

DON'T JUST RUN SIMPLE

RUN

SIMPLE

LEFT

About Us



WHO IS SIMPLEFI? FINANCE AND ANALYTICS EXPERTS

SimpleFi is a firm of experts focused on business process design, business content, automation and implementation of **SAP Planning, Analytics and Consolidations solutions**

Business Content for

- FP&A
- Line of business planning
- Analytics and Data Modeling
- Financial Statements and Consolidations

Planning, Analytics, Consol Value

- Automate reporting and insights
- Increase visibility
- Decrease overhead
- Shorten planning cycles

Business Services

- Business content deployment
- Expert / Application as a Service
- Process Design, QA
- Managed Implementations

Technology Focus

- SAP Planning, Analytics, Data Warehousing, Consolidations solutions including:
- SAP Analytics Cloud, Group Reporting, SAP Data Warehouse Cloud, BPC, BW, HANA

Client Partners Focused on value

Go-to SAP Partner for Planning and Analytics



Customers across major industries and geographies

Offices in Chicago, U.S.A. and Montreal, Canada



Award winning Business Content



<https://simplefisolutions.com>



WHY SIMPLEFI SOLUTIONS

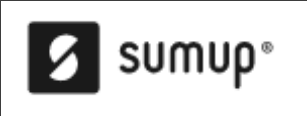


- Recommended SAP Planning and Analytics partner
- Best in class
 - ✓ Cost Efficiency.
 - ✓ Customers can leverage our prepackaged content for planning and analytics to decrease implementation cost by 30-50%
 - ✓ Expertise.
 - ✓ Planning and Analytics is all we do; SAP Certified consultants
 - ✓ Quality.
 - ✓ Client Partner responsible for your success start to end
 - ✓ Flexibility: no red tape; flexible and responsive to your needs

✓ Quick Stats:

- ✓ 200+ projects delivered
- ✓ 90%+ project success rate
- ✓ Client partners average 20+ years industry experience
- ✓ >50% consultants are CPAs, MBAs

- SAP partner with customers across all major geographies and industries



DELIVERING EFFICIENCY



SAP Prepackaged solutions

- SimpleFi's pre-packaged content for SAP planning and analytics can be deployed in weeks to accelerate project deployment and time to value
- <https://simplefisolutions.com/prepackagedsolutions/>

Planning

- 0 - Pipeline
- 1 - Sales
- 2 - Revenue
- 3 - Costing
- 4 - P&L
- 5 - Expense
- 6 - HR Planning
- 7 - Capital Planning
- 8 - Balance Sheet / CF
- 9 - Intercompany
- 10 - Liquidity / WC

Analytics

- LOB Analytics
- Profitability
- Performance Reporting
- Financial Reporting and Consolidations

Industries

- Manufacturing / Wholesale
- Retail
- Professional Services
- Technology

Training and Modernization

- BI Cloud Conversion
- Planning and Consolidations
- Quick Start and Training programs



SIMPLEFI PREPACKAGED CONTENT

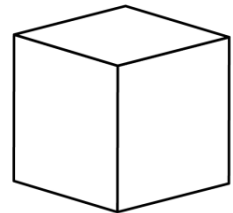
Planning Solution Architecture

You tube Channel

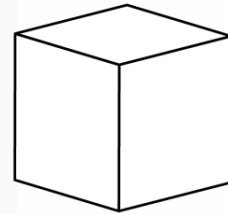


https://www.youtube.com/channel/UCt6dvkC_GinI9Q9hdHIh5-w

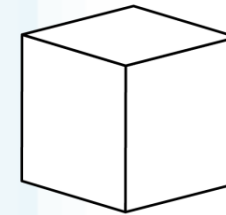
End to End Planning



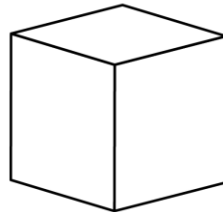
0 Pipeline
1 Sales



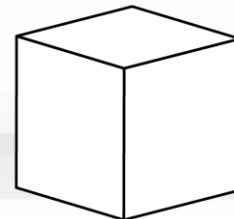
2 Revenue
3 Costing
9 Transfer Price



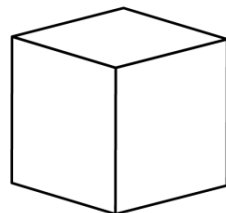
4 P&L
8 Balance Sheet /
Cash Flow
10 Liquidity /
Working Capital



6 HR Planning



5 Expense



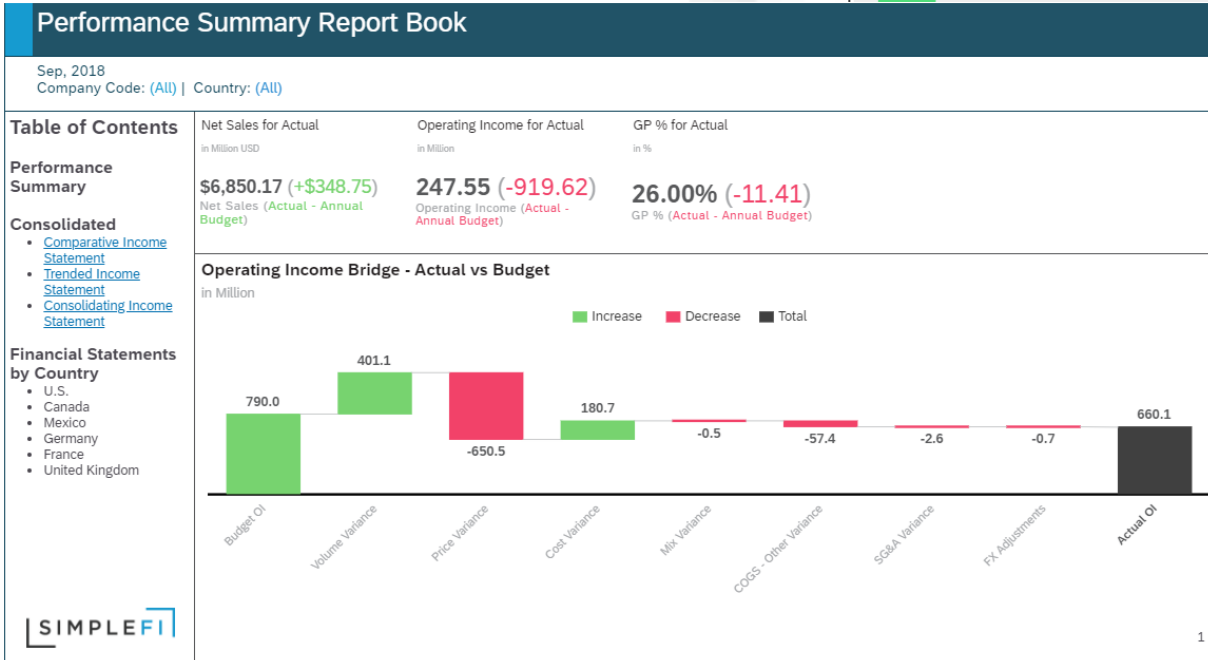
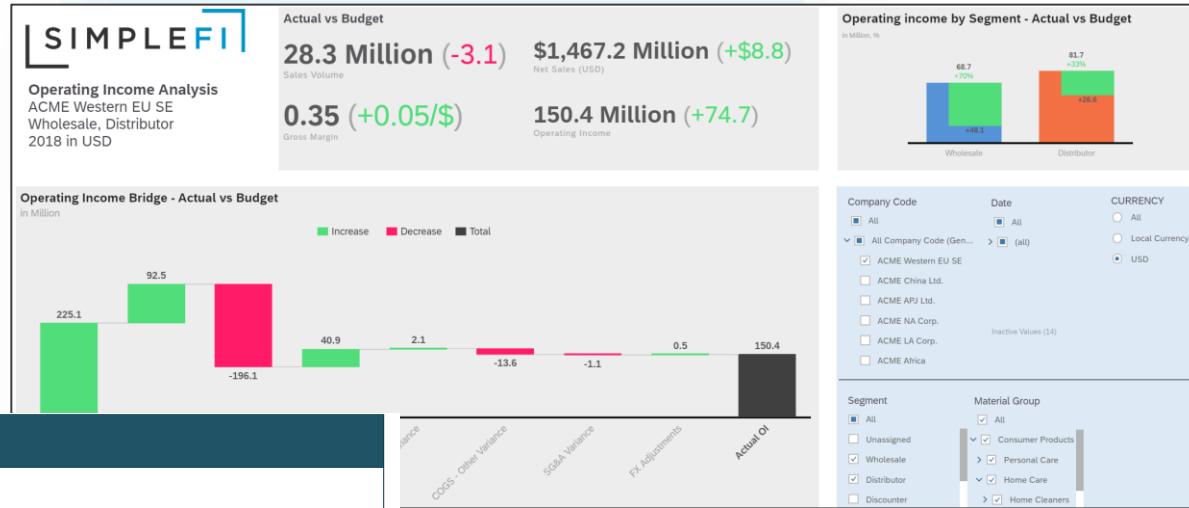
7 Capital
Planning



EXAMPLE: FINANCIAL REPORTING & ANALYSIS

Performance Reporting and Variance Analysis

- Bridge Analysis for Operating Income, Gross Profit
- Constant Currency
- Price, volume, mix calculations (PVM)



Financial Reporting Packages

- Standard Financial Statements for publishing
- Standard Comparative, Trended, Consolidating report books

SIMPLEFI: CUSTOMER REFERENCE EXAMPLES



customer Quote "Our team could not be more satisfied with your service...we look forward to working your team to deliver our next phase ... and future phases"

- Headquartered: Brookfield, WI
- Industry: Bank ERP, Card, and Transaction Services
- Market Cap: \$70B

Reference:
VP Finance Systems
Controller

Business processes delivered:

Management Reporting / Planning
Consolidations (M&A Integration)
SQL Sales / Pipeline Data Warehouse
Sales, Quota and Pipeline Analytics
Tax Apportionment
SAP Finance Business Warehouse
HR Planning



customer Quote "very pleased with project overall. Our first consolidation has gone very smoothly"

- Headquartered: Rockford, MI
- Industry: outerwear brands
- Revenue: \$2.1B

Reference:
VP Finance, IT

Business processes delivered:

Consolidations
Financial Reporting
HR Planning
Sales Planning
Scenario Modeling
Costing
Capital Planning



SAP Analytics Cloud Reference: Furst-McNess Company



Case Study: Planning and Financial reporting with SAP Analytics Cloud directly on S/4 HANA

Beth McBrean, January 2020

Company Overview - www.mcness.com

The Furst-McNess Company is an independent agricultural company providing customized vitamin and mineral premix, commodity blends, and feed ingredients to the beef, dairy, poultry and swine industry throughout the United States and Canada. We provide customized solutions and alternatives to our agricultural clients which lead to enhanced livestock performance and profitability. In addition, we offer innovative solutions to suppliers for feed residuals from the food, beverage and biofuel industries. (credit: www.mcness.com)



Project Goals and Overview

McNess had just completed a greenfield implementation with s/4 HANA and were researching reporting solutions. Prior to the implementation, Furst-McNess was using MS Excel as a main source for financial reporting and budget templates. They also used Analyzer to pull data from s/4 for reporting. They required a new solution that would allow for expansion of their budgeting process without having to distribute templates via email with multiple copies and versions. A solution with an underlying database to allow for one source of the truth and data storage so multiple excel files and links would be a thing of the past. McNess evaluated both SAP's Business Planning and Consolidation solution and SAP Analytics Cloud. After vetting through what both solutions had to offer, SAP Analytics Cloud was a better fit for the company.

McNess also evaluated whether SAP Business Warehouse would be required. McNess determined with SimpleFi's support that leveraging the built in Analytics views from S/4 with SAP Analytics Cloud directly on top would meet their requirements.

Project Scope

Budgeting Process

The following items were included in scope for the budgeting process:

- Budgeting templates for Gross Margin
- Budgeting templates for Cost Center/Expenses
- Allocation rules
- Driver based rules - Inverse functionality in SAC allows for a calculated member to also be a data entry member
- Advanced formulas to support seeding actuals and other
- Budget support and validation reports

Financial Reporting

The following items were included in scope to support the monthly reporting package:

- Development of 15+ reports
- Publication of monthly package to PDF format
- Advanced formulas to accommodate 13-cycle period, YTD calculations, Variance reporting
- Cash Flow and Balance Sheet reporting
- Ratio calculations (Working Capital, FCCR, EPS, DIO)
- **Acquired** Data Connection with s/4 for the following datasets:
 - Master data integration for Cost Center, Account, Profit Center, and Plants
 - GL Account Balance - Standard CDS View
 - Custom Infoprovider for Sales/Margin
- **Live** Data Connection with s/4 for the following datasets:
 - DSO/DPO by Cycle
 - Product Line Reporting

Project Challenges

A key challenge that required us to utilize the data action/advanced formula functionality more extensively was the limitation of only 12 periods in either a calendar or fiscal year. McNess operates on a 13-cycle year, which the time dimension could not currently accommodate. This is an enhancement scheduled for 2020.

We also experienced a challenge with the s/4 connections to the CDS Views. The challenge related to the ability to connect to their development s/4, but not production. Due to different configurations, and more stringent security in production - there were additional steps taken to produce the reporting from the production environment.

Project Wins

Furst-McNess can recognize several benefits with the implementation of SAP Analytics Cloud.

- From a project management perspective, the project was completed On Time and Under Budget.
- Executive Teams have an easy launchpad via Google Chrome to access their reports.
- One source of truth and allows to easily combine Budget and Actual data together for reporting and planning purposes.
- Automated calculations to produce driver-based results on Gross Margin planning. Automated calculations to support balance sheet and cash flow reporting.

Without the separate business warehouse requirement, McNess and SimpleFi were able to deliver a cost effective solution with minimal time commitment from McNess IT and no hardware commitments. This approach offered tremendous cost savings.

Future Use

One of the attractive points with SAP Analytics Cloud, is the additional functionality it provides that Furst-McNess is not currently utilizing. As SAP continues their investment in this product, new functionality will continue to be released on a regular basis. McNess has expressed interest to expand the solution in the following areas:

- Daily or Executive Dashboards
 - First phase of the project only included minimal dashboards in the monthly reporting package. McNess would like to explore the development of meaningful daily and monthly dashboards for the company.
- Mobile
 - McNess would like to eventually allow executive team to review their dashboards or other KPIs on mobile devices
- Predictive Analytics
 - An area that they would like to understand better in order to utilize the functionality for their business.

Customer CEO Quote "I am very pleased with the results of the SAP Analytics Cloud project. It's nice to be able to dynamically view real time key business transformation in an easy to read format. The consultants from SimpleFi did an outstanding job..."

[Customer Presentation:](#)

<https://www.youtube.com/watch?v=EKZYggPx7T4&t=300s>



SAP® Recognized Expertise
in Enterprise Performance Management



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SIMPLEFI SOLUTIONS: CUSTOMER USE CASE



Customer Quote on 2018 results “[we are] way ahead of schedule on our budgeting process as compared to past years.... the department is running smooth”

- Headquartered: Northfield, IL
- Industry: Chemical Manufacturing
- Rev / Mkt Cap: \$2.3B / \$2.5B

Management Consolidations

Profitability Allocations and Analysis

Sales, Margin Planning

Intercompany, Production Planning

Expense Planning

Bridge, Price Volume Mix Reporting

Live Planning, Reporting, Analytics models

SAP Insider Case Study:
Planning Tips the Scale in Stepan Company’s favor

“A solid understanding of our current state... Combined with an outstanding consulting firm [SimpleFi] was the secret to our success”

<http://sapinsider.wispubs.com/Assets/Case-Studies/2017/August/IP-A-Detailed-Business-Plan-Pays-Off-for-Stepan>

SAP Insider Interview
Andrew Chapman, FP&A Director

<https://www.sapinsideronline.com/videos/live-from-sapinsider-studio-successful-business-planning-at-stepan-company>

CUSTOMER EXAMPLE (SAC)



Example Performance Reporting – By Segment, Business Team

Stepan



Investor Relations
Dashboard

SURFACTANTS

Jan (Q1/2019)

QTD Actual vs PY

in Million, %

ACTUAL

184.7 (+6%)

Pounds shipped

ACTUAL

0.228 (-2.936%)

NPR Per Pound

QTD Actual vs PY

in Million, %

ACTUAL

112.1 (-1%)

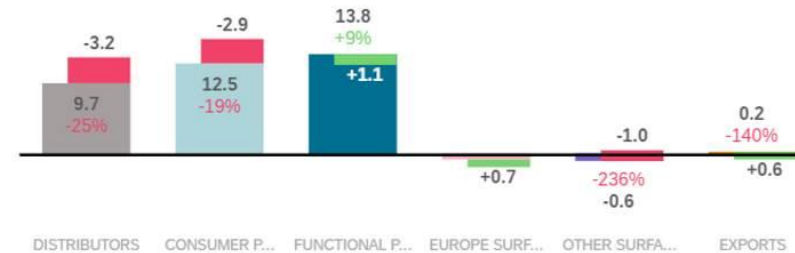
Net sales

13.0 (+7%)

Operating income

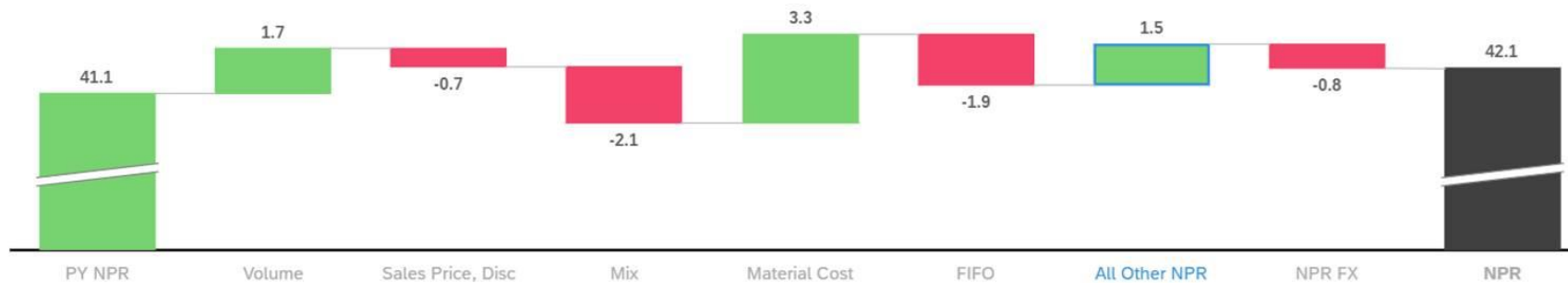
Current Qtr - OI by Segment - Act + Bud vs Prior Year

in Million, %



NPR Bridge - Jan (Q1/2019) QTD Actual vs PY

in Million



SACP for Financial Reporting

Teva Pharmaceuticals selects SimpleFi and SAP Analytics Cloud to meet their Financial planning and reporting requirements



Industry: Pharmaceuticals

Revenue: ~\$16B

Location: Israel

Requirements:

- Consolidate planning data and actuals across global operations into single model
- Financial Statements including P&L, B/S and automated Cash Flows
- Calculate FX exposure and impacts
- S/4 and Group Reporting integration for both master and transactional data

Background

Teva came to SimpleFi to replace their Hyperion solution with a modern planning and analytics platform that would integrate easily with SAP S/4HANA and Group Reporting. Quick wins include consolidating financial data in a single place and providing management with enhanced analytical capabilities specifically around global operations and FX exposures. Long term, Teva plans to implement supporting planning models with greater level of detail and flexibility that will also feed into the Consolidated Financial model. Teva was looking for a cost-effective immediate solution that could be deployed in a few months and was interested in SimpleFi's SAC Consolidations prepackaged content. They determined it could provide an accelerated path to meet their **requirements**, their **timeline**, and their **budget**.

Solution Value to Teva

- Master data and transaction data integration with S/4HANA and Group Reporting
- Enhance planning flexibility across multiple years, top-down planning, and non-financial metrics
- Ability to analyze FX exposures and impacts across several scenarios
- Workflow process with notifications and flexible commentary aid the planning process

Challenges

- Substantial amount of requirements to be delivered in a short time requires great coordination across timezones

SimpleFi Prepackaged Solutions

- SAP Analytics Cloud Financials, Consolidations, Allocations

Deal Participants

SimpleFi Client Partner: Jarrett Bialek
SimpleFi Sales Leads: Jon Essig, Mehdi Omri

SAP Analytics Cloud

Hyperion Planning Replacement: Goodyear EMEA



Goodyear selects SimpleFi to implement EMEA SAP Analytics Cloud FP&A solution and design global FP&A template!

“SimpleFi experts proved SAP Analytics Cloud could meet our regional requirements for sales, pricing, and bridge reporting leveraging SimpleFi’s prepackaged content. Their experts were also integral to our project approval; partnering with us to plan EMEA’s FP&A transformation and ultimately replace existing tools. We look forward to working with them during the next wave to blueprint FP&A globally for Goodyear and then deliver wave 1 for EMEA including end to end revenue, costing, intercompany, expenses and financial reporting”

- Laura Kish
Global IT Director, Analytics

Background

Working closely as a team, SAP sales, SAP solution advisors, and SimpleFi were able to demonstrate, cast a vision and put forth a compelling solution to meet Goodyear’s global Planning and Analytics requirements for the corporate systems team. Subsequently, SimpleFi enabled the corporate Goodyear systems team by building a successful business case, proof of concept and deployment plan for Goodyear Wave 1 deployment that was presented to Goodyear’s Operating Committee.

Proof of concept

Working with global and EMEA FP&A, SimpleFi was also able to prove their prepackaged content for Sales planning and Performance Reporting could meet and exceed their functional requirements with actual Goodyear data.

SimpleFi Prepackaged Solutions

- 03 – Sales and Revenue Planning
- 02 – Perf Mgmt Reporting (PVM, bridges)

Challenges

Performance analysis was key to Goodyear’s evaluation as they plan at a very granular level of detail.