

HALLMARQ

Hallmarq Budgeting Time Is Cut In Half With Workday Adaptive Planning

hallmarq.net

FOUNDED
2002

INDUSTRY
Veterinary Imaging

KEY INTEGRATIONS
Alteryx

Hallmarq Veterinary Imaging is a multinational organisation dedicated to improving the lives of animals, as well as the people who care for them. They deliver this by increasing access to advanced imaging for more practices around the world.

Offering unique equine and small animal MRI and CT scanning solutions that transcend the industry, Hallmarq's cutting-edge approach to veterinary medicine is a key competitive differentiator.

Hallmarq's focus on delivering high-quality solutions with supreme levels of support is helping them grow at a rapid rate.



“Workday Adaptive Planning is introducing a new level of quality, speed and flexibility in our management forecasting and reporting. It is easy to use and creates transparency for the rest of the executive team. They're more engaged when reviewing numbers and forecasts in a way we have not seen before.”

Peter Fredericks - CFO, Hallmarq Veterinary Imaging

The Challenges

With operations expanding across the US and Europe, an increasing amount of data had to be managed on spreadsheets. This demand was making forecasting cash flow, company growth and managing budgets a thankless task. It quickly became clear that Hallmarq needed to move away from spreadsheets to a faster, more flexible forecasting solution.

Going into different Excel spreadsheets, manually transferring data and removing mistakes became tiresome as spreadsheets expanded. In no time at all, the finance team was caught up in an Excel whirlwind, consisting of several tabs, tables and complex calculations.

Furthermore, an increasing number of global team members were accessing spreadsheets and inputting data. With no audit history, it was becoming impossible to see who was making changes. This lack of transparency grew frustrating, especially when one piece of incorrect information could cause a significant, negative effect.

“With Excel, it is very easy to miss things that can have a big impact, including not copying a formula to the bottom of the dataset and having multiple people making changes without the audit history. It is also difficult sharing Excel files; there is always a danger with conflicts,” says Katherine Lambert, Finance Business Partner.

Dealing with such stress was not easy. It was time to change. After searching for the right solution, Hallmarq decided to integrate Workday Adaptive Planning into their systems.

How Formulate Helped

Hallmarq strived for a system that allowed faster, flexible forecasting for the business. To make this possible, Hallmarq started removing manual data entry processes to create a seamless stream of data.

After assessing the existing systems architecture and taking the time to understand the goals of the finance team, Formulate was ready to get to work.



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Using their knowledge and experience, Formulate designed a bespoke solution structured to meet the needs of Hallmarq's financial planning team.

"We worked closely with Guy Maizels from Formulate. He was always on-hand, swift to respond to queries and happy to jump on a call - which was really helpful." says Katherine Lambert, Finance Business Partner – Hallmarq Veterinary Imaging.

Within eight weeks, the new system was fully functional, and all necessary training was complete. By clearly explaining how the solution worked, offering specialist supervision and support whenever required, Formulate provided a practical, easy-to-navigate system.

The new Workday Adaptive Planning solution has simplified importing and exporting data, cut the time needed to forecast in half and led to greater transparency across the business.

The Future

Looking ahead, there are a couple refinements Hallmarq wants to make for even greater efficiency.

For example, Hallmarq wants to turn the tide of data, so it flows from the Workday Adaptive Planning tool into Alteryx. In doing so, Hallmarq can increase its reporting capabilities and better utilise other key components within its systems architecture.



"The ability to plug Adaptive Planning and Alteryx together, pull out the numbers from Adaptive, apply very complex calculations with Alteryx, and push them out into other reports will be huge for us. I think there will always be room for refinements as we go; each time we go through a pain point we'll try and resolve it".

Katherine Lambert, Finance Business Partner - Hallmarq Veterinary Imaging

Benefits & Outcomes

- Speed of budgeting, cutting time to budget by 50%
- Transparency for all executives who are now engaged in tracking financial projections
- Additional time to run supplementary monthly forecasts and secure new insights
- A logical data structure
- Visibility to track data changes
- Improved efficiency, simplified business processes and streamlined reporting capabilities.

About Formulate

Formulate - A Kainos company is part of the Kainos Workday practice, the largest partner for Workday in Europe. We help organisations across ninety-six countries, safeguard their tenants' functionality and security.

Our team consists of consultants and solution architects whose backgrounds are diverse. We all have a deep understanding of planning and systems. Some of us have worked at the coal face as finance managers, others have crossed the line from accounting to systems. All have 'real world' commercial experience.

Getting your accounting structures and processes right is critical in our book. Our holy grail starts with a perfectly balanced P&L, balance sheet and cash flow. Using our integrated forecast plan, we can then adapt that to your business.

We admit to having some geek in our DNA because it isn't just your planning system we need to understand. These days, connecting data from general ledgers in ERP's and other accounting systems means a good understanding of integration.

- We are part of Kainos Global Workday Adaptive Planning practice with unrivalled expertise and scale.
- We are the most extensive Workday Adaptive Planning partner globally.
- We are a Platinum Solutions Provider.
- Formulate were Solutions Provider of the year EMEA FY21.
- We have the largest global consultancy team.
- We have over 700 successful implementations globally
- We have a dedicated team of integration specialists.

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