

# CASE STUDY



<b>COMPANY</b> benefit SAN FRANCISCO	<b>USE CASE</b> FP&A	<b>INDUSTRY</b> Retail	<b>SIZE</b> \$700M
<b>REGION (S)</b> Worldwide	<b>PREVIOUS SOLUTION</b> Excel	<b>PAIN / NEED</b> Efficient consolidation processes	<b>COMPETITION</b> Status Quo

## PROJECT DESCRIPTION

Benefit Cosmetics' corporate finance team needed a better, and more timely solution to income statement consolidation across their 40 markets. Their current Excel-based process took 7 business days to compile, aggregate, and summarize the data from 40 markets into one clear and concise income statement, which presented the most significant pain point for Benefit. Using Anaplan Connect, Benefit was able to load data from all 40 markets in under 10 minutes.

Akili coached Benefit on building out a Global Markets Budgeting model, which enabled the various markets to enter their budgets and forecasts directly into the Anaplan tool. Previously, the budgeting cycle was long and arduous, due to the limitations of Excel, differences in data formats between markets, and inability to quickly communicate edits or changes. The corporate finance team is now able to review, edit, and approve budgets and forecasts quickly, which greatly improves the efficiency during their planning process.

## KEY SUCCESS METRIC

After implementing Anaplan with Akili as their partner, the monthly close process was reduced from 7 business days to 1 business day. Also, there was a large improvement in automation loading. Anaplan significantly improved loading automation of data from 35 different sources around the world. All of the data was aggregated from various business units, providing leadership with visibility into key operational metrics.



Anaplan Partner  
2016 White Glove Award

Anaplan Partner  
2015 Challenger of the Year

