



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!**

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
 - Collaboration made possible
 - More efficient budget planning
 - Quality data for decision making
- **Pay back implementation effort in just one month**
- Collaboration made possible

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

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**

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**

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**

For Controller

BudgetEngine™

- **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”**

Excel Spreadsheet

- **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**

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**

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**

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

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**

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**

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**

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**

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**

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**

Spreadsheet

BudgetEngine™

- **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**

Excel Spreadsheet

- **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**

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**

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**

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**

Industry Solutions – Consumer, Internet, e-Commerce

BudgetEngine™

- **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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Contact us for Further Questions

support@appcomputing.com

Tel: (408) 829-8600