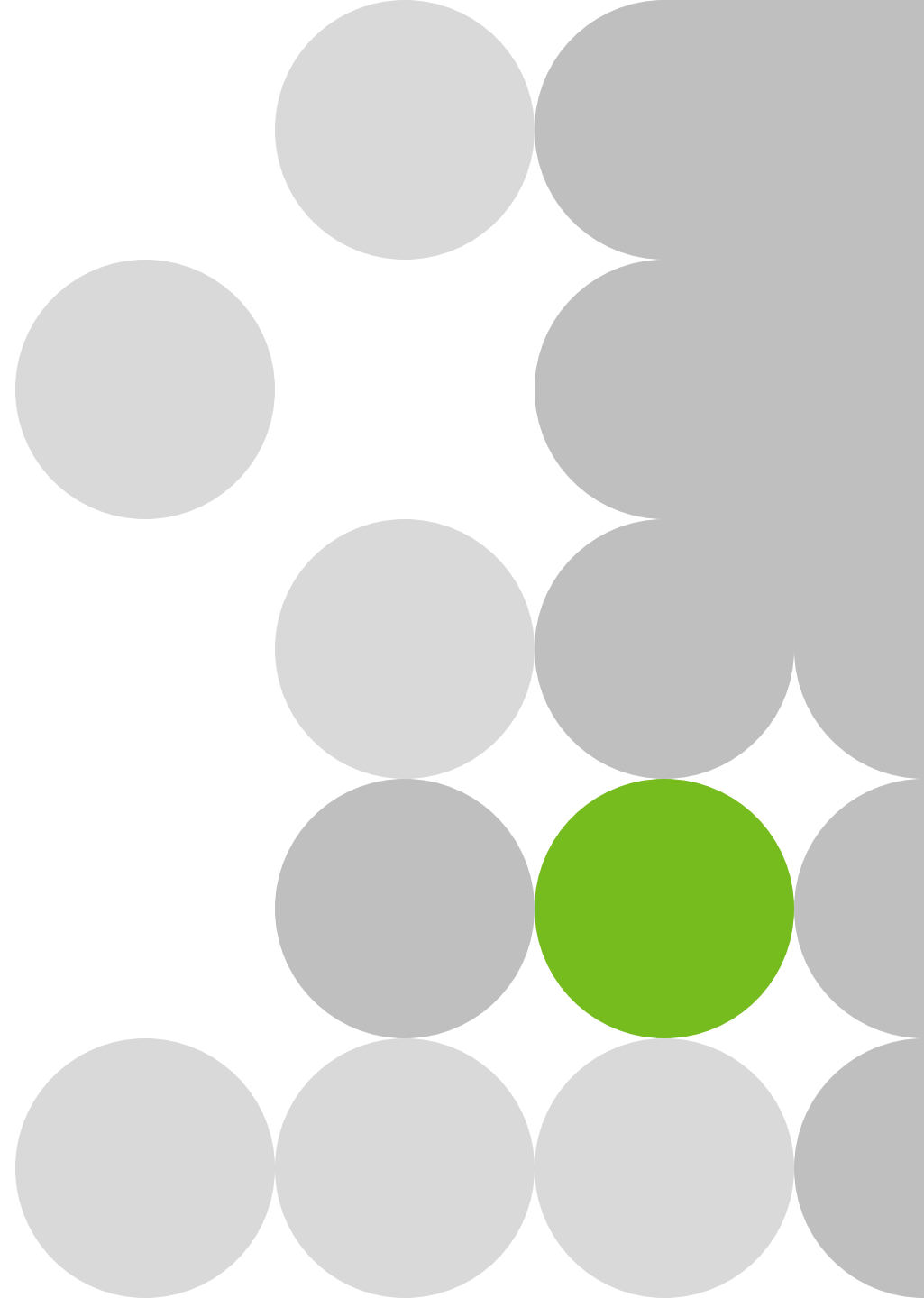


Adaptive Live | 2019



Customer Insights:

The Journey Continues



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Agenda



Introductions

The Adaptive Customer Journey

Customer Story - ARC

What's Next?

Questions



Andrea Hanlon

Customer Success Manager

Adaptive Insights,
a Workday Company



Peter Reppen

Director, FP&A

Airlines Reporting
Corporation



Sofi Momen










Manager, FP&A

Airlines Reporting
Corporation

The Adaptive Insights Customer Journey

Your path to success

Adaptive Insights Customer

	Modernized	Optimized	Active
PROCESS	 Timely	 Proactive	 Strategic
PEOPLE	 Participation	 Engagement	 Partnership
MODEL + DATA	 Trust	 Insight	 Action



Process

- Budgeting
- Zero-based Budgeting
- Periodic Forecasting
- Rolling Forecasting
- Long-term Planning
- Scenario Analysis
- M&A Analysis
- Profitability Analysis
- Trend Analysis
- Financial Consolidation
- Financial Statement Reporting
- Management Reporting
- Board Reporting
- Disclosure Reporting
- Variance Reporting



People

- FP&A
- Accounting
- Functional Managers
- Executives
- Board Members
- Investors
- Regulatory Bodies
- Customers
- Suppliers

Types of Interaction

- Direct Contributor
- Contributor by Proxy
- Consumer



Model

- Revenue
- COGS
- Workforce
- Other Expenses
- IS / BS / CF
- Sales
- Marketing
- Production
- Services
- IT / Facilities

Dimensionality

- Product Organization
- Service Organization
- Non-Profit Organization
- Time Increments



Data

- ERP / GL
- CRM
- HRIS
- Marketing Automation
- Services Automation
- Production
- POS / Order Mgmt
- Data warehouse
- Benchmarks
- Exchange Rates

A Typical Journey in Detail

Process



Bottom-up budgeting
Management reporting
Variance analysis
Financial statement reporting

Rolling forecasting
What-if analysis
Financial KPIs
Board reporting

Operational KPIs
Long term planning



Increasingly strategic use cases

A Typical Journey in Detail

People



Finance
Accounting

Functional Managers
Executives

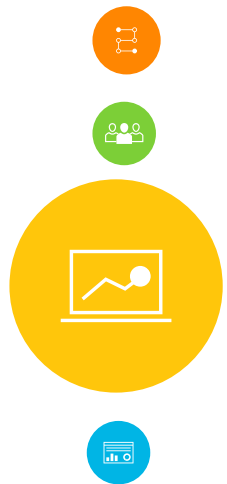
Board Members



Increasingly strategic use cases

A Typical Journey in Detail

Model



Workforce
Expense
Revenue
Income Statement

Balance Sheet
Cash Flow
Sales Planning

Services Planning
Marketing Planning

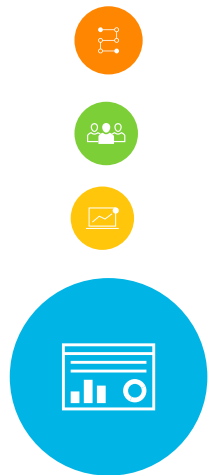


Phases / Time

Increasingly strategic use cases

A Typical Journey in Detail

Data



ERP / GL
Exchange rates

HRIS
CRM

Benchmarking
Services Data
Marketing Data



Phases / Time

Increasingly strategic use cases

The Journey Website
journey.adaptiveinsights.com

Adaptive Test Co 1 Adaptive Insights Journey

Process	Completed	Phase 1 Q1/2019	Phase 2 Q2/2019	Phase 3 Q3/2019
Budgeting	<ul style="list-style-type: none"> Bottom-Up Incremental 	<ul style="list-style-type: none"> Bottom-Up 	<ul style="list-style-type: none"> Top-down 	
Forecasting	<ul style="list-style-type: none"> Periodic 	<ul style="list-style-type: none"> Rolling 		
Scenario Analysis	<ul style="list-style-type: none"> Sensitivity Analysis 	<ul style="list-style-type: none"> What-if Analysis 		<ul style="list-style-type: none"> M&A Analysis
Other Analysis	<ul style="list-style-type: none"> Variance Analysis 		<ul style="list-style-type: none"> Trend/Growth Analysis 	<ul style="list-style-type: none"> Profitability Analysis
Extended Outlook Planning			<ul style="list-style-type: none"> Strategic Planning 	<ul style="list-style-type: none"> Strategic Planning Long Term Planning
Close Management	<ul style="list-style-type: none"> Financial Consolidation Trial Balance Variance 			
Financial Analysis & Reporting / Visualization	<ul style="list-style-type: none"> Financial Statement Reporting (IS/BS/CF) Financial KPIs 	<ul style="list-style-type: none"> Financial Statement Reporting (IS/BS/CF) 		<ul style="list-style-type: none"> Disclosure/Statutory/Reporting
Operational Analysis & Reporting / Visualization	<ul style="list-style-type: none"> Management Reporting 	<ul style="list-style-type: none"> Management Reporting 	<ul style="list-style-type: none"> Operational KPIs 	

ARC

The Journey



An industry leader in air travel distribution and intelligence, ARC settled \$94.8 billion in ticket transactions in 2018 between airlines and travel agencies, representing more than 295 million passenger trips. ARC provides flexible distribution solutions, innovative technology and access to the world's most comprehensive air ticket transaction data, helping the global air travel community connect, grow and thrive.

How It All Began



Manual Processes

- Time-consuming
- Error prone



Lack of Detail

- No way to maintain detailed revenue, personnel or capital plans
- Unable to conduct meaningful scenario analysis



Limited Visibility

- Inability to track operational information, performance metrics, or variance analysis
- Limited data-driven decision-making

Phase I

People

- FP&A
- Accounting
- Operational budget owners
- Executive Team
- Board

Process

- Annual budget
- Monthly forecasts
- Monthly operational reporting
- Variance analysis

Data

- GL balances & transactions
- Personnel / HRIS

Model

- Revenue
- Personnel
- Op Exp
- Cap Exp
- Financial Statements

Phase II and Beyond

People

- FP&A
- Accounting
- Operational budget owners
- Executive Team
- Board
- Product Managers
- Technology Program Managers

Process

- Annual budget
- Quarterly forecast
- Monthly operational reporting
- Variance analysis
- Product and Customer-level planning
- Technology transformation planning

Data

- GL balances & transactions
- Personnel / HRIS
- CRM
- Product and customer metrics

Model

- Revenue
 - Subscription Model
 - Transaction based Models
- Personnel
- Op Exp
- Cap Exp
- Financial Statements
- Product Contribution
- Transformation resource modeling

The Journey Continues

Where will it take you?

Learn More

- Use the app to connect with your Customer Success Manager (CSM)
- Journey website: journey.adaptiveinsights.com

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Tweet a great quote



Share fun photos from the conference



Maintain your new connections on LinkedIn after the event



Use the Adaptive Live mobile app



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Thank You

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