



Fractal:Edge Enterprise Products Customer Case Study

Company Extends Microsoft Excel-based Corporate Performance Management Using Dynamic Fractal Maps

"I no longer spend hours packaging the financial story. I see in the data more than I have ever seen before because I can efficiently look at it from so many perspectives. We now use Fractal Maps as our primary financial management tool."

Company Financial Director

Challenge

With an innovative approach to market and lean operations, flexible, rapid and accurate reporting is an essential component for success. The Financial Director wanted to improve the process of analysing and reporting key performance metrics from the Corporate Performance Management system, ensuring that stake-holders across the business had the right information to drive decisions.

The financial data included 12 dimensions per P&L transaction or budget line item, plus rolling projection data, numerous hierarchies that organize data by project, functional area, expense category, and other cross-company views. This data was captured in a comprehensive Excel spreadsheet distributed to relevant operational managers. Review of the data was time-consuming and the lack of dynamic analysis and presentation made it difficult for the Financial Director to "package the story" for board meetings.

Solution

With no changes to the underlying data architecture, Fractal Map reporting was configured to:

- Use colour coding to quickly highlight variances from budget and the most significant expenditures and revenue items;
- Provide multi-hierarchy analysis for break-down of the data by project, functional centre, expense classification, account and/or vendor;

- Enable very fast drill-down to get from top level overviews to transaction level details in just a couple of seconds.

The Fractal Map reports are distributed to key stakeholder managers for review to allow more in-depth analysis than was previously possible using just Microsoft Excel.

Results

"Fractal Maps have achieved a holy grail—simplicity on the other side of complexity. They:

- Have substantially increased the efficiency and effectiveness of our financial management process;
- Work better than other reporting techniques because of their speed and intuitive operation;
- Beat native reporting in accounting systems because even simple queries in those systems require time and experience to generate;
- Beat Cognos and Crystal Reports because their query speed is not fast enough for real-time analysis with a group;
- Beat Excel Pivot Tables because single clicks in Fractal Maps are faster than dragging dropping and filtering.
- Work very well as a presentation tool replacing dozens of PowerPoint slides with a single dynamic page."

Fast Facts

Number of Employees: 80

Country or Region: West Coast USA

Industry: Aerospace

Customer Profile

The customer is a leading aerospace firm on the West Coast of the USA. At the cutting edge of new technology, the company is a pioneer in the developing market for extra-terrestrial exploration

Software and Services

- Fractal:Intelligence™ Excel Edition
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