

ACCOUNTING MADE EASY WITH ALTERYX

June 2020

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Learning Objectives

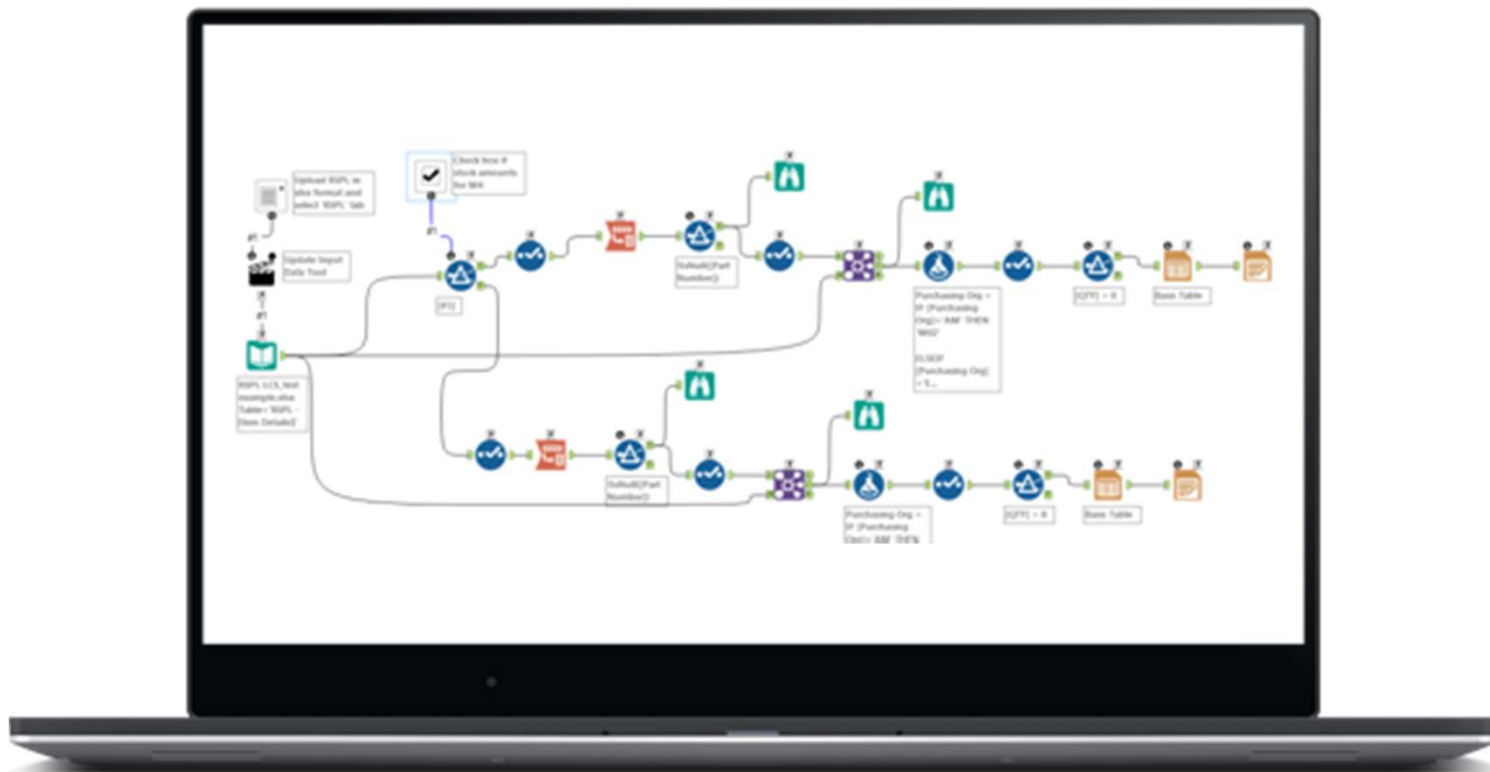
- Current State of Accounting
- What Alteryx is, and basic functions of Alteryx
- Financial use cases for Alteryx
- Reperform organizational controls with Alteryx



Alteryx Solution



Analytics, data science, and process automation in one



Alteryx Overview



Our vision: To enable every person to transform data into a breakthrough



Proven Globally

- 7,200+ customers
- 39% of the Global 2000



Unified Platform

Analytics, data science, process automation, AutoML and AI in one



Self Service

- 300+ analytics automation building blocks
- 80+ data input sources
- 40+ output formats and apps



Strong Ecosystem

- 35+ technology alliance partners
- 5+ GSI partners
- 400+ channel partners



Customer's Choice

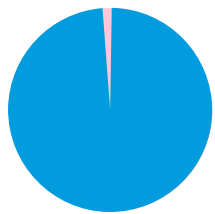
2020 Gartner Peer Insights Data Science & Machine Learning Platforms



Community

- ~250,000+ members
- 24,000+ published solutions
- >335,000 user contributions

Companies are Investing Significantly to Digitally Transform



99%

Companies investing
in Big Data & AI

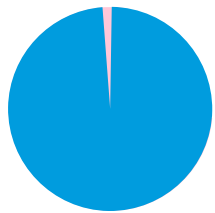


Common Approaches

- Build out functional data science teams
- Re-write governance charter
- Build the data lake
- Digital transformation efforts
- Automation efforts

<https://www.forbes.com/sites/gilpress/2020/01/13/ai-stats-news-only-146-of-firms-have-deployed-ai-capabilities-in-production/?sh=6cde42c52650>

Companies are Investing Significantly to Digitally Transform



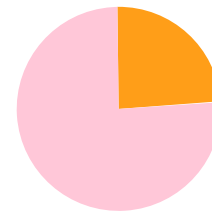
99%

Companies investing
in Big Data & AI



Common Approaches

- Build out functional data science teams
- Re-write governance charter
- Build the data lake
- Digital transformation efforts
- Automation efforts



24%

Companies report
being data-driven

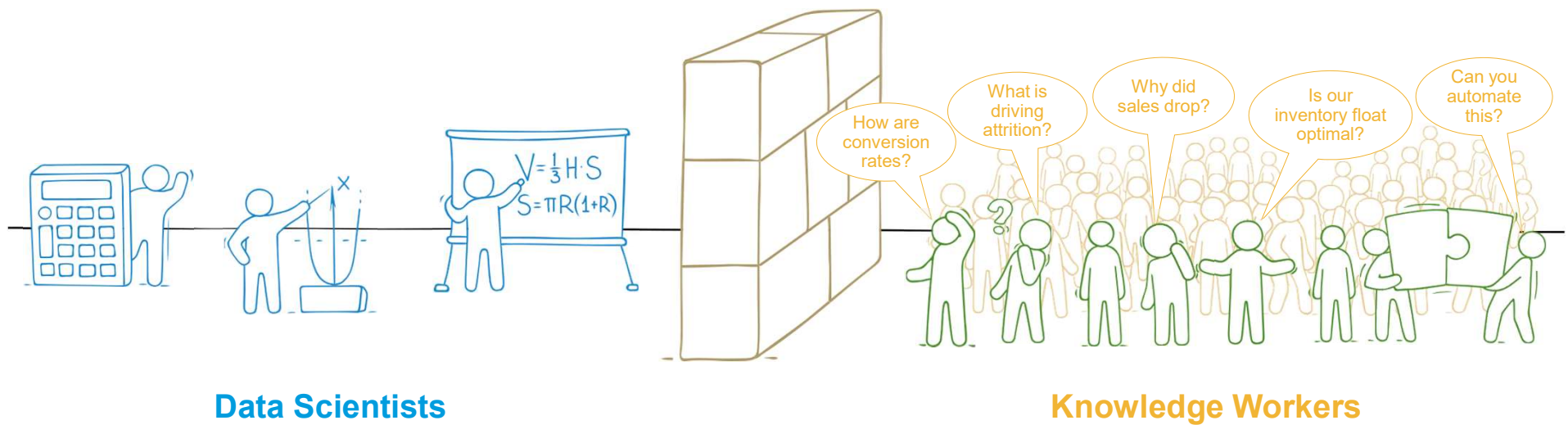


Common Pain Points

- Results are too slow
- Long time to value
- DS teams consumed with low level tasks

<https://www.forbes.com/sites/gilpress/2020/01/13/ai-stats-news-only-146-of-firms-have-deployed-ai-capabilities-in-production/?sh=6cde42c52650>

A Growing Divide... People vs. Technology



A Growing Divide... People vs. Technology



Data Science Teams Frequently Struggle

- Too few data scientists
- Missing key domain knowledge
- Many projects not implemented as line of business isn't comfortable
- Desire better questions/projects (data janitors, dashboard builders, etc.)

Knowledge Workers

Accounting Trends & Insights



Trends	Why Now?	Insights / Provocations
Introducing Automation	<ul style="list-style-type: none"> • JE entries and uploads are often manual and labor intensive • Reconciling transactions and identifying outliers and discrepancies can often take analysts weeks of work • Formatting data to upload into ERPs and other accounting systems is time consuming and a non-value add activity 	95% likelihood of jobs to be automated or computerized
Dirty Data	<ul style="list-style-type: none"> • Reports are only meaningful if the data behind them are reliable; cleansing data is time consuming and often requires hours of manual adjustments • Importing data from disparate sources and entering into spreadsheets leaves workpapers ripe for corruption and inaccuracy when data files don't join together 	<p>A copy and paste error cost a major investment bank \$6.5B</p> <p>An incorrect sign cost a portfolio management company \$2.6B</p>
Operating in Silos	<ul style="list-style-type: none"> • Accounting requires a complete data story to accurately close the books, but most departments often operate in data silos • Restricted access to files creates confusion and leaves room for errors • Locating data can be a challenge without collaboration 	Analysts spend 26 hours a week in spreadsheet tasks alone

Accounting Scenarios | General Accounting



Business Objective	Description	Alteryx Solution Benefits
Semi-automate Month-end Close	Month-end closing processes generally require accountants to perform basic to advanced calculations to ensure that the ending numbers reconcile to the consolidated statements. Often, this results in the need for lengthy and/or multiple Excel spreadsheets. These calculations and results are then reviewed and approved by the controllers.	Alteryx provides the ability to systematically perform the routine reconciliation calculations and output the results of the assessment into an easy to understand but fully documented format.
Forecast Days Sales Outstanding	The calculation of days sales outstanding requires significant effort, up to 18 hours per month, and can result in limited insight into the cause of the metric, given point-in-time information.	Alteryx enables automation of the calculations and enhanced analysis via predictive modeling to forecast 3 months into the future.
Identify Profit Centers with Inaccurate DSO Metrics	The calculation of days sales outstanding requires significant effort, up to 18 hours per month, and can result in limited insight into the cause of the metric, given point-in-time information.	Alteryx enables automation of the calculations and enhanced analysis via predictive modeling to forecast 3 months into the future. This can help identify profit centers who are manipulating their AR to drive better metrics.
Automate Journal Entry Process	Accrual automation enables a highly manual process that consumes hundreds of hour per month with lack of documentation of calculations and processes, burdened with inconsistency to be streamlined.	Alteryx enables the automation using multi-technology integration, documentation of workflows for external accounting assurance, and workflows are validated and corrected with alerts on inconsistency.
Automate the Consolidation Process	Many organizations have disparate systems and multiple ERP's due to mergers and acquisitions. As a result, data structure is often riddled with different data structure, field types, field definitions across each legal entity transaction.	Alteryx provides the ability to perform analysis while accommodating the various data structures through its built-in data blending and preparation tools and assist teams with their consolidations process at close.

Accounting Scenarios | Revenue

Business Objective	Description	Alteryx Solution Benefits
Pressure to Streamline Operations	Organizations typically have multiple profit centers each with their own nuances with respect to operations. These nuances can bog down the overall operations of an organization.	Alteryx provides the ability to leverage and view operational data in a different way allowing analysis to identify tweaks that can be made to streamline one or more operational streams.
Remittance and Lock Box Management	Hundreds or thousands of transactions pass through the revenue accounting department each week which makes it difficult to identify errors or omissions with remittance and lockbox information.	Alteryx provides the ability to create automated workflows that interrogate the transactional data to flag and notify the department of potential errors.
DSO Below Industry Standards	The calculation of days sales outstanding requires significant effort, up to 18 hours per month, and can result in limited insight into the cause of the metric, given point-in-time information.	Alteryx enables automation of the calculations and enhanced analysis via predictive modeling to forecast 3 months into the future.
Cash Application	Hundreds or thousands of general ledger and bank transactions pass through the revenue accounting department each week which makes it difficult to reconcile which bank transactions related to which general ledger transaction. Matching criteria can be a combination of one to one, one to many, or many to many.	Alteryx provides the ability to systematically input the matching criteria and business rules into a workflow and enable that workflow to run automatically each week to identify and flag matched transactions.
Insight into Cause of Bad Debt Reserves	Many organizations are challenged with the identification and root cause of bad debt. These stem from either bad debt practices, poor vendors, or breakdowns with internal controls and oversight.	Alteryx provides the ability to perform analysis on bad debt trends, key contributors to the bad debt, and proactively performing predictive analytics using the built in Alteryx tools available.
Master Data Consolidation	Many organizations have disparate systems and multiple ERP's due to mergers and acquisitions. As a result, data structure is often riddled with different data structure, field types, field definitions, thereby proliferating data within the organization for the systems to interface with one another.	Alteryx helps integrate disparate systems and data sources automatically so that data consolidation can be fully automated.

Office of Finance Examples | Accounting

Common Uses of Alteryx in Accounting

Revenue Accounting

- Streamline Operations using automation
- Remittance and Lockbox Management
- DSO Below Industry Standards
- Cash Applications
- Insight into Cause of Bad Debt Reserves
- Master Data Consolidation
- ASC 606 Analysis Automation

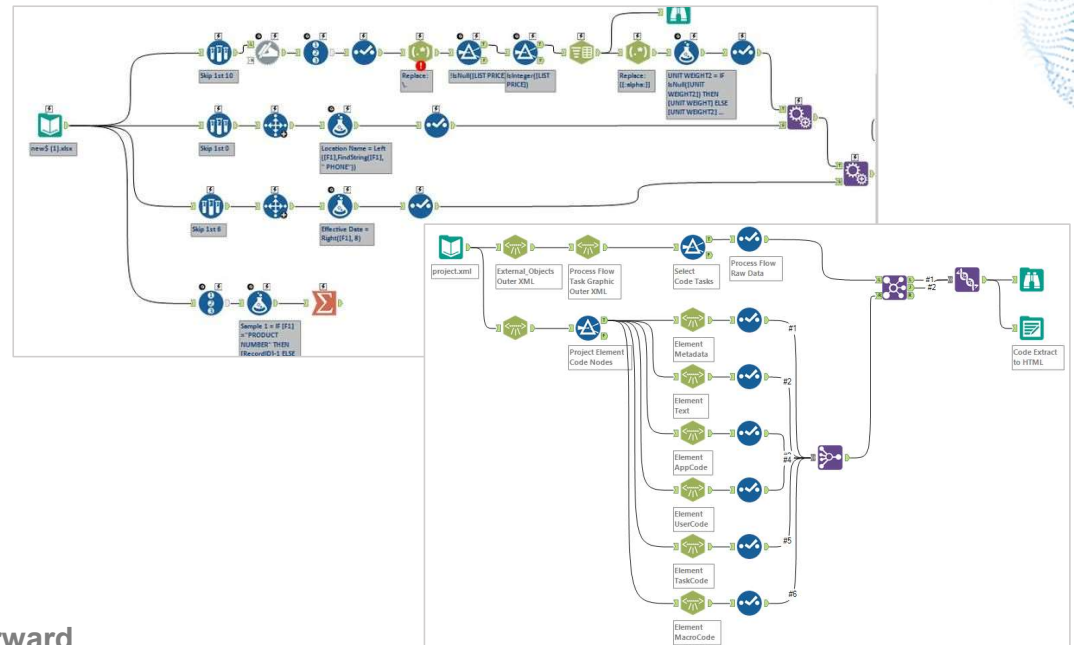
General Accounting

- Automate Aspects of Month-End Close
- Forecast Days Sales Outstanding
- Identify profit centers with inaccurate DSO metrics
- Automate Journal Entry Process
- Misaligned Transactional Structure at Consolidation
- Automate the Consolidations Process

Fixed Asset Accounting

- Automate Depreciation Calculations
- **Reconciliation of Fixed Assets & Fixed Asset Roll-forward**

Fixed Asset Reconciliation: Automated Fixed asset reconciliations across 200 locations increasing accuracy and reducing risk

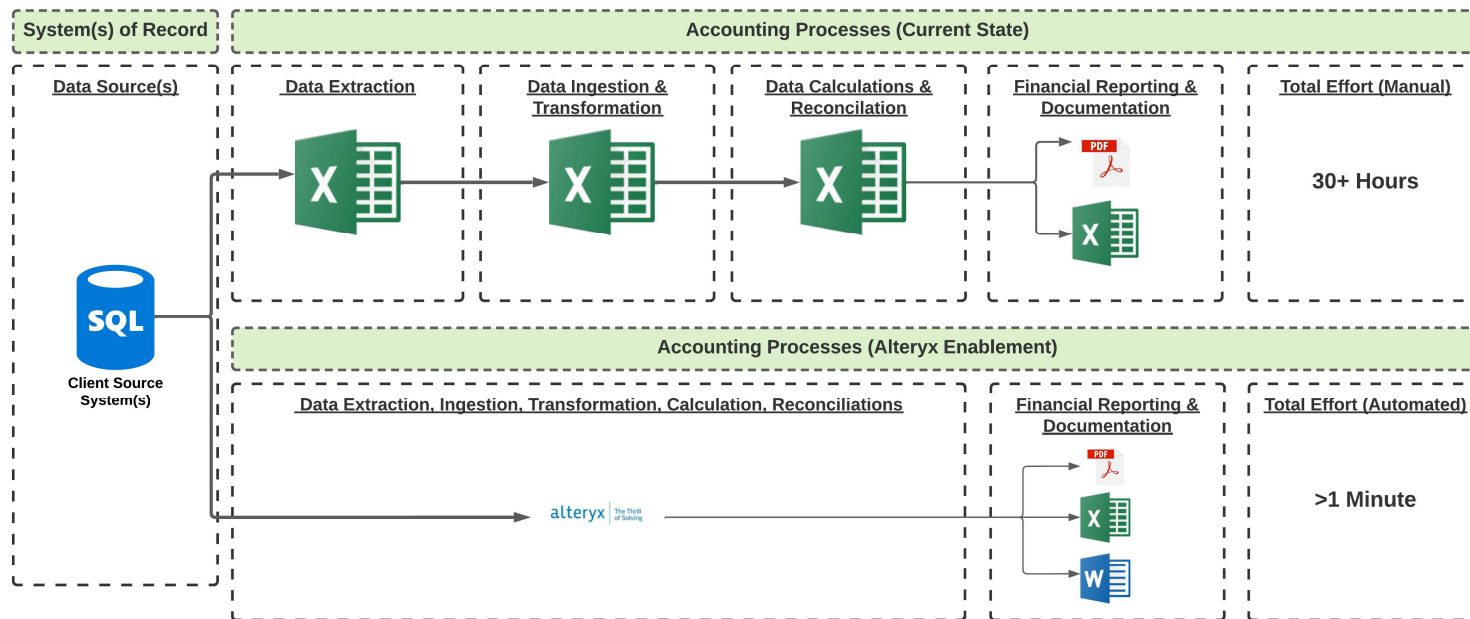


How RSM Supported Accounting Teams Through Enablement And Automation.

Enabling Accounting Teams with Alteryx





How Alteryx Enables Accounting Teams

- Per engagement, teams spend an average of 30 hours to perform data preparation, transformation, calculations and reporting tasks
- Alteryx enables users to perform these tasks in “one iteration”, alleviating the need to perform these tasks in Microsoft Excel repeatedly
- Alteryx-enabled Accounting teams have had a reduction in effort of ~160 hours, as well as offered low code/no code, automated solutions for clients



Alteryx Use Cases Across RSM



Value Pillars	Goals & Strategies (C-Suite stakeholders)	Tactics (Manager stakeholders)	Metrics / KPIs (Manager stakeholders)	Example RSM Use Cases
 Grow Revenue Value Proposition	Grow revenue through: a) Increased accuracy in revenue tracking and reporting	By this observable action: a) Establish an automated process that supports and improves the accuracy of revenue reporting	Resulting in quantifiable KPI: a) Increased forecast accuracy for revenue reports, leading to improved accuracy of Adjusted EBITDA	Supported by these use cases: <ul style="list-style-type: none"> Deal Analytics across multiple industries such as Healthcare, FinTech, Retail, etc.. Quality of Revenue Analysis Profit & Loss Sales Performance Retail and Operational Performance E-Commerce Analytics
 Reduce Costs Value Proposition	Reduce costs through: a) Process automation and manual work limitation b) Improved audit accuracy & increased sampling size c) Reduce future resources required for current activities	By this observable action: a) Establish an automated process that replaces & improves on the current manual activities required for each audit activity	Resulting in quantifiable KPI: a) Automated audit activities led to improved audit reporting, and a reduction in future required resources	Supported by these use cases: <ul style="list-style-type: none"> General Ledger Reconciliation Payroll Reconciliation Journal Entry Testing Operational & Financial Audit Activities Expense & Bill Reporting Procurement Analysis Billing, Invoicing & Payment Analysis
 Maintain Market Share Value Proposition	Maintain market through: a) Increase revenue and customer sales through first party data	By this observable action: a) Establish an automated process to capture, transform, report first party data while reducing the cost of data acquisition	Resulting in quantifiable KPI: a) Increase in the veracity and metrics of first party data, reduction in data acquisition cost	Supported by these use cases: <ul style="list-style-type: none"> Digital Marketing & Customer Tracking Customer Service Analytics Claims Center Analytics Customer Analysis
 Mitigate Risk Value Proposition	Mitigate risk through: a) Higher reliability and quality of financial and operational controls of the organization b) Increase in transparency of organization data governance & reduction of control failures during audits	By this observable action: a) Establish an automated process to reperform & test the design and effectiveness of financial and operational controls	Resulting in quantifiable KPI: a) Reduction in hours spent in reperformance and testing on controls b) Increased accuracy of the organization's controls c) Reduction of control failures during audits	Supported by these use cases: <ul style="list-style-type: none"> IT General Control Evaluation Financial Risk Controls Process Risk Controls Risk Management Analytics

Alteryx Use Case #1

Financial Statement Consolidation

RSM Use Case On-a-page

USE CASE DESCRIPTION

The organization tasked to develop an interim solution, which would replicate and reperform current financial reporting processes and controls, while also allowing the interim solution to be upscaled, finalized, and used as a blueprint for the organization's future ERP platform.

DEPT | LEAD

Finance & Accounting

WHY

IDENTIFY THE NEED FOR TRANSFORMATION

STEP 1 | PROBLEM DEFINITION

HOW MIGHT WE

Improve and automate our financial reconciliation processes and procedures over our whole organization

PROBLEM STATEMENT 1

Accounting & Finance professionals were tasked with manual reconciliation and transformation of disparate data sources between 80+ entities

PROBLEM STATEMENT 2

Professionals manually performed various functions, financial procedures and calculations, for a combined effort of 100+ hours per quarter

WHAT

ANALYTIC TRANSFORMATION

STEP 2 | ROI CALCULATION

BENCHMARK

- Less than 160 hours to develop
- Between 5-10 hours of maintenance per quarter
- 100+ hours saved, quarterly

CALCULATION

- 100 (Hours) x 4 (Quarters) = **400** (Hours) per year
- 400 (Hours) - 200 = **200**(Dev & Maintenance) saved per year

RESULT

- 50% reduction in labor hours for the accounting teams.
- Realized Return on Investment in Year 1

ESTIMATED EFFORT

160 Hours

DATE

2022

REALIZED ROI

260+ Hours

HOW

BUSINESS TRANSFORMATION

STEP 3 | ACTION PLAN

SOLUTION

- Automate Data Extraction & Transformation
- Automate Financial reconciliation & reporting

DELIVERY PLAN

- Deliver automated solution to finance & accounting professionals using Alteryx that can be complete in less than 30 seconds
- Alteryx enabled Finance & Accounting professionals who have built upon the original solution

TRANSFORMATION

- Finance & Accounting leads will have complete insight into the complete & optimized data needed to perform quarterly financial reconciliations



DEMO



Alteryx Use Case #2

FINANCIAL REPERFORMANCE & TESTING OF FINANCIAL DATA & CONTROLS

RSM USE CASE ON-A-PAGE

USE CASE DESCRIPTION

Organization was tasked to reperform the calculations and controls of financial data of the business, while testing the validity and veracity of the data being processed through the disparate data warehouses of the organization

DEPT | LEAD

Finance

WHY

IDENTIFY THE NEED FOR TRANSFORMATION

STEP 1 | PROBLEM DEFINITION

HOW MIGHT WE

Reperform, test and validate the accuracy of financial data and organizational controls implemented on the financial data daily

PROBLEM STATEMENT 1

Finance professionals were tasked to reperform, test, validate and report discrepancies of the data being processed through the various data warehouses

PROBLEM STATEMENT 2

Professionals manually reperformed the calculations, controls framework and tested data validity in Microsoft Excel, which led to numerous inaccuracies and errors in the data

WHAT

ANALYTIC TRANSFORMATION

STEP 2 | ROI CALCULATION

BENCHMARK

- Less than 40 to develop
- Four Separate financial data workstreams to reconcile
 - Credit Card, ATM, Insured Cash Sweep (ICS) and Product Transactions

HYPOTHESIS

- One user, four hours to perform, test and reconcile on a sample basis
- One Alteryx Workflow, 120 seconds runtime

CALCULATION

- 4 (Workstreams) x 4 (Hours) = 16 (Hours) daily
- 80 (Hours) per week – 2 (Minutes) Alteryx workflow runtime = 79 (Hours) saved per week
- 79 (Hours) x 4 (Weeks) = 280 Hours saved

ESTIMATED EFFORT

35 Hours

DATE

2022

REALIZED ROI
280+ Hours

HOW

BUSINESS TRANSFORMATION

STEP 3 | ACTION PLAN

ANALYTICS SOLUTION

- Automate Data preparation & Transformation
- Automate Financial reconciliation & controls framework

DELIVERY PLAN

- Deliver an automated solution to finance professionals using Alteryx that can be completed in less than 120 seconds
- Alteryx enabled professionals to perform earlier tasks in an automated fashion, alleviating earlier inaccuracies and errors

TRANSFORMATION

- Finance leads will have easy and accessible insight into the complete & optimized data and controls framework of the organization required to perform daily reconciliations



DEMO

Next in the Alteryx Webcast Series



Up Next:

Alteryx Webcast – September 2022

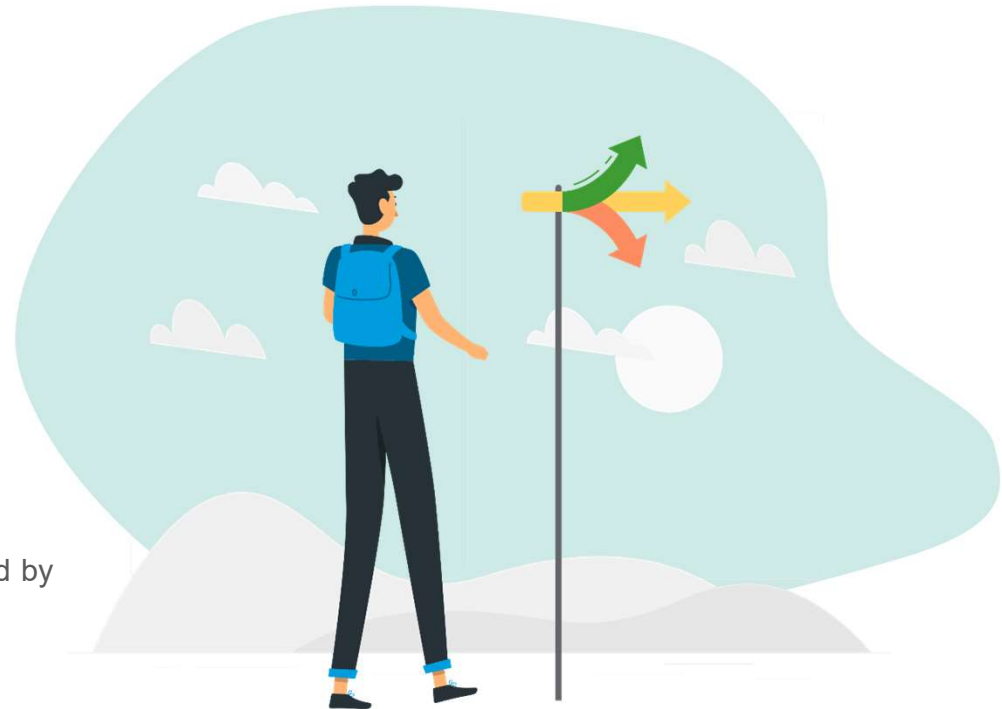
- Alteryx Auto-Insights
- Deal Analytics with Alteryx Demonstration
- Office of Finance Subjects

Upcoming Alteryx Subjects

Alteryx Topics – FY22:

- Auditing with Alteryx
- Tax with Alteryx
- FP& A with Alteryx

Don't see a topic you'd like covered? – Request a subject to be reviewed by contacting one of our Alteryx Subject Matter Experts



Call to Action



What You Can Do Next:

- [Alteryx Designer Free Trial | Alteryx](#)
- Contact our RSM Alteryx Subject Matter experts
 - Alteryx@rsmus.com
- Request a PoC build for a use case of your choice
 - Igor.Yezhov@rsmus.com or Alteryx@rsmus.com

What We Can Do For You:

- **30 minute consultation with RSM or Alteryx**
- **Further demo other use cases** mentioned in the presentation
- Discuss potential value driven **Proof of Concepts (PoC) in Alteryx**

THANK YOU FOR
YOUR TIME AND
ATTENTION

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