



## ASSESS

1. What is the current position of our company relative to our strategic objectives?
2. Where have we been and where are we headed?
3. What lies ahead as a result of the current trajectory of our performance?

While these may appear to be simple questions, the answers are rarely straightforward and seldom are they readily accessible. Complex corporate structures, ever changing economic conditions, disconnected reporting output from disparate functional areas are but a few of the many obstacles to obtaining timely access to actionable information.

ClearFinancials® **Analytics** delivers gains in both efficiency and insight to the corporate performance assessment process with a **best in class presentation** of corporate performance analysis.

Select features and functionality include:

- **Consolidation** – Accommodating the most complex corporate structures in a hierarchical representation of corporate divisions, business units or functional areas, supporting either top down or bottoms up analysis.
- **Systematic Ratio Analysis** – System generated ratio analysis including 80+ standard financial ratios and metrics along with an unlimited number of user defined measures.
- **Historic Trend Analysis** – View the movement / trend of any account, ratio or metric over time.
- **Variance Analysis** – Compare actual to budget, plan or prior period.
- **Data Consolidation** – Upload information from GL, CRM, ERP, Payroll, etc. to effectively assemble ALL critical company performance related information in a single platform.
- **Metric Builder** – Enables the user to select any account from any functional reporting area and include it as a variable in a user defined equation-effectively linking financial outcomes with operational performance.

*ClearFinancials® Analytics illuminate value creation opportunities.*

**BeClear®**

## ADAPT

The speed with which a company responds to changing business conditions is often a function of the systems used to create the "go-forward" plan. A tool that delivers quantifiable knowledge, complete with predictive analysis in a timely manner, is critical whether trying to capitalize on a "game changing" opportunity or recover from deteriorating performance.

ClearFinancials® **Planning** leverages historic company performance as the starting point for predictive modeling, and delivers BOTH top down planning and bottoms up budgeting capabilities.

- **Top Down Modeling** – Actual historic performance measure are established and presented to the user as "levers" that can be adjusted to reflect changes in future operating performance. The user may model changes in DSO, Inventory, SGA Spend, CapEx, Principal Retirement / Adds, etc. and instantly view the impact on financial performance in future periods as well as key ratios and measures such as Free Cash Flow, Credit Scores, Loan Covenants, ROIC and more.
- **Bottoms Up Budgeting** – ClearFinancials® supports several methods for creating a budget – any combination of which may be employed in any given budget.
  - Units and Rate Based forecasting
  - Account Correlation
  - Build Up costing using non-GL variables



*ClearFinancials® Planning creates the strategic operating plan suitable for deployment throughout the organization.*

## EXECUTE

One of the most challenging responsibilities that face executive managers today is the successful deployment and execution of the strategic operating plan. How best does management ensure that all members of the team are working in concert towards the same end, all the while keeping key initiatives intact and in focus? Certainly this is not an easy task, growing in intensity as organizational structures become more complex and the use of disconnected systems to manage day to day operations persists.

ClearFinancials® **Reporting** enables clear communication between management and key stakeholders throughout the organization. The reporting platform ensures the automated and timely delivery of the most appropriate information to the right individuals.

- **Scorecard** – Created using the principals of The Balanced Scorecard, this feature facilitates live, two way communications between stakeholder and management for period end performance analysis. Color coded, RED, YELLOW, and GREEN indicators deliver immediate feedback to both parties and highlight areas that may require immediate attention.
- **Ad Hoc Reporting** – The User Report Designer (URD) enables true ad hoc reporting to meet the needs of ALL internal and external data sharing requirements. Reports for Executive Managers, Department Heads, Banks, Board of Directors, Investors etc. can be created and maintained in a reporting library for distribution on demand.

*ClearFinancials® Reports help ensure that all members of the choir are "singing off of the same song sheet."*

Our low cost, non intrusive implementation is an added benefit that makes ClearFinancials® one of the best values in performance management software today.