

# Robbins Research International

## PROPHIX Case Study

### Quick Facts

#### Industry

Services

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#### Company Info

- Annual Revenue: \$20-100 mill.
  - Employees: 260
  - General Ledger: MAS200
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#### ROI

- 500%+ return on investment (including software, training, and maintenance costs)
- Decrease in accounting headcount from 25 to 11
- 90% decrease in the number of requests to conduct account analyses
- Decrease in monthly closing cycle from 15 to 5 days

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--Gary Schwertly  
Chief Financial Officer, RRI



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Outgrowing their Excel-based planning capabilities, Robbins Research International implemented PROPHIX for their annual planning, reforecasting, and reporting needs and received over a 500% rate of return from their investment.

### Background

Robbins Research International, Inc. (RRI), an Anthony Robbins company, is an inspired force of leaders dedicated to implementing strategies for creating an extraordinary quality of life for individuals and organizations throughout the world. As the recognized leader in human-development training, RRI creates and simplifies the tools and resources that transform customers' lives.

### Recognizing the Problem

Excel-based planning process. RRI's extensive planning involved a Macro workbook with hundreds of thousands of links. Being so complex, their requirements far exceeded Excel's linking capabilities. Adding departments or accounts would affect

all individual sheets, and it took hours or days to research, identify and correct the problem.

For financial reporting, RRI's primary report writer was Microsoft FRx. However, its capabilities were limited to reporting directly from data in the general ledger. RRI required reports from data within a complicated job-cost structure, which was not compatible with FRx. Another issue RRI encountered was the difficulty to identify unbalanced financial statements. FRx would force the balancing into an account, so it would require more time to identify statements that were unbalanced and then balance them. "We wanted the ability to be flexible and needed to find a dynamic solution for that—one that offers drill down and drillthrough capabilities, as well as

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scalability as the company grows,” says Gary Schwertly, Chief Financial Officer of RRI.

## Implementing a Solution

“Based on the lack of competitive solutions, we chose to move forward with PROPHIX,” says Gary. RRI began the implementation process, but the complexity of their chart of accounts caused their concern in deployment. However, because of the PROPHIX consultant’s financial background, within a week, implementation and user training was complete. Gary explains, “I was absolutely amazed at how quickly the consultant grasped our business, the complexity of the chart of accounts, and how he was able to work with us to import various accounts.”

## Benefits

“Once we got into PROPHIX and were able to identify its strengths and features, we ended up using PROPHIX for a whole lot more than the original intent for planning purposes. We use it now for annual planning, reforecasting, general ledger reporting—replacing FRx—and all our financial statement reporting,” explains Gary. Of the many PROPHIX features, RRI truly benefitted from its analysis capabilities. The ability to drill down to see details or drillthrough to general ledger tables to look at the source data has been invaluable in giving users a sense of ownership. Users can perform their own account

analysis and have the ability to create reports for their own departments. Since using PROPHIX, the amount of requests on accounting to conduct account analyses has been reduced by 90%. Users can analyze data themselves using PROPHIX’s drillthrough capability. Because such processes were decentralized to end users, the accounting area is more efficient as a department. The increase in productivity further resulted to a decrease in headcount from 25 to 11.

## Bottom Line

With PROPHIX, questions can be answered within seconds. The ability to drill down into data and create reports on the fly has provided a tremendous asset to the company. RRI can make more timely and effective business decisions with accurate data. “PROPHIX has really saved a tremendous amount of time and made us more proactive from a financial reporting standpoint,” says Gary. “During executive team meetings, I have PROPHIX open the whole time and I’m able to create ad hoc reports to answer questions within seconds, which I could never do before.”

## Future Plans

RRI plans to make more extensive use of dashboarding. They would like to utilize more corporate dashboarding for statistical data to capture and report to various user groups.

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