

Nominee: Adaptive Insights

Nomination title: Transforming business performance through cloud-based analytics from Adaptive Insights

Distinguishing features and differentiators

Adaptive Insights is a leader in analytics Software-as-a-Service through its cloud corporate performance management (CPM) platform. The Adaptive Suite offers capabilities for budgeting, forecasting, reporting, consolidation, dashboards, and analytics that empower finance, sales, and other business leaders with insight to drive true competitive advantage. With the Adaptive Suite, companies can plan smarter, report faster, and analyse better – transforming business performance in ways never before imagined.

The business analytics market for planning, reporting, consolidations and analysis can be split into three camps. Firstly there are Excel products, which are easy to use, but manual, slow, prone to errors, as well as being difficult to scale and secure. Secondly, legacy enterprise products such as Business Objects from SAP, which – although powerful – are very expensive, IT-intensive, complex and slow to deploy. Finally there are companies relying on cloud solutions, such as the Adaptive Suite.

Adaptive Insights is the only CRM solution on the market built from the “cloud up.” Designed to operate in the cloud from inception, it is quick to deploy, scalable, multi-tenant, and able to deliver continuous innovation. For customers, this means deployments within weeks, rather than months or years, as well as an automatically updating solution, subscribed to on a yearly basis that has up to 75 percent lower costs than that of on-premise solutions.

There were two landmark updates to the Adaptive Suite in the past year. Adaptive Solutions which are complete packages for quickly meeting specific performance management needs by leveraging best practice model frameworks and content developed through thousands of successful customer implementations. Adaptive Revenue, the first of the Adaptive Solutions, is the only solution on the market that brings together sales, finance, and service stakeholders on a unified cloud CPM and BI platform. Dimension model intelligence was also introduced, enabling business users to “slice and dice” across more dimensions – such as product type or brand, employee location, skillset or tenure – for more extensive analytics and planning; ensuring it brings enterprise-level analysis capabilities to organisations of every size.

The Adaptive Suite is comprised of:

- **Adaptive Planning** – provides comprehensive budgeting, planning, and forecasting that’s proven to reduce cycle times by up to 90 percent. With an incredibly intuitive “Excel like” interface, it’s easy to collaboratively plan and forecast revenue, expenses and headcount, create rolling forecasts, and more
- **Adaptive Consolidation** – cuts time and resources spent closing and reporting with a real-time consolidation engine. It includes journal entry management, intercompany eliminations, account reclassifications, and even collaborative close process management
- **Adaptive Discovery** – makes it simple to visually uncover insights into financial, sales, and operational performance. Intuitive dashboards, interactive scorecards, and what-if modelling make it easy for every business user to analyse results and trends
- **Adaptive Reporting** – provides comprehensive financial, management, board and transactional reporting, through an easy to use drag-and-drop report builder. Its web-native report builder can be used for ad-hoc management reports, and Adaptive OfficeConnect allows presentation-quality board reporting across Microsoft Excel, Word, and PowerPoint
- **Adaptive Technology Foundation** – with a powerful integration platform that connects on-premise and cloud investments to the Suite, Adaptive Integration provides a comprehensive range of connectors to leading ERP, CRM, and proprietary and data warehouse sources

Tangible impact & customer quotes

The quality of the Adaptive Suite can be seen in its success in the market. Adaptive now has a customer count of more than 3,000 midsize and enterprise customers in 85 countries. It ended 2015 with 50+ percent year-over-year (YoY) growth in total annual recurring revenue (ARR) bookings, and a 100 percent renewal rate.

Matt Buckley, group planning and reporting lead for finance, Specsavers

“Adaptive offers Specsavers visibility into all of our key performance metrics all through a single pane of glass. We can rest assured that this information is both accurate and up-to-date, which is vital when we’re planning and making predictions. Anyone who has spent time and effort trawling through Excel spreadsheets, never quite achieving the perfect final picture, would greet the ease and insight afforded by Adaptive with open arms. It has allowed us to drive discussions based on a single view of the entire business, giving us the historic picture that allows us to look forward

based on real trends, proving that the entire business can now benefit from a more collaborative, better informed and empowered finance team.”

Steven Priscott, CFO, Sift Media

“Adaptive not only gives us a comprehensive view of business performance, but also allows us to drill into different areas of the business for more detailed analysis. It’s like being able to put your hands on the key business levers to assess what is going on and where we stand financially, and suggest corrective action with evidence-based insight.

“We have very complex revenue streams, so it’s important for people to have access to, collaborate on, and discuss key business metrics. Adaptive helps our managers understand the drivers of financial performance. We’re all on the same page. For me personally, I’m able to confidently lead decision-making as a CFO because Adaptive is my insight generator.”

Andrew Brett, financial accounting manager, Pinsent Masons

“With Adaptive Planning, our time to month-end close has more than halved and we’re miles ahead in terms of the quality of information at our fingertips, and its accuracy. For anyone thinking about using Adaptive Planning, my advice would be to take the leap!”

Rick Smith, manager of FP&A at Engine Yard, discussing Adaptive Suite 2015.2:

“We have used Adaptive Planning very successfully across our finance team for the past four years. With the ability to now create deeper insights from other software applications, such as data imported from Zuora, Amazon Web Services (AWS) and Zendesk, we see finance being able to view and analyse our data at a much more granular and accurate level across many more dimensions. Access to that level of complex data could truly be a competitive advantage for finance teams such as ours, giving greater visibility into planning and modelling, which will drive strategic business decisions.

Why nominee should win

- Uniquely addressing the market need for Excel familiarity with the power of a more sophisticated business and financial analytics suite. It is the only integrated cloud suite and business intelligence solution

- **75 percent lower costs than legacy enterprise products. It also never negates the value of existing IT investments through a rip-and-replace approach**
- **Single version of the truth; relieving businesses from Excel version-control hell**
- **Usable by anyone inside the organisation; from finance personnel to board member**
- **Planning and consolidation in weeks rather than months or years, requiring only a browser and internet connection to deploy**