



CFO Financial Analysis

profile: major high tech manufacturing company

“We reduced our financial analysis effort dramatically with StarBEAM™.

We conservatively estimate the product’s ROI at over **5:1** in the first year.”

– Director of Financial Analysis

challenge:

Need to integrate and reconcile the financial results from the executive sales model with their general ledger chart of accounts in the financial model. The effort to resolve the issues or develop multiple financial analysis scenarios results in extensive labor and many days of analysts’ time.

solution:

Importing the general ledger chart of accounts into a visual model in StarBEAM™, immediately improved the business analysts understanding of the financial model.

Novice business analysts used StarBEAM™ to create complicated financial analysis models, such as gross margin models, in hours versus the previous efforts that took multiple weeks.

The integration of the financial model with the sales model reduced the reconciliation effort substantially.

With StarBEAM™, the projected savings are over \$1.5 million per year.

Company’s Financial Management Application Environment

- Oracle Financials and ERP
- Oracle 8i Data Warehouse
- Microsoft OLAP Services
- Brio Reporting
- Entreon StarBEAM™ for NT

StarBEAM™:

- Presents Company’s complex financial model, including chart of accounts structure with more than 100,000 accounts, in an easy to understand visual manner
- Enables clear and quick understanding of the financial model and the ability for business analysts to quickly generate multiple financial analysis scenarios
- Improves quality of margin analyses enabling executives to better run the company
- Gives business users the power to manage their complex business definitions and business management rules that make up the chart of accounts
- Provides a direct return to the business by being able to generate accurate margin analyses, allowing the company to quickly change the business to cope with the fast changing high technology market

StarBEAM™ Enterprise Business Modeling (EBM) for the CFO

Entreon’s StarBEAM™ EBM solution provides the following capabilities:

- Business Model Capture and Visualization
- Business Model Communication
- Business Model Change Management
- Business Model Brokering

EBM solutions provide value to business and IT executives, helping them to clearly understand, change, and communicate their business model to customer, partners, and their internal application infrastructure.