

## Global Information Company

A global information company offering a wide range of products and services to consumers and businesses worldwide.

### The Business Issue

The European Finance Director was unhappy with the kind of information provided by the US parent – the reports produced by the US were fixed format, too high level, and too narrowly focused. While the reported P&L and Balance Sheet were reasonably sufficient for the required purposes, the FD needed a better understanding of what products and services were producing revenue and margin for the company throughout Europe. Moreover, these products and services were changing frequently, so any attempt to maintain spreadsheet reporting at the local level was inordinately time consuming.

The weekly reporting pack was a huge time consuming effort, typically taking at least a full day to produce, and each manager still had to manipulate the resulting spreadsheets to get even the highest level information relevant to them. Further, the need to keep within the constraints of spreadsheets meant that only the reporting currency could be used, making it impossible to assess the effect of exchange rate variances on business unit performance.

### The Solution

Rockport Software was invited to propose a solution to the management reporting problem, particularly regarding the product margins.

The Rockport team designed and implemented an application using Oracle Financial Analyzer (OFA), for loading, aggregating and reporting revenue data from various detailed sales ledgers in a number of countries. The local currency data was translated and reported at several rates, such as budget, period end and forward rates, and inter-company business eliminated at the appropriate level.

### The Benefits

The weekly reporting pack could now be created via a small number of simple steps, and is almost immediately available. Managers could now view performance by product, customer, country and a number of other dimensions relevant to their business, and could drill down to the detail on demand. Data is now available in local currency, in euros and in dollars, with exchange variances being reported at all levels, making it easy to eliminate the effect of currency movements.

OFA ranking reports were used to determine most profitable customers and determine “hot spots” which were successfully selling at a premium.

The addition of inventory data and a sophisticated yield management model meant that product rate cards could be created. These could be updated on a monthly basis allowing the company to set more consistent pricing policies in each country, which would maximise revenues with minimal use of inventory.