

Exploring Value Realization with OneStream™:

A Full Platform of Value

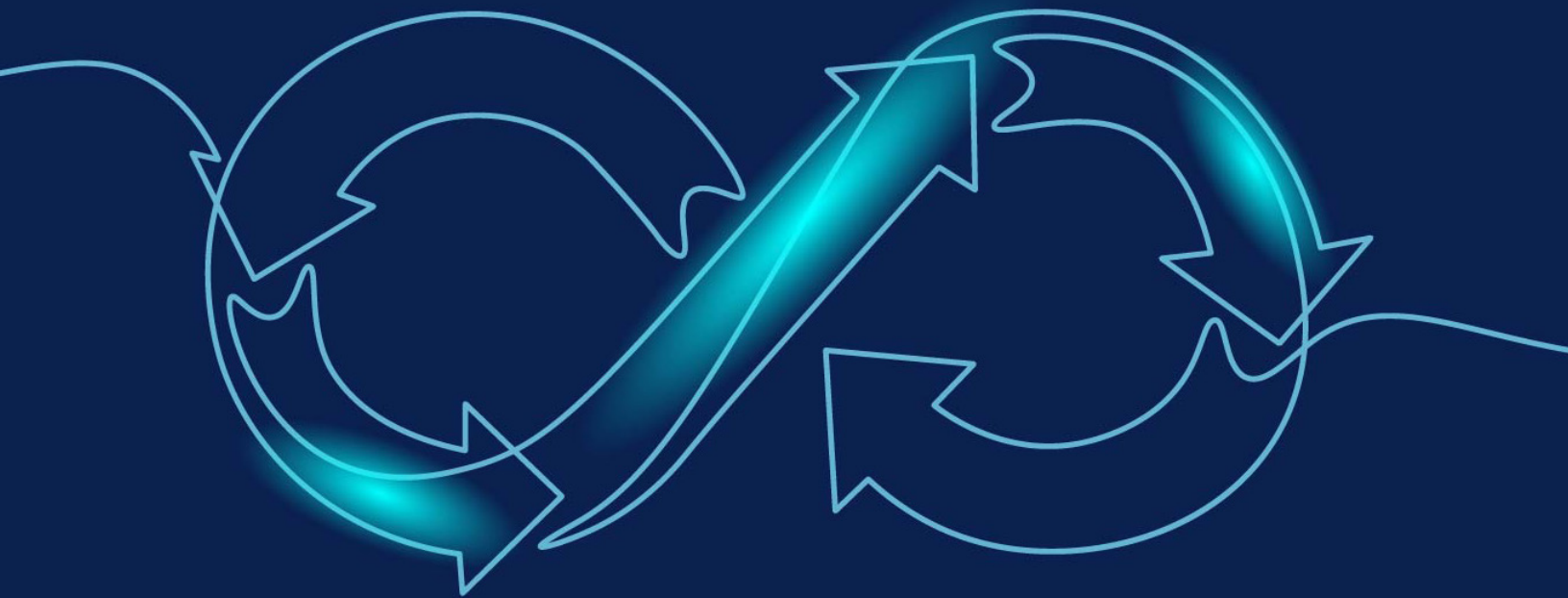


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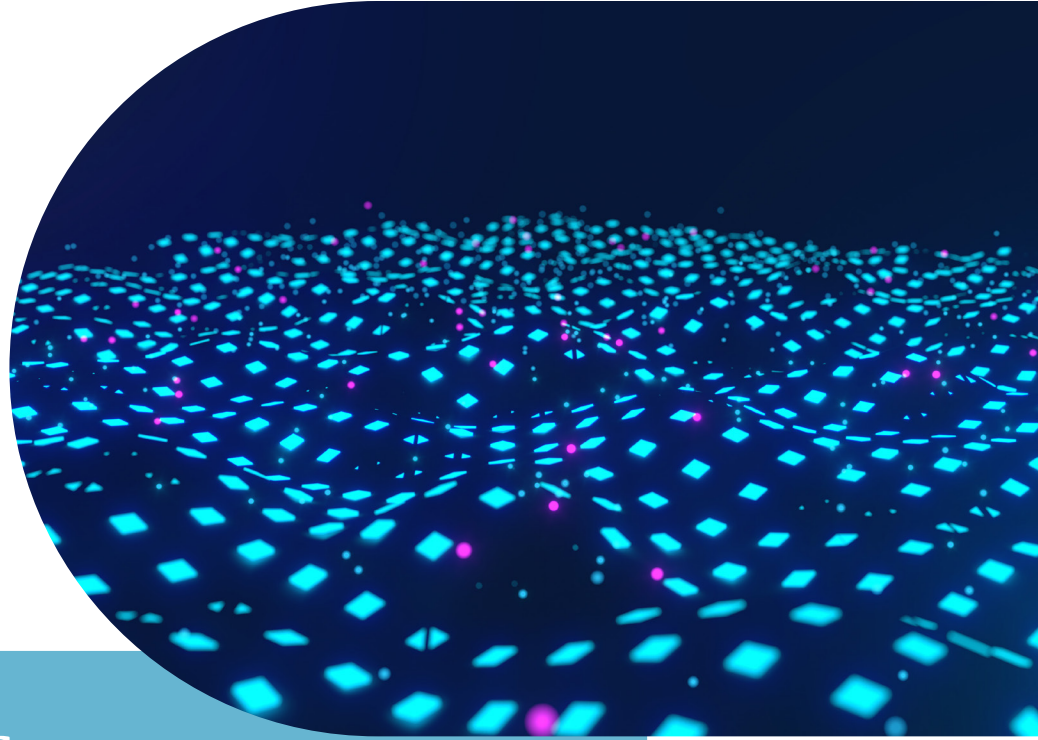
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Unified Platform, Unified Data

Ever since the implementation of the original Manufacturing Resource Planning (MRP) systems, data has been accruing within separate accounting and finance systems. Turning this data into information has been the primary cause of accounting and finance spending over the last few decades. Through the evolution of the MRP to the Enterprise Resource Planning (ERP) to the introduction of Corporate Performance Management (CPM) and the coining of the phrase 'Big Data', there has been the largely unfulfilled promise of divining the water of information from the stone of data. Until now. Unfortunately, many organizations have gone down the path of attempting to solve this puzzle by implementing one of the following:

- 1 The collection of 'spot' or 'point' solutions that multiply over time requiring numerous integrations but otherwise 'solving' the problem they were purchased for and just that.
- 2 A new ERP solution that requires years to plan for, implement, and begin to use.

Historically, corporate accounting and finance departments choosing between these two options have settled for a “connected” finance solution. Connected finance requires the levels of technical debt discussed later in this paper. There is a different choice:

- ✓ A unified platform that unleashes the value of the finance function by streamlining critical finance processes and empowering the enterprise with financial and operational insights.
- ✓ A unified lens into data that provides the appropriate level of detail for all involved across Finance and Operations.
- ✓ A foundation to turn data into actionable information that is the lifeblood of the enterprise.

OneStream supports and streamlines the core finance processes of Financial Data Quality Management, Close & Consolidation, Planning, and Reporting. The extensibility of the platform also enables unified reporting for other finance processes, such as Account Reconciliations, Tax Provision, People Planning, Capital Planning, and more. Comprehensive data and information together in one unified platform and data model (see figure 1).



Figure 1: Unified Data Model

Value Transformation

The OneStream platform provides a unified data model that enables the digital evolution of enterprises that utilize it. This report details the average benefits in five areas that effect all companies — Data Management, Close & Consolidation, Account Reconciliations, Reporting, and Planning & Budgeting. The OneStream platform provides financial intelligence out of the box but can be configured to solve any unique business issues in order to maximize the return in achieving business process outcomes.

Whether an enterprise seeks to improve a single process or takes advantage of the full platform OneStream generates value in four different areas simultaneously. These four “pillars of value” are:

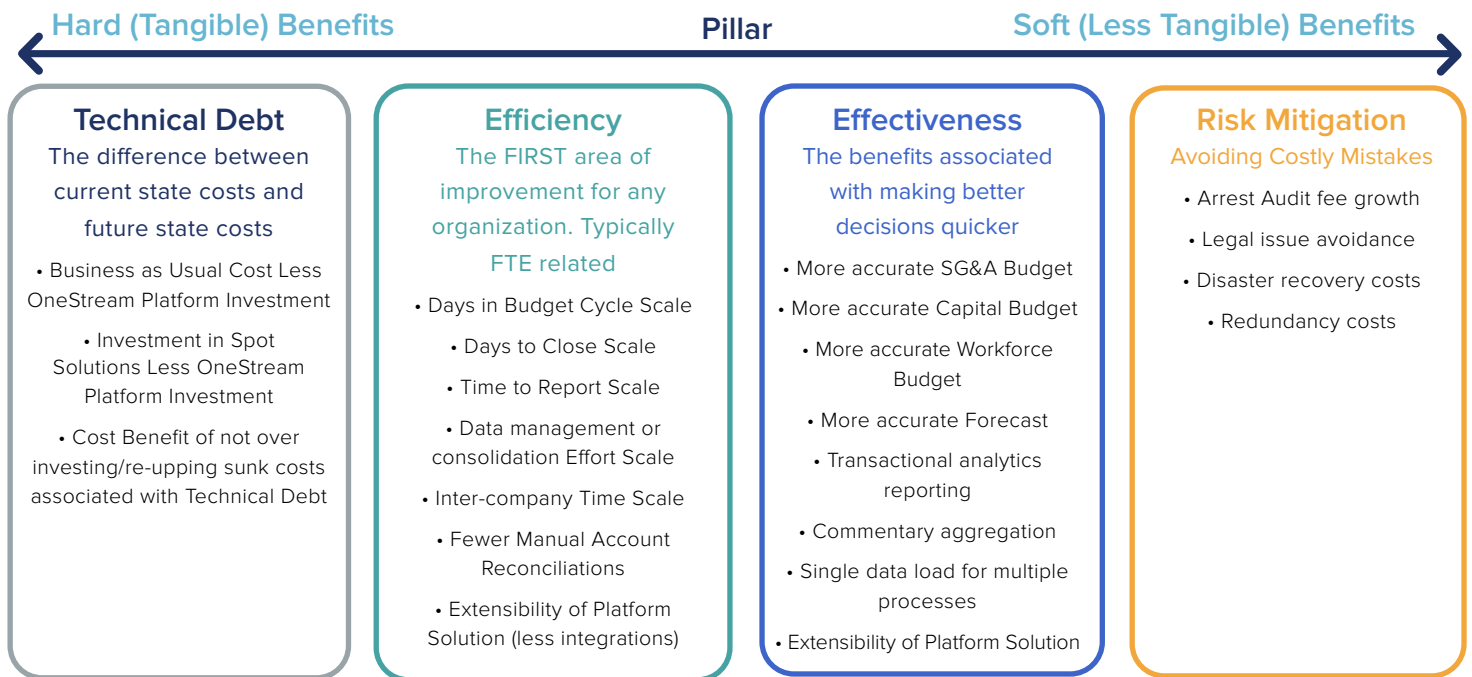


Figure 2: Four Pillars of Value

Lower Technical Debt

Technical debt is the information technology ecosystem that is accrued in the support of the current financial systems. When a decision is made to incur licensing costs, whether SaaS or on-premise, there is also an obligation entered into to support the application. In addition to the license or maintenance and support costs, the following are typically included in technical debt:

- ✓ Administrator Costs or FTE to support each application
- ✓ Hardware / Data-center or hosting costs
- ✓ Upgrade costs
- ✓ Data Management costs including data warehouses
- ✓ Third party software to complement or enhance the application
- ✓ Disaster Recovery costs
- ✓ Customer success manager costs

The ecosystem that supports the OneStream platform is more cost efficient than almost any alternative on an apples-to-apples performance and capability perspective (see figure 3). In the numerous customer Value Realization and Transformation studies conducted by OneStream’s Value Transformation Team, the experiences support the relationship between application costs and other items within the technical debt stack. OneStream’s unified platform replaces multiple different applications and the requisite technical debt costs to achieve superior ends. When replacing on-premises systems, the choice of OneStream typically leads to incurring half of the cost of a typical on-premise solution in regards to technical debt.

Typical Technical Debt Costs vs. OneStream



Figure 3: Typical Technical Debt Costs vs OneStream

When making a decision as to whether to adopt the OneStream platform or “build it with several applications” utilizing “spot” or point solutions, we have seen OneStream’s technical debt costs are under half the costs of the alternative. Both through Extensible Dimensionality® and unified data governance, OneStream allows enterprises to do heretofore unimaginable analysis that delivers exponential value — with a smaller technology ecosystem. Furthermore, unlike a spot solution technology stack, it doesn’t matter if the enterprise takes full advantage of all the capabilities at once.

Multiple provisioning events are a thing of the past. Once OneStream’s core functionality is implemented, our customers have the opportunity to take advantage of the full capabilities of the platform, without the need to add another solution or another cloud with requisite data connections. Streamlined, efficient solutions — all there with OneStream whether the enterprise takes full advantage of it or not (see figure 4).

Spot Solution Technical Debt Costs vs. OneStream

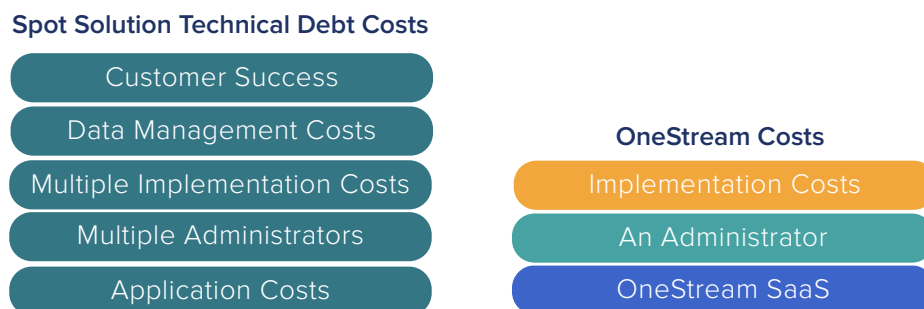


Figure 4: Spot Solution Tech Debt Costs vs OneStream

Customers in this study who invested in OneStream saw a significant positive return on their Technical Debt by eliminating the costs engendered by multiple disparate systems. Technical Debt is different from company to company and is best measured individually. The remaining focus of this study is on the efficiency and effectiveness gains experienced by OneStream customers who adopted OneStream, either as an individual solution, or as a platform. Throughout this study we bring you the average benefit gained and specific examples of quotes from customers on their gains.

“OneStream takes the burden off the corporate group to manually review the data. We have **more trust in the data** that we’re getting out of OneStream, and that **makes our job exponentially easier**. The businesses report data by noon on Day 1 of the close, whereas with our previous system it would be another two days before we felt comfortable sharing that data with the C-Suite. Now we collect the data by noon and present it to senior executives within an hour because we have **more confidence in the results**.”

—VP of Finance

Global Manufacturing Company

OneStream has developed and continues to innovate the most complete and unified corporate performance management (CPM) solution benefiting our customers and allowing them to tangibly measure their improvement. This Value Realization report exhibits how our customers are improving their finance operations. Customers are implementing and utilizing OneStream’s CPM platform as the centerpiece of their finance operations.

OneStream partners with its customers to such an extent that every client feels comfortable referencing their experience. To create this report, we utilized actual stories from our customers and actual improvement metrics that they reported they had experienced utilizing OneStream’s capabilities. Improvement metrics in this report were collected from customers primarily in the financial process areas of Planning, Period-End Close and Reporting. Specifically, we looked at the benefits associated with improving processes with OneStream solutions in the following areas:

- ✓ Overall management of financial data
- ✓ Planning and Budgeting
- ✓ Financial Close and Reporting

Benefits were aggregated to create averages. These customers represent a full cross section of OneStream’s customers including large multinational companies, small regional companies and customers who were implementing their first CPM system as well as customers upgrading from an on-premises system.

Finance Benefits Adoption

Finance departments that choose a series of spot solutions often do so with the idea that they are saving costs. While they initially may pay a lower price tag for a specific solution, they often spend more on cross application integrations and putting ‘steel band-aids’ together to develop a fully functioning system. The ROI analysis performed in this case over-emphasizes the denominator of the equation — the investment. When entire ERP systems are re-imagined, the investment portion of the value equation is the focus. However, focusing only on the denominator of the value equation ignores the true value to a company. The Value equation is thus:

$$\text{BENEFITS} / \text{Investment} = \text{Value}$$

A proper decision takes this into account. This Value Realization report details the benefits that OneStream customers have received and, in some cases, utilize to see positive results from the value equation.

“We reviewed OneStream Software alongside other CPM providers but quickly realized that other vendors did not have the same functionality that OneStream could provide. We needed something we could manage within our own financial group instead of relying solely on IT. **OneStream gives us complete autonomy as well as transparency, visibility and drill-back capabilities into transactional data.** OneStream’s tailored solution has allowed each business unit the ability to take control of their own consolidation, reporting, analysis and close process—a key requirement in our corporation.”

—Controller
Global Manufacturer

Efficiency Benefits

Efficiency benefits are often the most obvious and first improvement an enterprise makes when beginning their digital evolution. While there may be some resistance to ‘cutting heads’, the more appropriate way to look at efficiency gains is that they are the first step in allowing the enterprise to scale. Many in the workforce who left temporarily over the last few years are not returning. Additionally, the largest demographic group, one that disproportionately makes up the tenured back office of many organizations, is going to retire in the next few years. The ability to do more with less will be a competitive advantage in both the immediate, near and distant future.

Specific Benefits

Data Management

80%

Data Management

Average Customer Improvement

“

The ability to collect more granular data in OneStream facilitates better, faster business decisions and the confirmation rules built into OneStream ensure data integrity... With OneStream, we have more time available to spend analyzing data rather than updating data, and the flexibility of OneStream provides the ability to respond quickly to changing business needs.”

*Senior Manager Financial Systems —
Global Manufacturer*

- ✓ Benefits derived from OneStream in Data Management are driven by the ability to connect directly to source systems, eliminating the need for costly and time-consuming integrations. The time saved and the quality of information generated from a single step load allows for near real time analytics performed more efficiently and allows leaders to make better decisions quicker. No other CPM solution allows for so much information to be connected directly to the source with direct connect. Additionally, a single step with one or multiple loads at one time allows users to access information everywhere in the financial process from strategic planning through financial close and reporting.
- ✓ Customers in this realization study found that implementing OneStream fundamentally improved their data management processes delivering results between 98% improvement when moving from a complex system with several disparate systems and 10% when upgrading from a system that is already fully integrated but needs to take advantage of more fluid flow of data and information.

Financial Close

“Honestly, it is like the product was made for us! The solution enabled a faster close cycle and freed up resources to focus on risk areas. We eliminated back and forth email communication with task manager for monthly close and budget cycle. Additionally, we automated a completely manual Excel® based cash flow model.”

*Director Corporate Processes —
Regional Printing Company*

46%

Close & Consolidation

Average Customer Improvement

- ✓ Modern finance departments have become accustomed to continuously improving close and consolidation to get information to decision makers quicker. While other technology companies have solutions that push for close and consolidation to be performed within large, bulky ERP systems, unintentionally creating fat general ledgers, OneStream promotes a skinny general ledger that allows for insights to be gleaned much quicker. This is the innovation modern finance departments are looking for — not a decision between closing in a transactional or analytical ledger, but instead, utilizing OneStream to get near real-time insights from both.
- ✓ Customers in this realization study found that implementing OneStream fundamentally improved their close and consolidation efforts shortening the close between 75% for companies that are moving from an unsophisticated close process and 13% for customers upgrading from a system that is already fully integrated but doesn't provide the seamless consolidation powered by OneStream.

Reporting

69%

Reporting

Average Customer Improvement

“OneStream provides visibility into near real-time data directly from the ERP — no more manual data preparation. We can now navigate from a global view down to the transactional level in a few clicks. The ease of adding new details and models like FP&A and Consolidation. I use OneStream daily, to track forecast accuracy and monitor budget, and use that valuable data to make the most efficient business decisions possible. We're in a different place now thanks to OneStream, and it gives us a clear competitive edge over our main competitors.”

CEO — Retail Distributor

- ✓ Modern financial reporting systems must be able to integrate data to drive management reporting and statutory reporting equally well. OneStream supports true statutory financial reporting requirements including US GAAP, IFRS, Multi-GAAP and local statutory requirements, with the most sophisticated financial intelligence available.
- ✓ One set of data drives multiple GAAP/IFRS reporting formats and cell-level audit trails provide control without impacting performance. Finance and line-of-business executives can view dashboards utilizing near real time data, changing the way they make decisions.
- ✓ OneStream customers in this realization study found that reporting fundamentally improved by 85% for companies that had relatively manual Microsoft Excel® and Word-based reporting and 50% for customers upgrading from disconnected spot solutions that don't have the unified nature of OneStream.

Planning and Budgeting

“ Our company's new driver-based forecasting process within OneStream not only simplifies the workflow for each of our users by providing a guided step-by-step process, but it also enhance our users' experience through the automation of processes that were previously manual in nature. This cut 60 days or 24% of the time spent on the budget.”

*FP&A Manager —
Oil Services Company*

42%
Planning
Average Customer
Improvement

- ✓ Planning and Budgeting needs to align to the close and consolidation process, delivering a dynamic view of how drivers change in real time for a more robust forecasting process. Ultimately, plans need to roll up the impact on cost, revenue, and overall financials. The ability to budget for SG&A, Revenue, and Operations from the same instance of the same application within a unified platform delivers better insights leading to a more accurate planning process that is not just an exercise done during the year but is truly the roadmap to success it is intended to be.
- ✓ Enterprises require flexibility to plan at different levels across the enterprise. Business unit requirements can be different than corporate requirements. Regardless of the source, it all must roll up in a single solution.
- ✓ Planning and Budgeting takes less time for OneStream customers. A customer that moved from a rudimentary Excel®-based system to their first budgeting tool saw a revolutionary improvement of 95%. Customers who moved from another budgeting tool that was relatively sophisticated saw between a 10% and 25% improvement in the time they spent on budgeting after implementing OneStream.

Account Reconciliations

60%

Account Reconciliations

Average Customer
Improvement

“By getting account reconciliations into OneStream, we realized 6-digit annual cost savings of over \$100K per year.”

*Finance Executive —
Technology Company*

- ✓ Over time the typical Account Reconciliations process has become more and more disconnected from the close & consolidation process. It is often now performed as a separate action, disconnected to the close. While the process is still crucial to the success of the accounting organization, it is performed in a silo and more as a confirmatory exercise rather than in concert with the close. OneStream unifies Account Reconciliations with the overall close process.
- ✓ OneStream customers have experienced improvements in time spent on Account Reconciliations between 50% when transitioning from another tool and 75% when moving from white binders.

Efficiency Summary

The table below lays out the average benefits received by customers who have implemented the OneStream platform to support these critical Finance processes:

Benefit Area	Average Benefit Received	Largest Benefit (Less Mature)	Lowest Benefit (More Mature)
Data Management	80%	98%	10%
Close & Consolidation	46%	75%	13%
Reporting	69%	85%	50%
Planning & Budgeting	42%	95%	10%
Account Reconciliations	60%	75%	50%

Effectiveness Benefits

OneStream helps enterprises make better decisions quicker by utilizing information without the need to continually copy, move and reconcile data. The extensibility of the OneStream platform allows for the execution of processes that heretofore were not available in the traditional CPM technology stacks. Areas that CPM software traditionally was unable to affect are now the province of OneStream. For example, some enterprises are managing their working capital with OneStream.

One customer was able to improve their Days Sales Outstanding by a significant amount by leveraging OneStream company-wide and utilizing financial signaling across the enterprise. Another customer was able to utilize OneStream in their procurement process eliminating the duplication of customer information that was leading to wasted time and payments and unfavorable payment terms. This customer was able to increase cash flow by tens of millions of dollars by utilizing OneStream to attack this.

With the introduction of Sensible Machine Learning in OneStream, enterprises can make even more focused decisions on working capital and other items that are brought to light by a greater accuracy in forecasting.

Conclusion

This Value Realization report details the benefits received by OneStream customers when they partner with us. Our mission is for every OneStream customer to be a reference and a success. The benefits shared in this report are a result of the partnership between OneStream and these customers. There is a distinct advantage of being a user of the one truly unified CPM platform:

There is a clear track record of success that other customers have achieved, and you can build upon that.

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

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