AppComputing

BudgetEngine™

vs.

Excel Spreadsheet

Why use BudgetEngine™ now?

BudgetEngine™

- **Proven Solution**
  - **Many happy customers**
    - **Broad market adoption**
  - **Proven security control**
    - **Peace of Mind for sensitive data**
  - **Risk Free 30-day Free Trial**
    - **Try it and Prove for yourself**

- **Every customer says:**

  "I will never go back to Excel spreadsheet"

Excel Spreadsheet

- **Something Bad will happen**
  - **Security breach**
    - **Sensitive data get to wrong people**
  - **Hidden errors, non-fixable**
    - **Hidden errors always exist somewhere in the Excel spreadsheet**
  - **Budget numbers don't add up**
    - **Wrong decision based on wrong data**
    - **Embarrassed in front of management, Board and Investors**

- **Avoid Something Bad from happening**
- **Stop the Time Bomb today!**

AppComputing

Return on Investment (ROI)

BudgetEngine™

- **At least 800%**
  - No upfront cost
    - Easy implementation in a few hours
    - One low monthly subscription fee
  - Immediate time saving EVERY month
    - Controller: ~ 6 – 8 hours
    - CFO: ~ 2 – 4 hours
    - CEO & Department VPs: various
  - <u>Collaboration made possible</u>
    - More efficient budget planning
    - Quality data for decision making

- **Pay back implementation effort in just one month**
- **<u>Collaboration made possible</u>**

Excel Spreadsheet

- **Huge hidden cost**
  - Excel spreadsheet software is "Free"
  - But, expensive organizational cost
    - Big time & effort on programming
    - Time consuming on maintenance
    - Hard to understand formula expressions for all budget data
    - Emailing back & forth multiple spreadsheet files
    - No built-in collaboration
    - Likely security breaches on sensitive data

- **Seems "Free" spreadsheet**
- **But, expensive people cost**

Not just ROI. We enable things not possible in Excel

AppComputing

Security on Sensitive Data

BudgetEngine™

- **Granular User Permission**
  - **Automatic Access Control per User**
  - **3-Level Access for every budget data**
    - **No Access, Read Only, Full Edit**
  - **No need to remove or hide any data**
  - **All budget data never leaves BudgetEngine servers**
  - **2-Tier authentication for user login**
  - **Secure data center with SAS70 type II certification**

- **Peace of Mind**
- **No more emailing files**
- **Avoid User security breach**

Excel Spreadsheet

- **Manually delete tab/data**
  - **Has to delete before emailing to people**
  - **Can often break data/formula link**
  - **May forget to delete data when emailing multiple copies to multiple people**
  - **Sensitive budget data in multiple email boxes of other Users**
  - **Email to WRONG people**
  - **Wish everyone has good email account passwords, but they usually don't…**

- **Hard to manage**
- **Multiple copies in emails**
- **Security breach very likely**

AppComputing

Ease of Use

BudgetEngine™

- **What you see is what you get**
  - **Menu: easy to navigate**
  - **Terminology: User already know**
    - **Month, Quarter, Year…**
    - **HR, Sales, Revenue, Expense…**
  - **No user training required**
    - **Data Modules for simple data input**
    - **User familiar spreadsheet interface**
  - **Whole implementation in one day**

- **Implementation in one day**
- **No User training required**
- **Users can enjoy budgeting**

Excel Spreadsheet

- **Easy or Difficult?**
  - **Excel spreadsheet seems "Easy", but…**
  - **Complicated when implemented**
    - **Complex, difficult to understand formula expressions everywhere**
    - **Department VPs are nervous to modify spreadsheet budget**
    - **Big effort to Add a New Year**
    - **Frustrated when manage multiple versions**

- **"Easy" spreadsheet is Hard**
- **Users often break formula**
- **Users are nervous**

AppComputing

For CFO

BudgetEngine™

- **Collaboration made possible**
  - **All Users in one application platform**
    - **Data in multiple versions in one place**
    - **Define exactly who can do what**
  - **Version Control serves the purpose**
    - **Current Master – always latest**
    - **Sandbox – scenario planning**
    - **Published – permanent records**
    - **Version Compare made so EASY!**
  - **Communication among Users are always secure & confidential**

- **One app for every User**
- **Peace of Mind data security**
- **Data integrity guaranteed**

Excel Spreadsheet

- **Hard to manage multiple files**
  - **Security on sensitive data**
    - **Delete what before emailing to whom?**
  - **Add a new year**
    - **Big effort, frustrated**
  - **Collaboration very difficult**
    - **Reconcile multiple revisions**
    - **Email back to forth multiple files**

- **Email War with many files**
- **Time consuming**
- **Something may go wrong**

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For Controller

BudgetEngine™

Excel Spreadsheet

- **Get my work done Faster**
  - **General Ledger upload**
    - **Update budget actuals in 10 seconds**
    - **Consistent data mapping every month**
    - **Peace of Mind: data are always correct**
    - **No more detail reports asked**
  - **Version Compare made so EASY**
    - **Variance Analysis takes no effort**

- **Budget update almost automatic, just a few clicks**
- **I am No longer the "Bottleneck"**

- **Same headache EVERY month**
  - **Manual update budget with actual**
    - **Key in every tab, every line, everywhere**
    - **Numbers often don't add up right…**
  - **Multiple revisions from people**
    - **Numbers keep changing**
    - **Hard to keep up to date**

- **Still big headache after closing: Budget Update**
- **Hard to control multiple revisions**

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For CEO

BudgetEngine™

- **Everything in one place**
  - **Assumptions and source data**
    - **Easy to understand data records**
  - **All versions and scenarios**
    - **Easy access**
    - **All in one place**
  - **Reporting and metrics**
    - **Always the latest**
    - **Get important data quickly**

- **Easy to understand**
- **Assumptions drill in**
- **Secure communication**

Excel Spreadsheet

- **Multiple files everywhere**
  - **What is the latest version?**
    - **Always need to ask my CFO**
  - **Budget discussion can be chaos**
    - **Multiple versions from different Users**
    - **Numbers don't add up**
  - **No built-in control and communication**
    - **What have changed?**
    - **How will those changes impact my bottom line?**

- **Rely on emails**
- **Depend on my CFO**

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For Department VPs

BudgetEngine™

- **Budgeting Made EASY**
  - **Easy to enter and update data**
    - **Data Modules make big difference**
    - **No more worry about formula errors**
  - **General Ledger drill down**
    - **See all the history spending details**
    - **Better understanding; Better planning**
  - **Budget review & update done faster**
    - **Big saving on time and effort**

- **Now I know how to update my own budget**
- **Budgeting is now Easy and less headache**

Excel Spreadsheet

- **Same old spreadsheet**
  - **Hard to understand formula expression**
    - **Not sure what to do with my changes**
  - **No details behind the actual numbers**
    - **Has to ask Controller for detail reports**
  - **Nervous about budget update**
    - **Want my CFO sitting next to me…**

- **Nervous about budgeting**
- **Insufficient information**
- **Budgeting is headache**

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Create and Maintain Budget Data

BudgetEngine™

- **Data Modules**
  - **Data Module for every budget data**
  - **Record entry only. No formula**
  - **Automatically calculate all the budget data**
  - **Automatic calculation on complex transactions, e.g. subscription revenue recognition waterfall**
  - **Easy to edit and maintain**

- **Easy to use**
- **Consistent & accurate budget data**

Excel Spreadsheet

- **Spreadsheet Formula**
  - **Complex formula, e.g. revenue recognition: =if(B17>C12,B17/12*50%,0)**
  - **Need to program all the formula for every budget data**
  - **Hard to manage complex data formula and calculations**
  - **Often results in simplified budget data structure with less accuracy**
  - **Time consuming. Error prone**

- **Hard to maintain**
- **Often results in mistakes and inconsistent data**

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Accounting Data Integration

BudgetEngine™

- **Automatic update actuals**
  - **General Ledger Upload**
  - **Automatically update all the budget data with actuals**
  - **Consistent and accurate**
  - **Enable General Ledger drill down**
  - **Huge saving on time and effort**
    - **Takes only 10 seconds, a few clicks**

- **10 seconds, a few clicks**
- **Consistent & accurate actual data**

Excel Spreadsheet

- **Manually key in actuals**
  - **Every month, every tab, every line**
  - **A lot of manual calculations**
  - **A lot of manual copy and paste**
  - **Often end up inconsistent data input**
  - **Time consuming, error prone**

- **Time consuming, frustrated**
- **Often results in mistakes and inconsistent data**

APPCOMPUTING

Add a New Year

BudgetEngine™

- **One click, 15 seconds, Done!**
  - **Automatically add all structure**
  - **Automatically populate all data**
  - **Automatically populate all formula**
  - **Guarantee data integrity**

- **Start reviewing new year budget in 15 seconds**

Excel Spreadsheet

- **Manually add Columns**
  - **Every tab**
  - **12 months, 4 quarters, one annual**
  - **Manually copy and past all the data**
  - **Manually modify all the formula**
  - **Manually add Quarter/Annual formula**
  - **Error prone. Time consuming**

- **Takes hours, or days**
- **Often with formula errors**

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Version Control

BudgetEngine™

- **Complete Version Control**
  - **Current Master with multiple versions**
    - **Sandbox, Published, Archived**
  - **Automatic scenario management**
  - **Automatic Version Compare**
    - **Any two versions: Side-by-Side, Month-by-Month, Line-by-Line**
  - **Same user security controls all versions**
  - **All history versions in one place**

- **Automatic Version Control**
- **Version Compare so EASY!**

Excel Spreadsheet

- **Rely on spreadsheet files**
  - **Manually "Save As" different files**
  - **No automatic version compare**
    - **Manually copy and paste data for comparison among versions**
  - **Hard to maintain multiple scenarios**
  - **User security is a big headache**
  - **Often can't find history spreadsheet files**

- **Manual version control by multiple spreadsheet files**
- **Frustration on building version compare data**

AppComputing

Sales Projection Module

BudgetEngine™

- **Data Module - Sales Projection**
  - **Easy Order Entry Form**
    - **Don't need spreadsheet formula**
  - **Pre-built models: Enterprise Sales, Retail Sales, Subscription Renewals**
  - **Automatic data calculation**
    - **Revenue Recognition waterfall**
    - **Billing, Payment, Cash Flow**
    - **COGS, Warranty, Inventory**
    - **Commission fully integrated with HR**
    - **Pre-built comprehensive reporting**

- **Easy data entry and update**
- **Sales Managers can update projections**

Excel Spreadsheet

- **Hand built sales projection**
  - **Complex spreadsheet formula**
    - **Need formula for every budget data**
    - **Often resulting simplified model with less accurate projections**
    - **Hidden error, wrong data calculations**
  - **Hard to use and maintain**
    - **Large # of customers and sales**
    - **Add a New Year, a big effort**

- **Complex formula**
- **Only CFO knows how to update sales projection**

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HR Module

BudgetEngine™

- **Headcount as HR record**
  - **Only need to enter simple data**
    - **Name, hire date, annual salary, etc.**
  - **Automatic calculation by system formula**
    - **Payroll taxes (with annual maximum)**
    - **Accrued compensation, benefits, PTO**
    - **Annual salary increase**
    - **Cost allocation among departments**
  - **Add a new year, so EASY!**
    - **15 seconds, just a few clicks**

- **Headcount planning made so EASY!**
- **Automatic calculate all the Budget data**

Excel Spreadsheet

- **Hand built formula**
  - **Hard to model dependency data**
    - **Accrued compensation payable**
    - **Payroll tax annual maximum**
    - **Benefits, PTO/vacation payable**
  - **Formula too complex, or too simplified**
    - **Complex formula: hard to maintain**
    - **Simplified formula: incorrect data**
  - **Error prone, time consuming**
    - **Big effort to add a new year**

- **Very easy to make mistake**
- **Always hidden errors**
- **Very time consuming**

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Bank Loan Module

BudgetEngine™

- **Loan amortization made easy**
  - **Easy-to-enter bank loan**
    - **Basic loan data**
    - **No formula needed**
  - **Automatic amortization schedule**
    - **Pre-built for different commercial loan amortization schedules**
    - **Automatic update budget data**
    - **Guarantee data integrity**

- **Easy to budget a loan**
- **Automatic amortization**
- **Guarantee data integrity**

Excel Spreadsheet

- **Formula based amortization**
  - **Complex formula calculation**
  - **Hidden error, hard to detect**
  - **Hard to modify the loan data**
    - **Has to re-build the complex formula**

- **Hand built complex formula**
- **Hidden error hard to detect**

AppComputing

Spreadsheet

BudgetEngine^{TM}

Excel Spreadsheet

- **BudgetEngine Spreadsheet**
  - Human readable formula expression
    =Cash Balance + Accounts Receivable
  - Full function budgeting spreadsheet
    - No lose of spreadsheet flexibility
  - System formula ensures data integrity
    - Automatic edit control on budget data
    - Automatic roll up on budget data
    - Balance Sheet is always in balance

- **Human readable formula**
- **Data integrity guaranteed**
- **Spreadsheet flexibility with total control**

- **Flexible for general purpose**
  - Hard to understand formula: =A1+B2
  - Hidden formula errors always exist
  - General purpose Excel spreadsheet
    - Less than 5% functions needed for budgeting
  - Complex manual formula to roll up data
    - Worry about data integrity among Balance Sheet, Income Statement, Statement of Cash Flow

- **Hard to understand formula**
- **Constant worry about hidden errors**
- **Too flexible for budgeting**

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Reporting

BudgetEngine™

- **Ready to use Reports**
  - **Pre-built reports for all budget data**
    - **All dimensions of sales data**
    - **All attributes of HR headcount cost**
    - **Export any data to Excel**
  - **Charts and Metrics**
    - **Always latest data**
    - **Easy to change filters and dimensions**
  - **Granular User access permission**
    - **Show only what User is allowed to see**

- **Always based on latest data**
- **Easy to manage User Access Permission**

Excel Spreadsheet

- **Hand built Reports**
  - **Hard to manager Access Permission**
    - **Can't delete or hide source data**
    - **Can't show partial data**
  - **Hard to Add a New Year**
    - **Need to re-build all Reports**
  - **Fixed format**
    - **Hard to change filters and dimensions**

- **Data integrity issues**
- **Hard to manage Access Permission**
- **Fixed format, not flexible**

AppComputing

Industry Solutions – Enterprise Software & Services

BudgetEngine™

- **Customer Order Management**
  - **Enterprise Sales Projection Module**
    - **For both License & Subscription**
    - **Simple Order Entry Forms**
    - **Automatic calculations on all the financial data on each order**
      - **Built-in Revenue Recognition**
  - **Empower effective collaboration**
    - **Sales Team can update projections**
    - **Built-in collaborations**
    - **Quality data for decision making**

- **Empower Sales Team in planning process**
- **Quality sales projection data for decision making**

Excel Spreadsheet

- **Hand built spreadsheet model**
  - **Complex revenue calculation formula**
    - **Not scalable for many customers**
    - **Add a new year is a big headache**
    - **Hidden errors**
  - **No built-in collaboration**
  - **CFO has to update projections**
    - **Too complicated for Sales Team**

- **Hard to maintain & update**
- **Often results in mistakes**

APPCOMPUTING

Industry Solutions – Social Media, Social Networking

BudgetEngine™

- **Retail Subscription Module**
  - **Manage all the membership data**
    - **Automatic calculation on renewals**
    - **Automatic calculation on revenue**
    - **Membership and cash flow projection**
  - **Highly scalable**
    - **Unlimited Regions, Items, Members**
  - **Comprehensive reporting**
    - **Membership renewal and churn**
    - **Revenue waterfall**

- **Easy to manage all the membership data**
- **Scalable year after year**

Excel Spreadsheet

- **Hand built spreadsheet model**
  - **Complex membership data formula**
    - **Not scalable for many Regions**
    - **Add a new year is a big headache**
    - **Hidden errors**
  - **CFO has to update projections**
    - **Too complicated for Sales/Marketing Team**

- **Hard to maintain & update**
- **Often results in mistakes**

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Industry Solutions – Consumer, Internet, e-Commerce

BudgetEngine^{TM}

- **Retail Sales Module**
  - Unit forecasting with estimate growth
    - Automatic month-to-month calculation
  - Automatic budget data calculations
    - Billing, Payment, Revenue
    - Return allowance waterfall
    - Warranty claims waterfall
    - Sales/VAT Tax

- **Easy to manage volume retail sales forecasting**
- **Guarantee data integrity month over month, year over year**

Excel Spreadsheet

- **Hand built spreadsheet model**
  - Complex sales projection formula
    - Not scalable for many sales items
    - Add a new year is a big headache
    - Hidden errors
  - CFO has to update projections
    - Too complicated for Sales/Marketing Team

- **Hard to maintain & update**
- **Often results in mistakes**

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