recognition scenarios for various revenue streams
- Reforecast frequently and make adjustments based on different revenue assumptions
- Automatically integrate data from any other enterprise systems
- Model integrated P&L, balance sheet, and cash flow statements, including effects of sales on accounts receivable, deferred revenue, and cash
- Use dashboards to analyze key metrics, including sales per employee, billable and paid man-hours, utilization of billable resources, etc.

SELECT BUSINESS SERVICES CUSTOMERS INCLUDE:

CohnReznick LLP	Jones Lang LaSalle
CORT Business Services	Maritz Holdings Inc. Corporation
Embassy Management, LLC	SiriusDecisions, Inc.
Forsythe Technology	Teleryx Marketing
Frost and Sullivan	The Dwyer Group
Grant Thornton UK LLP	The Ken Blanchard Companies
Heidrick and Struggles Intl. Inc.	The NPD Group
Howard R. Green	

- Use reports to perform variance analysis, including to drill down into underlying transaction detail from other systems
- Distribute report books via email for financial presentations such as board packages and executive reporting
- Improve accuracy and turnaround time in the planning and reporting process

Adaptive Insights' software as a service (SaaS) model is a natural fit for the services industry and provides exceptional value. As a SaaS solution, no new hardware, software, or IT support is required for initial implementation or ongoing maintenance. All upgrades are included in the annual subscription with no retesting required on the part of the customer. And it's low-risk, with the options of free trials and phased implementations.

It's also intuitive and easy to use. Adaptive Insights' CPM (corporate performance management) engine saves time and effort with built-in financial intelligence. Tight linkages with Microsoft Office products enable quick creation of board-quality reports and presentations. The web-based, highly customizable interface utilizes and improves upon Excel, allowing interaction by all types of employees with virtually no training.

It was unbelievable how flexible Adaptive was despite a complex set of drivers and models. We wanted the ability to model the client business as we needed to based on KPIs. In addition, the forecasting and reporting capabilities were exactly what we needed to reduce the time previously spent collecting and manipulating this information in Excel spreadsheets."

— VP, Director of Finance, Jones Lang LaSalle

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