



CASE STUDY:

# Kingfisher manages group wide cash flow forecasting with CashAnalytics

TOPICS:

- 13 WEEK DAILY CASH FLOW FORECASTING
- MULTI-BUSINESS UNIT PROCESS
- CONSOLIDATION AND VARIANCE ANALYSIS
- INDIRECT FORECAST COMPARISON



Kingfisher plc is an international home improvement company with 1,980 stores in eight countries. Kingfisher operates across Europe under retail banners including B&Q, Castorama, Brico Dépôt, Screwfix, TradePoint and Koçtaş. Kingfisher offers home improvement products and services to consumers and trade professionals via its stores and e-commerce channels.

# 1,980

STORES\*

# £13.1B

2022/2023 REVENUE

# 82,000

EMPLOYEES\*

\*Stores and employee number as of 31 July 2023

***“CashAnalytics has enabled us to more easily compare our previous forecasts, increasing capabilities and driving enhanced accuracy, something that was very difficult to do in the previous Excel based model”***

Shaun Curtis

FP&A Reporting and Cash Manager, KINGFISHER PLC

# Why does Kingfisher use CashAnalytics?

CashAnalytics is used to collect, consolidate and report on actual and forecast cash flow data from across the Kingfisher group to the Treasury and FP&A teams in head office. This data is used to support a range of activities, including:

## Group-wide funding

CashAnalytics supports group wide funding activities in Kingfisher, ensuring business units have cash when they need and excess cash is put to the best use.

Commenting on the role CashAnalytics plays in the process, ABC said, *"It allows us to analyse the Group's cash position and ensure that our cash position remains within our Group's policies."*



## Validating accuracy of indirect forecast

The Kingfisher FP&A team generate a long term cash flow using the indirect method, derived from their financial statements. CashAnalytics is used to validate the accuracy of the indirect forecast by ensuring that the sales and payments for each operating entity aligns with the direct method forecast generated by the system.

## Management reporting and strategic planning

Consolidated forecasts are shared with senior leaders of the business; these support a range of short-term operational and strategic planning activities.

## Key Features of CashAnalytics used by Kingfisher

-  Multi-business unit and multi-currency cash flow forecasting
-  Intercompany tracking
-  Cash sweep modelling
-  Consolidation reporting
-  Variance and accuracy reporting

# What type of forecasting process does Kingfisher run in CashAnalytics?

Every month 30 business units from 19 groups across Kingfisher submit their forecast to head office through CashAnalytics. The frequency of the submission increases approaching half and full year end as the scrutiny of cash intensifies.

Kingfisher run a 13 week daily forecast in CashAnalytics covering key operating, financing and investing cash flow categories.

Alongside the analysis of consolidated per currency closing balance, sales and payment forecasts, the Treasury and FP&A teams carry out detailed variance analysis in CashAnalytics to quickly understand what's changing from one forecast submission to the next.

***“CashAnalytics allows clear historical trends to be mapped and makes our ongoing group wide cash flow analysis a smooth process”***

Shaun Curtis

FP&A Reporting and Cash Manager,  
KINGFISHER

## Process Overview

- 1 13 week daily cash flow forecast**
- 2 Submitted by 30 business units**
- 3 Monthly submission with (bi-weekly at half and full year ends)**
- 4 Key reporting outputs including forecast sales and closing balances per currency**
- 5 Monthly cash call with CFO, Finance Director, Head of Treasury and Head of FP&A**

# Would you recommend CashAnalytics?

Shaun said -

*"I would recommend CashAnalytics to other companies requiring an easy data warehouse for actual and forecast cash flow data.*

*The ease of use for both head office and our business alongside the variety of reporting that can be pulled make CashAnalytics a central part of our group wide cash planning activities"*

## Key Benefits

- 1. Significant time saving at head office**
- 2. Detailed daily 13 week group wide cash visibility**
- 3. Fast and easy variance and accuracy analysis**
- 4. Improved indirect cash flow forecast accuracy**





# About CashAnalytics

---

**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.

**General:** info@cashanalytics.com  
**Sales:** sales@cashanalytics.com  
**Support:** support@cashanalytics.com

**Head Office:** +353 1 524 0552  
**UK:** +44 203 773 9684  
**USA:** +1 646 358 3451