



AXIOM

Axiom EPM:

Analyse **results**, model
the **future**, and optimise
organisational **decision making**

Applied Financial Intelligence

A Changing Landscape



The world is changing, fast.

The world is evolving fast; as a society, we face rapidly changing, unsettling times. Every organisation needs to re-budget and re-forecast while continuing to navigate and plan for globalisation, emerging technologies, new regulation and legislation, and increased competition.

There's never been a more pressing and urgent need to adapt quickly and effectively to change. To pivot confidently so your organisation can efficiently manage risk, re-align its vision and strategy and continue to spot an opportunity – all powered by data-driven decision making.

That's where Axiom can help.

Fit for now, **fit for the future**

With the stark economic truths of our current climate, there's increasing pressure on the office of finance to perform better. To assess financial agility and supply fast, accurate answers to the many 'what-if' questions businesses have. To ensure tedious financial planning tasks are automated – releasing time to focus on the strategy, innovation and flexibility that will enable long term success.

Finance professionals need information at their fingertips to successfully steer their organisations towards being fit-for-now and fit-for-the-future. With world-class systems that enable you to plan for the unpredictable and empower strategically, well-informed decisions.

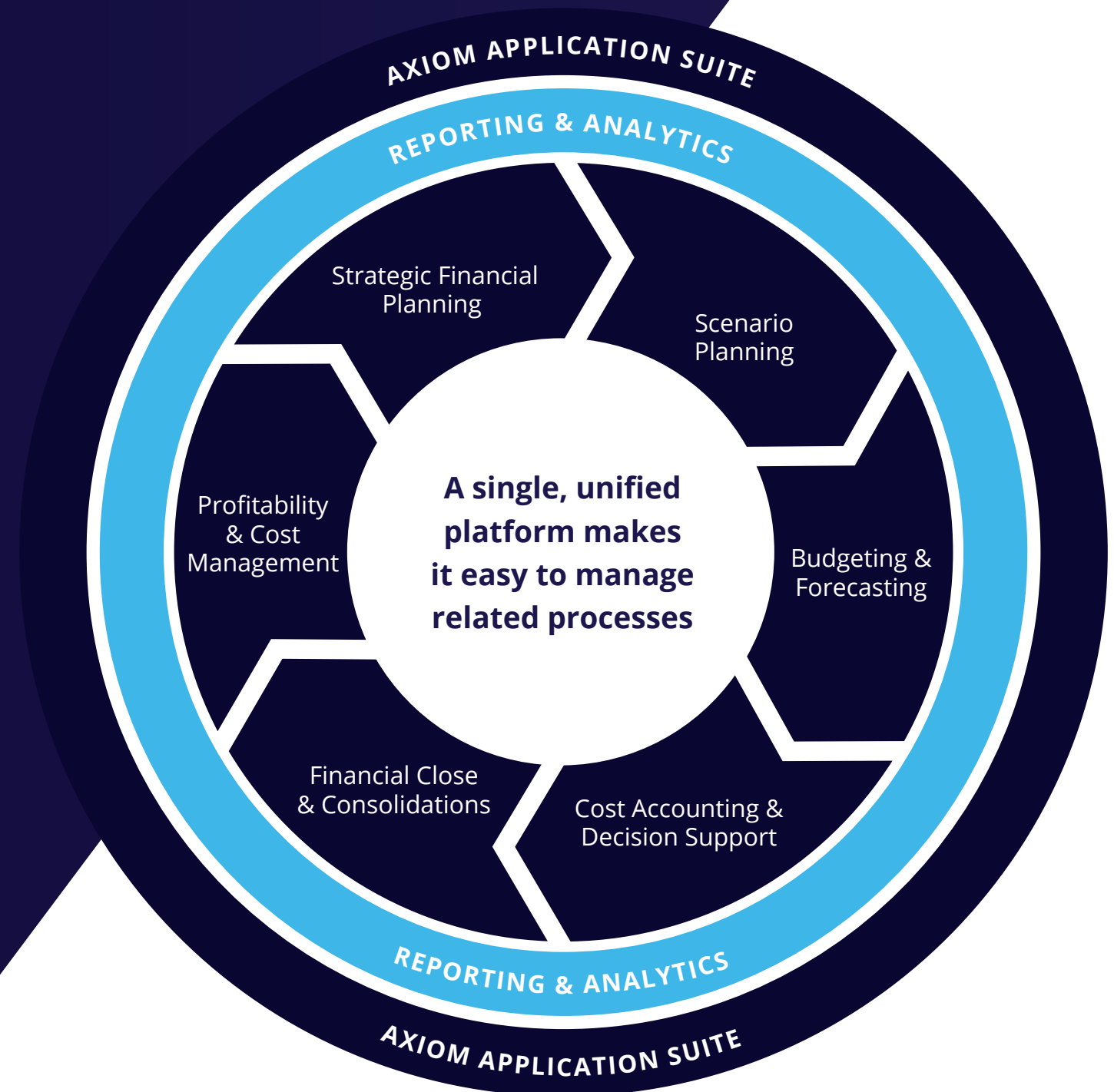
Experts in helping organisations **improve financial performance**

Axiom provides performance management tools for finance teams and executives. Optimising how you budget, forecast, plan, report, and much more. By using Axiom software, finance teams increase their agility and improve data analysis, to better understand the drivers that affect their organisation.

Built on 30 years of expertise in planning, forecasting, profitability analytics and cost management, Axiom equips your decision makers for truly effective, data-driven decision making.

According to Gartner Peer Reviews, the vast majority of our customers would recommend Axiom Software without reservation. These customers value our powerful forecasting capabilities, flexibility, ease of use and the ability to customise.

A single, unified platform makes it easy to manage related processes.



Complex financial planning **made simple**

Many software providers promise to transform planning and budgeting with a couple of clicks, but do these promises stand up to scrutiny? Too often, user-friendly solutions are unsuitable for enterprise architecture.

Axiom is continually praised by industry analysts for its ability to help customers make better sense of their budgets, even for the most complex business operations.

Here's how Axiom can help you make better sense of the numbers and make a real difference:



Ease of use

Axiom is designed to be put to work by the people who matter; your people on the ground. Through an intuitive interface and a self-service approach to report creation, we ensure that your people spend less time aggregating and more time analysing.



Accessibility

Axiom's cloud solution, hosted on Microsoft Azure, allows your people secure access to the software from anywhere. When you request an update, we take care of it automatically, helping to keep your IT team's to-do list to a minimum.



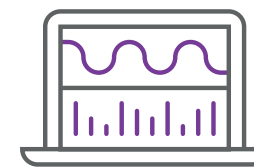
Industry-specific models

No two industries share the same operational drivers, risks and variables. That is why we reject a 'one-size-fits-all' approach to modelling and reporting. Axiom is built upon years of customer partnerships, resulting in planning solutions that reflect industry-specific needs.



Truly integrated solution

When budgeting, strategy and cost management exist in silos, it's impossible to get a full picture. Axiom removes the need for multiple processes to get the job done. The ability to integrate multiple sources such as your ERP and HR/Payroll systems ensures a single view of the truth: something that earned top marks from Gartner Peer Reviews.



Flexibility

Your reporting requirements, permissions, technical capabilities and processes are unique to your organisation. So why should you be forced to change? This is the beauty of Axiom: allowing you to embrace a powerful financial analysis solution while keeping your organisational preferences intact.



A foundation for building **better business performance**



Axiom Strategic Planning

helping define the strategic direction for the entire business.

Covering budgeting, cost management, planning, analysis, and reporting, Axiom's solutions deliver a joined-up picture of your current performance, and the risks and opportunities ahead.

With Axiom Strategic Planning, you can create multi-year financial plans that are fully integrated with operational budgets. For performance monitoring and risk management, Axiom equips you to meet the challenges and opportunities ahead.

Our acclaimed strategic planning approach helps you define the direction of travel for the entire business. Through actionable, long-range plans coupled with an organisation-specific scorecard system, you can develop and track KPIs, create and hone enterprise initiatives, and monitor your company's performance in real-time.

- Capture the goals and initiatives needed to advance your organisation's strategy
- Build a long-range plan that considers both operational and financial drivers
- Define, capture, calculate and publish KPIs and metrics
- Create organisational scorecards and dashboards to monitor progress and course-correct as market conditions change
- Define, evaluate and select key strategic initiatives and capital investments
- Model the impact of multiple scenarios and their impact on operational budgets and forecasts

Modelling made easy: Asking 'what if?' – and getting answers you can trust

manage uncertainty with confidence

A system built for modelling, it draws on data from across your organisation, factoring in the various drivers that impact your business outcomes. Scenario planning is a vital and valuable tool for assessing the impact of critical uncertainties, new organisational initiatives and fresh market opportunities.



For any business, change is a fact of life, but all too often, technical limitations force teams to rely on the prevailing scenario as the one-and-only backdrop to their budgets and forecasts.

- Define the key internal and external drivers of the business
- Quantify your financial sensitivity to these drivers
- Test the strength and flexibility of a strategy under rapidly changing conditions and multiple variables
- Manage uncertainty by modelling scenarios that depart from the current conditions
- Investigate possibilities that would otherwise have been missed
- Prepare for various combinations of adverse circumstances that may manifest
- Produce higher quality strategic plans, budgets and forecasts

Axiom Capital Planning & Tracking

no investment decision should be taken in isolation



Keeping your organisation's wider needs in clear view, Axiom's Capital Planning and Tracking solution delivers the insight you need to deploy capital with confidence. Gain the confidence you need to make your move, by fully understanding: Does this project represent the best use of our resources? How will the additional outlay affect cash flow? Will the long-term profit justify the short-term costs? The ability to answer these questions is crucial for your long-term financial strategy. By bringing forecasting, capital planning and tracking together, Axiom Software empowers you to make truly data-driven decisions, supported by numbers you can trust.

Here's what Axiom's modelling functionality can deliver:

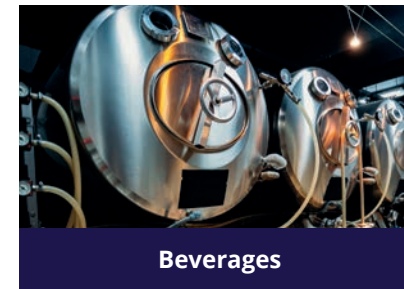
- Create, evaluate and rank proposed multi-year capital projects. Select the best fit for your company by comparing key metrics, including return on investment (ROI), net present value (NPV) and internal rate of return (IRR)
- Manage the entire capital planning request and approval process with a defined workflow, ownership and deadlines using the Axiom Software Process Management feature
- Assess a prospective project's impact on the balance sheet, cash flow and profit and loss statement. Alter plan assumptions and quantify the impact of changing market drivers on proposed capital investments
- Model approved projects once they are live for regular, updated forecasts for time to completion, incremental cost, total cost and more

Sector experience: It's our experts that make the difference

Axiom's planning solutions are flexible enough to meet a range of industry specific needs, regulatory requirements, and organisational preferences.

If you are looking for solutions related to long-range planning, budgeting, cost accounting, profitability analysis and reporting, our in-house domain experts ensure you receive the best possible service available anywhere in the market.

To ensure all customer needs are met, we only bring on board the very best people in terms of specialist skills and experience – often recruiting directly from within the industries we serve.



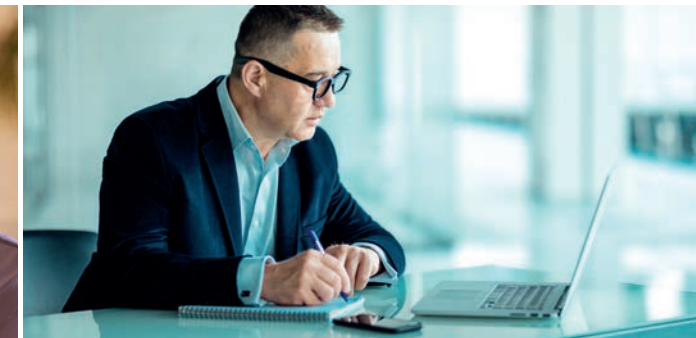
Beverages



Financial Institutions



Healthcare



Insurance



Other Industries



Higher Education



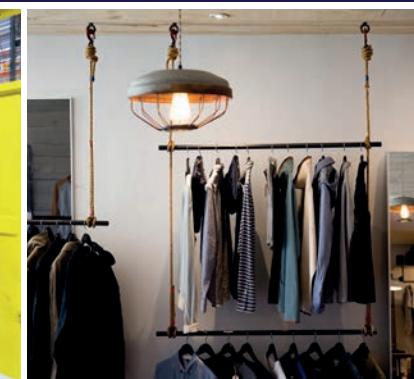
Hospitality



Local Government



Manufacturing



Retail



Professional Services



Higher Education

Now more than ever, higher education institutions require the ability to anticipate and adapt to change. Across areas such as admissions policies, capital investment planning, tuition planning, budgeting, and HR management, Axiom makes it possible to integrate structured and unstructured data from across your campuses. This means a joined-up view of the entire institution, all within a robust, GDPR-compliant framework.

Our flexible approach and rich modelling capabilities enable the development of multi-year and long-range plans that are fully integrated with operational budgets and forecasts. Meanwhile, thanks to easy-to-use dashboards and compelling visualisation options, you can create custom, ad hoc reports with ease. Enabling you to track and measure organisation-wide performance and to drill down to faculty and staff level.

- Strategic Financial Planning
- Budgeting and Forecasting
- Grants Planning
- Tuition Fee Planning
- Budgeting and Payroll Planning
- Commitment Planning
- Capital Planning and Tracking
- Balance Sheet and Cash Flow Management
- Reporting and Analytics



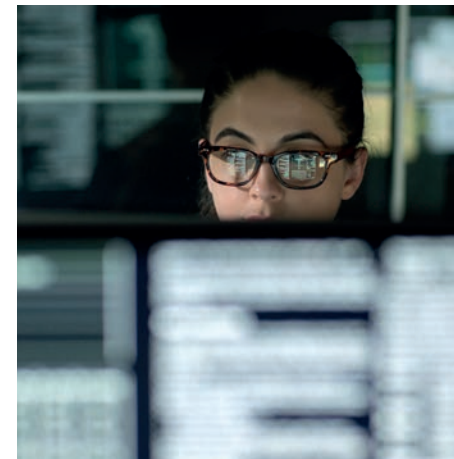
Healthcare

With more than 2,500 clinical organisations putting Axiom EPM software to work, our proven expertise in meeting the needs of this sector is second to none. Incorporating our dedicated Axiom Healthcare Suite, our flexible performance management solutions equip stakeholders to analyse results, model the future and optimise organisational decision making.

Spanning capital planning, financial planning, operational budgeting and rolling forecasting, Axiom empowers healthcare organisations in their quest for optimised performance and better patient outcomes.

- Enterprise Planning
- Cost Accounting and Decision Support
- Clinical Performance
- Management Analytics





Financial Institutions

The Axiom Financial Institutions Suite is designed to enable optimal decision making for banks, credit unions, credit associations and other non-depository financial institutions. Linking all financial and operating data, our unified platform lets you model long-term plans that are fully integrated with operational and capital budgets while also streamlining the budgeting process. Profitability analysis tools enable you to analyse the performance of your existing portfolio, to assess profitability dimensions across the institution and to design, manage and administer plans to stay competitive.

By creating a reporting hub accessible to stakeholders across the organisation, you can provide users with real-time access to one version of the truth. All of this makes your institution much better equipped for mitigating risks, highlighting opportunities and preparing for whatever the future holds.

- Budgeting and Forecasting
- FTP and Profitability
- Reporting and Analytics
- Incentive Compensation Management
- Advisory Services



Manufacturing

Unifying budgeting and forecasting, cost management, reporting and analytics in a single, accessible platform, Axiom Software delivers everything you need for fine-tuning your production processes, highlighting inefficiencies and anticipating demand, all in one place.

With the ability to integrate data from across your organisation and wider supply chain, Axiom enables you to drill down to understand the cost and profitability impact of each component in your production life cycle. We know better than most that success is dependent on your ability to react at speed to market changes. With Axiom's powerful modelling capabilities and easy-to-use dashboards, your people are fully equipped for ad hoc reporting and swift, confident decision making.

- Integrated Business Planning
- Strategic Planning
- Budgeting and Forecasting
- Financial Close and Consolidations
- Profitability and Cost Management
- Sales and Operations Planning





Retail

Axiom Software equips retailers to drive efficiency, to manage the changes ahead and to highlight the most lucrative opportunities. Integrating structured and unstructured data from all corners of your organisation, Axiom brings together data from multiple points of sale (online and physical stores) for a complete view of your retail brand.

Thanks to our unified hub, operational budgeting, financial planning, capital planning and rolling forecasting are all accessible via a single, powerful platform. Whether you need access to yesterday's revenue report across the entire brand, or you want to forecast the likely future profitability of a single SKU in a particular location, our easy-to-use dashboards and compelling visualisations place the intel you require directly at your fingertips.

- Strategic Planning
- Budgeting and Forecasting
- Financial Close and Consolidations
- Profitability and Cost Management



Professional Services

Improve performance and develop stronger client relationships with a deep understanding of your business, projects, resource allocation and profitability.

Axiom brings together data from all areas of your professional services business. With our unified software, staff planning is fully integrated with your P&L, allowing you to carefully plan headcount and streamline your financial processes.

With Axiom, you have a single platform for strategic planning, budgeting and forecasting, reporting and analytics, profitability and cost management.

Our powerful modelling capabilities with easy-to-use dashboards, enable you to define and track your most important metrics, drive performance and make truly data-driven decisions. This allows you to balance your people resources whilst maximising your profitability.

- Strategic Planning
- Budgeting and Forecasting
- Reporting and Analytics
- Financial Close and Consolidations
- Profitability and Cost Management
- Payroll and Resource Planning





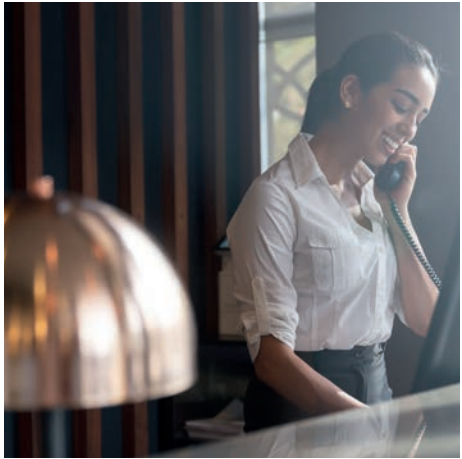
Beverages

Often considered recession-proof, the Beverages industry is facing one of its greatest challenges in decades. On-trade sales have taken a direct hit from the pandemic's effect on hospitality and retail. Producers need to pivot their business to capture off-trade opportunities.

As planning, analytics and processes quickly rise to the top of the business agenda, Axiom Software's powerful modelling capabilities help you shift gears speedily and seamlessly. By integrating data from across your organisation, we can unify your manufacturing processes, highlight supply chain inefficiencies and help you anticipate demand – across one accessible platform.

From budgeting and planning, reporting and dashboarding, to simulation and forecasting, create a sustainable business model to improve supply chain logistics and keep you at the forefront of new talent and technologies.

- Integrated Business Planning
- Strategic Planning
- Budgeting and Forecasting
- Financial Close and Consolidations
- Profitability and Cost Management
- Sales and Operations Planning
- Payroll and Resource Planning



Hospitality

One 'new' normal doesn't fit all. For a sector where success is often driven by what's different, adapting to a new customer experience will be what makes you stand out.

As the Hospitality industry continues to navigate current challenges, the critical next step is restructuring operations and reframing strategy, while keeping a keen eye on cost savings. This is where Axiom Software can help. Bringing together financial forecasting, capital planning and tracking processes, we can provide the information you need to make confident business decisions. To turn the crisis into opportunity.

Use integrated structured and unstructured data from across your business to provide a holistic view, that's responsive to your individual needs. Enabling you to remain competitive, while investing in what's next for tomorrow.

- Strategic Planning
- Budgeting and Forecasting
- Financial Close and Consolidations
- Profitability and Cost Management



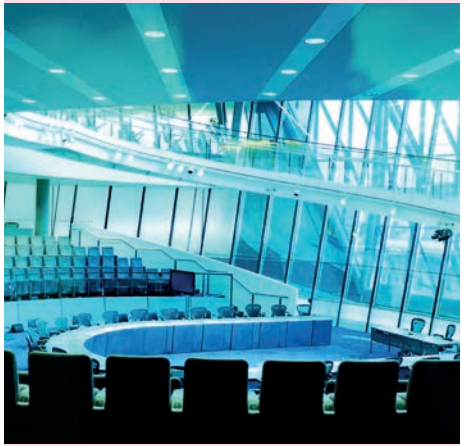


Insurance

Axiom Software provides insurers with the business intelligence they need to hone their policy offerings, identify profitable new lines and opportunities, streamline their budgeting procedures and stay on top of their compliance obligations.

Powerful, scalable and fully integrated, Axiom brings budgeting, planning, forecasting and reporting onto a single platform for a complete view of organisational performance. Easy-to-use profit modelling capabilities enable business users to compare the performance of multiple divisions to track key metrics. It also gives you the ability to predict the impact of a wide range of operational and market drivers, for fast, effective decision making.

- Strategic Planning
- Budgeting and Forecasting
- Reporting and Analytics
- Financial Close and Consolidations
- Profitability and Cost Management



Local Government

Local Government may be well-versed in reforms and efficiencies, but right now councils UK-wide face unprecedented rising costs and difficult choices ahead.

From services and support, to expenditure and investment, Axiom Software means you can quickly analyse results, model the future and optimise organisational decision making. Helping to inform capital and financial planning, operational budgeting and rolling forecasting, and make those critical decisions on project submissions and future investments. All the while managing short-term cash flow.

This is a solution that's fully integrated with your HR and finance systems, with dynamic reporting that offers full-visibility into the approved spend by year. All from a single, trusted data source.

- Strategic Financial Planning
- Reporting and Analytics
- Budgeting and Forecasting
- Enterprise Planning
- Cost Accounting and Decision Support
- Management Analytics



Other Industries

Hardwired to meet sophisticated organisational needs, Axiom Software is successfully deployed across some of the most demanding and stringently regulated industry sectors. Combining the power to handle complex dataflows with vast experience of the nuances of the industries we serve, Axiom delivers a complete framework for planning, budgeting and performance management.

- Strategic Planning
- Budgeting and Forecasting
- Reporting and Analytics
- Financial Close and Consolidations
- Profitability and Cost Management

Having the right technology is important, but having the **right people behind the technology is critical**

We only bring onboard the very best people

To get the most out of your investment, the right technology is important. But so too is having the right people behind the technology.

This is where the Axiom Customer Success team comes in. Consistently rated as “excellent” in satisfaction surveys, Axiom’s responsiveness to customer needs is one of the main reasons why we are consistently ranked so highly by analysts such as Gartner and BPM Partners.

The Customer Success team is a passionate group, comprised of industry experts who are quick to respond with best-practice solutions, not just answers. The team is involved during all phases of customer engagement, from sales right through to post-deployment support. Crucially, the team also works closely with our software developers, to ensure our customers are always on top of the latest updates and product innovations.

From getting you up and running to ensuring your people get the most out of Axiom, our team is with you every step of the way.



Put Axiom to the test

many organisations have

Axiom's platform redefines what to expect from a financial performance management solution, ensuring complete peace of mind. With over 2,800 organisations and 450,000 users relying on our solutions, we have proven industry expertise in helping organisations transform their business through improved financial performance.

Key facts about Axiom:

Axiom processes **over 1 million budget transactions, each day**

Axiom integrates with over **50+ leading technology integration partners**

Axiom is delivered by using the **latest cloud technology**, Axiom is powered by Microsoft Azure

Leveraging the latest Microsoft architecture and cutting-edge Web technologies, our platform is both flexible and robust. With our cloud-first approach providing significant benefits to your business, and all data adhering to GDPR. We have first-hand knowledge of the compliance landscape in which your institution operates.

From large universities such as UCL to big business brands, including Capita and Transport for London, we've helped many customers improve their performance by putting their trust in Axiom technology and our expert team.



Built upon years of **successful customer partnerships**

We work across a broad range of sectors, yet united with one aim. We help manage your financial position to ensure long-term success. Here's just some of the clients we've partnered with.



"Because Axiom understands the way we work, we implemented the solution in record time. It was great to have a team that understood our language and our organisation."

Scott Casler
Director of Finance, LHP Hospital Group

We partner with you to plan
for the unpredictable and
**enable you to manage
your future**



Why Axiom?

With Axiom, you will be financially agile, able to respond quickly to changing market conditions and pivot with confidence. Axiom offers a rare combination of best in class financial performance management technology with a depth of financial and industry expertise.

Putting our customers first

Discover how our customer-focused approach, experience and knowledge combine to create a market-leading service that will go beyond your expectations.

Our experience and knowledge

Building and maintaining a 100% implementation success record does not happen by accident. It demands detailed knowledge of how the software is put to work in the field, along with a deep insight into what our customers are seeking to accomplish.

More than consultants, we provide significant time to value

Covering strategy and design, solution-specific deployment and training, the service and communication our clients receive is second-to-none. All of this is designed to deliver implementation on-time and on-budget, along with high levels of adoption right across your organisation.

We partner with you to plan for the unpredictable and enable you to figure out your organisation's future.

Axiom EPM, we are here to help.

If you would like to find out how Axiom can help you improve your financial performance, then please get in touch by emailing hello@axiomepm.co.uk or call us on **+44 1932 548 465** to talk to one of our specialists.

We would love the opportunity to discuss how Axiom can help you manage your business more successfully.



The word "AXIOM" in a white, bold, sans-serif font, enclosed within a thin white rectangular border. The background of the slide is dark blue with a pattern of light blue diagonal lines that form a large, stylized 'A' shape.

AXIOM

Experts in helping organisations
improve financial **performance**

axiomepm.co.uk | +44 1932 548 465