

Customer Success Story

# Finance Leadership at Engine Yard Shifts Business Growth into High Gear



**Engine Yard**  
Software

San Francisco, California

Engine Yard is the leading Platform as a Service (PaaS) empowering developers to plan, build, deploy and manage applications in the cloud. Thousands of customers in 58 countries, from explosive-growth Web startups to Fortune 500 enterprises, run on Engine Yard.



**Rick Smith**  
FP&A Manager  
Engine Yard

---

“With Adaptive, it’s all in front of you in real time. When we make changes to reports or forecasts, everything is immediately updated, and we can see the instant impact.”

**Engine Yard accelerates performance management by automating plans and visualizing KPIs with Adaptive Planning and Adaptive Discovery**

Among many of Adaptive Insights’ high-performing customers is Engine Yard – the leading Platform-as-a-Service (PaaS) provider for planning, building, deploying, and managing Cloud applications. Founded in 2006, the San Francisco-based company has already enjoyed tremendous success with thousands of customers ranging from web startups to Fortune 500 companies.

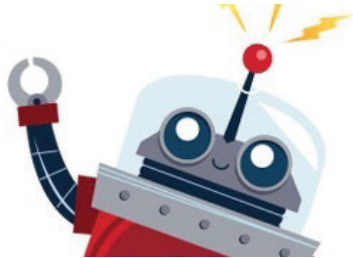
## A Decade on Adaptive

“We chose Adaptive because of its modeling flexibility that was capable to change as our business grew, the intuitive end-user interface as well as the relatively low cost of ownership,” said Rick Smith, FP&A manager at Engine Yard. “Both Alan Cyron, Engine Yard’s CFO, and I had previously used Adaptive Planning successfully over the past decade. We started the Adaptive trial as a first step toward full implementation. It was really a no-brainer.”

Engine Yard confirmed many of the Adaptive advantages by using the trial, including:

- New insight into overall business performance, leading to more informed decision-making

## Customer Success Story



"Adaptive Discovery lets us pull stats from all systems into a single location. In one hour, we were able to build a CEO dashboard that drills down into metrics on specific customers, products, and geographies."

Rick Smith FP&A Manager,  
Engine Yard



"We used to spend time on mining data. Now, we spend more time analyzing data, so we can make quick and well-informed decisions."

Rick Smith FP&A Manager,  
Engine Yard

- Automated, accurate, and efficient financial forecasts and reports
- An easy-to-use interface with intuitive planning and forecasting features

Smith was also aware of the challenges using on-premise financial reporting solutions.

"When using an on-premise financial reporting solution, I had issues with the server implementation and had to run scripts overnight for things like currencies and creation of new departments for planning," Smith recalled. "Large scale assumptions and reporting changes became IT burdens, and I never got the real-time results I wanted."

Once the Adaptive CPM suite was fully-implemented, Smith and his finance team noticed immediate results.

### Proactive with Adaptive

"With Adaptive, it's all in front of you in real time," Smith explained. "When we make changes to reports or forecasts, everything is immediately updated, and we can see the instant impact. We've been steadily adding new Adaptive features and we can visualize data, identify trends, and adjust the business planning accordingly."

Adaptive has helped to alleviate many of the previous KPI discrepancies between Engine Yard departments.

"It can be frustrating for a CFO if Finance says one thing about a statistic or metric, while Marketing says something different, based on another data source," Smith said. "We now have one view of the truth, driven out of Adaptive."

### Discovering Adaptive Discovery

Engine Yard is far from finished with its Adaptive implementation. The finance team is currently creating a four-quarter rolling forecast, and has started using Adaptive Discovery to gain more in-depth visual analytics.

"Discovery lets us pull stats from all systems into a single location from which we can drill into all of our performance metrics," said Smith. "In one hour, we were able to build a CEO dashboard that drills down into metrics on specific customers, products, and geographies. Connecting Discovery to outside databases and automatically pulling data into a single view is a huge benefit for us. We used to spend time on mining data. Now, we spend more time analyzing data, so we can make quick and well-informed decisions."

#### Corporate Headquarters

3350 W. Bayshore Road, Suite 200  
Palo Alto, CA 94303

T: +1 800 303 6346

F: +1 650 528 7501

#### UK / Ireland Headquarters

88 Wood Street London,  
EC2V 7RS, UK

T: +44 0 208 528 1767

#### Australia Headquarters

Level 1, 7 Clunies Ross Court  
Eight Mile Plains, QLD 4113, Australia

T: +61 7 3118 5013

F: +61 7 3041 6020

adaptiveinsights.com

adaptiveinsights.co.uk

info@adaptiveinsights.com

sales@adaptiveinsights.com

press@adaptiveinsights.com

support@adaptiveinsights.com