

13-Week Cash Flow Forecast Setup Guide

BEST PRACTICES FOR BUILDING A
WORLD-CLASS PROCESS



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01: Introduction

13 weeks is the most popular cash forecasting time horizon. Many companies, regardless of size, geography, or industry, produce a 13-week cash forecast to help manage their finance and treasury activities.

It's not totally ubiquitous, and it's sometimes used in conjunction with other time horizons (it's not that unusual for us to work with a company that uses a hybrid model, forecasting weekly for 13 weeks and then monthly for six months, for example.)

Striking a balance between accuracy & range

A universal truth of forecasting is that accuracy degrades as forecast range increases, and the core value of the 13-week forecast comes from its balance between range and accuracy.

This balance means that the 13-week forecast provides enough accuracy to strengthen decision making, while offering enough range to enable medium-term planning.

Avoid the short-term planning gap

From a practical perspective, this means that a 13-week forecast can facilitate both short and medium-term cash and liquidity management and, because of its range, will always provide visibility over forecast closing balances for the next quarter end (a key reporting date for many companies).

The 13-week forecast also addresses areas not adequately covered by other planning and budgeting processes, and helps companies to avoid the short-term planning gap.

As most planning and budgeting is categorised monthly, the 13-week forecast (which is broken down weekly) offers four times greater granularity, meaning that any short-term planning shortfalls can be addressed with a detailed look-through.

01: Introduction, continued

13-WEEK CASH FLOW
FORECASTING SETUP GUIDE

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Maximise the value of the 13-week cash forecast

To help companies maximise the value of the 13-week cash forecast, this guide will take a high level overview of all parts of the process, and offer practical steps on how to achieve best-practice.

The guide is built upon our extensive experience working with companies of varying sizes, operating in a range of geographies, across a diverse mixture of industries.

From the team at CashAnalytics

From all of us at CashAnalytics, we hope you find this guide informative and helpful as you consider how to upgrade or set-up your new 13-week cash flow forecasting process.

If you have any questions on this guide or would like to know more, please do not hesitate to get in touch.



02: Why companies use a 13-week forecast

The push for a 13 week cash forecast can come from both internal and external drivers.

By looking at each in turn, we begin to build a sense of the objectives of the process and see why the 13 week forecast is the best fit for many of those objectives.

EXTERNAL DRIVERS

Externally, the two biggest parties requesting that a company produce a 13 week cash forecast are banks and private equity owners/investors.

Banks generally request a 13 week cash forecast because it allows them to gauge covenant risk within a company, as well as more broadly how able they are to service debts, and it gives them a good sense of the overall health of the company they're working with/lending to.

Private equity owners/investors usually require a 13 week forecast as it allows them to keep a close eye on short and medium-term cash levels in a business, and gives an indication of how well the business is functioning in terms of its full cash conversion cycle.

This is often an area of particular focus for newly acquired/newly carved out companies with new private equity owners. This is largely because, in these circumstances, cash and liquidity levels are the key driver behind strategic business decision making.

INTERNAL DRIVERS

The first consideration when setting up a new forecasting process is to decide what the objectives of the cash forecast are.

For most companies, regardless of whether expected revenue is a million dollars per quarter or a billion, the key focus is short and medium term cash and liquidity management.

By always providing visibility over the next quarter's forecast closing balance, the 13 week forecast means that key reporting and management targets remain close at hand, contained within the most recent 13 week forecast figures.

The 13-week forecast also offers great assistance to treasury and finance teams with their day-to-day activities, such as managing working capital cycles, or extracting the best value from any excess cash.

Quick recap: Why is 13 weeks so popular?

- ✓ Required by banks
- ✓ Used extensively by private equity owners
- ✓ Facilitates short and mid-term cash management
- ✓ Provides data not covered by other planning and budgeting processes
- ✓ Hits the sweet spot between accuracy and range

03: Mapping out requirements

From the team at CashAnalytics

When setting up any new cash flow forecasting process, the first step is to understand the needs and requirements of all stakeholders in the process.

This should cover all users of and contributors to the forecasts, as well as any senior management who would depend on the reports to which cash forecasts contribute (typically the CFO at a minimum, often the CEO and board as well, and sometimes also includes shareholders, investors, or private equity owners.)

Understand the objectives

What needs to be determined is what each of these stakeholders need to see, how often they need to see it, and what they actually use it for.

Determining the needs of these stakeholders upfront will ensure that the process meets its fundamental objectives.

To illustrate this point, below we'll take a look at example requirements for each of these stakeholders.

Day-to-day

If one of the day-to-day tasks of the treasury or finance team is liquidity risk management, they will want to ensure that they identify any potential liquidity shortfalls with adequate notice, giving themselves time to prepare by arranging bank funding or reviewing intercompany lending options.

The 13-week time horizon of the forecast should be accurate enough to identify any such potential liquidity issues, while still offering enough time to take action to resolve those issues.

Senior Management

If one of the key objectives of Senior Management is to use the forecast to drive medium-term cash management decisions (such as debt levels and interest costs) clear visibility will be required over the short to medium term, to help identify any excess cash which can be reallocated to reducing the highest interest debt.

Therefore, at the setup stage, functionality would need to be built into the forecast for easy consolidation of cash levels across the business, to ensure that any pools of excess cash can be quickly identified.



03: Mapping out requirements, continued

Investors

Investors, as key stakeholders in the forecasting process, may be most concerned with using the cash forecast as a proxy for the overall financial health of the company and measure the control it has over its finances.

In this instance the 13 week forecast, because of its balance between range and accuracy, can provide clear visibility of the company's working capital.

Getting key stakeholder buy-in

Securing buy-in from key personnel from the outset will make the setup and rollout of the new process much easier, and carefully mapping out the requirements of all key stakeholders as listed above, and designing a process that fulfills those requirements, should help in this regard.

Additionally, gaining visible executive sponsorship early on (ideally from the CFO) will push other stakeholders to buy-in to and engage with the project.

This buy-in should help to both secure budget for the project, and also encourage contributors to prioritise their work on it.

Once this is secured, the next step is to design the forecasting model.

Learn More

To read about how investors and management are increasingly looking at cashflow numbers, please see our whitepaper which discusses key cashflow KPIs:

cashanalytics.com/resource/cash-flow-kpis/

 [Read the Report](#)

04: Designing the 13-week model

The forecasting model is the name given to the reporting structure and associated logic that produce the desired forecast output. The forecast model can be broken into two parts, these are:

- Model Dimensions (which present the output data, broken into reporting periods and reporting categories)
- Input Data (the forecasting model usually collects two types of cash flow data: actual and forecast).

As this guide is an in-depth review of the 13-week forecast, which usually has a weekly forecast frequency, the reporting period is already determined (weekly, spanning 13 weeks). This forecasting horizon and frequency should also be confirmed as appropriate for the business requirements mapped out at the outset.

Therefore as the reporting periods are confirmed, this section will explore the reporting categories in greater detail.

As you can see from the figure to the right, the reporting categories are broken into inflows and outflows.

How each of the line items and headline rows are classified will depend on the requirements of the forecast mapped out earlier.

For example, if capital expenditure constitutes a key area of focus, it may be presented as both a headline consolidated figure, broken out into more granular line items underneath.

Next, we'll explore a few of the typical headline classifications.

The screenshot displays the CashAnalytics interface with two main tables: 'Actuals vs. Forecast' and 'Forecast vs. Forecast'. The 'Actuals vs. Forecast' table covers the period 27 Jul - 30 Aug, and the 'Forecast vs. Forecast' table covers 31 Aug - 27 Sep. Both tables compare '01 Aug' and '01 Sep' with a 'Variance' column. A tooltip is visible over the 'Receipts' row in the 'Actuals vs. Forecast' table, showing a note: 'Delayed collections from ABS Corp' by Emily Harayda on 29/09/2020.

Reporting Category	Actuals vs. Forecast (27 Jul - 30 Aug)			Forecast vs. Forecast (31 Aug - 27 Sep)		
	01 Aug	01 Sep	Variance	01 Aug	01 Sep	Variance
- Receipts	5,569,851	5,861,888	-292,037	4,425,917	4,575,535	-149,618
- Customer Collections	3,501,230	4,200,879			3,125,090	201,079
Rebates	120,788	80,989			250,445	-135,696
Intercompany	1,947,833	1,580,020	367,813	3,403,256	1,200,000	-215,000
- Payments	3,582,375	3,376,822	-205,553	2,334,009	3,207,981	195,275
Supplier Payments	2,456,852	2,256,522	-200,330	2,334,009	2,143,696	190,314
Payroll	1,125,523	1,120,300	-5,223	1,069,247	1,064,285	4,962

05: Headline classifications

Customer inflows

Customer inflows (also referred to as customer receipts) is the main headline group for almost any type of cash forecast, and accounts for most if not all revenues brought in by the company's core business.

The level of granularity that sits underneath this headline item however can vary greatly from company to company.

For example, if a company works in an industry where the units they are selling don't widely vary in price, they are more likely to want to have a deeper view of the number of units sold, perhaps broken down by location or channel.

Alternatively, if the company sells its wares by a subscription model, or is particularly vulnerable to delays in payments, they may choose to categorise the line item detail contained within customer receipts differently.

Supplier payments

Supplier payments make up a large percentage of the total accounts payable and, as with all elements of the forecast, how the line items and headline items are categorised will depend on the set up of the company, the level of data available, and the forecasting output required.

If payment terms between suppliers vary widely, or if costs going to individual suppliers are irregular, attention will need to be paid to the drivers of those fluctuations.

For example, if some of the supplier payments vary dependant on asset prices (for example in the way construction materials can be sensitive to iron ore prices or haulage can be affected by oil prices), then it might make sense to group supplier payments into categories that are likely to rise and fall in tandem.

05: **Headline classifications, continued**

Payroll

For many companies, staff payroll accounts for the largest outflows from the company's accounts.

It is also generally one of the easier items to forecast, owing to the fact that staff are generally paid regular salary amounts at regular intervals, and any significant hiring or rationalisation packages are generally included within the budgeting sheets, with the finance or treasury teams therefore usually having access to the required data.

As with all line items, the degree of granularity needed here will depend on the output required.

For example they may wish to breakdown payroll into bands across the company (such as non- exec, exec, management, support staff, etc.).

Alternatively it may be more beneficial to break payroll into categories based on geography or business unit/function.

Capital expenditure

Forecasting CapEx can be tricky, depending on the setup of the company and the level of data available to the forecasting process.

One of the issues is caused by timing, in that even if the treasury or finance team hypothetically has full sight of a planned purchase, and have full details of its costs, the timing of that purchase might vary dependant on outside factors that are well out of the companies control. (This can be particularly true for corporate acquisitions, for example.)

How these CapEx items are listed in the forecast dimensions will often depend on their frequency, as individual non-recurring items may be better placed under the "once-off" headline.

Tax

Dependant on the type of tax, the jurisdiction(s), and industry in which a company operates, tax may or may not be a straightforward element of the cash forecast.

The industry and jurisdiction will also affect how a company might choose to break tax into line items on the forecast sheet.



05: **Headline classifications, continued**

For example, a large drinks manufacturer may have alcohol taxed very differently across the range of countries to which it exports. It therefore may make sense to categorise by geography rather than tax type.

Alternatively a large consultancy may have to pay a wide variety of different taxes, dependant on the work it is carrying out. In this instance it may improve the forecast output to break the line items into different tax types.

Intercompany

Depending on how the company structures its intercompany cash movements, they can be difficult to categorise and reconcile.

This is one area in particular where using dedicated software can really improve the process.

For example CashAnalytics uses a dedicated counter-party driven intercompany tool within our software, to ensure that intercompany payments always net to zero, and making reconciliations effortless.

If the process does not make use of specialised software, the manual upload must be carefully designed in a way that allows intercompany movements to be reflected across both the sending and receiving entities simultaneously.

Debt/interest payments

In recent times, debt and interest payments have generally become one of the simpler elements of the forecast, both in terms of how they are forecasted, and how they are presented and categorised within the forecast.

This is largely because interest rates have varied little, instead remaining consistently low for the past decade.

Additionally, corporate debt payments are often negotiated under strict, often fixed, terms with banks and other lenders, leaving little room for surprise.

Categorisation of these payments is usually broken down by either by lender, or by debt type.

05: **Headline classifications, continued**

Once-off items

Including a category in the forecast sheet for non-regular items prevents having items awkwardly categorised, and avoids the need to create a new line item for each sundry purchase.

For example, if a large manufacturing company needs to expand or move one of its production facilities, this would be a once-off item that might not necessarily make sense to include under CapEx.

This is especially true if, for this particular company, they had a reasonably regular CapEx spend which was fairly straightforward to forecast.

In this instance, a large ticket, once-off item would skew the headline item obscuring the overall patterns and trends in the data. Whereas if it were separated into its own “once-off” category, it would enable the forecast to be quickly viewed both including and excluding the item in question.

With once-off items, because of their variable nature, it is important to include commentary on what the item is and why it is there.

Summary

A key point to note with all of the above is that the level of granularity required must be considered from the outset.

For example, in some businesses it may be necessary to go down to a vendor/ customer level of detail, whereas with others this level of granularity could obscure the big picture and headline figures required to aid decision making.

As with all parts of the setup, the trade-off here is between simplicity and detail.

When setting the process up initially, we would always advise erring on the side of simplicity.

Complexity can be added to the model gradually, once the process is up and running, to ensure a smoother, more efficient roll-out phase.

06: Sources of data

As with any cash forecasting process, there are a wide variety of data sources that feed the 13- week cash forecasting process.

Broadly, these can be broken into two categories: actual and forecast data. Though it is important to note that some sources produce both actual and forecast data.

AUTOMATE WHERE POSSIBLE

One of the goals of any new process should be to automate data inputs where possible and practicable.

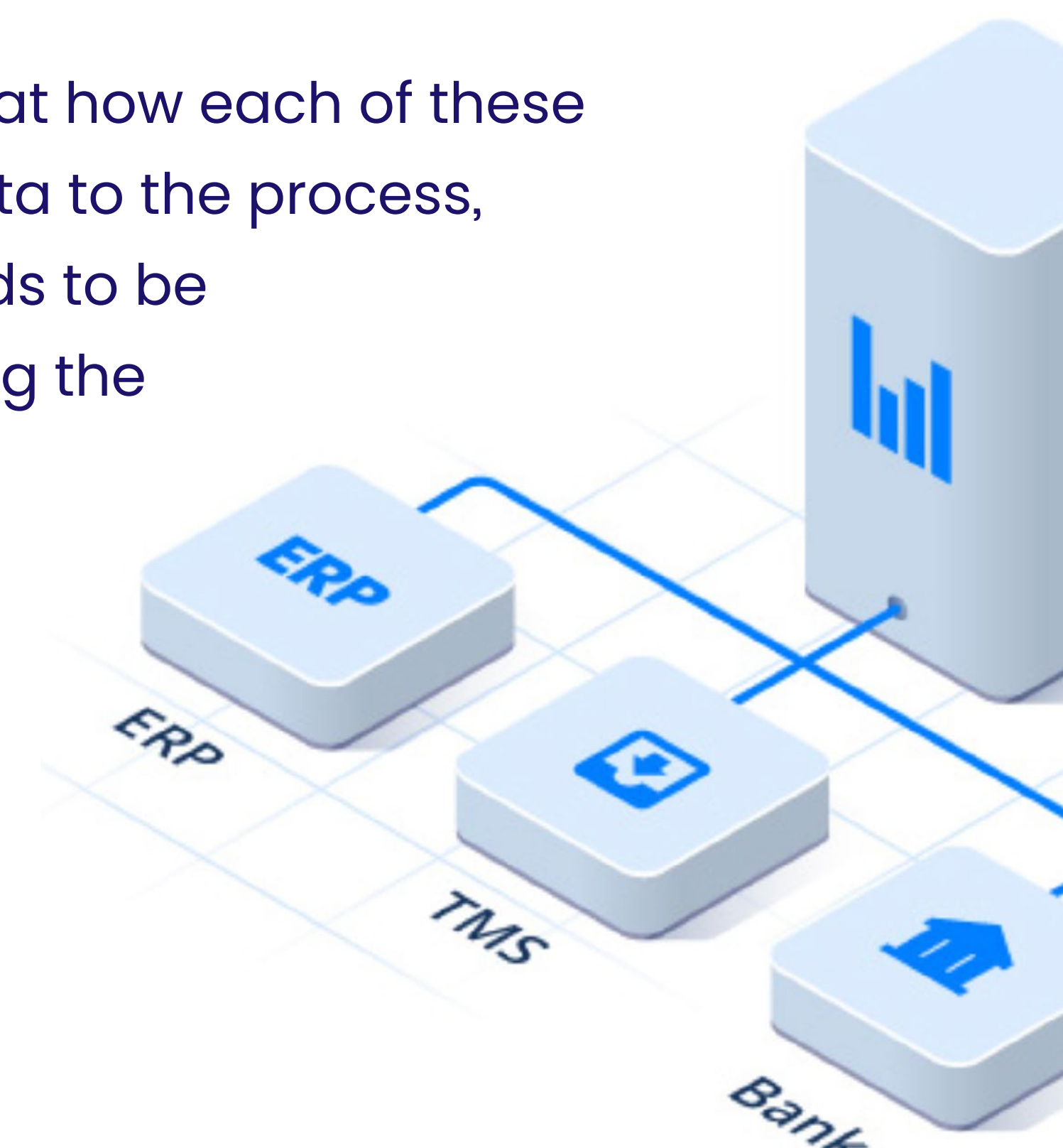
This is best achieved through a dedicated cash forecasting and bank reporting software solution, though some ERP or TMS systems can enable a degree of automation in this regard.

Of the two categories, the most straightforward to automate is usually the actual cash flow data.

API & SFTP

Most of the automation is done by using an Application Programming Interface (API) or a file load (Secure File Transfer Protocol - SFTP) to feed the source data directly into the forecasting model.

Below, we'll take a look at how each of these sources contributes data to the process, and indicate what needs to be considered when setting the process up.



Learn More

To learn more about how APIs work, please see our article which examines the different types of APIs and how they are used to automate cash forecasting processes:

cashanalytics.com/understanding-apis/

➔ [Read the Report](#)

06.1: Actual cash flow data sources

The starting point

Actual data is a critical component of the forecasting process as actual data provides the starting point from which forecast looks out.

Additionally, without actual data there can be no variance analysis to gauge the accuracy of the forecast, and therefore no basis on which to identify any causes of inaccuracy, preventing any systematic improvements.

Mapping exercise

Depending on the data source, there will often be a mapping exercise to pre-categorise and group the data from the source system into the appropriate grouping for the forecasting model.

For example, if the system/data source records transactions at a daily level, the mapping rules will need to group the days into weeks before loading the information into the forecast.

ELECTRONIC BANK STATEMENTS

Upon request, most banks can provide bank statements in electronic formats.

While these electronic bank statements come in a variety of formats, the two most common are the MT940 and the BAI2, each of which are each standardised to a degree.

In general, although not exclusively, the BAI2 tends to be favoured in the U.S. and the MT940 in Europe.

In the case of MT940 there are structured and unstructured formats, relating to how the data is organised in the files.

ERP/ACCOUNTING SYSTEMS

Most large organisations run on an ERP system and are often using one of either SAP or Oracle, but there are many others.

These systems have built in data export and integration capabilities as standard, meaning that the data can be easily connected to any specialist cash forecasting software.

As the forecast and actual payables and receivables information contained within these systems will be contributing to the forecast, it makes sense to have these cash flows mapped to forecasting model.

06.2:

Forecast cash flow data sources

A wide variety of data sources

A forecast is reliant on many different sources of data, which each improve the accuracy of the forecast. However, the key forecast data is the payables and receivables.

There is no single data source which contains all of this information. Instead, a variety of different data sources each affect different components of the forecast, both in terms of the reporting categories and the reporting horizon (some provide short-term data, others medium-term, and others longer-term).

Consider where to automate

As mentioned above, there are fewer system data sources that offer clean forecasting data, as most of this knowledge exists in planning departments.

Therefore the key when building this part of the process is to automate where possible and streamline inputs and communication where full automation is not possible.

ERP SYSTEMS

(contribute short term data)

As mentioned above, ERP systems often contain future payables and receivables data, which is key to the forecast.

Most ERP systems however only contain forward looking data for a relatively short time horizon.

Regardless of which ERP system is used (in addition to SAP and Oracle referenced above, we often automate feeds from NetSuite and Microsoft Dynamics, for example), it should be fairly straightforward to automate the data feeds into the forecasting process because of their inbuilt export capabilities.

FINANCIAL PLANNING & ANALYSIS TOOLS

(medium & long-term data)

Not all companies use financial planning tools, and for those that do, some use localised, or dedicated financial planning tools, while others using the planning tool elements contained within their ERP system.

Regardless of which system is used, most have an electronic data output or export functionality, making them fairly straightforward to connect into the cash forecasting process.

Depending on the data contained within the system, this may affect the short, medium, or long-term components of the forecast.

06.2: Forecast cash flow data sources, continued

TREASURY MANAGEMENT SYSTEMS

(short, medium, & long-term data)

If the company is using a TMS system, this will contain treasury and financing related cash flows (such as interest and capital payments on loans or FX cash flows).

By and large, much of the cash flow data contained within a TMS system will impact the short and medium term components of the forecast.

As with ERP systems and other systems, these cash flows can be integrated into the forecast data via an API.

Also, like ERP systems, some TMS systems have a degree of cash forecasting functionality, but this should be examined cautiously to ensure that it is capable of meeting the requirements mapped out at the outset.capabilities.

OTHER TOOLS

In addition to the others mentioned, many businesses have other systems which contain information which is greatly valuable to the forecasting process.

Below are a couple of examples of these, though the list is not exhaustive:

Booking systems

Many large business use booking systems into which the purchaser/client inputs information directly. An obvious example here would be hotel chains which use booking systems which capture all relevant pricing and occupancy information. In this case, the information contained within the booking system would contain a core part of the forecast data.

E-commerce back-end systems

With the explosion of e-commerce in recent years, even retailers whose primary channels had historically been offline have had to extensively build out their e-commerce offerings. For most large retailers, this means including a combined, integrated back-end system that tracks orders as well as inventory, shipping, and any other elements as necessary, while smaller retailers may have separate systems for each. In either case, this data is key for the forecasting process and should be fed directly into the forecasting model.



06.2: Forecast cash flow data sources, continued

PEOPLE

A significant contributor of forecast data will be people, in a variety of different business units across the business.

People usually add the finishing touches to the forecast and it is their input which can push forecast accuracy from circa 60% to over 90%.

Depending on the organisational structure of the business this can add a substantial degree of complexity to the process, especially if the process isn't built effectively using specialist tools.

For example, if the manual process involves controllers in each business unit submitting forecasts, the treasurer or financial controller in head office will

need to collate all of this data to consolidate it into one, company-wide cash forecast.

However, if this is all managed within specialist software, everyone can input their data into the same system, submitting the forecasts by a stated deadline, with commentary automatically required if the system notices a potential discrepancy in the data.

In this scenario, the system would do all of the manual collation and consolidation work, and the treasurer or financial controller would simply open the final, company-wide forecast. If they were curious or needed to drill down into any of the figures for any reason, they would be able to do so, to any degree of granularity required.

Summary

The key to any efficient, high-quality cash forecasting process is to strike a good balance between automating data sources where possible, and streamlining data input processes when they require manual intervention.

As mentioned above, for most of the actual data sources and some of the forecast data sources, this is usually quite straightforward.

However, it is important not to try to over-automate the process right from the start. Some elements of the

process, can be tricky (and therefore costly) to try to automate.

The value of automating the more difficult elements should be weighed up on a cost/benefit basis, and the value of adding that automation should be clear.

Therefore, what turns a good process into great process, is the efficiency with which the remaining elements of the forecast can be updated by the people who have the information.

07: Putting the process in place

The foundation of any consistently good cash forecast is the process that underpins it.

This is particularly true of the 13-week cash forecast because the data needs to be refreshed weekly.

The key to a good process is clear definition around who needs to provide what data, and the deadline by which they need to provide it.

As well as helping to ensure that data is always submitted in a timely fashion, having a clearly defined process will reduce the scope for error in execution.

As mentioned in the section above, automating as many as of the data inputs as possible, and streamlining the rest, will reduce the weight of admin on the process and allow time for analysis.

Below, we'll look at what can be done to ensure a good process is built from the outset.

Secure buy-in to the process

At the beginning of this guide we talked about the value of getting buy-in from the outset, so it is important to re-emphasise this point while we discuss the key steps to building a robust process.

Key executive sponsorship is best. If the CFO throws their weight behind the process, it is far less likely to receive much resistance from other people/ business units when they are approached.

Additionally, outlining the value that forecast will return to participants and contributors to the process should help to get them to be more enthusiastic about their involvement.

Ensure goals and requirements are clearly documented and communicated

We discussed the importance of clearly defining objectives at the start, but it is also important to make sure these goals are recorded so there can be a measure of the success of the project.

07: Putting the process in place, continued

Once they are recorded, and the process build is underway, communicating these goals to everyone involved will make sure that they are aware of the value of their contributions.

Assign one key person to take overall responsibility for the process

Especially at the build stage it is important that there is one clear and visible person at the helm of the process who is ultimately responsible for it.

In many cases, who this person should be will be obvious (if it is the treasurer, for example) but in the cases where it might feel better to share responsibility between a team, this impulse should be resisted.

Mainly, this is to ensure that an appropriately senior person will take individual responsibility for the quality and accuracy of the data, and will remain in charge to make improvements to the process as required.

Dictate clear guidelines on recurring weekly deadlines

Due to the required weekly data refresh, it is important that all contributors adhere to strict data submission deadlines.

By ensuring this is the case (and providing a good extent of the process is automated) even a company that has a large number of international business units and a high degree of complexity in their process should be able to fully refresh the forecasts within a couple of hours.

As this is something that will be done every week, a quick turnaround time is the difference between being able to work on higher-value activities, or being mired constantly in the administrative elements of the data refresh.

Use the right tools

As with any task, using the right tools is key to achieving the best outcome in the most efficient manner.

Significant parts of business have been transformed by software in over the past couple of decades, and finance and accounting is no exception.



07: Putting the process in place, continued

However, the last few years have seen significant evolution in software capabilities, which are increasingly leading businesses to implement specialist software solutions in addition to their existing infrastructure, as opposed to seeking an enterprise solution that is all things to all users.

This is because there is usually a limit to the progress that can be made by using the limited functionality available through broad ERP or TMS systems.

That is not to say that those tools are not beneficial for cash forecasting, indeed they make the exporting of data into a specialised tool a great deal easier.

Fundamentally though, cash forecasting is just one aspect of those systems, as it is only one aspect of the treasury or finance team remit.

Therefore turning to a more dedicated tool can unlock the extensive benefits of a best-practice 13-week cash forecasting process, freeing up time to get on with the higher value activities that add real value back to the business.

Summary

In short, as the 13-week cash forecast will rollover frequently, a robust process will be key to its success.

In turn, the key to achieving a robust process is to get strong and visible c-suite buy-in from the outset, to clearly define and communicate the objectives of the process as it is being built, to assign a key person to take overall responsibility for the process and its output, and to clearly define deadlines for data submissions.

08:

Conclusion & tips for success

13-WEEK CASH FLOW
FORECASTING SETUP GUIDE

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The guide you've just read is based on our experience in helping a wide variety of different companies in designing and setting up a 13-week cash flow forecasting process.

We hope that you'll find these insights valuable when considering how to set up a 13-week cash forecast for your company.

Below, we've distilled a few of these learnings into handy tips that give a broad sense of what needs to be done to build a successful process.



START SIMPLE

It is important to start with a simple model. Unnecessary complexity will make the process overly difficult from the start, and will decrease the likelihood of a successful launch.

Any complexity included in the first forecast cycle needs to be very clearly justified. Complexity can easily be added to the model once the process is up and running



START FAST

Start the process moving quickly. It will be inaccurate to start, but will quickly get better with regular analysis and feedback.

In short, to improve the process you will need data, but you will not get that data until after the first few forecast cycles.

In this respect, retrospective analysis, rather than preemptive planning, is the key to achieving a highly accurate forecasting process.



BUILD ACCURACY FEEDBACK LOOPS

Following on from the above, the best way to improve accuracy is to build an accuracy feedback review process, with regular feedback for all contributors to the forecast.

By completing analysis of forecast vs forecast and forecast vs actual accuracy, you will be able to gain insights into particular elements that decrease forecast accuracy, as well as identify trends in the data that are affecting accuracy.



DON'T OVER-AUTOMATE TO START

Trying to over-automate can delay the start of the forecast, as well as proving costly to implement in certain circumstances.

It is better to do a cost benefit analysis when calculating what parts of the forecast can be automated.

Put simply, it will come down to the ease of integration versus the amount of usable data than can be retrieved.

09: Putting it into practice

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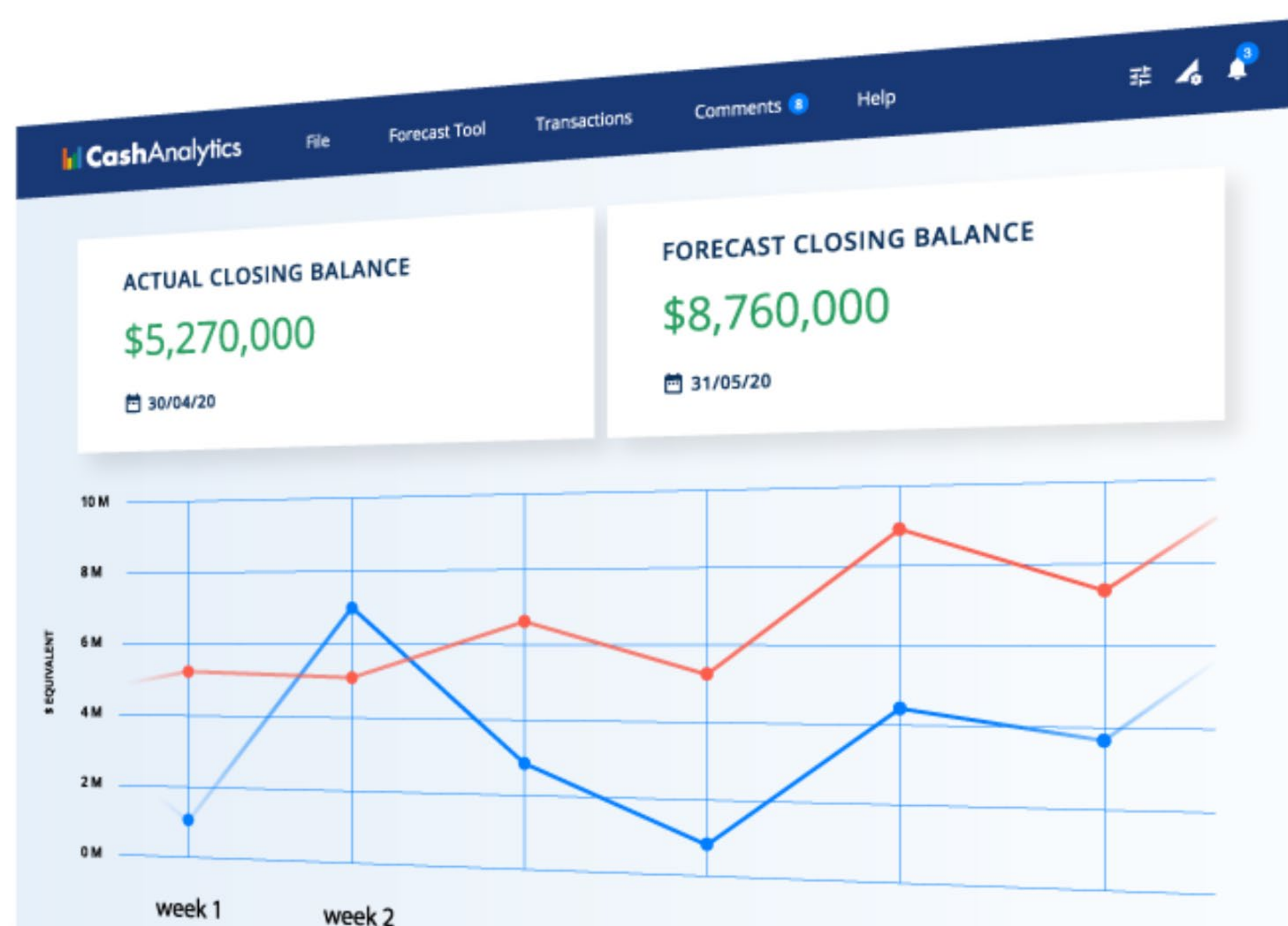
As noted throughout this guide, to achieve a best-practice 13-week cash flow forecasting process, you will need to use specialised cash flow forecasting software.

We have extensive experience helping companies of a variety of sizes, from mid-size domestic entities with circa \$100m in revenue to large cap multinationals with multibillion-dollar revenue figures.

Because our clients come from a wide range of industries, we understand that each business is unique, and each has its own specific needs and concerns.

That's why CashAnalytics carefully yet efficiently manage our set-up process.

We work hard to make sure you achieve the objectives confirmed out the outset, while our methodical set up process enables quick and easy rollout and means impact on day-to-day operations is kept to a minimum.



Learn More

To get a closer look at our software, and to see how it works, please see our product walkthrough at:

cashanalytics.com/product-overview/

➔ Product Walkthrough

CashAnalytics

10: About CashAnalytics

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CashAnalytics is a dedicated cash forecasting & liquidity reporting software solution.

Our mission is to help large companies to better understand their current and future liquidity positions.

We are differentiated from other software providers through the depth of functionality and intuitive interface of our solutions, the speed at which they can be rolled out and the ease with which they can be integrated with existing systems, as well as the high level of ongoing support we provide to clients.

We have developed a thorough yet efficient set-up process that enables quick and easy roll-out of our software. During this process, comprehensive project management with senior members of the CashAnalytics team ensures smooth collaboration across a company's business units with minimal impact on day-to-day operations.

To see our software in action, and to see the value it can help you to deliver, contact us to book a demo now.



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