

# A New Finance Frontier for The Wilderness Society

The Wilderness Society is one of America's leading conservation organizations with a focus on inspiring citizens to care for and enjoy wild places in the United States. The Wilderness Society's legacy budgeting system was unequipped to deal with the extensive details of their labor budget. After implementing Prophix, The Wilderness Society can effectively budget for staffing costs, as well as reforecast mid-year.

---

## Business Challenges

The Wilderness Society's previous budgeting software was difficult to use and incapable of developing their salary budget, which is one of their largest expenses. Their Office of Finance also struggled to maintain their data integrity when dealing with multiple budget versions.

## Why Prophix?

The Wilderness Society had several requirements that they desired in a finance software solution. They wanted to ensure they could utilize multiple data dimensions for revenue and expense tracking to reflect how data is organized in their ERP. Data security was also a primary concern. The Wilderness Society wanted to ensure their new system could accommodate varying levels of data access for their end users. Having the ability to export results to Excel and to track revenue by funder, labor costs by individual, and to monitor other KPIs were also important and desired features.

The Wilderness Society chose Prophix because it met all their requirements, it had an easy-to-use user interface, and the software could be quickly implemented.

The Wilderness Society, founded in 1935, is the leading conservation organization working to protect wilderness and inspire Americans to care for our wild places. With more than one million members and supporters, The Wilderness Society has led the effort to permanently protect 109 million acres of wilderness and to ensure sound management of our shared national lands.

**Operating:** Since 1935

**Website:** [www.wilderness.org](http://www.wilderness.org)

**Annual Revenue:** 35 million

**Employees:** 150

**ERP:** Microsoft Dynamics SL



# Prophix Customer Story

## Results

At the start of The Wilderness Society's implementation with Prophix, they developed budget templates for each budget manager, trained their end users, and had a budget in place for the start of the next fiscal year. They were also able to seamlessly integrate Prophix with their ERP system, Microsoft Dynamics SL.

Since their initial implementation, The Wilderness Society has expanded their use of Prophix to include forecasting, reporting, financial consolidation, personnel planning, project planning, revenue planning, and cash flow planning.

Their Office of Finance can also easily create a labor budget, which allows them to effectively manage their staff expenses. They can also monitor expenses against their budget to ensure they stay compliant until they re-forecast mid-year.

The finance team has developed exception-based time reporting that allows them to allocate payroll to projects based on pre-determined time allocations.

With their time saved, The Wilderness Society can create journal entries to allocate centralized costs, such as occupancy and IT, using templates created in Prophix. In the past, this was a time-consuming and labor-intensive process in Excel.

### **Overall, Prophix has saved The Wilderness Society hundreds of hours of staff time.**

Managers no longer have to log in to a difficult system to try and locate the data they need. Now, the Office of Finance can send them exactly what they want to see each month in a single Excel file exported from Prophix.



## About Prophix

Your business is evolving. And the way you plan and report on your business should evolve too. Prophix helps mid-market companies achieve their goals more successfully with innovative, cloud-based Corporate Performance Management (CPM) software. With Prophix, finance leaders improve profitability and minimize risk by automating budgeting, forecasting and reporting and puts the focus back on what matters most – uncovering business opportunities. Prophix supports your future with AI innovation that flexes to meet your strategic realities, today and tomorrow. Over 1,500 global companies rely on Prophix to transform the way they work.



[www.prophix.com](http://www.prophix.com)

### Head Office

350 Burnhamthorpe Road W,  
Suite 1000 • Mississauga, Ontario  
Canada • L5B 3J1

+1 (905) 279 8711  
[info@prophix.com](mailto:info@prophix.com)

### Additional Offices

USA: +1 (800) 387 5915  
UK: +44 (0) 118 900 1900  
Europe: +45 7023 2375  
DACH Region: +49 69 509 565 605  
Brazil (Rio de Janeiro): +55 21 3094 3900  
Brazil (São Paulo): +55 11 3583 1678