

Alleviate budgeting headaches with financial planning and analytics

Powerful analytics & visualizations for:

- QAD Adaptive ERP
- QAD Enterprise Edition
- QAD Standard Edition



Presenters



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Agenda

- Strategic Introduction
- Why Phocas?
- Phocas Introduction
- Demos with Real World Stories
 - Phocas Analytics
 - Phocas Financial Statements
 - Phocas Budgets and Forecasting
- Summary and Wrap-up
- Q&A



Strategic Introduction and Why Phocas?

About us

- Established: 1992
- Employees: 115+
- Locations: USA (5), Ireland, UK
- Customers: 1200+ Companies
 - 650+ full implementations
 - 350+ life science customers
 - 100+ reached exit strategy
- Products
 - QAD Adaptive ERP
 - Quality Systems
 - ERP Integrations & Extensions
 - FDA Validation Toolkit/Protocols
- Services
 - Implementations
 - Upgrades
 - Integrations
 - FDA Validation
 - Managed Services
 - QAD and EDI



- QAD Help Desk (helpSERV)
- Staff Augmentation

Why Phocas?

- Strategic always looks for solutions that complement and extend the capabilities of QAD
 - Gap fillers and enhancements
 - Ease of use
 - Extensibility
- World Class BI/Analytics Platform
 - Start with financials and grow to other data sets
- Ease of Implementation
 - Fraction of the cost of traditional analytics

Phocas Introduction

Phocas at-a-glance

- Company-wide data solutions for distribution, manufacturing, construction and retail
- Growth oriented global company with 20+ years of experience
- 30,000+ users across 3,000+ companies
- Fast ROI via 200+ integrations and solutions designed for QAD users
- Top-rated by users and industry analysts for ease of use, adoption, and support
 - #1 BI software by Gartner's Software Advice
 - 34 top rankings in BARC's The BI Survey



How data analytics can help your business

- Companies using analytics are 5x more likely to make faster decisions
- 64% of business leaders say BI creates significant competitive advantage
- BI adoption leads to a 24% increase in sales
- 87% of executives surveyed by HBR say their organization will be more successful when frontline workers are empowered to make important decisions in the moment.

Source: https://www.forbes.com/forbesinsights/qlik_enablement/index.html

Make More Accurate Decisions Faster

- Get a holistic, unemotional, view of your business
- Impact the now and future with increased visibility
- Reduce time spent creating or waiting on reports
- Quickly, and easily follow your train of thought and see details

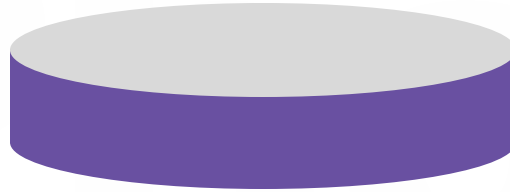
All your sales, operational and financial data – ALL OF YOUR DATA IN ONE PLACE

Phocas Budgeting and Forecasting



- Financial budgeting and forecasting
- Automated workflows
- Driver-based planning
- Rolling forecasts
- Scenario planning

Phocas Financial Statements



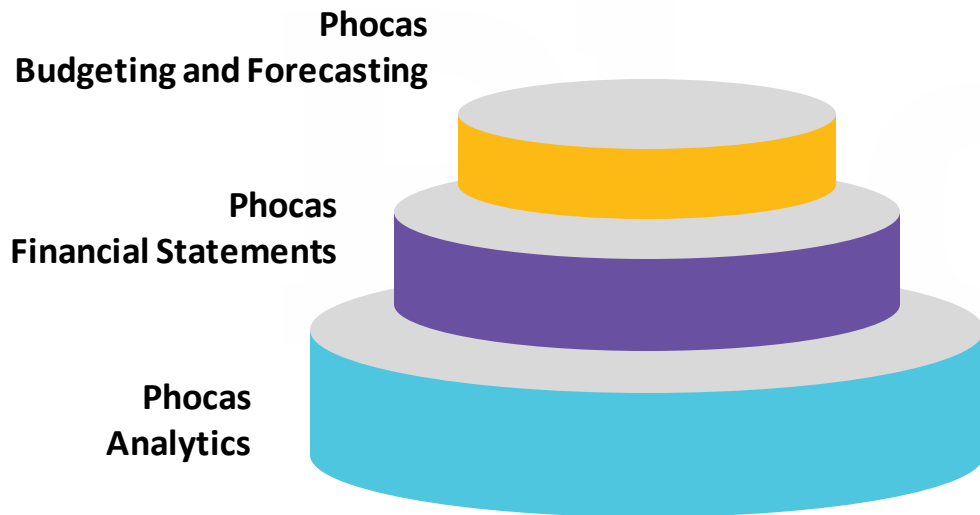
- Dynamic financial management reporting
- Democratize financial data
- Customize your statements
- Visualize financial ratios + KPIs

Phocas Analytics



- Easy to use data analytics tool
- Turn your data into actionable intelligence
- Visualize your data
- Drill down to underlying transactions
- Powerful ad hoc analysis

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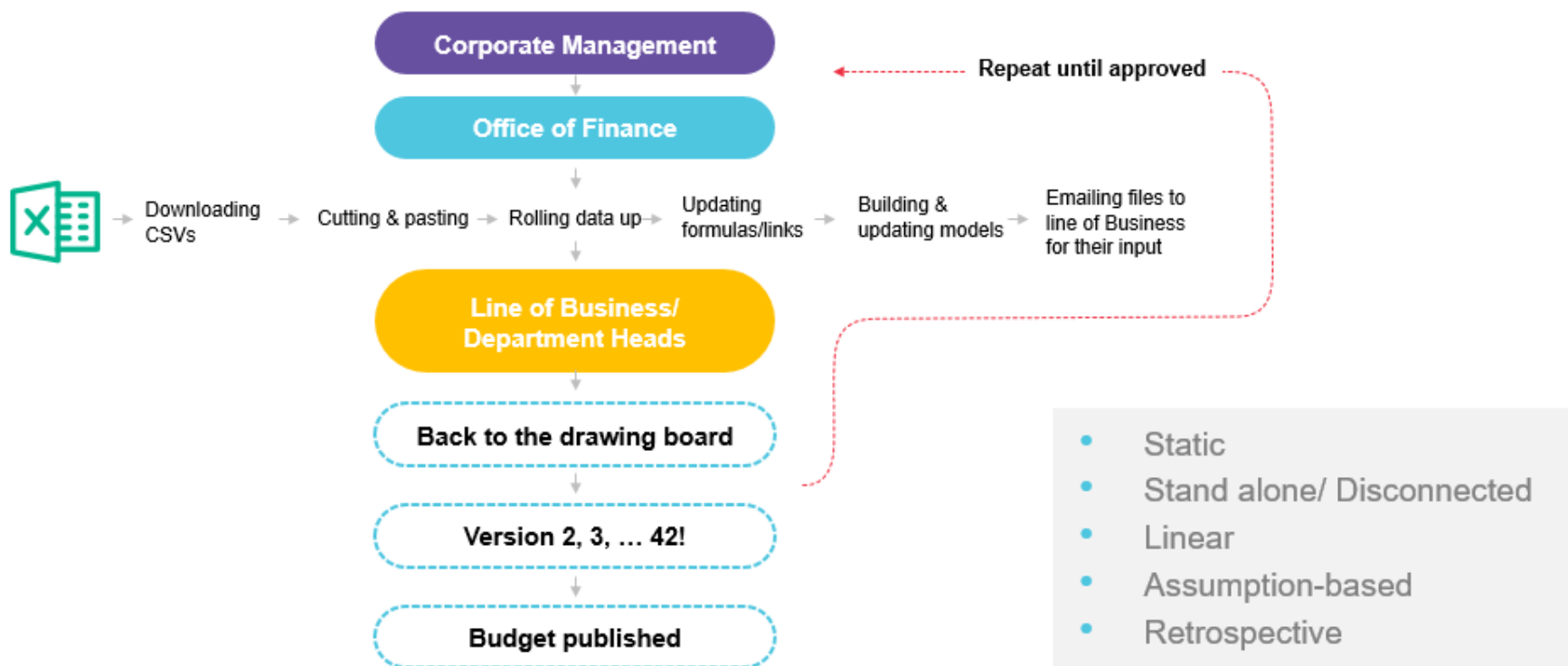


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- Automated workflows
- Driver-based planning
- Rolling forecasts
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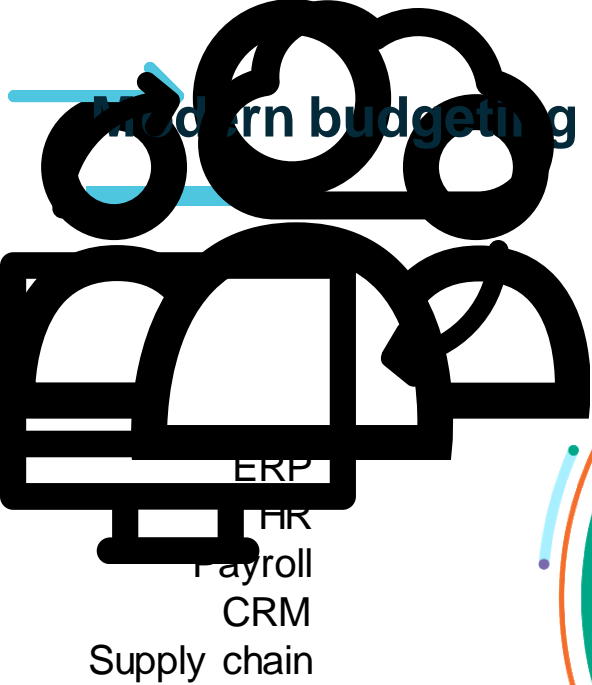
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Traditional budgeting and forecasting



Modern budgeting and forecasting



Corporate
management
Office of Finance
Line of Business

- Dynamic (vs static)
- Collaborative (vs linear)
- Integrated drivers (vs assumption-based)
- Continuous planning (vs retrospective)

**Company-wide
financial planning,
analysis and
reporting. All in a
single platform.**

**Budgeting and
Forecasting**



**Phocas
Analytics**



**Financial
Statements**

A screenshot of the 'Customise your statements' interface. It shows a list of statement items with checkboxes and a 'Customise' button. A hand cursor is pointing at the 'Customise' button.

Phocas Demo

- Financial Statements
- Budgets and Forecasting
- Real-world examples

Regional profit and loss statement

Code	Name	USA		Europe	
		Current	Budget	Current	Budget
-	Sales		-4%		22%
+	Branch Sales		-32%		2%
+	Online Sales		22%		5%
+	Repairs & Maint.		2%		-2%
+	Cost of Sales		5%		-8%
	Gross Profit		-2%		-1%
-	Expenses		-8%		0%
+	Salaries & Wages		-1%		4%
+	Rent		0%		12%
+	Utilities		4%		-5%



Strategic Solutions for Phocas Analytics



Strategic Adaptor for Phocas Analytics

- Robust data extraction solution installed in QAD environment
- Flexible scheduling options to ensure timely data updates
- Reliable connectivity driven by proven technology



Strategic Content Packs

- Increased Time to Value
- Database designed and ready with pre-built exports
 - Financials
 - Sales
 - Purchasing
 - Inventory

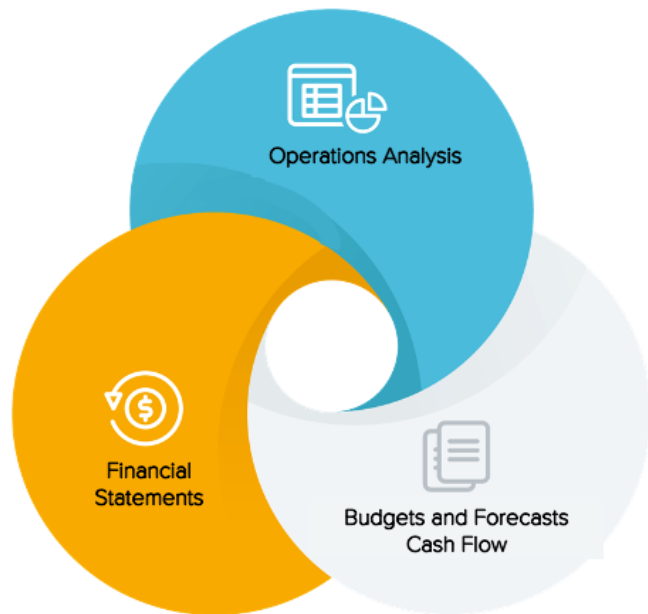


Strategic Custom Services

- Integration with QMS, CRM and more
- Custom Content Packs
- Training and Mentoring

Summary and Wrap-Up

Q and A

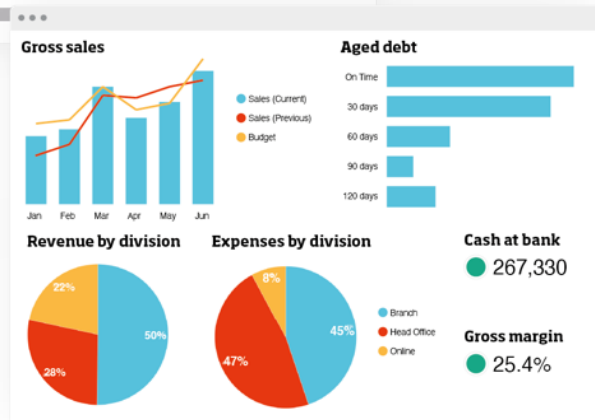


To Learn More

- Ask your Strategic Account Executive
- Email sales@strategic.com
- Visit phocassoftware.com

Regional profit and loss statement

Code	Name	USA		Europe	
		Current	Budget	Current	Budget
-	Sales				
	+ Branch Sales				
	+ Online Sales				
	+ Repairs & Maint.				
+	Cost of Sales				
	Gross Profit				
-	Expenses				
	+ Salaries & Wages				
	+ Rent				
	+ Utilities				



Thank you for attending!