

# Banks & Credit Unions

The Adaptive Insights Business Planning Cloud enables banks and credit unions of all sizes to collaboratively plan and model, easily access real-time analytics, and streamline complex reporting. You get easy, powerful, and fast software that empowers finance and operations teams to better manage the business. It's easy, so you can plan as a team. It's powerful, so you can model anything and analyze everything. And it's fast, so you can model rapidly and adapt quickly. With this best-practice active planning process, you can plan and adapt without compromise.

Adaptive Insights provides banks and credit unions with a performance management system that includes immediate access to data and information from multiple systems, integrated revenue, expense and cash flow planning and reporting, and real-time visibility into KPIs and metrics on dashboards.

## Planning and Reporting Challenges

Banks and credit unions are especially sensitive to economic cycles, because a downturn in the economy depresses consumer spending and borrowing and drives down the demand for services from financial services firms.

The other challenges frequently facing banks and credit unions revolve around improving customer satisfaction, which means providing new services and investing in employees, while at the same time cutting costs to improve the bottom line. This means these companies must simplify processes and find ways to efficiently share resources across business units. Consequently, detailed personnel planning and reporting is often a critical piece of financial services budgeting and forecasting. Many institutions plan headcount in detail, paying close attention to the fully loaded cost of each employee.



In addition, revenue planning and reporting can involve different products such as mortgages, credit cards, home equity loans, etc., and can be built on drivers such as interest rates. This requires careful analysis of historical metrics, so integration of data from other systems is critical for planning. And reporting requirements include comparison of key metrics—actual versus plan.

Spreadsheet-based systems are inefficient, error-prone, and fundamentally unsuited for the complex, dynamic planning and reporting required by banks and credit unions.

## The Adaptive Insights Solution

Adaptive Insights has been successful in helping dozens of banks and credit unions streamline their planning and analysis, allowing them to:

- Plan headcount in detail, including multiple dimensions, and assign calculations to groups of people or to specific individuals
- Perform what-if analyses to compare various hiring scenarios and their impact on the bottom line
- Plan, report on, and analyze revenues by product, e.g., mortgages, credit cards, home equity, direct deposit, etc.
- Create driver-based models using rates, balances, averages, yields, margins, etc.
- Automatically integrate data from any other enterprise systems

“We’re saving at least two days each month in FP&A work and can tell the story of what’s happening with the business across all dimensions much sooner than before with Adaptive Insights.”

– VP OF FINANCE AND CONTROLLER, AGF MANAGEMENT LTD.

- Perform what-if analyses to see the impact of different interest rates and other assumptions
- Model integrated P&L, balance sheet, and cash flow statements
- Use reports to perform variance analysis, including to drill down into underlying transaction detail from other systems
- Improve accuracy and turnaround time in the planning and reporting process, and conduct frequent reforecasting

Adaptive Insights’ software as a service (SaaS) model is a natural fit for banks and credit unions and provides exceptional value. As a SaaS solution, no new hardware, software, or IT support is required for initial implementation or ongoing maintenance. All upgrades are included in the annual subscription with no retesting required on the part of the customer. And it’s low-risk, with the options of free trials and phased implementations.

It’s also intuitive and easy to use. Adaptive Insights’ SaaS infrastructure and corporate performance management engine saves time and effort with built-in intelligence:

Tight linkages with Microsoft Office products enable quick creation of board-quality reports and presentations. The web-based, highly customizable interface utilizes and improves upon Excel, allowing interaction by all types of employees with virtually no training.

Select Banking and Credit Union Customers Include:

Bank of Canada	First West Credit Union
Baxter Credit Union	KeyPoint Credit Union
BDO Canada	Max Credit Union
Belco Community Credit Union	North Star Financial Services
Business Development Bank of Canada	Northern Credit Union
Credit Union of Georgia	OneAZ Credit Union
EnerBank USA	Philadelphia Federal Credit Union
First National Bank Alaska	Texas Tech FCU