



Johnson Outdoors OneStream XF Success Story

JOHNSON OUTDOORS is a leading global outdoor recreation company that turns ideas into adventure with innovative, top-quality products. The company designs, manufactures and markets a portfolio of winning, consumer-preferred brands across four categories: Watercraft, Marine Electronics, Diving and Outdoor Gear. Johnson Outdoors' familiar brands include, among others: Old Town® canoes and kayaks; Ocean Kayak™ and Necky® kayaks; Carlisle® paddles; Extrasport® personal flotation devices; Minn Kota® motors; Cannon® downriggers; Humminbird® marine electronics, SCUBAPRO® dive equipment; Silva® compasses; Jetboil® outdoor cooking systems; and Eureka!® camping and hiking equipment. **Visit Johnson Outdoors at <http://www.johnsonoutdoors.com>**

Company

Johnson Outdoors Inc.

Industry

Design, manufacturing and marketing of Outdoor recreation products.

Corporate Performance Management Solutions Delivered

- Financial consolidation & reporting
- Budgeting and forecasting
- Financial data quality management
- Financial reporting and analytics

Key Functional Requirements

Automate Cash flow/FX calcs

- Better cash flow reporting & analysis
- Visibility of CTA by account

Process Support Functionalities

- Direct Integration with JDE
- Data Quality Validation
- Workflow Management

Reporting Functionalities

- Multiple reporting hierarchies
- Automate operational reporting
- Ability to consolidate and report in local currency and reporting currency
- Standard reporting

Usability

- Guided Workflows
- Excel integration
- Web based platform

Administration

- Audit trail for all changes to system including data, metadata and rules

The challenge

Core requirements revolved around improving financial close processes for data collection, consolidation and reporting, however, there was also a significant need for more extensive and more detailed consolidated operational and sales reporting and a completely revamped budgeting, forecasting and planning process.

The business problem

Johnson Outdoors was looking to maximize a single investment in a global finance platform. They needed to improve multiple finance processes such as consolidation, reporting, SOX, budgeting, data submission process, audit support and cash flow reporting. It was imperative that it was owned by Corporate Finance. Consolidated operational and sales reporting was extremely time consuming and painful and multiple systems were needed to provide consolidated reporting and the details behind the reporting. They needed to be able to provide detailed reporting capability to the business unit controllers in order to deliver an integrated global system that met both business and corporate needs.

The OneStream XF solution

Johnson Outdoors implemented OneStream XF for financial consolidation and reporting, forecasting, budgeting and data quality management (data collection). Workflow approval levels give group controllers immediate access to their data, i.e. no more waiting for corporate to run the consolidation process. Users can use OneStream XF to drill back to details in JDE warehouse directly from their workflow process when they need to investigate transactional details. Budgeting was delivered in under 2 months due to the system's ability to leverage itself. OneStream XF delivers more detailed reporting and analytics in one unified product and application.

Financial consolidation and reporting results

Owned by Corporate Finance, OneStream delivers powerful management and ad hoc reporting for corporate HQ and business users. "The OneStream XF platform allowed us to deliver global financial consolidation, management reporting, guided workflows and a robust planning solution all in one product and one application. The modern platform gives us the ability to adapt more quickly to business changes and deliver more value to the business. Business unit controllers that never touched Hyperion Enterprise are now seeing the value of the additional details and reporting capabilities of our unified

- Budget can be maintained without effecting the sanctity of Actuals
- Account dimension was inherited from Financial and additional depth to the standard account dimension added to Budget using Extensible Dimensionality
- Additional dimensions were added to the model just for budget for cost center and department

Other/Data

- Automate data uploads
- Ability to standardize account mapping
- End user security management
- Controlled approvals
- Drill back to JDE Data Warehouse for transactional details

Key OneStream XF Benefits

Data Integration

- Workflows were key for end user data collection and drill back
- Data validation enforces data quality before it is loaded into consolidation
- Instant visibility to results for group controllers
- Complete audit controls and transparency

System Maintenance

- System upgrades are done in under 1 hour

Fish Market Solution Center

- Able to easily download and integrate guided reporting
- Customized dashboards to meet Johnson Outdoors's needs

Overall Experience

- Functions and features – just work!
- Ease of end user reporting
- More details and insight
- Great customer service / support

OneStream XF solution.” said Lori Strangberg, Corporate Controller of Johnson Outdoors. “With Enterprise, consolidations was a corporate process, with OneStream, we are able to put the power of the Guided Workflow - self-service data load, data validation and report capabilities in our end users hands. It’s not just for corporate anymore. The level of detail we can get reporting on now is unbelievable. We can now produce information and reports quickly and at a moment’s notice for the CFO and the Board. The improvements in data collection, workflow, submission approvals and full audit capabilities back to data sources and JDE data warehouse has transformed our processes.”

Budgeting and forecasting results

Johnson Outdoors has leveraged their standard data model with extensible dimensionality and additional dimensions was able to quickly deliver traditional 12 month budgeting with automation and driver-based calculations. OneStream was able to read the existing Excel spreadsheets used to collect the first version of budget so the end users could use the same Excel form they were comfortable with. They started with a yearly number and used automated spreading across brands to apply a seasonality profile. They also used key sales drivers to automatically update expenses that were directly related to sales like commission, warranty, etc. The ability to leverage the same workflows, reports and system allowed them to quickly deliver a full budget solution from design, build, test and go live in 2 months. They never had to build any data integration, validation and reconciliation between multiple products or applications as data can instantly variance between actual and budget at every level of commonality. In addition, budget can be maintained and updated without having to worry about effecting the actuals.

Sales and operational reporting

Johnson Outdoors, wanted to give business unit controllers more details around sales and operational performance including reporting by products, customers and regions. OneStream XF’s capability to accommodate location unique requirements and corporate standard requirements in the same system is key to delivering improved sales and operational reporting to the line of business and to corporate.

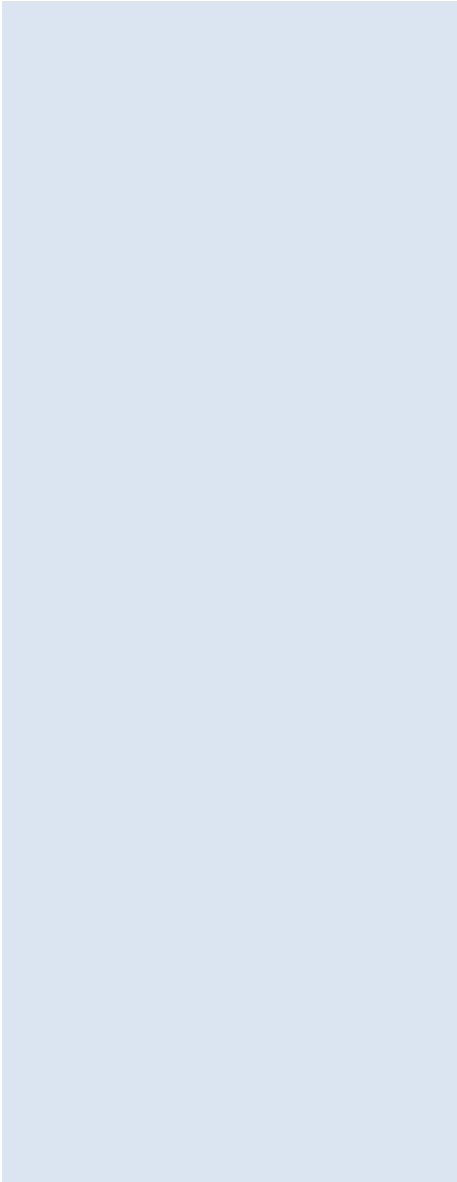
All solutions live in one product and one application

“There is no substitute for having one application that can share and extend dimensions to deliver multiple solutions without the technical complexity of having to install, implement, maintain, learn and upgrade multiple products, applications or modules.” said Erik Hokanson, Accounting Manager, Johnson Outdoors. “We were able to leverage the OneStream XF unified financial platform to deliver multiple solutions in a single application. With OneStream, we finally have a single tool that gives the business controllers the detail they need and Corporate the flexibility and control we need, all in one powerful, easy to use system. The fact that we were able to deliver a world class budgeting solution – from design kick-off to go-live, in two months says a lot about how agile and scalable this system is.”

About OneStream Software

One Product • One Application • Multiple Solutions

OneStream Software is a privately held software company created by the same team that invented the leading financial solutions of the last decade. We provide a unified Corporate Performance Management (CPM) platform which enables the enterprise to simplify financial consolidation, reporting, budgeting and forecasting for complex organizations. Powerful extensibility enables the enterprise to deliver additional analytic solutions without adding any technical complexity. By delivering multiple solutions in one application, we offer



increased capabilities for financial reporting and analysis while reducing the risk, complexity and total cost of ownership for our customers. We are driven by our mission statement that every customer must be a reference and success.

For more information, visit OneStream Software
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