

CASE STUDY

WORKDAY ADAPTIVE PLANNING IGNITES SPARK44'S GLOBAL FORECASTING AND BUDGETING

Project benefits and outcomes

Connect the global team and work from one single source of truth

Enable easy participation in multiple locations

Automate data flow to make smarter decisions and save time

Create accessible, actionable, and accurate KPIs

Forecast growth in terms of cash flow and resources

Model scenarios to understand the impact of future decisions



“The biggest win for the agency was having all of our data in Workday Adaptive Planning and accessible.”

Marcus Walters, Finance Director, Spark44

About

As an end-to-end customer experience agency, Spark44 recognise the value of breaking down data silos and collaborating across the business.

Every day, they preach these principles to their ever-growing base of forward-thinking clients. From sharing feedback to harvesting client insights, everyone works together to maximise Spark44's success. Unfortunately, bringing this philosophy into the wild world of forecasting and budgeting had proven problematic.

The Challenges

Before working with Kainos, Spark 44 used vast numbers of Excel spreadsheets with different versions of the truth and multiple sources of information.

The push was the need to forecast across 60 teams in 19 offices globally, with a mix of offices employing anything from 1 to 100 people.

The downsides of such a rapid expansion were taking a toll. Forecasting growth, reporting Key Performance Indicators (KPIs) and planning budgets became a Herculean task.

Undeterred, Spark44 were determined to turn the tide. They came armed with a vision to consolidate all the information into one single source truth. This approach could then be accessed by every relevant team member, no matter where they are in the world.

Only a specialist with expert knowledge of technology and access to advanced Workday Adaptive Planning tools could bring this vision to life. This is where Kainos stepped in.

"To do just that, we needed a reliable, honest and trustworthy partner, experienced in taking the financial planning of a company to the next level. Kainos did just that and more."

"Kainos were a great help, even making themselves available to tweak and update the model in the future. That is the kind of service that you can expect from Kainos. A good, authentic business with strong values, which goes above and beyond."

"Kainos were a great help, even making themselves available to tweak and update the model in the future. That is the kind of service that you can expect from Kainos. A good, authentic business with strong values, which goes above and beyond."

How Kainos Helped

With a rich history and track record of supporting several global brands, Kainos were the ideal team to help Spark44 overcome its major challenges.

Leading a small team, Kainos set about pulling data from no fewer than 20 different sources, including a budgeting Xero platform. By doing so, Kainos could automate a large part of the planning process, making it much easier to create 12-month rolling forecasts – for the past, present and future, as specified.

From months to minutes, processes such as forecasting cash flow, business growth and setting budgets could all be completed within one centralised space. Since Spark44 deal with many different project lengths and types, these results were remarkable.

Thanks to Kainos' expertise in Workday Adaptive Planning integration, forecasting and budgeting have never been so easy. Kainos created a system that kept every Spark44 office connected.

Now everyone can log-in, online and contribute using the cloud-based solution. The team can access the latest data and make better business decisions. As a result, Spark44 are enjoying a whole host of financial planning and analysis benefits.

While Spark44 deliver key customer insights to their clients, Kainos provide Spark44 with the insights that support them in becoming an even more successful business.

If you're looking to bolster your growing business with Workday Adaptive Planning, look no further.

[Get in touch today](#) and our team will be on-hand to share their expert advice.



Find out more about Workday Adaptive Planning

Visit: kainos.com

Email: workdayinfo@kainos.com



Workday Services Partner



Workday Select Partner