

## Customer Success Story

# Adaptive Suite Pays Dividends for Global Investment Firm AGF



**AGF**  
**Financial Services**  
Toronto, Canada

AGF Management Limited is one of Canada's premier independent investment management firms with offices across Canada and subsidiaries around the world. With over \$35 billion in total assets under management, AGF serves more than one million investors. AGF trades on the Toronto Stock Exchange under the symbol AGF.B. AGF's products include a diversified family of mutual funds, mutual fund wrap programs and pooled funds.



AGF Management Limited (AGF) saves over a month of FP&A work annually using rolling forecasts and visual performance dashboards with Adaptive Planning, Adaptive Discovery

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– Jenny Quinn, VP of Finance and Controller

When AGF Management Limited (AGF) was founded more than five decades ago, the goal was to give Canadian investors greater access to the U.S. market while delivering "predictable excellence in money management". Delivering predictable excellence begins in-house with a first-class FP&A process to manage AGF's financial performance. That's why the company uses Adaptive Planning & Adaptive Discovery, both part of the Adaptive Suite, for everything from drill-down reporting, to rolling financial forecasts, to individual reporting by departments and revenue drivers.

"We all own a piece in Adaptive," said AGF VP of Finance and Controller Jenny Quinn, noting that everything is now more precise than ever because the company uses Adaptive. "We can change plans and forecasts according to market changes much more easily than before, and our business is more cohesive overall because we're looking at numbers in Adaptive that we trust."

## Discovery Dashboards Provide Deeper, Clearer View into Core Business Drivers

To date, AGF has deployed six dashboards in Adaptive Discovery, each dedicated to measuring the following KPIs: **assets under management (AUM) vs. budget, summary of revenue, selling, general, and administrative expenses (SGA), net income, EBITDA vs. budget, and headcount by function vs. budget.**

"Adaptive Discovery is making it much easier for us to identify business trends than by simply looking at raw numbers," Quinn explained.

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“Finance is driving how we gain instant visual insights from the data, and now we are rolling out Discovery dashboards for marketing, sales, and our entire senior executive staff.”

## AGF Meets FP&A Efficiency Goals & More

AGF’s current FP&A process is decidedly more efficient than it was when the Finance team worked exclusively with spreadsheets. The company began pushing the limitations of widespread Excel files as it grew in size and number of departments.

According to Quinn, that changed when AGF implemented Adaptive Planning, which has cut several days out of the forecasting and reporting process and at least one full week out of the annual budgeting practice. “We’re saving at least two days each month in FP&A work, and can tell the story of what’s happening with the business across all dimensions much sooner than before with Adaptive,” Quinn said.

## No Surprises in Financial Performance

By cutting the time it takes to complete consolidated budgets, plans, and reports, AGF’s Finance team can now complete more sophisticated performance analysis. This includes building an integrated financial model for assets under management and another for costs of commissions earned by investment advisors. The team has also helped HR to automatically import HR data into Adaptive to produce a payroll model and effectively forecast compensation and benefits costs, complete with reporting and variance indicators.

“All of our departmental reports also come out of Adaptive Planning,” Quinn said. “It’s helping employees across the business to better focus on their performance against goals and take more ownership of plans, budgets, and forecasts. There are no surprises in financial performance anymore.”

## Rolling Forecasting Precision Leads to Clearer Data-Driven Decisions

Using Adaptive, AGF has instilled a rolling eight quarter forecast and reporting process so that decision-makers are easily updated with the financial data needed to make important, long-term business decisions.

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