



CUSTOMER STORY

Nourishing the finance function at Feeding America

Feeding America, one of the United States' largest domestic hunger-relief organizations, used Excel workbooks to model future scenarios, making it difficult to accurately predict national food distribution trends. With Prophix, Feeding America can better plan, analyze and predict the path of their donations, allowing them to develop a strategic 10-year outlook.

Business challenges

With over 40 Excel workbooks, budgeting and report distribution was a challenging process for Feeding America. Their financial processes were further complicated by fundraising variables, which were difficult for the Office of Finance to incorporate into Excel. This limited Feeding America's ability to evaluate future scenarios and conduct 'what-if' analysis.

Why Prophix?

Feeding America considered several different financial performance platform vendors before choosing Prophix. It was important to Feeding America that they could track where donor dollars were being allocated, allowing them to identify how specific monetary donations led to a quantifiable number of meals served or pounds of food delivered.

Feeding America's mission is to feed America's hungry through a nationwide network of member food banks and engage Americans in the fight to end hunger.

Operating: Since 1979

Website: www.feedingamerica.org

Annual Revenue: 2.1 billion USD

Employees: >200 (national office)

ERP: NetSuite



Results

Feeding America now uses Prophix to automate and streamline their budgeting, forecasting, financial reporting, analysis and project planning processes. However, their non-financial application of Prophix is perhaps the most beneficial.

Improved analysis allows them to develop strategy surrounding investments (i.e. how much to invest and in what channels to secure inventory) and fundraising ROI. This high-level of planning helps secure future donations, as donors can be assured their contributions are being used efficiently and responsibly.

Feeding America also uses Prophix to manage their inventory and understand why people don't take fresh produce off the shelf, especially since stock levels are at an all-time high. This level of analysis optimizes the resources Feeding America has available to help feed American families.

Future plans

Feeding America plans to expand their project planning model to include operational, personnel, revenue, and CapEx planning. Through this expanded model, board and management reporting will also become an important part of Feeding America's approach to automating financial processes.

About Prophix®

Ambitious finance leaders engage with Prophix to drive progress and do their best work. Leveraging Prophix One™, a Financial Performance Platform, to improve the speed and accuracy of decision-making within a harmonized user experience, global finance teams are empowered to step into the next generation of finance with no reservation. Crush complexity, reduce uncertainty, and illuminate data with access to best-in-class automated insights and planning, budgeting, forecasting, reporting, and consolidation functionalities. Prophix is a private company, backed by Hg Capital, a leading investor in software and services businesses. More than 3,000 active customers across the globe rely on Prophix to achieve organizational success. Additional information at www.prophix.com.



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