



DRIVE PERFORMANCE BREAKTHROUGHS WITH INTEGRATED BUSINESS PLANNING

**Replace reactive analysis with predictive insights
for better business results**

Businesses today must be nimble, organized for efficiency, and able to anticipate rapidly shifting business factors such as changing customer preferences, labor fluctuations, supply chain disruptions, and new technologies. Yet, many companies rely on outmoded data and systems that impede optimal planning. Disconnected processes across an organization, obsolete data collection methodologies, cumbersome enterprise systems, and line-of-business silos significantly constrain planning effectiveness and critical communication. An effective Integrated Business Planning (IBP) strategy addresses these issues, aligning people, processes, and technologies to help companies more accurately forecast performance and measure results throughout the organization. Backed by proven methodologies and business acumen, CohnReznick can work with your leadership to implement an IBP strategy that replaces reactive analysis with predictive insights to help improve decision-making, collaboration, and profitability.



Right approach

Global reach and deep insight into your business to define the right strategy



Strategic solutions

A flexible, responsive, entrepreneurial approach that creates solutions for key business issues



Measurable results

Defined, measurable results that foster growth and safeguard your assets from risk



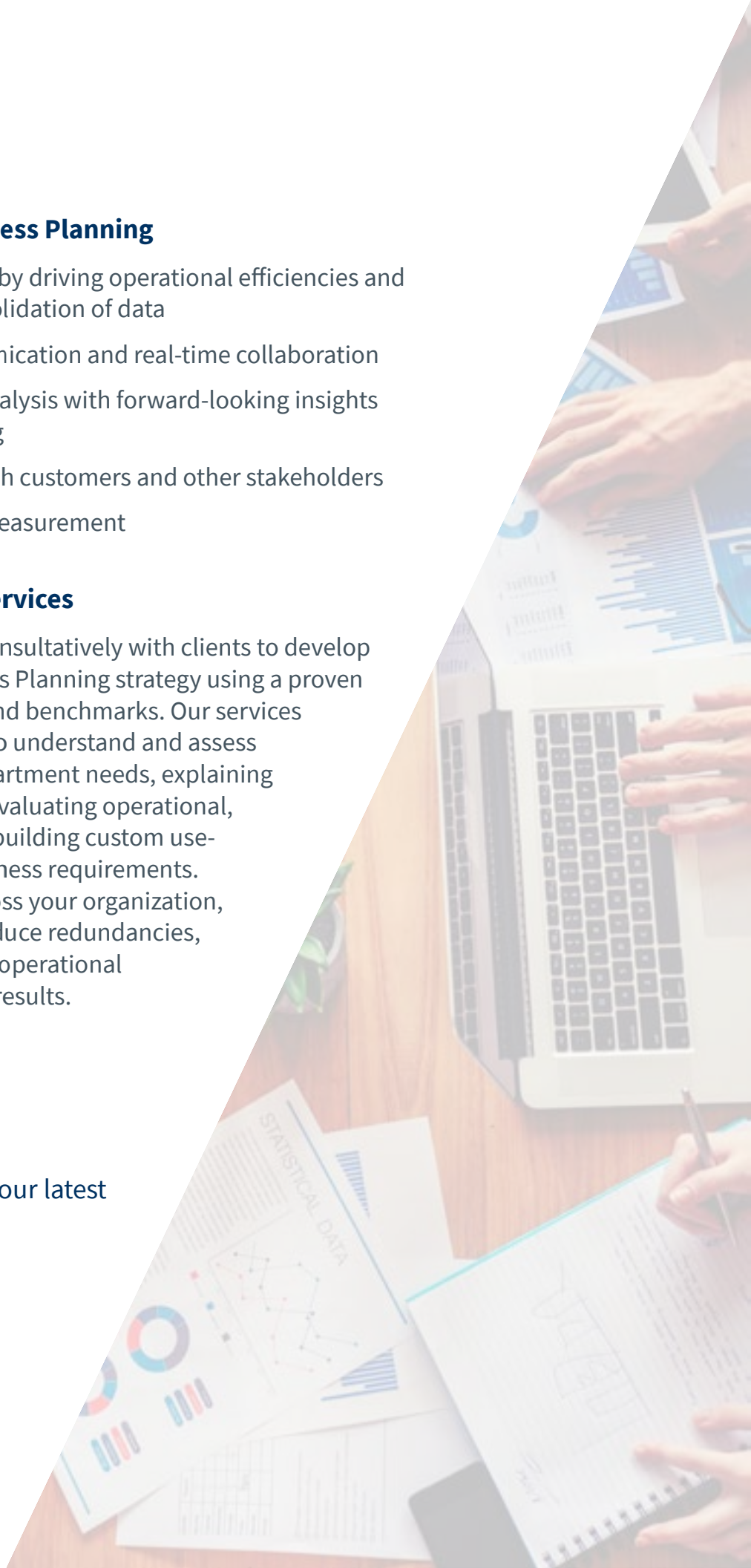
Key benefits of Integrated Business Planning

- Improves all elements of planning by driving operational efficiencies and through the automation and consolidation of data
- Enhances enterprise-wide communication and real-time collaboration
- Replaces reactive, after-the-fact analysis with forward-looking insights that inform better decision-making
- Facilitates an ongoing dialogue with customers and other stakeholders
- Enables more accurate financial measurement

Integrated Business Planning Services

The CohnReznick IBP team works consultatively with clients to develop a comprehensive Integrated Business Planning strategy using a proven framework, methodologies, tools, and benchmarks. Our services include meeting with stakeholders to understand and assess current business processes and department needs, explaining the value of IBP to firm leadership, evaluating operational, technical and talent resources, and building custom use-cases that support your unique business requirements. Connecting disparate platforms across your organization, we consolidate and distill data to reduce redundancies, increase reliability and promote the operational efficiencies that maximize business results.

Visit our IBP Resource Center for our latest insights: cohnreznick.com/ibp





Case Study: A Fortune 500 insurer improves data integrity and decision-making through IBP

A Fortune 500 life insurer had not updated its financial planning and analysis (FP&A) processes in many years, resulting in often-inaccurate data updates and unreliable forecasts. Working with CohnReznick, the company implemented a unified IBP strategy with supporting cloud-based technology. The integrated IBP solution addressed the company's need for more accurate and timely data, enabling financial managers and executives to collaborate in real time across the organization.

CohnReznick services included:

- Conducting interviews with stakeholders to understand specific needs and opportunities
- Reviewing existing data sources and systems to map current-state workflows
- Developing the integrated IBP strategy and roadmap
- Conversion of data to the new system, including end-to-end testing
- Evaluating talent resources and training users on the new processes

Focus on the use and value of data, not on managing spreadsheets

Case Study: Integrated planning boosts profitability and forecasting accuracy for a major retailer

The U.S. arm of a global retailer with thousands of stores nationwide, multiple brands, and seven websites relied on dozens of unconnected manual processes for planning and budgeting. This approach was inefficient, often inaccurate, and costly, as it led to inventory levels that were higher than necessary. CohnReznick professionals worked with executives across the firm to implement an Integrated Business Planning strategy that focused on these concerns. The resultant IBP solution established a single system to track sales, profit, and inventory across brands and business units. It also included promotional and predictive sales planning tools that helped enhance profit margins by sharpening forecasting precision.

As part of this engagement, CohnReznick:

- Met with stakeholders to fully understand forecasting needs, current systems, and operations
- Developed an IBP strategy and processes, including an automated data system and predictive analytical modules
- Developed a centralized performance measurement capability that enabled planners to assess performance across multiple brands
- Achieved measurable results:
 - 60% increase in forecasting accuracy
 - 22% drop in held inventory
 - Reduced 2,000+ spreadsheets across seven disconnected systems to one centralized platform



Why CohnReznick?

- Unique approach that melds the resources of a national firm with an agile, entrepreneurial approach
- Customized solutions informed by the processes, culture, and technologies unique to your firm and industry
- High-touch, relationship-based client service driven by experienced professionals with in-depth knowledge of operations, finance, and business technologies
- Record of measurable results across industry sectors including retail, manufacturing, packaged goods, and financial services
- Ability to draw upon the vast expertise of CohnReznick professionals specializing in areas such as finance transformation, cybersecurity, governance, risk, compliance, and IT strategy

Learn more about the benefits of CohnReznick's Integrated Business Planning approach.

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About CohnReznick

As a leading advisory, assurance, and tax firm, CohnReznick helps forward-thinking organizations achieve their vision by optimizing performance, maximizing value, and managing risk. Clients benefit from the right team with the right capabilities; proven processes customized to their individual needs; and leaders with vital industry knowledge and relationships. Headquartered in New York, NY with offices nationwide, the firm serves organizations around the world through its global subsidiaries and membership in Nexia International. For more information, visit www.cohnreznick.com.



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