

satsuma.

CUSTOMER STORY

Satsuma removes operational complexity and improves loan management with Anaplan.

Satsuma is a division of Provident Financial Group, one of the oldest financial institutions in the United Kingdom. Established in 2013 as an online installment loan business, Satsuma offers online, short-term financial products to customers within the nonstandard credit market.

Use cases

- Financial reporting
- Management reporting
- Planning, Budgeting, Forecasting
- Revenue Modeling/Forecasting

Challenge

- Inflexible Excel® environments gridlocked granular forecasting capabilities
- Manual loan modeling approaches had become inefficient, problematic, and restrictive
- Spreadsheets were non-collaborative and prone to error in planning and performance management

Solution

- Cloud-based platform to streamline collaboration within finance and across the organization
- Complex modeling capabilities to support granular data insight and performance management

Results

- Loan performance views are more transparent and effectively managed
- A continually updated rolling forecast provides clarity into business performance
- Comprehensive scenario analysis improves financial outcomes

Why Anaplan

- Unconstrained, cloud-based, scalable platform
- Innovative and multidimensional modeling capabilities
- Flexible forecasting and corporate reporting technology

The Provident Financial Group (PFG) was established in 1880 as a voucher system that helped working families make ends meet. Today it has 2.4 million customers and numerous business divisions. One of these divisions, Satsuma, was established in 2013 as an online offering for short-term loans. As an online financial services business, Satsuma needed its financial planning and analysis (FP&A) team to have the right capabilities to understand business performance and drive investor value.

When financial modeling meets a technical ceiling

In the financial services industry, forecasting for different financial products and loan lifecycles requires the ability to do so at detailed and segmented levels. Distinct performance drivers need to be accounted for, and they can include a multitude of considerations such as credit decisions, business source, product type, pricing, loan size, loan maturity, and repayment performance.

For the finance team at Satsuma, executing forecasting and modeling activities within Excel reached a technical ceiling—limiting the flexibility, dimensionality, and granularity needed to drive performance and achieve financial objectives. This turned activities such as loan portfolio modeling and scenario modeling into a frustrating and time-consuming process.

“Understanding the impact of scenarios on our business performance is a critical component of long-term success—and Anaplan gave us the capabilities to do this.”

Eleanor Thornhill, Head of Online Financial Strategy and Performance at Satsuma, shared: “Before Anaplan, our finance team was using Excel for financial modeling. In doing so, we were able to model different kinds of scenarios—but only at very high levels.” She explained, “The limitations of our existing technology and tools

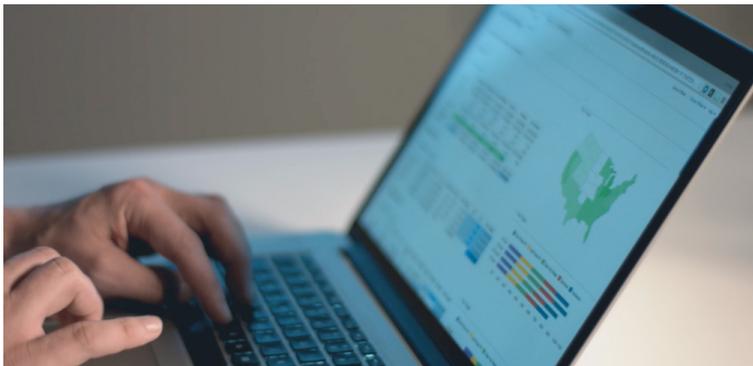
led us to search for not just an alternative way to model our business more intuitively, but to find the right platform that would enable our team to be effective and efficient.”

Developing, implementing, adapting, and improving

The FP&A team at Satsuma implemented the Anaplan for Finance solution in just four months. After successfully building its new structure for financial modeling, the team also began to use the platform for its formal budget cycles and corporate reporting. “By replicating our existing templates in the solution, we continued to quickly add in more layers until we had the granular details we needed,” shared Eleanor. “And at the end of last year, we reported our financial results exclusively through the Anaplan model—giving us faster, more reliable, and accurate reports.”

Since then, Eleanor revealed, they’ve continuously developed the model—rolling it out to other use cases in the organization. “We’re working more collaboratively with the rest of the business, such as the marketing, change, and analytics teams,” she shared. By amalgamating biannual budgets, rolling forecasts, loan performance, and the latest plans and assumptions, they have developed a more comprehensive, forward-looking view of the business. And with the FP&A team modeling scenarios for each of the different teams, the organization now better understands the financial implications of their decision-making.

The Anaplan platform has also helped the FP&A team better manage future and ongoing investment opportunities. “As a relatively new business, investing is a top priority to drive our business forward,” Eleanor explained, “and our teams have to manage the investment budget very closely.” The finance team works closely with the change teams to prioritize spending and maximize the outcomes of every investment opportunity. By modeling different scenarios within the Anaplan platform, the team is now able to support the business in understanding which investments will drive the highest value and positively impact financial performance. After initiatives are launched, the team can closely monitor its KPIs, performance, and benefits.



“The Anaplan solution has allowed my team to model things quickly and has given us the confidence to rely on the outputs.”

Positive change driven by data transparency and confidence

Now equipped with high-performance planning technology, the FP&A team at Satsuma manages financial performance through detailed corporate reporting and regularly updated rolling forecasts that are easily analyzed against the formal budget. “With Anaplan, we can pinpoint variances and perform very detailed variance analyses,” Eleanor said. “We can then share this insight with the rest of the business to open up a dialogue about the trends and performance we’re seeing—and why we’re seeing them.”

Eleanor added, “We’re able to focus our time on understanding the numbers—rather than the mechanics of producing them.” The capabilities of the platform have also provided benefits to both individuals and the team by allowing users to pivot and pinpoint specific answers within a model that is accessible by everyone.

“The Anaplan solution has allowed my team to model things quickly and has given us the confidence to rely on the outputs,” she concluded. “With these data insights, the finance team has been able to advise the business with integrity and build trust with executive leadership. It’s transformed how we work, and we often find ourselves saying, ‘Isn’t Anaplan brilliant!’”

About Anaplan

Anaplan is driving a new age of connected planning. Large and fast-growing organizations use Anaplan's cloud platform in every business function to make better-informed plans and decisions to drive faster, more effective planning processes. Anaplan also provides support, training, and planning advisory services.

To learn more, visit anaplan.com