

LEAD AT SPEED WITH FINANCIAL SIGNALING

Just as many Finance teams are cementing their status as strategic advisory groups, today's business environment is demanding even more. Navigating through the new normal of complexity requires finance and line-of-business executives to **lead at speed** by evolving beyond traditional planning and reporting cycles. How? By harnessing the vast amount of **daily and weekly** transactional and operational data from across the organization. By deciphering the hidden signals within large volumes of data, FP&A teams can help guide operational leaders to **take action mid-stream** to impact the financials — **before month-end**.

According to the FSN Future of Finance Analytics 2020 Survey, only 14% of respondents answered that the analytic effort exerted by organizations is considered insightful? Why is this?

The answer is that most FP&A teams simply do not have the tools needed to transform operational data into actionable signals with the speed and control to support the complexity, diversity and velocity of change needed for financial AND operational decision-making.

Can Your Organization Evolve Beyond the Month-End Reporting Cycle to Drive Performance?

- Does your FP&A team have seamless access to all the operational data required to **collaborate** with line-of-business teams for **critical analysis and decision making**?
- Are your analytical tools capable of blending high-frequency operational data (see Figure 1) with the same financial intelligence on accounts, hierarchies, currency and ownership required for governed-financial reporting?
- Can decision-makers easily model, track and act on the daily and weekly signals from suppliers, customer orders, working capital and controllable costs **before closing the books**?

Now you can access all the financial signals you need for intelligent analysis and data-driven decision making from OneStream.

OneStream enables you to retain all the trust you have in your governed financial book-of-record and simply blend in the daily and weekly operational data needed to uncover the hidden signals required to take action to impact the results before the month-end close. With Financial Signaling, finance teams can help line-of-business leaders when it matters most with comprehensive, controlled and easily consumable dashboards and analytics on your most critical key performance indicators (KPIs).

Daily & Weekly Analytics

✓ Built-In Financial Intelligence

Apply financial intelligence on accounts, currency, ownership, intercompany eliminations and hierarchies to create signals and insights on daily and weekly operational KPIs.

✓ Analytic Blend

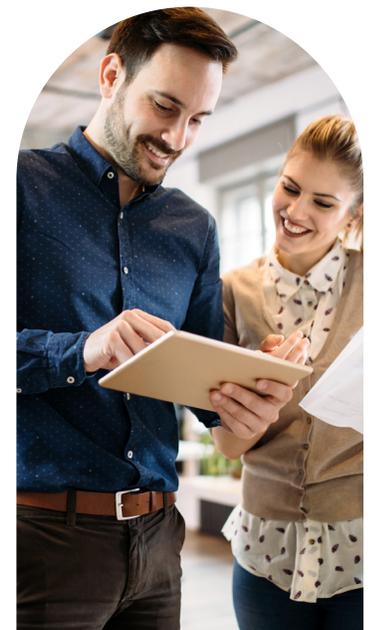
Combine governed financial data, millions of lines of transaction data, financial and operational KPIs — or all the above — in a single application.

✓ Self-Service Visualizations

Slice and dice large volumes of detailed data, apply filters and conditional formatting to highlight key business trends.



Figure 1: Daily Billing Signals



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Financial Signaling Elevates FP&A to Lead at Speed

OneStream unifies multiple CPM and analytics processes to help organizations **eliminate disconnected spreadsheets, point solutions and silos of legacy systems**. Our Financial Signaling capabilities intelligently **blend financial and operational data** so executives and managers can take action to impact current and future financial results, rather than waiting until after period-end. OneStream's Financial Signaling capabilities include the following and more:

- **Built-In Financial Intelligence** — Leverage OneStream's built-in financial intelligence on accounts, currency, ownership, intercompany eliminations and hierarchies to create operationally relevant signals on daily and weekly data. Unify and align analytics with rolling forecasting and other intelligent planning processes within a single solution.
- **Analytic Blend** — Maintain **one source of the truth** for all data within the office of finance. Leverage governed OneStream data, financial analytics and bring in millions of lines of transactional data from **ERP, CRM, HCM and DW systems** to intelligently enhance and extend the analysis.
- **Self Service Visualizations & Pivot Grids** — Break free from the limitations of Excel® spreadsheets. **Quickly analyze and report on financial and operational data** from across the organization. Slice and dice large volumes of data, apply filters and conditional formatting to highlight key business trends. **Drill into underlying details** including GL and sub-ledger transactions.

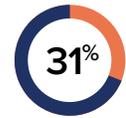
Unleash the Power of Intelligent Financial & Operational Signaling

OneStream empowers hundreds of global organizations to conquer complexity and unleash finance teams to lead at speed and drive business performance by blending the financial intelligence that's core for their monthly financial processes with higher velocity financial transactions and operational data from multiple sources.

A few examples of additional key benefits include:

- **Intelligently unify Financial and Operational Data** — **Rapid capture**, mapping and loading of **millions of rows of daily or weekly data** from various sources (ERP, CRM, HCM, DW). Combine **sales, labor productivity and customer profitability analytics** in a unified, financially intelligent data model.
- **Eliminate Data Latency and Replication** — **Eliminate** the need to export data from CPM applications to BI tools (e.g., Tableau, Qlik, Power BI, etc.) causing data latency and loss of control.
- **Speed to Value** — **Self-service** dashboard creation, super-fast, drag-and-drop ad hoc analysis against **millions of rows of data**. Use familiar workflows, controls, reporting and analysis tools for broader user acceptance/adoption.
- **Visualization with Transparency** — Complete **transparency and audit trails** from summary visualizations down to detail transactions and sources of all data.

Did You Know?



Only 31% of Finance leaders have systems that provide a quick and dependable platform for decision making



Only 23% of Finance Systems allow organizations to respond quickly to market changes



Only 29% of Finance Systems allow organizations to accurately predict performance



63% of Finance leaders believe built-in analytics tools are critical for future finance systems

— Source: FSN 2019 Future of Financial Systems Global Survey



During the current COVID-19 crisis, our business units, some with sales to the restaurant industry and others with sales primarily to consumers, were significantly impacted. OneStream's flexibility and reporting capabilities enabled us to **quickly create and begin distribution of daily management reports within nine days to empower our business units with daily financial signals** to help optimize operations."

— **Richard Burton, VP and Corporate Controller**
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