



# Budgeting, Planning & Forecasting

## The Comfort of Excel in an Enterprise-Class Budgeting Solution

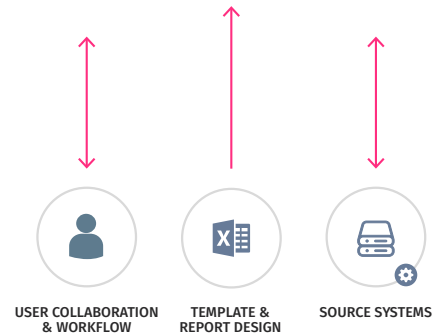
For years, technology options for budgeting have been a story of two extremes. On one end, companies try to manage an uncontrolled assembly of Excel spreadsheets that need to be manually consolidated and reviewed in an error-prone and time-consuming process.

Alternately, companies implement more traditional, rigid corporate performance management (CPM) solutions. Neither of these options is ideal since, Excel has a range of limitations and traditional CPM solutions are hard to adopt.

Vena is a better way to manage your budgeting, planning and forecasting processes without choosing between the flexibility of Excel, and the security and control of larger scale enterprise systems.



**VENA CLOUD SERVICE**



## THE BEST OF BOTH WORLDS

Vena is an easy-to-deploy solution for budgeting, planning and forecasting. It is a single, web-based solution that leverages your existing Excel spreadsheets and the company-specific models within them.

With Vena, you don't have to sacrifice the ease of use and power of Excel for a controlled, secure environment. Vena gives you the flexibility and power you are accustomed to with native Excel, along with the collaboration, workflow, security and analytical capabilities of a traditional CPM solution.

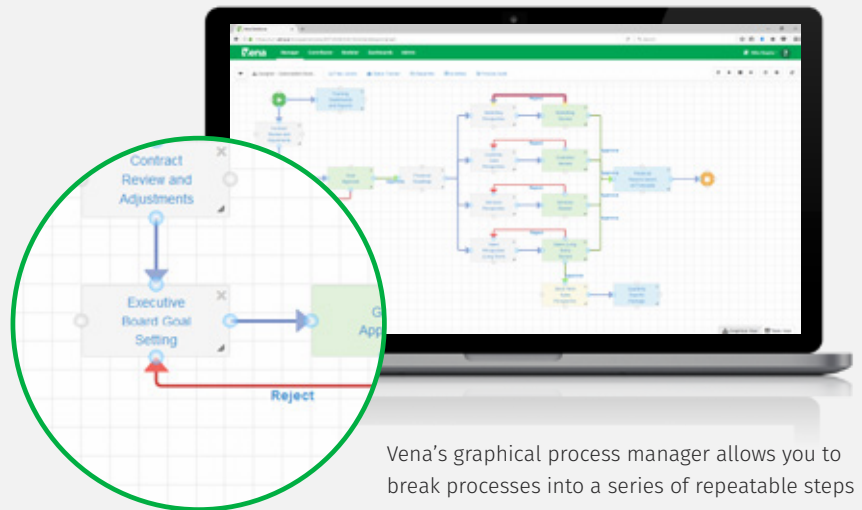
**Vena** PROVIDES THE BEST OF BOTH WORLDS

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>FLEXIBLE</b></p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">SPREADSHEET ENVIRONMENT</p>	<p><b>PROS</b></p> <ul style="list-style-type: none"> <li>• Flexible</li> <li>• Strong modeling</li> <li>• Powerful calculations</li> <li>• Rich presentation</li> <li>• High user adoption</li> </ul>	<p><b>CONS</b></p> <ul style="list-style-type: none"> <li>• Data integrity issues</li> <li>• No source system integration</li> <li>• Manual consolidations</li> <li>• Lack of auditability</li> <li>• No process management</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>CONTROLLED</b></p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">"REPLACE EXCEL" APPLICATION ENVIRONMENT</p>	<p><b>PROS</b></p> <ul style="list-style-type: none"> <li>• Controlled environment</li> <li>• High data integrity</li> <li>• Database centric</li> <li>• Workflow management</li> <li>• Auditable</li> </ul>	<p><b>CONS</b></p> <ul style="list-style-type: none"> <li>• Takes you away from spreadsheets</li> <li>• Rigid, lack of flexibility</li> <li>• IT/consulting intensive</li> <li>• High cost of ownership</li> </ul>



## Keep Your Spreadsheets, Get Up and Running Faster

Unlike solutions that “rip and replace” Excel and force you to learn a new application, Vena leverages your existing spreadsheets and models. This means you can tailor the solution to your specific business requirements.



Vena’s graphical process manager allows you to break processes into a series of repeatable steps

Vena is implemented in a fraction of the time of other solutions because it leverages your existing spreadsheets. With Vena, you don’t have to re-code and develop processes based on the locked-down specifications of a traditional system.

Also, because Vena keeps you and your team in the Excel templates you’ve been using all along, very little training is needed to get you up and running.

Vena can dramatically enhance your budgeting, planning and forecasting processes without the headaches of a traditional CPM application.

## Vena Offers Maximum Flexibility and Ease of Use Within a Controlled, Secure Environment

### ACCEPTANCE & USABILITY

#### Unparalleled User Adoption

- Native Excel is the user interface
- Managers can easily create and update workflows with an intuitive drag-and-drop process designer
- Contributors can conveniently work offline in Excel and synchronize updates when reconnected
- Web-deployed application provides ease of access to all users, regardless of location

#### Improved Trust and Buy-in

- Each business unit can define its own structure and logic
- Vena promotes higher adoption since people continue to work with the spreadsheets they already use

#### Owned by Finance...not IT

- Vena's intuitive, web-based platform enables the easy creation of process flows, data models and input templates, eliminating reliance on IT or consultants

#### Improved Collaboration

- Automatically sends email notifications to contributors, reviewers and approvers when templates are available to edit, review, approve or reject
- Features a centralized repository for all spreadsheets and templates
- Ensures security and version control by providing contributors access only to the right data as defined by the workflow

#### Flexible, User-Defined Reporting

- Business managers can easily define and customize their reports using a familiar Excel interface
- Report books can be defined in the process flow and published automatically
- Vena's multi-dimensional database is directly linked to Excel Pivot Tables and native analytics tools, enabling easy and powerful data analysis

*“Many performance management vendors talk about a spreadsheet-like interface, but Vena has gone a step further by leveraging the power and familiarity of Excel natively.”*

**CRAIG SCHIFF, CEO, BPM PARTNERS**

## CONTROL & VISIBILITY

### Vastly Improved Process Control

- A highly intuitive process designer breaks down your budget cycle into logical data input, review and reporting steps
- Vena links all required users to their assigned steps in the process along with their spreadsheet templates, instructions and due dates
- Provides notifications to managers and contributors via email when a template is available for review; simply click a link in the email notification to edit, review, approve or reject a template

### Tracking and Status Monitoring

- Provides enhanced visibility for managers, including:
  - A consolidated dashboard showing the current status of all processes
  - Centralized control for all business drivers, assumptions, validation parameters, threshold limits and more

## DATA INTEGRITY

### More Confidence in the Numbers

- Manage and enforce the growing number of data validation features available in Excel today
- Thresholds and/or validation checks are applied to increase data integrity and enforce your company-specific business rules
- Rule violation controls can be hard (e.g., reject save to database) or soft (e.g., require supplementary commentary)

### Single Version of the Truth

- Vena's high-performance, in-memory, multidimensional database can seamlessly integrate with any data source and provide you with real-time updates
- Drill-through features give you instant access to underlying data values and calculations with a single click
- Consolidations are automatic and reliable as contributors are submitting directly to the database – no macros, linking, or cutting & pasting required

### Increased Security and Auditability

- Vena provides granular role- and user-based access rights for contributors, viewers and approvers
- Vena allows you to better analyze data history by providing detailed audit trails of:
  - User identity
  - Date and time of spreadsheet saves
  - Cell-by-cell comparisons of changes in values and formulas

*“Vena has a unique design compared to other vendors, and therein lies the power of the application.”*

**CRAIG SCHIFF, CEO, BPM PARTNERS**



## VALUE & EFFICIENCY

### Ease of Deployment, Rapid Implementation

- Vena leverages existing models and spreadsheets to create new templates...it is the “Ultimate Starter Kit”
- A simplified, intuitive, web-based interface enables fast data model creation

### Expedited Data Entry

- Versioning capabilities in Vena allow you to copy data across different scenarios; with a click of a button, copy your previous year’s actuals to the current budget and give your budget owners an accelerated starting point
- Quickly spread total year values by account to the months using any kind of pattern (e.g., previous year, headcount, 4-4-5, etc.)
- Use line item detail features to enter your budget items in more detail or drill down into the story behind reported numbers

### “Rinse & Repeat” – Quick Process Rollover

- Flexibility of global variables enables the rapid “restart” of any repeatable process
- Just a few clicks and the process re-launches by retrieving a new period view of the database

### Leverage Industry Leading Technologies

- Enjoy lower costs and improved performance by leveraging Excel, the world’s most popular finance productivity tool
- “Future-proofed” application supports any new upgrades from Microsoft, including business intelligence (BI), data visualization enhancements and Office 365
- Supports any third-party Excel add-ins (e.g., Essbase, HFM, Smart View, BPC, etc.) or custom developed macros

*“This solution really allowed us to...use people’s time more efficiently. People are focusing on where there is risk and where there are issues – which I think is of huge importance.”*

**CARRIE RUBIN, CONTROLLER, FIRST WIND**



Vena Solutions provides budgeting, planning and revenue forecasting software for medium to large sized organizations. Vena offers finance and executive teams an enterprise-class cloud solution that combines Excel with a centralized database, workflow, reporting and analytics.

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