

CASE STUDY



COMPANY



USE CASE

FP&A & Cohort Revenue Planning

INDUSTRY

Interactive Entertainment

SIZE

\$400M

REGION (S)

North America

PREVIOUS SOLUTION

Adaptive Insights

PAIN / NEED

Streamlined planning, budgeting & forecasting

COMPETITION

Status Quo

PROJECT DESCRIPTION

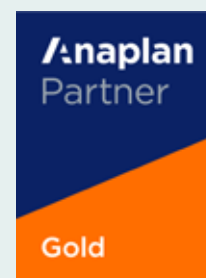
Kabam needed to implement a centralized planning solution on a common platform that would streamline their revenue planning and budgeting forecasting processes.

Traditional SG&A Financial Planning and Analysis was being performed using Adaptive Insights, which caused significant issues with budgeting and forecasting process management. Kabam's game user lifecycle revenue planning models could not scale with the growth of its business. With its rapid growth, Kabam struggled with system performance and scalability in response to ever-changing business needs.

Kabam looked to Akili because of our expertise in developing financial planning models for complex revenue planning requirements and Anaplan for its flexibility in developing cloud-based centralized financial modeling solutions.

KEY SUCCESS METRIC

Anaplan provided Kabam game revenue planners a common, centralized model platform to forecast game revenues and perform instant rollups. Anaplan's standard views and dashboards also made the reporting and surfacing data to the business more turnkey. The corporate consolidation team can now focus more of their time analyzing results rather than gathering and uploading data and Workforce planning is more streamlined.



Anaplan Partner
2016 White Glove Award

Anaplan Partner
2015 Challenger of the Year

