

# BUDGETING, PLANNING and FORECASTING for MEDIA & ENTERTAINMENT



## REAL-TIME INSIGHTS FOR AN ON-DEMAND FUTURE

Streaming, subscription based, OTT companies have entered the industry with a gale-force, causing advertisers to change their strategies, consumers to change their habits and Media and Entertainment companies to change their business models entirely. With the only certainty uncertainty, legacy planning solutions are falling short, unable to give companies the foresight or agility you need to adapt to changes quickly.

CCH Tagetik drastically reduces the time and effort of budgeting, planning and forecasting while giving you the insight and foresight you need to plan for an uncertain, ever-changing, on-demand future.

## CCH TAGETIK PLANNING FOR MEDIA AND ENTERTAINMENT

### Align Finance & Operations with Unified Planning

Increase accuracy and confidence in your numbers when budgets, plans, forecasts and models across your company are created using a single version of the truth in a single system. With automated real-time and historical data, CCH Tagetik aligns strategic, financial and operational planning enterprise-wide, so the cycle is completed faster and with a 360\* view of your business.

### Reduce Cycle Time, Improve Accuracy

With a single source of data that dynamically populates, CCH Tagetik shaves days off the planning cycle and drastically improves data accuracy. Managers can catch bottlenecks before they happen with live-status updates on an administrative dashboard and planners work smarter with task lists, data entry forms, pre-packaged templates and automatically validated figures.

### Cash Flow Planning & Forecasting

With high working capital needs comes tighter operating cash flow. CCH Tagetik allows media and entertainment companies to keep a finger to the pulse of cash flow in real-time. See the cash-in/cash-out impact of expenditures and investments on cash flow plans, forecasts, and other performance documents — all the way down to the budget line item — so you can quickly assess the larger business impact.

### Increase Profitability

With a combination of real-time data and the functionality that allows you to allocate direct, indirect and activity based costs and expenses to projects, products, and all aspects of production, you can assess profitability. Pivot data by business division (commercial, channel) and department (marketing, finance), see true costs and profits at any level and rejig resources and strategy accordingly.

### Monitor Real-time KPI's

Whether you're planning from the bottom up, top down, over 1 year, 3 years, or 5 years, plan at any level, including P&L, account group, account, or line item level. Develop KPIs with a 360\* view of the business, the intricacies and goals of each project, with a real time view of the impacts of costs on budgets as they change.

### Optimize Production Plans

See how production plans impact sales, purchasing and financial plans, as well as P&L, balance sheet and cash flow. Link editorial and production costs with advertising, broadcasting and administration expenses when you combine production planning with other operational and financial planning.

*“Today, a single CCH Tagetik report can incorporate the data we previously presented in 30 different reports. A product or business change is made once and is automatically reflected everywhere.”*

Senior Manager, Financial Reporting & Consolidation

### Key Benefits

- ✓ Reduce Planning Cycle Time (by days)
- ✓ Optimize Resources
- ✓ Align Finance & Operations
- ✓ Modernize Finance Technology
- ✓ Increase Accuracy, Efficiency & Control
- ✓ Lower Risk
- ✓ Lower TCO

### Why CCH Tagetik?

**Finance Owned:** Purpose built to be maintained by Finance, empowering finance and reducing dependency on IT.

**Unified CPM Solution:** Consolidation, Planning and Reporting in one solution provide confidence in your data.

**Reliability:** Our implementation team and partners consistently deliver.

**Cloud without Compromise:** On premise. On cloud. One solution. The choice is yours!

### Key Capabilities for Media & Entertainment

**Top Down or Bottom Up:** Create plans your way based on unique business drivers, products, divisions or LoBs. Choose from a library of industry specific drivers and templates..

**Built-in Financial Intelligence:** Improve insights with double-entry logic, currency translation, management, legal and regulatory roll-ups, unlimited multi-currency and interest support.

**Modelling and What-if Analysis:** Project future plans and play out what-if scenarios - like product launches or acquisitions - to see impacts on the P&L, cash flow or balance sheet.

**Scenarios, Snapshots & Versions:** Easily create snapshots to compare multiple scenarios and adjust drivers and assumptions to determine the best business outcome.

**Drill Down into Details:** Set materiality thresholds and drilldown into variances in real-time, even down to the transaction level.

**Allocation Engine:** See driver-based and waterfall allocations across multiple levels. Assign indirect, direct and activity based costs while using financial, statistical, historical or custom drivers.

**Cash Flow Planning & Forecasting:** Built-in functionality allows you to monitor the cash-in/cash-out and the impact on financial and Sales & Operating plans (S&OP).

**Rolling Forecasts:** Quickly build periodic (including 13 month or 53 week) and rolling forecasts that combine data from plans, budgets and actuals automatically to quickly respond to market conditions as they emerge.

**Long Range Planning:** Develop long-term, top-down corporate strategies - that include large expenditures, capital investments or acquisitions - to set targets that drive short-term, bottom-up tactical budgets.

**Advanced Hierarchy Management:** Create unlimited hierarchies and rollups, for any timeframe. Adjust charts of accounts, modify business rules, and update hierarchies without IT intervention

**Collaboration tools:** Multiple people can work simultaneously with automatically populated data, version control and an audit trail that tracks every change. Communication suite includes: IM, share, comment and send for approval.

### Key Features

**All Types of Planning:** Balance Sheet, Capital, Expense (CAPEX/OPEX/etc), HR & Workforce, Integrated Business, Production & Capacity, Profitability, Sales & Operational (S&OP), Strategic, Cash Flow Planning & Allocations

**Self-Service Reporting & Analytics:** Produce reports, visual analytics and dashboards without IT. Complete complex calculations, reports and dynamically pivot data for analysis without delay.

**Microsoft Office Integration:** CCH Tagetik natively integrates with Word, PowerPoint and Excel and supports multiple output formats including PDF, PPT, HTML and XML.

**Audit Trail & Workflow:** Capture detailed audit logs of all changes, by who and when. Collaborate across the organization with task lists, status and approval process.

**Integration:** CCH Tagetik has prebuilt integration and built-in ETL to fit seamlessly into an existing Microsoft, SAP or mixed technology environment.

**Unified CPM:** Create an agile planning process that unifies budgeting, modeling, forecasting, consolidation and financial reporting within a single corporate performance management solution.

Learn more about CCH Tagetik Planning for Media & Entertainment

Sign up for a personalized demo at:

[www.tagetik.com/en/solutions/industry/media-entertainment](http://www.tagetik.com/en/solutions/industry/media-entertainment)

### About Wolters Kluwer | CCH Tagetik

Wolters Kluwer enables finance, legal, tax, and healthcare professionals to be more effective and efficient. We provide information, software, and services that deliver vital insights, intelligent tools, and the guidance of subject-matter experts. We understand the complex challenges that face the Office of the CFO and translate that knowledge into intuitive, enterprise-scale CCH® Tagetik performance management software solutions that drive business results. With over 180 years' experience in the markets we serve, Wolters Kluwer is lifting the standard in software, knowledge, tools and education.