

**About Revelwood**

For nearly 30 years, Revelwood has worked with clients of all sizes, in all industries, to maximize their use of technology to transform the Office of Finance. Not only do we design and implement FP&A systems built on Workday Adaptive Planning, but we also work with clients to enhance, update and optimize their existing planning environments.

**Revelwood’s Workday Adaptive Planning Practice Leader, Dave Miersch**

We are an award-winning, Platinum Solution Provider for Workday Adaptive Planning. With more than 12 years of experience, our practice leader, Dave Miersch, is a recognized expert in Workday Adaptive Planning and specializes in FP&A transformation.

“Workday Adaptive Planning is a powerful, transformative solution that helps organizations of any size make FP&A – and the Office of Finance – a strategic partner to the business.”

Dave Miersch  
Workday Adaptive Planning Practice Leader



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**Problem: Granular Details Impeded System Performance**

**Client Profile:** This company manufactures premium lighting and home accessories. It produces approximately 1,000 different designs that can be made in more than 25,000 ways as a standard product.

**Scenario:** The company worked with an implementation partner to build a Workday Adaptive Planning solution for budgeting, forecasting and reporting. The implementation they built went to the nth degree of detail and granularity. That level of granularity resulted in the system performing poorly. It also required a high level of upkeep.

**How We Helped:** The manufacturer engaged Revelwood for a health check, after which we revamped the company’s model. Revising the company’s model enabled ad-hoc analysis – a key aspect of forecasting that was impossible to do in the earlier instance.

“We realized we needed help. We found Revelwood and did a health check with them. They were able to dig into what we were doing, what our needs were and what our model was. At the end of the health check, they presented us with recommendations.”

Chief of Staff at a Manufacturing Company

**Problem: An Inability to Model Revenue and Expenses**

**Client Profile:** A multi-site healthcare organization that provides human services programs at 174 sites. The organization provides individualized and compassionate services to people facing challenges with developmental disabilities, mental illness, substance abuse disorders and homelessness. The company has approximately 2,200 employees.

**Scenario:** The healthcare organization had a manual, spreadsheet-based process for budgeting, planning, forecasting and reporting. The process impeded long-term budgeting and made forecasting at a strategic level problematic.

**How We Helped:** The organization wanted several big improvements from its Workday Adaptive Planning environment. One key area of focus was a Revenue Expense model. Revelwood built a custom model that enables the organization to create variable models that reveal why certain things happen. They can conduct what-if scenarios such as reducing expenses by a desired margin to see how it would impact the organization’s revenue objectives. This enables them to understand how revenue and expense structures would be impacted by changes at its sites.

“ One of the things I liked about working with Revelwood was their openness to share their knowledge of best practices. I didn’t want them to just do what I wanted – I wanted their insights and experiences from working on other Workday Adaptive Planning implementations. ”

Director of Finance and Revenue Operations at a SaaS Company

### Problem: Headcount Planning

**Client Profile:** This global SaaS company has an easy-to-use platform for blockchain and crypto operations. The company enables exchanges, custodians, banks, trading desks and hedge funds to securely scale digital asset operations through patent pending SGX & MPC technology.

**Scenario:** The company wanted a detailed personnel model to manage headcount and deliver up-to-date, easy-to-understand information.

**How We Helped:** Revelwood created a purpose-built personnel model for Workday Adaptive Planning and integrated it with HiBob, a human resources (HR) software platform. Workday Adaptive Planning pulls the HR actuals directly into the model. This integration automates a task that otherwise would be manual, tedious and frequent. The SaaS company can now see headcount information and data on each employee – including historical information – in Workday Adaptive Planning.

### Problem: Budgeting and Forecasting for a SaaS Business Model

**Client:** A SaaS company that is a next-generation online data provider for insurers.

**Scenario:** This fast-growing software-as-a-service needed a sophisticated approach to budgeting, planning, forecasting and reporting. The company is a very low-asset organization with minimal CapEx requirements. As a result, they are very focused on their P&L. They needed a model that reflects annual recurring revenue and enables them to manage multi-year planning several years out.

**How We Helped:** We built a revenue model that incorporates annual recurring revenue. It enables the company to drill down into P&L data. This model gives the company insights into future revenue as well as historical revenue. They are able to take all of their P&L data and provide reporting on it to senior management and to the company’s investors.

### Problem: Inaccurate and Cumbersome Foreign Transactions

**Client:** A privately held biotech company striving to accelerate the leap to a more nature-positive era for agriculture by solving performance and delivery challenges of traditional chemical and biological crop protection.

**Scenario:** The company is headquartered in Massachusetts, with offices and operations in North Carolina, Florida, Brazil, Italy and Switzerland. Their Workday Adaptive Planning system needed to incorporate different statutory requirements on a state and country basis in a detailed manner. With its previous Excel-based system, the company was able to factor in payroll taxes, Social Security and other details for the United States, but they had to use an assumed percentage for other countries.

**How We Helped:** Revelwood created a purpose-built model for payroll that incorporates a wide range of scenarios and details. For example, employees in Brazil get a lunch stipend and other payments. Italy has 14 pay periods instead of 12 pay periods. The new model in Workday Adaptive Planning models payroll differences by state, region and country. By incorporating country-level details, this biotech company gets a much more detailed – and accurate – view of payroll, and ultimately, current cash flow.

### Problem: Managing Cash Flow

**Client:** A construction company that prides itself on building homes that “just feel right.” They build quality-made homes across Eastern Pennsylvania, in Berks County, Chester County, Lancaster County, Lebanon County and more.

**Scenario:** Cash flow is one of the biggest challenges facing home builders. A home building company will get a down payment from a client, after which the construction company relies on bank loans per project to cover the labor and material costs until the home is finished and turned over to the new homeowner. It sounds simple – except when faced with variable costs for labor and goods, delays for materials and a multitude of new projects at various levels of completion. This company needed insight into how the increasing costs and delays impact any one project. They also wanted to understand how the sum of the current projects relate to cash flow and the company’s ability to sign contracts with new clients.

**How We Helped:** Revelwood integrated Workday Adaptive Planning with MarkSystems Home Builder Software. Revelwood built a cash flow model that incorporates detailed loan information. The cash flow modeling, analysis and reporting solution relies on data sets for “draws.” A draw schedule is a detailed payment plan that determines when a bank will disburse funds to the home building company. The company now has a sophisticated and comprehensive view of cash flow based on projects, payments and milestones.