

**RUBIX**

 **CashAnalytics**

# Cash Forecasting Case Study

ACT Cash Management Conference – February 2019

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# Agenda

1. About Rubix
2. The Rubix CashAnalytics Engagement
3. Rubix's Requirements
4. Set-up & Roll-out Overview
5. Using CashAnalytics Day-to-day
6. Headline Benefits
7. In Their Words
8. Key Takeaways
9. Contacts & References

**PLEASE NOTE:**

The screenshots in this presentation are for illustrative purposes only.

The data contained is drawn from CashAnalytics test portal and contains no client information.

# 1. About Rubix

## Company

Rubix is Europe's largest supplier of industrial maintenance, repair and overhaul (MRO) products and services. Headquartered in London, Rubix Group brands include Brammer and Buck & Hickman.

## Facts & Figures

- Brammer & IPH merged in 2017
- €2.2bn revenue (2017)
- 15 brands across 650+ locations in 23 countries
- 8,000 employees
- Owned by Advent International



## 2. The Rubix CashAnalytics Engagement

New private equity owners and the combination of two large businesses increased focus on cash flow and required reliable visibility over current and future liquidity.

### Initial Engagement & Competitive Selection

- Requirements identified
- Competitive process vs. two other vendors
- Proof of concept demo and presentation

### Confirmation of Selection & Project Start

- Confirmation of selection
- Project start



Oct '17



Dec '17

### **Scoping & Model Set-up**

- Set-up of cash forecasting and reporting model
- Review and iteration
- Management sign-off

### **Go-live**

- Training of users
- First reporting cycle
- Hand over to Treasury team

### **Single Source of Cash Flow Data**

- Automation of data collection and reporting
- High quality forecast data based on weekly business unit variance analysis
- Supports debt and cash management and investor reporting



Jan '18



Feb '18



Present  
Day

# 3. Rubix's Requirements



## 13-Week Forecast

Rolling visibility over all business cash flows and funding needs.



## Connect with People

Bring many busy people across new business into process, without increasing workload.



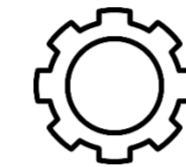
## Bank Account Visibility

Visibility of total liquidity position covering multiple bank accounts in multiple banks.



## High Quality Output

Forecast output supports critical activities and therefore needs to be of high quality.



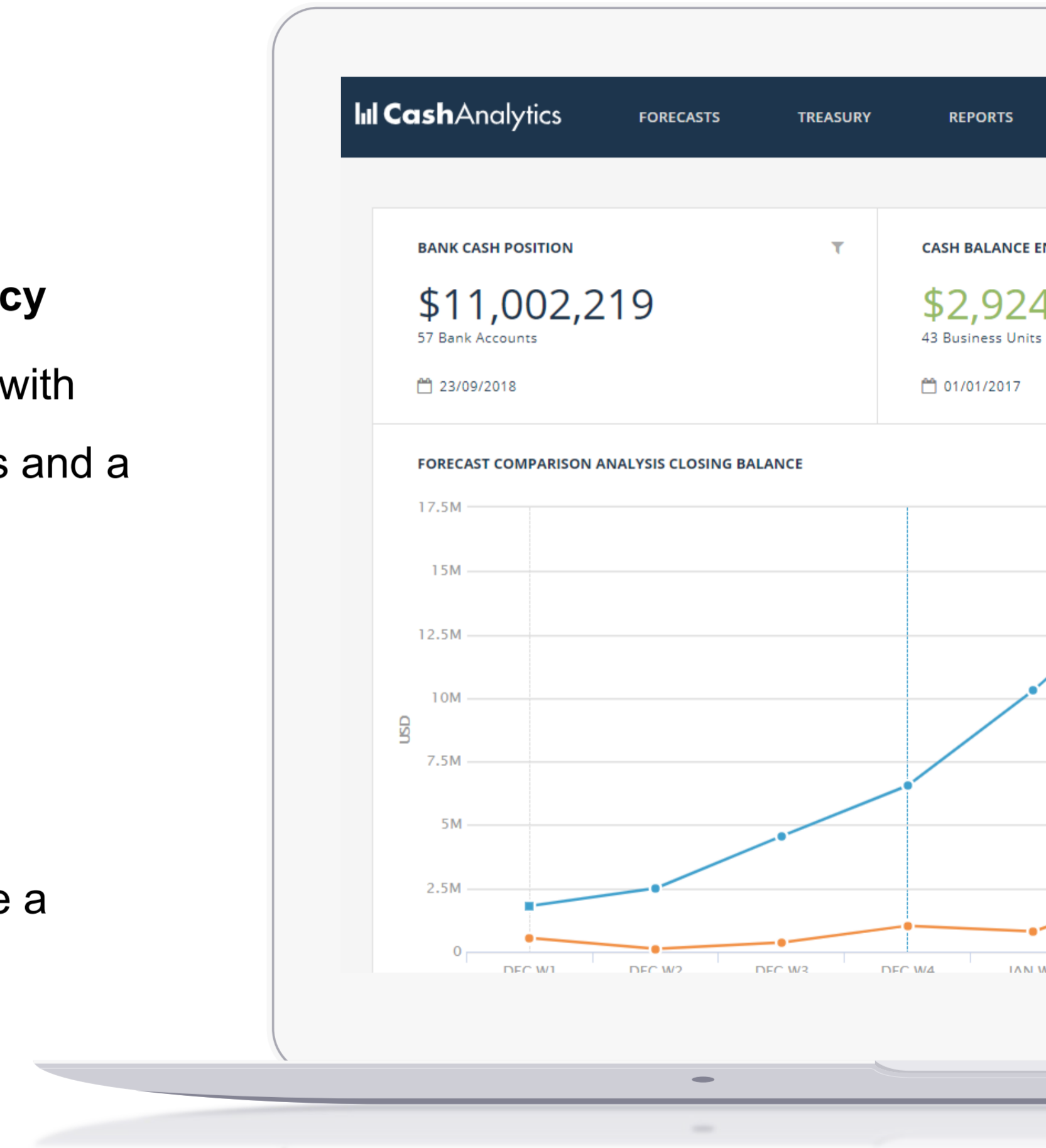
## Automation & Efficiency

Small head office team with tight reporting deadlines and a keen focus on cash.



## Speed

Need to quickly produce a reporting output on an ongoing basis.

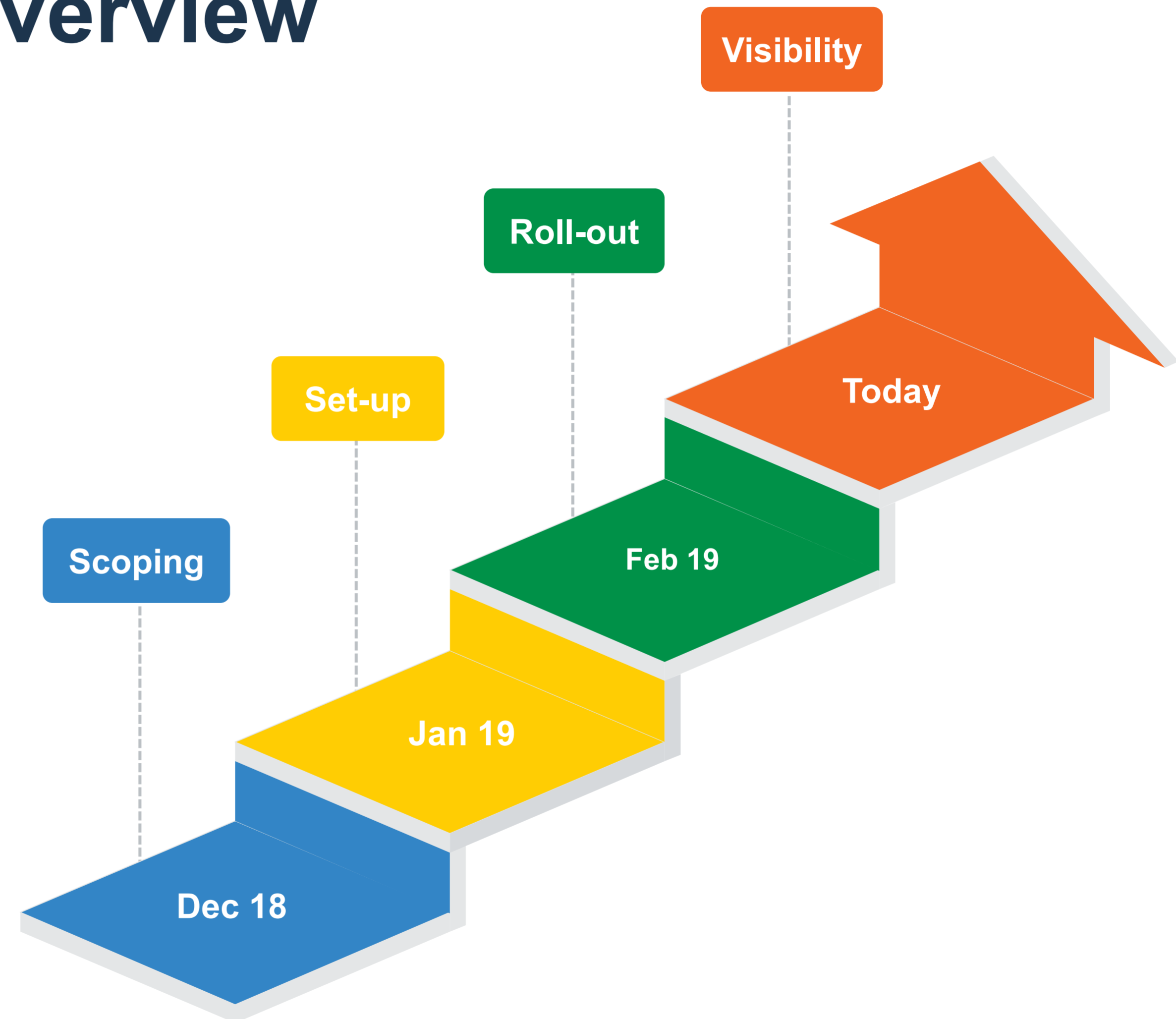


# 4. Set-up & Roll-out Overview

A two month project covering scoping and planning, set-up, training and roll-out.

A tried and trusted methodology for implementing cash forecasting and reporting processes in mid to large size corporates.

Focus on minimising impact on day-to-day operations while quickly delivering value to all stakeholders.



# 4. Set-up & Roll-out Overview



## Scoping

Clear identification of requirements and timelines

- Define reporting output
- Understand level of detail
- Identify sources of data (systems & people)
- Develop roll-out plan



## Roll-out

Incorporate all BU controllers with minimal impact

- 30 minute web based training sessions
- Customised training and support material
- “Hand-holding” through first reporting cycle
- Hand over to head office team



## Reporting Model Set-up

Quickly establish a solid starting point

- Implement reporting structure
- Review and initial iteration
- Interface initial data sources
- Initial engagement with people



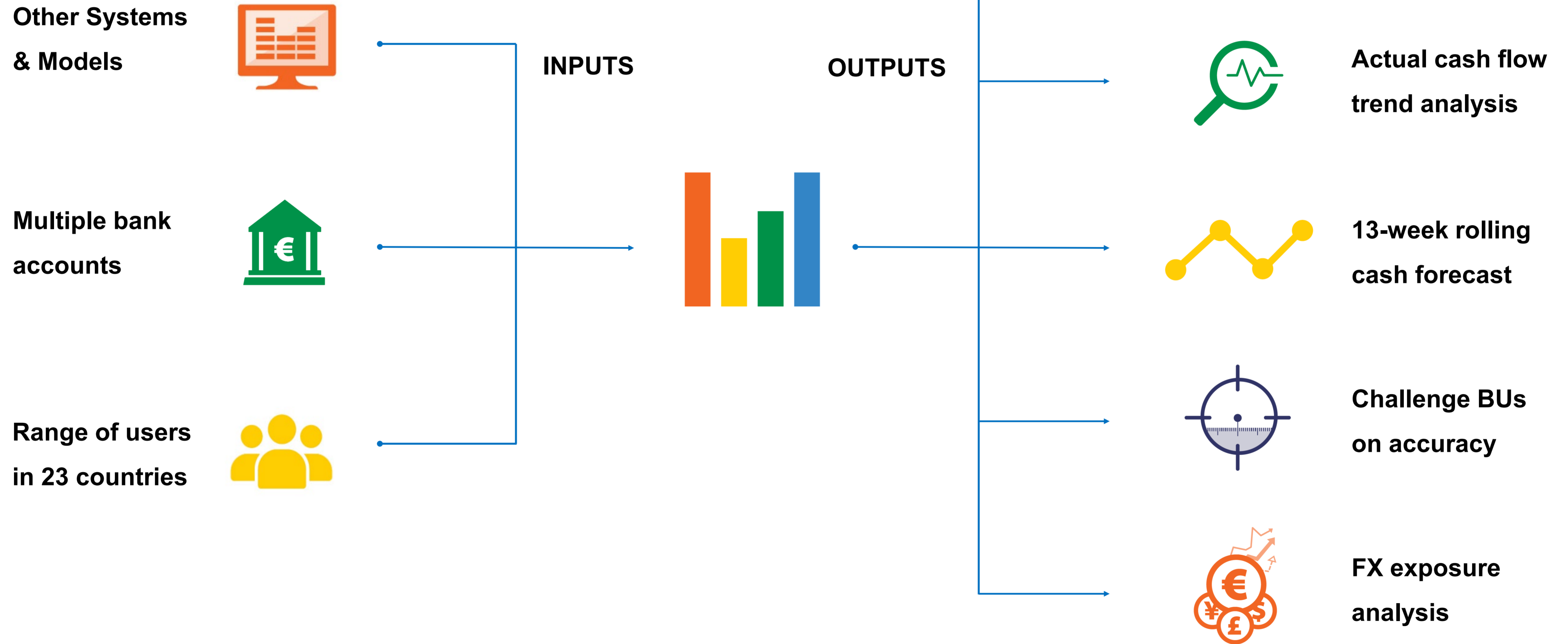
## Ongoing Visibility

Single source of actual and cash flow data

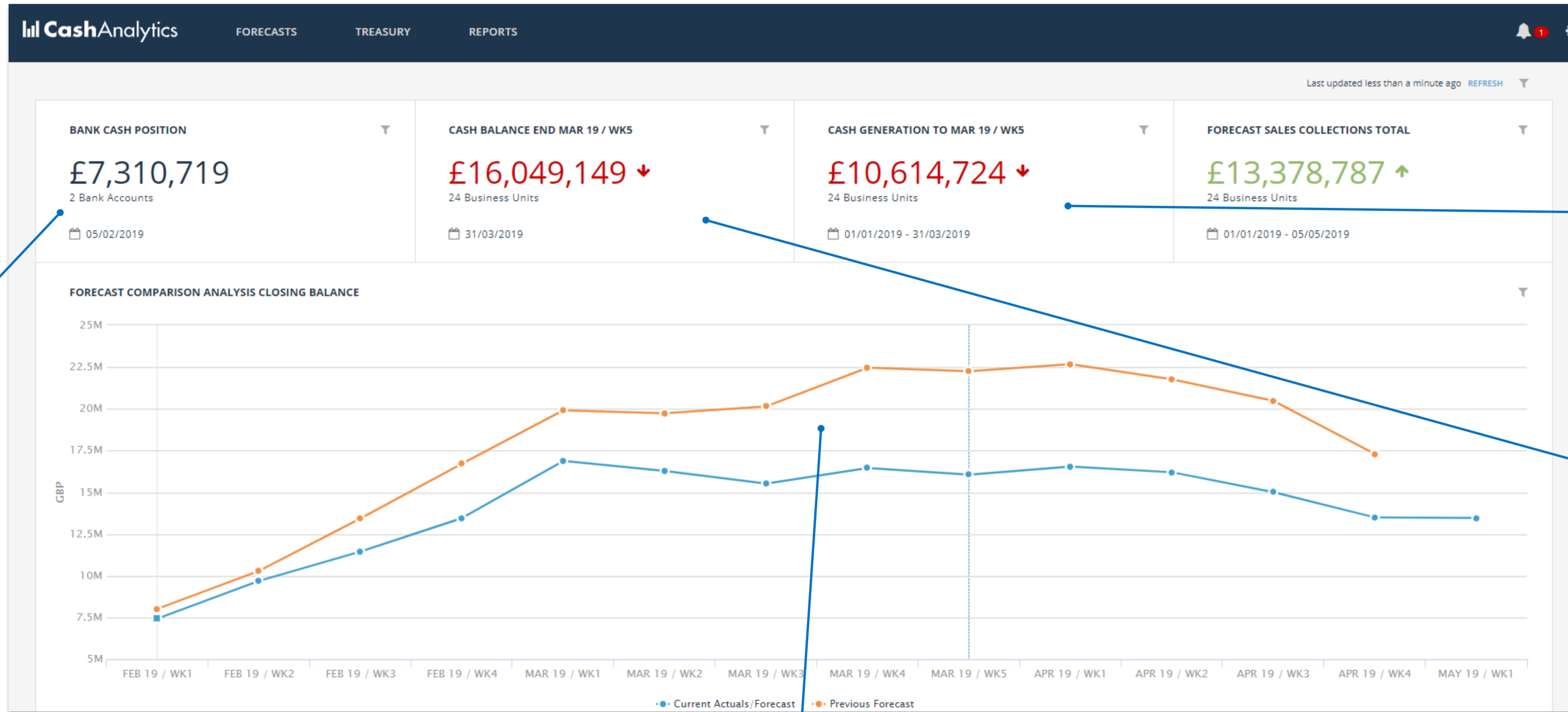
- Automated data collection and reporting
- Weekly board, management and investor reporting
- Weekly variance analysis driving engagement and a high quality output



# 5. Day-to-Day – Overview



# 5. Day-to-Day – Monitoring KPIs



Consolidated cash Position

Cash generation to Q end

Forecast cash position at Q end

Current vs. previous forecast comparison

# 5. Day-to-Day – Monitoring BU & User Activity

Central Reporting Model

BUSINESS UNIT ↑	SUBMISSION STATUS	LAST MODIFIED	LAST MODIFIED BY
Argentina	In progress	6 days	Hugh McGovern
Australia ↓	Not started	-	-
Brazil	Submitted	6 days	Sadie Smyth
Canada ↓	In progress	6 days	Hugh McGovern
Chile ↓	Not started	-	-
China	In progress	6 days	Sadie Smyth
Dubai	Submitted	6 days	Sadie Smyth
Egypt	Not started	-	-
France	In progress	6 days	Hugh McGovern
Germany	In progress	6 days	Hugh McGovern
Head Office ↓	In progress	5 days	Hugh McGovern
Hong Kong	In progress	6 days	Hugh McGovern
Israel	Not started	-	-

User activity and updates

Status of each business unit

# 5. Day-to-Day – Modelling & Data Capture

Head Office - 08-Feb-19 (In progress)

SUBMISSION ▾ CREATE FORECAST ▾ BREAKDOWN COMMENTS HELP

Period	Actuals	Forecast					
	Feb 19 / wk1	Feb 19 / wk2	Feb 19 / wk3	Feb 19 / wk4	Mar 19 / wk1	Mar 19 / wk2	Mar 19 / wk3
OPENING BAL.	1,900,510	2,478,292	3,207,685	2,795,630	3,127,559	5,205,399	5,412,125
<b>RECEIPTS</b>							
AR Collections	1,513,011	1,344,692	798,450	1,011,532	3,592,383	755,116	627,267
Forecast Sales Collections	12,005	45,025	15,650	0	0	0	0
Borrowings	0	0	0	0	0	0	0
Cash from Issuance of Equity	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0
Intercompany (IC)	0	0	0	0	0	0	0
<b>TOTAL RECEIPTS</b>	<b>1,525,016</b>	<b>1,389,717</b>	<b>814,100</b>	<b>1,011,532</b>	<b>3,592,383</b>	<b>755,116</b>	<b>627,267</b>
<b>PAYMENTS</b>							
Payments	582,294	561,191	761,352	188,949	854,560	451,614	156,504
Checks	195,650	89,669	98,669	65,000	17,500	65,045	55,555
Payroll	100,800	0	0	0	215,500	0	0
Custom Duties	11,000	0	15,000	0	25,000	0	15,000

AR Collections (Receipts):

Total: 1,344,692

[+ NEW](#)

INV2795	398,790
<small>04/02/19 / Hugh McGovern <a href="#">EDIT</a></small>	
INV2798	373,698
<small>04/02/19 / Hugh McGovern <a href="#">EDIT</a></small>	
INV2797	283,698
<small>04/02/19 / Hugh McGovern <a href="#">EDIT</a></small>	
INV2796	162,839
<small>04/02/19 / Hugh McGovern <a href="#">EDIT</a></small>	
INV2794	125,667
<small>04/02/19 / Hugh McGovern <a href="#">EDIT</a></small>	

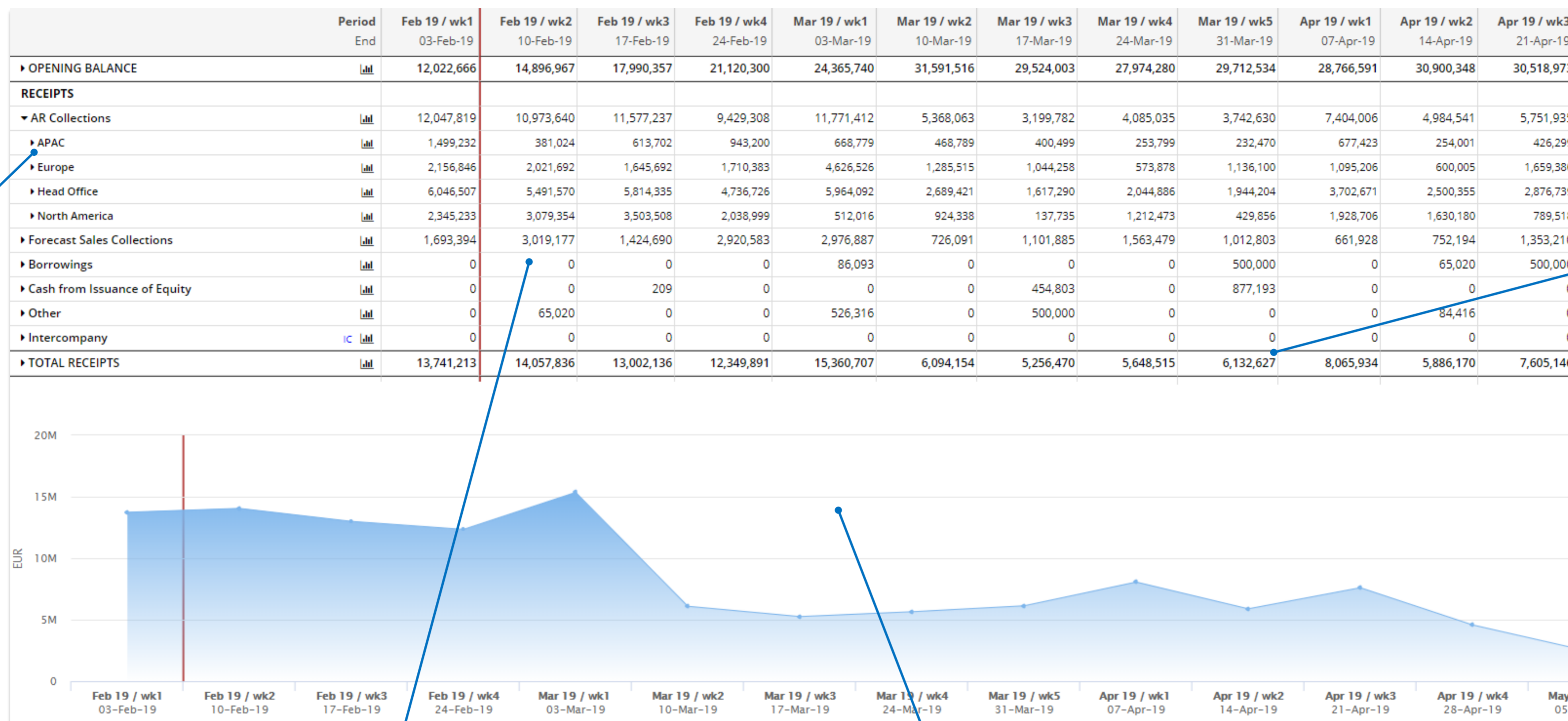
Customised and easily updated reporting model

Drill down to ERP and bank data

Intercompany tracking

Data modelling and user entry

# 5. Day-to-Day – Consolidated Reporting



Drill down to Business Unit detail

Analyse consolidated positions and balances

View actual and forecast data, combined

Monitor historical trends

# 5. Day-to-Day – Variance Analysis

	Period End	Sep 18 W5 30-Sep-18			Comments
		Forecast	Actual	Variance	
▶ OPENING BALANCE		1,750,605	1,750,605	0	
<b>RECEIPTS</b>					
▼ A/R Cash Collections		779,541	995,983	216,442	
Canada		44,964	75,325	30,361	
Head Office		142,361	249,750	107,389	Early Collection - ACME Corp John Smyth - 01/10/2018
Mexico		359,827	514,865	155,039	
US South		232,389	156,043	(76,347)	
▶ Sales Cash Collections		0	142	142	
▶ Other Income		36,510	36,510	0	
▶ Revolver Movements		5,700	5,945	245	
▶ Intercompany		0	0	0	
▶ Foreign Exchange		0	0	0	
▶ TOTAL RECEIPTS		821,751	1,038,580	216,829	

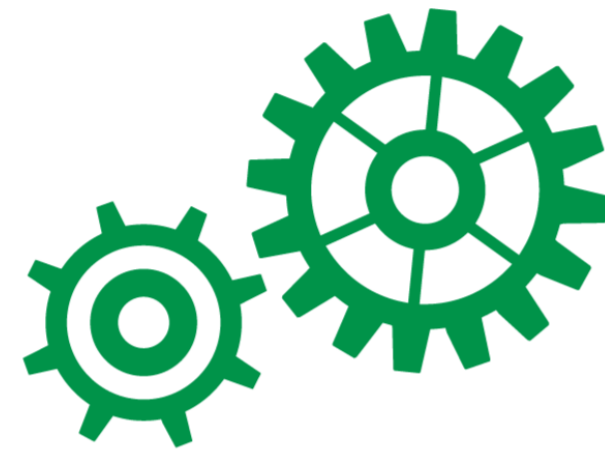
Drill down to Business Unit detail

User Commentary

Actual, forecast and variance analysis

Monitor net movements & positions

# 6. Headline Benefits



## Automation

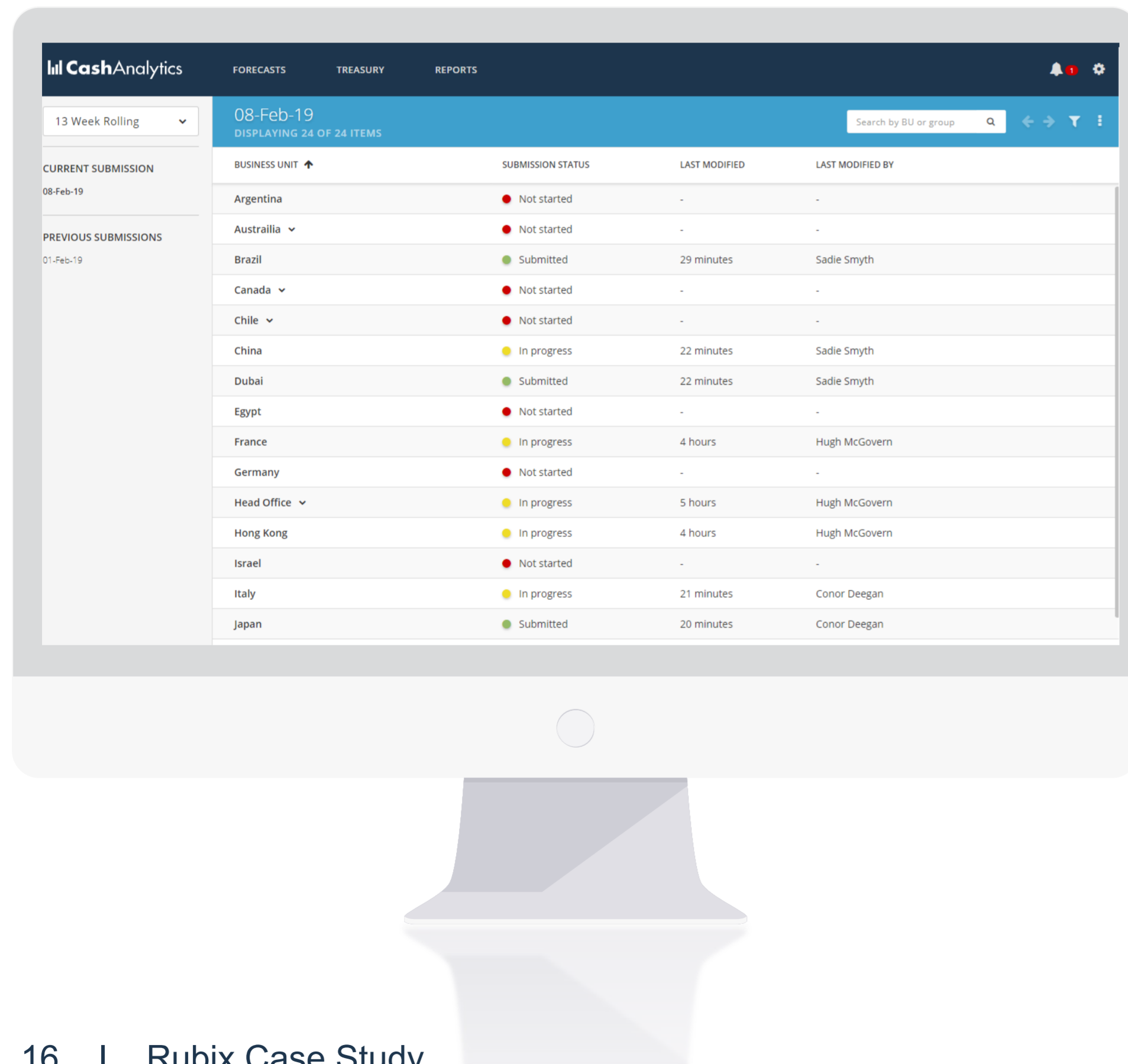
- Data capture & management
- Consolidation
- Roll-over
- Currency revaluation
- Forecast creation



## Reporting & Analytics

- A single source for all cash flow data
- Day-to-day liquidity analysis
- 13 week forecast visibility
- Data modelling & scenario analysis
- Basis for challenging business units
- FX visibility

# 8. Key Takeaways



1 Executive Sponsorship

2 Clear Requirements

3 Minimise Disruption

4 Project Management

5 Feedback

6 Speed



# Contact

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