

Enterprise Financial Planning: Adapt & Perform

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The Association of
Accountants and
Financial Professionals
in Business



Featured Presenters



Linda Hull
Product Marketing Director
Workday



Lisnel Arias
Managing Director of FP&A
AAA Northeast

Agenda

Introductions

FP&A's Challenge

Achieving Effectiveness at AAA

Open Q&A



Introductions

Workday Helps You Plan for a Changing World

Ease of Use | Built-In Analytics | Flexibility | Time to Value | Scalability & Performance

Continuous Planning

Update plans with ease, with agile planning and flexible modeling.

Company-Wide Planning

Enhance collaboration with integrated and aligned planning.

Richer, Timely Insights

Deliver self-service analysis, real-time data updates, and machine learning capabilities.

Adapt and Perform at Scale

Scale and grow with modern technology that leverages unlimited dimensionality and a purpose-built integration framework.





Rhode Island

Headquarters



3,400+

Employees



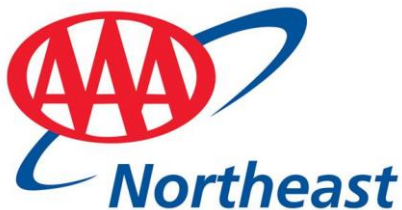
Workday Products

Workday Adaptive Planning

Workday Financial Management

Adaptive Use Case:

- ✓ **Budgeting and Monthly Forecasting**
(Headcount Planning, Income Statement, Balance Sheet, and Cashflow)
- ✓ **Month-end Reporting**
- ✓ **What-if Analysis**



Poll Question 1:

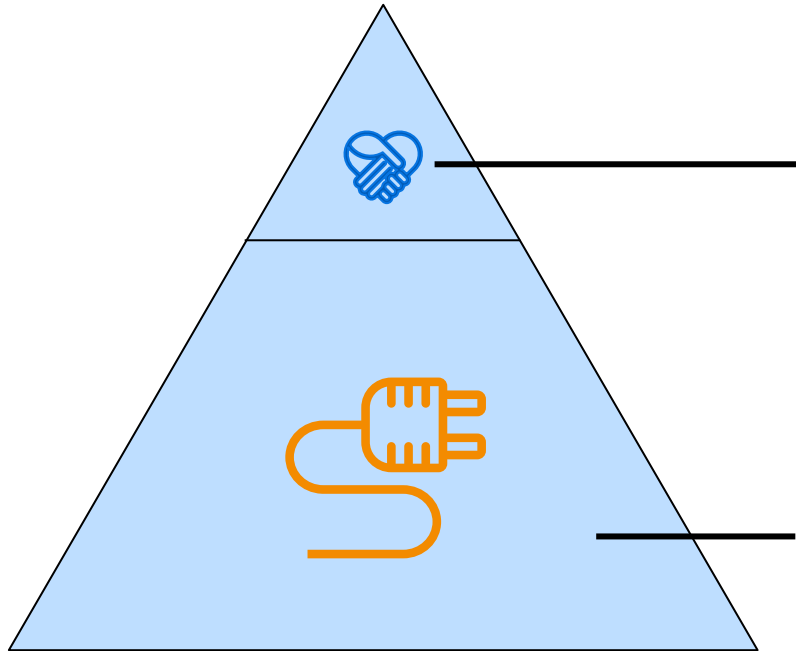
What is your primary Financial Planning & Analysis tool?

- a. A legacy tool (Hyperion, Oracle, SAP, etc...)
- b. Other cloud-based application (Adaptive, Anaplan, Planful, Pigment...)
- c. Microsoft Excel
- d. Google Sheets
- e. Other

Poll Question 1 Results: (Placeholder)

FP&A's Challenge

Traditional FP&A

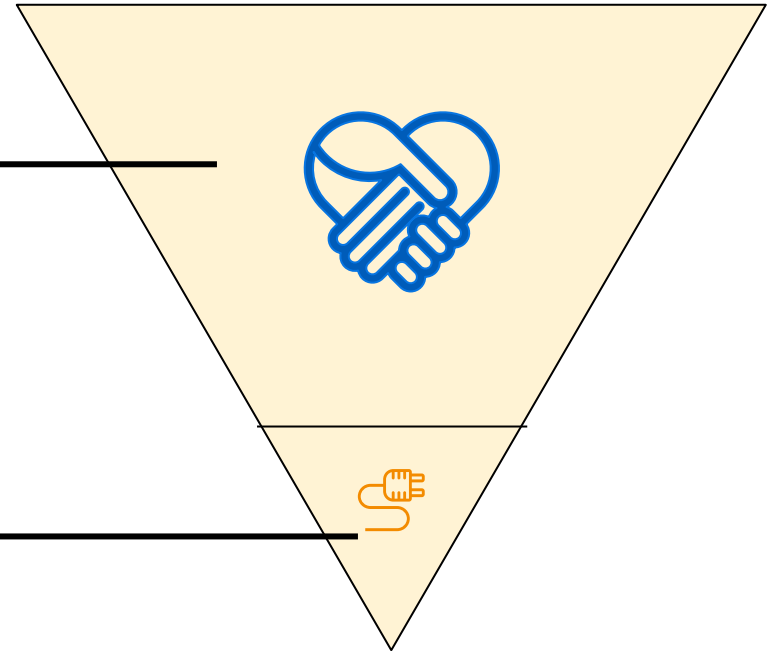


Strategic
Adviser

VS

Data
Aggregator,
Process
Administrator

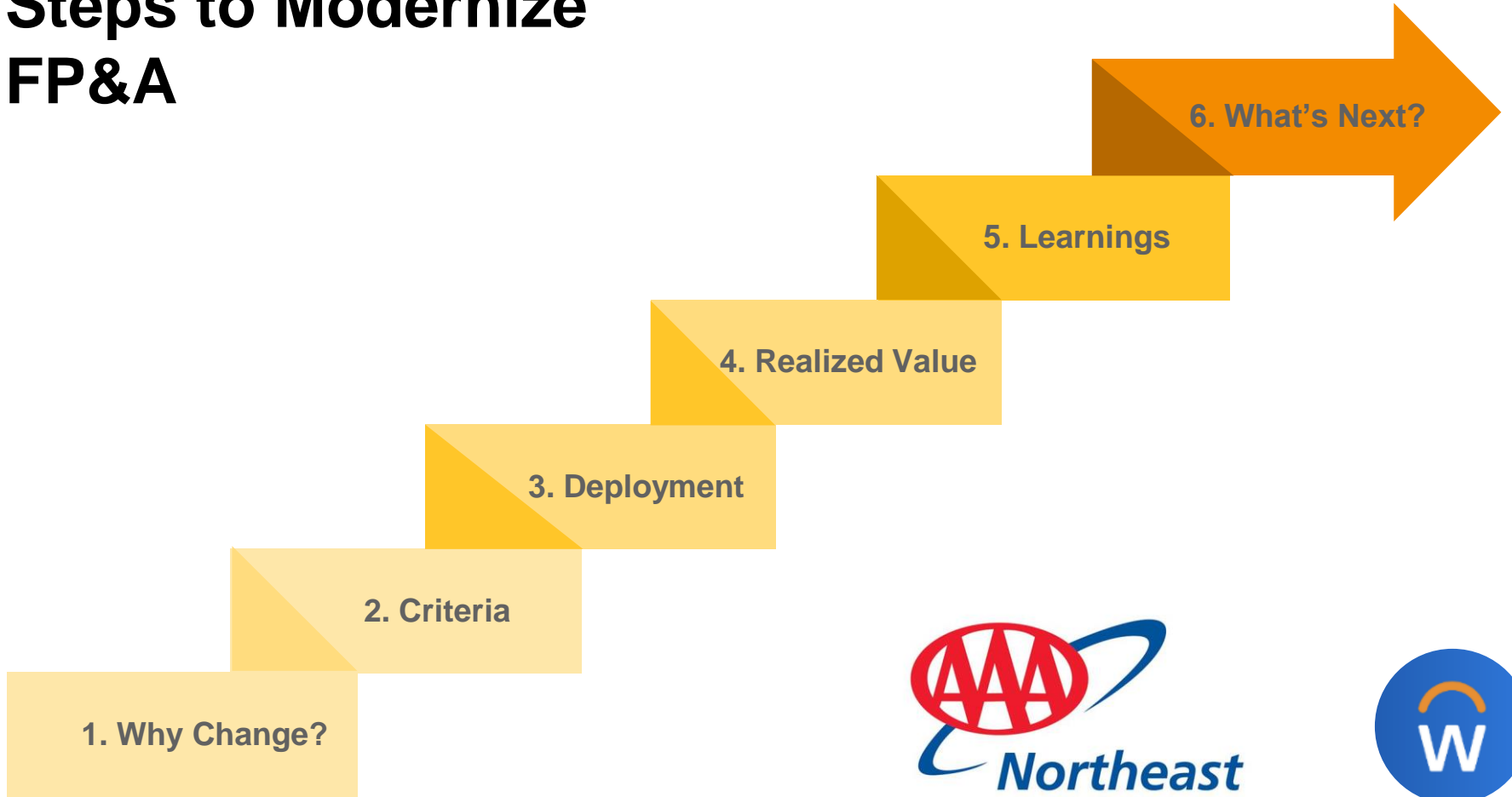
Modern FP&A



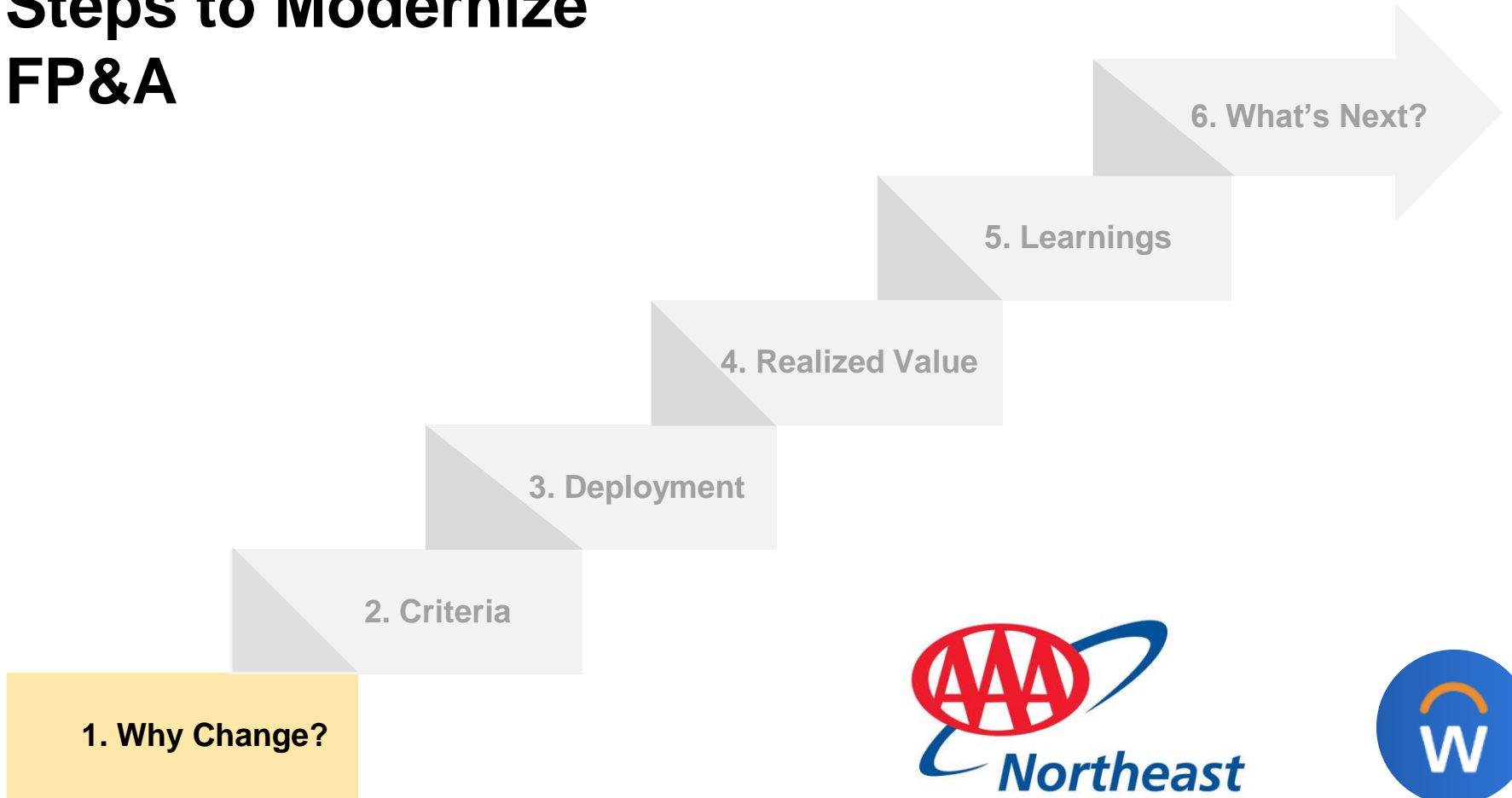
*AFP/APQC survey of 430 FP&A professionals reported spending only 25% on value-added analysis.
Inadequate systems and tools were cited as the most pressing challenges holding back FP&A's efforts.

A Conversation with AAA Northeast

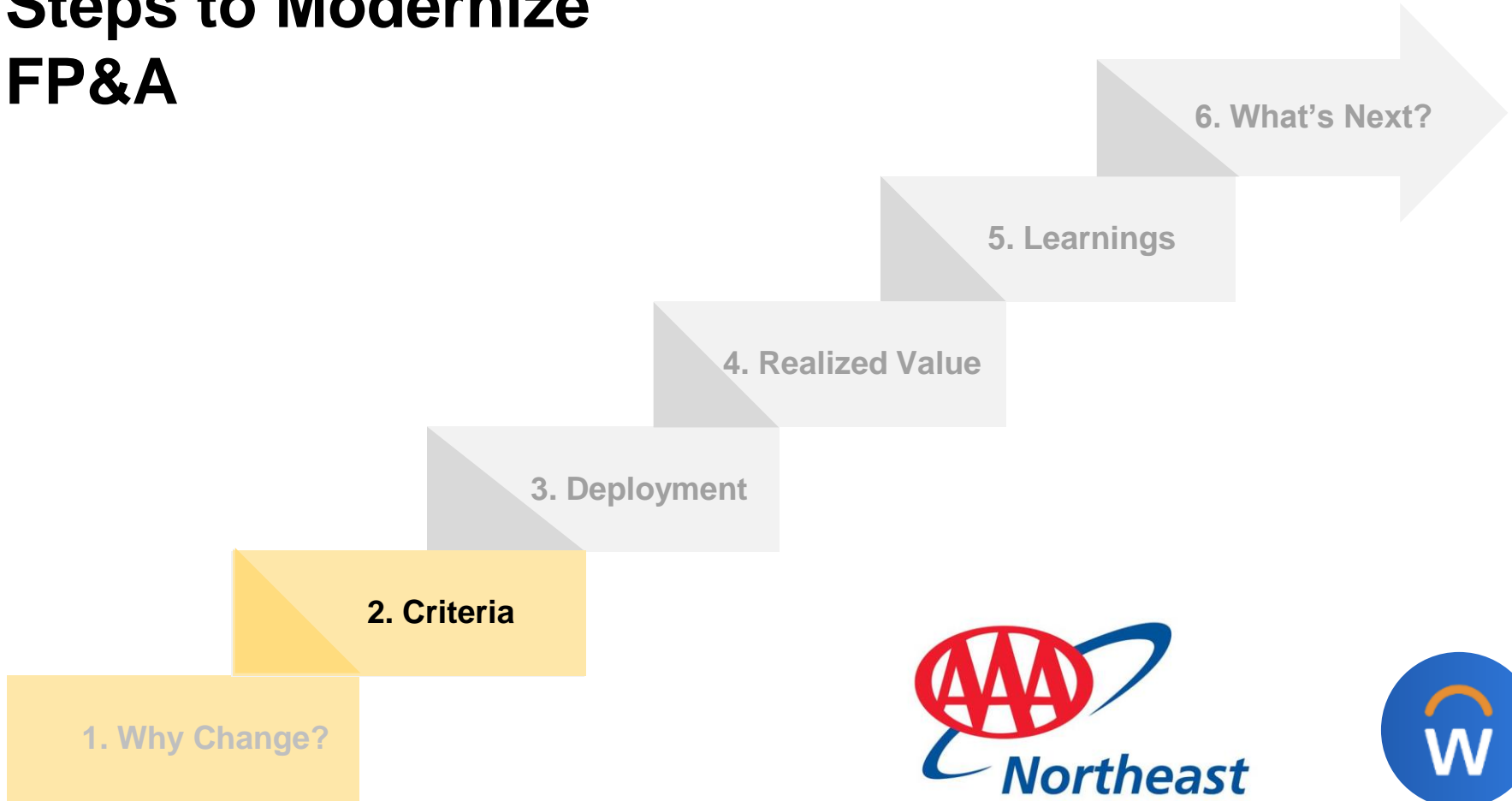
Steps to Modernize FP&A



Steps to Modernize FP&A



Steps to Modernize FP&A



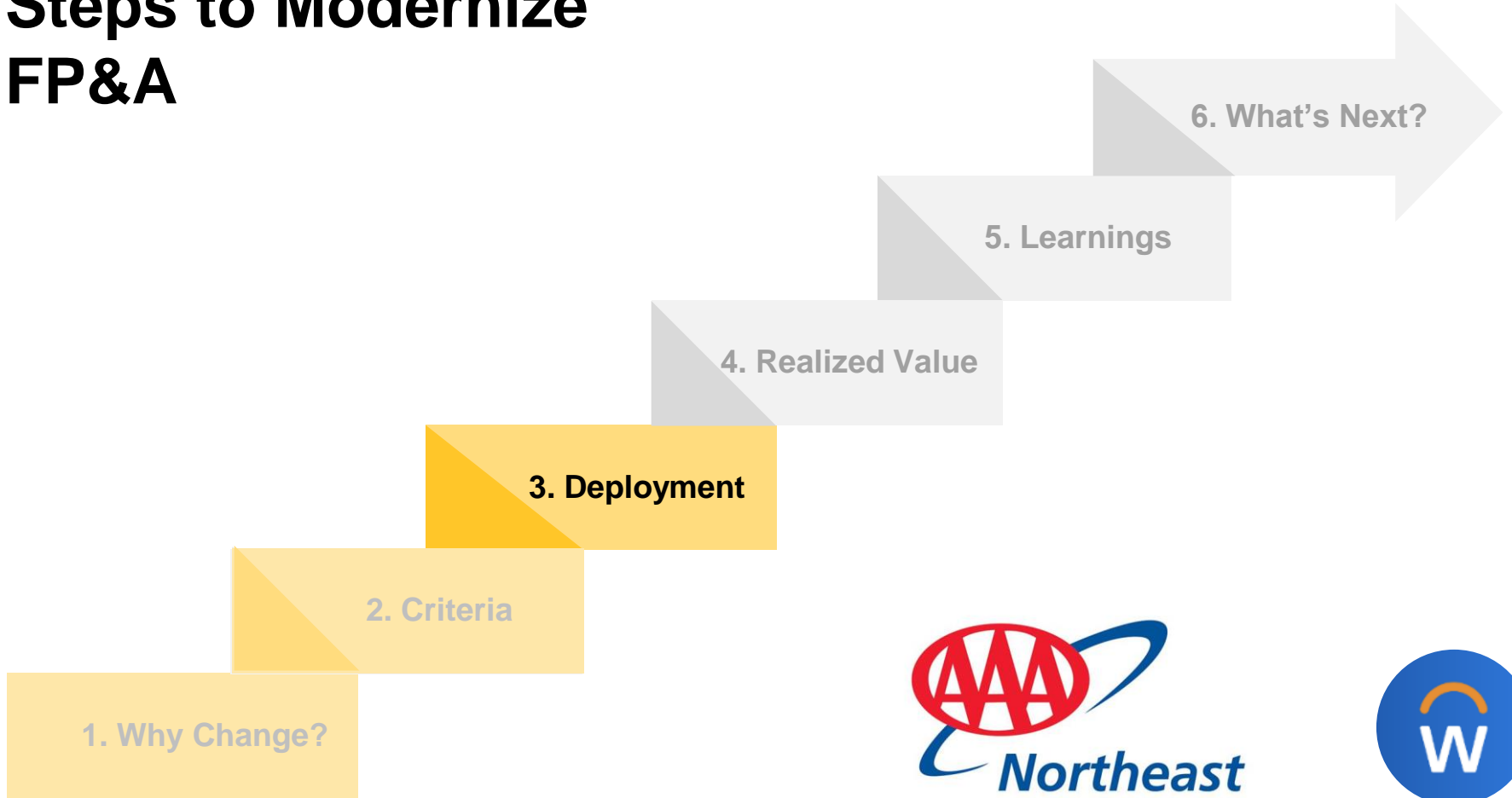
Poll Question 2:

What makes your Budgeting/Forecasting challenging?

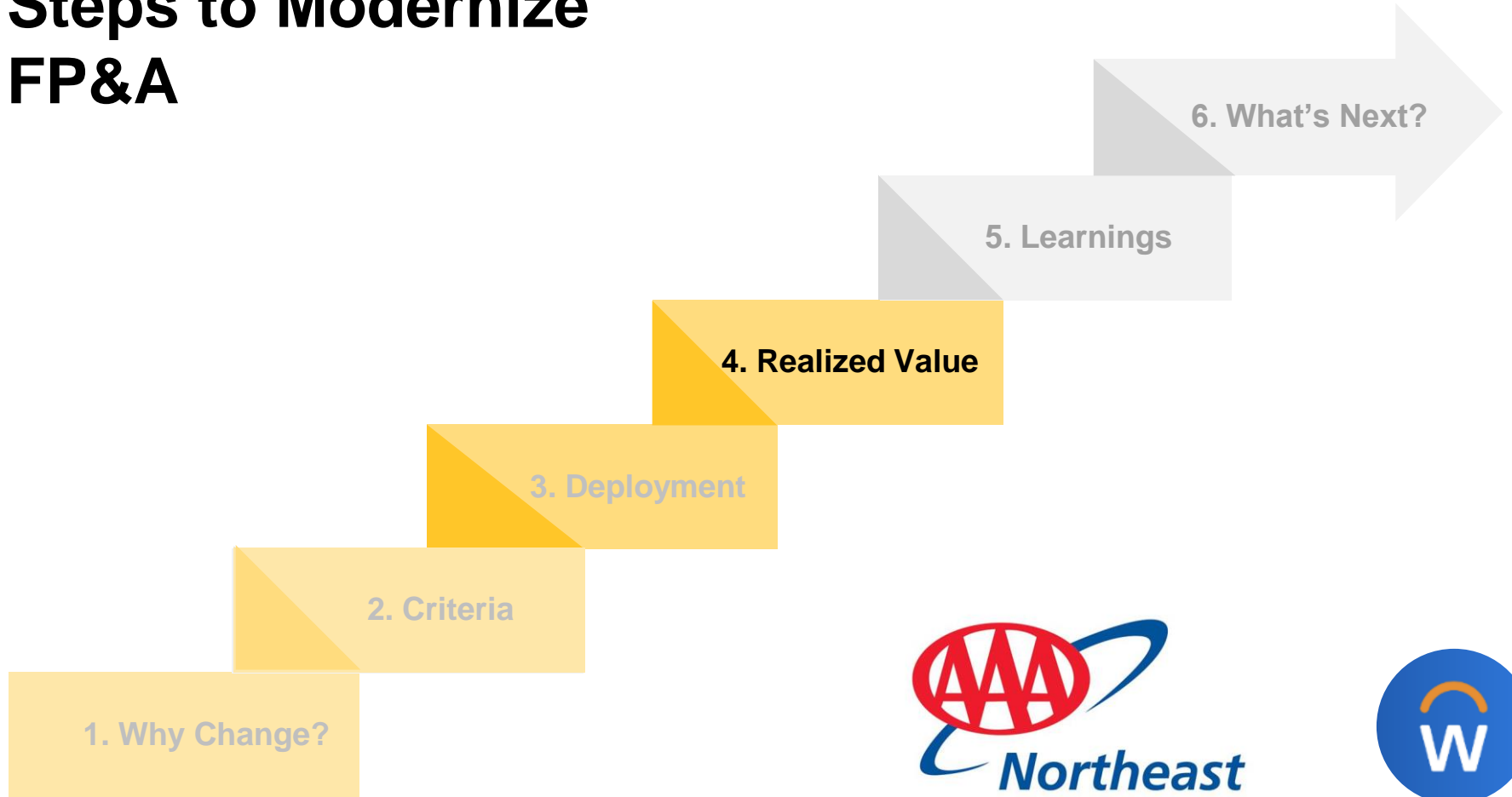
- a. Data collection and lack of trust
- b. Version control
- c. Difficult to adapt for change (requires IT)
- d. Limited reporting
- e. Other

Poll Question 2 Results: (Placeholder)

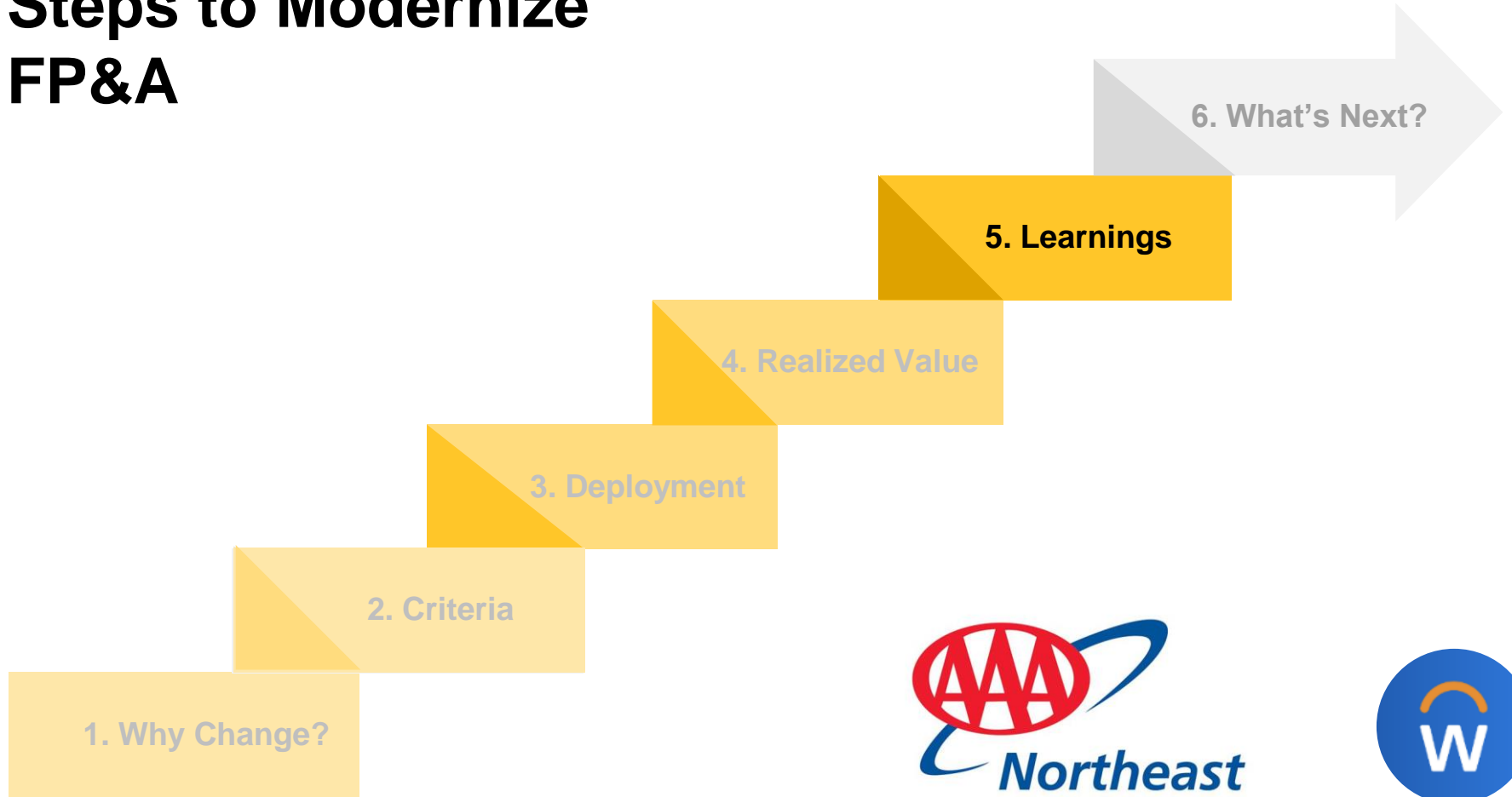
Steps to Modernize FP&A



Steps to Modernize FP&A



Steps to Modernize FP&A



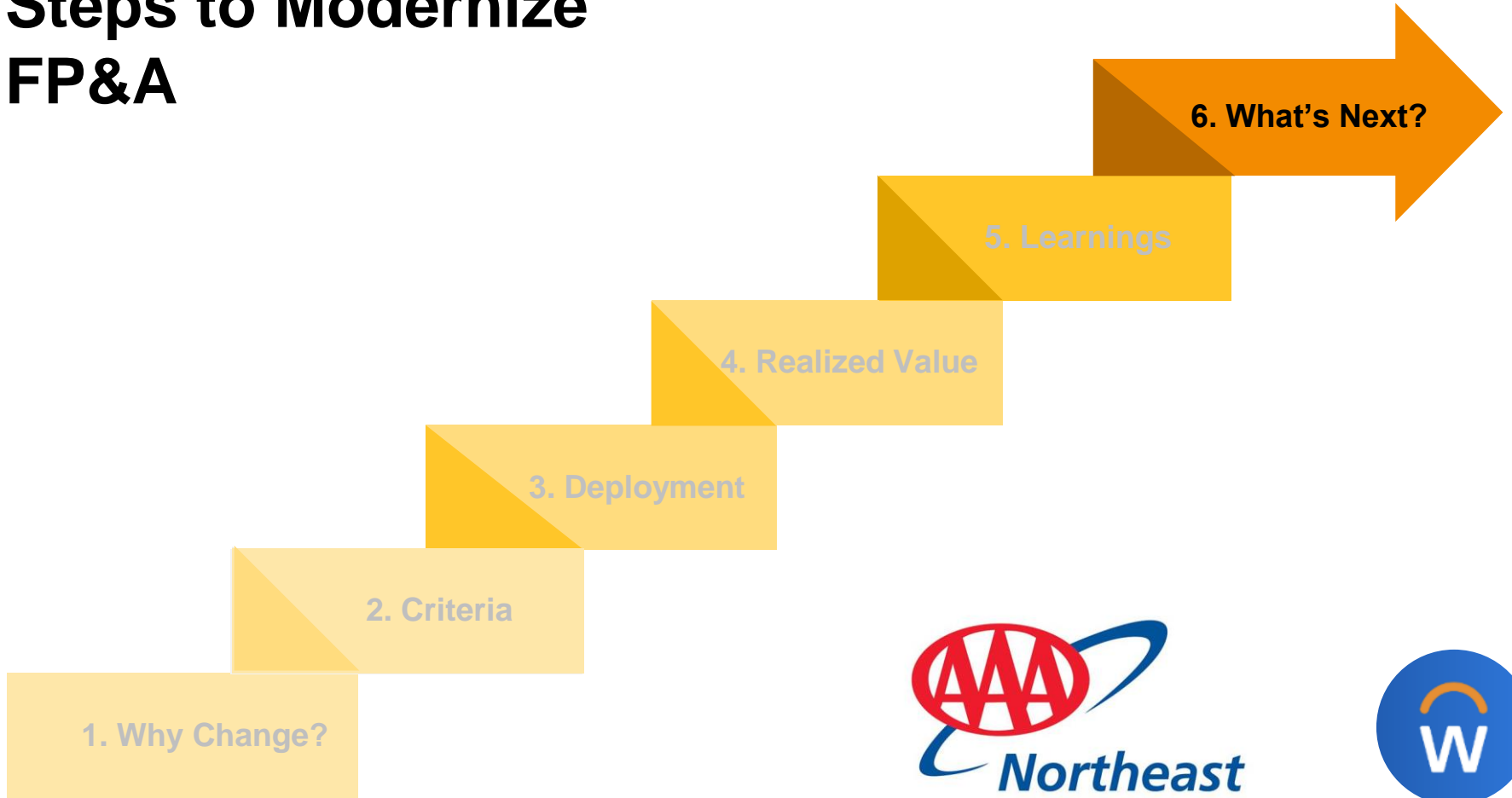
Poll Question 3:

Where do you see opportunities to improve?

- a. Integration with source systems
- b. Company-wide connected planning
- c. Streamlined workflow and review process
- d. Richer driver-based planning models
- e. Self-service reporting
- f. Other

Poll Question 3 Results: (Placeholder)

Steps to Modernize FP&A



Poll Question 4:

Are you using AI/ML in your forecasting and planning processes?

- a. No and no current plans
- b. Started researching what it means for me and my company
- c. No, but planning to in the next year
- d. Yes, we are already using it

Poll Question 4 Results: (Placeholder)

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Learn the latest information and best practices you need to know to successfully navigate, drive innovation, and ultimately to thrive in an AI-enabled business environment.

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Questions and Answers



Linda Hull
Product Marketing Director
Workday



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Managing Director of FP&A
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Thank you!

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