

# Baker Hill

## PROPHIX Case Study

### Quick Facts

#### Industry

Technology: Financial Services

#### Company Info

- Operating since 1983
- Employees: 180
- General Ledger: Solomon
- Based in Carmel, IN

#### ROI

- Spends less time setting up and administering their budgets
- Spends more time analyzing data
- Enhanced data integrity in monthly and annual plans
- Shortened monthly reporting cycle
- Able to perform accurate monthly reforecasts of the personnel costs for each employee

*“What made PROPHIX different was its reporting capabilities. I don’t have to spend time checking formulas; I can spend more time analyzing the data and giving more value to our internal customers.”*

--John Wiebke  
Controller, Baker Hill



[www.bakerhill.com](http://www.bakerhill.com)

After experiencing over 40% in annual revenue growth, Baker Hill found that accurate analyses was becoming more crucial, so PROPHIX was implemented to replace their spreadsheet system. Baker Hill’s finance department now spends less time manipulating and programming spreadsheets and more time performing valuable analysis.

### Background

Baker Hill, a subsidiary of Experian Information Solutions, is a banking process solution provider based in Carmel, Indiana. The company’s solutions help banks manage their customer information and include applications such as sales automation, collateral and exception management, credit risk management, relationship pricing and profitability, and loan origination.

### Recognizing the Problem

Before acquiring PROPHIX, Baker Hill had been using spreadsheets for planning and reporting. Because of the company’s growth, its primary motivation for moving to PROPHIX was to improve the analysis of its financial data. John Wiebke, Baker Hill’s Controller, explains, “I was seeking an efficient solution that clearly maintained the integrity of the data, and to which

I could add new accounts easily. I was constantly worried about the numbers being calculated correctly. It was taking more time than I was comfortable with because I was checking that the integrity of the data was correct. Any changes such as adding new accounts was a huge task.”

### Implementing a Solution

Together with Baker Hill’s CFO, Brian Modiano, John researched software solutions. PROPHIX was recommended by a member of a local trade association. John and Brian also looked at other software products, but decided on PROPHIX because of its superior reporting. John explains, “What made PROPHIX different was the reporting capabilities, the ease of building reports and exporting them to spreadsheets. The reporting capability is unparalleled.”

Baker Hill did not initially use the product for preparing its annual budgets,

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but started with monthly reforecasting and financial reporting. The annual budget had already been prepared with spreadsheets, and Baker Hill implemented PROPHIX just after the start of its fiscal year.

Within two weeks of a PROPHIX consultant having visited Baker Hill, the company had received training, built a business model, loaded up historical and budget data, and developed reports in time for the first month-end. The entire monthly process of importing general ledger data into PROPHIX, performing a reforecast and printing reports is now all accomplished in a single day or less. Before PROPHIX, the process took three days.

“It has improved our efficiency tremendously,” according to John. “PROPHIX’s OLAP reporting function is so easy to use for custom reports. It is also easy for users; I set up a report for them and they can easily print it out. There is no need to export data to a spreadsheet to produce a nice looking report.”

At Baker Hill, salaries and benefits are by far the largest type of expense. For personnel planning, Baker Hill uses the P3 module of PROPHIX. Every month, as part of the reforecast process, they import the most up-to-date salary data for each employee.

John comments, “The P3 implementation took virtually no time at all. We could easily import our salary data from our HR system and progress from there.”

He adds, “P3 was a good value add. It was nice to have that in the same secure

database so we have the ability to roll over the data into reforecasts. We upload the salaries each month into P3 and use it for all our personnel calculations—such as FICA.”

## Benefits

Baker Hill has derived some major benefits from PROPHIX. Staff in the finance department now spend less time manipulating and programming spreadsheets and more time performing valuable analysis.

“I can’t tell you enough good things about PROPHIX,” explains John. “I used to work at a large company that used spreadsheets for budgeting, but using PROPHIX is a bonus because I can spend more time analyzing the data and giving more value to our internal customers.”

John had used other specialized budgeting products in previous jobs. He is an experienced user of financial analytical applications.

“I know what functionality is important working in the role of a controller and being able to perform that type of analysis,” John explains. “The price, the fast implementation time, and its functionality made selecting PROPHIX an easier decision. I was impressed with the power of PROPHIX. It is easy for the administrator and for users. In so many ways, PROPHIX is a perfect fit for us. Your support team has been very easy to work with and is always there to help with any issue I have.”

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## PROPHIX Software Inc.

350 Burnhamthorpe Road West,  
Suite 1000  
Mississauga, ON, Canada L5B 3J1  
1-800-387-5915  
[www.prophix.com](http://www.prophix.com)

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