

# Adaptive Insights Business Planning Cloud

The Adaptive Insights Business Planning Cloud provides budgeting, forecasting, reporting, and analytics for organizations of all sizes. Our Business Planning Cloud combines power with the security, scalability, and adaptability required for complex, company-wide planning. We free teams from manual work and help teams operate with agility. Innovators including P.F. Chang's, Boston Scientific, and American Family Insurance, to name a few, rely on Adaptive Insights to make their businesses more agile, efficient, and competitive.

Recognizing that the best plans involve the people closest to the day-to-day business, we built a powerful planning platform so everyone can gain deep insights, make more timely decisions, and build solid, integrated plans. Everybody who plans can build complex financial models while avoiding the burden of managing legacy planning environments and massive spreadsheets across different departments and the mind-numbing, error-prone drudgery of manually consolidating data. Our Business Planning Cloud makes it easy for people across the organization to manage, report, and analyze business performance.

## Outdated Planning Tools Lead to Static Planning

Too many FP&A organizations use outdated tools for planning. Legacy planning systems have limits that tend to keep planning stuck in finance, with just a few power users able to operate them. To make matters worse, they are costly to own, difficult to learn, and overly dependent on IT support. So organizations saddled with these systems develop workarounds, typically spreadsheet planning. Unfortunately, this does not set FP&A up for success, because the manual processes of spreadsheets and the poor usability and inadequate collaboration of legacy systems mean countless hours are wasted gathering data, reconciling numbers and plans, and managing reports. Finance is left with little opportunity to analyze and understand the story behind the numbers and to engage strategically with its business partners. Even worse, inadequate planning environments can force a costly compromise—finance struggles just to get the plan done, rather than having the time and resources to get the plan done right.

## Static Planning Constrains Performance

Organizations that use legacy on-premises planning solutions or manual spreadsheet planning grapple with a static planning process. Static planning is characterized by siloed teams operating on data and models, manual data manipulation leading to long planning and reporting cycles, and too many errors. Not only are static planning processes slow, with limited engagement between finance and business users, but data and insights are neither timely enough nor trusted for agile decision-making. Static planning takes so much time that it limits the ability to provide the strategic leadership the organization expects finance to supply.

## The Cure for Static Planning is Active Planning

There's a solution to static planning: It's a process we call active planning. Active planning is collaborative, because it deeply involves the people closest to customers and operations. It's comprehensive with fully linked plans producing insights informed by data. It's continuous—ongoing instead of periodic. Active planning accelerates and improves the quality of decision-making across, up, and down the organization, leading to informed, timely decisions that fuel a truly agile business. When the market or business changes, active planning gives you the flexibility to course-correct in time to adapt and to still achieve departmental and corporate goals.

We enable active planning via a planning platform designed to free people to do their best work and empower teams to better manage their business.

## Adaptability for Change

Everybody in business plans. In large organizations, planning processes need to span a broad range of finance and operations teams and a complex ecosystem of departments, business units, regions, and countries. Unfortunately, planning software historically has been too expensive and too complicated for anyone beyond a few power users in the corporate finance function—and often with heavy support from IT. In these environments, the rest of the organization is left relying on spreadsheets to plan their own functions and to provide input to the corporate financial plan. Adaptive Insights broadens planning with industry-leading ease of use and adaptability that accelerate adoption, drive broad engagement and collaboration across finance teams, operational departments, business units, and deepen planning's impact and value across the organization. We believe the teams closest to the market and to your operations should be engaged in the planning process. By engaging finance and non-finance business users in a collaborative, active planning process, you can create high-fidelity plans aligned with your organizational goals, which ultimately delivers better and more timely decisions.

## Built for Business

Most business teams are accustomed to planning systems that take a long time to implement and stabilize. Once they're deployed, changes to structures, reports, and analysis typically require dedicated IT resources to support business users' requests. This over-dependence on IT limits teams' agility and consumes IT resources. We're changing the business/IT paradigm. Adaptive Insights is a modern, cloud-based solution built for greater business self-sufficiency. Business teams can control and share their own models, reports, and dashboards with less IT dependence. Finance can self-sufficiently manage models, processes, and all aspects of reporting with a drag-and-drop user experience that never requires coding or scripting, freeing IT resources and enabling finance to be more proactive.

## Modeling Flexibility

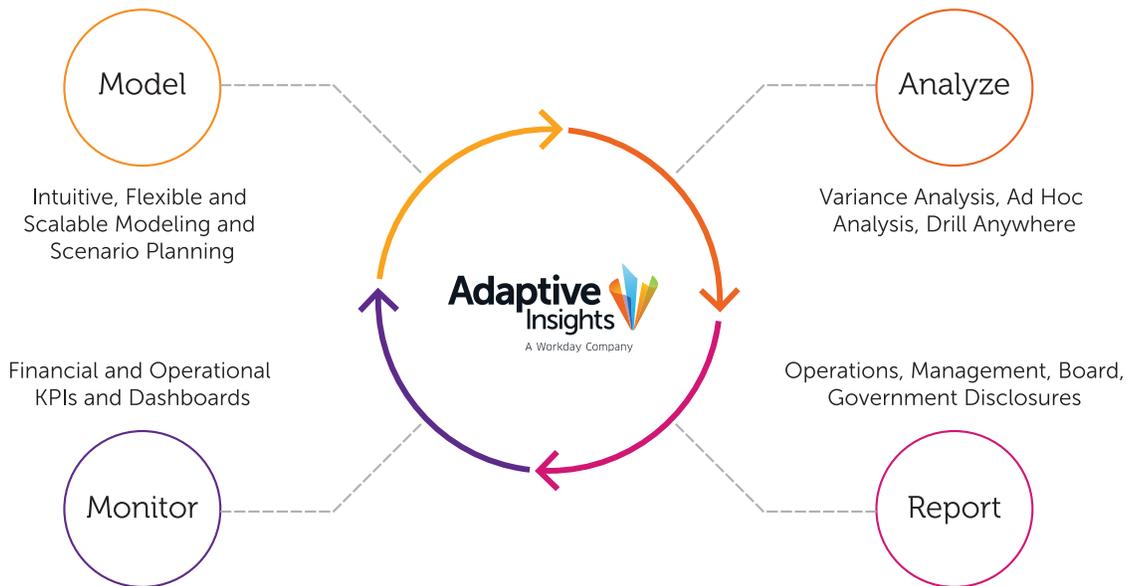
In business, adapting to change is a constant, but traditional planning systems aren't flexible enough to enable that kind of agility. The Adaptive Insights Business Planning Cloud is designed for flexible modeling and easy scenario planning so models and plans can continuously evolve as markets and the business changes. This flexibility lends itself to modeling, reporting, and analytics both within corporate finance and beyond. Now companies can unify workforce planning, operations planning, project-based planning, and financial planning all within a single active planning environment.

## Faster Time-to-Value

Using Adaptive Insights’ intuitive interface and drag-and-drop modeling and reporting interface, organizations can implement their new planning environment quickly and achieve time-to-value sooner. Most customers implement their first phase within six months. These rapid implementation cycles reduce project risk and free teams to develop more sophisticated models. Our approach includes end users to validate along the way so that user acceptance testing is a non-event.

## End-to-End Business Planning Process

Our planning solutions are built on a scalable, in-memory platform designed to enable an active planning process for financial and operations teams across the organization. It enables the entire process—from modeling and scenario planning to reporting and analysis—that people need to make business decisions. Whether you are creating an entire business’s financial plan at a corporate level, financial plans for a single division, or operational plans for a single function or department, we enable the continuous planning process. Individual groups can plan and model their own aspects of the business at the needed level of detail, on their own cadences, and then these plans can be federated into an integrated model of the overall business maintained by finance.

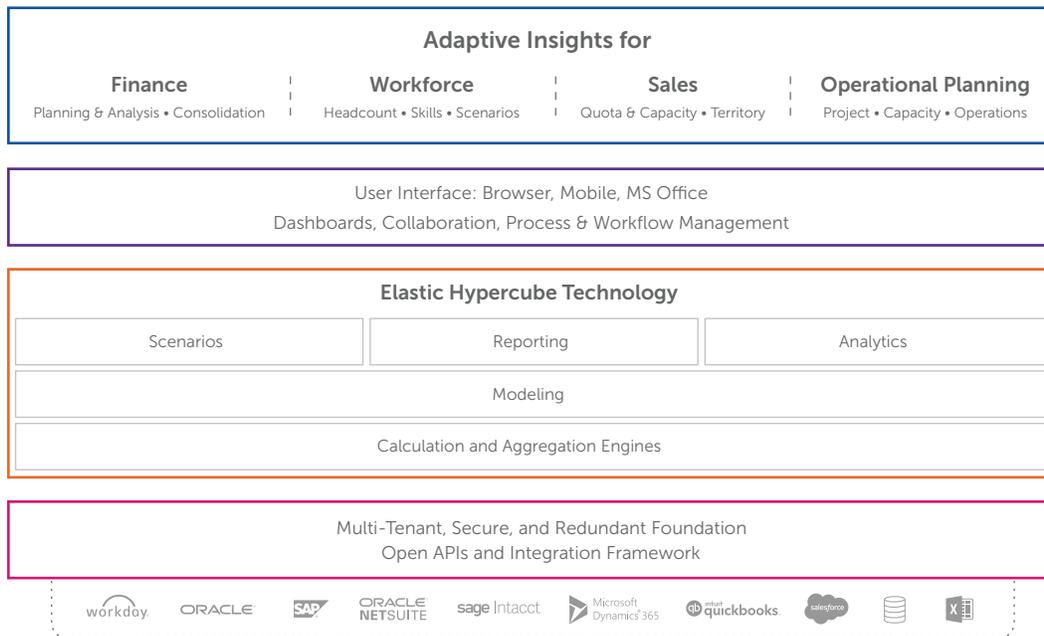


## Trusted, Scalable Platform

The Adaptive Insights Business Planning Cloud is built on an in-memory computing platform designed for large scale multi-dimensional modeling, reporting, and analysis. Supercharged with the patent-pending Elastic Hypercube Technology, it enables granular and complex planning and reporting by an unlimited number of business dimensions (customer, channel, product, regions, rep etc.), and by day, week or other time period. The platform also enables unlimited what-if analyses to assess opportunities and the impact of potential changes to the business.

## Our Platform

Our platform has three key areas of functionality – integration, the core engine powered by our Elastic Hypercube Technology, and the planning, analysis, and collaboration capabilities enabling company-wide adoption.



## Solutions

Our Business Planning Cloud offers solutions with built-in intelligence for financial planning, workforce planning and sales planning. The solutions include integrated budgeting, forecasting, scenario planning, management and ad hoc reporting, and analytics, variance analysis, and process management.

The platform also enables customers to build custom-configured operational planning. These include models and processes to plan things as varied as operations capacity planning, profitability modeling, product planning, grant planning, project planning, marketing planning, facilities planning, and more.

### Elastic Hypercube Technology Powers the Platform

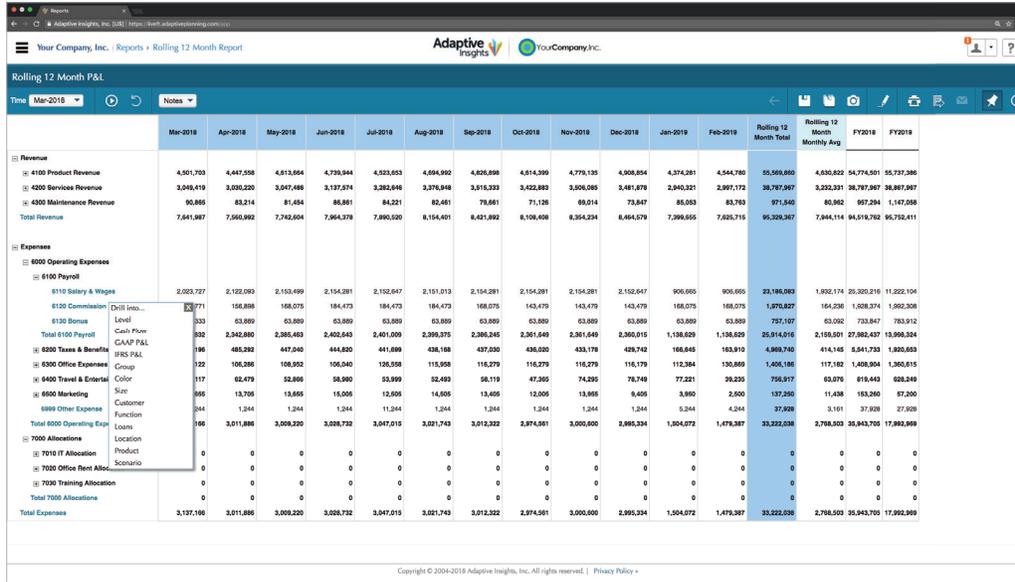
The core of our platform, the modeling, reporting, and analytics engine, is powered by our patent-pending Elastic Hypercube Technology. This innovative technology supercharges our Business Planning Cloud platform with the performance and scalability for even the largest enterprises to model and analyze the complexities of their business – without ever compromising ease-of-use.

Elastic Hypercube Technology lets customers build and maintain very large and complex multidimensional models all through a drag-and-drop user interface and human-readable formulas without any coding or scripting. In addition to enabling classic multidimensional models like revenue models, the platform has



## Continuous Planning and Rolling Forecasts, Top-Down or Bottom-Up

Our planning and forecasting software enables rolling forecasts with integrated driver-based scenarios that you can tune in real time. With the latest actuals, assumptions, and modules always at hand—and truly responsive calculations and reports—Adaptive Insights lets you proactively manage change, model outcomes, and course-correct at the pace your business demands. The intuitive experience will let you scale your planning processes across your entire organization.



	Mar-2018	Apr-2018	May-2018	Jun-2018	Jul-2018	Aug-2018	Sep-2018	Oct-2018	Nov-2018	Dec-2018	Jan-2019	Feb-2019	Rolling 12 Month Total	Rolling 12 Month Monthly Avg	FY2018	FY2019
<b>Revenue</b>																
4100 Product Revenue	4,501,765	4,447,559	4,613,654	4,376,944	4,523,653	4,694,002	4,826,698	4,614,399	4,776,135	4,808,854	4,374,261	4,544,766	55,566,866	4,630,572	54,774,501	55,737,386
4200 Services Revenue	3,048,418	3,020,320	3,047,496	3,137,371	3,263,446	3,276,948	3,615,333	3,422,883	3,506,066	3,461,878	3,240,321	3,897,172	38,787,987	3,232,331	38,787,987	38,887,087
4300 Maintenance Revenue	50,886	63,214	81,454	86,851	84,221	82,461	79,861	71,126	66,014	73,847	85,063	83,763	971,540	80,962	887,284	1,147,058
<b>Total Revenue</b>	<b>7,601,069</b>	<b>7,531,093</b>	<b>7,742,604</b>	<b>7,604,378</b>	<b>7,890,220</b>	<b>8,154,401</b>	<b>8,421,892</b>	<b>8,106,408</b>	<b>8,354,334</b>	<b>8,464,579</b>	<b>7,299,655</b>	<b>7,623,716</b>	<b>65,326,393</b>	<b>7,944,114</b>	<b>64,519,769</b>	<b>65,792,611</b>
<b>Expenses</b>																
<b>6000 Operating Expenses</b>																
6100 Payroll																
6110 Salary & Wages	2,023,727	2,122,093	2,153,489	2,154,281	2,152,647	2,151,013	2,154,281	2,154,281	2,154,281	2,152,647	906,666	906,666	23,186,083	1,932,174	23,203,216	11,222,104
6120 Commission	333	156,888	168,075	184,473	184,473	184,473	168,075	143,479	143,479	143,479	168,075	168,075	1,570,827	164,236	1,628,374	1,582,308
6130 Bonus	333	63,889	63,889	63,889	63,889	63,889	63,889	63,889	63,889	63,889	63,889	63,889	737,107	63,092	733,647	783,912
<b>Total 6100 Payroll</b>	<b>302</b>	<b>2,342,890</b>	<b>2,385,453</b>	<b>2,402,643</b>	<b>2,401,009</b>	<b>2,399,375</b>	<b>2,386,245</b>	<b>2,361,649</b>	<b>2,361,649</b>	<b>2,360,015</b>	<b>1,138,629</b>	<b>1,138,629</b>	<b>25,914,016</b>	<b>2,159,091</b>	<b>27,667,437</b>	<b>13,998,324</b>
6200 Taxes & Benefits	190	485,202	447,540	444,820	441,099	436,188	437,020	436,020	433,179	429,742	166,646	163,910	4,969,740	414,143	5,241,733	1,800,893
6300 Office Expenses	322	185,268	198,392	190,040	196,398	115,396	116,279	116,279	116,279	116,179	112,364	130,969	1,406,166	117,182	1,406,364	1,360,815
6400 Travel & External	317	62,479	62,866	68,880	63,999	62,493	66,119	47,365	74,261	76,749	77,221	39,235	726,977	60,791	816,443	628,149
6500 Marketing	365	13,756	13,666	16,006	13,606	14,506	13,606	13,606	9,406	9,406	9,406	9,406	137,256	11,438	163,260	87,200
6999 Other Expenses	244	1,244	1,244	1,244	1,244	1,244	1,244	1,244	1,244	1,244	1,244	1,244	37,808	3,161	37,808	27,808
<b>Total 6000 Operating Exp</b>	<b>166</b>	<b>3,011,886</b>	<b>3,009,220</b>	<b>3,028,732</b>	<b>3,047,015</b>	<b>3,021,743</b>	<b>3,013,322</b>	<b>2,874,061</b>	<b>3,000,000</b>	<b>2,995,334</b>	<b>1,504,072</b>	<b>1,479,387</b>	<b>33,222,038</b>	<b>2,768,003</b>	<b>35,943,709</b>	<b>17,992,969</b>
7000 Allocations																
7010 IT Allocation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7020 Office Rent Alloc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7030 Training Allocation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total 7000 Allocations</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>												
<b>Total Expenses</b>	<b>1,197,166</b>	<b>3,011,886</b>	<b>3,009,220</b>	<b>3,028,732</b>	<b>3,047,015</b>	<b>3,021,743</b>	<b>3,013,322</b>	<b>2,874,061</b>	<b>3,000,000</b>	<b>2,995,334</b>	<b>1,504,072</b>	<b>1,479,387</b>	<b>33,222,038</b>	<b>2,768,003</b>	<b>35,943,709</b>	<b>17,992,969</b>

### Power and Scale without Compromising Ease of Use

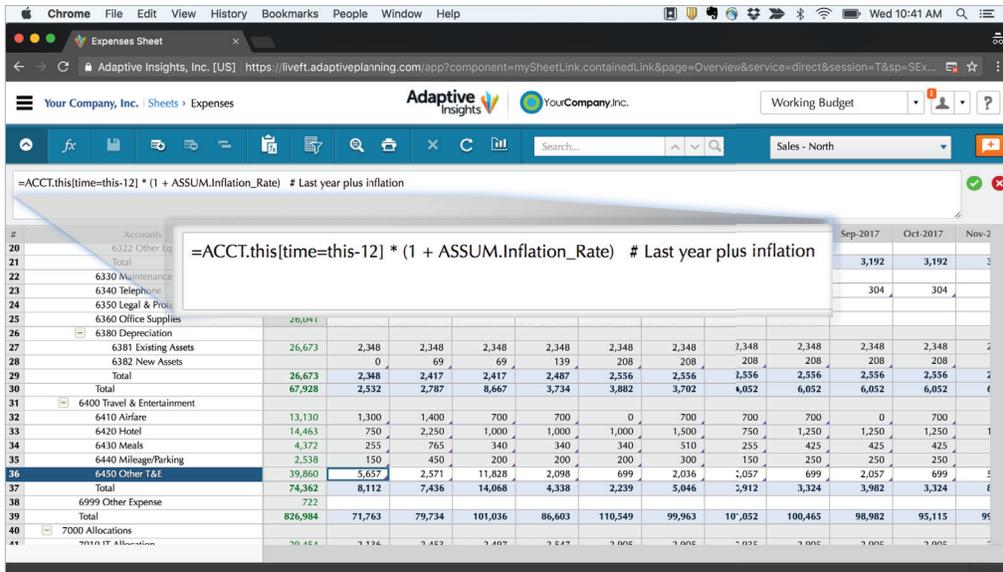
We were founded on the belief that people are at the center of business planning and that planning and decision-making solutions should be easy enough for the direct involvement of businesspeople. We recognized that to achieve true business agility, planning needed to include people closest to the business, on the frontlines, and therefore, the business planning process needed to be collaborative and broadly adopted. Creating products that people really can and will use has always been the priority. Whether the user is building models or just consuming data, our products are owned and managed by the business users, not IT. This ease of use results in rapid time-to-value with a relatively small professional services requirement. We have also created a personalized experience for our both finance and operations users to easily interact with only the plans, data, and reports that are relevant to them. And because so many people are comfortable using Excel, we enable users to interact with planning sheets and reports using our Excel add-in, as an option to using a browser.

### Built-In Financial Intelligence

Our financial reporting solutions have financial intelligence built into their core. Monitor and report on variances or pivot dimensions, or select parameters. Output to any format, including HTML, PDF, and Excel.

### Easy, Powerful, and Fast Formulas

Easily create formulas that represent the true realities of your business in all its complexity. With extensive business logic and calculations at your fingertips, it's easy to write, explain, and maintain complex formulas. Write them once and apply them anywhere in your model, wherever it makes sense—the planning stages, analysis, or both.



The screenshot shows a web browser window displaying the 'Expenses Sheet' in Adaptive Insights. The formula bar at the top contains the formula:  $=ACCT.this[time=this-12] * (1 + ASSUM.Inflation\_Rate)$  # Last year plus inflation. Below the formula bar is a data table with columns for months from Sep-2017 to Nov-2017. A tooltip is visible over a cell, showing the same formula:  $=ACCT.this[time=this-12] * (1 + ASSUM.Inflation\_Rate)$  # Last year plus inflation.

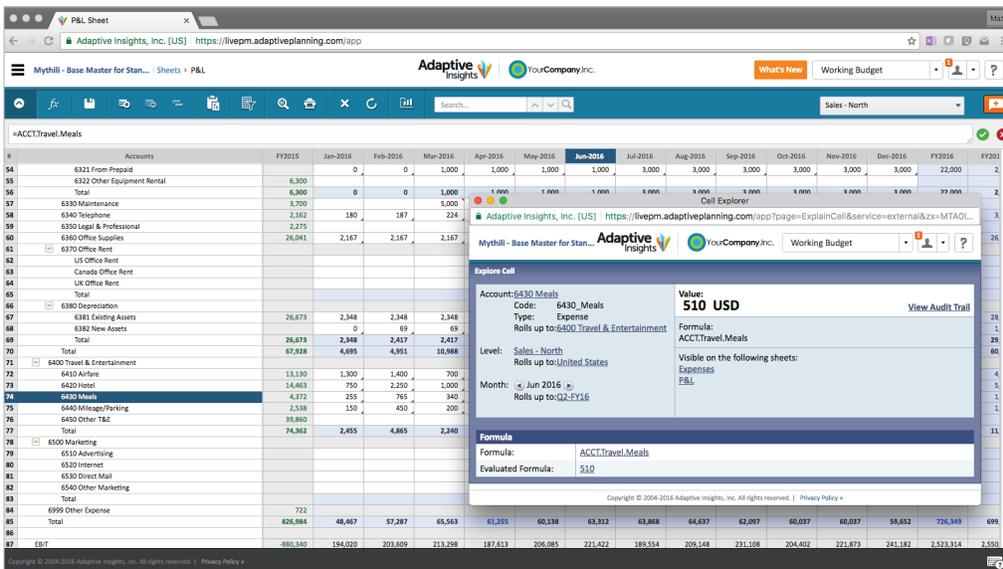
	Sep-2017	Oct-2017	Nov-2017
6322 Other Equipment	3,192	3,192	
6330 Maintenance	304	304	
6340 Telephone			
6350 Legal & Professional			
6360 Office Supplies			
6380 Depreciation			
6381 Existing Assets	26,673	2,348	2,348
6382 New Assets	0	69	69
Total	26,673	2,417	2,417
6400 Travel & Entertainment	13,130	1,300	1,400
6410 Airfare	14,463	750	2,250
6420 Hotel	4,372	255	765
6430 Meals	2,538	150	450
6440 Mileage/Parking	39,860	5,657	2,571
6450 Other T&E	74,362	8,112	7,436
6999 Other Expense	722		
Total	826,984	71,763	79,734

### Drill Down Into the Detail

Get instant transparency into transaction details. Whether you're drilling down into a report or a planning sheet, you can create transactional reports with just one click. Get the level of detail you want, with the right context and the fields you need.

### Cell Explorer Provides Visibility, Context

Adaptive Insights uniquely provides instant context for every planning cell with a built-in cell explorer that offers a complete audit trail to reveal the source and use behind any value, formula, or assumption.



The screenshot shows a 'P&L Sheet' in Adaptive Insights. A 'Cell Explorer' popup is open over a cell, displaying the following information:

- Account:** 6430 Meals
- Code:** 6430\_Meals
- Type:** Expense
- Rolls up to:** 6400 Travel & Entertainment
- Level:** Sales - North
- Rolls up to:** United States
- Month:** Jun 2016
- Rolls up to:** Q2-2016
- Value:** 510 USD
- Formula:** ACCT.Travel.Meals
- Evaluated Formula:** 510
- Visible on the following sheets:** Expenses, P&L

The background table shows a P&L statement with columns for months from FY2015 to FY2016. The '6430 Meals' row is highlighted in blue.

	FY2015	Jan-2016	Feb-2016	Mar-2016	Apr-2016	May-2016	Jun-2016	Jul-2016	Aug-2016	Sep-2016	Oct-2016	Nov-2016	Dec-2016	FY2016
6322 From Prepaid		0	0	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	22,000
6322 Other Equipment Rental	6,300													
Total	6,300	0	0	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	23,000
6330 Maintenance	3,700													
6340 Telephone	2,162	180	187	224										
6350 Legal & Professional	2,275													
6360 Office Supplies	26,541	2,167	2,167	2,167										
6370 Office Rent														
6380 Depreciation	26,673	2,348	2,348	2,348										
6381 Existing Assets	0	69	69	69										
6382 New Assets	26,673	2,348	2,417	2,417										
Total	67,928	4,695	4,951	10,988										
6400 Travel & Entertainment	13,130	1,300	1,400	700										
6410 Airfare	14,463	750	2,250	1,000										
6420 Hotel	4,372	255	765	340										
6430 Meals	2,538	150	450	200										
6440 Mileage/Parking	39,860	5,657	2,571	2,098										
6450 Other T&E	74,362	2,455	4,865	2,440										
6999 Other Expense	722													
Total	826,984	48,467	57,287	65,563	61,255	60,138	63,312	63,868	64,637	62,097	60,037	60,037	59,852	726,349
EBIT	880,340	194,020	203,609	213,298	187,613	206,085	221,422	189,554	209,148	231,108	204,402	221,873	241,182	2,523,314

## Flexible Time Modeling

We let you easily set up your own standard or custom calendar to follow break periods and rollups that better match your business. For example, higher education plans might use semesters or trimesters, while retailers might have a 13-period calendar or rollup from weeks to periods to seasons. It's up to you. While alternative vendors might offer time granularity, their static calendars are inflexible and hard-coded into their systems.

Plan each facet of your business in a different time granularity, whether that's daily, weekly, monthly, biannually, or annually. Model expenses monthly and plan for daily or weekly bookings, events, and campaigns. Engage operational teams that plan week by week or day by day, like front-line managers who forecast revenue every week, to create more continuous planning cycles. Plan at the time granularity you require for the business, but roll it all up for a unified view.

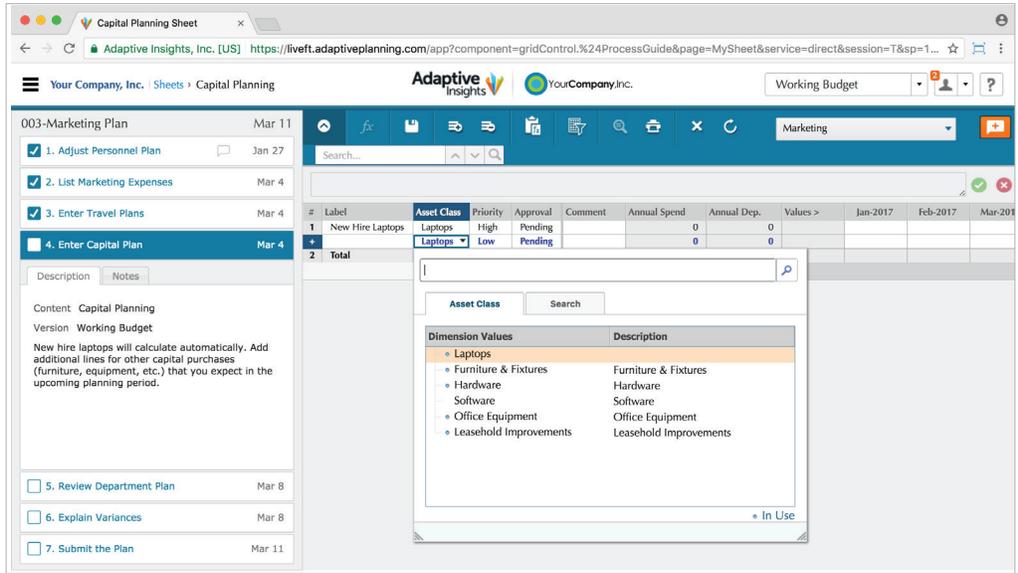
Accounts	Week 6-17	Week 7-17	Week 8-17	Week 9-17	Week 10-17	Week 11-17	Week 12-17	Week 13-17	Week 14-17	Week 15-17	Spring Semester	Week 16-17	Week 17-17	Break 1
<b>Operating Expenses</b>														
Payroll														
6101- Staff FT Regular	9,867	10,116	10,127	10,142	10,212	10,119	10,261	10,175	10,301	9,897	101,339	5,220	5,220	10,440
6105- Staff FT Other Comp	1,683	1,679	1,518	1,640	1,696	1,907	1,588	1,584	1,732	1,724	16,771	550	550	1,100
6110- Staff FT Instruction	81	120	335	255	459	143	282	312	287	119	2,393	100	100	200
6115- Staff FT Regular	269	410	685	693	534	613	534	348	666	241	5,213	100	100	200
6201- Faculty FT Regular	185,846	185,847	185,826	186,000	185,661	186,006	185,609	185,915	185,965	185,665	1,858,990	185,915	186,036	371,951
6305- Faculty FT Other	2,918	2,811	2,868	2,676	2,693	2,670	2,800	2,968	2,806	2,527	27,757	2,693	2,670	5,363
6310- Faculty FT Regular	4,726	4,611	4,888	4,899	4,841	4,915	5,038	4,862	4,807	4,792	48,379	4,841	4,915	9,756
6315- Faculty FT Other	424	664	529	855	705	435	470	398	589	422	5,491	705	435	1,140
<b>Total</b>	<b>205,814</b>	<b>206,698</b>	<b>206,796</b>	<b>207,160</b>	<b>207,041</b>	<b>206,838</b>	<b>206,782</b>	<b>206,562</b>	<b>207,155</b>	<b>205,587</b>	<b>2,066,233</b>	<b>206,124</b>	<b>206,026</b>	<b>406,150</b>
<b>Taxes &amp; Benefits</b>														
6210- Health Benefits	10,291	10,325	10,340	10,338	10,352	10,342	10,339	10,328	10,358	10,279	103,312	10,006	10,001	20,008
6220- Retirement	20,581	20,650	20,680	20,716	20,704	20,684	20,676	20,656	20,716	20,559	206,623	20,012	20,003	40,015
6230- Payroll Taxes	30,872	30,975	31,019	31,074	31,056	31,026	31,012	30,984	31,073	30,838	309,935	30,019	30,004	60,023
6240- Recruiting			5,000								6,000			
<b>Total</b>	<b>61,744</b>	<b>61,949</b>	<b>61,939</b>	<b>62,148</b>	<b>62,112</b>	<b>62,051</b>	<b>62,035</b>	<b>61,969</b>	<b>62,147</b>	<b>61,676</b>	<b>625,870</b>	<b>60,037</b>	<b>60,008</b>	<b>120,045</b>
<b>Student Activities</b>														
7800- Graduation Expenses														
7801- Theater Production Expenses	1,849	1,746	2,018	2,059	1,672	1,701	1,850	1,702	1,724	1,850	18,171	711	707	1,418
7802- Student Testing	2,051	2,144	1,766	1,979	2,082	1,806	1,934	1,833	1,683	1,934	15,212	387	670	1,057
7803- Social Activities														
<b>Total</b>	<b>3,900</b>	<b>3,890</b>	<b>3,784</b>	<b>4,038</b>	<b>3,754</b>	<b>3,507</b>	<b>3,784</b>	<b>3,535</b>	<b>3,407</b>	<b>3,784</b>	<b>37,383</b>	<b>1,098</b>	<b>1,377</b>	<b>2,475</b>
<b>Taxes &amp; Entertainment</b>														
6410- Airfare	8,435	8,430	8,213	8,569	8,503	8,388	8,664	8,628	8,264	8,451	84,545	8,388	8,213	16,601
6420- Hotel	2,016	1,692	1,829	1,763	2,114	1,671	1,793	1,748	1,702	1,908	18,236	1,671	1,829	3,500
6430- Meals	801	517	494	812	442	612	450	745	361	380	5,654	632	494	1,136
6440- Mileage/Parking	787	356	804	573	555	784	458	402	622	426	5,797	784	804	1,588
6450- Other T&E	732	713	675	748	326	398	408	833	377	852	6,062	398	675	1,073

## Collaboration

Our platform includes workflow and process tracking capabilities to enable a collaborative planning process across departments and business units. A process tracker gives teams visibility into planning and consolidation tasks and deadlines, provides visual indicators of completion, and keeps everyone informed with threaded conversations. Process guides provide step-by-step walk-throughs of your planning process so occasional business users can quickly and confidently complete their planning, variance analysis, and forecasting tasks. Workflow makes it easy for users to submit and approve budgets and forecasts.

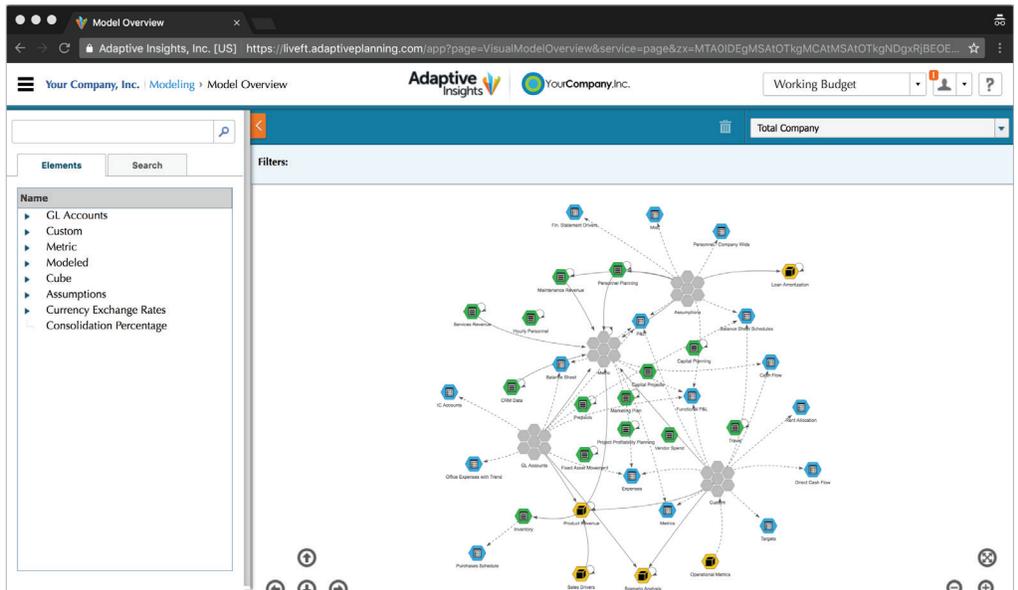
## Quickly Navigate the Planning Process One Step at a Time

Easily create step-by-step guides for your users, tailored to their specific roles, with links directly to the location in the financial model where their input is required. Simplify the process and help occasional or new users collaborate in each budget and planning cycle. Ensure that business and FP&A users complete all the necessary planning steps on a timely basis while giving them an experience that is easy and fast.



### Visualize Your Model and How It's All Connected

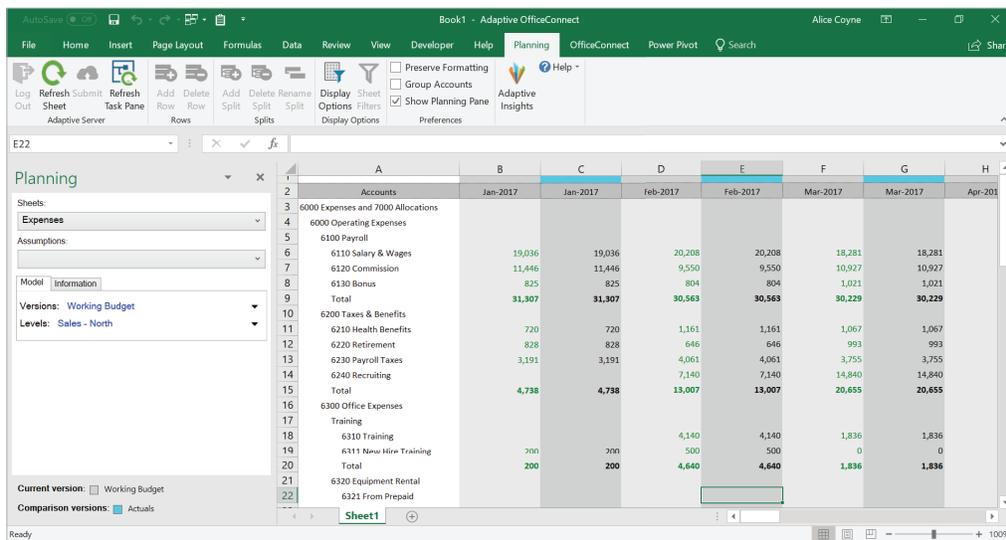
Visual Model Overview allows you to quickly grasp your business model and data flows in a single view. See a graphical representation of your model that dynamically updates with the version and level you select. Understand your model and data flows without clicking through multiple pages. Grasp your overall planning process quickly. Enable new administrators to come up to speed with ease and understand your model in little time.



## A Seamless Experience—On the Web and in Excel

Adaptive Insights for Finance is designed with user choice and flexibility in mind. The software offers multiple interfaces made to suit the needs of its users and make it simple to move from manual budgeting, forecasting, and planning. Users can work with our incredibly familiar and easy-to-use, web-based planning sheets that deliver an Excel-like experience with the advantages of working in a browser from anywhere. They can also use our Excel Interface for Planning to take advantage of the formatting power of Excel as well as when they need to work offline. In either case, our solution provides centralized data entry, instantly calculated results, organizational security, and workflow with the goal of eliminating duplicated effort and time wasted consolidating the plan.

Reporting and analytics are available on models, actuals, and transaction data in an easy-to-use, drag-and-drop interface that never requires script-writing of any kind. This takes advantage of our columnar data store for multidimensional operational data and metrics, meaning users also can have personalized dashboard views of the business.

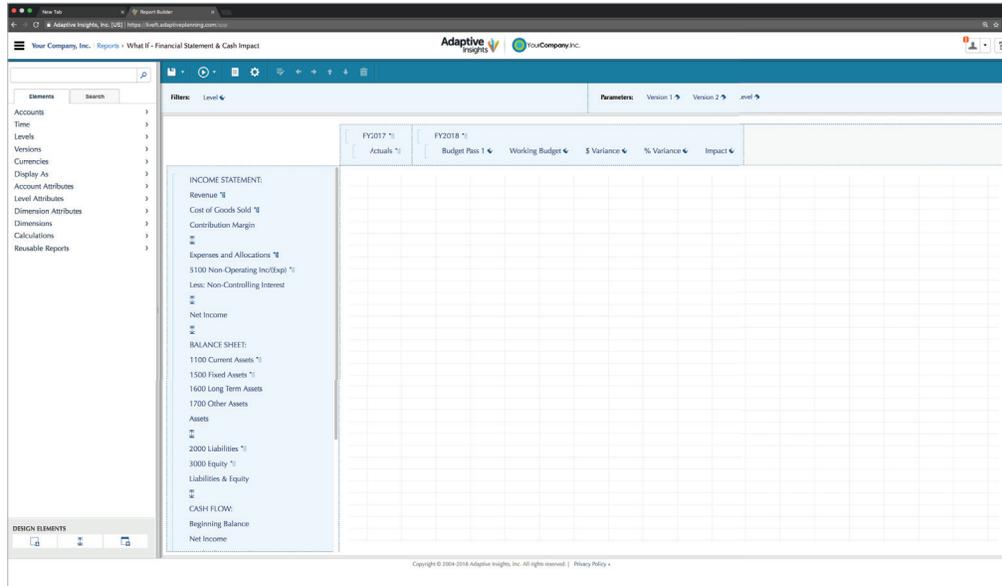


Accounts	Jan-2017	Jan-2017	Feb-2017	Feb-2017	Mar-2017	Mar-2017	Apr-2017
6000 Expenses and 7000 Allocations							
6000 Operating Expenses							
6100 Payroll							
6110 Salary & Wages	19,036	19,036	20,208	20,208	18,281	18,281	
6120 Commission	11,446	11,446	9,550	9,550	10,927	10,927	
6130 Bonus	825	825	804	804	1,021	1,021	
<b>Total</b>	<b>31,307</b>	<b>31,307</b>	<b>30,563</b>	<b>30,563</b>	<b>30,229</b>	<b>30,229</b>	
6200 Taxes & Benefits							
6210 Health Benefits	720	720	1,161	1,161	1,067	1,067	
6220 Retirement	828	828	646	646	993	993	
6230 Payroll Taxes	3,191	3,191	4,061	4,061	3,755	3,755	
6240 Recruiting			7,140	7,140	14,840	14,840	
<b>Total</b>	<b>4,738</b>	<b>4,738</b>	<b>13,007</b>	<b>13,007</b>	<b>20,655</b>	<b>20,655</b>	
6300 Office Expenses							
6310 Training							
6311 New Hire Training			4,140	4,140	1,836	1,836	
6320 Equipment Rental			500	500	0	0	
<b>Total</b>	<b>200</b>	<b>200</b>	<b>4,640</b>	<b>4,640</b>	<b>1,836</b>	<b>1,836</b>	
6321 From Prepaid							

## Reporting & Analytics

### End-to-End Self-Service Reporting

Create personalized, ad hoc reports in a snap. Intuitive drag-and-drop web reporting puts you in control with interactive, slice-and-dice reporting across dimensions and metrics. Instantly generate, distribute, and review up-to-the-minute management reports, and share detailed insights with your team.



All of this is available to users in an intuitive user experience that encourages organization-wide user adoption.

### Self-Service Interactive Dashboards

Adaptive Insights enables analysts, managers, and executives to drive business performance with self-service interactive dashboards, data visualizations, and charts that anyone can create, personalize, and share. Visualize numbers and charts side by side while you plan, easily see variances in a waterfall chart, personalize financial dashboards with your own KPIs, and perform period-over-period analysis. Analyze real-time financial and operational data over time, reach your own conclusions, and apply what you've learned to improve the plan. With easy, powerful, and fast analytics and dashboard software, you can plan and adapt without compromise to drive business success.

With Adaptive Insights, users can spend more time advising operational executives and managers, because you spend less time cross-referencing the numbers and creating reports. That's because the data is comprehensive, relevant, and fresh so the interactive dashboards you create and share will always be up-to-date.

As the name says, Adaptive Insights for Finance is built for finance self-sufficiency. The expertise you bring to your finance role is all the knowledge you need to help you create, comprehend, and share interactive dashboards, visualizations, and charts tailored to help you do your job. Quickly identify variances from a waterfall chart, perform period-over-period analysis, compare the budget to actuals, and recognize performance trends over time, all from the dashboard itself.

We enable you to create interactive data visualizations that help you rapidly analyze, compare, and contrast information. With real-time data that reveals itself in layers, you can select and personalize information for your own use to quickly understand and compare performance over time, identify root cause, and course-correct to achieve goals.



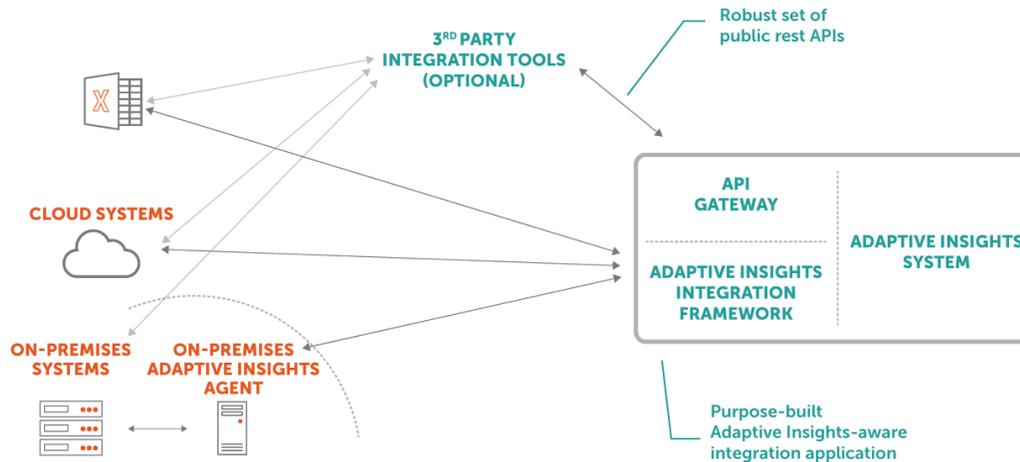
## The Power of Integrated Planning and Analytics

Now you can create a common language for data and analytics. A built-in metrics catalog centralizes financial and operational business metrics in categories and folders, so everyone makes decisions on the same KPIs. Share insights, notes, and narratives across the team. And of course, all metrics are based on the same cloud data foundation so that everyone is working off the same single source of trusted information.

With integrated planning and analytics, Adaptive Insights lets you pivot immediately from analyzing performance to re-planning and reforecasting. Drill down from visual metrics to the related planning sheets to test out new assumptions and see their impact in real time on your forecasts, or drill further down to transactional details.

## Integration

Data from other systems is crucial to the planning process. GL data on past performance is used as drivers for modeling and for analytical and reporting comparisons of past actual performance versus plans. Data from other systems such as customer relationship management (CRM) or Human Capital Management (HCM) systems are used to drive topline and workforce planning models, respectively. Data from a variety of sources need to come together for a holistic view of metrics and KPIs. For these reasons, data integration is a key part of our platform. We offer automated and manual options to integrate data from customer source systems into the Business Planning Cloud as well as open APIs to participate in customers' own integration infrastructure. These source systems often include enterprise resource management, HR, and CRM systems including Workday, Oracle, SAP, PeopleSoft, NetSuite, Sage Intacct, MS Dynamics, Salesforce.com, and customer data warehouses, as well as many others. Our platform includes capabilities that enable data integration, combining of data from multiple sources, and the ongoing management of these integrations through our product user interface, freeing business users from dependence on IT to



schedule and manage their data integrations.

## Flexible Integration Architecture

Adaptive Insights is designed to integrate with a broad host of systems and data sources, enabling your organization with a unified view of your business. Integration strategy options include:

### Integration Framework: Finance-Managed Data Integration

The pace of change makes it difficult to successfully model, forecast, and analyze your business if you haven't automated how data moves from your transactional systems to your planning tools. Manually pulling, massaging, and importing CSV and worksheets doesn't scale. Our Integration Framework empowers finance teams to automate their data flows so they can spend more time understanding and analyzing the data, not shuffling it from place to place. Our customers are leveraging Adaptive Insights' integration capabilities to reduce error risk, free up finance's time from low-value-added tasks, and accelerate reporting cycles.

Adaptive Insights' approach to integration empowers business users, not just IT, to manage and maintain their data in the platform. Our click-not-code approach for calculations and transformations not only saves time, but is accessible for finance users who are comfortable with formulas and math but don't want to have to write in code. We let users test and visualize their source data in a staging area before loading it into their models. Furthermore, you can combine data from multiple source systems to give you a more complete picture.

### Hybrid Planning Through Cloud Integration

Adaptive Insights can play a complementary role to a legacy, on-premises corporate planning solution, providing ease of use, collaboration, and agility to departmental or business unit users. We enable a hybrid planning environment with Oracle Hyperion, IBM TM1, and SAP Business Objects. Adaptive is proven to operate in a hybrid cloud environment. In fact, our customers integrate source data from public clouds like Salesforce, NetSuite, and Intacct, as well as from private cloud deployments of

solutions like SAP R/3, Oracle eBusiness Suite, and Microsoft Dynamics.

**Open APIs for Integration via Third-Party Solutions**

We enable you to leverage third-party integration services including Informatica and Dell Boomi. We also enable you to work with an existing installation of business intelligence solutions including Tableau and Qlik. Adaptive Insights exposes a rich set of public APIs that are open and standards-based (REST). Using these APIs, partners and customers are able to establish data integration solutions using third-party ETL tools like Informatica, Dell Boomi, and MuleSoft. APIs allow for importing actuals and transactions data into Adaptive Insights while also allowing for exporting budgets, plans, and forecasts back to external systems, including reporting tools like Tableau or Qlik.

It’s important to recognize that this level of integration is challenging with applications that aren’t web

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	Import	Export
<b>Data</b>	<ul style="list-style-type: none"> <li>• Standard</li> <li>• Cube</li> <li>• Model</li> <li>• Transactions</li> <li>• Erase Actuals</li> </ul>	<ul style="list-style-type: none"> <li>• Standard, Cube, Model accounts</li> </ul>
<b>Metadata</b>	<ul style="list-style-type: none"> <li>• Dimension</li> <li>• Level</li> <li>• User</li> <li>• Account</li> <li>• Modeled sheet</li> </ul>	<ul style="list-style-type: none"> <li>• Attributes</li> <li>• Dimensions/Families</li> <li>• Levels</li> <li>• Sheets – listing, model sheet</li> <li>• Time</li> <li>• Transaction</li> <li>• User</li> <li>• Version</li> <li>• Currency</li> <li>• Instances</li> <li>• Roles</li> </ul>
<b>Platform</b>	<ul style="list-style-type: none"> <li>• Publish changes, Unpublish status</li> </ul>	

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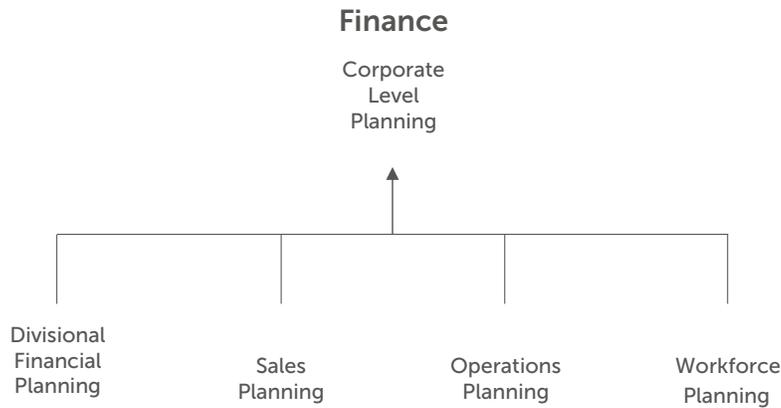
native. Legacy tools like SAP BPC and Hyperion cannot and do not offer this level of integration because of their proprietary design.

**Integration with Flexibility**

The combination of our powerful cloud-to-cloud integrations, application adapters and connectors, and flexible ETL provides unmatched capability for blending Adaptive Insights into the most sophisticated and heterogeneous environments, while maintaining the high level of efficiency that is Adaptive Insights’ hallmark.

**Federated Planning Domains for Large, Complex Organizations**

From corporate finance through operating departments to business units, Adaptive Insights enables groups to plan their own domains. Individual plans come together into a holistic, fully linked corporate plan. What’s more, each planning domain can have its own comprehensive model based on the planning cadence of its part of the business. This architecture of federated planning domains mirrors the organizational structure of complex organizations, aligning well to how organizations manage data access and control. Federated planning domains enable corporate finance to orchestrate planning and performance at



the local and corporate level. This empowers departments and business units to model, plan, and report at levels specific to their needs.



## Adaptive Insights Technology Overview

### World-Class Security

#### Third-Party Certification, Audits

##### SOC 2 TYPE II COMPLIANCE

Adaptive Insights provides world-class protection, service, and resiliency you can rely on and trust. Adaptive Insights is SOC 2, Type II compliant. SOC 2 is the AICPA standard for reporting on controls at service organizations, including software-as-a-service providers. The SOC 2 attestation covers the security, confidentiality, processing integrity, and availability trust service principles.



##### TRUSTE & PRIVACY SHIELD



With customers in more than 50 countries, data privacy and adherence to regional regulations is of the utmost importance to Adaptive Insights. TRUSTe performs annual certification of our services to ensure compliance with EU-US Privacy Shield, US/Swiss Safe Harbor framework, and APEC Cross Border Privacy Rules (CBPR) system covering the collection, use, and retention of data. Our practices are also consistent with Canada's PIPEDA and the Australian Privacy Principles.

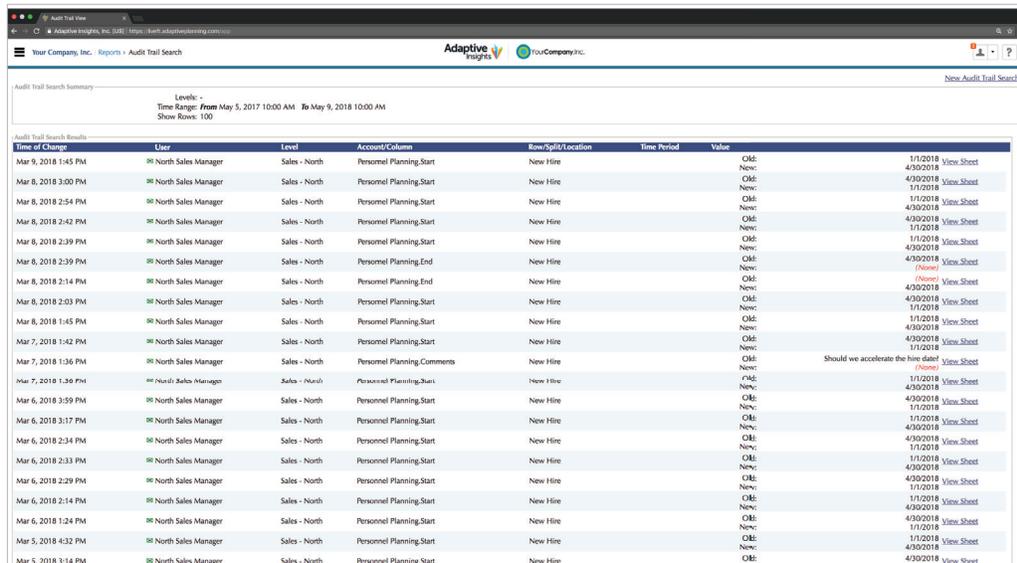


##### SKYHIGH ENTERPRISE-READY

Adaptive Insights meets the full requirements for data protection, identity verification, cloud service security, business processes, and legal protection to receive the Skyhigh

CloudTrust™ enterprise-ready rating.

We maintain an exhaustive security program aimed at securing and maintaining the integrity of our customers' data via physical and logical security and data encryption. Our security program covers both the technology platform itself and how we develop, test, and deploy software. We obtain third-party security audits for our SOC 2, Type II certification relating to security and data privacy. We protect our



Audit Trail Search Summary

Levels: -  
Time Range: From May 5, 2017 10:00 AM To May 9, 2018 10:00 AM  
Show Rows: 100

Time of Change	User	Level	Account/Column	Event/Field Location	Time Period	Value	
Mar 9, 2018 1:45 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 8, 2018 3:00 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 8, 2018 2:54 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 8, 2018 2:42 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 8, 2018 2:39 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 8, 2018 2:39 PM	North Sales Manager	Sales - North	Personnel Planning.End	New Hire		Old: New: 4/30/2018 (None)	<a href="#">View Sheet</a>
Mar 8, 2018 2:14 PM	North Sales Manager	Sales - North	Personnel Planning.End	New Hire		Old: New: 4/30/2018 (None)	<a href="#">View Sheet</a>
Mar 8, 2018 2:03 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 8, 2018 1:45 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 7, 2018 1:42 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 4/30/2018	<a href="#">View Sheet</a>
Mar 7, 2018 1:36 PM	North Sales Manager	Sales - North	Personnel Planning.Comments	New Hire		Old: New: Should we accelerate the hire date? (None)	<a href="#">View Sheet</a>
Mar 7, 2018 1:30 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 6, 2018 3:59 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 6, 2018 3:17 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 6, 2018 2:34 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 6, 2018 2:33 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 6, 2018 2:29 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 6, 2018 2:14 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 6, 2018 1:24 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 5, 2018 4:32 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>
Mar 5, 2018 3:14 PM	North Sales Manager	Sales - North	Personnel Planning.Start	New Hire		Old: New: 1/1/2018 4/30/2018	<a href="#">View Sheet</a>

platform through rigorous backup processes, built-in redundancy, and disaster recovery mechanisms. We provide role-based security and an audit trail of user actions. Adaptive Insights provides the high availability demanded by global operations and performance transparency you can trust.

### Physical and Logical Security

Adaptive Insights co-locates all its production systems in state-of-the-art, high-security data centers. Adaptive Insights personnel manage these systems including managing the computer hardware, backups, releases, upgrades, and database management. Our production systems are housed in data centers with secure cages, redundant power lines, and diverse high bandwidth access through the internet. Adaptive Insights' network operations team manages perimeter security including firewall, intrusion detection and log review, with continuous monitoring. Network assessments are performed strictly and regularly.

Data is completely encrypted as it is transmitted across the internet from our cloud to you, via SSL, using industry-standard firewall technology, ensuring that our users have a secure connection from their browsers to our service. User credentials that are required for access, managed by strong password controls, are encrypted via industry-standard one-way encryption, PBKDF2-HMAC-SHA1.

### Secure User Authentication

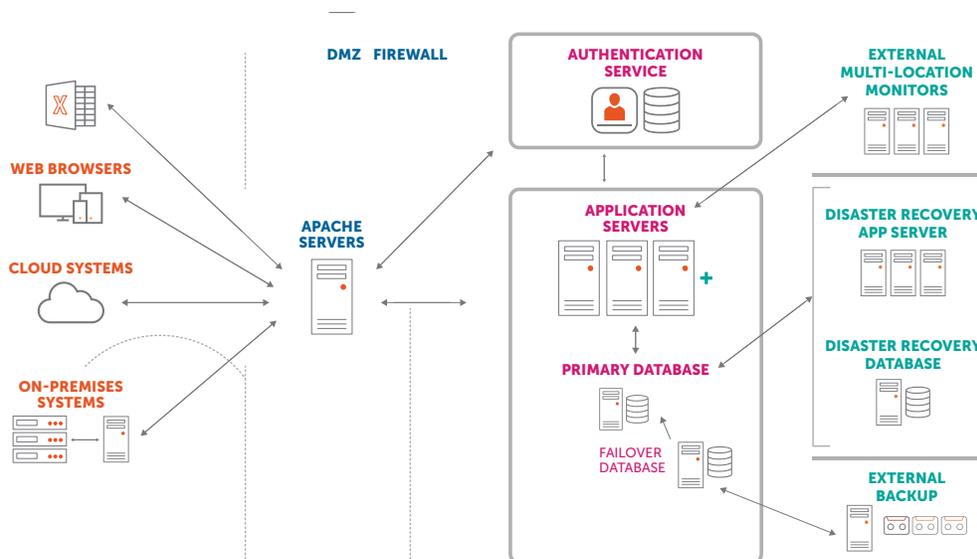
User authentication is critical so we employ salted and encrypted passwords. We provide SAML 2.0 support and support for Active Directory. Customer data is managed in separate database schemas. Non-SSO login also supported. Preference is available to turn this off.

The Adaptive Insights Business Planning Cloud is only available over HTTPS, and all application data, logins, session cookies, etc. are transported using industry-standard TLS encryption. Furthermore, all tape backup media, including on-site and off-site vaulting, is encrypted with at least 128-bit AES encryption. Using a true secure multi-tenant architecture, each customer's data is logically segmented from one another. Passwords are secured via one-way encryption using salted hashes and key-stretching algorithms.

Organizations may opt instead to integrate with their existing identity and access management solutions (including cloud providers) by leveraging our SAML 2.0 support. Administrators also have the option to lock down access to their accounts from only specified IP addresses.

### Role-Based Security and Complete Audit Trail

The Adaptive Insights Business Planning Cloud allows quick and simple management of permissions using a role-based access control model. Customer administrators define the specific permissions for each role and assign those roles to users. These controls can be made as granular as desired all the way down to the row level of a sheet. Sheets and reports will display only data within a particular user's or role's security permissions. The platform provides a comprehensive audit trail that records all interactions and lets



administrators understand what changes were made, by whom, and when.

### Secure Data Management INFRASTRUCTURE OVERVIEW

All our customers' data is replicated to several geographically diverse mirrors, and we back up customer data to local servers, providing the ability to quickly restore data when required. To ensure service continuity in, Adaptive Insights provides a secondary disaster recovery site that's geographically diverse from the primary site. And every five minutes, Adaptive Insights automatically replicates production data to the secondary disaster recovery environment. Our world-class data management is provided as a standard part of the service.

We provide 256-bit encryption of customer data with segregation of data. We also offer encryption at rest to secure data on the database in addition to that in motion.

Data centers are strategically placed to provide broad geographic coverage and great application performance to our customers worldwide. Organizations can easily maintain data sovereignty and know exactly where their data is at all times with the choice of hosting in our U.S., European, Canadian, or Australian data centers. To further protect against any possible case of failure, we maintain secondary and tertiary local databases and continuously replicate database transactions to geographically diverse disaster recovery (DR) sites within each country/region. DR plans are tested and updated regularly to ensure fast failover capabilities and to minimize any minimal service disruption.

Region	Primary Location	Disaster Recovery		
		Vendor	Location	Vendor
U.S.	Santa Clara, CA	CenturyLink	Ashburn, VA	Dimension Data
Canada	Vancouver, BC	CenturyLink	Toronto, ON	Dimension Data
E.U.	Amsterdam	Dimension Data	London	Dimension Data
Asia-Pacific	Sydney	Dimension Data	Melbourne	Dimension Data

We host our solutions for our customers in data centers located in the U.S., Canada, Europe, and Australia and currently contract with CenturyLink and Dimension Data.

In addition to internal measures, we also conduct regular risk and security assessments of these facilities and review their SSAE 16, SOC, and/or ISO 27001 attestations and certifications to ensure that our data center providers have adequate controls to maintain availability and security of our services.

#### High Availability

We enable high availability and provide public reporting of availability and response time on our website.

#### Customer Environment Options

We provide multiple environment options including production environments (one or multiple) and sandbox environments (can be clones of production). Environments can be linked or independent.

#### Product Releases

Adaptive Insights provides rapid innovation to our customer base. We typically have three major releases per year. Each release requires one to four hours of downtime, typically. They are usually scheduled on Friday nights. We provide advance notice via email and in-product. We also provide minor releases every three weeks. The typical downtime for minor releases is just 10-15 minutes. Our customers are automatically upgraded to the latest version so that customers are on a common release. Each release is run through a rigorous QA phase prior to deployment.

#### Early Adopter Program (EA)

Adaptive Insights provides select customers the opportunity to upgrade to the new release prior to general availability (GA). This is typically within a window of six weeks prior to GA. The Early Adopter Program gives users the ability to engage directly with the product management team through scheduled feedback forums as well the opportunity to learn tips and tricks to take advantage of new features. There's also the option to have only the sandbox environment in the EA program.

## Technology Requirements

Adaptive Insights supports the following environments:

### WINDOWS-BASED BROWSERS

- Microsoft Edge
- Internet Explorer 11
- The latest version of Chrome
- The latest release of Mozilla Firefox and the latest ESR\* release of Mozilla Firefox

### MAC CONFIGURATIONS

- Mac OS X 10.11 or higher
- The latest version of Chrome
- The latest release of Mozilla Firefox and the latest ESR\* release of Firefox
- The latest release of Safari

### OFFICECONNECT, EXCEL INTERFACE FOR PLANNING

Optional set of add-ins for Microsoft Office for real-time data interaction on Excel, Word, and PowerPoint

- Microsoft Windows® 7 or later (32-bit or 64-bit)
- Microsoft Windows® Server 2008 R2 or later
- Server/desktop virtualization environments (such as Remote Desktop Services)

### MICROSOFT OFFICE

- Microsoft Windows® 7 or later (32-bit or 64-bit)
- Microsoft Windows® Server 2008 R2 or later