

SNL Banker Solution

Customer Experience, March 2017

SNL Banker
Budgeting
Module

Customer Name: McFarland State Bank
Asset Size: \$435 million*
Location: McFarland, Wisconsin

McFarland Bank delivers streamlined budgets and forecasts using the SNL Banker solution

The budgeting and forecasting process is familiar to all community banks and credit unions, and McFarland was on a mission to drive process improvement. They turned to the Budgeting & Forecasting module in the SNL Banker product to help drive actual versus budget reporting at every level of the organization.

Client Pain Points: McFarland needed an automated solution to deliver budgets and forecasts at different levels of the business – from individual branches to total bank level. Their existing process lasted about five months and required a great deal of time-consuming manual data entry, and it didn't allow for scenario testing. They required a secure reporting platform that allowed them to produce accurate and detailed budgets in a time-efficient manner.

Current Process: McFarland's legacy budgeting process involved multiple spreadsheets, manual processes and disparate systems that resulted in an inflexible and time-consuming exercise. They weren't able to easily forecast Net Interest Margin, and wanted a solution that allowed them to start from instrument-level cash flows, automatically incorporating historical values, and the ability to run "what-if" scenarios.

The Solution: McFarland started their implementation of SNL Banker in August of 2014 and then began work on the budgeting module in October. Just three months later, the final budget was approved by the board and published in early January 2015. Beyond time savings, McFarland had the opportunity to perform four separate iterations of the budget and explore multiple "what-if" scenarios for the 2015 budget and then spend additional time analyzing results, while still reducing the overall process by two months. Additionally, the forecasts proved more reliable due to new instrument-level cash flow projections.

The SNL Banker team facilitated discussions regarding reporting needs, organization/cost center structure, along with the general nuances of McFarland's general ledger construction. These conversations allowed McFarland to configure the budgeting module so that their general ledger and organization structure, along with their general reporting needs, were met. By utilizing the budgeting module alongside the overall SNL Banker business intelligence solution; the entire McFarland team gained invaluable insight into data from their general ledger and core processor that now allows them to more proactively manage the organization.

*S&P Global Market Intelligence, as of 31 December 2016

Key Benefits

- *More efficient time management*
- *Instrument-level planning software*
- *Easy exploration of what-if scenarios and multiple budget rounds*
- *Improved accuracy in forecasts and budgeting*
- *Instrument-level cash flow projections*
- *Elimination of tedious manual data entry and analysis*
- *Secure reporting*
- *Integration with the same platform that drives their day-to-day reporting and analysis across the bank*



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