

# Flock Freight

Rapid deployment to streamline their planning and reporting processes.

## **Use Case**

Financial Planning & Analysis  
Financial Reporting

## **Previous Solution**

Excel

## **Industry**

Logistics

## **Organization Size**

300 Employees

## **Technical Landscape**

NetSuite  
Snowflake  
Salesforce  
UKG  
Zenefits

## **Overview**

As a rapidly growing organization, Flock Freight had outgrown the patchwork of Excel files it had been using to manage and plan the organization. As a result, Flock Freight selected Anaplan as their strategic FP&A tool of the future.

## **Solution & Approach**

Fadmoor leveraged its unique methodology & a combined team of US & international resources to rapidly develop & deploy Anaplan, providing the following key capabilities:

- Dynamic budgeting & ongoing forecasting/scenario planning
- Complex revenue planning across Flock's diverse channels
- Driver-based expense planning across departments
- Balance Sheet & Cash Flow Planning & Reporting
- Legal and Financial Reporting
- Ad-hoc analysis and reporting

## **Results**

- Solved and surpassed initial objectives: "Too many departments, too slow to plan, inconsistent data & bunch of systems that don't talk."
  - Fadmoor's proprietary EA Connect tool and data expertise enabled automated integration between disparate systems.
  - Streamlined Anaplan modeling allows for dynamic planning across the organization.
  - Leveraged the latest Management Reporting functionality to distribute robust reporting packages and enable team to make informed decisions.
- Flock Freight has served as a reference to Fadmoor & Anaplan on numerous occasions.
- Fadmoor's unique enablement approach has enabled Flock to consistently own, modify, and enhance their solution.

# Estyle

## Connected Planning across a Growing CPG Company

### **Use Case**

Financial Planning & Analysis  
Financial Reporting  
Supply Chain Planning

### **Previous Solution**

Excel

### **Industry**

Consumer Packaged Goods  
Health & Beauty

### **Organization Size**

200 Employees

### **Technical Landscape**

NetSuite  
Snowflake  
Salesforce  
PayCom  
Tableau

### **Overview**

As a rapidly growing organization, Estyle had outgrown the patchwork of Excel files it had been using to manage and plan the organization. As a result, Estyle selected Anaplan as their strategic connected planning tool of the future.

### **Solution & Approach**

Fadmoor leveraged its unique methodology & a combined team of US & international resources to rapidly develop & deploy Anaplan in an initial Finance implementation. Fadmoor has been able to continue to serve as an ongoing strategic partner as Estyle builds a truly connected planning environment, providing the following key capabilities:

- Dynamic budgeting & ongoing forecasting/scenario planning
- Complex revenue planning across Estyle's diverse channels
- Driver-based expense planning across departments
- Balance Sheet & Cash Flow Planning & Reporting
- Legal and Financial Reporting
- Ad-hoc analysis and reporting
- Driver-based supply chain planning, including core demand planning
- Integrated technical landscape using Fadmoor's proprietary EA Connect tool.

### **Results**

- Created synergies between demand planning & FP&A planning that allows for detailed revenue planning at a customer & SKU level.
- Detailed planning & allocation functionality have allowed Estyle, for the first time, to report on each customer's contribution margin.
  - This has allowed Estyle to make informed decisions around the value of each specific client.
- Deployed proprietary EA Connect to streamline and simplify the data integration landscape across Anaplan and the broader organization.

# Fullstory

Modernizing planning for a modern company

## **Use Case**

Financial Planning & Analysis

## **Previous Solution**

Excel  
Google Sheets

## **Industry**

SaaS, Marketing

## **Organization Size**

600 Employees

## **Technical Landscape**

NetSuite  
CaptivateIQ  
Salesforce  
Google BigQuery  
Namely  
Greenhouse

## **Overview**

As a rapidly growing organization, Fullstory had outgrown the patchwork of Excel files it had been using to manage and plan the organization. As a result, Fullstory selected Anaplan as their strategic FP&A tool of the future.

## **Solution & Approach**

Fadmoor leveraged its unique methodology & a combined team of US & international resources to rapidly develop & deploy Anaplan, providing the following key capabilities:

- Dynamic budgeting & ongoing forecasting/scenario planning
- Complex revenue & ARR modeling across subscription, services, and onboarding revenue
- Automated revenue recognition & bad debt planning to ensure accurate accounting and cash planning
- Driver-based expense planning across departments
- Balance Sheet & Cash Flow Planning & Reporting
- Legal and Financial Reporting
- Ad-hoc analysis and reporting
- Long range, top-down planning
- Dynamic headcount planning alongside sales territory & quota planning for holistic resource capacity views
- Commissions planning

## **Results**

- Complex ARR bookings & renewals modeling allows for a more accurate insight into revenue recognition than was previously possible.
- C-suite dashboards allow new views & insights into their business.
- Fadmoor's unique enablement approach has enabled Fullstory to consistently own, modify, and enhance their solution.