

# Data Shift: Stepping into the **Future of Digital Finance**



# Limited Analysis, Stunted Growth

**Around 50% of finance leaders do not feel prepared to meet their strategic objectives.<sup>1</sup> A main reason for this is that decision-making capabilities are hampered by a lack of visibility and analytics.**

That's exactly the problem facing Walter Evans, Director of FP&A at FirstCoast, a global financial firm.

Although the company continues to grow, the tools and systems they implemented over a decade ago are fragmented and can't keep up with the current demands of the business. Namely, planning and forecasting take too long and can be painful processes.

Walter teams up with other business partners at the company to find a solution that will work for everyone.

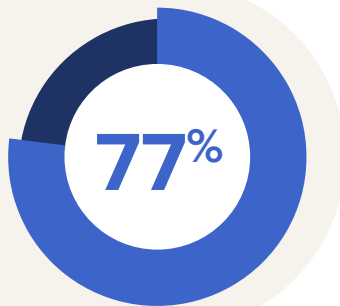


## Planning Problems

**Walter Evans is frustrated. He is in desperate need of a software solution that can keep up with FirstCoast's growth and the demands of their clients.**

Based on previous conversations with executives, he knows that the Accounting and Business Operations teams are also struggling. They are unable to efficiently perform recurring business tasks such as closing the books and financial reporting, and their processes lack efficiency due to fragmented and outdated systems.

Only 77% in FP&A believe finance should be proactive and aligned in its operations alongside business partners across the wider business ecosystem.<sup>2</sup>



**“I should reach out and arrange a meeting with those two departments so we can brainstorm a solution,”**  
Walter thinks.

<sup>1</sup>E&Y, “The Disruption of CFO’s DNA”  
<sup>2</sup>Accenture, “The CFO Reimagined”

# The Meeting

Walter meets with Sanjana, Director of Accounting, and Jared, Director of Business Operations, to get their perspectives on FirstCoast's current financial software and analysis tools.

I think we can all agree that FirstCoast has outgrown its current processes.

— Jared, Director of Business Operations

Definitely. We cannot continue to constantly build spreadsheets around our systems. The amount of time our teams spend building reports is holding us back from continued growth.

— Sanjana, Director of Accounting

That's exactly why I wanted us to have this meeting. We need something that makes all these processes simpler.

— Jared, Director of Business Operations

Just under 50% of organizations don't have ready access to at least five years of comparative financial data.<sup>3</sup>

50%

<sup>3</sup>The Future of Analytics in the Finance Function Global Survey 2020, FSN Publishing Limited



# Finding the Right Solution

The three executives agree that to continue FirstCoast's growth their teams need to be able to focus on more strategic initiatives that actually add business value. They need to find a unified solution that will streamline access to their data and empower them with financial and operational insights across the firm.

**The firm I was working at before coming here had a very positive experience with a company called OneStream.™ Once we implemented their solution, our workflows were centralized and more efficient. That might be something to look into?**

— Sanjana, Director of Accounting

**Sounds like a good idea. Thanks, Sanjana.**

— Walter, Director of FP&A

When researching different solutions in his office later that day, Walter looks into OneStream and discovers that they have a webinar coming up in a couple of days. He signs up and get more information on their solutions since Sanjana recommended them.

## Industry Accolades

**Gartner**



VENTANA  
RESEARCH



NUCLEUS  
RESEARCH



Dresner  
ADVISORY SERVICES



OneStream provides a market-leading intelligent finance platform that reduces the complexity of financial operations.

- ✓ 100% Customer Success
- ✓ Global Presence & Partner Network



## The Webinar

During the webinar, Walter is impressed by the capabilities presented by OneStream and thinks it is a compelling choice for FirstCoast.

The webinar hosts explain how OneStream's solution provides a cloud-based system with analytical tools that drive insight, process improvements, and decision-making. Plus, data is immediately accessible across a variety of programs and systems.

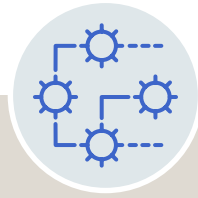
Because they stressed the importance of a single, secure platform across processes, Walter decides he should bring Sanjana and Jared back into the conversation.

He reaches out to OneStream after the webinar and sets up a meeting that all three of the executives can attend.





One, Unified Platform for Financial Consolidation, Planning, Reporting, Analytics & Data Quality



Extensible Solution Addresses Corporate and Operational Needs



MarketPlace of Purpose-Built Solutions to Support Future Needs without Adding Complexity

# Meeting with OneStream

The team from FirstCoast meets with Mike, a OneStream Sales Manager, and Paul, a Presales Consultant.

After learning about the challenges the firm is facing and what they're looking for, Mike and Paul present OneStream's solution as a way to simplify and align FirstCoast's planning, financial close, reporting and analysis, securely in the cloud.

Paul stresses how the solution will futureproof FirstCoast's financial processes.

“

**No more worrying about buying new software every time your company's needs change. Our MarketPlace is just like the App Store on a phone, where you can easily add other solutions that extend the capabilities of the platform.**

— Paul, OneStream Presales

”



# Implementation Process

“This solution sounds great, guys. Could you tell us a little bit about how we’d implement this?”  
— Sanjana, Director of Accounting

“Sure thing,” Mike says. “We will host a requirements gathering session to design what our solution will look like at your company.”  
— Mike, OneStream Sales Manager

“We will fully train the FirstCoast team, and a customer success manager will stay involved and available throughout the entire process.”  
— Paul, OneStream Presales

“I remember hearing about this in the webinar. It’s good to know we’ll have top-notch support when we need it.”  
— Walter, Director of FP&A

“Agreed.”  
— Jared, Director of Business Operations

“Let’s set up a time to gather all of your teams and see how our solution can address their needs.”  
— Paul, OneStream Presales

## Implementing the OneStream Solution

After this executive meeting, OneStream will facilitate a detailed requirements gathering, where they architect out what the actual solution will look like for FirstCoast. They then review the implementation timeline to ensure 100% customer success. Finally, senior management will sign off on the project.



# Addressing User Needs


OneStream and FirstCoast meet to evaluate how their members can get the most out of the solution. Paul provides an overview so that everyone is on the same page from the beginning.

It sounds like this will really streamline our current procedures. We'll be able to incorporate non-financial and detailed operational data in our analyses.

— Steve, FP&A Reporting

Precisely. And, OneStream will allow FirstCoast to analyze data quicker because your Business Operations team won't have to use multiple reporting tools and systems anymore. Using our cloud-based solution on Microsoft Azure also reduces security risks and data latency, and allows for unlimited scalability.

— Paul, OneStream Presales



Paul goes on to explain that FirstCoast's Accounting team will be able to bring in new data sources without the IT department's help. "That will be a gamechanger for us," says Jodie, the Director of Accounting.

The FP&A, Business Operations, and Accounting teams leave the tutorial looking forward to using the new platform.

## Powered for Today

FirstCoast sees an instant increase in efficiency across departments after implementing the OneStream solution. During another executive team meeting, Walter, Sanjana and Jared discuss the immediate impacts their teams are seeing.

“Business Operations can now model different scenarios and discover new insights with OneStream's easy-to-use visualizations. Plus, everyone has immediate access to data when they need it. It's really boosted our productivity.”

— Jared, Director of Business Operations

“ Agreed. The Accounting team can now focus on supporting corporate functions, and financial processes have been streamlined. The OneStream MarketPlace™ allowed for the easy deployment of account reconciliations. Simply put, I’ve seen rapid improvements. ”  
What about your team, Walter?

— Sanjana, Director of Accounting

“ I’m with both of you. In the short time we’ve been using the solution, we’re already seeing higher employee satisfaction. Our business partners are noting clear improvements in the speed and accuracy of our reports and forecasts. ”

— Walter, Director of FP&A

◦ All three of them look forward to what the continued use of OneStream will bring. ◦



#### Immediate Benefits of OneStream:

- ✓ **Eliminate legacy solutions** and streamline processes with a single, unified solution.
- ✓ **Scale up and down in real-time**, providing flexibility when you need it.
- ✓ **Support end-users** with **self-service reporting** anywhere, anytime.
- ✓ **Analyze results** with the ability to quickly drill-down into the details.
- ✓ **Empower users** with financial and operational insights.

## Built for Tomorrow

Three months after implementing the OneStream solution, FirstCoast’s Finance team is a more strategic leader, driving better insights, creating alignment across the organization, and making better informed decisions.

Leading the charge to find the solution has earned Walter credibility as a trusted business partner. He and Jared’s respective teams are spending a lot more time collaborating to review new investments, sharing insights, and working together on key decisions.

In addition, Sanjana and the Accounting team are also able to contribute more to the firm’s strategic initiatives thanks to the new insights gained from the solution.



“ The training got us off on the right foot, and the power of this solution has only continued to expand since then. We’re able to merge and analyze data without taking up the IT Department’s time, and the MarketPlace allows us to tailor the solution to our needs. ”

— Sanjana, Director of Accounting

The solution not only allowed FirstCoast to pull ahead of the competition, but fundamentally changed their business culture for the better.



### Long-Term Benefits of OneStream:

- ✔ Support future growth and increased business complexity without new software.
- ✔ Merge and create new data sets without IT support.
- ✔ Extend capabilities with 55+ ready-to-use solutions from the OneStream MarketPlace.
- ✔ Explore with readily available data visualization.
- ✔ Leverage the platform’s predictive analytics and machine learning.
- ✔ Model scenarios and discover new insights.

## OneStream Solution

FirstCoast had too many resources tied up in fragmented legacy systems and spreadsheets, and Walter saw a chance to alleviate those pain points and improve business performance.

He was able to do this by shifting from process-oriented work to more strategic decision-making that focuses on enabling the company’s growth and setting a new foundation for their future.

OneStream provides a single, secure platform that enables organizations to discover new insights to expand business while keeping up with that growth. Our platform unleashes the power of finance by unifying corporate performance management 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 of this is done on single, secure platform that enables organizations to discover new insights to expand business while keeping up with that growth.

Contact us for a demo to see how your organization can get on the fast track to success in the digital finance future.



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

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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)

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