

## CASE STUDY

# SET FOR LONG TERM FINANCIAL SUCCESS WITH WORKDAY ADAPTIVE PLANNING

## Project benefits and outcomes

**50% reduction in revenue planning time**

**Ability to push out real-time reports across the business**

**Greater usability to effectively strategise future acquisitions**

**A single source of truth that everyone can work from**

**Better, more confident decision-making through accurate forecasting**

**Built-in automatic assumptions to treat each company uniquely**



"[Workday Adaptive Planning] gave us the flexibility to see the cash position and impact at the end of the year, as well as pressure points throughout. We were able to create "what ifs", playing with staff numbers, pricing product mix and sales per hour."

**Anthony Ridgewell, Financial Controller - Zest**

## About

Zest Plan is a comprehensive home appliance insurance provider founded in 2006. Since then, they have continued to rapidly grow at a rate of 20% annually, with new sites and products rolling out frequently.

This rapid expansion has occurred both organically and via shrewd acquisitions.

With one investment after another, the complexity of Zest's forecasting and budgeting became extreme.

Months were spent tackling an evolving monster of a spreadsheet, which spewed formulas, drained efficiency, and blocked a clear view of business performance. Such drawbacks caused much distress for the financial planning team. Yet, this was just the beginning of a seismic struggle.

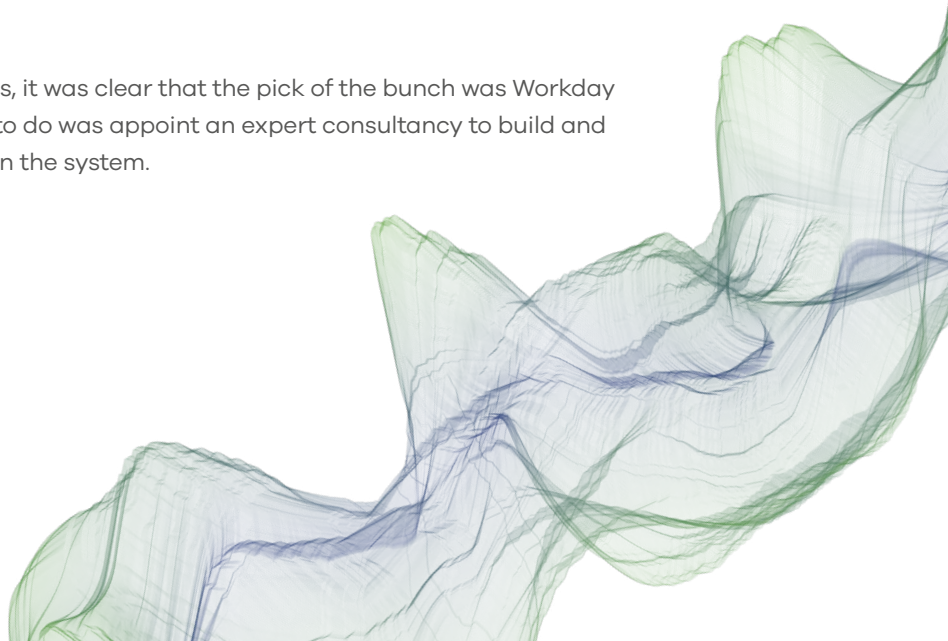
## The trouble with manually inputted data

With numerous tabs, multiple pivot tables and clunky visual aids, Zest Plan's spreadsheets masked key information in and amongst a plethora of static data. To make matters worse, this data was being manually inputted. This process took lots of time and prevented the fatigued finance team from tracking key metrics in real-time.

Furthermore, with the manual insertion of information from systems such as "Exchequer", mistakes were being made and data integrity could never be fully guaranteed. For a company dealing with a vast amount of complexity within their financial planning, such mistakes could prove costly. Just one small piece of information incorrectly entered in Excel could set about an entire chain of negative events.

These risks come part and parcel with Excel, as it is a generic tool not designed for collecting data in a dynamic environment. It is used because of the absence of any cost-effective alternative. However, times have changed. When realising that their business had outgrown Excel, Zest Plan identified four flexible financial planning solutions. These would enable the insurance provider to create advanced rolling forecasts, model multiple scenarios and automate data entry from a single source of truth.

After a lengthy procurement process, it was clear that the pick of the bunch was Workday Adaptive Planning. All that was left to do was appoint an expert consultancy to build and implement a successful model within the system.



## An automated forecasting model

Kainos were called into action. Experienced in working with Workday Adaptive Planning, Kainos built a detailed forecasting and budgeting model that automated much of the reporting process.

From sales volumes and call volumes to cost of leads and cancellation rates, metric scores can now be tracked in real-time, as the solution automatically pulls in data from multiple systems. By effortlessly correlating these metrics with one another through a series of algorithms, Zest Plan can also spot trends, operational risks, and potential best practices all within one simple, organised system.

This overview allows Zest Plan to generate a “big picture” analysis for financial teams and other key personnel across the business.

Every manager can easily access the latest data as the system pushes reports and dashboards across the business. This means that the entire organisation is singing from the same hymn sheet.

## Making big decisions regarding future investment and expansion

This is no ordinary hymn sheet. The tailored forecasting and budgeting model built by Kainos enables users to drill down into detail, work harmoniously with one another and make big decisions regarding future investment and expansion.

It achieves this by creating a stress-free space for forecasting cash flow, growth, and modelling “what if” scenarios. Profitability potential can also be seamlessly modelled, alongside other key budgeting considerations.

This smarter solution is a real upgrade from Excel. Previously, only three budgeting versions could be created before Excel become unworkable. In contrast, Zest Plan can now generate 15 for a recent meeting thanks to the new solution, with each taking just 10-15 minutes to create.

Such results were so spectacular that Zest Plan avoided the need to hire an extra analyst. Instead, with Kainos guidance, they become completely self-sufficient.

Also, it was not necessary to complete a Workday Adaptive Planning certification. With guidance from Kainos, everyone became an expert in using the advanced solution.

As a prestigious Workday Adaptive Planning partner, Kainos can help organisations overcome the many challenges associated with financial planning.

To discover more about Kainos and Workday Adaptive Planning, **[get in touch today](#)**.

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