

CASE STUDY



COMPANY



USE CASE

Revenue Planning

INDUSTRY

Financial Services

SIZE

Manages \$8B in clients assets

REGION (S)

North America

PREVIOUS SOLUTION

Excel

PAIN / NEED

Streamlined budgeting & forecasting

COMPETITION

Status Quo

PROJECT DESCRIPTION

With a budgeting and forecasting model originally developed in Excel, Crestline's forecasting process was manually intensive and difficult to scale. Periodic reporting to senior management created significant administrative demands and the model forecasted cash flows and returns for each of the company's investment products and combined those results with expenses to report company and portfolio strategy performance. The base file contained over 170 tabs.

Crestline needed a centralized solution that would streamline the forecasting process, allow for scalability, and ease the communication of results to senior management. Akili was chosen because of our significant EPM / FP&A experience implementing budgeting and forecasting solutions. Anaplan was chosen for its flexibility in developing cloud-based centralized financial modeling solutions and speed in communicating real-time adjustments.

KEY SUCCESS METRIC

Anaplan's scalability allowed Crestline to add new investment strategies, products and fee structures on the fly. Now, scenario analysis can be performed in the solution in real-time to see the impact of new funds on overall portfolio performance. Distribution waterfalls are specific to fund product, and fund performance rolls up to the strategy or participating company, depending on the preferred view. Anaplan aids the Controller in forecasting fund returns and company revenue.



Anaplan Partner
2016 White Glove Award

Anaplan Partner
2015 Challenger of the Year

