

PLANVIEW ENTERPRISE FOR CORPORATE FINANCIAL PLANNING

Advance Your Investment Planning Process

The corporate financial planning process provides management across the enterprise with the ability to plan investments and budgets consistent with corporate strategy, and to adapt quickly and effectively when business conditions change. Financial plans offer Line of Business (LOB) managers essential direction and budgetary parameters not only for traditional capital expenditures, but for investments tied to strategic initiatives and long-term business plans as well.

Because corporate investments largely define a company's future performance, you can't afford to surrender your investment planning to ad-hoc, cumbersome, and inaccurate processes, nor to have a broken feedback loop between the LOB and Finance. And in today's economy, it's more important than ever to choose the right investments, understand their financial implications, and validate their return.

THE PROBLEM: CUMBERSOME, SPREADSHEET-DRIVEN PLANNING

Financial planning and analysis (FP&A) tools view budgets in terms of departments, accounts and costs – in other words, from an Accounting-oriented perspective. While this well-established approach is useful for planning and managing routine expenses and run rates, it struggles to provide the business context enterprises need to understand the impact that capital projects, strategic initiatives, or long-term business plans have on an enterprise.

Those business-driven perspectives are at the very core of investment planning. In most enterprises, however, investment planning is typically managed via cumbersome processes, through large complex spreadsheets that must then be manually fed into financial systems.

For most companies, this leads to a corporate financial planning process that:

- Lacks consistency and enterprise scalability
- Relies on manual processes that lead to inaccuracies
- Exhibits poor or invalid data integration and lacks version control
- Offers limited analytical capabilities
- Makes iterative planning difficult
- Lacks support for functional cycles
- Can't provide downstream accountability

THE SOLUTION: A CONSISTENT, RIGOROUS PLANNING PROCESS

Planview Enterprise®, the market-leading portfolio management software suite, helps CFOs bring new a level of maturity and consistency to the capital or long range planning processes. The solution extends the benefits of PPM to Finance, to integrate investment planning with traditional budgeting.

The Planview solution bridges the classic approach to budgeting, which characterizes organizations by departments, regions, and accounts, with that of portfolio management, which analyzes strategies, business drivers, and investments. By using both, you can integrate business drivers into departmental budgets and capital plans by infusing the insights you gain from operational planning.

Planview Enterprise for Corporate Financial Planning

Planview Enterprise® for Corporate Financial Planning advances the investment planning process by better translating business drivers into budgets and capital plans.

Planview Enterprise helps deliver a centralized view of all investments across the organization, establish a consistent investment prioritization process, streamline the investment planning processes, and establish the top-to-bottom visibility that both Finance and the business need to make smarter, faster planning and replanning investment and budget decisions.

Learn more at planview.com/Finance.

Planview Enterprise for Corporate Financial Planning enables you to:

- Improve the accuracy of your financial planning processes
- Achieve downstream visibility into investment performance
- Shorten planning cycles to cut time and cost
- Translate business drivers into budgets and capital plans

The Dangers of Spreadsheet-Based Investment Planning

Traditional budgeting processes are rigorous, but it's investments that truly drive business. Most enterprises, however, still handle investment planning through ad-hoc, cumbersome shadow processes that rely on large, complex spreadsheets.

For companies that must remain agile in the face of constant change, spreadsheet-based planning poses real problems, and presents considerable risks when used for budgeting, planning, and performance management. Organizations that plan in spreadsheets are persistently vulnerable to risks caused by errors because the documents they rely on suffer from poor or invalid data integration.

The LOB and Finance also find it difficult to share information – with each other and across the enterprise – and to maintain version control. And static spreadsheets make it difficult to change plans in-flight, or to understand the implications of those plans.

Simply put, spreadsheet-based investment planning leaves enterprises vulnerable to risks, inaccuracies, and inefficiencies no organization can really afford.

INTEGRATE INVESTMENT PLANNING WITH TRADITIONAL BUDGETING

To understand how investment planning impacts the budget, financial planners and LOB managers must collaborate. Planview Enterprise helps Finance and the LOB to work together more effectively to understand the interplay of investments and the budget, and to integrate the two by relating the financial plan with the accounts that drive budgets. In addition, Finance can provide better guidance to the LOB on aligning budgets with corporate strategy, appetite for risk, and other factors.

Investment plans built in Planview Enterprise support the depth needed to speak natively to financial applications, so LOB investments are transferred seamlessly from LOB plans into Finance's systems – giving Finance both the numbers it needs along with the business context to make sense of those numbers. This means that the LOB managers can plan in their own language without having to learn an Accounting-oriented budgeting system, freeing them from the productivity-sapping process of rendering plans into spreadsheets.

RUN WHAT-IF SCENARIOS TO BUILD THE BEST PLAN

Both Finance and the LOB can take advantage of Planview Enterprise's ability to use what-if scenarios to achieve the optimal plan:

- Finance can pinpoint investments that best align with corporate goals, available capital, and other drivers
- The LOB can decide which scenario best maximizes market opportunity, resources, and budgets

ACHIEVE DOWNSTREAM VISIBILITY INTO INVESTMENT PERFORMANCE

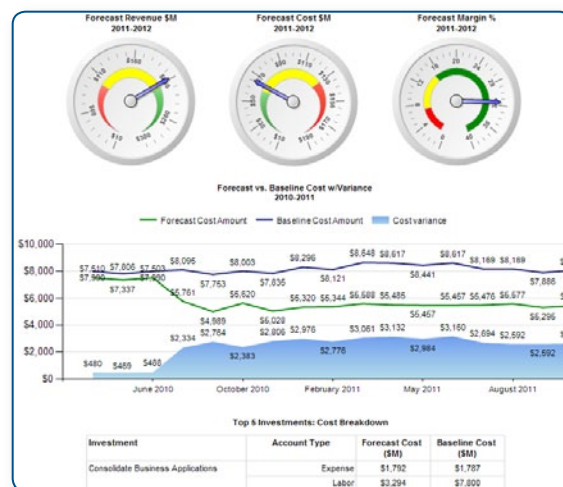
Once plans are realized, use Planview Enterprise in conjunction with Accounting systems to get downstream visibility into the performance of your investments. Simplifying the process of comparing planned spend to actuals creates the agility organizations need to shorten replanning cycles and shift investments in the face of change, while creating transparency required to accurately measure ROI.

USE REAL-TIME ANALYTICS TO KEEP INVESTMENT PLANS AND BUDGETS ON TRACK

Throughout the process, Planview Enterprise provides all users with a collaborative portal environment that serves up relevant dashboards of analytics and reports indicating the performance both of investments and of programs that feed budgets.

This helps Finance and the LOB:

- Ensure spend and return are in line with expectations
- Make in-flight corrections when business conditions change



SHORTEN PLANNING CYCLES

Planview Enterprise easily integrates with existing enterprise and financial systems, including ERP applications, so that vital, real-time data from across the company can inform the financial planning process. This shortens planning cycles by streamlining the financial and investment planning process, enabling you to:

- Avoid creating static, outdated budgets by infusing plans with relevant data from across the enterprise
- Make replanning a seamless part of corporate capital and long range planning by updating forecasts with always-current information
- Mitigate risk by sharing information and insights across departments, LOBs, and functions
- Ensure both Finance and the LOB understand the true implications of investment decisions

*"An organization's financial planning process must provide... the ability to **plan investments and budgets that fit their corporate strategy**... Organizations must shorten the planning cycle by using a **dedicated application rather than spreadsheets** to support their planning processes."*

- Ventana Research

INCREASE ACCURACY AND IMPROVE ACCOUNTABILITY

By eliminating the errors that can plague spreadsheet-based planning, you accelerate planning even as you reduce risk and analyze investments more closely.

- The LOB saves time by automating data-intensive tasks, and improves prioritization of investments by assessing them against corporate goals and criteria
- Finance gains greater accuracy by integrating investment planning with budgeting and forecasting, and achieves new efficiencies by eliminating the need to manually translate spreadsheets into budgets
- Attain a new level of reporting sophistication, with the ability to pinpoint expenses and revenues associated with a strategic initiative, even line items located across multiple accounts and regions

Make the right investments – now and in the future. Use Planview Enterprise to:

- Bring a rigorous structure to planning for capital- and initiative-based investments
- Streamline your planning process and reduce cycle times
- Reduce costs and improve the accuracy of planning
- Establish analytics for continuous downstream visibility into investment performance
- Ensure the investment plan quickly adapts to changes in the business environment
- Monitor and track measurable business results from corporate investments
- Improve accountability across the enterprise

ADVANCE YOUR CORPORATE FINANCIAL PLANNING WITH PLANVIEW

Planview offers a comprehensive platform for advancing the corporate financial planning process, enabling CFOs to implement a mature, consistent, and rigorous approach to investment planning. By extending the benefits of portfolio management, Planview Enterprise helps improve the accuracy and accountability of investment planning, while reducing risk, shortening planning cycles, saving money and time, and enabling enterprises to choose the right investments, understand their financial implications, and validate their return.

Learn more about how Planview can advance your corporate financial planning process at planview.com/Finance.

Integrating a New Dimension to Corporate Financials

General ledger accounting is essential to tracking actuals and forecasts, but the financials are void of any business context.

Classic budgeting does a good job of planning for routine, predictable expenditures. Yet crucial new initiatives and capital investments – opportunities that change and expand the business – are anything but routine.

With Planview Enterprise, you can advance your corporate financial planning by incorporating an investment-driven dimension to the classic accounting and budgeting aspects of your business. Incorporating operational data into your financial plans gives you a better understanding of potential capital investments, while Planview Enterprise's powerful analytics deliver the downstream visibility you need to monitor the performance of the investments you've made. You'll also engage operating units in a collaborative, consistent planning process that applies the same rigor to investment planning that you impose on budgeting and forecasting.



For more than 20 years, Planview has been advancing the discipline of portfolio management, helping our customers change the way they manage people and money to make better business decisions. With a singular focus on portfolio management, Planview is the only company that combines customer-driven software, unmatched domain expertise, and proven best practices to solve each customer's unique business problems. For more information, visit www.planview.com.

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