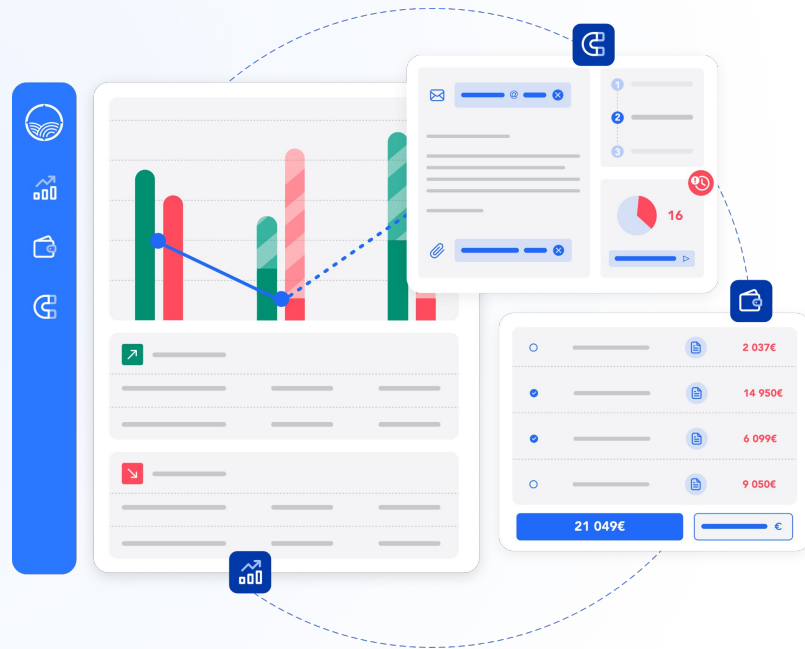




Webinar

Cash Forecasting Technology: From Spreadsheets to Special Purpose Systems



Hello, meet...



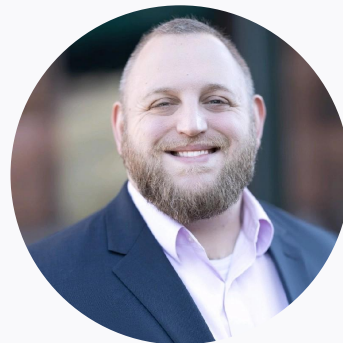
Dan Wells

Founder & CEO



Timothee Clement

Country Manager US



Joe Pisaturo

Finance Manager,
Mortgage Broker,
Massachusetts

Agenda

✓ Introduction

- About Joe, GrowCFO, and Agicap
- Recent Market Insights about Cash Forecasting
 - ◆ Interest rates
 - ◆ Global Treasury Survey, PWC

✓ From Spreadsheets to Special Purpose Systems

- Gain insight into the limitations of ERP systems for cash forecasting
- Discover the benefits of using Cash Forecasting Technology
- Experience Agicap's capabilities through a real-life case study by Joe
- Learn about the ROI that can be obtained from accurate cash forecasting

✓ Q&A - 15 minutes

POLL

What solution do you currently use for cash flow forecasting?

Reply on the right of your screen!

About Joe



Joe Pisaturo

- **Finance Manager**
- **Mortgage Broker: 5-6M Revenue, 50 employees**
- **Localization: Massachusetts**

Joe joined the company in November 2023, has been using Agicap since January 2024, and bringing tremendous positive impact!



Dedicated towards helping the finance leader community

Our independent GrowCFO community supports you with relevant knowledge, content and insights.

Connect with inspirational finance leaders and mentors in our collaborative learning platform, development program and engaging peer group networks.

Designed by the community for the community

1

Aspiring CFOs

2

Existing CFOs

3

Finance teams



100,000
MEMBERS



100
COUNTRIES



1,000
LESSONS



200
WORKSHOPS



GrowCFO challenges you in the right ways and makes you feel part of a strong peer group community.



About Agicap

7,000+

Clients

N°1

Cash Flow Management SaaS Solution for
SMB & Mid-Market Companies

12

Countries

600+

Employees

150+

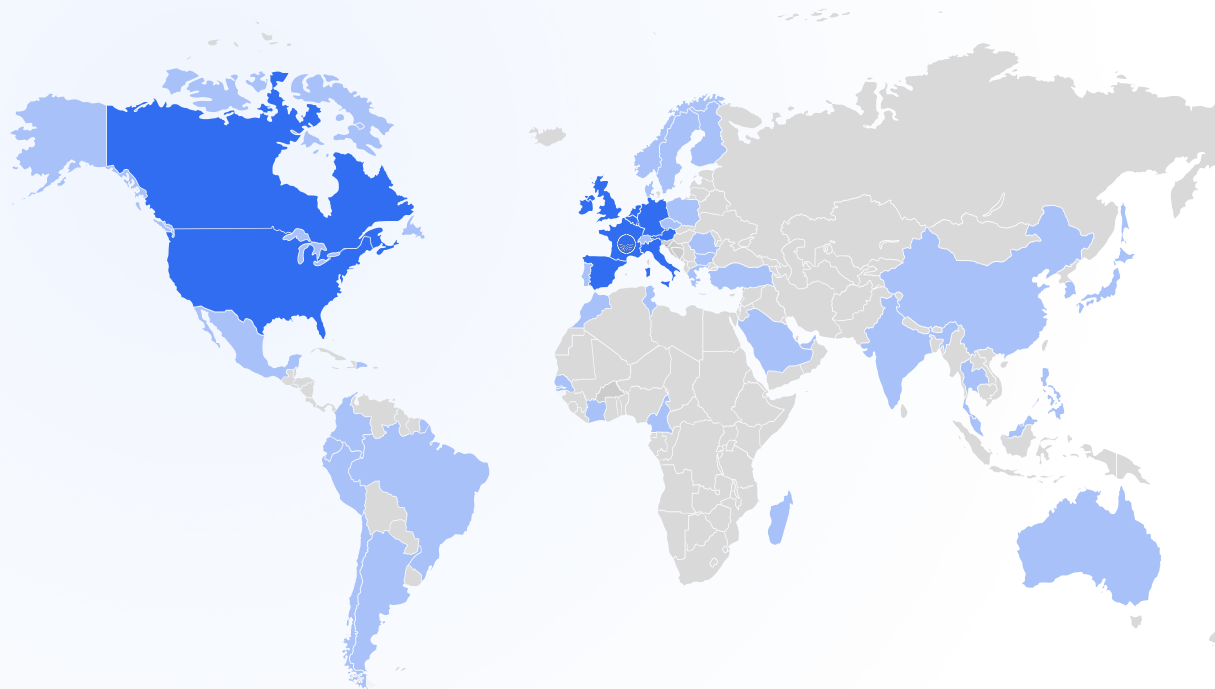
Tech & Commercial Partner



Local Agicap teams



Agicap clients

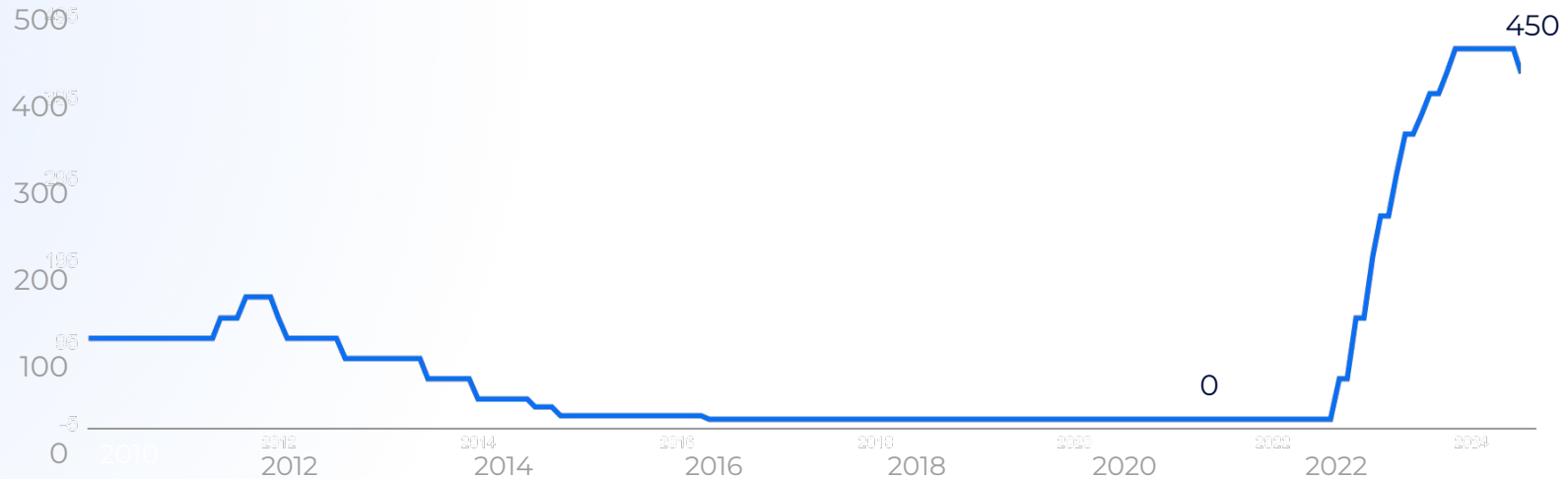


Recent market insights

Cash Forecasting is increasingly critical for small and mid-sized businesses, but remains complex and highly manual

Cash is now once again a **valuable resource** that business leaders must manage accordingly

Central banks' response to inflation ends a decade-long parenthesis,
when cash was **free** and could be managed **approximately**



ECB "Main refinancing operations - fixed rate tenders" (in bps)

Some insights from PWC's Global Treasury Survey

■ 2023 Global Treasury Survey

October 2023



375
companies

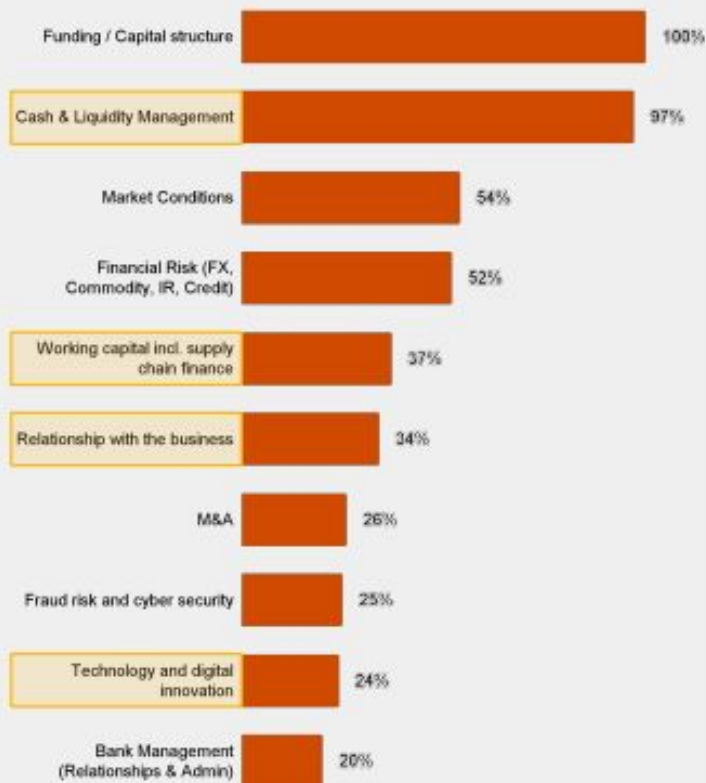
33
countries

24
industries

2. Top priorities

Dan

Priority treasury topics for the CFO



*97% of CFOs put **Cash & Liquidity Management** as one of their **top priorities***

Source: PWC global treasury survey 2023

2. Top challenges



Yet for many years, **“inaccurate forecasting and visibility”** has remained the **top challenge of CFOs...**

Source:
PWC global treasury survey 2023

An overview of their cash situation is critical for mid-sized companies, but involves a lot of manual effort: many are still using Excel

- **>90%** of mid-sized companies are using Excel to manage and forecast their cash flow
- **75%** of mid-sized companies see liquidity as the key indicator in their strategic planning
- **35%** of finance managers or treasurers spend more than 10 hours per month on manual processes around liquidity planning



Source: GrowCFO, INNOFACT Survey commissioned by Agicap, 2021

Life before **Agicap**



Joe Pisaturo

**Finance Manager, Mortgage
Broker, Massachusetts**

Joe Pisaturo

Finance Manager, Mortgage Broker, Massachusetts

- Finance stack was mostly Excel
- Accounting was even outsourced through a third-party vendor, no Finance full time employee
- NO cash forecasting process in place
 - Checks written and processed on “cash” basis
 - Big items like payroll were handled as they arose
 - Budgets were done for accounting only, not cash

The result

Less visibility to immediate cash needs required creating a manual Excel reconciliation ad hoc, taking several hours twice a month; no forward view to cash beyond the immediate few weeks

What are the options for Cash Forecasting Technology?

From Spreadsheets, to ERP, to Special
Purpose Systems

Pros and Cons of ERP and Accounting Systems

ERPs are designed around accrual accounting

A core layer to manage complex historical financial data...



Accounting



Tax Preparation and Filings



Compliance



Transactions values are historic and rules-based

They fall short at providing real-time, forward-looking view

...Insufficient when it comes to supporting strategic decisions



Uses Accounting cadence: weekly or monthly close



Accruals-based: limited direct cash insights



Limited connectivity to 3rd party data, limited modelling



High rigidity -> not built for uncertainty & assumptions

ORACLE
NETSUITE

 Microsoft
Dynamics® 365

SAP

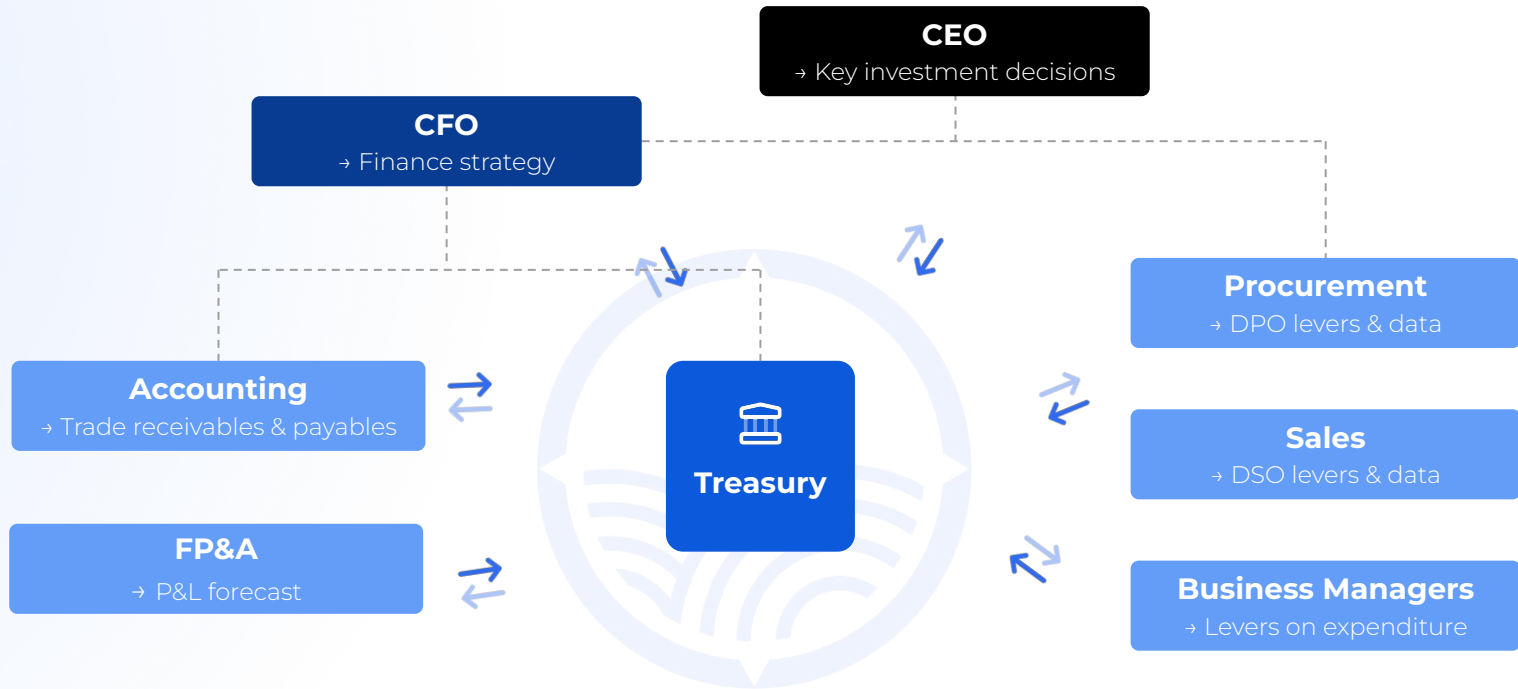
Sage



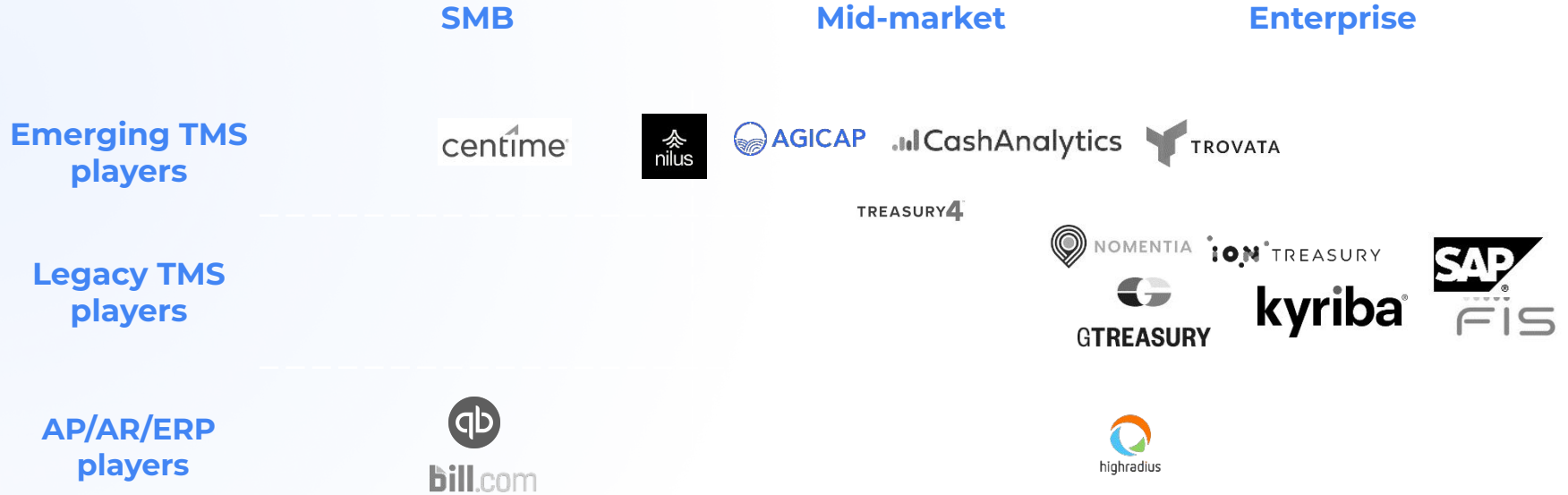
ERPs will likely remain a core layer for high volume, low value tasks, to be complemented by special purpose systems



Specialist Systems are now available to streamline cash flow management and forecasting across the organization



Landscape of Treasury Technology Solutions



Zoom on Cash Forecasting Capabilities



Deep-Dive into Agicap

The transition to a **technology** solution



Joe Pisaturo

Finance Manager, Mortgage
Broker, Massachusetts

- Our company's President heard about Agicap online and asked me to investigate
- I had a demo with Timothee:
 - liked how it **linked directly to our bank** accounts and QuickBooks
 - I also liked the **ease of set-up** and the clear, attractive graphics and graphs
 - I saw why Agicap **complements Quickbooks** and why they do not conflict (cash flow vs. accruals view)

The result

We decided to bring in Agicap to complement our Quickbooks in-house accounting / financial reporting and provide us with an easier way to view cash on a short, medium, and long term basis.

Achieving integrated Cash Forecasting with Agicap...

- ✓ Short AND long term forecasts
- ✓ Updated daily with feeds from Banks and ERP
- ✓ Fully customisable and flexible forecasts

Live Bank Feeds

- Historical trends
- Variance analysis



Live ERP/Accounting Feed

- Forecast based on AP/AR
- Custom adjustments from DSO/DPO



Long term forecasts & scenarios from a custom combination of:

- Historical trends
- Direct modeling in Agicap
- Custom links: Excel, CRM, exchange rates...
- P&L to Cash conversion



ERP

- Supplier invoices
- Client invoices
- Quotes
- Purchase orders



Agicap

- Recurring items (*rent, salaries...*)
- Debts
- Investments
- Payments

- Banking aggregation
- Cash reconciliation

Estimates and indirect methods

P&L

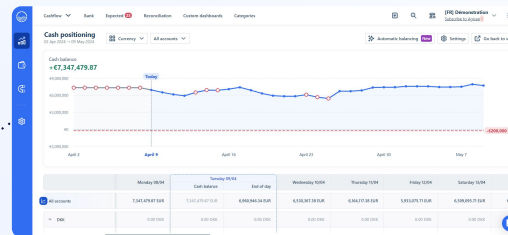
P&L-to-cash converter

Budget



Agicap

- Historical trends
- Formulas
- KPIs based
- Custom DSO adjustments
- Debts
- Investments
- Rolling forecast



Cash positioning

Short-term
Daily visibility
Weekly horizon



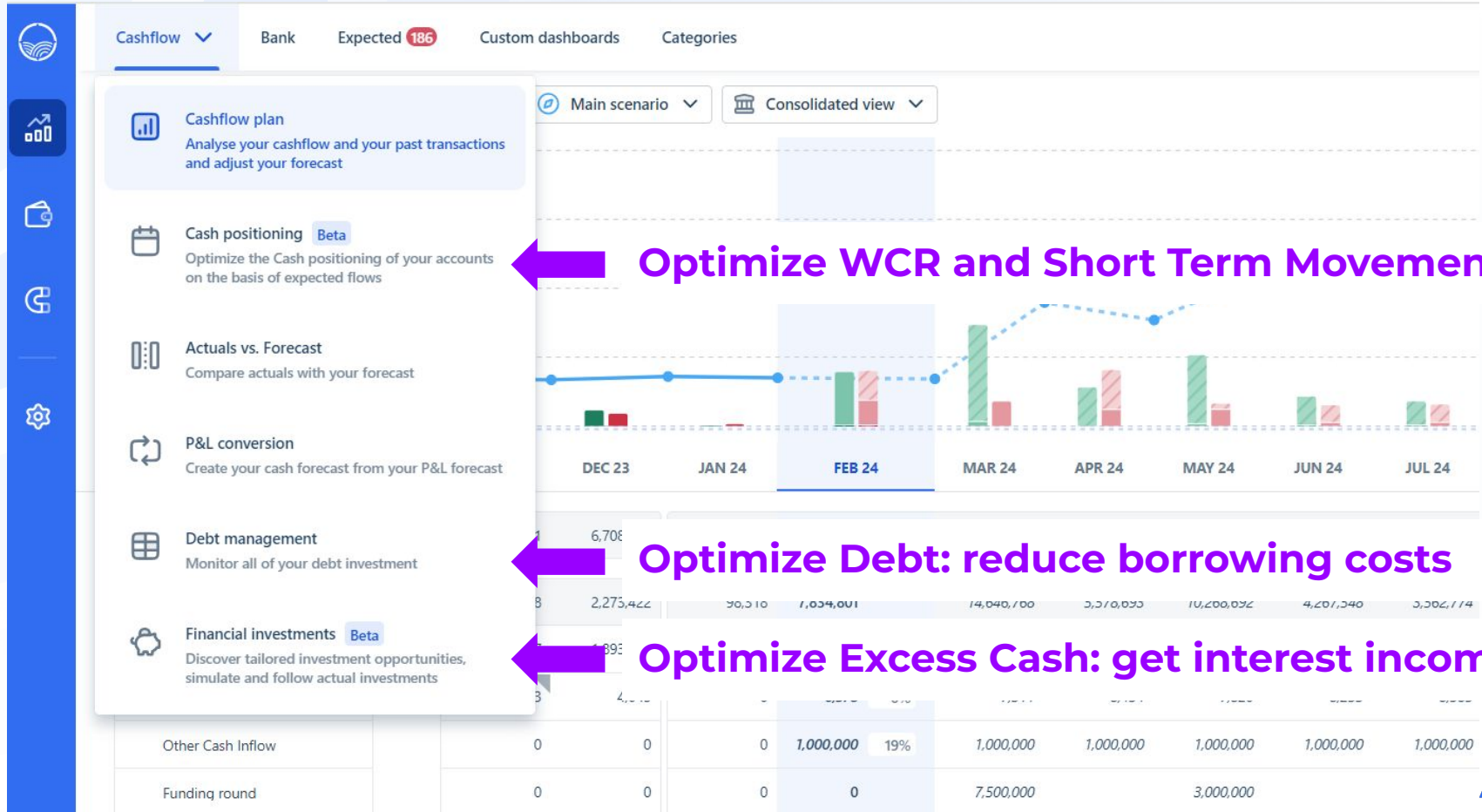
13-week forecast
Medium-term
Weekly visibility
Quarterly horizon



Cash flow plan
Long-term
 Monthly or Quarterly visibility
 Yearly horizon

Achieving Cash Efficiency: most companies are either under-invested or over-borrowed!

Timothee



Agicap Real-Life Demo by Joe

Joe and Agicap



Joe Pisaturo

Finance Manager, Mortgage
Broker, Massachusetts

- Set-up: bank accounts and credit cards connected: **all cash activity flows through Agicap**
- Routine
 - Day-to-day monitoring of cash
 - Rolling updates on the **weekly forecast**
 - Regular internal meetings, where we take a more strategic view, with **monthly display**
- **ROI - Operational value**
 - More than 4 hours saved month
 - Accuracy has increased as regards cash needs
- **ROI - Financial value**
 - Visibility helps identify upcoming “crunch” points
 - As we grow, increased cash can be earmarked for debt repayment, investment, and expansion
- **ROI - Strategic value**
 - Easier way to make strategic decisions

Q&A Session - Ask us anything!



Dan Wells

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Timothee Clement

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Joe Pisaturo

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Book a meeting