

# CashAnalytics Case Study: Sulzer

Including thoughts from  
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and Binod Pradhan, Head Pune Treasury  
Center, Sulzer



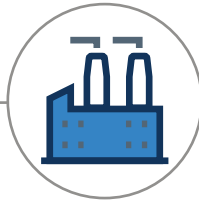
# About Sulzer

Sulzer is a global industry leader with reliable and sustainable solutions for the oil and gas, power, water, and the general industry markets.

Sulzer employs roughly 15,500 people all over the world, and had 2018 sales of CHF 3.4 billion (\$3.45 billion USD).

Founded in 1834 in Winterthur, Switzerland, where it is still headquartered today, Sulzer's core business is flow control and applicators. Specializing in pumping solutions, services for rotating equipment, and separation, mixing and application technology, Sulzer customers benefit from a network of over 180 production and service sites around the world.

Sulzer has been listed on the SIX Swiss Stock Exchange since 1997, and currently has over 180 production and service locations around the world including the U.S., Europe, Russia, and China.



## Overview

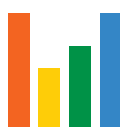
As a multinational business, Sulzer had an extensive suite of best-in-class tools to support their treasury management activities. These included a large decentralized ERP system and an extensive consolidation tool.

However Sulzer identified that they needed a specific solution to improve the cash forecasting and liquidity reporting.

After competitive a competitive selection process, Sulzer chose to engage CashAnalytics.

Because of the scale and complexity of the business, CashAnalytics worked closely with Sulzer to identify their key requirements and tailor a solution that met them perfectly.

After a brief rollout period, including training for all users in over 100 legal entities, CashAnalytics had helped Sulzer to achieve a best-practice cash forecasting and liquidity reporting process.



# Sulzer: Key Requirements

As a large and complex business, a key challenge for Sulzer was bringing over 100 legal reporting entities together to feed into one centrally controlled forecasting model.

Therefore it was vital for Sulzer that the solution be intuitive and easy to use, to encourage a disparate group of users to actively engage with the forecasting model.

Functionally, the main requirement from the head office view was the ability to produce custom consolidation reports that could give central views of key cash figures grouped into a variety of metrics.

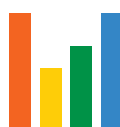
Headline Requirements	
A centrally controlled forecasting model that included all cash forecast data from over 100 legal entities around the world.	Ability to produce custom consolidation reports that give head office level view on several cash flow KPIs.

Foundational Requirements	
<b>Centrally controlled forecasting</b> Where each business unit completes forecast and actual line items agreed by head office.	<b>Workflow monitoring</b> To centrally view the current status of weekly data entries by business unit, with reminders for overdue entries.
<b>Accurate Bank Reporting</b> Head-office level views of total cash & short-term financial assets, as reported by each business unit.	<b>Cashflow KPIs dashboard</b> Clear visibility of forecast figures for total cash and net liquidity over designated reporting timelines.

Additionally, because of the way Sulzer structure their treasury activities, they needed the system to be able to support their “Guarantee Management” process.

In practical terms, what they needed was a database to manage guarantees from within CashAnalytics.

This needed to be built to include a unique ID reference system, identify the applicable business units, as well as a string of other attributes defined by Sulzer.



# The Solution: CashAnalytics

After realizing they had outgrown their existing systems, Sulzer compiled a list of requirements and searched the market for a solution that could meet them. After a strenuous selection process, CashAnalytics was chosen in summer 2016.

## Bringing simplicity to complexity

As a global business, it was vital that the CashAnalytics solution was implemented in a way that was simple and easy to manage.

"We have about 100 different legal entities actively contributing their own forecast submission sheets, each of these feed into the whole group's liquidity view" noted Alex Sika, Senior Treasury Manager, working at Sulzer's Head Office in Switzerland.

Because of the volume of people that were each required to access and input data to CashAnalytics, an intuitive interface was key in enabling users to engage with the system. "A major benefit for us is its simplicity to use" confirmed Alex.

## Endlessly customisable forecasting

As the business grows, acquiring other companies and expanding into new territories, it was important that the solution could adapt accordingly.

"It's easy for us to adjust forecast periods, it's easy to adjust cycles from 6 weeks to 12 weeks or monthly, we can adjust the line items, and so on. So for us, the simplicity of the customisation is what makes us enjoy CashAnalytics so much."

## Quickly translate budgets into forecasts

Sulzer already had in place a large scale ERP system which contained all of their long-term budgeting data.

"A key benefit for us is being able to quickly translate this long-term monthly budgeting data into short-term weekly forecast input" confirmed Alex.

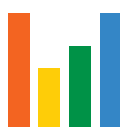
"The short to medium-term forecast can then be analysed against the longer-term liquidity planning forecasts, so we can start to see the journey of how cash will develop."

## A solution built around the client

From the start of the project, CashAnalytics worked closely with Sulzer to ensure that the process was built to map perfectly to their requirements.

"Working with the CashAnalytics team is great, they always take time to understand what we're looking for, and custom builds are never out of the question."

"The main benefit of CashAnalytics is that it keeps us updated about the cash position of the organisation as a whole" confirmed Binod.



# For all stages of the business cycle

Sulzer are part way into a sizeable period of substantial business growth. This growth is multifaceted, but largely consists of acquisitions, regional growth, and product growth.

CashAnalytics has helped Sulzer along this period of growth by improving their cash forecasting and liquidity capabilities.

As Sulzer's business needs have grown, CashAnalytics has adjusted the support we offer, to make sure that the solution continues to meet their requirements through all stages of the business cycle.

## Fits perfectly into the existing technology infrastructure

Because of the size of the business, Sulzer make extensive use of technology and software solutions to strengthen their processes.

It was therefore vital the CashAnalytics was able fit seamlessly into this existing ecosystem of different products and work efficiently to address the specific issues Sulzer were having with cash forecasting.

"We have lots of great tools, and we need each to work together well" confirmed Alex.

## Adjustable to suit our needs

With all the complexity of the business, the treasury team regularly has to make quick adjustments to their forecasts to answer any questions that come their way. There it is vital that CashAnalytics facilitates this as effortlessly as possible.

"The major benefit of CashAnalytics for us is its simplicity to use. It's easy to adjust cycles (for example from 6 weeks, to 12 weeks, to months instead of weeks), and we can easily adjust all of the line items."

"The simplicity that comes along with the customisation is fundamentally why we like CashAnalytics so much."

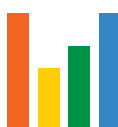
## The final word

To sum up how CashAnalytics has helped Sulzer overall, we'll leave the final word to Alex:

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**"The simple setup, logic that is easy to understand for everybody in the process, and very flexible customization of the model are the main reasons why we like CashAnalytics so much."**

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# About CashAnalytics

## Automated Cash Forecasting and Bank Reporting

CashAnalytics is a feature rich software solution that allows you and your company to automate time consuming, painful cash forecasting and bank reporting tasks.

Save significant amounts of time and effort while gaining clear visibility of company wide current and future cash flow requirements, using CashAnalytics.

## Talk to an expert

If you'd like to ask us any questions, or hear more about what we could do to improve your cash forecasting process, contact us now by visiting:

<https://www.cashanalytics.com/contact/> and we'll arrange for one of our expert account managers to give you call at a time that suits you.

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