

## SOURCEFORGE CREATES COLLABORATIVE FINANCIAL PROCESS WITH ADAPTIVE PLANNING



SourceForge  
Fremont, CA  
Media

### Challenges

- Replace a budgeting solution consisting of 17 linked spreadsheets
- Involve department heads in the planning process
- Free up CFO from manual planning tasks

### Why Adaptive Planning

- Delivers software as a service, removing IT burden
- Integrates with Oracle financial solutions
- Allows access through a browser and provides intuitive navigation

### Results

- Revised an annual plan within two days
- Allowed business unit owners and department managers to create and own their plan
- Enabled better business decisions through increased visibility into budget information
- Made available a single version of the financial data for the entire company
- Importing actuals from an Oracle financials system, making it easier for department managers to stay on plan

### Introduction

Combining user-developed content, online marketplaces, and e-commerce, SourceForge is the global technology community's nexus for information exchange, goods for developers and IT personnel, and open source software distribution and services. The company's network of websites serves more than 33 million unique visitors each month and includes SourceForge.net, Slashdot, ThinkGeek, Linux.com, freshmeat.net, ITManagersJournal, and NewsForge. SourceForge employs 100 people across two business units, with offices in California, Virginia, and Michigan.

### The Challenge

Within a five-year span, SourceForge transformed itself from a hardware company to the primary information and distribution hub for the open source software industry. But by the time SourceForge's metamorphosis was complete, the company found itself with a financial planning system that revolved around 17 linked Excel spreadsheets. The process of reporting to department heads involved eight more spreadsheets. When SourceForge recently faced a tight timeline to present a plan to its board of directors, the company's need for a more efficient and reliable system intensified.

"Our reporting was so sporadic that one of our division presidents never even knew what his budget was," recalls Jeffrey Chalmers, Corporate Controller, SourceForge. "Department heads really had no say in the planning process. With our deadline approaching, we needed to automate planning and reporting within one system."

### The Solution

SourceForge needed an easy-to-use, easy-to-manage solution that would not require any IT resources. The company also wanted to ensure that the interaction between its new planning system and hosted Oracle financials system would be seamless. In the end, SourceForge performed a side-by-side evaluation of Adaptive Planning and Applix.

"What really impressed us about Adaptive Planning—besides the affordable price—was its 'software as a service' delivery model," Chalmers explains. "We knew we wouldn't have to install another server and train a system administrator to manage the system."

"Revising our plan within one day would have been impossible on our old spreadsheet system. With Adaptive Planning, all stakeholders were able to easily identify the areas requiring modifications and the department heads were able to view the combined numbers on a real-time basis."

—Jeffrey Chalmers, Corporate Controller

“Automating our integration with Oracle will further accelerate our month-end close process. More importantly, our department managers will have a reporting tool that incorporates actual data, allowing them to view their performance against plans and up-to-the-month forecasts.”

—Jeffrey Chalmers, Corporate Controller

“What really impressed us about Adaptive Planning—besides the affordable price—was its ‘software as a service’ delivery model. We knew we wouldn’t have to install another server and train a system administrator to manage the system.”

—Jeffrey Chalmers, Corporate Controller

The solution was available to everyone through a web portal, and it seemed easier to navigate than competing solutions.”

## The Results

After going live on Adaptive Planning, SourceForge’s first priority was to deliver a much anticipated annual plan to its board of directors. Although the first draft of the plan required major revisions, the finance department used Adaptive Planning to produce an updated plan by the next day.

“Revising our plan within one day would have been impossible on our old spreadsheet system,” says Chalmers. “With Adaptive Planning, every stakeholder was able to easily identify the areas requiring modifications and the department heads were able to view the combined numbers on a real-time basis.”

With Adaptive Planning, SourceForge has transitioned to a shorter, more owner-driven planning process. Business unit owners and department heads across the company can access the system directly to participate in the planning process.

“People who had never participated in the planning process are now creating their own budgets, which greatly increases their financial accountability,” says Chalmers. “When they request a purchase order, we ask them, ‘Is it in your plan?’ and they can simply check Adaptive Planning.”

Using Adaptive Planning’s reporting capabilities gives the company’s department heads greater visibility into information and enables better business decisions. Adaptive Planning lets these managers view the information which is relevant to them across all of their cost centers, helping them keep a closer eye on spending.

“With Adaptive Planning, a vice president who is approving expenses can immediately see if an expenditure is budgeted,” says Chalmers. “And if someone needs \$10,000 for a marketing campaign that wasn’t in the budget, our decision-makers can quickly find the funds in another account, approve the request, and then make the necessary adjustments to those other planned expenses.”

“Adaptive Planning makes a single version of the plan available to everyone,” says Chalmers. “The workflow and access controls are phenomenal. We can simply send out an email telling people to look at the latest plan online, rather than having them open spreadsheets. We’ve created a high-level report that will be our Bible for managing the business.”

SourceForge is also integrating Adaptive Planning with its Oracle financials system, enabling the company to generate reports that compare actuals to plan or forecast. This integration will also help streamline month-end closing and SEC reporting.

“Automating our integration with Oracle will further accelerate our month-end close process,” says Chalmers. “More importantly, our department managers will have a reporting tool that incorporates actual data, allowing them to view their performance against plans and up-to-the-month forecasts.”



### Corporate Headquarters

2041 Landings Drive  
Mountain View, CA 94043  
Telephone: +1.800.303.6346  
Fax: +1.650.528.7501  
Email: [info@adaptiveplanning.com](mailto:info@adaptiveplanning.com)

### Sales

[sales@adaptiveplanning.com](mailto:sales@adaptiveplanning.com)

### Public Relations

[press@adaptiveplanning.com](mailto:press@adaptiveplanning.com)

### Product Support

[support@adaptiveplanning.com](mailto:support@adaptiveplanning.com)

For more information, call Adaptive Planning today at  
**+1.800.303.6346** or email us at [info@adaptiveplanning.com](mailto:info@adaptiveplanning.com)