

FINSIGHT: AN APPLICATION IN SUPPORT OF FINANCIAL PLANNING

In order to effectively support management in the value-added creation, the Finance function must increasingly drive strategic issues aimed at guaranteeing the economic sustainability of business, rather than focussing on single financial and treasury transactions. To this end, thanks to its many years of experience in Business Performance Management, Reply Consulting has developed FINSIGHT, a financial planning application that can be integrated with Hyperion Financial Management (HFM).

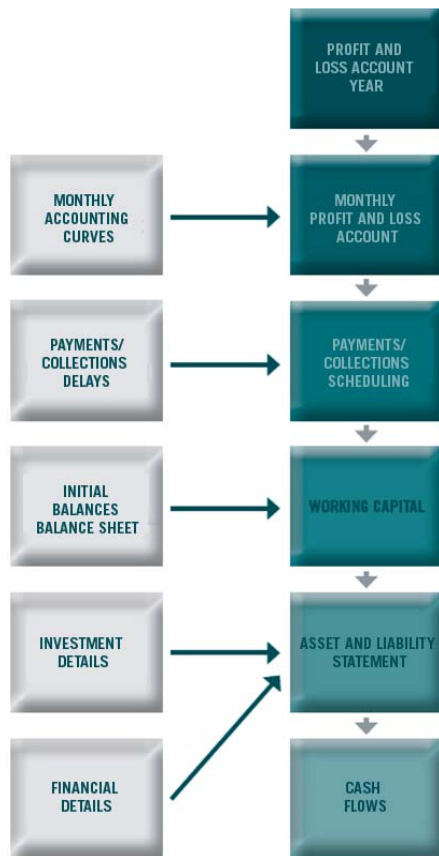
Why for a company is the deployment of financial planning process of paramount importance?

- For **internal** purposes: in order to foster a correct definition and timely control of economic, financial and asset-related drivers.
- For **external** purposes: to support the process of communicating business results to third parties (shareholders, banks, customers, suppliers, public administration, ...)

How do you configure a financial planning process? In brief you must:

- Acquire full awareness of the company's own financial needs and the resources available to cope with them;
- Define a plan that enables you to achieve pre-established targets;
- Monitor regularly management performance in order to keep consistency with the pre-configured plan or to adopt timely, appropriate corrective actions.

This process is even more effective if supported by an IT system that allows economic events to be simulated easily, obtaining the relevant financial effects and therefore enabling punctual identification of needs or surpluses.



FINSIGHT supports you in designing a financial planning process that enables you:

- To improve treasury management and in particular to leverage the financial area, optimizing the use of liquidity and the gathering of financial resources;
- To improve the allocation of flows on different banks in relation to cost-benefit ratio aspects and efficiency parameters;
- To improve the effectiveness and efficiency of the Planning and Control function;
- To provide an effective support to decision-making processes delivering reliable, timely and consistent financial data and information