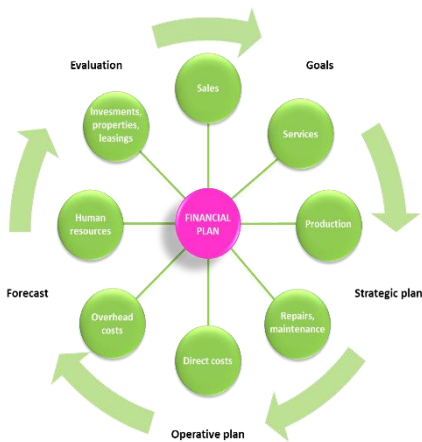# TARGETTY
planning & reporting ®

Targetty Business Overview

1 Targetty

Goal of Targetty is to provide businesses with a flexible business plan creation tool. Its development was based on many years of experience of the author's team from the projects of implementation of management systems of reporting and planning. Knowledge of the real demands of managers has made it possible to find a way to realistically help them to create and evaluate the business plan, and to involve as many business managers and traders as possible in the process.

Targetty combines the advantages of Excel and database. Users can enjoy the comfort and flexibility of their favourite tool - Excel. The database provides robust data processing and includes security concept.

Targetty is designed as a tool that allows customers to create planning and evaluation processes. Targetty technology is also used to collect data that is logically or technologically outside the scope of other systems. In this case, a separate Excel form stored in Targetty will be used.

Targetty development is based on a development plan or "community" development, when customer requirements are evaluated and generalized. The customer gains new features and compatibility with the development of used technologies as part of the annual support.
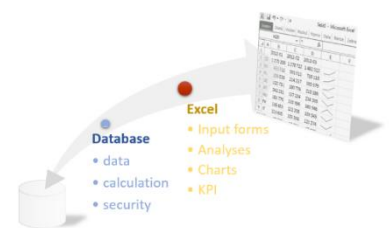
2 Key Features of Targetty

Easy to use planning forms in Excel – users know Excel, which is often used as an autonomous tool for data collection and evaluation. In Targetty Excel Addin, we prepare static and dynamic forms or entire planning models.

Multi-Dimensional model enables planning and analysis in different data sections and levels of detail.

Multi-Versions – comparing different versions of the plan will help you to make the right decisions

Multi-Currency – local currency planning, consolidation and reporting in the reporting currency will allow you to compare the performance of activities across countries

OLAP data analysis – The state-of-the-art standards tools are being used for data analysis and reporting

Team collaboration – all components of Targetty and design of solutions for the customer is focused on the involvement of the largest number of users in the planning process, which leads to improvements in the quality of plans

Data security – Targetty enables to set access to data according to security rules and secures data against abuse or misuse.

Easy start, maintain and customize – Targetty's architecture reduces the cost of implementation of the project and also its maintenance and development.
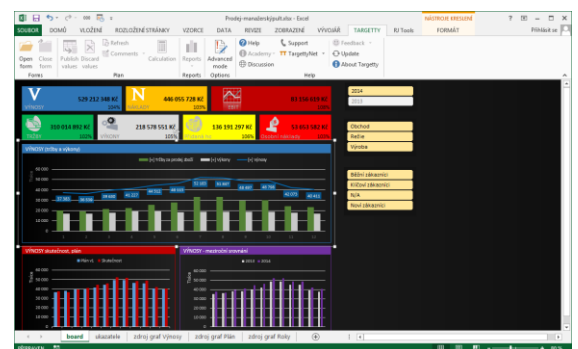
2.1 Targetty Excel

The basic tools for planning users are Microsoft Excel, extended functionality of Targetty. This functionality can be found in the Targetty menu. Under this tab there is a menu that brings together all the functions needed by the user to work in the Targetty system.

The Targetty menu contains groups of commands:

- **Forms** for opening and closing of planning forms and management of the planning form templates
- **Plan** for retrieving and saving planning values, notes and calculations inside cells;
- **Team Work** for teamwork during the planning cycle;
- **Report** to run and manage reports;
- **Settings** for settings, sign in and out;
- **Help** providing help.
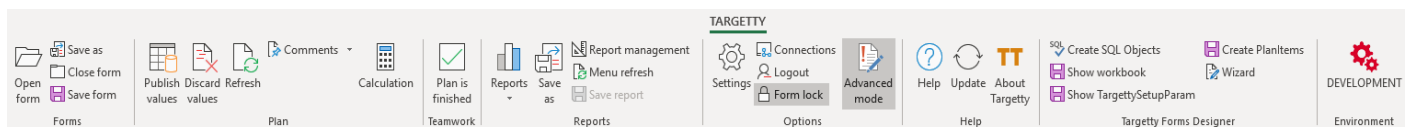
2.2 Targetty form

Targetty form uses all the key features of Excel, allowing you to prepare the right forms for the most efficient entry of values. Ready-made Excel planning forms can be modified in administration tools to respond to changes in customers business.

Excel forms are saved as templates without data. When opened, the data in the form is updated according to user access rights.

Forms work with following areas:

Filters to select an element to retrieve and enter values. Basic default filters are Scenario and Cost Centre. Filters have a hierarchical structure for better orientation.

Plans - table where planning values are entered. By default, the table contains the fields for entering values and the fields to be calculated. All values are stored in the database for further processing

Summary table – Area for fast evaluation of the entered values of the plan from the absolute perspective or the development over time.

2.3 Targetty Admin

Targetty Admin tool is a web-based tool for managing the customer's planning environment, where you can set, create, and run predefined scheduling processes. The main functions are to manage these data and processes:

- Planning cycles and planning forms,
- Planning items and data transformations to accounts,
- User access rights and permissions,
- Teamwork,
- Report structures.
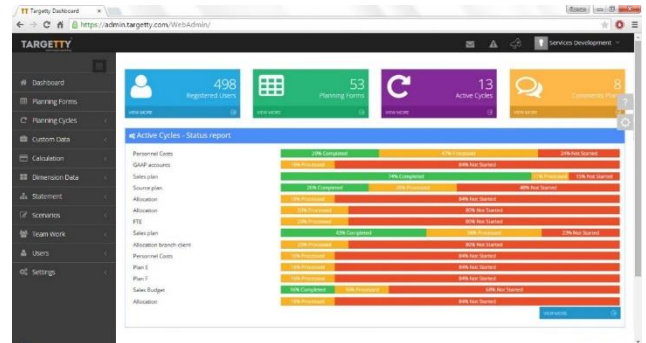
2.4 Main components of Targetty Admin tool

2.4.1 Planning items

Planning items are the main groundworks for planning in Targetty. Planning items record information about planning values in planning forms, whether financial or non-financial. The planning item structure defines and visualizes the relationship between planning items and financial accounts for better user orientation.

Rules are set for each planning item to define transformation of values into account turnovers. Furthermore, it is possible to map the source real values (actuals) to accounts, which makes it easier to create a forecast scenario. This type of scenario allows you to create a time line of achieved values and values planned in the planning form.
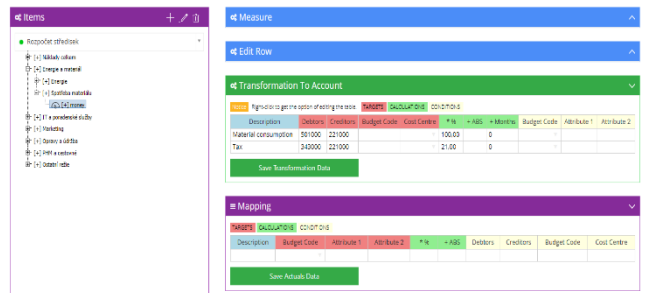
2.4.2 Scenarios

Scenarios are used to define individual planning form versions. Targetty works with main types of scenarios, which in their principle differ mainly in the planning period length and utilisation of data from actuals or from other scenarios.

Standard scenario types:

Actuals – real values from production data.

Plan – long term plan (3 or 5-year view) with greater detail for first period (first year). Plan is being used for planning of long-term development and for modelling prospects beyond current and next calendar year.

Budget – detailed plan for following year. It is being used mainly to define performance targets and is usually fixed.

Forecast – detailed annual plan, where the actual achieved values are added, and budget values are amended according to events expected in the remaining part of the year. Forecast allows you to evaluate Budget deviations and thus monitor its fulfilment.

Rolling forecast – detailed plan for the next 12 months, moving in time. Rolling forecast is used for detailed evaluation of business stability in the closest future.
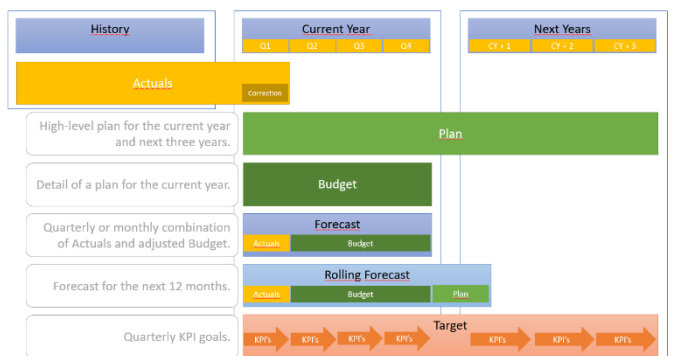
Target – KPI values for monitoring business performance. Target allows you to define a range of success, each indicator at all levels of management. This type of scenario is used to build *Ballance scorecard* reports. *(*Target scenario is in development)*

2.4.3 Currencies

Targetty allows you to plan and report in different currencies. Currencies are bound to the organizational unit dimension. Reports can't hen be displayed in other currencies converted according to the respective exchange rate. Targetty uses following currency types:

Transaction – currency in which the planned transaction is realized.

Accounting – local currency of the organizational unit, usually the accounting currency.

Consolidation – the default currency for reporting in the entire group.

Currency exchange rates for actuals are imported from operating systems. Exchange rates for planning values are entered monthly for each scenario, which allows you to model the impact of the exchange rate change on the overall business performance.

2.4.4 Planning process

Planning is based on process definition. The definition includes correlation between scenarios, correlation between forms and especially the process of sub-plan approvals.

Two approaches are used to approve Targetty plans:

2.4.4.1 Teamwork
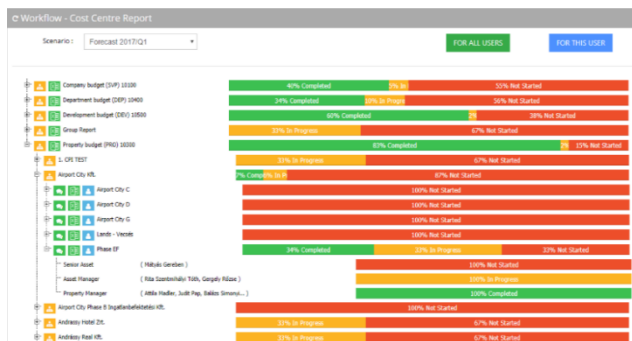
Essential tool to register an evaluate the planning process. The main output is status report, which shows the status of the process by individual planning forms and users.

User indicates that he has already finished with planning at the planning form level. The planning form is the locked for the user and he cannot make any more changes, no further activity is expected. The plan can be unlocked at any time by the approver. The system does not provide any email notifications

2.4.4.2 Workflow

An advanced tool that extends Targetty by approvals within the hierarchy, email notifications, release notes, and other features needed for advanced planning process management. The tool is used to store history of comments and reasoning behind changes to values in plans.

The output is a status report with the option to break down values by hierarchies and planning forms.

2.4.5 User management

Users can be managed through connection to Active Directory or directly in Targetty.

2.5 Targetty Statement

Targetty Statement lets the administrator to define all reports in one place. The users can prepare their own personalised statutory or managerial reports and KPI overviews or modify existing ready-made reports. The definitions created here are used to create statements, reports and KPI overviews throughout all layers of reports.

Reports created this way allow breakdown of values to analytical accounts or other non-financial indicators at their lowest granularity. This approach visualizes the causes of deviations of values from high level cumulative to the lowest level.

3   Targetty architecture

The solution is developed using the Microsoft technology environment. The solution for effective planning includes the ability to write back to the OLAP cube, relational database to manage data and sharing of planning forms and reports. The list of all mandatory solution components is as follows:

- Microsoft Office Excel 2016 or higher on all user stations;
- Microsoft SQL 2016 Relational Database or higher version - A relational database and analytics system for data warehousing, data marts, enterprise data management, and work with business information. These form the basis of the solution;
- Microsoft SQL 2016 Analysis Services or higher version – A tool for supporting analytical (but also planning) applications that offer a comprehensive set of tools for creation of multidimensional OLAP cubes;
- Microsoft SQL 2016 Integration Services or higher version – a tool for selection, transformation and storage of data sources. Provides data conversions between transaction databases, data warehouses, and data marts. Included are ETL tools that enable data conversions and transformations between various data sources;
- Microsoft Windows Server as the server operating system.   .

3.1 Implementation modes

Targetty can be provided in different modes.

SaaS – Targetty as a service where entire infrastructure and its management is provided by the supplier. SLA contract specifies service availability. No additional operating and maintenance costs are incurred by the customer.

Cloud – Targetty is implemented on a third party HW, where technology availability is as specified. The supplier or internal customer IT department is responsible for the availability of Targetty.

On premise – Targetty is implemented on customers HW. The supplier or internal customer IT department is responsible for the availability of Targetty and / or other technologies

Targetty Cloud – single customer
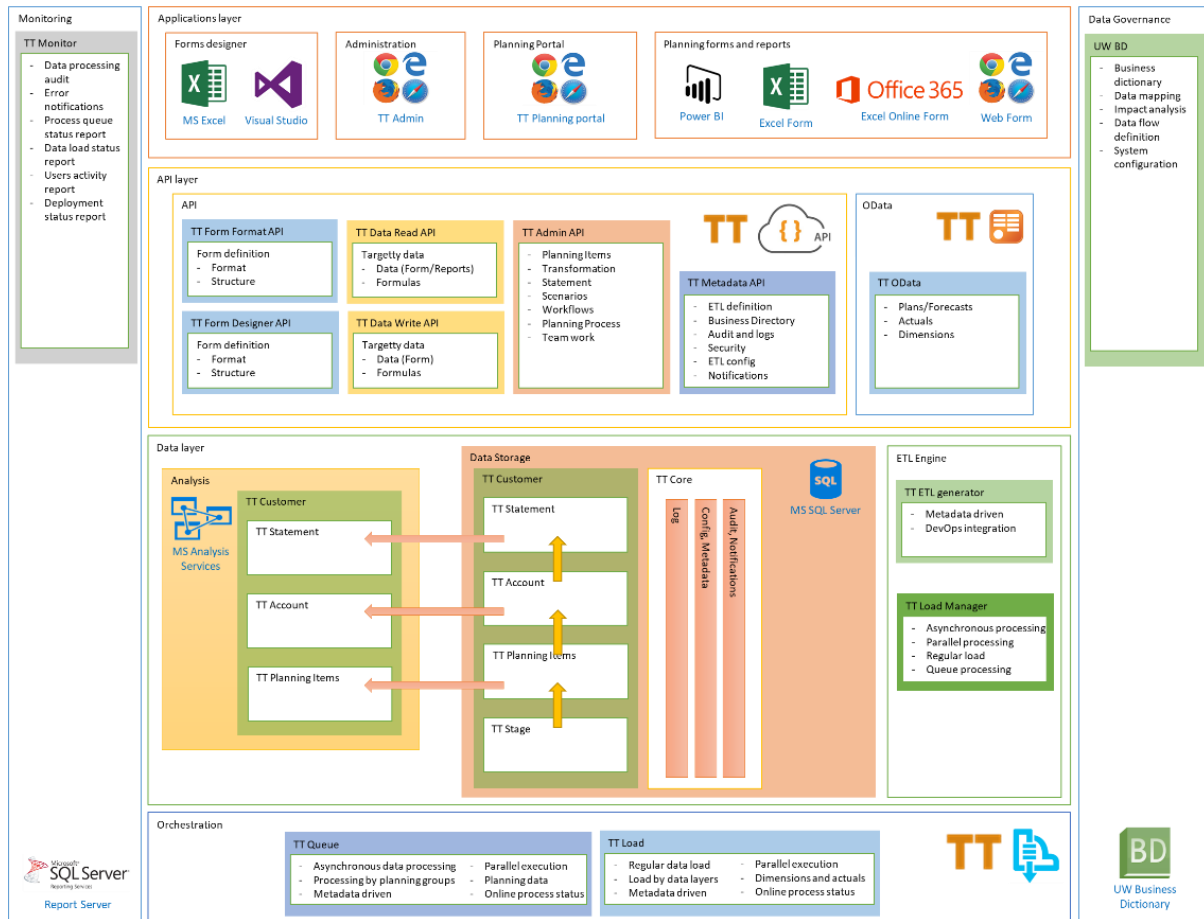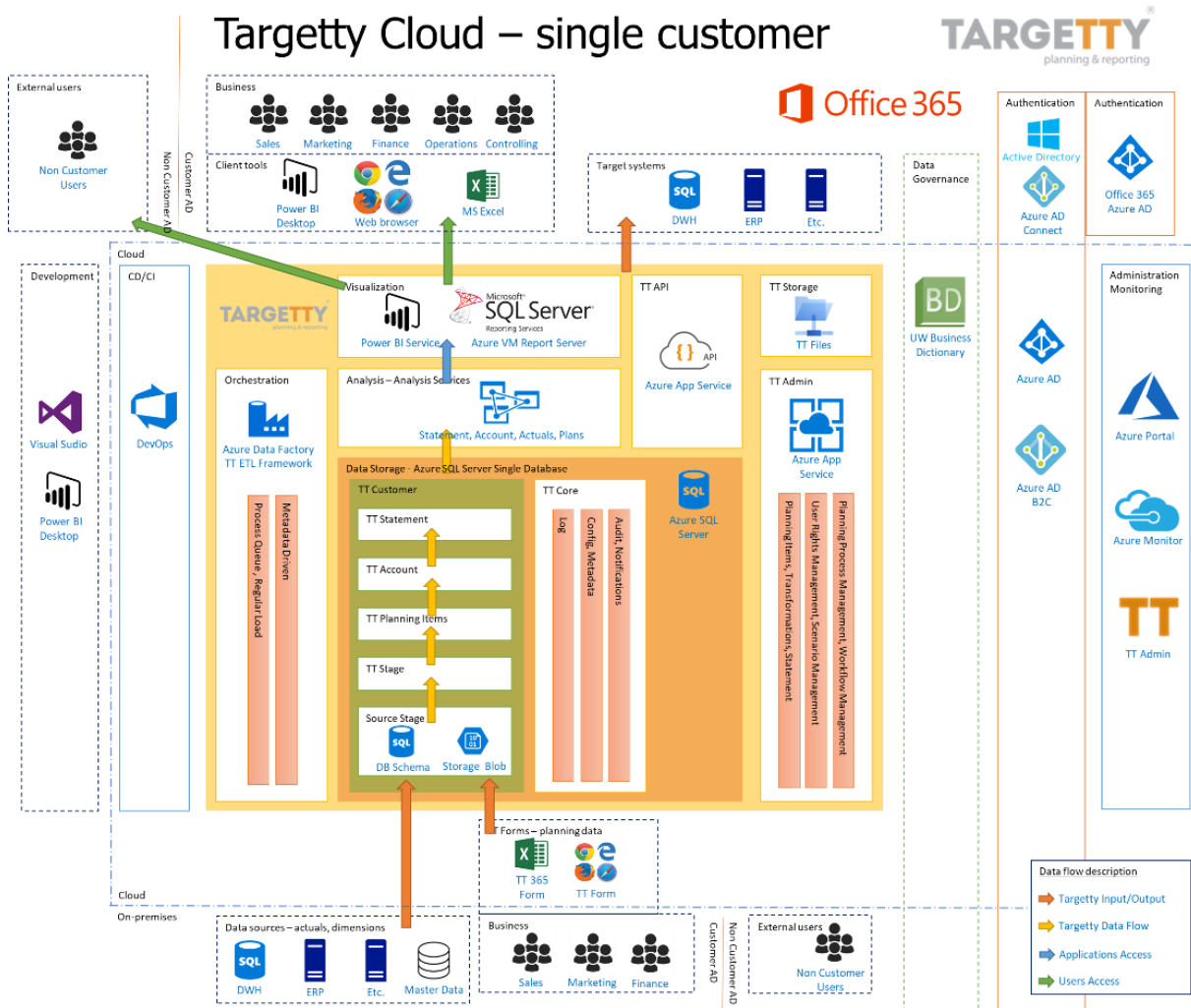
Targetty On-Premise – single customer