

EBOOK

# Budgeting, Planning & Forecasting

GAINING AGILITY IN STRATEGIC, FINANCIAL  
AND OPERATIONAL PLANNING

EXPLORE THE  
INTERACTIVE  
EXPERIENCE  
HERE



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# Introduction

Current economic conditions are a stark reminder that organizations must be ready to respond to new market opportunities and threats more quickly than ever before. And while the increasing pace of change is putting more pressure on finance teams, many are taking steps to increase agility and improve decision making. How? By innovating beyond static budgeting cycles and focusing on the detailed business drivers and operational plans that are leading indicators of financial performance.

Sophisticated organizations don't just set financial targets or budgets; they also continually monitor performance and develop processes to dynamically update operational assumptions required for integrated business planning.

In contrast, many finance teams still rely on fragmented spreadsheets and legacy corporate performance (CPM) applications to manage their budgeting, planning, forecasting and analysis processes. They spend more time on low-value tasks rather than collaborating with and providing insights to their business partners for key decision-making.

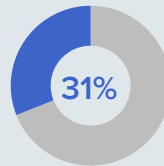
## ALIGNING BUSINESS PLANS

Forward-thinking FP&A professionals are pushing the boundaries of budgeting, planning and forecasting across every aspect of the organization. Strategic FP&A groups require the scale to see holistically across the organization but also require the flexibility and agility to investigate and drill down deep into detailed operational data. And, importantly,

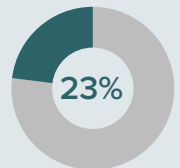
these FP&A teams no longer settle for legacy CPM tools and manual processes that once held them back. And they are more likely to invest in CPM platforms that offer the scale to develop financial plans at the global enterprise level, but also provide the lines of business with the agility to plan at the level of detail they run their business — all within the same unified application and experience.

That's why over 500 finance leaders around the globe, from midsize to some of the largest organizations in the world, are choosing OneStream's Intelligent Finance platform as the foundation for their future.

## Did You Know?



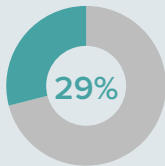
**Only 31% of Finance leaders have systems that provide a quick and dependable platform for decision making**



**Only 23% of Finance systems allow organizations to respond quickly to market changes**

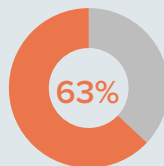
—Source: FSN 2019 Future of Financial Systems Global Survey

## Did You Know?



**Only 29% of Finance systems allow organizations to accurately predict performance**

**63% of Finance leaders believe built-in analytics tools are critical for future finance systems**



—Source: FSN 2019 Future of Financial Systems Global Survey

## Unify Operational Plans with Financial Goals



### Improve Agility

Leverage one unified financial planning software system that supports financial and operational budgeting, planning, forecasting and reporting for maximum agility.



### Predict with Confidence

Deploy predictive models without technical expertise across all planning scenarios and workflows.



### Accelerate Planning Cycles

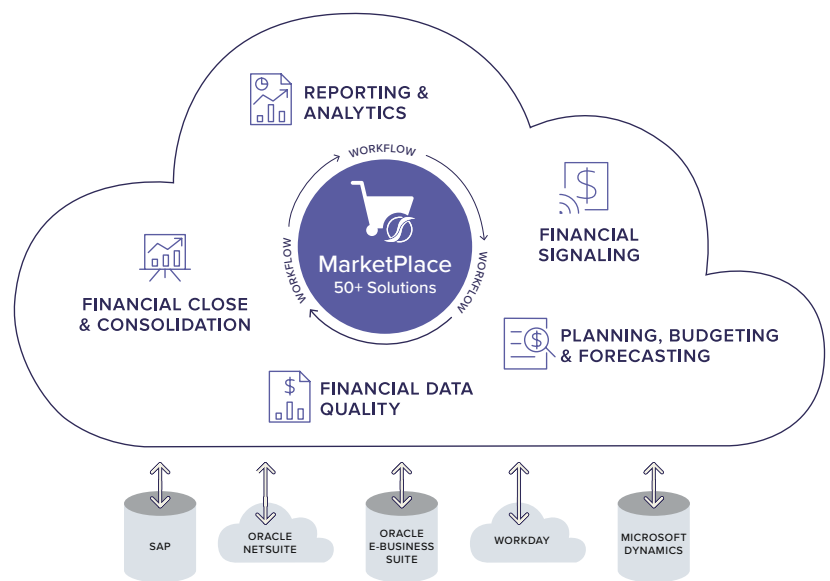
Spend less time collecting data and more time analyzing results and supporting decisions across the enterprise.

# Strategic Planning & Modeling

A unified CPM solution is ideal to help organizations manage the strategic planning process. With all financial and detailed operational plans living in a single platform, corporate finance and line of business teams can easily analyze information and develop alternative value creation scenarios on the fly.

Corporate FP&A teams can develop baseline plans for organic growth strategies, M&A initiatives and capital plans while dynamically calculating the impact to P&L, Balance Sheet and Cash Flow plans. Quickly create what-if scenarios to analyze the sensitivity of your cost structure, revenues or capital structure to external drivers such as commodity prices and evaluate FX and interest rate exposure.

## A UNIFIED PLATFORM APPROACH



Unify and align corporate plans and forecasts to create more detailed operating plans

Support agile planning, such as rolling forecasts and driver-based plans and scenario modeling

Be agile and adapt to business changes quickly and easily

# Financial Budgeting & Forecasting

Rigid plans and budgets aren't very useful. Change is constant and organizations require agile planning processes to continually monitor performance and recast operational plans.

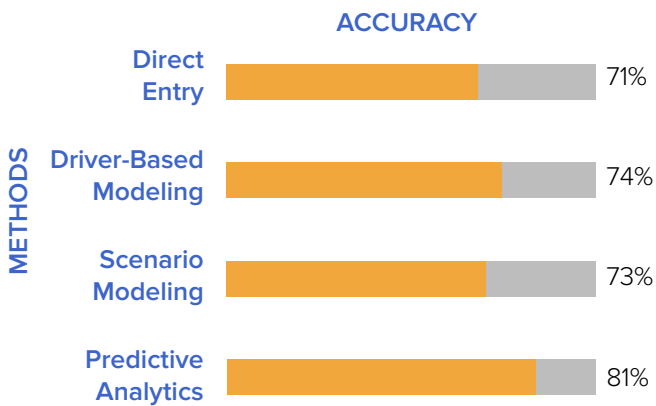
A modern CPM platform can support top-down, bottom-up, driver-based planning, rolling forecast, predictive analytics and other advanced planning techniques. These tools allows finance professionals to collaborate with their business partners to identify opportunities and risks and guide decision making by monitoring the pulse of the company holistically as well as at the business driver level.

Sophisticated finance leaders are leveraging driver-based planning to empower business partners to manage their operational plans at the level of granularity they require while also providing visibility into financial results. They can instantly seed budgets and forecasts with powerful predictive models. And with deep operational analytics, finance organizations are gaining visibility into how sales, production, price, insurance or tax changes could affect profitability and future plans.

## COMPARISON: HOW DO YOUR PEERS FORECAST?

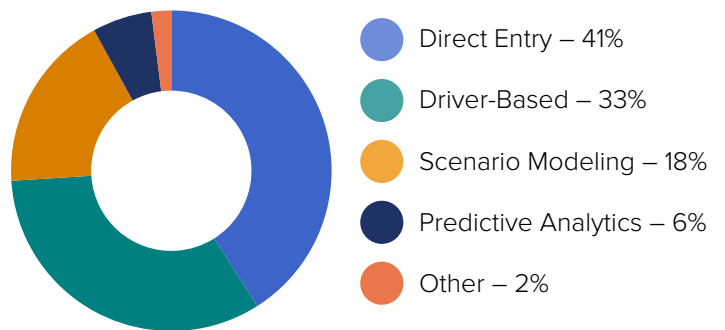
### Forecasting Methodology:

#### How Accurate Are Your Forecasts?

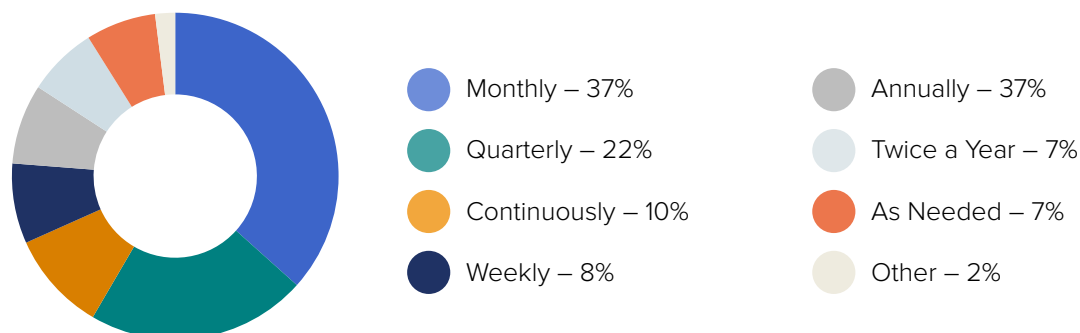


### Forecasting Methodology:

#### How Do You Primarily Create Your Forecasts?



### Reforecast Frequency: How Often Do You Reforecast?



—Source for all charts / graphs: BPM Partners 2020 BPM Pulse Survey

# Integrated Business Planning

CFOs and finance teams are adopting integrated business planning (IBP) to set organizational strategy and optimize business plans. IBP creates a recurring cycle to analyze financial plans and business drivers vs. operational plans, recent run rates and prior year results.

Modern Finance leaders are adopting a platform approach to IBP capable of meeting the needs of today while also providing the ability to expand and adapt to changing business demands without adding costs and complexity. With OneStream's MarketPlace™, users can choose from several purpose-built specialty planning and analytics solutions to download, configure and deploy to end users in minutes.

## The OneStream MarketPlace™

Reduce total cost of ownership with over 50 downloadable solutions that can be easily configured and deployed to extend the value of the OneStream Intelligent Finance platform.



### People Planning

Plan on all elements of human capital by using drivers and dynamic calculations to project the costs of new hires and changes for compensation, benefits, taxes, travel expenses, etc.



### Capital Planning

Plan on the expected cash, funding, maintenance and depreciations associated with capital expenses.



### Cash Planning

Plan on the sources and uses of cash from AR, AP, acquisitions, disposals, funding, revenue and expenses.



### Thing Planning

Plan on anything in this all-encompassing solution from projects that require a more detailed level of planning to SKU- level planning and more.



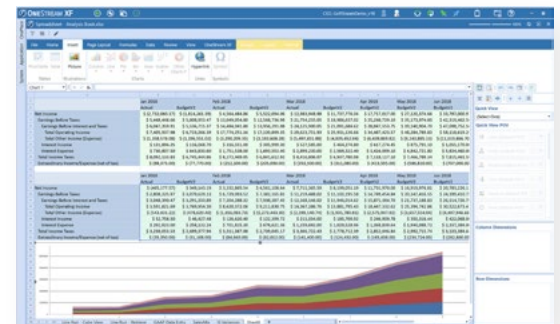
### Sales Planning

Plan on all aspects of sales, with bi-directional integration into Salesforce.com or other CRM platforms along with the ability to plan by sales rep, opportunity and or/region.

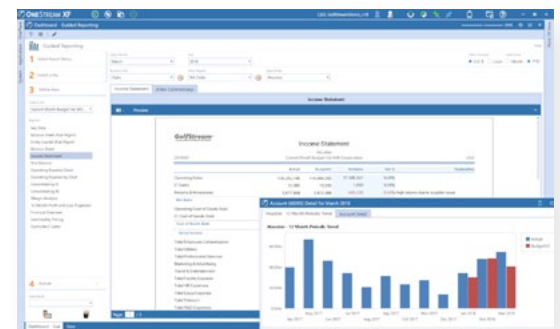


### Predictive Analytics 123

Deploy predictive models across the budgeting, planning and forecasting process without fragmented tools or separate processes.



Excel integration

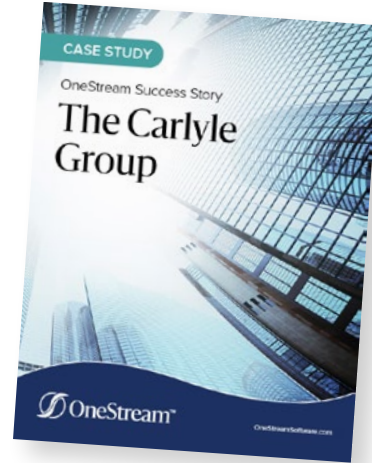


Guided Reporting

# Case Study

With OneStream, The Carlyle Group is able to budget and re-forecast at both the legal entity and project level. The company has improved visibility and traceability into allocations and budget version changes, with real-time budget impact viewing capabilities.

Self-service reporting and analysis enables business users to see the immediate impact of changes on plans and reports. Submitting revenue and expense budget updates and reviewing the impact was reduced from 1 week to 5 – 10 minutes.



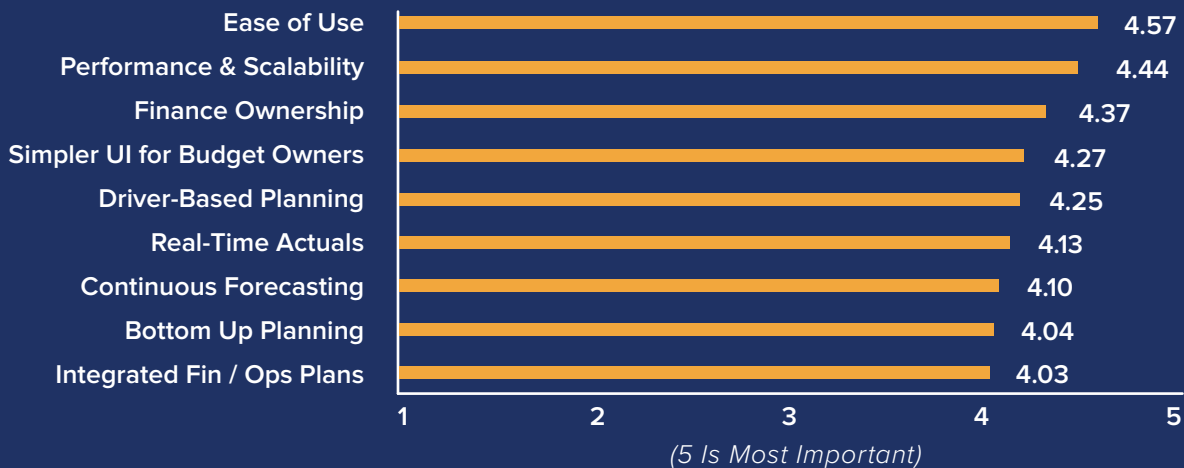
[DOWNLOAD THE CASE STUDY](#)

# Conclusion

Managing through the uncertainty of today’s business environment requires organizations to eliminate decision silo and unify operational plans with financial goals. Committed to helping organizations conquer complexity, OneStream brings together detailed operational plans and financial goals from across the entire organization — all within a single solution.

OneStream unifies budgeting, planning and forecasting which enables organizations to respond quickly to new market opportunities and take corrective actions to reduce risk. OneStream’s MarketPlace™ also allows users to quickly address their changing business needs by extending the OneStream platform with additional planning solutions that increase the business value of their platform investment while drastically reducing TCO.

## Key Features for an Ideal Budgeting, Planning and Forecasting Solution



—Source: BPM Partners 2020 BPM Pulse Survey

# About OneStream Software

OneStream Software provides a market-leading intelligent finance platform that reduces the complexity of financial operations. OneStream unleashes the power of finance by unifying corporate performance management (CPM) processes such as planning, financial close & consolidation, reporting and analytics through a single, extensible solution. We empower the enterprise with financial and operational insights to support faster and more informed decision-making. All in a cloud platform designed to continually evolve and scale with your organization.

OneStream's Intelligent Finance platform can easily be extended with over 50 solutions from the OneStream MarketPlace. These downloadable solutions are fully battle-tested and optimized for the OneStream platform. They allow customers to easily extend the value of their investment to meet the changing needs of finance and operations.

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For more information, visit our website at [OneStreamSoftware.com](https://www.onestreamsoftware.com).

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