

Funding Profile Generator™

Strategy visualized™

Businesses that successfully link execution to their corporate strategy become 40 percent more valuable to their shareholders than the majority of companies who do not meet this goal.¹

AT A GLANCE

The Funding Profile Generator is for finance departments that want to contribute to an enterprise's strategy beyond just numbers. The Funding Profile Generator integrates with existing business applications to continuously translate traditional financial metrics into the language of business strategy. By creating unlimited Frameworks, finance teams can express plans, targets, actuals, forecasts, or scenarios in strategic perspectives any business leader can appreciate.

BENEFITS

With a single click, finance teams can produce strategic presentations specifically tailored for various unique executive audiences, including: Board of Directors, CEO, CFO, SVP Strategy, Business Unit GM, Region VP, Channel Executive, or Product Line Manager. Specific benefits include:

- **Reporting and Variance Explanation** – evaluate actuals from a strategic point of view
- **Modeling/Scenario Evaluation** – assess strategic impact of scenarios under consideration
- **Forecasting** – visualize strategic implications of forecasts
- **Planning/Budgeting/LRP** – align execution (budgets) with strategy (visualized)

What does the Funding Profile Generator do?

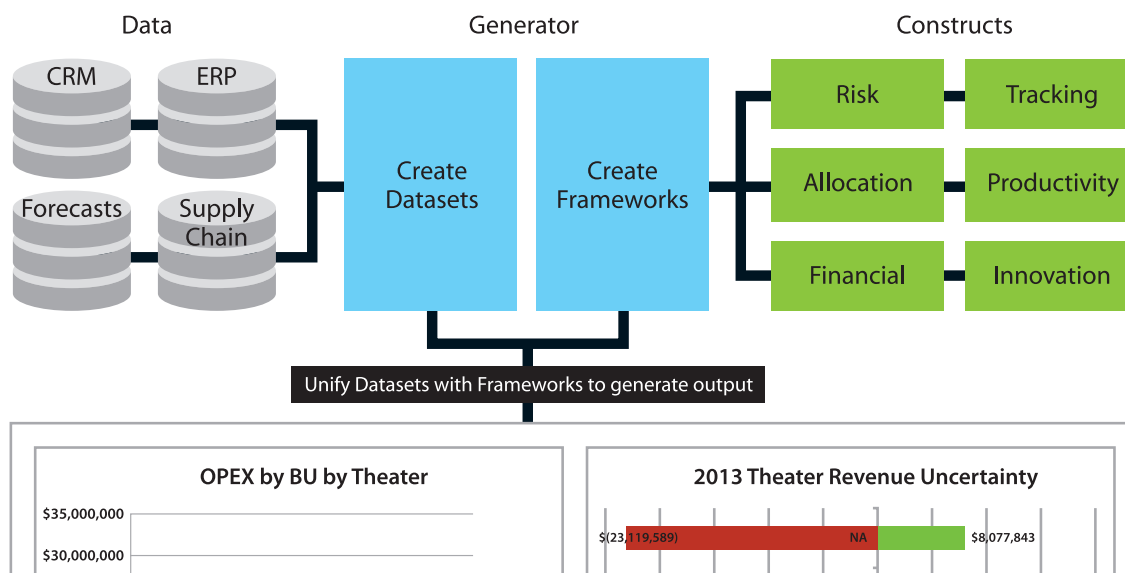
The Funding Profile Generator is like a bidirectional translator between strategy and finance. Strategy organizations and other business constituents use their input to create Frameworks. Finance groups populate the Datasets. The combination of the two is strategy visualized.

How the Funding Profile Generator works

The Funding Profile Generator application is comprised of three basic components – Constructs, Frameworks and Datasets. These components work together to generate visually compelling presentations.

Constructs – Choose from a library of thousands of ready-to-use charts, tables, and graphs.

- Discover optimal ways to display financial data given strategic parameters
- Evaluate constructs using:
 - the definition of the construct
 - how the construct is calculated
 - when to use the construct
 - when not to use the construct
- Use wizards to choose the most decision-ready ways to select and portray relevant strategic considerations



The Funding Profile Generator works by helping users quickly and easily create Frameworks from the Datasets to produce presentations designed to inform each targeted executive audience in accordance with their unique perspective.

¹How to put your money where your strategy is. McKinsey Research, 2012

- Search for care-about by using terms like region, channel, gross profit, contribution margin, or business unit

Frameworks – Build, create, and store multiple presentation templates assembled from constructs relevant to a unique and contextual points of view.

- Support multiple constituents
- Assemble Presentation Frameworks from collections of Constructs
- Access example Presentation Frameworks for assistance
- Create multiple Presentation Frameworks for multiple perspectives
- Store Presentation Frameworks for later use
- Eliminate version control issues and respond to evolving business conditions by editing and updating Presentation Frameworks
- Share Presentation Frameworks with others
- Collaborate asynchronously with others to create Presentation Frameworks

Datasets – Create financial, operational, and strategic sets of data from existing systems and spreadsheets.

- Quickly and easily sort through existing data to create Datasets
- Create Datasets including only data you wish to analyze
- Integrate data from existing planning and ERP systems
- Integrate strategy data from non-financial sources, including pipeline data, TAM, market share, supply chain, contracts, etc.
- Read from existing data sources, including spreadsheets
- Create plan and actual Datasets
- Incorporate forecast, sensitivity, and scenario models

The Output – Funding Profiles

The Funding Profile Generator creates customized presentations for any business constituent using data from the plan, actual,

forecast, scenarios, or long range plans. This same data is viewed different ways by different audiences. For example, a channel executive and a business unit general manager usually have very different sets of strategic concerns. Because of their different perspectives, they will look at the same data set differently. By applying custom-built strategic Frameworks to any set of data, the Funding Profile Generator quickly and easily builds decision-ready analytic output.

Presentations are generated when Frameworks are matched with Datasets. Choosing any Dataset and Framework combination results in a presentation being generated. For example, choosing a Framework called Business Unit Smith and a Dataset called Asia Pacific Region Channels would result in a complete presentation for a particular business unit called Smith that showed only data by channel for the Asia Pacific portion of that particular business unit. Use Funding Profiles Generator to:

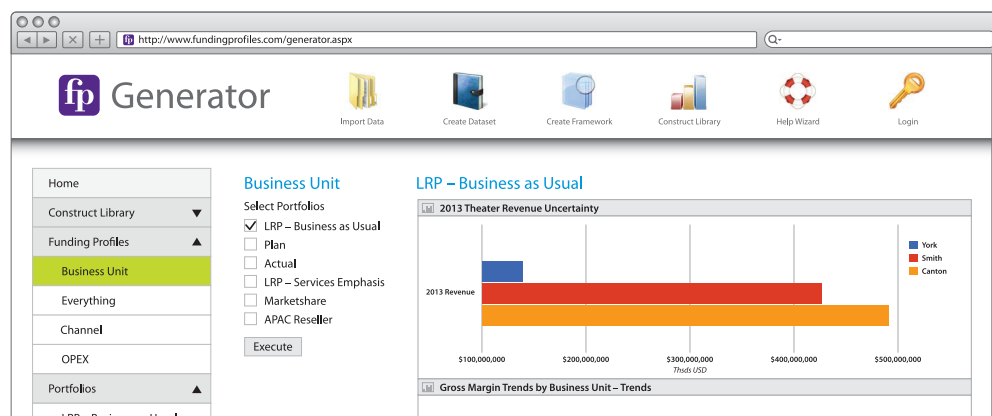
- Generate entire presentations with a few mouse clicks
- Create unlimited combinations of presentations
- Develop targeted presentations for specific business constituents
- Compare presentations through side by side view
- Print or Export output

24 x 7 Support

Funding Profiles offers enterprise-class support to all Funding Profile Generator customers. For customers that require additional services, Funding Profiles offers services engagements on best practices and getting started with a Funding Profiles Generator deployment.

Find Out More

For information or to purchase Funding Profiles products, call +1-408-685-2051 or visit www.fundingprofiles.com.



Presentations are automatically generated for any Dataset using any of the Frameworks.



Funding Profiles 440 North Wolfe Road Sunnyvale, CA 94085 (408) 685-2051 www.fundingprofiles.com

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