

Transforming Finance with Workday Adaptive Planning

OVERVIEW

Country: United States
Industry: Logistics/Supply Chain

CUSTOMER PROFILE

Rogers & Brown

CHALLENGE

Evolve from Microsoft Excel-based budgeting and planning, while creating a new FP&A department and reacting to significant changes in the industry.

SOLUTION

Workday Adaptive Planning with OfficeConnect

BENEFITS

- Visibility into real-time financials
- Ability to identify trends, be proactive and find opportunities for growth
- Ability to provide senior management and the board with dashboards and reports monthly, requiring just a simple refresh

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Capers Barr
FP&A manager and general counsel,
Rogers & Brown

Rogers & Brown, a family-owned business, was founded in 1968 in Charleston, South Carolina to fill a service void in the logistics industry. Today the company consists of three entities, with 130 employees, providing a full range of transportation and supply chain services.

The company’s mission is to provide the most efficient, reliable, personalized supply chain solutions and information to customers, allowing them to focus on further development and growth of their core business.

Today the organization consists of three entities delivering personalized, adaptable and customizable supply chain solutions: Rogers & Brown, offering import, export, marine insurance and freight forwarding services; Brown Distribution Centers, offering warehousing and distribution services; and Brown Family Enterprises, a holding company.

Leaving Behind Excel for Budgeting

When Rogers & Brown decided to change the legal and organizational structure of the company, they realized their existing approach to forecasting would not suffice for a more complex organization. They decided the new organization warranted creating an FP&A department. Previously the owners and the board were combining Excel and “gut feel” to manage the company.

The timing of this change occurred during the height of the COVID pandemic and the corresponding lockdown. This ended up as fortuitous timing – just as Rogers & Brown was examining its FP&A processes, the supply chain industry was changing dramatically. It became clear to the new FP&A department that the three new entities could no longer rely on Excel for budgeting, planning and forecasting.

After evaluating cloud-based enterprise planning solutions, Rogers & Brown selected Workday Adaptive Planning with Revelwood as their implementation partner. They chose Adaptive Planning because it was the best fit, easy to use and user-friendly and was the most cost-efficient way to achieve the company’s FP&A goals.

Smooth Travels with Workday Adaptive Planning

“The supply chain industry was turned upside down in 2020,” said Capers Barr, FP&A manager and general counsel, Rogers & Brown. “Despite the delays in the shipping industry, we had to keep business flowing. We needed to have visibility on the financial side. We needed to know where we were doing well and where we were struggling.”

Barr and his team worked with Revelwood to set up the new FP&A department, its processes and approach to budgeting, planning and forecasting. The team decided to take a phased approach, with budgeting as the first project. The Revelwood team integrated Adaptive Planning with CargoWise, a centralized, logistics management platform. In just a few months, Rogers & Brown was able to do a full-year annual budget, budgeting at the enterprise level, branch level and department level.

About Revelwood

Revelwood helps finance organizations close, consolidate, plan, monitor and analyze business performance. As experts in solutions for the Office of Finance, we partner with best-in-breed software companies by applying best practices guidance and our pre-configured applications to help businesses achieve their full potential.



“I can’t imagine where we would be today without Adaptive Planning and an FP&A team. We’ve had so much transformation in a short time. Adaptive Planning has made us proactive, rather than reactive. We’re very excited for the future things we can achieve with Adaptive Planning and Revelwood.”

Capers Barr
FP&A manager and general counsel,
Rogers & Brown

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“Revelwood was a true partner to Rogers & Brown. They shared their expertise, gave us guidance, and have helped make us more self-reliant.”

Capers Barr
FP&A manager and general counsel,
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After the initial phase of setting up the budgeting data and processes, Revelwood worked with Rogers & Brown to refine and tweak the process and reporting. Adaptive Planning has significantly enhanced Rogers & Brown’s reporting. In addition to dashboards, the executive team relies on a reporting template that Revelwood and the new FP&A department built for the company.

“Instead of building a new report each month, we simply click refresh and the data refreshes in the report. Thanks to OfficeConnect, that data also refreshes in our PowerPoint presentation.”

Barr also commented, “Revelwood is a unique consulting firm that focuses on partnering with its clients. They put significant emphases on knowledge sharing. One of the great things in working with Revelwood was their interest in transferring knowledge,” said Barr. “It’s one thing to have a consultant to fix the stuff you need to be fixed. It’s another thing to have your consultant partner teach you what to do to fix your issues.”

Looking to the Horizon

Today Rogers & Brown is using Adaptive Planning to its full budgeting capabilities. Barr’s team is also working with Revelwood on the next phases of their finance transformation – evolving from budgeting and planning to track KPIs, building out accurate balance sheets and cash flow forecasting. Eventually, the company wants to use Adaptive Planning for cost/benefit analysis on capital projects.

“We have visibility into our financials like we’ve never had before,” said Barr. “Most importantly, the solution enables us to identify and track revenue trends in what has become a very unpredictable industry. Moving forward we will be refining our planning and forecasting and conducting what-if situational analysis, using the data to help identify potential growth opportunities. We’ll go beyond planning with Adaptive Planning and use it to help us find the true potential of Rogers & Brown.”