Extended Planning Across the Enterprise

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MODERN
FINANCE
EXPERIENCE

Presented by

ORACLE®

Program Agenda

1 ▸ Planning and Budgeting Cloud Introduction

2 ▸ Oracle Planning and Budgeting Cloud

3 ▸ Arby's

'Planning and Budgeting' is the EPM Beachhead to Cloud

Applications in the Cloud Now

Application	Percentage
Planning & Budgeting	67%
Workforce Planning	39%
Sales Planning & Forecasting	31%
Financial Reporting	21%
Financial Consolidation	18%
Ad Hoc Reporting	16%
Profitability & Cost Management	11%

0%

Source: Oracle 2016 EPM Cloud Trends Research

ORACLE

World Class Planning with the Simplicity of the Cloud

Oracle Planning and Budgeting Cloud Service

**Fast
Adoption**

**First-in-Class
Functionality**

**Flexible
Deployment**

ORACLE®

Planning & Budgeting Cloud

- Intuitive web interface with full MS Office integration

- Virtually zero training with built in starter kits & online help/tutorials

- Built-in management reporting capabilities

- Flexible workflow and plan management capabilities

- Move from 'conventional' to 'advanced' scenario modeling

- Out of the box support for best practices such as rolling forecast, multi-currency

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Oracle's EPM Cloud Momentum[+]

First Product Launched:
February 2014
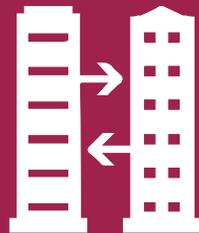(2 products to date)

1000+
Customers to date

62,000+
End Users and growing!

Clients across industries
Financial Services, Higher Ed, Consumer Goods, Retail, Services, High Tech, Public Sector

Built on over 15 years of Product Innovation

Available and Supported Globally 24 X 7 X 365

[+] As of 1 March 2016

Arby's Oracle EPM Planning and Budgeting Cloud Solution

INSPIRING *Smiles* THROUGH *Delicious* EXPERIENCES

Arby's Overview

- The Arby's brand purpose is Inspiring Smiles Through Delicious Experiences™.

- Arby's delivers on its purpose by celebrating the art of Meatcraft™ with a variety of high-quality proteins and innovative, crave-able sides, such as Curly Fries and Jamocha shakes.

- Arby's Fast Crafted™ restaurant services feature a unique blend of quick-serve speed combined with the quality and made-for-you care of fast casual.

- Founded in 1964

- Merged with Wendy's in 2008 and subsequently split in 2011.

- Acquired by Atlanta-based Roark Capital Group in 2011, kicking off a new phase of growth and investment

The Legacy Situation

Arby's Forecasting, Budgeting and Reporting processes prior to implementing PBCS consisted of numerous disconnected and mostly manual processes. Primary software in-use was Microsoft Excel and Access.

- Year-to-date actual spending results by period extracted from Oracle EBS into Access and provided to cost center owners via Excel.
- Cost center owners would complete Excel budget templates, including additional tabs for justifying additional headcount, and details on outside professional services.
- Spreadsheets would be routed via email to departmental approvers and then forwarded to the budget owner after any adjustments were made.
- Budget owner would then review the spreadsheets and key the details into Access.
- If modifications or explanations were needed, spreadsheets would be returned to the cost center owner.
- Once all spreadsheets were collected and entered into Access, analysis, adjustments, and allocations occurred.

Budgeting would begin in September and not be finalized until December, not released until January or February of the following fiscal year…

Why Oracle Planning and Budgeting Cloud?

- Recognition that Arby's could not meet its aggressive business goals while continuing to use highly manual processes

- New solution needed to have the ability to integrate with the Oracle EBS environment

- Competitive solutions considered:

  - SAP on-premises

  - Anaplan

  - Cognos

- PBCS offered the <u>fastest time to value</u> due to out of the box integration with EBS

- The cloud-based solution also offered scalability, security, and reliability

EPM Framework Roadmap

Summary of Solution

1) Phase 1 - Hyperion Planning (G&A) Actuals will be populated by EBS
2) Phase 2: G&A Application will be expanded to incorporate AOP Budget and Forecast Process
3) Hyperion Planning (Labor) Actuals will be populated by Payroll Source (Data Management Synchronization)
4) Labor Budget (aggregate level) will be loaded into G&A as a line item for Salary Account (assumption)
5) Planning and HFM will Drill-Back to EBS Actuals

Results

- Rolled out to **all cost centers** across the entire company, around 100 users

  - Cost center owners and FP&A personnel now have powerful tools for analysis of expenses by all dimensions – region, department, cost center, account, etc.

- Essentially performing **zero-based budgeting**

- **Eliminated manual** and error-prone Excel based approach

- **Accelerated the time to value** without compromising functionality by avoiding acquisition, installation, and configuration of servers and underlying architecture

- **Flexibility** to ramp up new subscribers quickly

- **Reduced ongoing support costs** by eliminating many of the costs associated with an on-premises solution

- **Reduced budget cycle time by 30%**

- FP&A has **visibility** into budget status and progress

- More **complete, better product** from Finance

Future Plans – Expand the Footprint

- Revenue planning

- Modeling of employees/workforce planning

Q&A