

## CUSTOMER STORY

# Strengthened Control for Long-Term Viability: How Housing 21 Built Financial Resilience with Prophix One™


### Key results snapshot

- ✓ **Build confidence at scale:** Faster, more defensible annual budgets that roll directly into a regulated, annually refreshed 30-year business plan.
- ✓ **Multi-year cost visibility without performance trade-offs:** Seven years of historical cost analysis across a large housing portfolio, supporting high data volumes without slowing day-to-day reporting.
- ✓ **Build once, reuse repeatedly:** Recurring reports and board packs automated through standardized templates, eliminating spreadsheet and PowerPoint rebuilds each cycle.
- ✓ **A more resilient finance culture:** Hands-on analytics expanded across finance and operations, reducing reliance on single experts and embedding insight beyond individual roles.

### Who is Housing 21?

Housing 21 is a UK-based not-for-profit and a leading provider of safe, quality, and affordable properties for older people.

### Applications deployed

 Prophix One FP&A Plus

### System integrations

QL Housing

## Business challenges

Housing 21 operates in a highly regulated environment, where scrutiny is constant, and long-term decisions carry lasting consequences. As a social housing provider, Housing 21 must maintain tight financial control, making the accuracy, traceability, and defensibility of the budget non-negotiable.

Budgeting and reporting depended on a long-standing legacy finance system supplemented by spreadsheets and manual workarounds. This approach limited the depth of their analysis and made it difficult to defend outputs at scale. Budget ownership was fragmented, sequencing was informal, and meaningful analysis required significant manual effort. The finance team spent disproportionate time assembling numbers rather than interrogating them which—adding pressure in a sector where cost control, regulatory compliance, and long-term viability are tightly linked.

“Because of Prophix One, my report[s] to executive[s] is a lot better. It’s definitely shaped the conversation that the executive[s] are going to have.”

Mark Goodwin, Finance Leader  
Housing 21

## Why Prophix®

Housing 21 selected Prophix One not as a point solution for a single process, but as a finance-owned platform aligned with how the team operates today—and how it plans to evolve over the long term.

- **Finance-owned, not IT dependent:** The team needed a platform finance could manage directly, without heavy IT reliance, and that could be used broadly—not limited to a few system experts.
- **Structured planning with built-in discipline:** Prophix One enabled standardized inputs and guided contributors through defined steps, improving consistency, coordination, and control across planning.
- **Scalable analysis without sacrificing performance:** The platform proved it could store and analyze large volumes of historical financial data while staying responsive for daily reporting and analysis.
- **A foundation for future finance maturity:** Prophix One supports evolving planning, reporting, and analysis, delivering a scalable foundation rather than a short-term fix.

## The shift: Before and after Prophix One™

Before Prophix One	With Prophix One 
 Unsequenced budget timelines	 Workflow-driven budgeting with enforced order and accountability
 Annual budget difficult to defend	 Audit-ready, defensible budget supporting 30-year business planning
 Manual variance checks across periods	 Seven-year trends and variances visible in a single, trusted view
 Cost drivers buried in aggregated totals	 Unit-level cost visibility over time to pinpoint drivers
 Reports built manually every cycle	 Standardized reports built once and reused automatically
 Reliance on one or two system experts	 Broad self-serve access with finance-led governance
 Reactive executive cost discussions	 Proactive, forward-looking focus on structural cost growth