



Digital Video Advertising Technology Company

Client Background



Customer is a leading provider of multi-screen video advertising technology



Offers advertising customers end-to-end marketing solutions by combining data-driven technologies with deep insight into audience behaviour



Customer has products for both supply side and demand side of the digital video ecosystem

Business Opportunities & Drivers



- Customer financial planning is currently managed by “spreadsheet” model and want to automate the process
- Customer has chosen to implement Oracle Planning and Budgeting Cloud Service to automate all their financial planning, budgeting and forecasting processes.
- Key Customer requirements include local currency planning, p&l dashboards, automated data feeds from ERP, drill thru details, balance sheet planning, etc.

How Forsys Helped?

- Built a flexible and scalable workforce planning model to accurately plan and prepare for the growth.
- Provided analytics to help the senior management to strategize the S&M and R&D investments from human resources perspective
- Built a secured recurring expense model that offloads and distributes responsibility from FP&A team to individual department owners
- Integrated Oracle EBS into Hyperion for automated data loads and hierarchy maintenance



Benefits

- Disparate planning models and manual consolidations were eliminated by providing a role based secured and scalable planning application
- Completely eliminated ongoing maintenance related to forecast, budget planning models by implementing driver based configurable planning application
- FP&A team saved more than 50% of time that resulted in faster and accurate close and forecast cycles



For more information,
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