

EBOOK

# Reporting and Analytics for Intelligent FP&A

FINANCE TEAMS MUST EMBRACE THE NEXT GENERATION OF CPM TECHNOLOGY FOR ACCURATE DATA AND TIMELY REPORTING & ANALYTICS.



# Table of Contents

Introduction.....	3
Trends in Finance.....	4
Business Challenges.....	5
Addressing the Challenges .....	7
OneStream’s Self-Service Reporting & Analytics.....	8
Case Studies.....	9
Conclusion.....	10

# Introduction

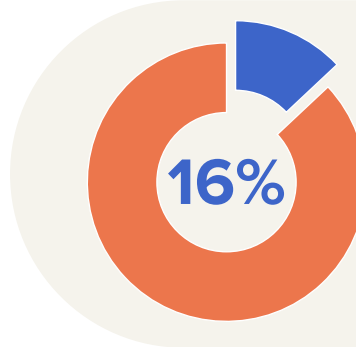
To maintain its status as a critical resource amid the current wave of analytics-fueled disruption, the finance function will need to embrace a new set of **powerful intelligent technologies**.

During crisis management scenarios, CFOs often turn to macroeconomic indicators such as GDP, oil prices, and consumer health to guide the path forward. Why? To get beyond the wall of our own organizational challenges and think bigger. Surely, if we know the external factors that truly drive our business, macroeconomic insights will help us pierce through the fog of uncertainty, right?

But what happens when those macroeconomic cycles break down and external factors themselves are a source of uncertainty? What happens when the political and economic environment no longer offers the stability it used to? And what happens when we need to guide our organization through 30-, 60-, and 90-day planning cycles? Where do Finance teams turn to then?

The answer often lies with what we think we know best — our data. Insights about customers. About suppliers. Factors that we manage day-to-day.

To access this data and create insights, this means that Finance teams need to move ahead of the month-end financial reporting cycles and focus on what really drives the business every day.



## Did You Know?

**Only 16% of decision makers feel that financial data can be easily leveraged for decision-making.**

—Source: Gartner ©2022 Gartner Inc. and / or its affiliates. All Rights Reserved.

This is a crucial step that will enable finance teams to decipher the hidden signals in operational data and help our business partners take action to impact the results before month-end.

## 86% of Analytic Effort Misses the Mark

### 22% Routine

22% of finance teams focus on cyclical report production. Analysis is limited to standard ERP reports and spreadsheets, with each operational area doing its own thing.

### 30% Siloed

30% of finance teams use business intelligence and data visualization tools, but operate in isolation with their own data sets, driving decisions related to that function only.



### 34% Reactive

34% of finance teams focus on cyclical report production, but react with ad-hoc analysis to drive insight and decision-making in exceptional circumstances.

### 14% Insightful

14% of finance teams have an analytics mindset that pervades everything they do. Core financial processes are joined up, data is shared as a corporate resource, new sources of financial and non-financial data are regularly sought out and analytical tools are used aggressively to drive operational and strategic insight, competitiveness and decision-making.

Unfortunately, despite the explosion of data across sophisticated organizations, many organizations still struggle to meet the information requirements of executives and managers because they just don't have the right tools for the job. **In fact, only 14% of finance leaders classify their reporting and analytics as insightful** as illustrated in the graphic to the left.

Modern finance leaders require more than just fragmented point solutions to help support decision making. Finance leaders require unified solutions with the proper controls, power and speed for the world's largest and most sophisticated organizations to get value out of their data and drive performance.

# Trends in Finance

Spurred by technology advances, the speed of analytical disruption in organizations is perpetually fast — and only getting faster. Finance leaders today feel the pressure to predict the next major disruption and will look to technology for answers. With a clear line of sight to the impact of disruption on both the business model and operating model, the CFO has the chance to turn FP&A reporting and analytics into opportunities for competitive advantage and growth. As Finance groups prepare for the transformation ahead, it is critical to consider the impact of key market trends that are re-shaping the future of how organizations will generate value from reporting and analytics initiatives.

## Rise of eXtended Planning & Analysis (xP&A)

As FP&A teams transform into the “go-to” entity within an organization for strategic business partnership, data, not just for raw data, but high-quality data that can be refreshed numerous times and synchronized across the enterprise. As a response to these pressures, FP&A is extending their reach to include and collaborate with Sales, Marketing, Supply Chain, Workforce, and IT to accelerate enterprise agility, leading towards one unifying framework known as [eXtended Planning and Analysis \(xP&A\)](#) to enable continuous collaboration and performance management through the use of daily and weekly signaling, scenario planning and now with AI enabled forecasting.

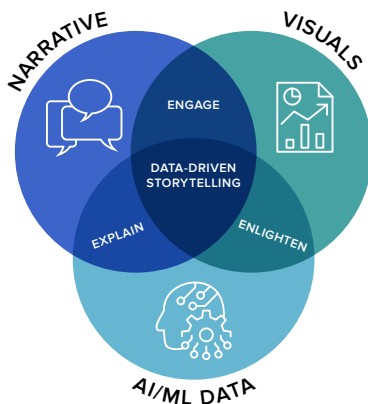


Figure 2: Storytelling = Visualizations + Narrative + Data

## Increased Focus on Data Storytelling

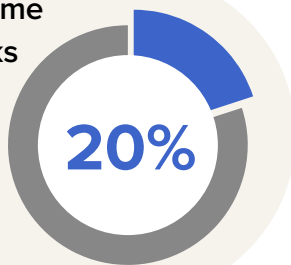
Financial analysts and decision makers are drowning in complex data. Organizations will increasingly enhance traditional dashboards with dynamic data-driven storytelling tools, powered by artificial intelligence (AI) and machine learning in finance (ML) (see figure 2). These dynamic data stories generate insights as narratives, highlighting the most meaningful changes in the business for each user, with root causes, predictions and prescriptions for their roles and contexts. This reduces the risk that financial analysis will be misinterpreted.

## A Deeper Appreciation of High-Quality Data Touched by AI

The way Finance teams manage the data behind dashboards and visualizations is changing. Finance can use new technologies to deploy a host of new models and tools to provide good financial and operation data that drives effective decision making. Technologies such as ML and AI are leveraged to automate various tasks required during the analytics process — and to discover, visualize and narrate important findings in datasets. AI and ML enable finance to reduce the time it takes to perform the day-to-day input- and output-focused activities that consume analysts’ time — without the skills required of a data scientist.

By 2023, augmented data management will reduce the reliance on finance analysts for repetitive and routine data management tasks, **freeing up to 20% of their time** for collaboration, training, and high value analytics tasks.

More Time for Tasks



Source: Gartner



# Business Challenges

Why are so many organizations struggling to report and analyze operational insights in a timely manner? Because they are relying on fragmented silos of spreadsheets, legacy corporate performance management (CPM) software, data lakes and BI tools for their reporting needs, which force Finance teams to build disjointed processes around their technology and are not organized in a way they understand.

Want proof? Just think about how much time you and your team spend manually copying and pasting information between fragmented sources and tools as opposed to analyzing results and helping your business partners take action. **Does this sound familiar?**

## Key Questions to Consider

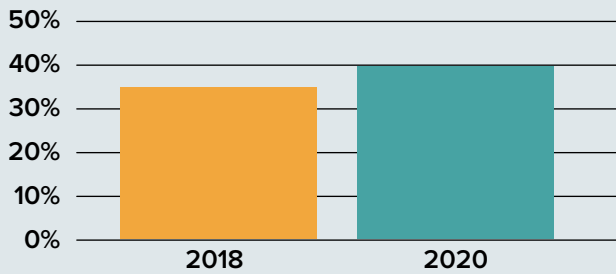
- ✓ Can your Finance team access and visualize high-volume financial and detailed operational insights with drill-down capability without requiring IT resources?
- ✓ Does your CPM solution integrate with Excel® for ad-hoc analysis and reporting needs with easy-to-use, drag-and-drop capabilities?
- ✓ Are you able to easily automate the creation, maintenance and distribution of high-quality reporting for the board of directors and executive team?



## Organizations Are Finding Themselves Increasingly Technology Constrained

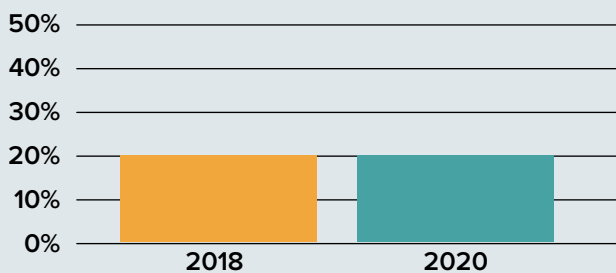
Does Your Organization Analyze Data Effectively?

### Technology Constrained



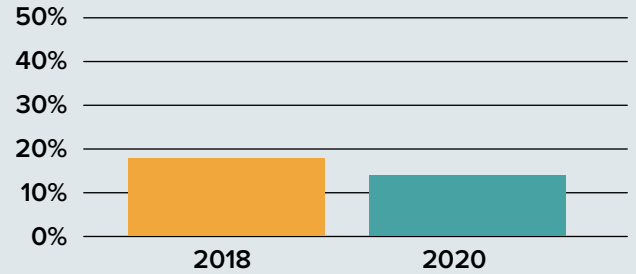
**40%** are now technology constrained and do not have the analytical tools to fully exploit the data they have. This is a **6%** increase vs. 2018 when **34%** of companies reported that they were technology constrained.

### Data Overloaded



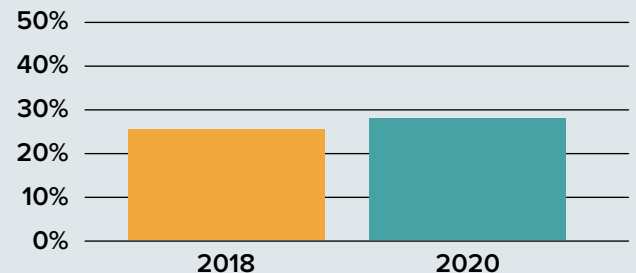
**20%** of companies are data overloaded with too many conflicting data sources and poor data governance.

### Data Masters



The number of data masters, who actively manage their data as a corporate asset and have the tools and resources needed to provide competitive edge and insight, have also shrunk from **19%** in 2018 to just **12%** today.

### Data Constrained



**28%** feel data constrained, which means they struggle to get hold of the data need.

—Source: FSN *The Future of Analytics in the Finance Function Global Survey 2020*

In fact, many Finance teams are actually moving backwards as data volumes increase within their organizations.

When it comes to reporting and analytics, it's important for organizations to consider a strategic framework not only to automate and streamline financial reporting, but also address the requirements of strategic partners in Sales, Operations, HR and line-of-business teams.

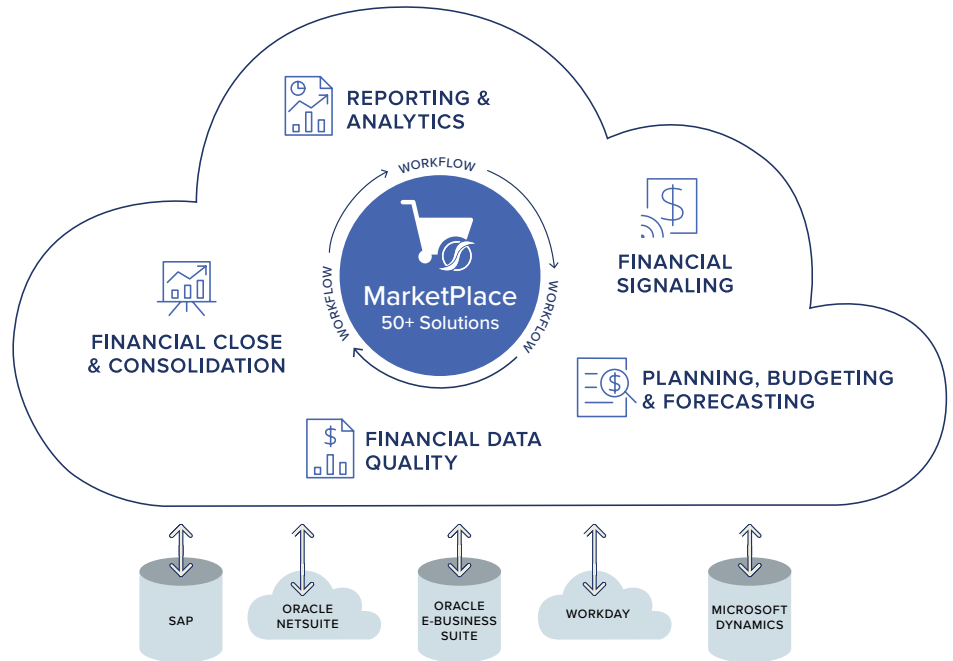
**Why? To provide Finance leaders with the comprehensive operational analytics and financial reporting they require to do their jobs** — and do so with the simplicity and ease-of-use required to lead their organizations through unprecedented levels of uncertainty.



# Addressing the Challenges

OneStream™ enables Finance and operational team members to lead at speed with a single-lens into business results. OneStream provides a single version of the truth for financial, statutory and management reporting. The unified CPM platform is designed to simplify complex reporting processes for the most sophisticated, global enterprises.

OneStream works with hundreds of organizations to unleash finance teams from building reports to spending more time developing insights, identifying opportunities and risks, and driving effective decision-making.



## OneStream's Reporting & Analytics Capabilities Enable Finance and Operational Teams to Benefit From:

### FASTER DELIVERY



Reduce the time and cost to deliver timely and accurate information and new analysis as your business changes.

### SIMPLIFIED MAINTENANCE



Enable self-service for end-users with guided reporting, Microsoft Excel® and Office® integration, and easy-to-create dashboards and visualizations.

### INCREASED ADOPTION



Empower finance and line-of-business users with timely, accurate and secure access to finance and operating results through built-in analytics.

OneStream's built-in Reporting & Analytics solutions make it easy for Finance and business teams to design, access and distribute financial and operational insights with the velocity and scale required for the world's largest and most sophisticated organizations to get value out of their treasure chests of data.

# OneStream's Self-Service Reporting & Analytics

With a broad range of reporting and analytics capabilities, OneStream helps reduce reliance on spreadsheets and fragmented reporting tools to increase the speed, scope and accuracy of reporting across the organization. OneStream's Intelligent Finance platform unifies finance processes across the office of the CFO while enabling the organization with self-service, easy-to-use reporting solutions for a variety of stakeholder groups.



## Guided Reporting

This step-by-step report designer makes it easy

for users to create and manage their own reporting needs. Guided Reporting allows you to mix and match row and column templates for infinite reporting combinations to create powerful analytics, with the added ability to drill-down on any dimension via graphs, charts, reports and grids. Choose from OneStream's built-in report library of pre-formatted row or column sets and instantly export reports to Excel®, PDF or any other standard format.



## Excel® Integration

OneStream's Excel® add-in and embedded

spreadsheet deliver powerful drag-and-drop and pivot capabilities for flexible ad-hoc reporting and analysis. Financial models in Excel® retain calculations and styling and can include multiple Cube Views, Quick Views and Retrieves in the same Excel® sheet. Conduct ad-hoc analysis with ultimate flexibility and control using powerful drag-and-drop and pivot capabilities that empower users to answer any question in seconds.



## Production Reporting

OneStream delivers a powerful production report

writer for your most detailed and pixel-perfect reports. Intuitive and user-friendly, OneStream offers 50 pre-built web reports that include drill down, audit, process log, security analysis, certification status and process controls. All data quality, actuals, budget and plan details can be made available in a single report.



## Microsoft Office Blend

Office Blend delivers a unique Microsoft Word®,

PowerPoint® and Excel® reporting solution by combining Microsoft Office® content with OneStream content for a rich reporting experience. Blend OneStream reports, charts and data with Microsoft Office content to deliver visually stunning report books. Users can automate board book and executive report creation and streamline updates with immediate data refresh capabilities for required analysis without re-work.



## Interactive Dashboards

Self-Service Interactive Dashboards offer

executives, managers and business users the ability to bring data to life for the insight needed to make quicker and better decisions. With the ability to easily change variables, they can bring key financial and operational metrics together by combining tables, charts, graphs and other visualizations. This allows them to quickly understand business trends with the ability to see real-time results of changes to models, plans and forecasts and drill-down into the underlying causes, all the way back to transactional details.



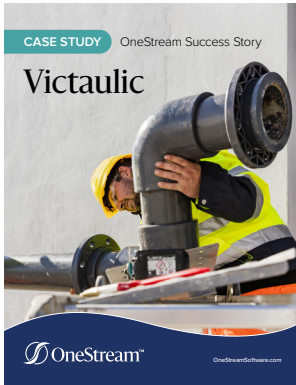
## Analytic Blend

OneStream provides a unique ability to “blend”

validated financial data, highly dimensional operational data and detailed transactional data in one platform for comprehensive, controlled, and consumable analysis and visualization. Easily combine financial, operational and transactional data in a single dashboard for comprehensive visualization and analysis. With Analytic Blend, Finance maintains one source of truth for data extending access to line of business managers and executives while eliminating data latency and the unnecessary replication of financial data for analysis.



# Case Studies



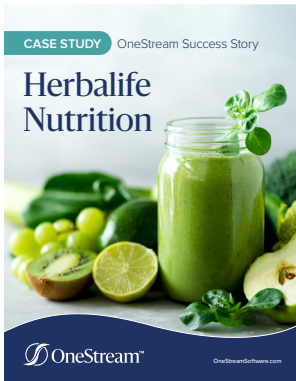
## Victaulic

Learn how Victaulic replaced Hyperion Enterprise with OneStream's Intelligent Finance platform for financial consolidation, management reporting and financial reporting with improved reporting and analysis capabilities.



## The Carlyle Group

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.



## Herbalife Nutrition

Herbalife Nutrition is leveraging OneStream's unified platform for financial consolidations for 80 markets, global expense planning, and people planning with direct integration with their Oracle Fusion HCM system. Herbalife Nutrition went live with 2.5 years of data conversion in just 10 months.



## BDO

BDO leverages OneStream's financial signaling capabilities to report on and analyze large volumes of daily transactional data, loading 10 million records nightly. Those records are transformed into 30 to 40 million rows of data through OneStream and then made available for BDO's users via an interactive dashboard.

[See More Customer Success Stories on Our Website](#)

# Conclusion

The Finance organization's historical credibility in controlling financial data, metrics, analysis, and reporting has begun extending into operational data giving it a unique voice of authority and trust among business leaders.

With the rise of xP&A now increases the need for dynamic storytelling and AI/ML infused data, it is imperative to consider technology with the flexibility and scale for today's volatile and disruptive climate.

OneStream's Intelligent Finance platform was designed to help the office of the CFO drive performance with a wide range of solutions across accounting, finance, and operational partners. And with built-in reporting and analytics, financial consolidation, and planning all within one unified solution, OneStream is giving Finance leaders across the globe the ability to finally harness their data with the speed, scale, and control required to guide decision-making and impact performance – and do it with a seamless user experience that doesn't force Finance team to compromise on business processes or technology.

## Key OneStream Benefits



### Unify Financial & Operational Data

Bring detailed operational insights to finance and operations users with Analytic Blend. Direct connect to multiple data sources such as CRM, HCM or data warehouses and align operational data to financial reporting hierarchies.



### Automate Report Creation & Distribution

Standardize reports for varying stakeholder groups with over 50 predefined report types. Automate report creation and distribution with Parcel Service from the OneStream MarketPlace.™



### Streamline Reporting & Increase Controls

Eliminate reliance on Excel®, rogue databases and manual processes for data gathering, reconciliation and creating reports. Create reports with 100% accuracy through a unified platform for analytics and reporting.



### Create Self-Service Visualizations

Enable line-of-business and functional business partners to tell the story with easy-to-use, self-service visualizations. Extend insights further by unifying operational and financial data in a unified dashboard.

# 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.

---

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

*Updated: February 2022*

OneStream Software  
362 South Street  
Rochester, MI 48307-2240  
Phone: +1.248.650.1490

[OneStreamSoftware.com](https://www.onestreamsoftware.com)  
[Sales@OneStreamSoftware.com](mailto:Sales@OneStreamSoftware.com)

Copyright ©2022, OneStream Software, Inc. All rights reserved.  
OneStream Software is a registered trademark of OneStream Software, Inc.