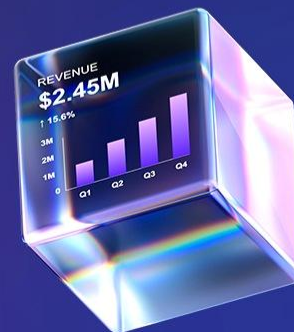




Autonomous Finance Realized

Welcome to the Delegation Era



Beyond Implementation

**A Finance Leader's Perspective on Eight
Years of Prophix Success**

Jodi Schultz

AVP Finance, Financial Planning & Analysis

Sammons Financial Group

Today's Presentation



Is not a system demonstration or sales pitch



Is not a go-live story



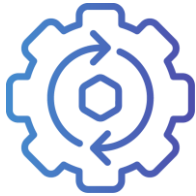
It is the story of a real-life, eight-year evolution during which time Prophix became a strategic advantage.

Our Timeline

We invested in our team and worked in a continuous improvement mindset – every day.

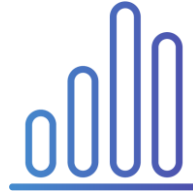
2018 - 2019

Foundation



2020 - 2023

Expansion



2024-2026

Strategic





Agenda

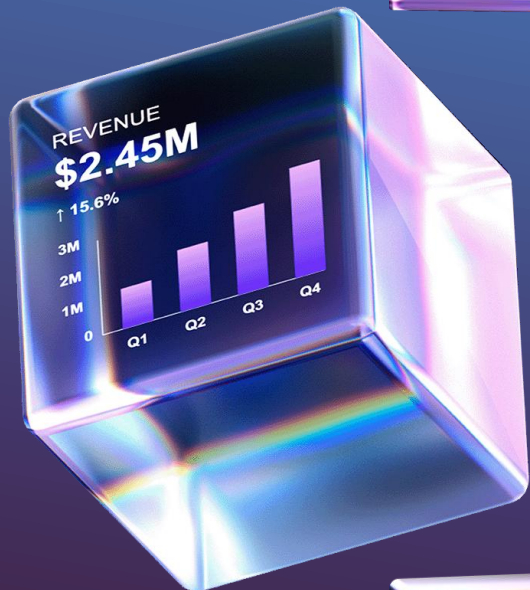
1 Building the Foundation in Years 1 - 2

2 Expanding to Scale with Growth in Years 3-6

3 Strategic Evolution in Years 7-8

4 Key Takeaways and Leadership Perspective

5 Questions



Building the Foundation



Our Starting Point - 2018



Heavy Excel reliance



Slow system response



Manual workflows



Risk of unstable systems

Our Foundational Buildout



Eliminated External Consultant Support

Annual consulting savings of \$100K

Self administration with minimal IT support



Reduced preparation time for annual expense planning cycle by 90%

Annual labor savings of over \$60K

Increased engagement from 150+ users



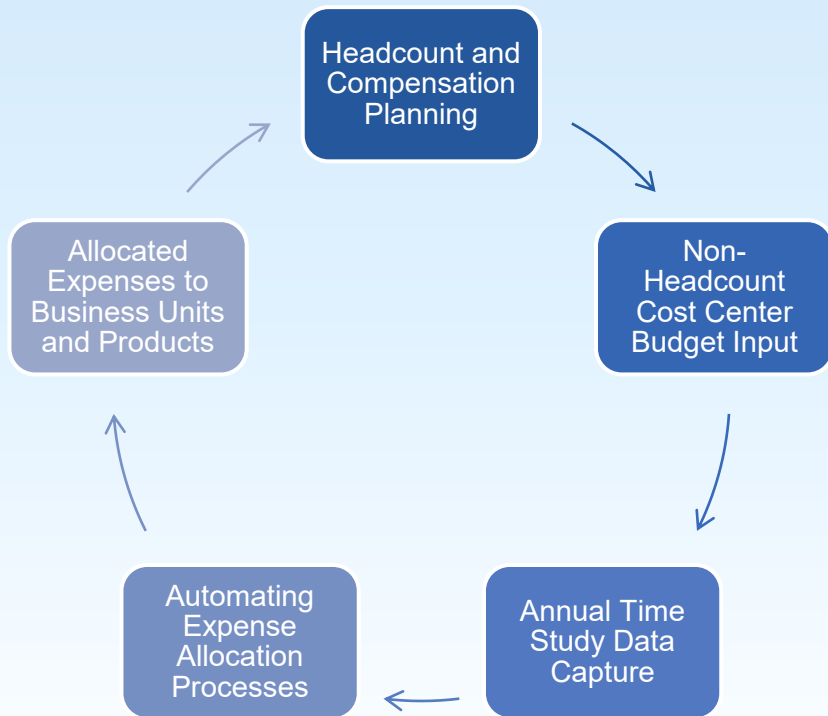
Reduced preparation time for annual expense allocation cycle by 75%

Annual labor savings of over \$50K

Faster delivery for strategic decisioning

The time saved was reinvested into more Prophix innovation and financial analysis.

The Game Changer – Expense Allocation



- Automated labor-intensive allocation process and reporting.
- New process eliminated the use of over 200 Excel files and manual workflows.
- Involved many intricate subprocesses and calculations.
- Designed right the first time with Prophix implementation team; still using these key foundational processes today.
- Can accurately and transparently allocate all expenses to our legal entities, business units, and product lines.
- Enabled seamless scaling of expenses, cost centers, and legal entities without additional time, consulting, or FP&A resources.

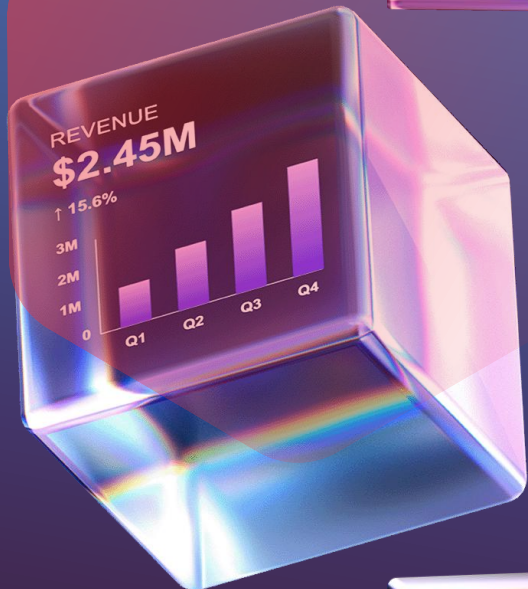
Recognition that Motivated

Sammons Financial Group was named Prophix's
"Best New Customer" of 2019

That recognition gave us the confidence to keep
pushing the boundaries!



Expanding to Scale with Growth



Explosive Growth in Prophix Use from 2020-23

We didn't just implement Prophix. We kept evolving how we used it.



Our Expansion Years

For the next four years, we continued to achieve significant time savings as we automated several key accounting and internal control processes.



Automated project tracking and reporting processes

Reclaimed eight workdays per month.

\$50K in annual labor savings

Implemented straight-through data tagging from Procurement → General Ledger → Prophix.



Automated Prepaid Contract and License processes

Reduced monthly accounting time by over 50% across all prepaid contracts and licenses.

Automated JE's, reconciliations, and communication of forecast amounts to spend owners.



Created Workflow Tasks to Automate Control Documentation

Standardized allocation methodology documentation captured.

Captured quarterly variance explanations via Row Notes.

Cut documentation collection time by 80%.

The Shift



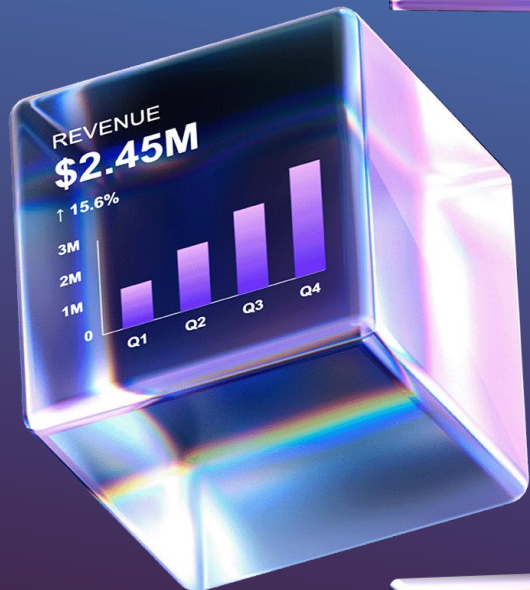
Present:

- Automated reports and assigned workflow tasks
- Automated data transfers
- Clear audit trails
- Prophix M365 eliminated file linking risk
- Spend owners fully engaged owning tasks



Past:


- Building ad hoc reports manually
- No workflow; only email and manual inventories
- Manual uploads between systems
- FP&A driving tasks



Strategic Evolution




A Need for Change in 2024 – the Reality



**Drip Approvals
creating surprise
when rolled up during
annual plan cycle**



**Off-cycle requests for
human and
technology
investments**



**Expense growth
tracking near earnings
growth**

The Opportunity Ahead – Our “Why”



Heightened awareness of expense growth and disconnect in project planning processes



Parent company set an inspirational goal of doubling our appraised value by 2030



Scale expenses for high growth period and design enterprise project governance function



Strengthen our processes to provide earnings efficiency and help grow our ESOP value



Small team of employee owners with a powerful tool in Prophix



The Solution: Run, Grow, Transform

Trifurcating spend capture was the key to revolutionizing our planning strategy.



Run

Running current
business and minor
adjustments to existing
products



Grow

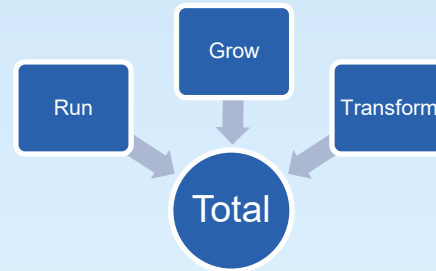
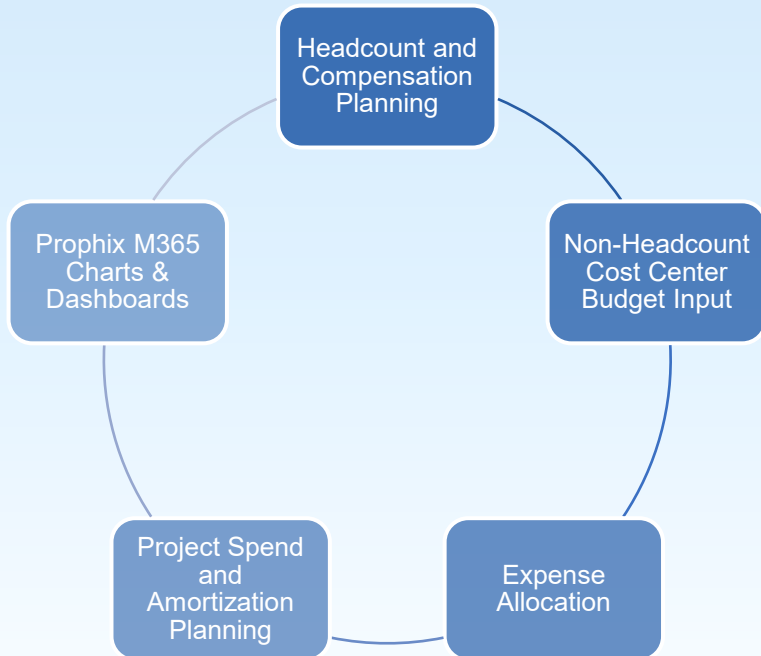
Initiatives to expand
existing business
capabilities and/or
improve business
operations



Transform

Investments > a certain
dollar amount deemed
transformative by
governance committee

Meeting the Challenge with Prophix in < 90 Days



This data capture revision involved modifications to all areas within our Prophix environment:

- **Transformed budget inputs** from a single template to three driver-based inputs plus a total view per cost center.
- **Enhanced expense allocation processes** to support Run, Grow, and Transform layers.
- **Integrated headcount and salary planning** across all layers, including tagging new headcount to strategic projects.
- **Built project-level planning and amortization forecasts** for current and future periods in Run, Grow, and Transform layers.
- **Streamlined reporting outputs** (charts, tables, workbooks) with automated refreshes via Prophix M365 Add-in and advanced Excel formulas; saved **days** of work with each refresh.

SFG's New Expense Capture Tools

Budget Input Templates modified to allow RGT input:

Expense Allocation processes modified to perform RGT calculations:

Budget Summary Reports modified to show the Plan in layers and in total:

Account	2023 Actual	2024 Plan	2024 Best Estimate	2025 RGT Plan Total	2025 Plan - Run	2025 Plan - Grow	2025 Plan - Transform
Total Headcount	2,063	2,066	2,056	2,097	2,060	32	5
Rent	7,486,924	7,579,600	7,543,047	7,619,320	7,553,320	66,000	
Salaries	250,312,244	273,509,642	282,527,398	298,199,652	292,426,009	4,912,579	861,064
Employee Welfare	64,445,464	63,744,036	55,630,888	64,059,470	62,863,111	983,924	212,435
Legal Expenses	46,789,654	12,514,500	7,174,902	17,751,000	17,751,000		

Streamlined Decision Making with Prophix

It was a big success!

Better Data

Shift from one total for all expenses to Run, Grow, Transform layers enabling transparent prioritization.

All data easily accessible using Prophix M365 Excel Add-in.

Eliminated risk of complex Excel file linking.

Clear Communication with Dashboards

Run, Grow, Transform layers presented in clear charts and graphs.

Clarity of each Business Unit's costs for all layers of spend.

Automated dashboards created a visual story that was focused, faster, and easier to digest.

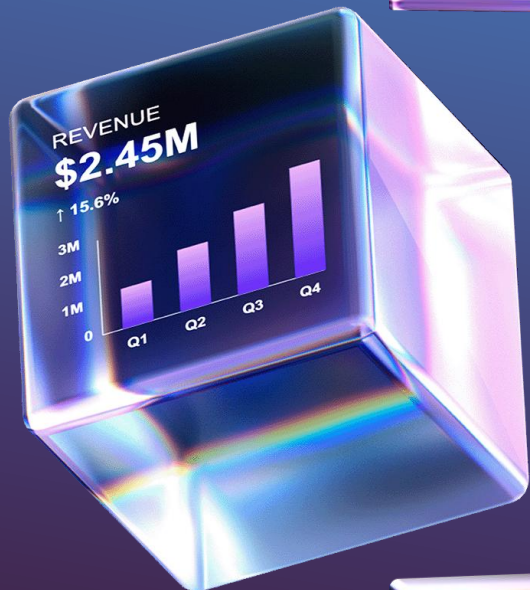
Improved Focus on Decisional Spend

Reduced speed to decision time with focus on Grow and Transform.

Timely action; can make the right investments at the right time.

Financial impact of FTE and technology projects is known before commitments are made.

Key Takeaways and Leadership Perspective



Key Takeaways

What Works

Evolve your models continuously

Iterative development; be willing to rebuild

Invest in your team's development

Review processes before automating; make best version

Prophix Delivers

Fast and flexible growth

Customizable to your needs with best practice guidance

Expert consultant access via Customer Success Program

Return on investment

Future Focus

Enable and speed up decision making

Prioritize business impact of development

Empower and build internal team ownership

Leadership Perspective – Final Thoughts

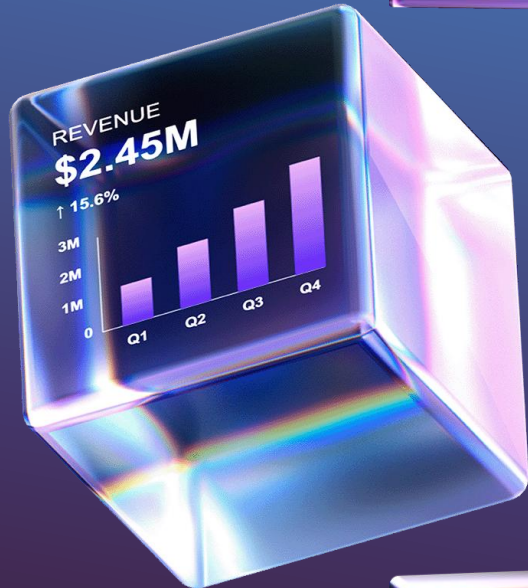
The technology didn't create the value; our discipline in evolving it to meet our needs did.

The real change came when our business needs changed, and we re-thought everything.

Increased visibility into key decision points provided measurable strategic value.

Prophix isn't just how we report numbers; it's how we run our FP&A operations.

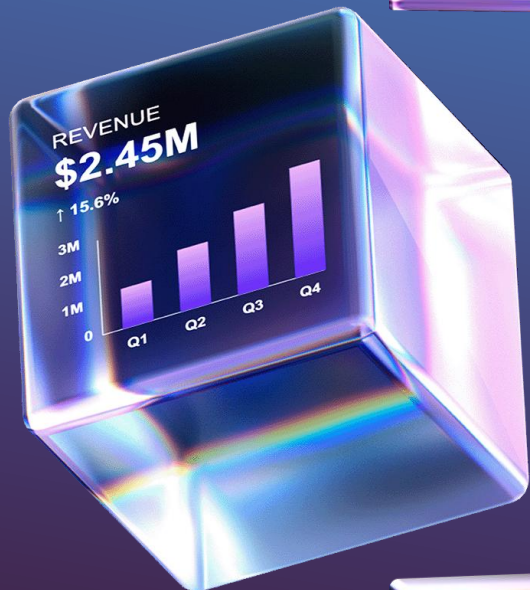
The FP&A framework gave us a common language for prioritization.



Eight years ago, Prophix helped us work faster.

Today, it makes us better decision makers.

That's the real transformation.



Questions



Thank you



Scan the QR code and complete
the course evaluation to earn your
CPE credit

Jodi Schultz

jschultz@sfgmembers.com

<https://www.linkedin.com/in/jodi-schultz-795a6b84/>

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