

Feeding America

PROPHIX Case Study

Quick Facts

Industry

Non-profit

Company Info

- In operation since 1978
- Annual revenues of \$600 million
- Approximately 200 employees
- Utilizing Microsoft Dynamics NAV for G/L
- 50 Licensed PROPHIX users

ROI

- Improved data security and reliability through a centralized solution
- Increased visibility into companywide performance at any given time
- Increased business agility – allowing for different planning projections
- Increased employee productivity



feedingamerica.org

Feeding America implemented a unified performance management solution that offered high-end functionality, increased visibility and reliability – allowing them to eliminate the use of complex spreadsheets in their budgeting efforts.

Background

Feeding America (formerly America's Second Harvest) is the leading domestic hunger-relief charity in the United States. The non-profit organization feeds America's hungry through a nationwide network of member food banks and distributes over 2.5 billion pounds of donated food to over 200 member food banks in the United States and Puerto Rico. Those member food banks support approximately 61,000 local charitable agencies and 70,000 programs, which provide food directly to individuals and families in need.

Challenges

Like many organizations, Feeding America was heavily reliant on complex electronic workbooks to manage budgeting requirements. "We used a number of spreadsheets to manage our financial records that we e-mailed

around and consequently, we had issues of version control and aggregation of data," explained Ron Martin, Director of Budgeting and Financial Reporting. Similarly, employee productivity was another concern as much time was spent on circulating, reviewing and reformatting those same spreadsheets. As the organization grew and their requirements and needs became more complex, Feeding America quickly realized that a more specialized solution would be necessary to provide greater accuracy when it came to forecasting and greater visibility when planning long-term. "I had experience with budgeting and forecasting tools in a previous life," explained Martin. "I knew there was a solution that would solve our current problem and provide the flexibility we needed to evolve and grow as an organization."

Why PROPHIX

Feeding America chose PROPHIX because the tool allowed for additional and better analytical functionality, greater visibility of plans, budgets and forecasts and enabled them to control costs, impact employee productivity and support their future growth.

PROPHIX was also able to deliver on an aggressive timeline when it came to the solution's rollout. This required a solid implementation plan with measurable deliverables and responsive support. The PROPHIX implementation team worked collaboratively with Feeding America to come up with a delivery model that would not only be live in time for the beginning of their budgeting cycle, but ensures successful adoption amongst its users and immediate results.

PROPHIX leveraged the Microsoft SQL Stack R2 technology to seamlessly integrate with their existing environment. With minimal effort, the PROPHIX solution quickly integrated to their Microsoft Dynamics NAV – providing a consistent and constant link to their data sources.

Benefits

For Feeding America, the benefits of the PROPHIX solution were quickly realized and their impact immediately felt. Employees were no longer burdened by the efforts and time required to manage the complex formulas and the multiple versions in circulation. “With a centralized solution, you make data available using security permissions rather than mailing forty different budget files and collecting forty back,” says Martin. He also appreciates the

support the centralized cell notes offers to the budgeting process and the customized reporting that provides Feeding America with visibility into the overall health of the business and a forward looking view of company-wide performance. “We didn't have that before,” explains Martin.

The benefits were also immediately felt amongst its users. According to Martin, “all levels of the department, from administrators to executives, use the application.” As the application becomes more widely adopted and its additional functionality utilized, Martin anticipates that the number of users will continue to grow and the benefits will continue to spread throughout the organization.

Martin also believes that the benefits will not only continue but be significant as the organization begins to manipulate the data – reformulating it in reports and forecasting efforts – so that the department can drill-down into the data and experiment with different planning projections.

Future Plans

As a non-profit organization, Feeding America plans to use the forecasting abilities in order to gain visibility into the long-term view of the organization's progress. They also have plans to develop a model to project revenues and track and re-forecast more frequently.

PROPHIX Software Inc.

350 Burnhamthorpe Road West,
Suite 1000
Mississauga, ON, Canada L5B 3J1
1-800-387-5915

www.prophix.com

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