



BPI/

The FP&A Market Guide A guide to 3rd Generation FP&A Tools

Version 2

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Wouter Born is the founding partner at Born Capital, a venture capital firm specializing in #CFOTech: innovative technology for FP&A, Financial Close, Reporting and Finance Automation. He is also the co-founder of CXO Software (exit 2018) and former head of M&A at insightsoftware. Wouter has worked with FP&A technology companies for more than 20 years. As consultant, sales, entrepreneur, executive and investor he has looked at the market from different angles. He uses his deep understanding of the CFOTech industry to support the next generation of founders, to drive innovation, to support other investors (VC/PE) in making the right CFOTech investment decisions and change the way the CFO office drives value for every business. When he’s not busy working on Born Capital deals or advising other entrepreneurs on how to grow their businesses. He’s enjoying life with his lovely wife & two children. And, he loves windsurfing and cycling. You can find him on LinkedIn sharing daily insights on CFOTech, FP&A and Entrepreneurship.

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Introduction

Welcome to the second edition of the 3rd Generation FP&A Software Guide. Third-generation FP&A software often stands out because of its user-centric design, and affordability, with features like rapid implementation, self-service capabilities, and native ERP integration. Designed to support customers of all sizes including a strong emphasis on small and midmarket businesses, these tools often offer a lower total cost of ownership and are tailored for agile companies seeking quick ROI.

Over the past 18 months, the FP&A software sector has experienced substantial growth, with 3rd generation solutions demonstrating considerable maturation. Enhancements have been particularly notable in user-centric design, the extension of native ERP integrations, and the sophistication of reporting and dashboard functionalities. This period has also seen these platforms broaden their support for a more comprehensive range of FP&A tasks, including advanced scenario management and refined workflow processes.

As 3rd generation FP&A software companies continue to attract significant funding, there's a noticeable increase in user comfort and proficiency with these platforms. This trend is not only enhancing the capabilities within existing areas but also pushing the boundaries into new territories of financial planning and analysis. A recent study by Allied Market Research supports this momentum, projecting the global financial planning software market to reach \$16.9 billion by 2031, with a robust CAGR of 16.6%. This growth trajectory suggests that 3rd generation vendors, known for their user-centric designs, rapid implementation, and seamless ERP integration, will constitute a significant portion of the market expansion. The evolving landscape underscores the increasing strategic importance of these advanced tools in empowering organizations to navigate complex financial scenarios with greater agility and insight.

AI Is Rapidly Impacting FP&A

Entering 2023, the FP&A software landscape has been further invigorated by the introduction of Generative AI, marking a pivotal trend within the industry. This innovative technology has begun to embed new capabilities into FP&A solutions, such as enriched data analysis, more accurate predictive forecasting, and intuitive natural language processing. These developments promise to revolutionize the way financial data is managed and interpreted, heralding a new era of efficiency and insight for financial professionals.

Upon reviewing the AI capabilities across various vendors in the FP&A software domain, it's evident that most have either implemented AI functionalities or are in the process of doing so. This widespread adoption underscores the pivotal role AI is poised to play in the evolution of FP&A tools. The integration of AI has been particularly impactful in four key areas, each contributing uniquely to the enhancement of financial planning and analysis processes.

Firstly, **Predictive Forecasting** stands out by employing AI to analyze historical data, enabling the generation of forward-looking financial insights with improved accuracy. This capability is crucial for businesses aiming to make informed decisions based on reliable projections.



Secondly, the introduction of **Natural Language Interaction** has transformed user experiences, allowing financial professionals to query and interact with the software in conversational language. This advancement has made data access and analysis more intuitive and user-friendly. It is also used to reduce implementation times.

The third area, **Automated Insights Generation**, leverages AI algorithms to sift through financial data, identifying patterns and trends. This process culminates in the automatic generation of narrative summaries, thereby simplifying the interpretation of complex financial reports and accelerating the decision-making process.

Lastly, **Scenario Analysis & Planning Support** benefits from AI's ability to simulate various business scenarios. This functionality not only automates forecast adjustments but also provides valuable insights into the potential outcomes of different strategic decisions, thereby enhancing the strategic planning framework.

Is AI redefining the future of FP&A?

A common concern among FP&A professionals is the potential of AI to take over their roles. Observing AI's integration within the broader CFOTech landscape offers valuable insights. The Office of the CFO (OCFO) can be visualized as a hierarchy, with strategic roles like the CFO at the apex and transactional tasks such as bookkeeping or accounts receivable/payable at the base. Current AI applications predominantly target these foundational processes, enhancing efficiency and outcomes—for instance, enabling faster journal entries, detecting inaccuracies in invoices, or improving payment collection timings. These improvements are mirrored in productivity gains and optimized cash flows. However, the FP&A function, positioned higher within this pyramid, benefits differently from AI. It gains in productivity and outcome quality, but the demand for leadership, storytelling, and business partnering—skills beyond AI's current reach—remains robust. This delineation underscores that AI, while transformative, is not a substitute for the nuanced human capabilities essential in FP&A roles.

Having addressed the role of AI in complementing, rather than replacing, FP&A professionals, we now turn our gaze to the promising horizon. Let's delve into the drivers that will shape the integration of AI in FP&A, paving the way for unprecedented advancements and efficiencies in the field.

Increasing Reasoning Capabilities

The exponential leap in AI capabilities, as demonstrated by OpenAI's ChatGPT version 4 passing rigorous exams like the CPA and Bar, underscores a trend of rapid advancement. Released merely six months after its predecessor, this iteration has shown a tenfold increase in sophistication. While such dramatic progress may not occur biannually, the trajectory suggests that generative AI's reasoning abilities will continue to evolve significantly. For the FP&A sector, this heralds a future where AI could tackle increasingly complex analytical tasks, enhancing strategic decision-making processes.

Exponential increase in data, beyond metrics

As FP&A departments increasingly become stewards of data, their scope is rapidly expanding beyond traditional metrics to encompass a vast array of unstructured data. Gartner predicts that by 2025, half of FP&A leaders will be tasked with an enterprise-wide data strategy, underscoring the critical role of data in strategic decision-making. This burgeoning data universe includes everything from detailed business plans and project evaluations stored in PDFs and PowerPoints to rich insights captured in AI-generated transcripts of management discussions. The advent of AI, with its prowess in analyzing and deriving meaningful insights from large volumes of complex data, is set to be a game-changer for FP&A, enabling more nuanced analysis and informed strategic planning.



Change in corporate culture and adoption of AI

An expected cultural shift towards greater AI adoption and trust within corporations is a significant driver for change. As organizations increasingly recognize AI's value in improving decision-making and operational efficiencies, a transformation in corporate culture is anticipated. This evolution will not only involve the integration of AI technologies but also the cultivation of a mindset that embraces innovation and trusts in AI-driven insights. Establishing a culture that effectively utilizes AI will be critical for harnessing its full potential, guiding businesses towards more strategic and data-informed decisions. As we stand on the brink of these transformative advancements, one can't help but ponder the possibilities of the next, or fourth, generation of FP&A software. Could we envision a future where

our FP&A systems are not just tools but conversational partners, deeply attuned to our strategic goals and tactical decisions? Imagine a system that not only understands the nuances of your company's strategy but also actively contributes to it—serving as a CFO's co-pilot, suggesting tactics, and predicting the outcomes of various decisions with precision. This future, where AI transcends its current role to become an integral part of the decision-making fabric of organizations, beckons us to consider: are we ready for an era where FP&A software becomes a cornerstone of strategic leadership?

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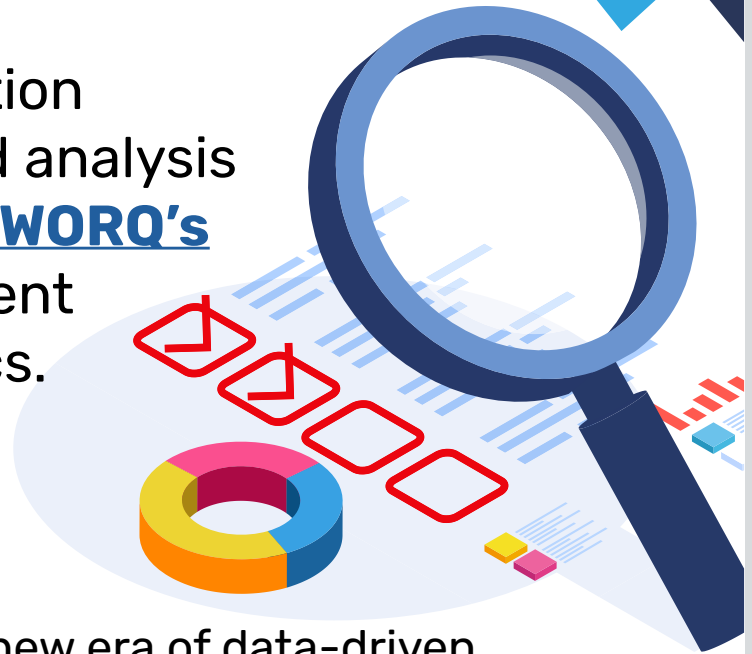
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Core Components of Planning Software

Planning software should make the lives of planning professionals easier and help finance professionals make intelligent strategic recommendations and decisions. Selecting the right planning software is challenging as finance demands accurate data, insightful modeling, transparent reporting, and effective collaboration. The smart and thoughtful integration of artificial intelligence (AI) into planning tools should help finance professionals save time, reduce errors, and provide deeper insights. Below, we touch on the four core components of a planning tool, as depicted in the attached graph, and emphasize how AI enhances the tool's capabilities.

Data Management

At the base of the pyramid is Data Management. A robust planning tool does not merely store data; it brings data together from various sources such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Human Resources Information System (HRIS). The integration with these systems should bring in your data and provide you with the dimensions, metrics, and logic you need to support your business. AI and Machine Learning can help spot data errors, prepare the data for loading to the system, and help support the overall management of your data.

Modeling

The second layer is modeling, the heart of planning. A planning tool should offer a flexible yet structured environment where complex financial models can be built and iterated upon. AI is often used to enhance the budgeting and forecasting process by providing predictive analytics and scenario modeling, allowing finance professionals to anticipate financial outcomes and assess the impact of various scenarios with precision. The calculation engine needs to handle the complexity required to model your business while ensuring the formula language and modeling are easy enough so that your team can maintain the tool without the help of third-party professionals.

Dashboards/Reporting

The third layer, Dashboards/Reporting, is the layer designed to support your business reporting needs. This layer focuses on automating the reporting process, supporting various reporting needs such as board decks, management reporting, and month-end financials. A tool should support the reporting needs of your business. Effective reporting tools empower teams to streamline their workflow, reduce preparation time, and enhance the overall quality of financial reporting.

Workflow/Collaboration

Finally, Workflow/Collaboration represents the pinnacle of the pyramid. In today's interconnected world, a planning tool must facilitate smooth workflow management and foster collaboration across departments. This involves a system that manages the approval process and provides customer workflows and task assignments where necessary. The tool should help foster communication among finance professionals and across the business. Common features like commenting and threaded discussions help support this goal.



Conclusion

In summary, a planning tool with four core elements (Data Management, Modeling, Reporting/Dashboards, and Collaboration Workflow) that supports your business operations will significantly empower finance professionals to be more efficient and effective. When combined with the right people and processes, a tool can help take the FP&A department from a data processor into a strategic advisor, enabling them to focus on high-value activities such as strategic decision-making and business growth. As companies grapple with an ever-increasing volume of data and complexity in financial planning, the right tool integrated effectively with AI/ML can mean the difference between a company that navigates the future with foresight and one that gets lost in the numbers.

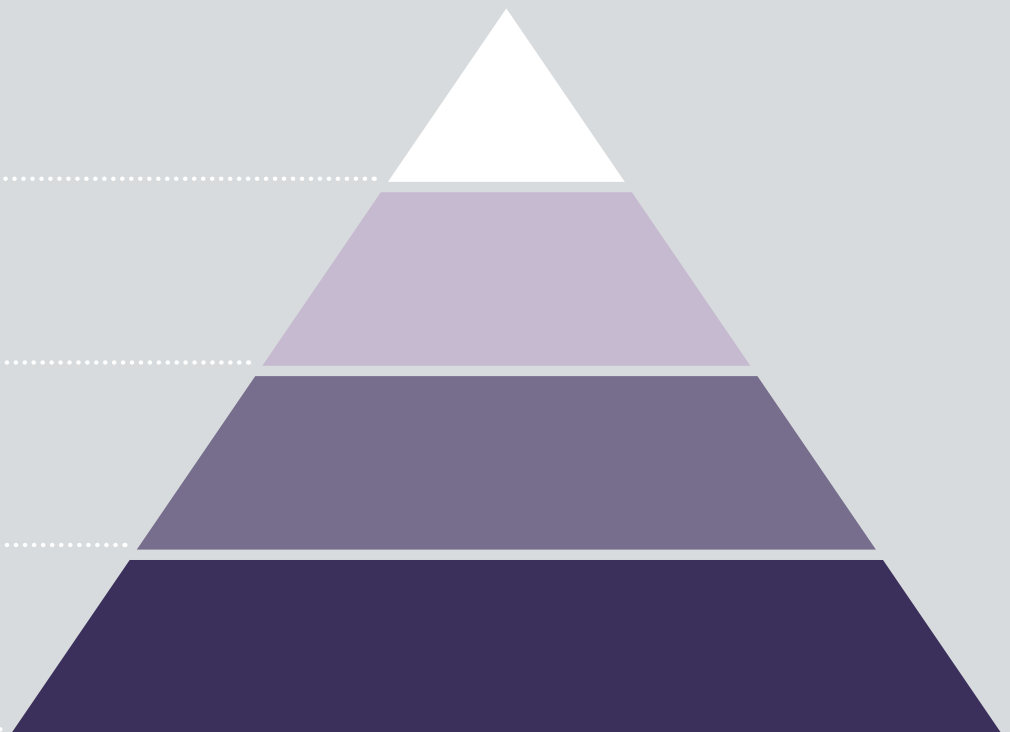


Workflow / Collaboration

Dashboard / Reporting

Modeling

Data Management



















Vendors



Vendor Segmentation Map

	Small Market (<500 employees)	MidMarket (<1,000 employees)	Enterprise (>1,000 employees)
Planning App within BI Tool			
Web App – Spreadsheet Replacement			
Web App – Low Spreadsheet Integration			
Web App – Medium Spreadsheet Integration		 	
Web App – High Spreadsheet Integration			
Spreadsheet Native		  	

Note: Vendors were placed by primary market size but vendors generally support more than one market size, see vendor sheet for more details



Abacum



 www.abacum.io

Founded:	2020
Founders:	Jorge Lluch & Julio Martinez
Employees:	>100 Employees
Product Type:	Web App with Medium Spreadsheet Integration
Target Customer:	Industry agnostic, between 100 and 1,500 employees
Average Implementation Time*:	4 – 6 Weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Founded in 2020 by Julio & Jorge after a long career in Finance and extensive customer research with over 100 companies, they established Abacum to fill what they saw as a significant gap in the mid-market for a strategic, finance-focused planning platform. Abacum strives to offer a fundamentally different approach to planning, emphasizing innovation and collaboration. As a proud Y Combinator Winter 2021 graduate, the company has raised over \$40M to date, showcasing its unique vision and potential. The inception of Abacum was heavily inspired by the idea of active collaboration, leading to the development of a “notebook-style” interface that draws parallels with innovative software like Notion and Jupyter Notebooks.

Product:

Abacum’s planning platform has set out to revolutionize how businesses engage with finance, promoting seamless collaboration across departments to enable business partnering. The platform is designed to facilitate discussions, share presentations effortlessly with stakeholders, and support complex multi-dimensional modeling without limitations on dimensions or metrics. Over the past year, significant upgrades have been implemented, enhancing its capabilities in handling sophisticated multi-dimensional formulas to accommodate business complexity better and streamlining the headcount planning process. Integration with key business systems such as ERP, CRM, HRIS, and data warehouses aims to enrich its functionality, allowing for detailed transactional analysis. Abacum has introduced various templates in an effort to expedite the implementation process, while maintaining flexibility to cater to diverse industry needs.

Founder Story:

We interviewed Julio Martinez, the CEO of Abacum, for the founder story.

Julio, alongside his co-founder Jorge, identified an underserved niche in the midmarket, leading to the creation of Abacum – a solution designed to bridge the gap between basic spreadsheets and complex enterprise tools. They want FP&A professionals to know that with backgrounds as seasoned FP&A and finance professionals, they crafted Abacum to be the tool the founders wished for when they were in finance. They believe Abacum has a unique position in the marketplace, characterized by its strong emphasis on flexibility and collaboration. This innovative approach allows for multi-dimensional modeling and enables the entire business to collaboratively engage in financial planning and analysis. Martinez envisions the future of FP&A as integral to solving data problems and driving business operations. Moving forward, he believes a well-empowered FP&A function should help drive operational KPIs and company metrics in addition to traditional FP&A tasks. Simple automation of manual tasks from technology will continue to drive the most value for FP&A teams.

Artificial Intelligence (AI/ML):

Been in use since 2021 to help automate complex tasks within the platform. Currently working on AI-enabled forecasting, report summary, and AI recommendations.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

A review of the tool found a solid tool that supports multi-dimensional modeling and can build complex formulas. The overall UI and interface have a clean, modern look, and it is easy to navigate. One can see the Notion-style reporting interface when testing the tool.

Strengths:

- It is easy to combine different variables (Metrics) and dimensions within the same report, such as revenue by customer and headcount by cost center.
- Appreciate how easy it is to see when and how dimensions are being used throughout the model.
- The data layer includes a no-code transformation tool that allows you to make changes to the data that automatically feeds the rest of the model.

Opportunities / Challenges:

- Customers mentioned a lack of cohort modeling, which was unavailable during testing, but Abacum has since released cohort modeling functionality into production.
- Customers have mentioned wanting an easier way to conduct what-if analysis on a single variable.
- Ability to enter comments directly in a report table vs. adding comments in the text box next to the visual.

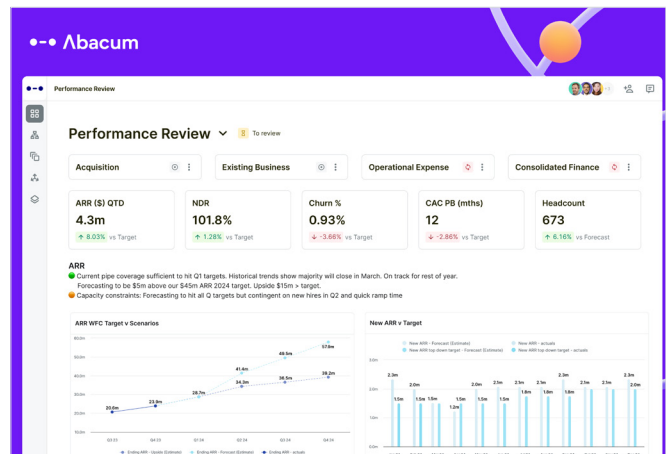
Things to Consider when Buying:

When considering Abacum it is important to keep in mind the following:

- Solid Mid-market tool with a robust modeling engine, natural language formula library, and collaborative functionality.
- Customers often mention that users should be prepared for a learning curve, but the team provides excellent support during onboarding.

“Abacum is the most scalable FP&A solution for mid-market companies, striking the perfect balance between flexibility and ease of use. Abacum offers the most powerful and intuitive multi-dimensional modeling engine, together with collaborative workflows that make business partnering easy.”

Abacum Response to Guide /



Acterys



 www.acterys.com

Founded:	2015
Founders:	Martin Kratky & Hesam Ziaei
Employees:	<100 Employees
Product Type:	Integrated BI Planning tool
Target Customer:	Industry agnostic, \$1B+ Revenue, 1K+ employees
Average Implementation Time*:	3 months or less
Implementation Vendors:	Collectiv, P3 Adaptive, PmOne, GKH, TC Data, KPMG, Accenture, Microsoft, Rockfeather, Cosmos, among others

Introduction

Company:

Acterys was founded by Martin and Hesam with the aim of consolidating data warehousing, planning, and reporting into a single application built on the Microsoft technology stack. With over two decades of experience in implementing planning tools like TM1, the founders recognized the need for an integrated solution within Microsoft Power BI. Acterys was designed to be easily implementable across all market segments, offering tailored solutions from pre-configured applications to the comprehensive Acterys xP&A Suite. The company challenges the conventional separation of data management processes, aiming to eliminate silos and reduce costs by providing a unified platform.

Product:

Acterys distinguishes itself in the market with its versatile product line catering to both small and large businesses, leveraging the Microsoft tech stack to offer unique features such as collaborative write-back capabilities in Power BI. In 2023, Microsoft acknowledged the platform's value by licensing Acterys's enterprise platform as the XPNA planning module for Microsoft Dynamics F&O. The enterprise version of Acterys delivers a robust planning platform, enabling direct data manipulation through Power BI visuals and Excel add-in. This integration positions Acterys as a tool aimed at transforming and integrating business intelligence, planning and turning reports into insights.

Founder Story:

We interviewed Martin Kratky, the CEO of Acterys, for the founder story.

Martin was inspired to launch the company in response to the cloud revolution and the standardization of ERP systems, identifying a gap for a comprehensive planning and analytics tool that could seamlessly operate in the cloud environment. Martin chose to integrate Acterys with Power BI and the Microsoft ecosystem, aiming to offer a solution that stands out for its rapid deployment, effectiveness through integration with existing standards, and intelligent automation using ML/AI. He emphasizes the four pillars that he wants FP&A professionals to know: the quickest time to value, efficiency from leveraging the Microsoft tech stack, security and the smart application of ML/AI to automate manual tasks. Acterys believes it differentiates itself with its automated, standardized solutions, seamless integration into business productivity environments, and AI/ML capabilities. Looking ahead, Martin believes automation and AI/ML will be crucial in advancing the FP&A field, underscoring the need for technologies that simplify and enhance financial planning and analysis processes.

Artificial Intelligence (AI/ML):

Used to create data models and generate predictions, as well as for matching and reconciliation. Acterys will be fully integrated with Co-pilot in both excel and PowerBI.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

Acterys is a visually beautiful tool that comes not only with the Acterys platform, but with the benefits of being built on Power BI and the Microsoft tech stack. Entering data within the visual editor is easy to do, and the tools make it easy to not only analyze your data but also to collaborate and collect data across the organization as part of the planning process.

Strengths:

- The platform is integrated seamlessly into the Microsoft tech stack, and all your data is in one source system for both planning and analytics and it comes with the Acterys Modeller Engine.
- The tool is great for data entry and consolidation.
- We appreciate how easy it is to update a number by visually adjusting the graph.

Opportunities / Challenges:

- It is on the more complex side, and one will want a team member with strong DAX capabilities.
- More functions within the Power BI editor for updating the model.
- Survey results indicated a desire for more custom visuals.

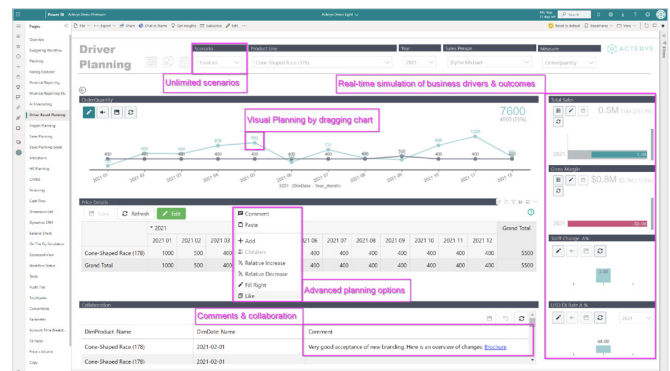
Things to Consider when Buying:

When considering Acterys, it is important to keep in mind the following:

- Built upon Power BI and Excel, and having someone with strong BI Capabilities is helpful.
- Designed to combine your BI and planning tools in one platform, this approach comes with its own benefits and tradeoffs.

“Acterys’s revolutionary technology transforms raw data into impactful, actionable insights, setting a new standard for strategic decision-making. Its advanced analytics drive business growth and operational excellence, marking a significant leap forward in data-driven management.”

Acterys Response to Guide /



Aleph



 www.getaleph.com

Founded:	2020
Founders:	Albert Gozzi & Santiago Perez De Rosso
Employees:	<25 Employees
Product Type:	Web App with High Spreadsheet Integration
Target Customer:	Industry agnostic, series B+ venture-backed companies, 100-2,500 employees
Average Implementation Time*:	~1 hour to 2 weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Aleph was launched in 2020 by Albert Gozzi and Santiago Perez De Rosso, born out of the unique circumstances of the COVID-19 lockdowns. In 2023, Aleph exited stealth mode, bolstered by an \$11.5M Series A funding round built upon a previously secured \$5.2M Seed round. The founding vision was to create a “spreadsheet-first” system, seamlessly integrating with both Excel and Google Sheets. This vision was grounded in the understanding that finance professionals rely on spreadsheets not just out of habit but for their unmatched flexibility and the intuitive experience they offer, aiming to marry these qualities with the robust capabilities of a web application.

Product:

Aleph is both a web app and a spreadsheet add-in, developed to provide two-way integration with Excel and Google Sheets, addressing a unique niche in the mid-market. It offers users a free trial that allows customers to work with their own data, setting it apart from many competitors. With over 150 integrations, Aleph prioritizes ease and speed, enabling users to import data from virtually any source directly into the Aleph database within minutes. Aleph gives users the flexibility to create custom tables for storing various data types, such as budgets and forecasts, focusing on empowering users to tailor the system to their specific needs while maintaining the flexibility and ease of spreadsheets.

Founder Story:

We interviewed Albert Gozzi, the CEO of Aleph, for the founder story.

Albert identified a pressing need for a tool that prioritizes data engineering within a modern tech stack and enhances spreadsheet functionality to meet FP&A professionals where they are. Aleph stems from a foundation of deep financial experience and insight, ensuring the product’s design is flexible, scalable, and aligned with what finance professionals demand. Aleph aims to distinguish itself in the market by being one of a few tools offering a comprehensive free trial that accommodates the needs of larger customers, enabling them to connect and test their own data seamlessly. Looking forward, Gozzi envisions a future where the role of FP&A professionals is transformed by AI, automating routine tasks and allowing them to dedicate more focus to strategic business value and decision-making.

Artificial Intelligence (AI/ML):

Includes a natural language AI-powered interface to assist with performing different actions within the tool.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

In testing Aleph, we found a very flexible tool for integrating your data into the tool and visualizing it within your spreadsheet (Excel/Google Sheets). The tool provides a high degree of flexibility in the data you store and how you model the data within your spreadsheet.

Strengths:

- The ease of integrating your data within the tool and the free 14-day trial with your own data.
- The integration with both Excel and Google Sheets.
- Ability to query your own data from the data warehouse both with SQL and a no-code interface directly in Excel with the Aleph add-in.

Opportunities / Challenges:

- More guidance around best practices for structuring data within Aleph
- More approval and workflow options within the web app.
- Continue to build out dashboarding capabilities; this capability is new and was launched after testing.

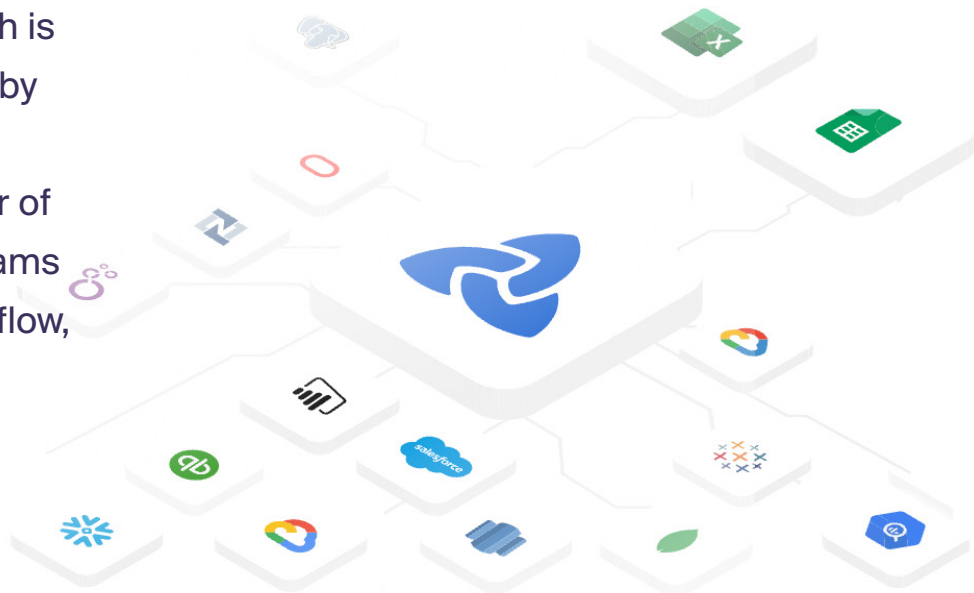
Things to Consider when Buying:

When considering Aleph, it is important to keep in mind the following:

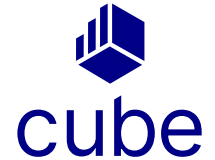
- Incredibly flexible, and this is a benefit, but it also requires a higher level of structure to ensure you do not have issues with your data and tables.
- Early in its life, as it just came out of Beta a few months ago, it is still building out a lot of functionality, and you will need to be willing to grow with them.

“Fresh off our Series A, Aleph is redefining the FP&A market by combining the flexibility of spreadsheets with the power of a webapp. That’s why top teams at companies like Turo, Webflow, Notion and Zapier have all switched to Aleph.”

Aleph Response to Guide /



Cube



 www.cubesoftware.com

Founded:	2018
Founders:	Christina Ross
Employees:	>100 Employees
Product Type:	Spreadsheet Native
Target Customer:	Primarily Industry agnostic, typically 100 to 1,000 employees
Average Implementation Time*:	~2 – 4 weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Founded in 2018 by Christina Ross, Cube emerged from a vision shaped by Ross's extensive experience in finance and as a consultant, recognizing the indispensable role of spreadsheets in financial operations. Cube champions a “spreadsheet-native” approach, deeply integrating Google Sheets and Excel into its architecture to ensure workflows, databases, dashboards, and processes operate seamlessly within the familiar spreadsheet environment. This methodology not only accelerates implementation but also enhances user adoption rates. In June 2022, Cube raised a \$30M Series B funding round, underscoring its commitment to developing and expanding its “spreadsheet-native” approach.

Product:

Cube is built to harmonize data integration and analysis within a spreadsheet-centric framework. It facilitates comprehensive planning, reporting, and visualization through bidirectional integration with Excel and Google Sheets, utilizing OLAP cubes to consolidate financial and operational metrics. With its capability to connect to almost any data source via native integrators, APIs, and flat file pickups, Cube offers flexibility and depth in data handling, featuring eight top-level dimensions within each cube but allowing for unlimited cubes and attributes. Recent enhancements have expanded their dashboard and reporting features, with further advancements planned. Cube provides three pricing models—Cube Go, Cube Pro, and Cube Enterprise—to cater to a diverse clientele, emphasizing its adaptability and user-centric design.

Founder Story:

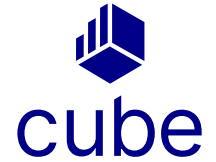
We interviewed Christina Ross, the CEO of Cube, for the founder story.

Christina founded Cube to address the dilemma she saw finance professionals face: the choice between ineffective FP&A platforms and the limitations of traditional spreadsheets. Recognizing this gap, Cube was developed to synergize the flexibility and familiarity of spreadsheets (Google Sheets, Excel) with the robust capabilities of an FP&A platform. Christina emphasizes that Cube is crafted ‘by finance for finance,’ aiming to introduce a superior solution by genuinely listening to user feedback. Per Christina the uniqueness of Cube lies in its spreadsheet-native approach, allowing users to employ 100% of native Excel and Google Sheets formulas, simplifying the transition and delivering immediate value. Looking forward, Christina envisions a future where FP&A evolves into a more strategic role, automating routine tasks to empower finance professionals to become storytellers, thereby shifting the focus from data management to strategic business insights, aligning with the broader vision of the CFO evolving into a Chief Operating Officer role.

Artificial Intelligence (AI/ML):

Actively conducting R&D on AI capabilities. More to come.





Tool Evaluation: (Based on demo, customer survey, online feedback, actual software was not tested by authors)

The tool reminds some of the authors of a more modern version of TM1. Cube is a lightweight planning and reporting tool that allows you to stay in your spreadsheets and use both Google Sheets and Excel throughout the planning process.

Strengths:

- Bi-directional integration with Excel and Google Spreadsheets.
- Allows you to leverage your existing spreadsheet models as long as your spreadsheet contains dimensions available in the cube data model.
- The validation feature validates the entire workbook and identifies all lines that do not return data for each update and correction.

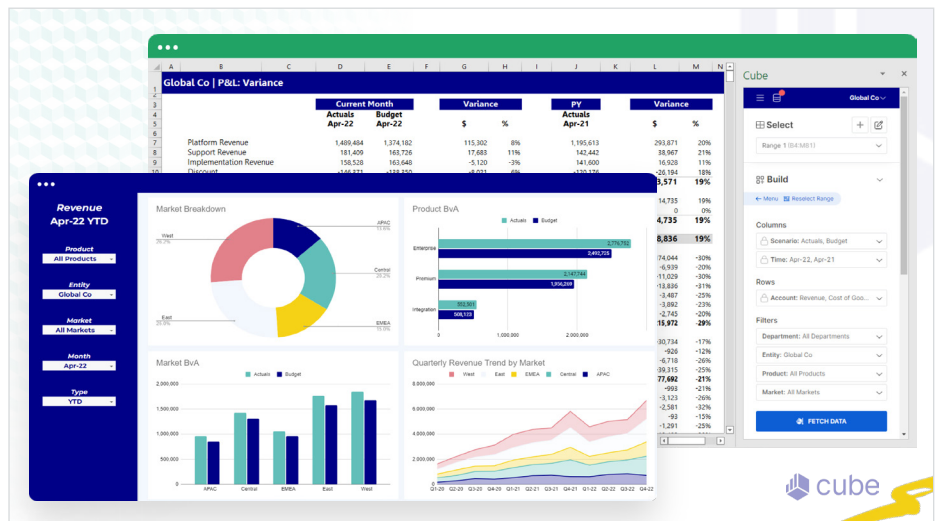
Opportunities / Challenges:

- Continued development of dashboarding and reporting options.
- Greater use of AI throughout the tool, currently on the product roadmap.
- Lacking triggers and approval workflows.

Things to Consider when Buying:

When considering Cube, it is important to keep in mind the following:

- Cube is a solid, lightweight planning tool for those who want the benefit of a database and web app while still planning in spreadsheets.
- At present, the tool is still rolling out AI and approval workflow functionalities.



Datarails



 www.datarails.com

Founded:	2015
Founders:	Didi Gurfinkel, Eyal Cohen & Oded Har-Tal
Employees:	>100 Employees
Product Type:	Spreadsheet Native
Target Customer:	Industry agnostic, revenue <\$1B, 50-1,000 employees, focus on US, UK, and Canada
Average Implementation Time*:	2 – 6 weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Founded in 2015 in Israel by Didi Gufinkel, Eyal Cohen, and Oded Har-Tal, they set out to revolutionize how Excel is used, aiming to create the first enterprise application that leverages Excel data within a structured database. Initially, the concept of an FP&A software tool was not the primary goal. However, after five years of exploration and development, the founders discovered a perfect match for their technology within FP&A. Datarails has since dedicated itself to developing an FP&A platform that fully integrates Excel, treating it as the foundational tool for corporate planning for the small and midmarket. With over \$100M raised for continued growth and expansion, Datarails is committed to enhancing Excel's role as the “operating system” for finance departments.

Product:

Datarails has crafted a planning platform built around Excel as the pivotal tool for financial calculations, allowing users to seamlessly integrate their existing Excel models without needing to be rebuilt. Designed as a versatile framework, the platform permits endless data mappings, enabling users to import data and dimensions into the database, with each dimension capable of being enhanced with specific attributes for detailed data segmentation. Tailored for organizations with established FP&A teams rather than offering a one-size-fits-all solution, Datarails has recently emphasized artificial intelligence, introducing tools such as FP&A Genius—an AI assistant for data queries—and FP&A Storyboards, which aid in the creation of presentations and data narratives.

Founder Story:

We interviewed Didi Gurfinkel, the CEO of Datarails, for the founder story.

Didi was motivated to create the company after recognizing the extensive reliance of businesses on spreadsheets, aiming to elevate Excel into a robust enterprise application. By merging Excel with a structured database, Datarails aims to address the inherent challenges of spreadsheets, particularly appealing to the FP&A sector where Excel's utility and data management issues are prevalent. Didi emphasizes the company's commitment to delivering cutting-edge technology and innovation to the CFO's office in midmarket businesses, simplifying complex processes. Datarails strives to distinguish itself through the integration of deep technology and simplicity, making significant investments in generative AI to enhance functionality with tools like FP&A Genius and FP&A Storyboards, simplifying data analysis and decision-making for CFOs. Looking ahead, Didi sees generative AI as a transformative force in FP&A, envisioning a future where every CFO can access a virtual FP&A engine that acts as an analytical assistant, streamlining insights and data management.

Artificial Intelligence (AI/ML):

AI includes FP&A Genius and FP&A Storyboards. FP&A Genius is an AI-powered natural language chat used to answer questions. FP&A storyboards assist with creating the story behind your data. Creates AI-generated presentations based on your data.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

Datarails lives up to its name when it comes to being a tool designed to keep you in Excel. The tool has a robust web app with many capabilities. At times, the Web app feels a little complex, as it has a lot of options within the different menus. The strength of the tool can be clearly seen in its ability to integrate seamlessly with Excel, allowing you to continue using your Excel models.

Strengths:

- Allow as many dimensions/attributes as available in Excel rows to be stored in the database.
- Robust dashboarding capabilities within the Web App, including many pre-build Widgets.
- Embracing the use of Generative AI throughout the platform

Opportunities / Challenges:

- Unable to do planning within Google Sheets.
- Customers have mentioned the desire for more pre-built templates within the platform.
- AI functionality is still in beta and has room for improvement, i.e., storyboarding gives you what is in the narrative but very little of the so what, now what.

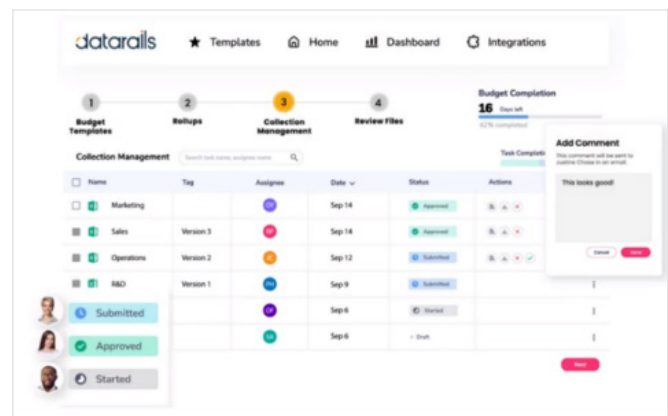
Things to Consider when Buying:

When considering Datarails, it is important to keep in mind the following:

- Datarails is designed for Excel users. If you want Google Sheets or an Excel replacement, this tool is not for you.
- They have gone all in on Generative AI with AI Genius and Storyboarding.

“The AI-powered financial planning and analysis platform built for Excel users. Datarails allows finance teams to continue to reap the benefits you love from Excel, while bringing data consolidation, advanced visualization, reporting, and advanced AI capabilities to uncover business insights.”

Datarails Response to Guide /



Drivepoint



 www.drivepoint.io

Founded:	2021
Founders:	Austin Gardner-Smith, Ben Tregoe
Employees:	<25 Employees
Product Type:	Spreadsheet Native
Target Customer:	Consumer/Retail
Average Implementation Time*:	1 Week
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Launched in 2021 initially as Bainbridge, Drivepoint emerged with a clear objective to support omnichannel consumer brands. Engaging directly with their target audience, the founders consistently encountered challenges in planning, forecasting, and assessing customer lifetime value among businesses. In response, Drivepoint developed a specialized platform that merges accounting data with insights from e-commerce giants like Shopify and Amazon. This focus has led Drivepoint to concentrate exclusively on omnichannel consumer brands, diverging from the more common industry-agnostic tools. Drivepoint also provides access to expert finance professionals to enhance their software offerings, further supporting their clients' growth. A successful \$4M seed funding round in 2022 bolstered this dedication to their mission.

Product:

Drivepoint's product integrates order data from Shopify and Amazon with traditional accounting data, utilizing Big Query for robust data warehousing. This setup facilitates the generation of insightful reports on key metrics like customer acquisition cost, retention, and lifetime value. The product uses Excel for its planning and modeling capabilities and includes a robust template to get each customer started. Leveraging machine learning, Drivepoint provides predictions on retention rates for specific customer cohorts and benchmarks business performance against a dataset of comparable entities. Users receive a dashboard that shows a variety of metrics and offers performance ratings on these key metrics.

Founder Story:

We interviewed Austin Gardner-Smith, the CEO of Drivepoint, for the founder story.

Per Austin, the company was initially founded to bridge the working capital gap that consumer brand companies face. However, after identifying a critical need for better data management and working capital optimization tools, they focused the platform on FP&A. The founders were surprised to find finance not centrally positioned within companies and burdened with manual data processing. They developed a tool designed to alleviate these challenges, enabling FP&A professionals to significantly contribute to and lead business discussions. According to the founders, what sets them apart is their consumer brand-focused approach. Enhancing workflows and automating substantial portions of the forecasting process, including predictions on returning customers and cohort data. Looking to the future, the founders envision a transformation in FP&A, where technological advancements eliminate manual tasks, paving the way for AI to introduce predictive forecasting and insightful scenarios, thus driving substantial business value.

Artificial Intelligence:

Use predictive analytics to automate customer repurchase forecasting and are currently implementing AI features to deliver automated trend and variance reporting.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

It is clear that Drivepoint has focused on the pain points of the Omni-channel consumer brand company. Drivepoint provides industry benchmarking and a robust Excel planning template combined with many AI/ML predictive forecasting benefits.

The overall testing experience made clear many of the benefits that can come with an industry-specific tool.

Strengths:

- Connections with Shopify and Amazon default.
- Benchmarking reports comparing your data against industry averages.
- Using financial and operational data together to build robust predictive models for customer cohorts.

Opportunities / Challenges:

- Workflow and auditing capabilities are currently lacking.
- More inventory planning support.
- More integrations with ERP and HRIS systems than currently offered.

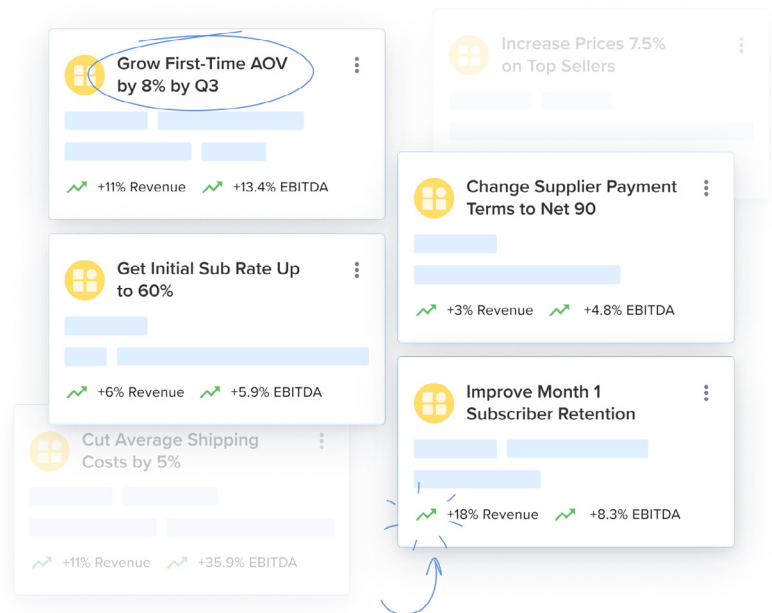
Things to Consider when Buying:

When considering Drivepoint, it is important to keep in mind the following:

- Drivepoint is purpose-built for the omnichannel consumer brand industry and has strong support, but only for that industry.
- Very tightly integrated with Microsoft Excel for planning and reporting.

“At Drivepoint, we’re 100% focused on omnichannel consumer brands, and that specialization makes all the difference. Customers like Curology, Simple Modern, Oats Overnight, Graza use Drivepoint to build better forecasts, make better decisions, and create more valuable businesses.”

Drivepoint Response to Guide /



Drivetrain



 www.drivetrain.ai

Founded:	2021
Founders:	Alok Goel, Tarkeshwar Thakur, Saurav Bhagat
Employees:	>50 Employees
Product Type:	Web App designed for Spreadsheet Replacement
Target Customer:	B2B SaaS and subscription services with 5M+ in revenue and 50+ employees
Average Implementation Time*:	4 Weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Drivetrain, established in 2021 by Alok Goel, Tarkeshwar Thakur, and Saurav Bhagat, emerged from a unique perspective on business success identified by Goel during his tenure at Elevation Capital. Intrigued by the commonalities among thriving companies, Goel was inspired to create Drivetrain, not merely as a planning tool but as a decision-making facilitator. With an ambitious vision to enable businesses to assess their operational health in real-time and adjust strategies accordingly, Drivetrain secured \$15M in a Series A funding round in late 2022. This investment underscores the company's commitment to enhancing decision-making processes.

Product:

The platform focuses on centralizing company-wide planning and decision-making. Drivetrain is focused on providing integrations to a range of platforms beyond the standard ERP, CRM, and HR platforms, including BI platforms like Tableau and other tools like AWS Cost Explorer. Drivetrain offers a high degree of versatility in modeling and analyzing your data across multiple dimensions. The platform boasts over 100 pre-defined metrics out-of-the-box. A standout feature is its what-if analysis tool, powered by AI, which not only identifies but visually represents the implications of changes across all relevant metrics, not just selected metrics, facilitating a comprehensive understanding of potential impacts.

Founder Story:

We interviewed Alok Goel, the CEO of Drivetrain, for the founder story.

Alok was driven to create the company not from a need for another FP&A tool but from a desire to address the gap in helping companies achieve success through better decision-making. His experience as a venture capitalist provided unique insights into the factors contributing to a company's success. The founders designed Drivetrain to introduce predictability into business operations, empowering FP&A professionals to transcend tactical roles and become crucial decision enablers within their organizations. Drivetrain focuses on distinguishing itself from competitors with its simplicity, flexibility, and advanced multi-dimensional modeling capabilities, all geared towards enhancing decision-making processes. Looking ahead, Goel envisions a future where FP&A evolves beyond traditional finance-focused tasks into a real-time, operationally integrated discipline, significantly augmented by AI technologies to foster smarter, more strategic business decisions.

Artificial Intelligence:

AI is focused on answering key business execution questions and speeding up decision-making. For example, when you run a what-if scenario the tool automatically services all other metrics impacted when you change the input drivers. Another example is projecting where you will finish for the quarter.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

The testing was conducted in the prior UI, but based on customer feedback, the new UI that was recently released is a substantial improvement over the existing one. The tool has a higher learning curve than some other tools but, on the whole, is a strong multi-dimensional web app platform.

Strengths:

- The natural language formulas throughout the model are relatively straightforward and easy to use.
- The customer support team is extremely helpful based on customer feedback.
- The what-if scenario tools ability to automatically identify downstream metrics impacted by the changes you made to an individual variable.

Opportunities / Challenges:

- Ability to pull the attributes of dimensions easily into other models.
- More robust reporting capabilities are something that comes up from customer feedback.
- At times, the tool can feel a little technical; the opportunity exists to continue to simplify.

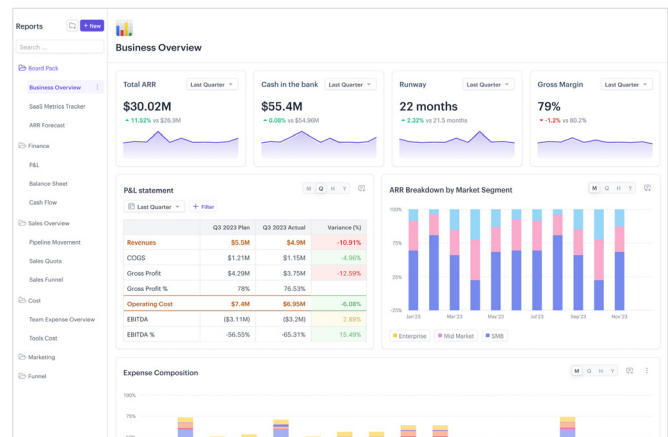
Things to Consider when Buying:

When considering Drivetrain, it is important to keep in mind the following:

- The tool is designed to be a financial and operational platform focused primarily on B2B SaaS and subscription service companies.
- The tool comes with a higher learning curve as a spreadsheet replacement tool than some other tools.

“In a spreadsheet-dominated landscape, finance teams are showing a preference for powerful and scalable software that are also simple to use. Drivetrain is both Powerful & Simple – helping FP&A teams focus on high-impact strategic work that drives faster, proactive decision-making.”

Drivetrain Response to Guide



Farseer

 www.farseer.io



Founded:	2021
Founders:	Luka Mijatović, Matija Nakić, Matej Trbara & Zrinko Dolić
Employees:	<25 Employees
Product Type:	Web App designed for Spreadsheet Replacement
Target Customer:	Midmarket to enterprise focus, \$20M+ revenue, industry agnostic with strong FMCG, Pharma, Telco, Retail and Hospitality presence
Average Implementation Time*:	6 Weeks
Implementation Vendors:	Be-Terna, Ness, Noventiq

Introduction

Company:

Founded in 2021 in Croatia, Farseer emerged as a response to the unique planning challenges encountered by data-intensive companies, which mainstream FP&A solutions have historically underserved. Farseer’s value proposition revolves around their proprietary spreadsheet built for modelling and planning. Farseer is a comprehensive planning platform focused on offering extreme modeling speed and flexibility. The development of a fast and robust calculation engine has been a focal point for Farseer, enabling it to handle the complex needs of data-heavy organizations adeptly. This focus on innovation and scalability was bolstered by a \$1.5M seed funding round in 2023.

Product:

Farseer’s platform focuses on being good at both consolidation and planning. The product is structured into four key sections: Sheets, Dashboards, Database, and Variables. Sheets are designed to mimic the familiar environment of traditional spreadsheet applications while leveraging the power of a multi-dimensional modeling engine. This setup focuses on offering a seamless transition for users accustomed to spreadsheets but seeking more depth and flexibility in data handling. The platform’s standout feature is its robust calculation engine, optimized for organizations grappling with complexity and large volumes of data. Unlike other tools that might offer preset templates, Farseer opts for a more customizable approach, allowing companies to tailor their models specifically to their needs and preferences.

Founder Story:

We interviewed Matija Nakić, the CEO of Farseer, for the founder story.

Matija says the inspiration to build Farseer came from experiencing firsthand the forecasting challenges within a telecom company. Matija wants FP&A professionals to understand that Farseer was designed to simplify and streamline the intricate financial modeling and planning processes, making them more accessible and manageable for both FP&A teams and the broader business. Per Matija, what sets Farseer apart in the market is its unique combination of being easy to adopt for immediate use yet powerful enough to support complex scenarios, embodying a low-barrier entry with a high-ceiling capability for financial planning. Looking forward, Matija envisions a future where FP&A practices are significantly enhanced by Generative AI and Large Language Models (LLM), revolutionizing how financial models are constructed and utilized.

Artificial Intelligence:

Uses machine learning and statistical methods for predictive planning and to easily get a top-down forecast with a few clicks. They are also working on a chatbot based on ChatGPT that assists with creating models, understanding formulas, etc.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

Farseer has a strong calculation engine and a process for easily building top-down forecasts and running sensitivity analysis on key inputs, and this is something that was very noticeable during testing. The platform has a very modular feel and uses its own natural language function syntax with the look and feel of a spreadsheet to build your models.

Strengths:

- Robust calculation engine that supports top-down and bottom-up planning blended with machine forecasting.
- Ability to create a table with drivers, adjust any variable, and easily see the impact on the model.
- Strong what/if sensitivity and scenario planning capabilities.

Opportunities / Challenges:

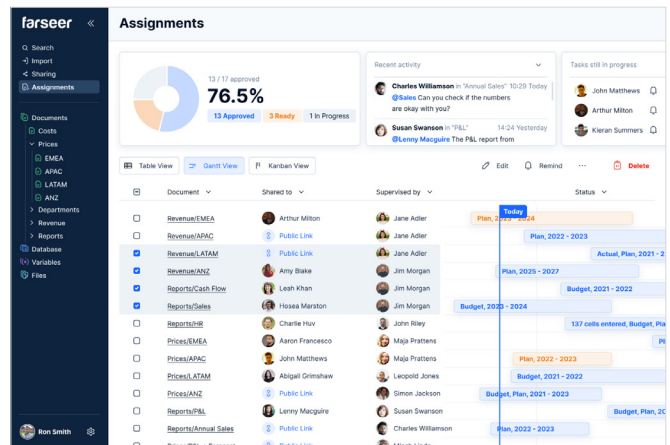
- More sophisticated dashboarding capabilities, including waterfall charts.
- Ability to link text to specific variables within the reporting capabilities.
- Native integrations with common HRIS systems.

Things to Consider when Buying:

When considering Farseer, it is important to keep in mind the following:

- Farseer can support small companies but is really designed to best support mid-market and enterprise customers.
- Designed to replace spreadsheet planning.

“Farseer is completely customizable to your model and process, calculates millions of cells in under a second, offers the familiar spreadsheet feeling. Farseer is a low-barrier, high-ceiling FP&A tool. It can cover complex enterprise scenarios, and it’s easy to use.”



Farseer Response to Guide



Fiplana



 www.fiplana.com

Founded:	2015
Employees:	>50 Employees
Product Type:	Integrated BI Planning tool
Target Customer:	Industry Agnostic, 200-2,000 employees
Average Implementation Time*:	1 – 3 Weeks
Implementation Vendors:	Use more than 50 implementation vendors globally

Introduction

Company:

INFORM Datalab GmbH initially developed Write! Edit and Write! Plan as Qlik extensions for editing, write-back, and planning functions. In 2023, the company rebranded Write! Plan as Fiplana to meet the growing need for a unified planning and data analytics platform. Fiplana draws on the companies extensive background in data, analytics, and digital transformation. Fiplana leverages this expertise to enhance its integrated approach to planning and analytics. The company’s substantial experience in developing planning algorithms is deeply embedded in the foundation of its product. The parent company and its subsidiaries have decades of experience in planning and analytics.

Product:

Fiplana is a BI-based planning platform that integrates seamlessly with Qlik, which is recognized as a leader in the BI sector by Gartner’s 2023 Magic Quadrant. With its strength in flexibility, Fiplana is designed to be utilized by businesses not using Qlik as their primary BI platform. Utilizing the Qlik platform within Fiplana offers access to nearly 400 data integrations, streamlining data consolidation into a singular platform. One of the tool’s standout features is its advanced what-if analysis capability, empowered by predictive algorithms to offer an AI-generated forecast from YTD actuals designed to meet your full-year budget. Additionally, Qlik’s storytelling functionality enriches Fiplana by enabling users to craft compelling presentations and reports directly within the platform, illustrating the tool’s comprehensive approach to data-driven decision-making and planning.

Founder Story:

We interviewed Thomas Gorr, the SVP of Fiplana, for the founder story.

Originating from INFORM’s robust data analytics division, Fiplana was created to fulfill the demand for a unified source of truth in managing both planning and analytics, addressing customers’ requirements for integrated solutions. Gorr wishes to convey to FP&A professionals that Falana’s foundation is rooted in a deep understanding of data analytics, emphasizing the importance of analytics and collaborative tools in financial planning. Gorr says Fiplana distinguishes itself by seamlessly blending planning and analytics into a single platform, offering unmatched flexibility, and leveraging extensive expertise in planning algorithms. Looking ahead, Gorr envisions a future where the evolving complexity of the business landscape necessitates more sophisticated forecasting and enhanced collaboration between business and finance sectors, highlighting the critical role of FP&A in navigating these advancements.

Artificial Intelligence:

Using AI/ML to enhance forecast predictions. With the tool, one also receives access to all the AI/ML tools included within Qlik software.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

The tool's strength lies in its ability to combine your planning and analytical needs in one place. We enjoyed the wide array of visuals, the easy ability to do top-down planning, and the overall simplicity of the interface. Missed having a spreadsheet interface with the ability to write complex formulas.

Strengths:

- Very robust charting capabilities.
- Benefit from all the analytical and BI capabilities of Qlik within the tool.
- The tool uses an algorithm to take your original budget from your YTD forecast and calculates an updated forecast that allows you to achieve your original plan. You can then easily compare this version to other versions. This feature is a customer favorite.

Opportunities / Challenges:

- Enhance driver-based planning capabilities in the user interface that are currently available in the back-end data model.
- Ability to write more complex formulas within the user interface.
- Ability to leave comments on each planning value to explain the number.

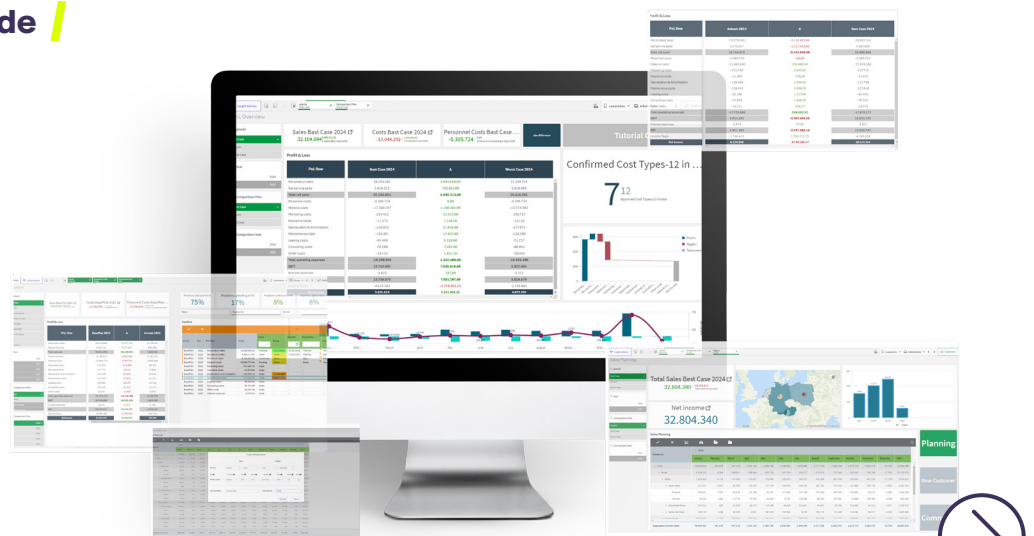
Things to Consider when Buying:

When considering Fiplana, it is important to keep in mind the following:

- Make sure an integrated planning approach is what you want for planning, as integrated BI planning comes with different benefits and drawbacks than more traditional planning tools.
- Company customers are primarily in Europe, working to build a stronger presence in North America.

“Fiplana is the ultimate solution for comprehensive financial planning. With its user-friendly interface and extensive features, Fiplana empowers users to efficiently manage their finances, from budgeting to investment planning, all in one platform. Achieve your business goals seamlessly with Fiplana.”

Fiplana Response to Guide /



Forecastr



 www.forecastr.co

Founded:	2018
Founders:	Logan Burchett & Steven Plappert
Employees:	>25 Employees
Product Type:	Web App with Low Spreadsheet Integration
Target Customer:	Private company between \$100K and \$10M in rev and less than 100 employees
Implementation Vendors:	All implementations are done in-house
Average Implementation Time*:	2 weeks includes working with a modeling specialist to build a model

Introduction

Company:

Steven and Logan founded Forecastr after years of experience as fractional CFOs for Series A and B venture-backed companies, where they consistently encountered the need for more efficient financial modeling beyond Excel. Aimed at early-stage startups and venture-backed companies, Forecastr combines software with financial services. This approach is designed to furnish startups with the financial acumen necessary for sustained growth. Collaborating with various partners in the startup ecosystem, Forecastr aims to help founders navigate the early stages of their venture. In July 2023, the company secured a Seed +funding round to expand its platform and service a broader customer base.

Product:

Forecastr's product is structured to offer both software and accompanying services, ranging from financial analysis to in-depth CFO support services. From day one clients are paired with a financial analyst who guides the development of their financial model, leveraging both operational and financial data. Currently compatible with QuickBooks and Xero, Forecastr plans to extend its integration capabilities to include CRM and HRIS systems moving forward. A notable feature of the tool is its well-structured assumptions section, which centralizes all premises and logic underpinning the financial model. Forecastr's personalized approach ensures that each customer receives dedicated support in constructing their model and navigating financial challenges, underscoring Forecastr's commitment to empowering startups with the resources they need.

Founder Story:

We interviewed Steven Plappert, the CEO of Forecastr, for the founder story.

Steven was inspired to start the company after identifying a gap in the market. Recognizing the limitations of Excel for financial modeling and the need for a more efficient operating system for founders, Forecastr was conceived to simplify the budgeting and forecasting process. The founders, with extensive backgrounds in startups and finance, aim to blend software with personalized service, ensuring each customer benefits from a human approach that extends beyond traditional software solutions. According to Steven, this human-centric methodology, combined with a logical and accessible tool design, sets Forecastr apart in the marketplace, making financial analysis more approachable for non-finance individuals. Looking forward, Steven envisions a shift away from Excel towards cloud-based tools that streamline manual tasks, allowing FP&A professionals to focus on strategic decision-making, thus redefining the future of financial planning and analysis.

Artificial Intelligence:

Not currently incorporated within the software.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

Testing Forecastr was refreshing as it did not take long to understand the basics of the interface and modeling platform to start building my forecast. Forecastr is intuitive, easy to use and follow, but at the same time lacks some features, and integrations that are available in many other planning tools.

Strengths:

- The hands-on approach to building your model by assigning a financial analyst to work closely with you until your model is built.
- Ability for investors to directly access company presentations and for founders to track investor interest in their business.
- Easy to review, validate, and build modeling assumptions within the tool.

Opportunities / Challenges:

- More integrations to CRM and HRIS platforms.
- More visual capabilities within the dashboard tool.
- More dimensionality in general and in particular, more options with time dimensions

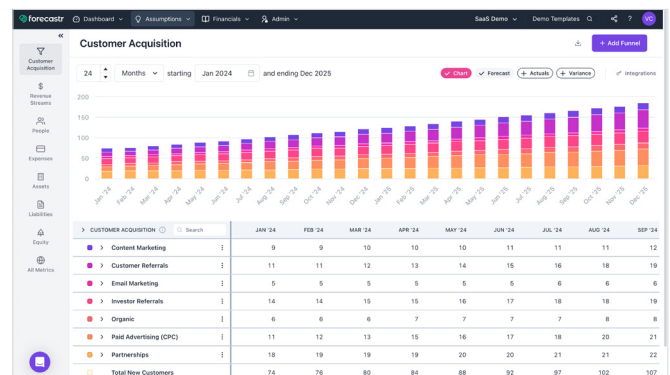
Things to Consider when Buying:

When considering Forecastr it is important to keep in mind the following:

- Forecastr provides outstanding services to support early-stage companies and today primarily supports companies with a limited finance/FP&A function.
- Lacks many of the integrations other tools have standard out of the box.

“The magic of Forecastr is in our human approach. We give you an expert human who understands your business, has your back, and is with you through thick and thin to help you win!”

Forecastr Response to Guide



Jirav



 www.jirav.com

Founded:	2015
Founders:	Martin Zych & Steve Turner
Employees:	>50 Employees
Product Type:	Web App with Medium Spreadsheet Integration
Target Customer:	Small to Mid-Market businesses, industry-agnostic with a strong focus on CPG, Investment Mgmt., Life Sciences, Manufacturing, and SaaS.
Average Implementation Time*:	Up to Weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Martin, the Founder of Jirav, leveraged his extensive experience at a CFO consulting firm to identify and address a critical gap in the market. Recognizing the need for a more effective tool to aid in building financial models, raising capital, and refining accounting and finance processes, Jirav was born. The platform is designed to empower accountants and finance professionals, enabling them to guide businesses toward making informed decisions based on solid data. Jirav places a particular emphasis on enhancing advisory services offered by accounting firms and has become the preferred FP&A solution for CPA.com. In 2023, Jirav secured \$20M in Series B funding to expand and evolve its capabilities further.

Product:

Jirav is dedicated to ensuring that the three-statement financial model consistently aligns, and the balance sheet remains accurate amid financial projection adjustments. Tailored for accountants and small business owners, Jirav has focused on creating a simple and user-friendly interface featuring driver-based planning and industry-specific templates to aid in the planning process. The platform includes data integration, dashboarding, reporting, planning, and modeling, all powered by its proprietary calculation engine. Jirav caters to a broad spectrum of small business needs through its product offerings for small business owners, along with specialized packages for accounting firms and advisory practices.

Founder Story:

We interviewed Martin Zych, the CEO of Jirav, for the founder story.

Martin founded the company to address the inefficiencies and repetitive tasks he encountered as a fractional CFO, particularly within the SMB market where no existing tool met the needs of this segment. Drawing on his experience, Martin aimed to standardize financial processes and embed the best practices into a comprehensive platform, offering more than just software but a partnership that includes a wealth of expertise and support. Martin's message is that Jirav distinguishes itself by its dedication to the SMB sector, its status as CPA.com's preferred partner for budgeting and forecasting, and its unique offerings, such as white-glove onboarding and industry-specific templates facilitating quick and effective tool adoption for fractional CFOs, accounting firms, and their clients. Looking ahead, Martin sees the Office of Finance evolving into a more strategic role within organizations, with technology playing a pivotal role in automating routine tasks and enhancing forecasting capabilities, thereby allowing finance professionals to devote more attention to strategic business initiatives.

Artificial Intelligence:

Uses AI to instantly forecast an integrated 3-statement model once you connect your GL data using autoforecast feature.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

Jirav is a tool that has a robust set of options for building a driver-based forecast. In addition to several standard options for building your plan, you can use custom tables to manage those more unique use cases. Overall, The tool has a solid reporting platform, which makes it easy to create different reporting packages for the business.

Strengths:

- Every plan has a 3-statement model that always ties out; this is a core concept of Jirav.
- Custom tables work similarly to extra tabs in your Excel model for forecasting operational data or building a bottoms-up model.
- The ability to add drivers to every account in your model when forecasting.

Opportunities / Challenges:

- More dimensionality to better support complex planning needs.
- Additional ability to provide more granular headcount planning assumptions per employee.
- Add waterfall chart types; a waterfall-like alternative exists with custom tables.

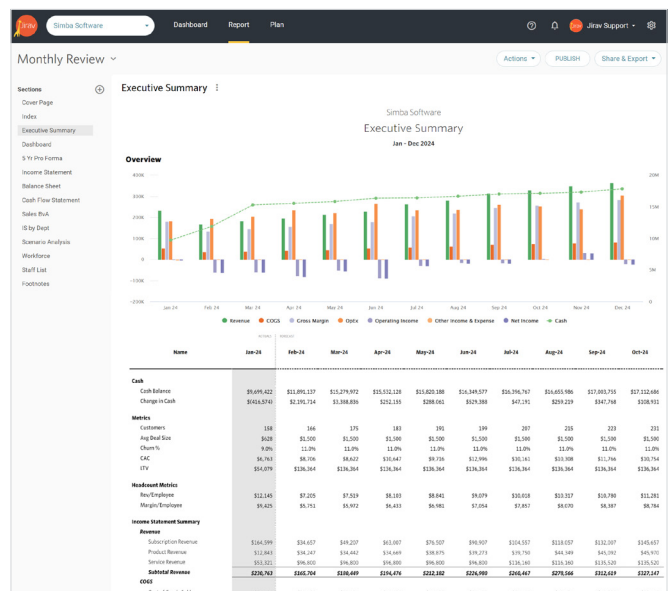
Things to Consider when Buying:

When considering Jirav it is important to keep in mind the following:

- Jirav has historically focused on small market companies and has been working to add dimensionality and other functions to support mid-market companies better.
- Jirav is, first and foremost, a financial planning tool with a strong focus on 3-statement modeling.

“Jirav’s Success Safari is a complimentary expert-guided journey for new customers to maximize FP&A impact. In 2024, we introduced a faster calculation engine, extended forecast durations, and support for planning even more departments, with increased dimensionality on the horizon.”

Jirav Response to Guide



Mosaic



 www.mosaic.tech

Founded:	2019
Founders:	Bijan Moallemi, Brian Campbell & Joe Garafalo
Employees:	>100 Employees
Product Type:	Web App with Medium Spreadsheet Integration
Target Customer:	B2B & B2C SaaS, <1000 FTE's, Seed to Series E expanding to other industries in 2024
Average Implementation Time*:	4 – 6 Weeks
Implementation Vendors:	All implementations are done in-house.

Introduction

Company:

Mosaic emerged as a strategic finance platform shaped by the firsthand experiences of its co-founders, Bijan, Brian, and Joe, during their tenure at Palantir. Faced with the challenges of implementing a conventional FP&A planning tool that ultimately failed to meet the business's needs. The founding team then started an initiative to develop an internal solution that successfully consolidated company-wide data and led to significant adoption within the finance department. This endeavor and subsequent roles as CFOs outside Palantir illuminated the critical data integration issues hindering finance from assuming a more strategic role. These insights laid the foundation for Mosaic, aiming to solve the pervasive data dilemma in finance.

Product:

Mosaic has primarily focused on B2B and B2C SaaS companies but is starting to expand to other use cases in 2024. Mosaic is focused on tackling the prevalent data challenges across businesses and is built upon four fundamental pillars: Data, Analytics-BI, Planning, and Collaboration. Mosaic is a strategic browser-based approach to reporting and planning that streamlines the process, providing an alternative designed to address the struggles experienced when using spreadsheets. Offering over 150 pre-configured metrics out-of-the-box, Mosaic recently enhanced its functionality with a custom metric builder, further broadening its support for diverse metric requirements. Its planning module encompasses four distinct models—Headcount, Topline, Income Statement, and Balance Sheet. Adjustments to the model are made using common driver methodologies or customized formulas, facilitating a comprehensive and user-friendly planning experience.

Founder Story:

We interviewed Joe Garafalo, the COO of Mosaic, for the founder story.

Joe shares that he was motivated to help start the company after recognizing the significant challenges of managing dispersed data while at Palantir, where no existing tool offered a comprehensive solution for consolidating business-critical data. He and his team envisioned Mosaic as a platform that minimizes manual data aggregation tasks and empowers FP&A professionals to focus on strategic decision-making, fundamentally transforming the finance team into a pivotal business partner. Per Joe, Mosaic aims to distinguish itself in the market with its streamlined implementation process and robust reporting capabilities, offering deep integration across various systems and delivering over 140 out-of-the-box SaaS metrics. Looking to the future, Joe anticipates the integration of AI and Generative AI within FP&A software to address the data challenge further, enhancing the automation of reporting and insights generation and thereby enabling finance professionals to achieve more with fewer resources.

Artificial Intelligence:

Mosaic uses its AI assistant, Arc, to identify performance trends in the data and summarize the trends in a narrative format in reports and dashboards.





Tool Evaluation: (Based on demo, customer survey, online feedback, no author testing of the tool)

Mosaic is a very strong reporting platform with a clean and Modern UI look and feel. Mosaic started as a strong reporting platform, and it can be seen throughout the tool. The planning interface is designed to allow adjustments to be made to the model through common driver methodologies and or custom formulas.

Strengths:

- 150+ Pre-configured metrics out of the box.
- Very strong reporting and analytics platform.
- Strength is in supporting the SaaS and subscription services market.

Opportunities / Challenges:

- Ability to comment on a specific data point.
- A what-if/ sensitivity analysis tool supports what-if scenario analysis but would like to see more from a what-if/sensitivity perspective.
- Basic integrations with Google Sheets in addition to Excel.

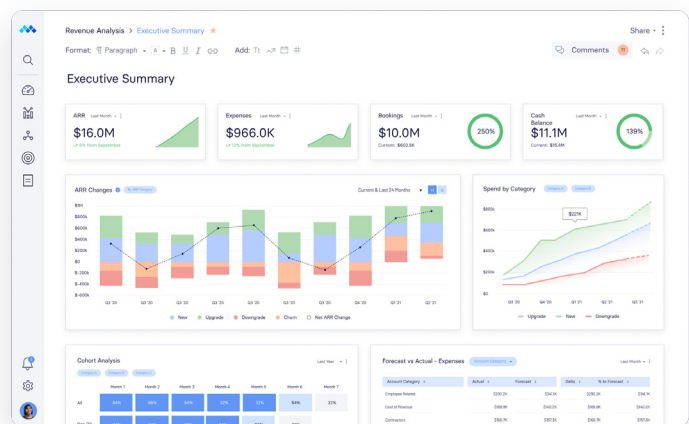
Things to Consider when Buying:

When considering Mosaic, it is important to keep in mind the following:

- Mosaic has historically only supported SaaS companies and is now beginning to expand to other verticals.
- A key strength is its robust metric library you get out of the box.

“2023 was another huge year for Mosaic. We doubled in size, raised a Series C, hired amazing talent, and launched over 20 new features like Metric Builder and Arc AI. And there’s even more coming in 2024! Come say hello!”

Mosaic Response to Guide /



Runway



 www.runway.com

Founded:	2020
Founders:	Arya Asemanfar, Siqi Chen
Employees:	>25 Employees
Product Type:	Web App with Low Spreadsheet Integration
Target Customer:	Industry agnostic, 50-1,000 employees
Average Implementation Time*:	6 Weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Runway is focused on redefining financial planning for businesses. Born from Chen's realization of his own gaps in financial expertise experienced throughout his career as a senior leader, and the cumbersome nature of spreadsheets. Runway emerged as a strategic financial management platform aimed at making finance understandable and accessible to all within a company. With \$33.5 million in funding, including a \$27.5 million Series A in 2023, Runway is focused on simplifying financial modeling, planning, and reporting, making it more intuitive than traditional spreadsheets. Runway aims to be an operating system for business in the age of AI.

Product:

Runway is a cloud-based strategic management platform that has taken several years to come to market. The tool is still only available on an early access basis and must be requested via the website. Runway has a robust library of tools it integrates with, including the fast-growing accounting startup Puzzle. The platform is a web-app with a natural language modeling engine, and the ability to group and visualize the plans you built via the planning interface. The visual timelines for planning stands out as one of the strengths of the Runway platform. The platform sees AI as something that will be infused through every part of the planning process.

Founder Story:

We interviewed Siqi Chen, the CEO of Runway, for the founder story.

Siqi founded the company to enhance understanding of finance among business leaders and reduce reliance on spreadsheets by creating a more intuitive and comprehensive tool. Siqi wants FP&A professionals to know he envisions a shift in the FP&A landscape where financial models serve as holistic representations of businesses, advocating for inclusivity by integrating the entire business into the financial planning process. He believes Runway stands out by making finance a strategic asset accessible across an organization, moving beyond traditional spreadsheets, and employing AI to demystify finance for all stakeholders. Looking ahead, Siqi sees the role of FP&A expanding, with AI playing a significant role in automating routine tasks, thereby elevating the strategic position of finance within companies.

Artificial Intelligence:

Using natural language AI to explain how models, formulas, and sheets work and using a natural language AI interface to assist with planning and modeling. View AI as critical to supporting the mission of making business accessible and understandable to everyone.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

Runway has a clean, modern-looking UI, and the formula language was relatively easy to understand and follow. The unique thing about Runway is the ease with which you can create, group, and visually view plans within the planning timeline.

Strengths:

- The ease at which you can build, group, and modify different versions and components of your plan.
- For each driver you create, you can create a goal you want to achieve.
- The visual planning timeline is a great feature that makes it easier to see and plan the future.

Opportunities / Challenges:

- More chart types and dashboarding options.
- Greater workflow approval and commenting capabilities throughout the platform.
- More dimensionality within the platform.

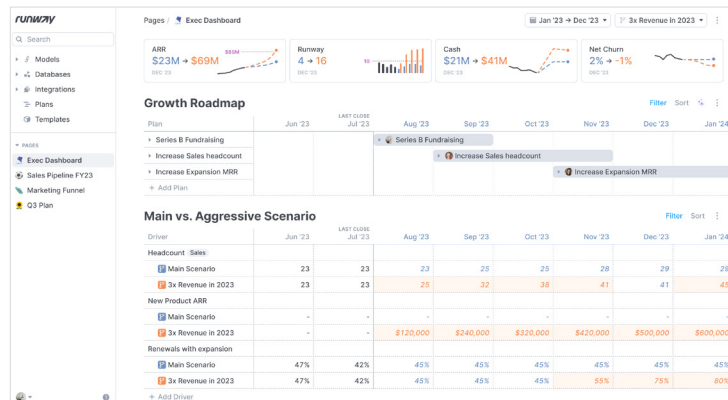
Things to Consider when Buying:

When considering Runway, it is important to keep in mind the following:

- Relatively new platform that only recently came out of Beta and is still growing its features and capabilities.
- Plan timeline is a very popular and unique feature that makes it very easy to see key components of your plan.

“We are proud and excited to be part of this year’s guide. While we have some exciting things to show you today, we can’t wait for next year’s guide to show you what we’re cooking in the kitchen at Runway.”

Runway Response to Guide



Vareto



 www.vareto.com

Founded:	2020
Founders:	Kat Orekhova & Lalit Singh
Employees:	>50 Employees
Product Type:	Web App with Medium Spreadsheet Integration
Target Customer:	Industry agnostic, \$25M+ revenue, 250+ employees
Average Implementation Time*:	Several weeks
Implementation Vendors:	All implementations are done in-house

Introduction

Company:

Founded in 2020 by Kat Orekhova and Lalit Singh, Vareto aimed to fill a critical void in the midmarket and enterprise FP&A software market with a platform that is both scalable and intuitive. Recognizing Excel’s essential role in finance, Vareto sought to incorporate the aspects people love about it the flexibility, intuitiveness, and visibility—into its design. The company is also built on the principle of collaboration, striving to not only help automate and improve processes for FP&A, but to empower finance teams to work more effectively with their business partners. The platform’s collaboration features make it easy for business stakeholders to give plan inputs, review monthly BVAs, and make decisions together.

Product:

Vareto’s platform is built upon 3 product pieces: Planning, Reporting, and Explorer, all designed to integrate seamlessly with an organization’s existing ERP, HRIS, CRM, and other systems. This integration is facilitated through a robust data manager that consolidates and simplifies access to detailed transactional data, dimension hierarchies, and metric definitions, enabling deep dives into financial analytics. The reporting feature is tailored for finance and business executives, offering automated BVA analysis and narrative storytelling capabilities within the tool. For planning, Vareto built a sophisticated multi-dimensional calculation engine and both custom and pre-built modules, all while striving to preserve the familiar feel of traditional spreadsheets. Over the last year Vareto has worked to incorporate robust AI features that not only help you understand why something happened but also what to do next.

Founder Story:

We interviewed Kat Orekhova, the CEO of Vareto, for the founder story.

While leading finance teams at Meta, Kat identified a crucial technology gap that limited the effectiveness of FP&A teams, no matter how smart and hard-working the individuals might be. This motivated her to build a solution that solved these challenges and enabled finance teams to ultimately have more business impact. Kat says Vareto is a testament to the possibility of combining the beloved aspects of Excel with a purpose-built tool designed specifically for FP&A. Per Kat, Vareto is unique in the market, offering unmatched flexibility, customization, and scalability within a modern, intuitive interface. With an eye on the future, the founder emphasizes the importance of FP&A professionals preparing for the integration of AI, predicting a significant reduction in manual tasks over the next 3-5 years. This shift is expected to free up FP&A teams to concentrate on more strategic initiatives, marking a transformative phase in the industry’s evolution.

Artificial Intelligence:

Using AI throughout the platform. The AI is designed to generate insights and summaries from your data. The AI is designed to not only answer your questions but suggests adjacent questions and analysis.





Tool Evaluation: (Based on demo, customer survey, online feedback, and authors testing of the software)

Testing of Vareto found a robust reporting platform and a planning module that had easy-to-use formulas. The reporting and commenting capabilities stood out during the testing of the tool, and this is something customers regularly mention as a strength of the tool.

Strengths:

- The tool has a resource table for things like headcount planning and a time dimension table and supports multi-dimensional planning with a relatively straightforward formula syntax.
- Reporting platform is strong with the ability to create account-level BVA analysis in the tool.
- Based on demos, AI functionality helps you understand not only the why but also what to do next.

Opportunities / Challenges:

- More options for exporting reports outside the platform (PDF, PPT, etc.).
- Ability to see model inputs and scenario comparisons in the same window.
- A formal approval workflow process; today, it is managed within comments.

Things to Consider when Buying:

When considering Vareto, it is important to keep in mind the following:

- Designed to scale from a performance, usability, and dimensionality perspective for growing midmarket companies and large enterprise customers.
- Vareto is a newer platform and certain planning and scenario features are still in development.

“Vareto is proud to be recognized as an emerging market leader, with the highest rating (4.8) of any FP&A platform on G2. We’re also known for exceptional service: our customer team of former finance professionals looks forward to welcoming you.”

Vareto Response to Guide

Name	Employee ID	Title	Department	Region	Hire Date
Kayden Walker	35774	Engineer	Engineering	AMER	10/03/2020
Dillon Buck	53223	Data Analyst	Engineering	EMEA	05/15/2021
Klarna Evans	23004	Data Manager	Engineering	APAC	01/01/2020
Arnav Das	63924	Senior Engineer	Engineering	AMER	12/09/2022
Kantzie Mitchell	45635	Engineering Manager	Engineering	AMER	01/01/2022
Brooklyn Moody	80313	Data Analyst	Engineering	APAC	03/04/2023
Leonardo Sousa	10509	Engineer	Engineering	EMEA	01/15/2019
Kennedi Greene	48958	Engineer	Engineering	AMER	08/22/2020
Judith Perez	29668	Data Analyst	Engineering	AMER	01/18/2021
Ashley Clark	97375	Senior Engineer	Engineering	AMER	02/01/2022

	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
	Plan	Plan	Plan	Plan	Plan
Gross Earnings	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667
YTD Gross Earnings	\$133,333	\$150,000	\$166,667	\$183,333	\$200,000
FICA Limit (SS)	\$160,200	\$160,200	\$160,200	\$160,200	\$160,200
FICA Rate (SS)	6.20%	6.20%	6.20%	6.20%	6.20%
FICA Applicable Amount	\$16,667	\$16,667	\$10,200	\$0	\$0
FICA Expense	\$1,033	\$1,033	\$632	\$0	\$0





Vendor Comparison



Industry Focus and target customer

Company*	Industry Focus	Ideal Target Customer
Abacum	Industry Agnostic	>100 and 1,500 employees. Series A+ company, with an implemented ERP
Acterys	Industry Agnostic	Revenue – \$1B+, employee count 1,000+, company stage – Growth
Aleph	Industry Agnostic	Series B+ venture-backed companies, 100 – 2,500 employees
Cube	Industry Agnostic	100 – 1,000 employees
Datarails	Industry Agnostic	Revenue: \$5M-\$999M, employee count: 50-1000, Location: US, UK, Canada
Drivepoint	Consumer/Retail	\$10-\$500M in revenue
Drivetrain	B2B SaaS and Subscription	\$5M+ in revenue, 50+ employees, Series A and above
Farseer	FMCG, Telecommunications, Distribution, Retail, Hospitality	Mid-Market to enterprise, \$20M+ in revenue
Fiplana	Industry Agnostic	Small market to enterprise with 200-2,000 employees
Forecastr	Technology, Startups	Private company with annual revenue between \$100K and \$10M <100 employees.
Jirav	Industry Agnostic	Small to mid-market business and advisory firms
Mosaic	Primarily B2B SaaS & B2C SaaS	B2B and B2C SaaS subscription businesses, <1,000 FTEs, Seed to Series E
Runway	Industry Agnostic	50-1,000 employees
Vareto	Industry Agnostic	\$25M+ revenue, 250+ employees

* As self-reported by each company



ERP Native Integrations

Company*	Microsoft Dynamics 365	Netsuite	Oracle	Quickbooks	SAP (S/4 HANA)	Sage Intact	Xero	Other
Abacum	✓	✓		✓		✓	✓	
Acterys	✓	✓	✓	✓	✓		✓	Workday
Aleph	✓	✓		✓	✓	✓	✓	See website
Cube	✓	✓		✓		✓	✓	See website
Datarails	✓	✓	✓	✓	✓	✓	✓	Accumatica, Priority
Drivepoint		✓		✓			✓	
Drivetrain		✓		✓	✓	✓	✓	Zoho
Farseer	✓	✓			✓	✓		
Fiplana	✓	✓	✓		✓	✓		See website
Forecastr				✓			✓	
Jirav		✓		✓		✓	✓	See website
Mosaic		✓		✓		✓	✓	
Runway	✓	✓	✓	✓	✓	✓	✓	See website
Vareto	✓	✓	✓	✓	✓	✓		

* As self-reported by each company. This list includes native integrations, please contact tool directly to learn of other methods they have for connecting to your data source.



CRM Native Integrations

Company*	Hubspot	Pipedrive	Salesforce	Other
Abacum	✓		✓	
Acterys	✓		✓	
Aleph	✓	✓	✓	See website
Cube	✓	✓	✓	
Datarails	✓		✓	See website
Drivepoint				Integrates with e-commerce platforms
Drivetrain	✓	✓	✓	See website
Farseer	✓	✓		
Fiplana	✓		✓	Microsoft Dynamics, SugarCRM
Forecastr				
Jirav	✓	✓	✓	
Mosaic	✓	✓	✓	Zoho CRM
Runway	✓	✓	✓	Copper, Zoho CRM
Vareto	✓		✓	

* As self-reported by each company. This list includes native integrations, please contact tool directly to learn of other methods they have for connecting to your data source.



HRIS Native Integrations

Company*	ADP Workforce Now	BambooHR	Gusto	HiBob	Paylocity	Personio	Rippling	Workday	Other
Abacum	✓	✓	✓	✓	✓	✓		✓	See website
Acterys	✓	✓						✓	Dayforce
Aleph	✓	✓	✓	✓	✓		✓	✓	See website
Cube	✓	✓	✓	✓	✓		✓	✓	See website
Datarails	✓	✓	✓		✓		✓		Bullhorn
Drivepoint									
Drivetrain	✓	✓	✓	✓	✓	✓		✓	See website
Farseer									
Fiplana								✓	See website
Forecastr									
Jirav	✓	✓	✓		✓		✓		See website
Mosaic	✓	✓	✓	✓	✓			✓	See website
Runway	✓	✓	✓	✓	✓	✓	✓	✓	See website
Vareto	✓	✓	✓	✓	✓	✓	✓	✓	See website

* As self-reported by each company. This list includes native integrations, please contact tool directly to learn of other methods they have for connecting to your data source.





Products to watch



Products to Watch

As we went through the guide and reviewed every tool, we quickly realized we could not highlight all the tools in the marketplace. Similar to last year. In addition to covering several FP&A planning tools in detail, we wanted to highlight some tools in the marketplace that people should keep an eye on. The tools listed below made the products to watch list because they were not ready for full inclusion in the guide, but we believe they have a lot of promise, and we will continue watching them in the marketplace. Many of you might be wondering about the tools from last year. One of the tools Runway made the guide, Stargazr is listed as a product to watch again this year, and a couple of the tools were not full planning solutions, i.e. headcount only and we focused the guide this year on tools that are first and foremost a complete financial planning solution.

Aimplan



 www.aimplan.com

Company Overview:

Aimplan is an FP&A planning software built upon Power BI that was founded in 2022 by Erik Lidman and is based out of Sweden. The tool extends the Power BI platform to provide performance management, planning, budgeting, and forecasting within Power BI. The tool has several partners trained in implementing the software and has found early success with its platform so far.

Basis



 basis.so

Company Overview:

Basis was founded in 2022 by Bebe Kim and is a multi-dimensional web app tool that supports your performance analytics and planning needs. The tool is designed to replace the need for spreadsheets in the planning process and has over 150 integrations. Basis primarily focuses on the small to mid-market and includes three different plans to meet customers' needs.



Clockwork



 www.clockwork.ai

Company Overview:

Clockwork.AI was founded by Fady Hawatmeh in 2018 and recently completed a \$3M funding round. Clockwork is primarily focused on the small market and seamlessly integrates with QuickBooks and Xero. They offer a 14-day free trial to test the product prior to buying. The product is focused on being AI-powered and automatically provides you with a forecast out of the box based on your historical data.

Exopen



 www.exopen.se

Company Overview:

Exopen launched Exopen Cloud in early 2022 and is led by Fredrik Landberg. The tool focuses on midmarket customers and strongly integrates with Microsoft products, including a BI data model that easily integrates with Power BI. The tool is built upon four core components: the Data Layer, Planning, Report, and Consolidation. Exopen offers the ability to try it free for 14 days.

Liveflow



 www.liveflow.io

Company Overview:

Liveflow was founded in 2020 by Anita Koimur and Lasse Kalkar and is designed to turn your spreadsheet into financial analysis software. The tool currently integrates with QuickBooks and has several other integrations planned for the future. The tool provides several pre-built templates that make analyzing and reporting your data easy. The software is great for reporting and is used by many accountants, and in the future, we anticipate more FP&A functionality.



Modeloptic



 www.modeloptic.com

Company Overview:

Modeloptic was founded in 2020 by Trevor Mullen and Luke Harris. Modeloptic markets itself as the best P&A tool since Excel.

Modeloptic offers both software and services to customers, including accounting, financial operations, model creation, and M&A Advisory.

One of the more unique features of Modeloptic is that it supports exporting fully functional models to Excel.

Stargazr



 www.stargazr.ai

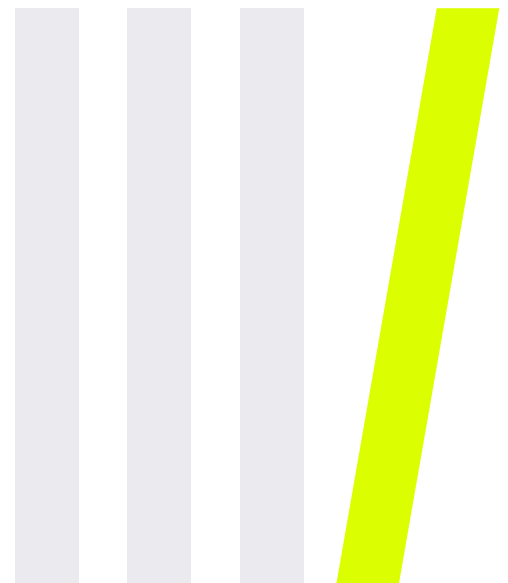
Company Overview:

Stargazr is the only product to watch that was included in the prior guide. Stargazr.ai was founded in 2020 by Juan C Roldan & Rafi

Wadan and is focused on providing support to the manufacturing industry. Stargazr is focused on using AI to provide businesses with

smart recommendations within the manufacturing industry. Stargazer includes a value driver model, a collaboration tool, and the use

of AI for predictive analytics and smart recommendations.



FP&A

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Research Methodologies




Research Methodologies used for the Guide




- ### 1 Vendor Surveys


We completed two vendor surveys with each vendor highlighted in the guide and used that information to inform our write-up.


- ### 2 Customer Survey


A customer survey was sent out to 3 customers for each vendor.


- ### 3 Founder Story Meeting


We met with a founder from each software tool to discuss the company's founding story.


- ### 4 Demo Meeting


Each company shared a demo of the tool.


- ### 5 Software Testing

We worked with each vendor to conduct a software test, and in many cases, we got our hands on the tool. We have annotated when we did not test the software in the writeup.


- ### 6 Online Research

We conducted online research on many of the tools, and some of this information was incorporated within the guide.




In addition to the above methodologies used for gathering information on the tools, we gave each vendor the opportunity to add 40 words to the guide to share with you what they want you to know about them as a tool.

Note: The tools selected for incorporation in the guide were based on criteria established by the authors. Each tool had to demonstrate a strong growth pattern, adoption in the marketplace, and willingness to make a founder available and work with us to demo and test the software. If a tool is not included in the guide, it did not meet one of the criteria required to be included.




Founder Story

For the founder story, we asked each founder four questions and then summarized their responses into a brief section named Founder Story.

 What unserved need did you see that made you create the company?

 What do you want FP&A professionals to know about you and the founding story of your company?

 What makes your tool unique in the marketplace?

 How do you think about the future of FP&A?





Conclusion



Conclusion

Transformation is raging across the world of financial planning and analysis. This was sparked by discontent among CFOs with their FP&A teams. It was further fueled by the pandemic, which saw FP&A teams needing to deliver under extreme pressure, lacking flexibility from their existing tools. This pushed many (back) into spreadsheets, further deteriorating the output.

From a painful situation has risen the 3rd Generation FP&A tools market. Living in the cloud, offering great flexibility, designed to specific company and/or industry needs, and available to companies of all sizes down to small-scale startups all the way into the enterprise space.

Now further augmented with AI it's a land of opportunity for FP&A teams to start making their CFOs happy. No matter the plethora of tools available though it's still on FP&A professionals to make the difference. It's critical to move from explaining the "what" and "why" about the business and move to the "so what" and "now what".

If you're skeptical about this just ask your co-pilot. It can surely answer "what" and "why" by now. To progress up the analytical and insight generation ladder, FP&A professionals need to take advantage of the scenario modeling capabilities inbuilt in these 3rd generation solutions. Start building your driver-based models and play around with your assumptions. From this, a whole new landscape of insights will unfold that are bound to drive a lot of value creation.

We firmly believe the tools market will continue to evolve at a rapid pace. That's because many of the tools are built by FP&A professionals for FP&A professionals. That means that any pains you discover on your continued journey will soon be fixed in your tool. It's a clear sign that we have moved on from a world where we had to consider "the art of the possible" to simply figuring out how to make it work because almost FP&A capabilities we could imagine are now available.

We're very excited to follow the continued development of the market. We're all deeply involved in various aspects from investing in and marketing the tools to evaluating their capabilities. As such this guide is part of developing the market and further maturing the solutions. We hope that you will find it insightful and aid you on your journey as an FP&A professional or in selecting the right FP&A tool for your company.

We encourage you to share your feedback on the guide with us and we look forward to hearing your stories of what tools you use and how the 3rd generation tools have given you new capabilities to help satisfy your disgruntled CFO.





BPI/

