



Success Story | Telecommunications

DRIVER-BASED PROFIT AND LOSS

STRATO AND BDG CREATE A FUTURE-PROOF,
FLEXIBLE PLANNING AND REPORTING SOLUTION
IN BOARD

With BOARD and bdg, we were able to realise a reporting framework for self-service data visualisation, analytics, reporting, and planning that grows flexibly with its tasks.

Stefan Sandner - Head of Controlling, STRATO AG

ABOUT STRATO

Strato AG (STRATO) is one of the largest hosting providers in the world with around four million hosted domains.

The company's product portfolio ranges from domains, complete e-mail and homepage packages, online storage, web shops and servers to high-end solutions.

Around 500 employees work for STRATO and its subsidiary Cronon AG, which specialises in ERP solutions, database management, data centre outsourcing and ISP.

STRATO is a Deutsche Telekom AG company.

PROFILE

Customer	STRATO AG
Region	Berlin, Germany
Industry	Internet Services
No. of users	40
Business area	Controlling
Software	Board
System environment	ERP-System Infor, Oracle-basiertes CRM-System, Excel

EXECUTIVE SUMMARY

- ▶ Customised solution in Board for P&L planning and reporting
- ▶ Creation of a centralised database
- ▶ Identification and modelling of complex drivers
- ▶ Shortened reporting cycles and improved report quality
- ▶ Effective training by bdg to enable self-service BI



STARTING POINT

The profit and loss account is an essential component of the annual financial statements and is indispensable for success control. With a professional, integrated driver-based P+L, the management receives an overview of the current financial situation of the company and thus a sound basis for corrective measures and essential decisions.

Despite their central function, many companies still plan and report their profit and loss accounts in time-consuming and error-prone Excel processes. The financial department therefore often has to collect and process relevant data manually.

STRATO was struggling with these problems until recently. A complex data source and the manual preparation of data in Excel made planning and reporting an enormously time-intensive and error-prone process.

Particularly the planning of individual business drivers across different regions, product groups or cost centres, which formed the basis of the P+L, was very difficult due to its high complexity and interdependences. Subsequent adjustments resulted in a lot of manual work and it was virtually impossible to plan scenarios.

PROJECT GOALS

STRATO and bdg jointly developed the concept for the implementation of a BI/CPM tool that would create a more flexible and transparent process for planning and reporting on the one hand and introduce faster driver-based planning as self-service BI on the other.

The main objectives of the project were the partial automation of the driver-based planning process and the

creation of a centralised database to reduce reporting cycles and improve reporting quality. In addition to the desired functionalities for planning, analysing and reporting, the handling of the data to be integrated also played a role: this originated from various source systems, some of which were complex. These include the ERP system Infor, an Oracle-based CRM system developed in-house by STRATO, a human resources tool and MS Excel.

APPROACH

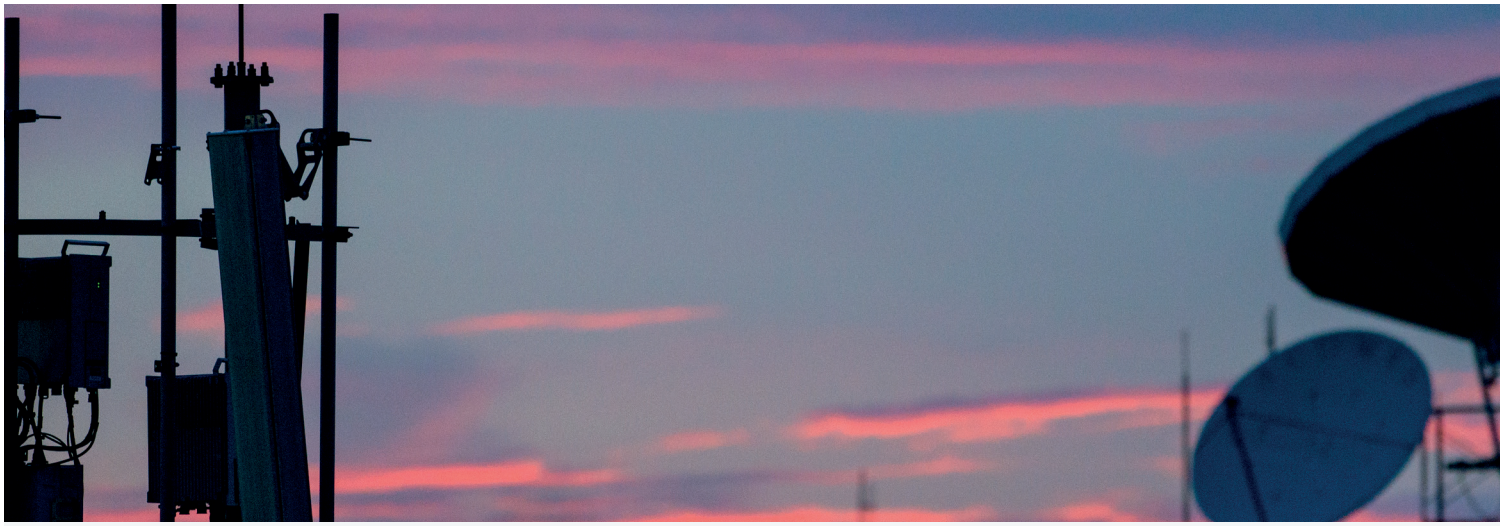
After an in-depth analysis, it was clear that Board would offer the most suitable BI and CPM solution for STRATO. The intuitive and user-friendly design of the application, which enables use as self-service BI, was particularly relevant.

An agile approach was pursued in the project in order to be able to react more flexibly to the growing requirements of the project and achieve tangible results quickly. Specifically, the project was planned in iterative steps, which enabled a quick and straightforward response to new or changing requirements over the course of the project.

The bdg team not only impressed with its professional and technological expertise; the joint project with STRATO was also a success thanks to the partnership-based cooperation at eye level.

IMPLEMENTING DRIVER-BASED PLANNING

The first step in implementing a value driver-based planning concept is to identify drivers and existing dependencies and to model them.



This proved to be challenging at STRATO due to the high granularity and complexity of the planning process; numerous drivers had to be taken into account in the planning of revenue, personnel, etc. for different product groups, regions and cost centres.

A SINGLE POINT OF TRUTH

A central database was created in which the data from various sources was to be merged.

This required adjustments to the database structures in the ERP and CRM systems in order to merge the two systems in Board and to create optimal conditions for the planned automated data provision in Board. In particular, the data from the ERP system had to be processed extensively.

Thanks to the centralised database acting as a single point of truth, the data provision process could be shortened from several days to a few minutes.

TRAINING AND COACHING FOR INDEPENDENT REPORTING AND PLANNING

bdg supported STRATO with efficient and practice-orientated training so that administrators and users from management, controlling and IT can utilise the full potential of the BI/EPM solution in Board.

This means that the software tool can be managed independently and processes optimised without the need to call in external consultants.

THE RESULT

Thanks to the successful implementation of the project, all required information is now available in a standardised format and integrated in a central database. This makes planning and reporting much faster - and at the same time much more reliable.

Data provision, which previously took a week, is now automated at the touch of a button. The entire reporting process can now be carried out independently by an internal controlling team with just a few employees. Planning can be easily visualised in multiple dimensions, for example to view the P&L by product line, quarter, country or individual company.

Thanks to the comprehensive user training provided by the bdg team, planning and reporting can even be further developed internally without the need for support from external consultants. The tool is very popular with users, so much so that further analysis applications are being requested in Board. STRATO will also realise these projects in the proven, constructive cooperation with bdg.

The Board logo consists of a white square with a folded top-right corner. Inside the square, the word "board" is written in a lowercase, sans-serif font. The letter 'i' is stylized with a dot above it.

Board

Board's Enterprise Planning Platform delivers a solution that enables over 2,000 customers worldwide to plan smarter. This allows them to gain better insights and achieve better results. In this way, Board helps companies to make the right business decisions. Data from strategy, finance and operations is brought together thanks to integrated and intelligent planning, giving management full transparency of the company's performance. Global organisations such as H&M, BASF, Burberry, Toyota, Coca-Cola, KPMG and HSBC have digitally transformed their planning processes with Board.

bdg has been an authorised Board partner for many years and can therefore draw on an immense wealth of experience.

The better decisions group

bdg is an international management consultancy for Enterprise Performance Management (EPM) and Business Intelligence (BI) solutions. We are a long-standing partner of various EPM and BI software providers and implement flexible solutions for planning, reporting and analysis. Among our satisfied customers are medium-sized companies as well as large corporations and public organisations. It is our mission to create a solid data and information basis for our customers as a foundation for better decisions and thus enable them to achieve greater corporate success. To achieve this we design and implement customised BI & EPM solutions in the areas of Finance & Controlling, Marketing & Sales, Procurement and Human Resources.

Our focus is on the retail, energy, financial services and manufacturing sectors. We support our customers both professionally and technically, from the selection of suitable BI technology and joint strategy development to the definition of company-relevant KPIs and complete implementation. Our range of services is rounded off by practice-orientated training and customer-oriented service.



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