FORSYS
Forward Thinking

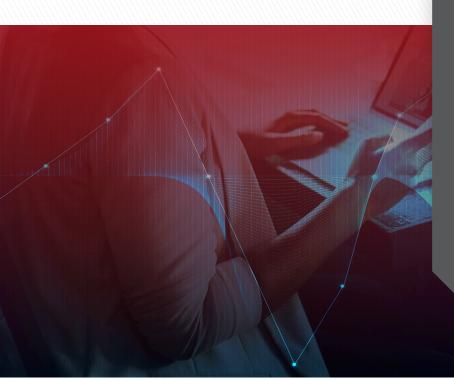# Oracle Enabled 50% Manhours Savings with Modernization of Budgeting, Forecasting & Reporting Processes

Insight

A global data analysis platform for television advertising used excel spreadsheets to manage its financial planning that had several manhours involved with multiple iterations. This called for a switch to an automated process to streamline local currency planning, the P&L Dashboard, automated data feeds from Oracle ERP, and drill through details for balance sheet planning.

Forsys modernized and standardized the client's budgeting, forecasting, and reporting processes in collaboration with Oracle, which resulted in a 50% time savings on manual tasks and recorded 20% faster and more accurate close and forecast cycles.

Industry : Advertising Services

Revenue : $20+ M

Employees: 500+

Headquarters: California, US

Business Challenge

The client failed to scale its current consolidation and reporting processes with excel spreadsheets. Additionally, the growing complexity of the forecasting process and lack of a standardized process for expenditures hindered the growth prospects.

The client wanted to resolve the following challenges:

- **Recurrence of errors due to manual process.**
- **Lack of an integrated GL/Reporting system.**
- **In-house legacy forecasting and budgeting.**

- **Restricted functionality of the reporting tool.**
- **Absence of reporting capabilities in excel spreadsheets.**

Transformation Journey

Forsys reviewed and designed a detailed implementation roadmap for Oracle Planning and Budgeting Cloud Service (PBCS).

The key highlights of approach to the solution:

→ Implemented a role-based, secured and scalable planning application that eliminated disparate planning models and manual consolidations.

→ Built & deployed a secured recurring expense model that offloaded and distributed responsibility from the Financial Planning and Analysis (FP&A) team to individual departments.

→ Complete visibility of analytics so that the C-Suite can plan R&D investments from a human resources standpoint.

→ Integrated Oracle EBS into Hyperion for automated data loads and hierarchy maintenance.

Impact

Post the go-live, the client:

- **Saved 50% time on manual tasks.**

- **Accelerated the close and forecast cycles by 20%.**

- **Improved productivity of FP&A team's productivity.**

- **Tracked capital expenditure & maintained efficient workflow management.**

- **Accessed standardized and formatted financial reports.**

- **Created granular reports with detailed data.**

- **Eliminated redundant and outdated reports.**

About the Client

The client is a US-based data analysis platform for television advertising. It is a provider of video and connected TV inventory, unique consumer insights, and cross-screen targeting technology, helping global advertisers better reach and engage consumers wherever and however, they consume video content. The company has products for both the supply side and demand side of the digital video ecosystem.

Solution Components

Oracle PBCS, NetSuite, JIRA

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