



GrapeCity's Spread and Data Dynamics Reports Allow Fintelligent to Provide a Superior Financial Planning Solution in .NET by Combining the Familiar Spreadsheet User Experience with Full-Featured, Flexible Reporting

Fast Facts

Customer: Fintelligent, LLC
Web site: www.fintelligent.com
Industry: Financial planning software
Customer since: 2009

Customer Profile

Fintelligent provides software and services that help growing companies to improve their financial performance through better planning.

Solution Profile

Fintelligent Performance Manager is financial modelling software that enables organizations to increase profitability by developing a complete financial forecast. They can measure actual performance against it, and report results in the same manner as their financial reporting system.

GrapeCity Software used:

- Data Dynamics Reports
- Spread for Windows Forms

"We were very happily surprised by the level of support we received as we implemented our reporting solution. Our experience with GrapeCity led to our decision to replace our UI grid control with Spread for Windows Forms."

Robert S. Ripp, CEO, Fintelligent, LLC

Business Situation

Growing companies need better insight into how the decisions they make today impact future financial performance. A sound financial plan with measurable objectives ensures better operational execution and superior financial results. Developing customized performance management systems is time consuming and resource intensive.

Automating the system with software:

- Saves time
- Provides greater visibility
- Enables more detailed modeling
- Enables users to measure and relate all of the financial aspects of the organization

Business Challenges

Financial forecasting is often done in a spreadsheet. The inherent flexibility of a spreadsheet makes it suitable for modeling, but as the model grows, it can quickly become unwieldy. Constructing and maintaining a good model takes a lot of time,

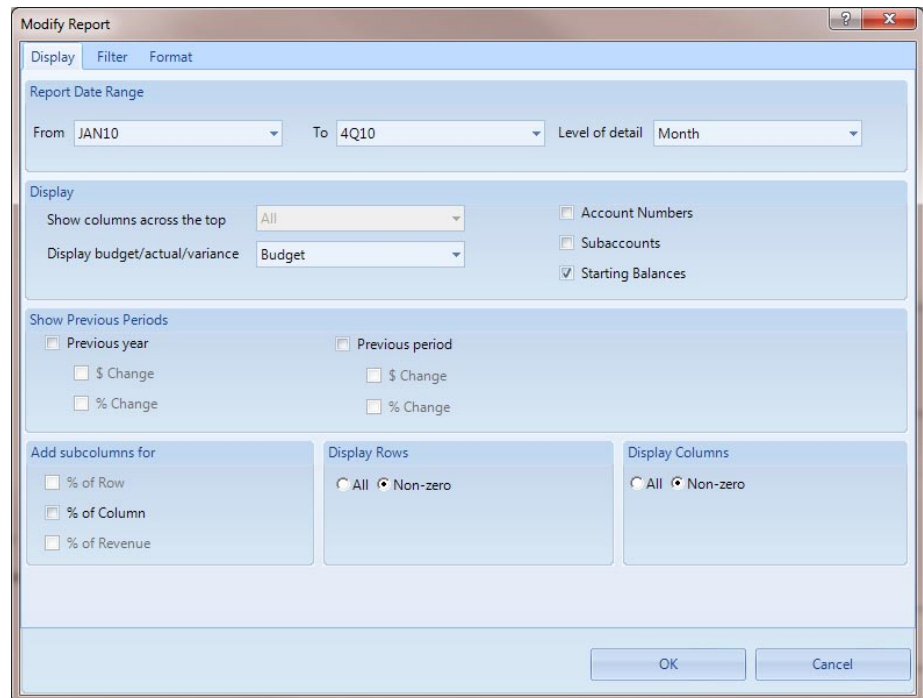
so much so that it takes time away from the real value of the model - analyzing and reporting the data. We needed to make software with the flexibility and speed of a spreadsheet, but with the robustness and stability of a database.

Our user interface looks like a spreadsheet and we needed to offer certain features:

- All data had to bind to a database, with cell row and column locations preserved
- We needed multiple cell types, such as value, formula, and drop-down list
- We had to create formulas within a worksheet and across worksheets
- We had to do formatting at the cell-level
- All operations required full undo and redo functionality
- We had to print worksheet input data

A financial forecast is only as good as the reporting that communicates it. We needed a report writer that contains a lot of features to give our users great control over reports. Reports had to be suitable for a range of





uses, from detailed operational analysis to summary management presentations.

required very little customization to work properly. We were also very pleased that it did not take up as much memory and the performance was much better.

Our reports needed to:

- Enable users to select how data for a report would be displayed, filtered and formatted
- Be saved for later use
- Export to Excel and PDF formats
- Have robust page setup option

Why GrapeCity products?

We first tried a competitor's grid. We created a lot of custom code, but never got the functionality we wanted, and it was buggy. We switched to Spread for Windows Forms and the improvement was dramatic. Not only was the application more stable, but we had a ton of new out-of-the-box features that

For reporting, we first went with a reporting tool that was recommended as "the industry standard." We soon realized that standard would not work for us - we needed a report writer with much greater flexibility and speed. It also had to offer lots of end-user features and a previewer that was attractive and user-friendly.

Our initial decision to use GrapeCity PowerTools was product-based: DD Reports seemed to have the best balance of features and value. We were very happily surprised by the level of support we received as we implemented. Questions were answered promptly, and regular releases kept our functionality up-to-date. Our experience with

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Solution

Fintelligent Performance Manager is financial modeling software. Great financial models share and analyze data across modules. For example, achieving sales goals generates the cash flow necessary to increase investments in product development, leading to higher growth.

Financial models are inherently complex. To be effective for the user, they have to be easy to use, intuitive, and fast. They also have to make it easy for the user to relate forecasted future performance with the data already contained in their financial system. This saves a lot of the time they might have spent trying to get the model to “fit” the way the organization reports its financial data.

GrapeCity PowerTools provided the functionality we needed in two ways. First, the spreadsheet interface provided by Spread enabled a very simple, intuitive, and fast way for the user to enter data. Spreadsheets are in common use among analysts and financial executives in developing models, so we flatten the learning curve by offering a familiar UI. Competitive products use table interfaces that do not provide important spreadsheet functions such as formulas, cell-level formatting, and printing of worksheet data.

Data Dynamics Reports provided the end-user customization we needed to enable the user to present the data their way. Whether providing summary-level documents for a board of directors presentation, or detailed variance reports for line managers, the DDR

report engine provided all the tools we needed to provide great looking reports. Competitor's reports tend to be more “static,” with limited data summarization, report formatting, and end-user control.

Our application is desktop based and can be networked. We use Microsoft SQL Server, which can store up to 4GB of data per desktop - far greater than what is typically required per user. We also support multiple simultaneous users. With the help of GrapeCity PowerTools, implementing our solution took about one man-year.

Benefits

Fintelligent Performance Manager provides several benefits for our users who previously relied on spreadsheets and other software to develop financial forecasts:

▪ Time Saving

- The user customizes the model in a one-time setup process and then starts entering data.
- No more tinkering around to make sure the model is accurate.
- Users report data exactly the same way their financial systems do.
- No more time spent doing manual reconciliations to match the company's books with the forecast.

▪ Integrated

- Users see the impact of changes in one part of the business on the rest of the company.

Customer Case Study Spread



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▪ Easy to Use

- An intuitive UI coupled with a standardized forecasting process gives the user the tools needed to develop high-quality forecasts immediately.
- No time is wasted on figuring out how to create the model.

▪ Increases Profitability

- Users see cost savings from the reduced time it takes to prepare forecasts.
- Companies who use our software attain higher growth and prospects because high-quality plans allow them to make better decisions.

Looking Ahead

This software is the technology that underpins our overall value proposition: PROFITS THROUGH PLANNING. Fintelligent Performance Manager automates, streamlines, and standardizes a process that is otherwise highly fragmented, time consuming, and inconsistent. We plan to offer services and training around our software so that companies, analysts, and investors can get better financial performance from the companies they serve.

In the future, we plan to migrate our offering to the Web and introduce new features. We are using Data Dynamics Reports ASP .NET for the Web-based version of our product currently in development. Fintelligent also plans to integrate other Spread for Windows Forms features such as charting, and we will implement GrapeCity enhancements from future releases that improve the application's features, performance and ease of use.

	Starting Balance	JAN10	FEB10	MAR10	APR10	MAY10	JUN10	3Q10	4Q10
ASSETS									
Current Assets									
Cash	26,000	626,818	-274,468	498,961	-487,614	-78,740	797,813	302,041	333,069
Total Cash	26,000	626,818	-274,468	498,961	-487,614	-78,740	797,813	302,041	333,069
Current Asset									
Inventory	26,000	379,760	264,800	930,260	688,330	431,260	1,027,260	424,260	1,841,260
Accounts Receivable	136,000	176,176	176,176	181,176	489,800	422,300	489,800	404,700	604,700
Other Current Asset	6,000	6,000	6,000	10,600	10,600	10,600	10,600	10,600	10,600
Total Current Asset	168,000	561,936	446,976	1,120,826	1,188,730	914,060	1,507,560	839,450	2,366,450
Total Current Assets	194,000	1,088,754	191,717	1,629,886	678,036	825,310	2,305,363	1,141,491	2,699,519
Fixed Assets									
Computers & Software	100,000	106,000	106,000	117,000	117,000	117,000	117,000	122,000	122,000
Furniture & Fixtures	136,000	136,000	136,000	136,000	136,000	162,000	162,000	162,000	162,000
Leasehold Improvements	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Accumulated Dep	-276,000	-286,729	-296,466	-307,636	-318,611	-330,260	-341,889	-377,222	-384,708
Total Fixed Assets	160,000	254,271	245,542	244,366	233,389	248,260	237,611	207,278	189,792
Other Assets									
Other Assets	0	0	0	0	0	2,800	2,800	2,800	2,800
Total Other Assets	0	0	0	0	0	2,800	2,800	2,800	2,800
TOTAL ASSETS	360,000	1,341,514	436,259	1,874,251	911,925	1,087,060	2,345,474	1,391,299	2,891,811

