

Finance Tech Stack and the FP&A Tools Marketplace

By Paul Barnhurst



Paul Barnhurst (aka The FP&A guy)



- Master of Science (Information Management), MBA
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Next-Gen Finance Tech Stack

Forecast & Budgeting

FP&A



Cash Flow Mgmt.



Headcount



Execution & Control

Billing & AR



Spend Management & AP



FinOps & Cloud Optimization



SaaS Mgmt.



Payment Operations



Rebate Mgmt.



Outcomes & Measurements

Bookkeeping & Tax



Connected Spreadsheets



Commissions



Equity & Debt Mgmt.



Dashboarding & Analytics



Systems

ERP



Data Warehouse



Banking



Payroll



Data Connectivity



FP&A Tools Marketplace

3 Categories

FP&A Planning Platforms

- ~90 tools in the marketplace
- Typically include 4 pillars (Data Management, Modeling/planning, reporting, workflow)
- Separate tools by technology generation, market focus, and pricing
- The market does contain some specialty tools focused on automation and limited planning use cases (Cobbler, DoubleFin, etc)
- Pricing from \$500 to \$100,000+ a year depending on tool

Financial Modeling Tools

- 15+ tools in the marketplace
- Can be used for planning but the focus is on modeling and often does not include integrations
- Excel owns this space

Spreadsheets

- 25+ Tools in the marketplace
- 4 Categories (Connected Spreadsheets, Relational Spreadsheets, Specialty Software, Office Suite)
- Excel is the dominant tool but good options exist for different use cases

Generation	Tools
1st Generation	11
2nd Generation	40
3rd Generation	36



Financial Modeling Tools



Arithmix

seqnc[®]



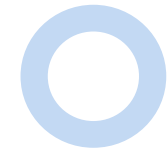
 dryrun

FlowCog



Equals

 Maplesoft



CAUSAL

 LOGICA



whatifi

 VISYOND

 Casetak



QUANTRIX

Company	Founded	Website
Excel	1987	Buy Microsoft Excel (PC or Mac) Cost of Excel Only or with Microsoft 365
Maplesoft	1988	Financial Modeling Software & Quantitative Analysis - Maplesoft
Quantrix	2002	Best Business Tools and Top Financial Modeling Software (quantrix.com)
Synario	2003	Intelligent Financial Modeling Software Programs for Analysts (synario.com)
Google Sheets	2006	Google Sheets: Free Online Spreadsheet Editor Google Workspace
Visyond	2013	From Spreadsheets to Interactive Dashboards in Minutes Visyond
Seqnc	2015	Financial Projections, Metrics, Budgeting for SaaS and other businesses - Seqnc
Arithmix	2018	Home (arithmix.com)
Dryrun	2016	Dryrun Cash Flow Forecasting Software for Accounting Pros & Business
Whatifi.io	2016	whatifi - "What If" Scenarios for Founders and Fractional CFOs
Causal	2019	Causal: your new spreadsheet for working with numbers
FlowCog Financial Models	2020	FlowCog - Financial Models for SaaS Companies
Casetak	2021	Casetak - Connect and scale spreadsheets
Equals	2021	Equals
Sheet Rocks	2021	SheetRocks A Blazing Fast, Radically Expandable Spreadsheet
Logica	Unsure	Logica – Visual. collaborative financial modeling platform for dynamic planning, budgeting, and forecasting.



Spreadsheet Tools



Numbers

Ssuite
Accel



CalcXLS



Equals



Rows



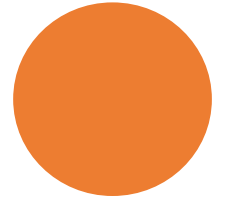
Company	Founded	Website
Microsoft Excel	1987	Buy Microsoft Excel (PC or Mac) Cost of Excel Only or with Microsoft 365
WPS Office Spreadsheets	1989	WPS Office Spreadsheet Free Download and Create Professional Excel
Zoho Sheets	1996	Online Spreadsheet Software Create Spreadsheets for Free - Zoho Sheet
Gnumeric	2001	Gnumeric
Hancom Office	2001	Hancom Office 2020 - Hancom Office - Productivity redefined for modern teams
Ssuite Accel	2002	Accel Spreadsheet)
TreeGrid	2003	TreeGrid SpreadSheet like online MS Excel sheet TreeGrid
Smartsheet.com	2005	Spreadsheet Software Smartsheet
Google Sheets	2006	Google Sheets: Free Online Spreadsheet Editor Google Workspace
Apple Numbers	2007	Numbers - Apple
EtherCalc	2007	EtherCalc
LibreOffice	2010	Home LibreOffice - Free Office Suite - Based on OpenOffice - Compatible with Microsoft
Apache OpenOffice Calc	2011	Apache OpenOffice Calc
Airtable	2012	Airtable Create apps that perfectly fit your team's needs
Blockpad	2012	Blockpad - Engineering Calculation Software
Quip	2012	Quip - Introducing Quip Spreadsheets
Grist	2014	Grist The Evolution of Spreadsheets (getgrist.com)
OnlyOffice	2016	ONLYOFFICE - Secure Online Office ONLYOFFICE
Rows.com	2016	Rows — The spreadsheet with superpowers
Spreadsheet.com	2017	Spreadsheet.com - The online spreadsheet for project management, tasks, CRM, and more.
Stackby	2018	Stackby - Spreadsheets Databases and APIs in single workspace
CalcXLS	2019	Calc XLS - Mariner Software
Causal	2019	Causal: The Business Planning Platform
Canvas	2020	Canvas - Data exploration for operators (canvasapp.com)
SeaTable	2020	SeaTable: simple like Excel, powerful like a database.
Equals	2021	Equals
Retable	2021	Online Spreadsheet With Collaborative Feature - Retable
CubeWeaver	Unknown	CubeWeaver



FP&A Tools

3 Generations

- 1st Generation
 - Tools such as Hyperion, SAP BPC, TM1
 - Very powerful, sophisticated, on-prem solutions
 - Long implementation time
 - High total cost of ownership
 - Enterprise customers
- 2nd Generation
 - Cloud based
 - Implementation often requires extensive technical knowledge
 - \$25 to \$100K Per year
 - Mid-market customers and above
- 3rd Generation
 - Cloud based delivered as a service
 - Shorter implementation times
 - Lower Cost many solutions \$10K to \$25K a year
 - User-centric design
 - Mostly small to mid-market customer focus



4 Key Pillars of FP&A Planning Tools



4 Pillars

- Data Management – How does the tool integrate and manage your data?
- Modeling – How does the tool handle modeling what does it use as a calculation engine
- Dashboard/Reporting – What options does it have to meet companywide reporting needs
- Workflow/Collaboration – Can you establish budget workflows. How easy is it to collaborate with the rest of the business.



Data Management



- What systems does it integrate with?
 - ERP
 - CRM
 - HRIS
 - Billing
 - Data Warehouse
- How much flexibility does it give you in the data model?
- How Many dimensions and attributes can you have?
- Can you see transaction-level data
- Can you load Adhoc data, build custom metrics

Budgeting/Financial Modeling

Apple Inc.

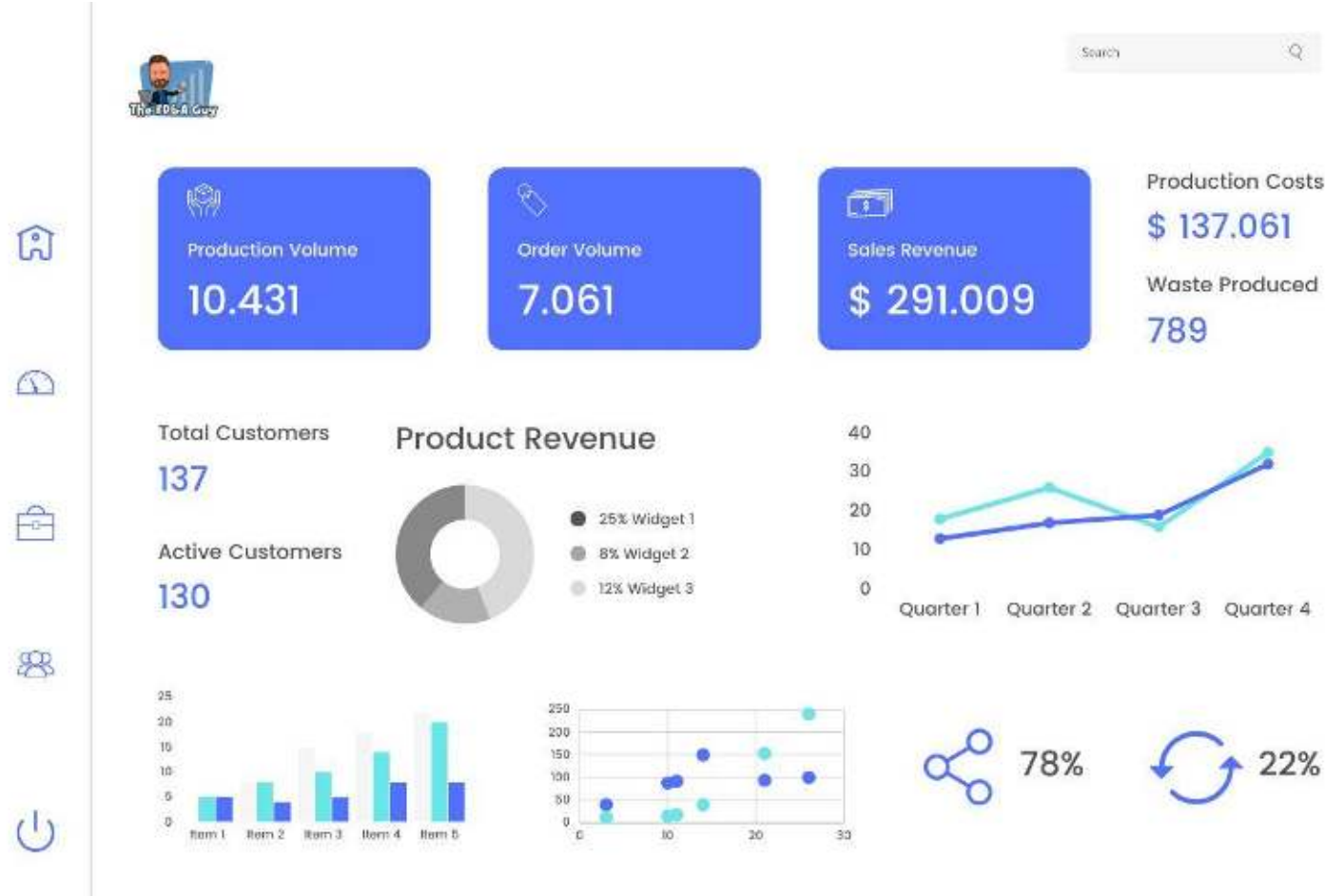
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS (Unaudited)
(In millions, except number of shares which are reflected in thousands and per share amounts)

	3 Months Ended	
	June 25, 2022	June 26, 2021
Net sales:		
Products	63,355	63,948
Services	19,604	17,486
Total net sales	82,959	81,434
Cost of sales:		
Products	41,485	40,899
Services	5,589	5,280
Total cost of sales	47,074	46,179
Gross margin	35,885	35,255
Operating expenses:		
Research and development	6,797	5,717
Selling, general and administrative	6,012	5,412
Total operating expenses	12,809	11,129
Operating income	23,076	24,126
Other income/(expense), net	(10)	243
Income before provision for income taxes	23,066	24,369
Provision for income taxes	3,624	2,625
Net income	19,442	21,744

- What does it use for the calculation engine?
 - Excel
 - Google Sheets
 - Multi-dimensional modeling
- What syntax does it use for modeling?
- What does it have in the way of templates?
- What planning modules does the tool include (Revenue, Expense, Headcount, etc.)
- Trade-off between flexibility and structure
- Can it handle Edge cases



Dashboard Reporting



- How well does it integrate with PPT, Google Slides, and Excel?
- Can the data easily be connected with a BI tool (Power BI, Tableau, etc.)?
- Can one create custom reports and metrics, or are you limited in what reports are available?
- How does the licensing work for sharing reports?
- What formats can you save reports in PDF, Excel, etc.?



Workflow/Collaboration



- Can you create your own custom workflows or are you limited to pre-defined workflows?
- Can you assign people and dates to each item in a workflow
- What systems does the tool integrate with (e-mail, teams, slack, etc.)
- Commenting – Can you leave comments in reports, models, etc.
- Does it allow for threaded comments, can everyone respond to the comments
- Does it support adding notes to reports such as BVA commentary



Forecasting & Budgeting Tools

