Go global.

We'll back you up with clarity.

Win with Analytics 29.4

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greenstep.com

Hi! I’m Jonathan from Greenstep

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Parner, Head of Analytics @ Greenstep
Lead Software Architect @ Greenstep Global Services
Co-founder @ BI Book

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Our passion is to support global growth through clarity!

We always aim for complete customer satisfaction. 70% of our clients are referred to us by other clients. **The customer is at the centre of our philosophy.**

Greenstep values

- **Desire** to help our customers
- **Will** to develop ourselves and our knowledge
- **Passion** towards achieving together
- **Honesty** and appreciation towards each other

Greenstep's key figures

- 2000 clients
- 450 employees
- 40 MEUR revenue

Offices: Espoo, Lahti, Hämeenlinna, Turku, Tampere, Oulu, Vaasa, Seinäjoki, Jyväskylä, Tallinn, Norrköping, Stockholm & 100+ countries via MSI

Network: msi Global Alliance

Our goal is to do as much good as possible!

Economical responsibility

- We are a profitable and fully compliant business
- Integrity, identification and management of conflicts of interest

Social responsibility

- Corporate Social Responsibility
- Parity
- Well-being at work
- Confidentiality of customer and personal information

Environmental responsibility

- Making our environmental impact visible and taking them into account in our decision-making.

Our passion is to help you grow!

Why Greenstep?

- We carefully select a service team and customer responsible best suited to your needs
- We serve you professionally and on time, supported by automation
- We bring clarity that allows you to better focus and lead your business
- Our team does everything to ensure that you are successful
- We want to serve you so well that you are willing to recommend us to others

See more: Greenstep.fi

References	
Startups	Yeply, Mobidiag, Meru Health, Man In Van, Entocube, Tamturbo, Plantui
Growth companies	MOI Mobiili, Eazybreak, Friends and Burgers, Kyrö Distillery, Docrates, Rightware, Oura
Large companies	Fondia Oyj, Efore Oyj, Posti, Robit Oyj, Siili Oyj, Cramo, Vantaan Energia
Investors	Lifeline Ventures, Tekes, Bocap, Inventure
Non-profit	Fida, Helsingin luistelijat r.y., Baltic Sea Action Group

450 professionals at your service

Operational services

- Online bookkeeping
- Online accounting
- Group consolidating
- Investment fund back-office services
- Part-time CFO or Controller
- Business Intelligence
- NetSuite implementation

Interim services

- Controller / CFO
- Head Accountant
- Finance Project Manager
- Treasury Manager

HR-services

- HR workshop
- Payroll
- Operative HR
- Strategic HR
- Leadership coaching
- HR Manager

Strategy

- Corporate finance
- Transaction services: valuation, due diligence, taxation
- Business modelling
- Financing
- Go Global as a Service
- MSI Network Hub

Software: NetSuite, Netvisor, Procountor, Mepco, Aaro, Power BI, Finance.Rocks, Bezala, BI Book

We make processes smarter today, not tomorrow

Respect your own and everyone’s time. Automate as much as you can and do not allow stupid routines.

Our automation teams:

1. Software development
Build a better world by going for the root cause.

2. Integrations
Business process automation with integrations.

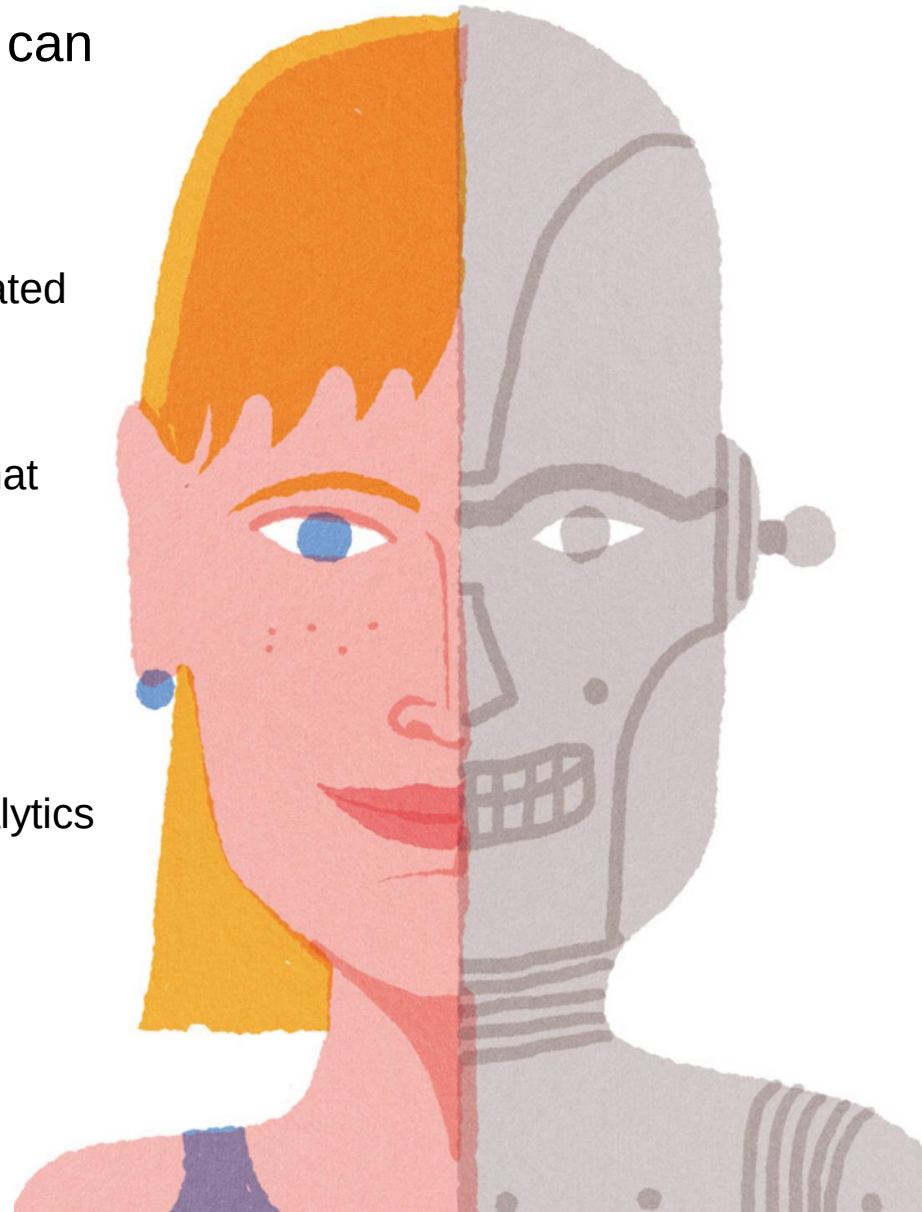
3. RPA (Robotic Process Automation)
Automates the stuff integrations cant.

4. Analytics/ BI
Helps you present, report and anayze in a meaningful

+ AI / Machine Learning
Makes your solutions smart, but only if you implement smarter.

Our software:

- **Bezala.com –** a fully automated travel expense platform.
- **Finance.rocks –** software that automates the posting of purchase invoices based on historical data with 89 % accuracy
- **BiBook.com –** software analytics & fund reporting



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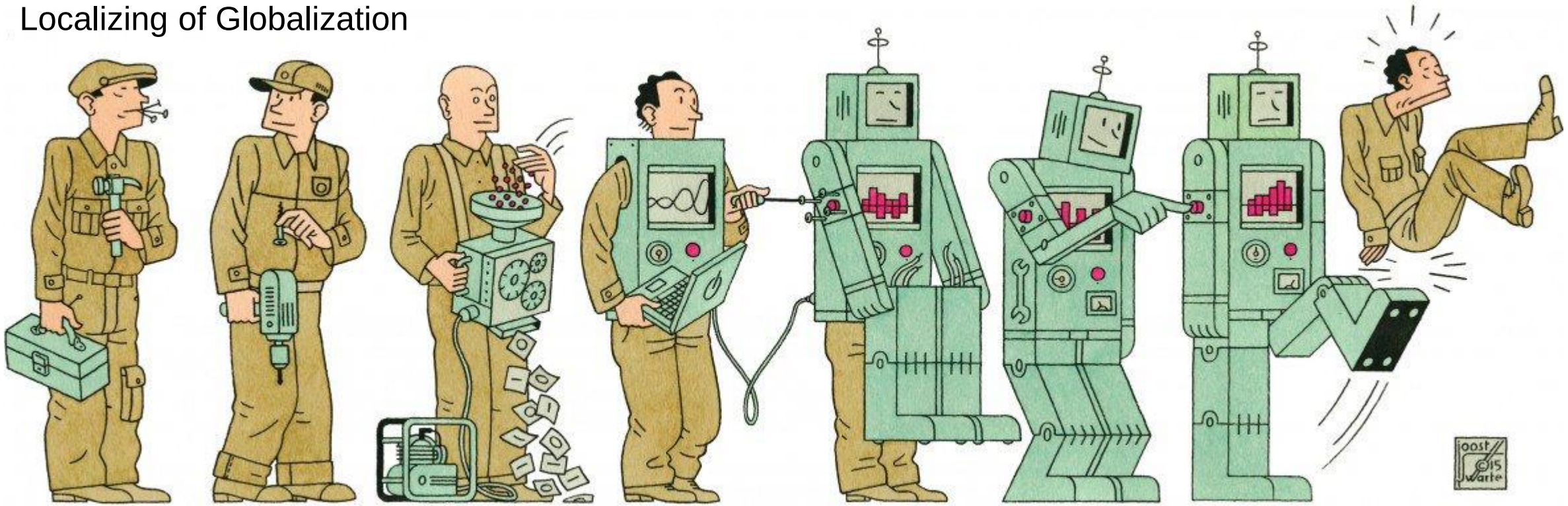
How will back-office functions like Finance change?

80% of jobs today will not exist.

- Humans will take care of quality assurance,
- and be the handlers of exceptions
- and twekers of algorithms
- Localizing of Globalization



Any examples?

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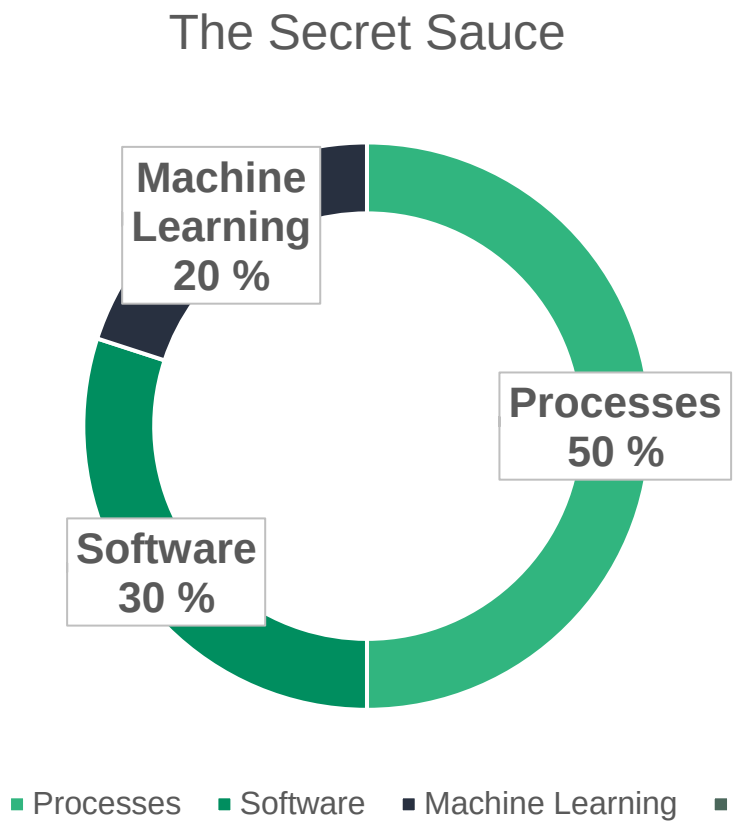
When will this change happen, and how far along are we?



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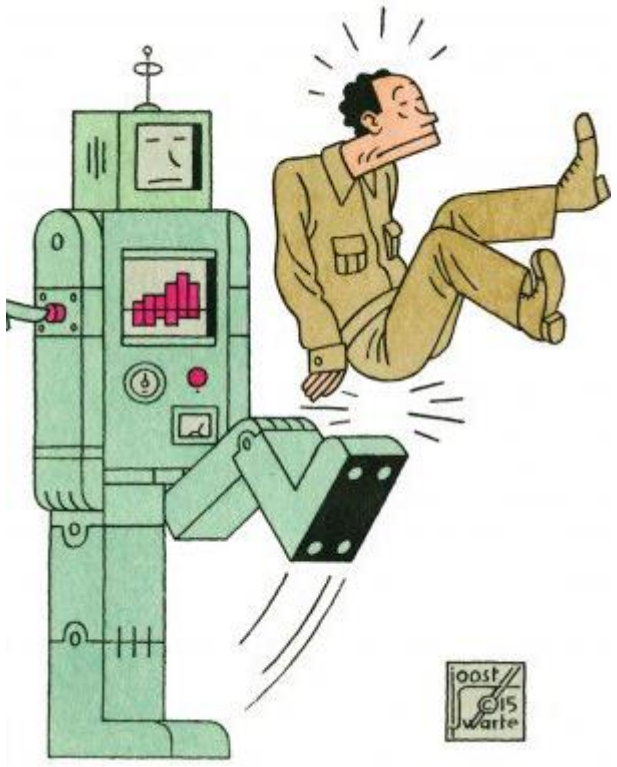
How do I avoid being this guy?



Why not embrace the change, don’t resist it?

Or better yet, be a part of the change?

\+ Don’t be too busy to not automate it

++ BE AGILE

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Step 1: Software Architecture 🤔

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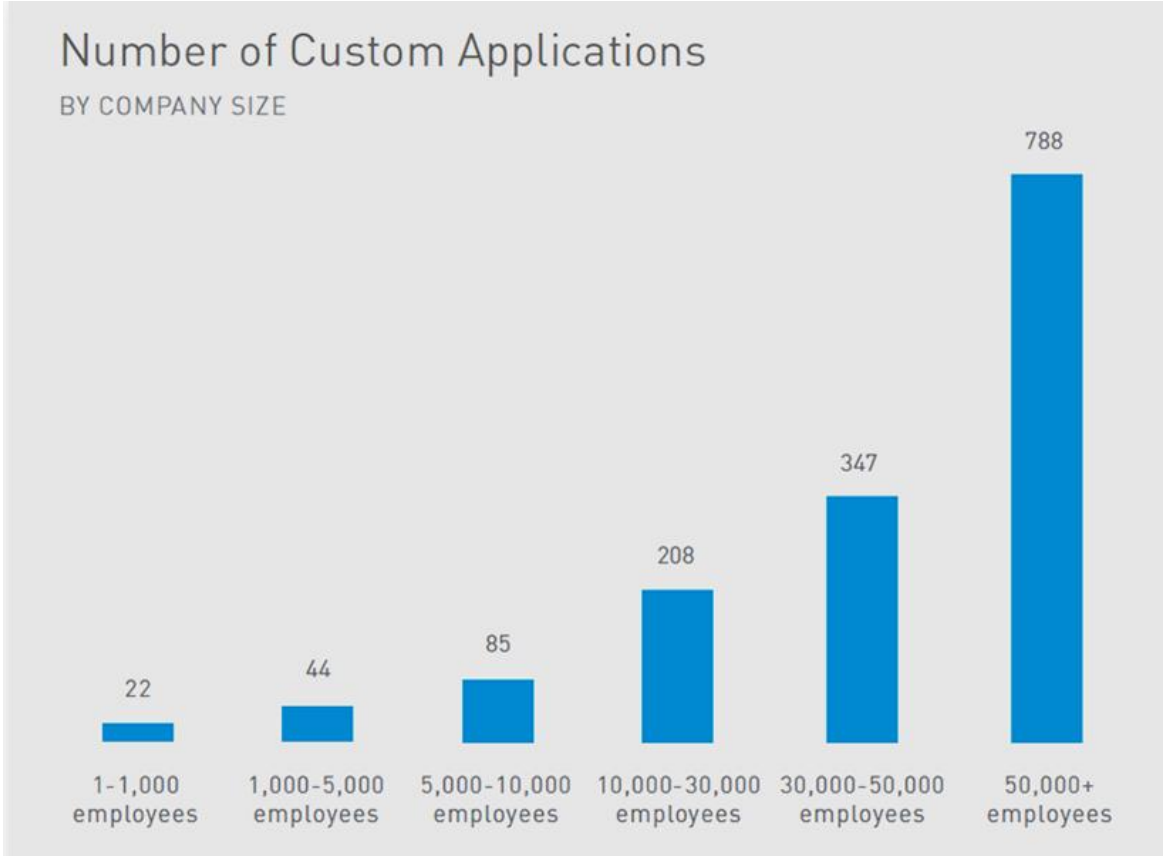
Every Company is a Tech Company



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a. How can processes be efficient?

b. How can we understand our business? → Todays focus

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The dream is

Less is more!

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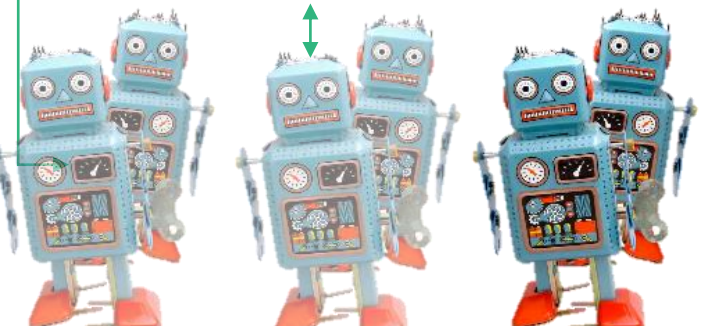
a) Use the right tools

(but be agile about it)



1 Fix the root cause
2 Build integrations
3 Build robots
4 Only if nothing else works, du it manually

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=Good processes save time AND creates good data

Garbage in, Garbage Out right?

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Todays software architecture is siloed, because of best-of-breed era.

How do we run our business globally?

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Use Business Intelligence tools to

Get your data together

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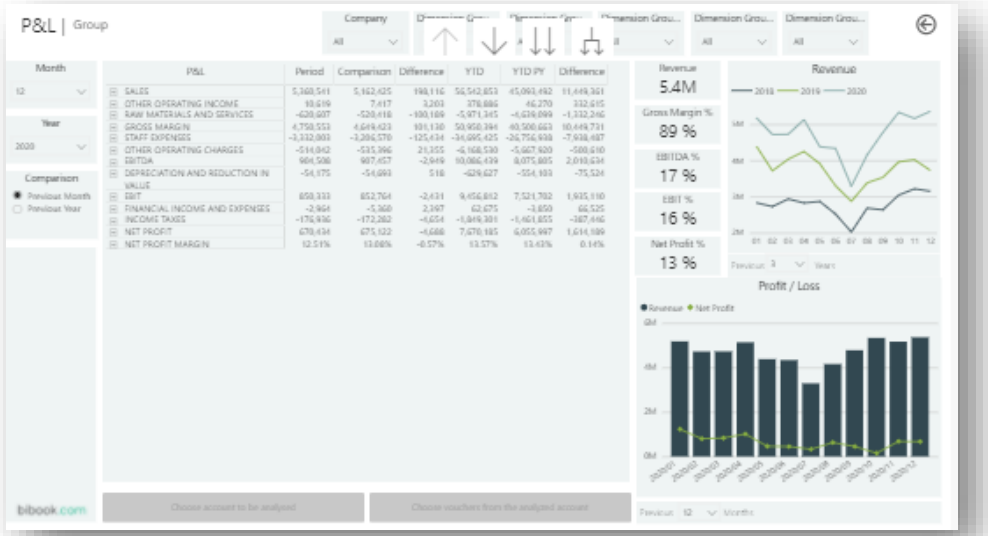
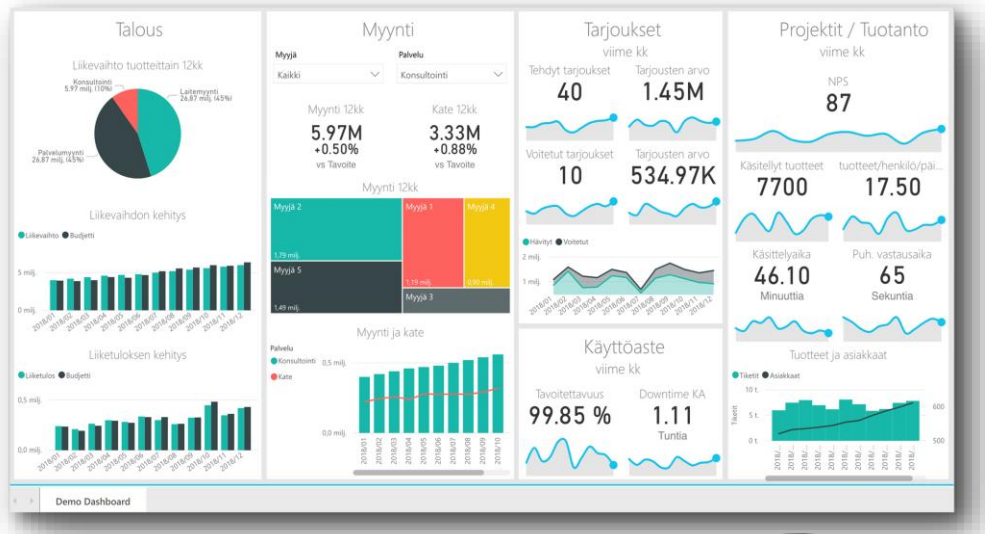
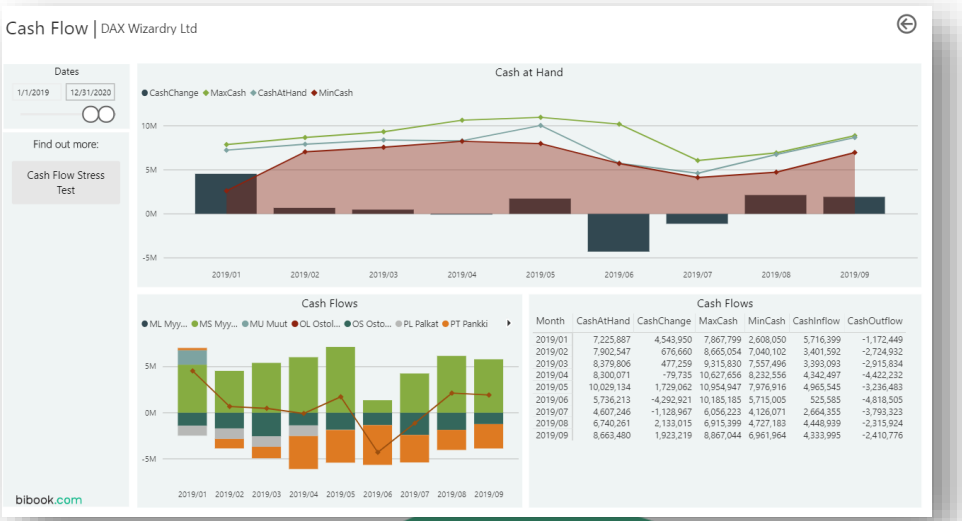
Real World Example: Financials (ask for live demo access)







Real World Example: Fund Reporting & Project Analytics

Investment

All

- Analytics Oy
- Bootstrap Oy
- Cash Burn Oy
- Culture Oy
- Earnings Oy
- Estimate Oy
- Expenses Oy
- Finance Oy
- Growth Oy
- Hockey Stick Oy

Change in valuation

0.00 %
Funds's holdings (fully-diluted)

At cost
Methodology used

100,000 €
Initial investment

31.12.2015
Initial investment date

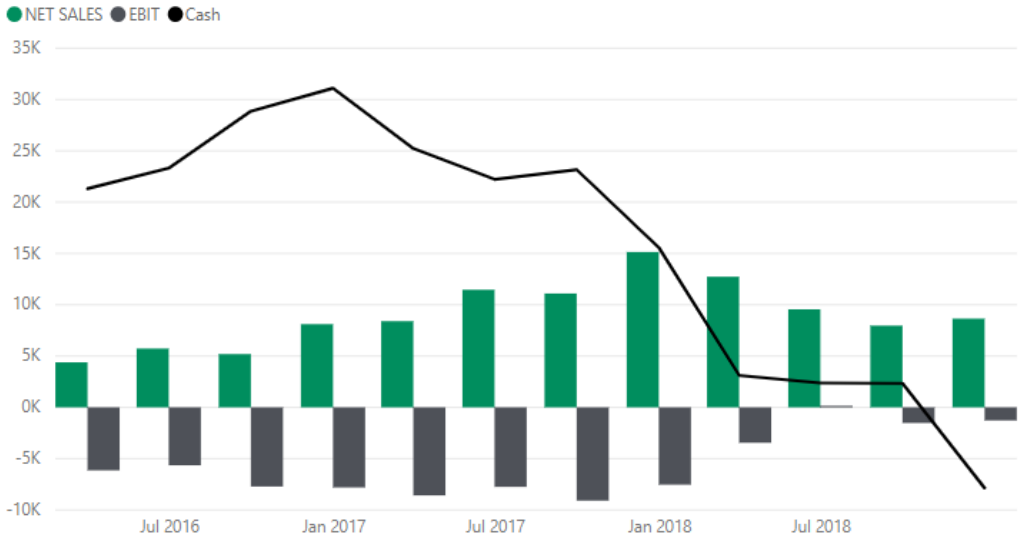
6,200,000.00
Company valuation at the time

Seed
Stage

Matti Mezzanine
Board representation

(Blank)
Major co-investors

Unrealised
Realisation status



Value Creation and Significant events
Valua creation according to business plan. Expansion to other countries started earlier than initially planned, but is proceeding well.
Valua creation according to business plan
The next financing round is planned to take place by end of H1-2018, as planned.
The main focus is to ensure product quality to enable entering the market during the next quarter.
The gross margin is improving steadily. New financing round in Q2-2018.
The company continues working on reaching profitability, however, it seems to be challenging. New financing round perhaps needed in near future.
Sold to IT Experts

Exit Plans
Possible exit routes would be IPO
Potential IPO candidate
Trade sale

Year	2016					2017					Tc
Order	FQ1	FQ2	FQ3	FQ4	Total	FQ1	FQ2	FQ3	FQ4	Total	
1 Net Sales	5,190.28	8,108.51	4,388.25	5,732.46	**23,419.50**	11,096.27	15,143.69	8,397.05	11,460.98	**46,097.98**	€
2 Gross Margin	2,626.62	4,741.07	2,398.68	3,507.36	**13,273.72**	5,663.25	8,201.84	4,207.22	7,102.21	**25,174.53**	3
3 EBITDA	-6,331.11	-5,981.68	-5,234.74	-4,449.35	**-21,996.89**	-7,597.20	-5,916.24	-7,214.94	-6,138.16	**-26,866.55**	-4
4 EBIT	-7,716.29	-7,809.18	-6,141.91	-5,645.81	**-27,313.18**	-9,091.94	-7,534.53	-8,580.90	-7,751.44	**-32,958.82**	-€
5 Net Profit	-7,301.46	-5,738.96	-5,771.64	-5,064.98	**-23,877.04**	-7,958.76	-7,147.33	-7,958.55	-7,811.42	**-30,876.05**	-5

Year	2016				2017				2018		
Attribute	FQ1	FQ2	FQ3	FQ4	FQ1	FQ2	FQ3	FQ4	FQ1	FQ2	FC
Cash	28,862.51	31,097.14	21,306.51	23,305.63	23,165.41	15,590.44	25,224.05	22,220.76	2,337.02	-7,864.20	3,
Number of personnel	471.00	501.00	317.00	397.00	526.00	544.00	567.00	614.00	11.00	233.00	

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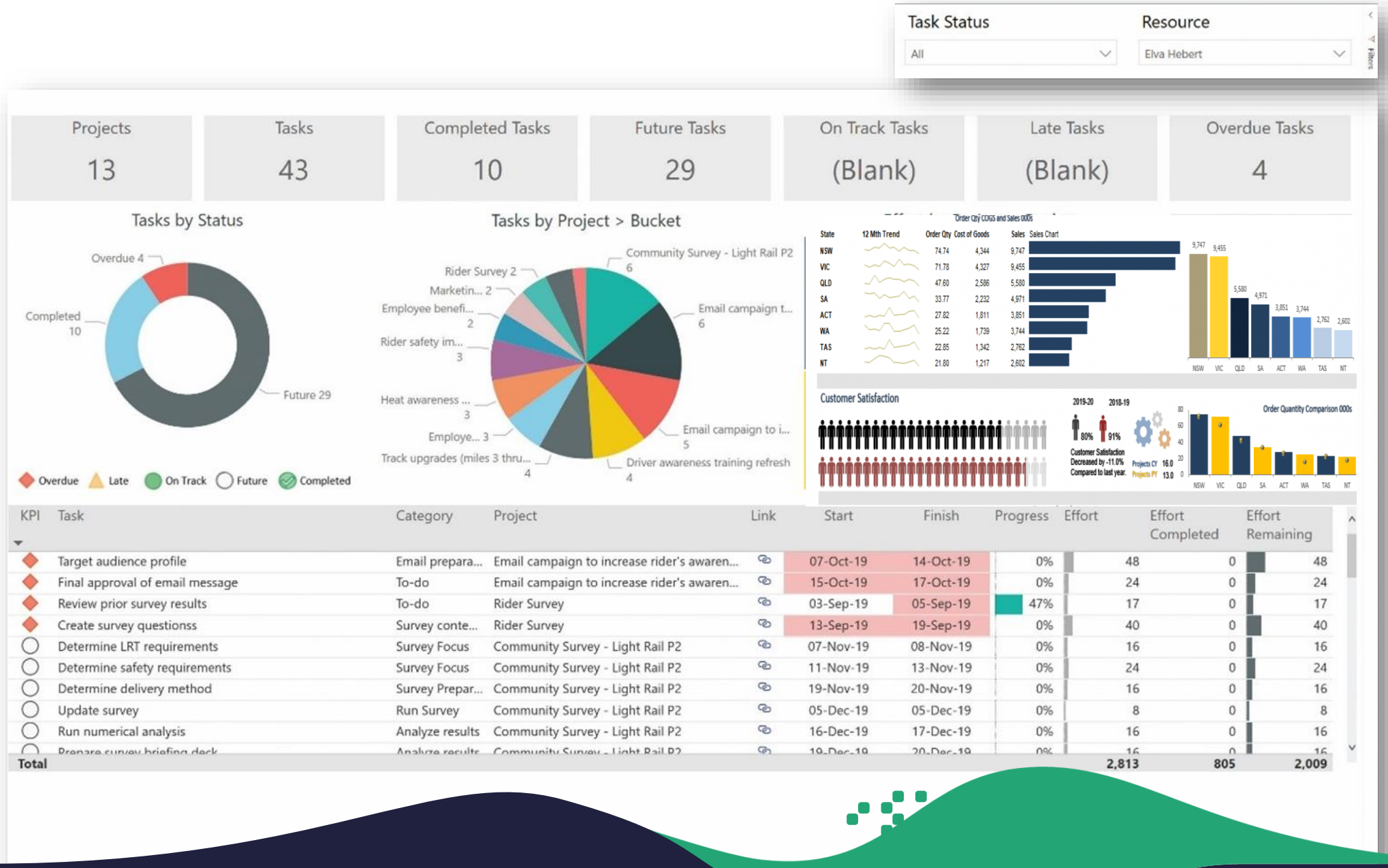
Real World Example: Project Management



KPI	Task	Category	Project	Link	Start	Finish	Progress	Effort	Effort Completed	Effort Remaining
◆	Target audience profile	Email prepara...	Email campaign to increase rider's awaren...		07-Oct-19	14-Oct-19	0%	48	0	48
◆	Final approval of email message	To-do	Email campaign to increase rider's awaren...		15-Oct-19	17-Oct-19	0%	24	0	24
◆	Review prior survey results	To-do	Rider Survey		03-Sep-19	05-Sep-19	47%	17	0	17
◆	Create survey questionss	Survey conte...	Rider Survey		13-Sep-19	19-Sep-19	0%	40	0	40
○	Determine LRT requirements	Survey Focus	Community Survey - Light Rail P2		07-Nov-19	08-Nov-19	0%	16	0	16
○	Determine safety requirements	Survey Focus	Community Survey - Light Rail P2		11-Nov-19	13-Nov-19	0%	24	0	24
○	Determine delivery method	Survey Prepar...	Community Survey - Light Rail P2		19-Nov-19	20-Nov-19	0%	16	0	16
○	Update survey	Run Survey	Community Survey - Light Rail P2		05-Dec-19	05-Dec-19	0%	8	0	8
○	Run numerical analysis	Analyze results	Community Survey - Light Rail P2		16-Dec-19	17-Dec-19	0%	16	0	16
○	Prepare survey briefing deck	Analyze results	Community Survey - Light Rail P2		19-Dec-19	20-Dec-19	0%	16	0	16
Total								**2,813**	**805**	**2,009**

Real World Example: Marketing Analytics

Year & Month
Useita valintoja

Campaign
Kaikki

Source
Kaikki

Medium
Kaikki

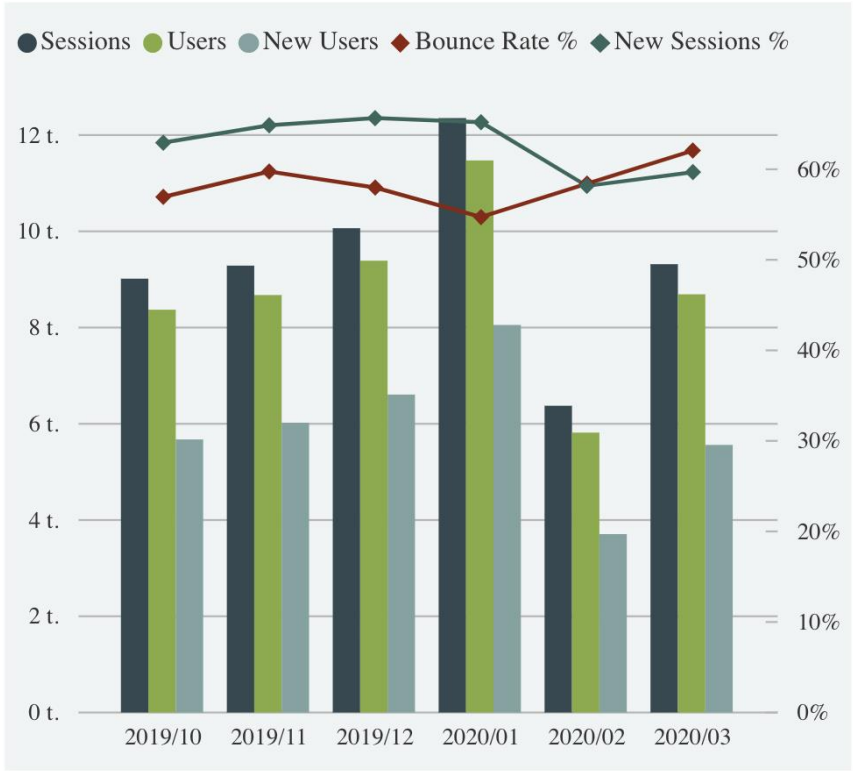
Source / Medium
Kaikki

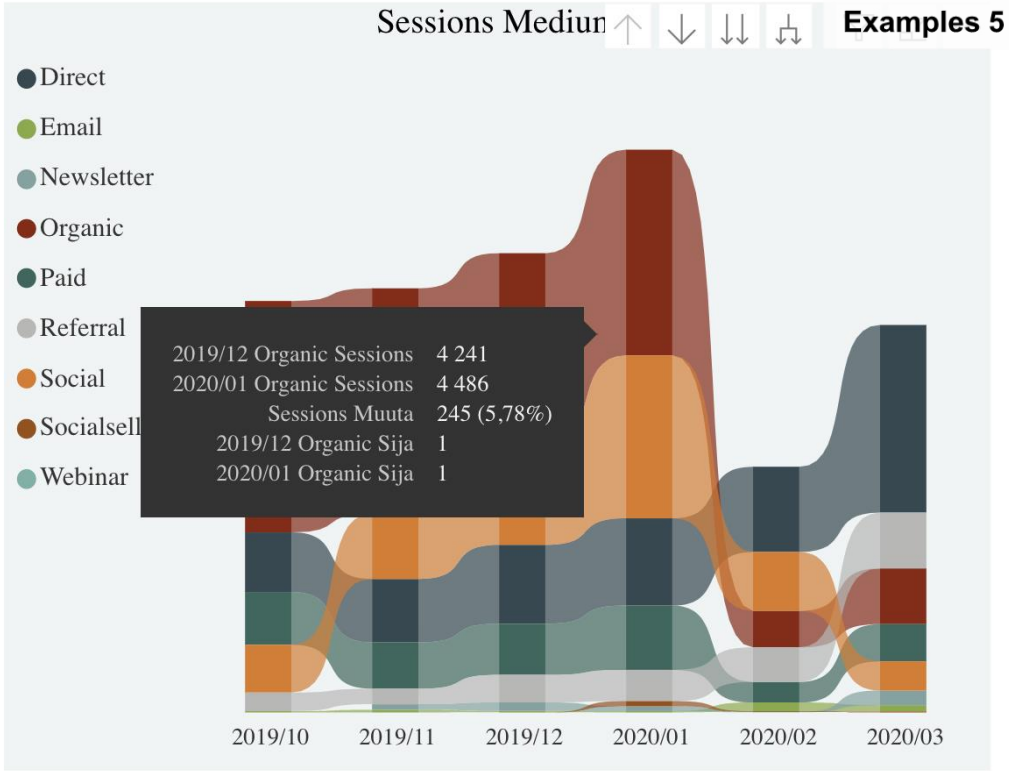
Country
Kaikki

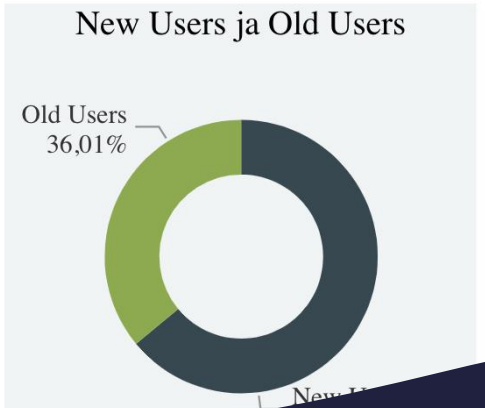
Region
Kaikki

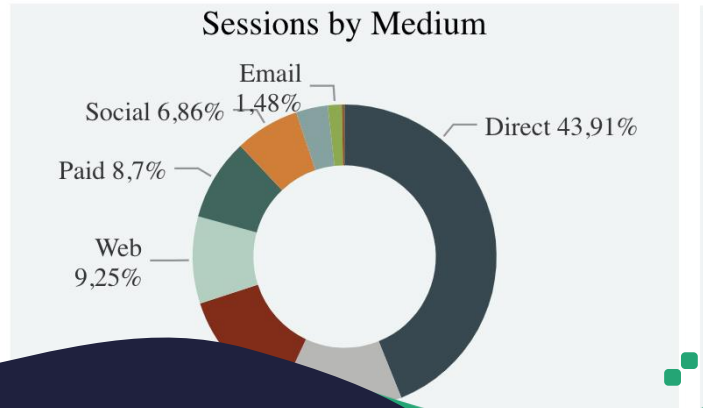
Show Last Months
6

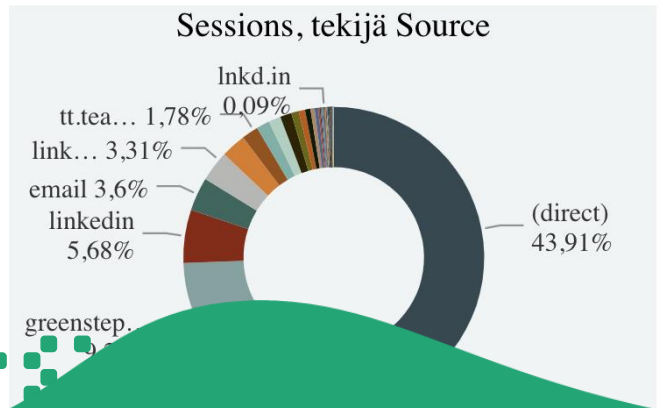
9 317
Sessions
6 375
Sessions LM
1,07
Sessions per User
8 691
Users
5 561
New Users
59,69 %
New Sessions %
62,07 %
Bounce Rate %











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Real World Example: Recruitment

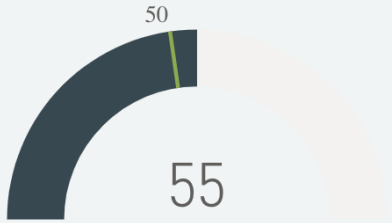
Recruitment | Hires (Teamtailor + others)

City: Kaikki
Month: May
Year: Useita valintoja

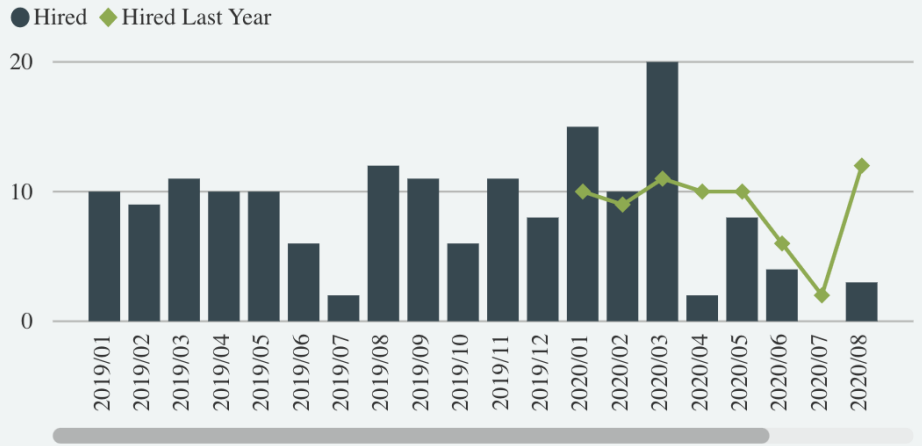
Hired
18

Hired Last Year
10

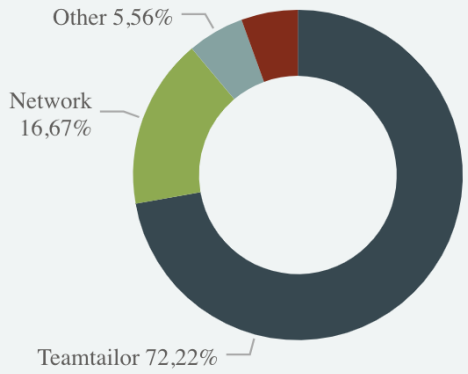
Hired YTD



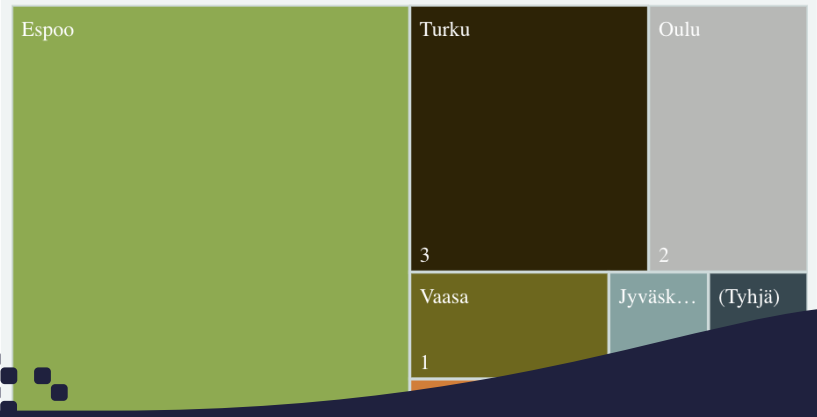
Recruitments by Time



Recruitments



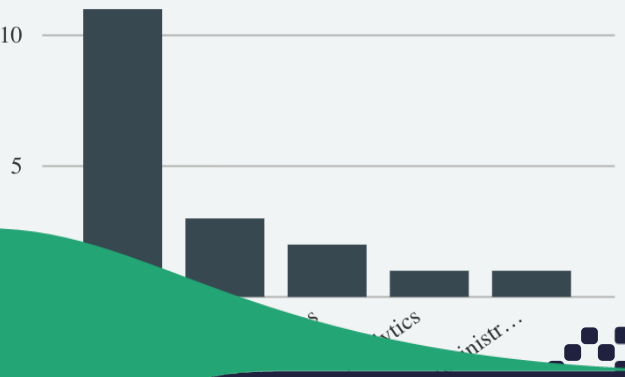
Recruitments by Location



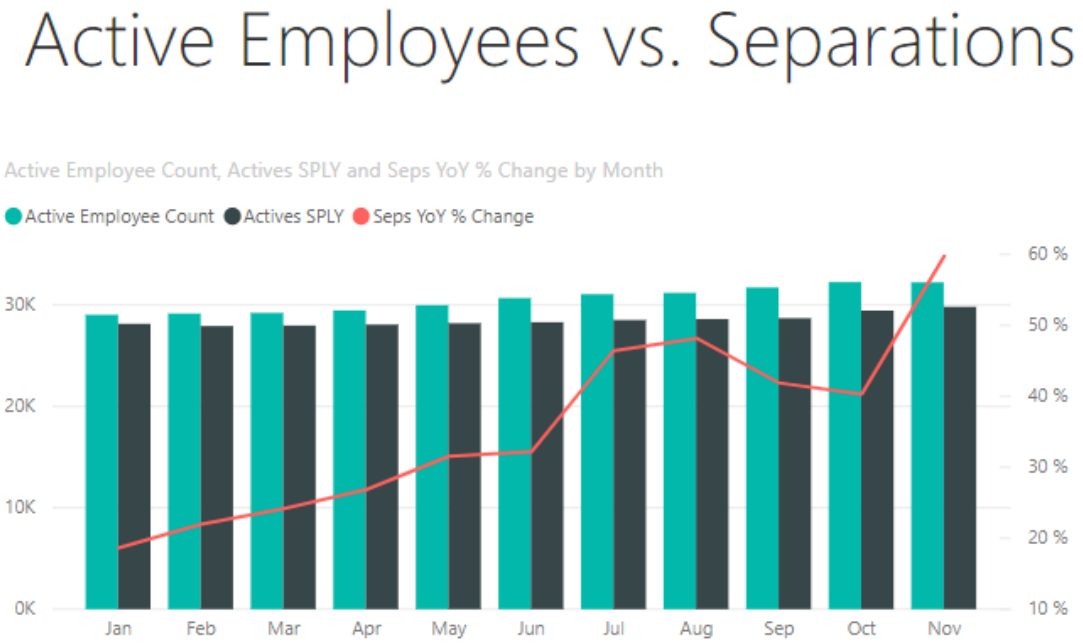
Recruitments by Position

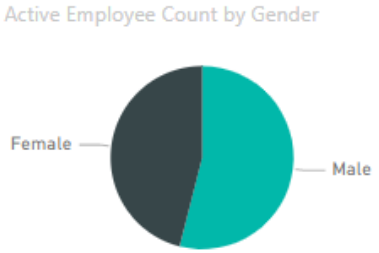
Teamtailor department	Hired
Accounting	**11**
	1
Senior Manager, Development	1
Taloushallinnon asiantuntija	2
Taloushallinnon assistentti	4
Taloushallinnon assitentti	1
Taloushallinnon konsultti	2
Analytics	1
…s Onboarding Specialist	

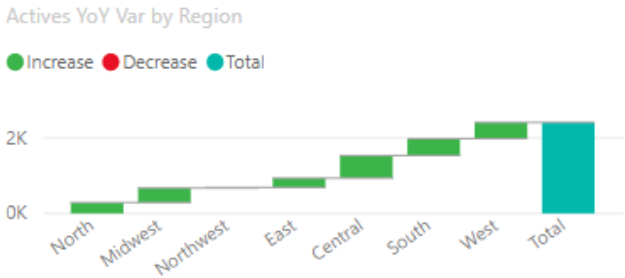
Hired by Department

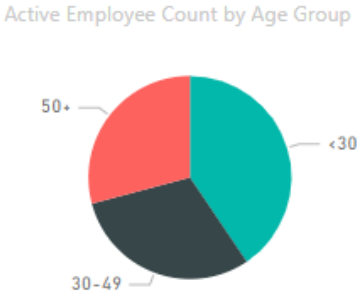


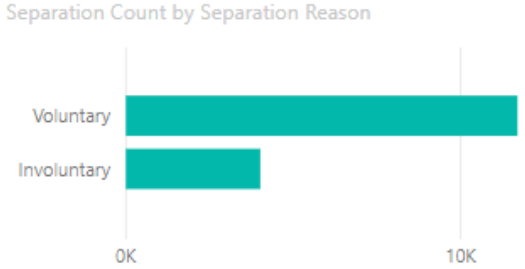
Real World Example: HR

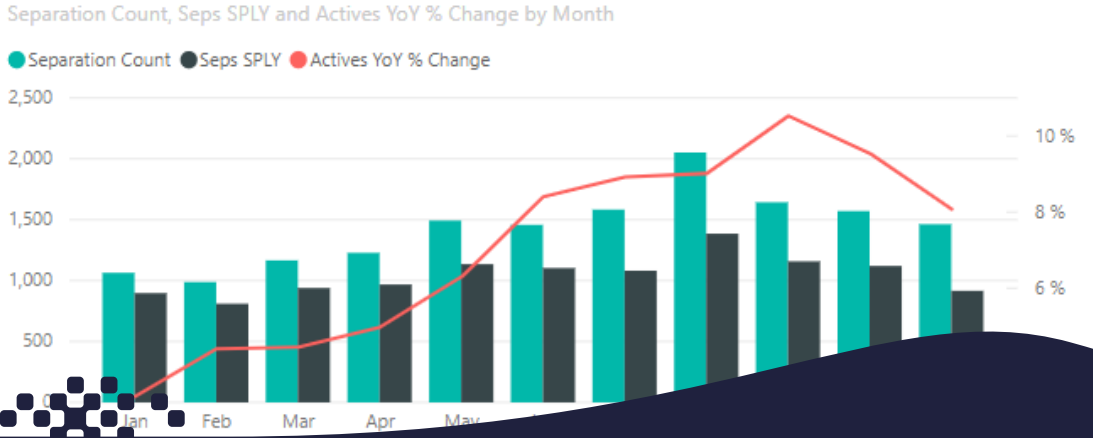


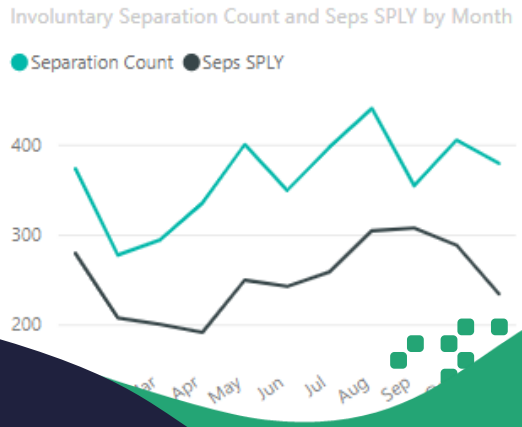


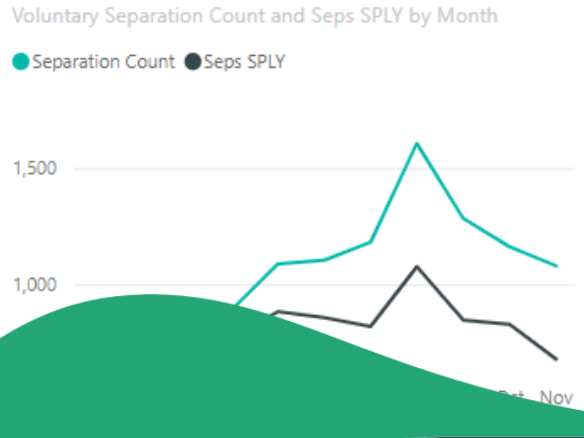


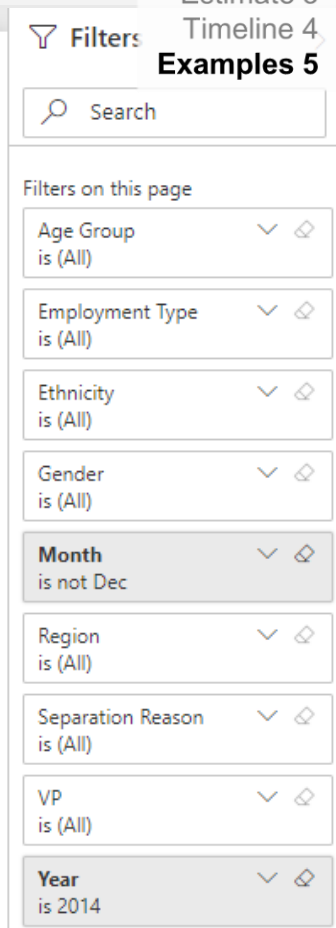












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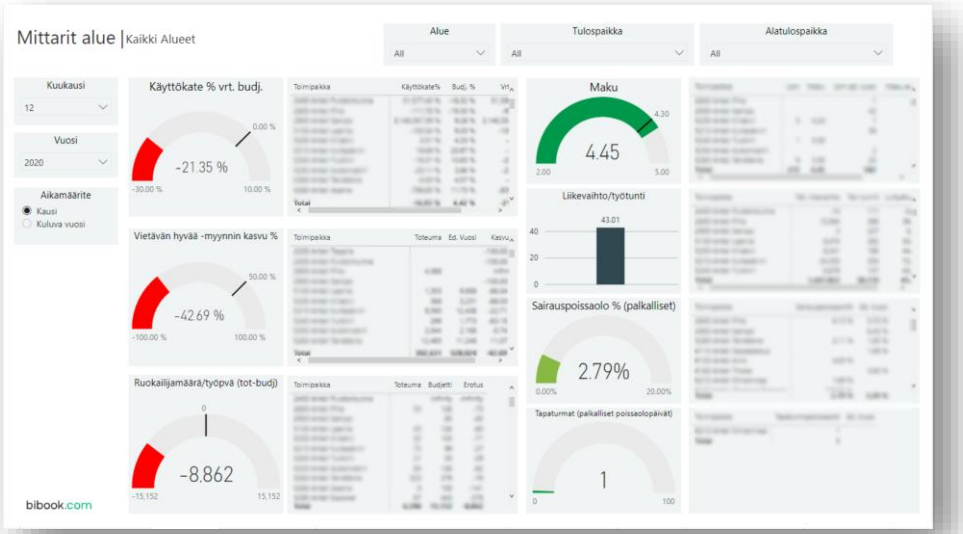
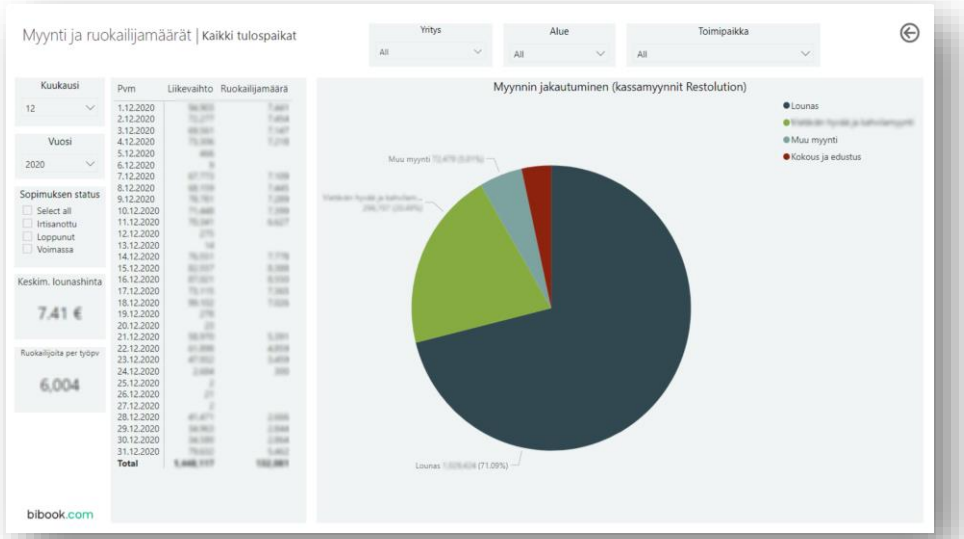
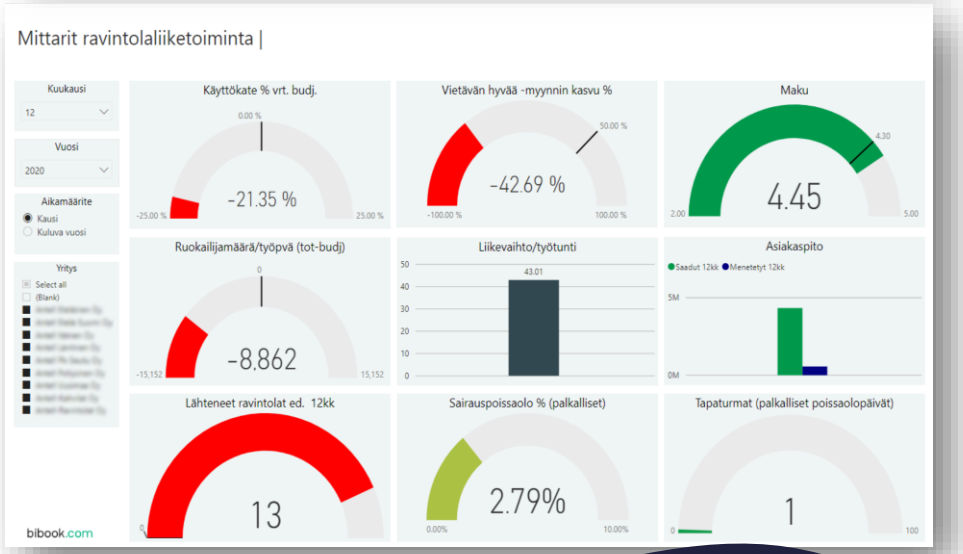
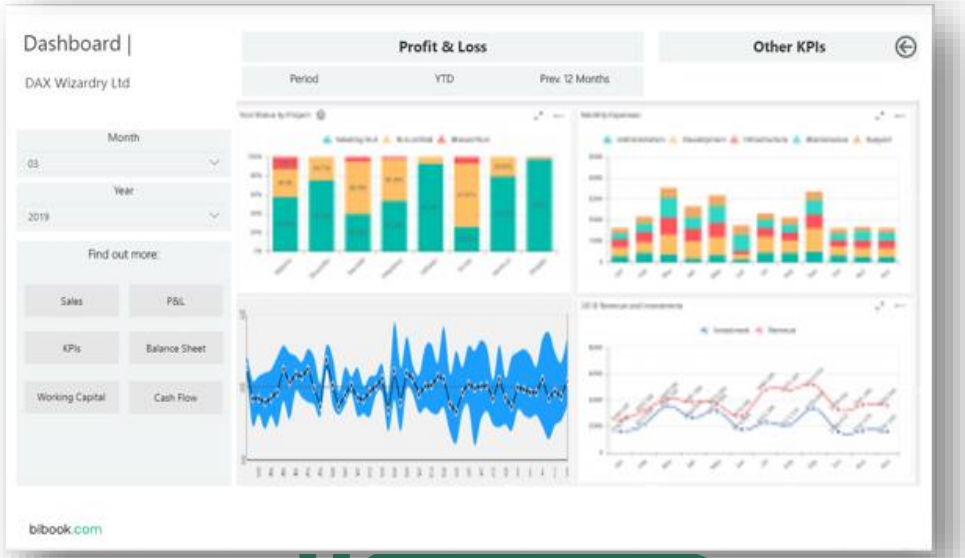
Real World Example: Restaurant Profitability









Real World Example: Global Hotel Chain

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Timeline 4
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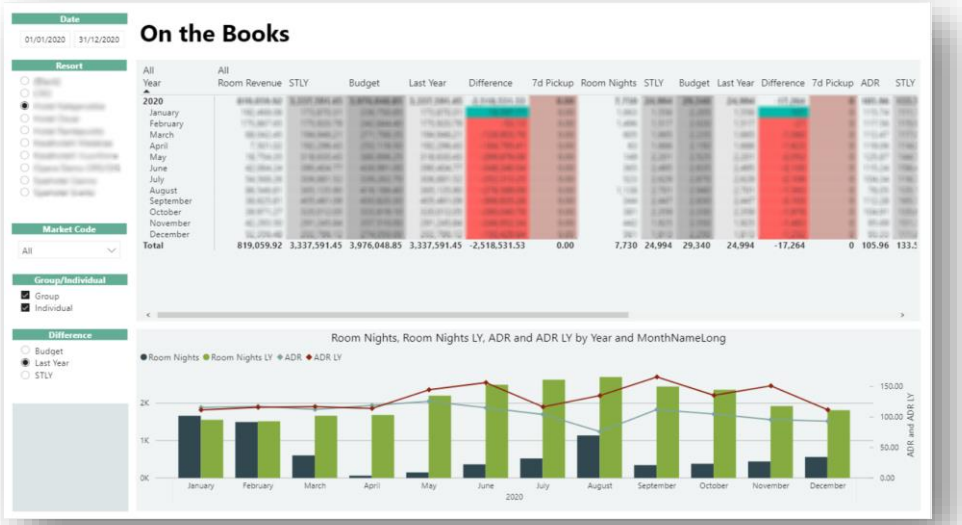

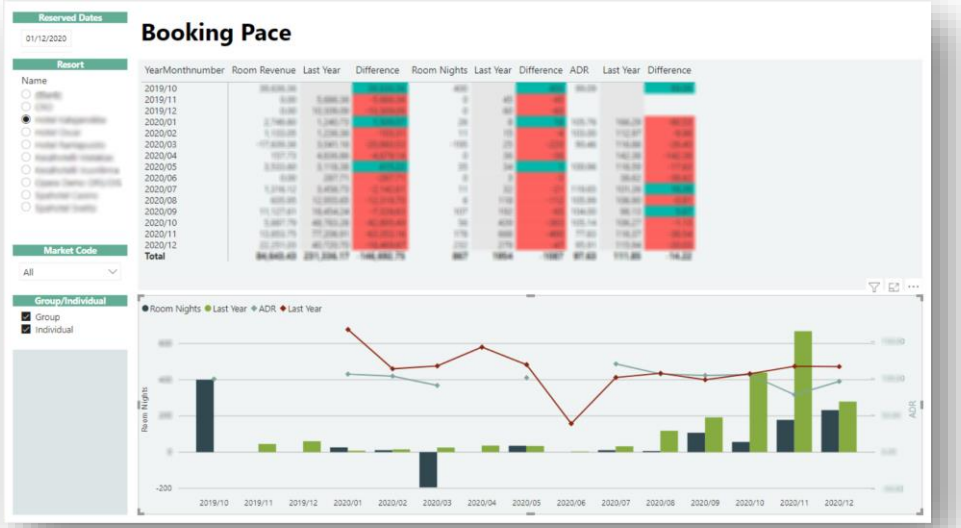

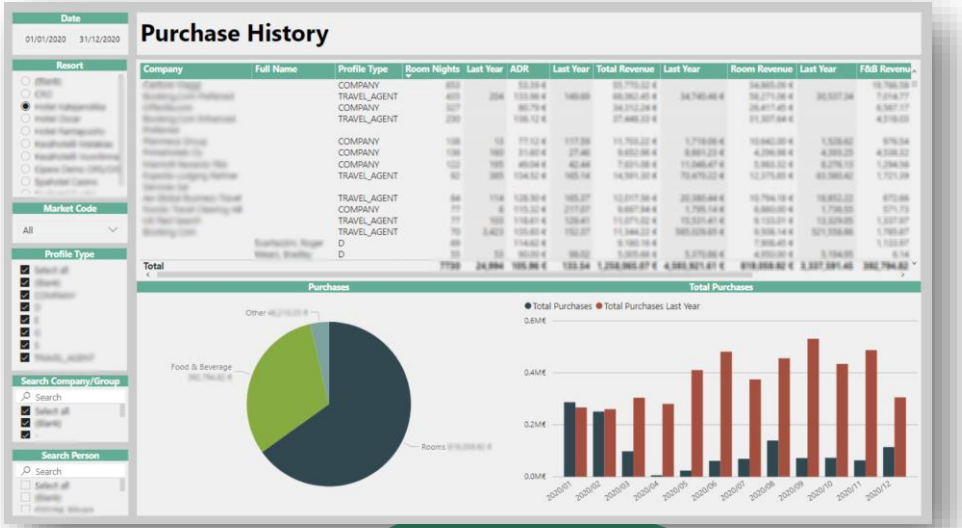

Build your analytics from the bottom up =

Agile implementation

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Agile Analytics

1. Connect your data to a lean analytics tool
2. Play around and find your KPI:s, skip forecasting for now
3. Tweek your analytics
4. Test simple forecasting models
5. Upgrade to advanced forecasting or reactive analytics
6. + Aim for full automation

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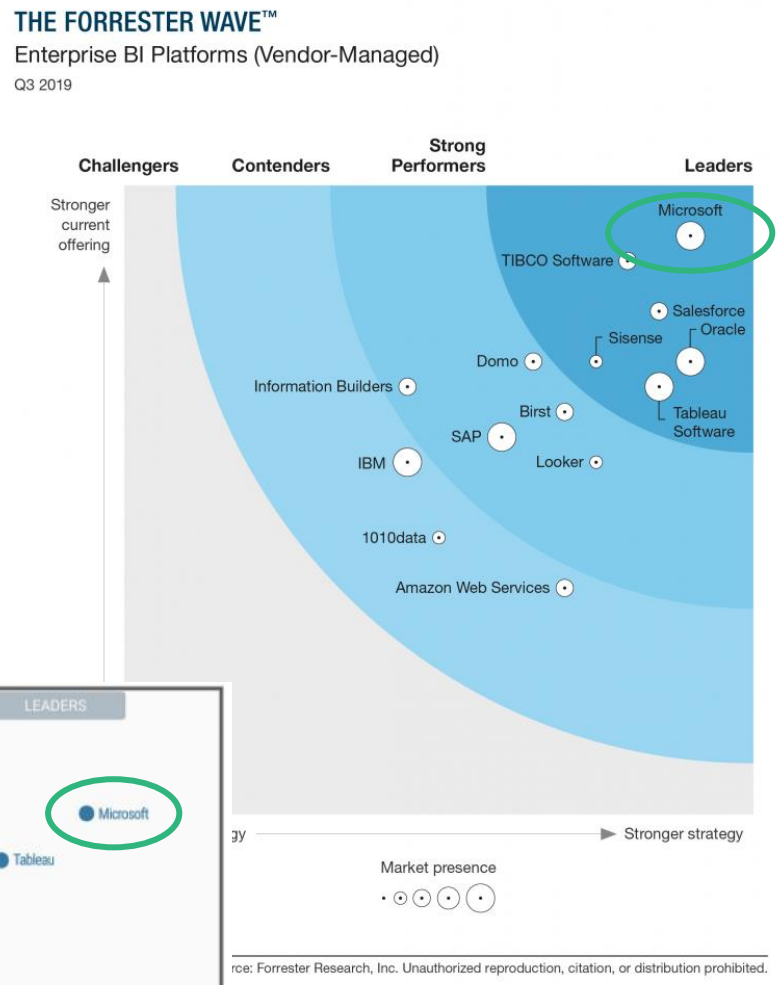
Choose the right tool, We choose Power BI

- Gartners Leader & Visionary 2017-2020
  & The Forrester Wave Leader
  & PCMag.com Editors' Choice 2018-2019
- Cost effective BI platform for small and midsized companies
- User friendly, built for users familiar with excel
- Easy to integrate to different data sources
- Self-service
- Easy to use with other Microsoft services
- Massive active community
- Power BI gets better every day.



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How to win with analytics?

= How to get it done as fast as possible with the best end-result?

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Key Anaytics globalization use cases:

1. Core business management
2. Consolidated financials
3. Market discovery

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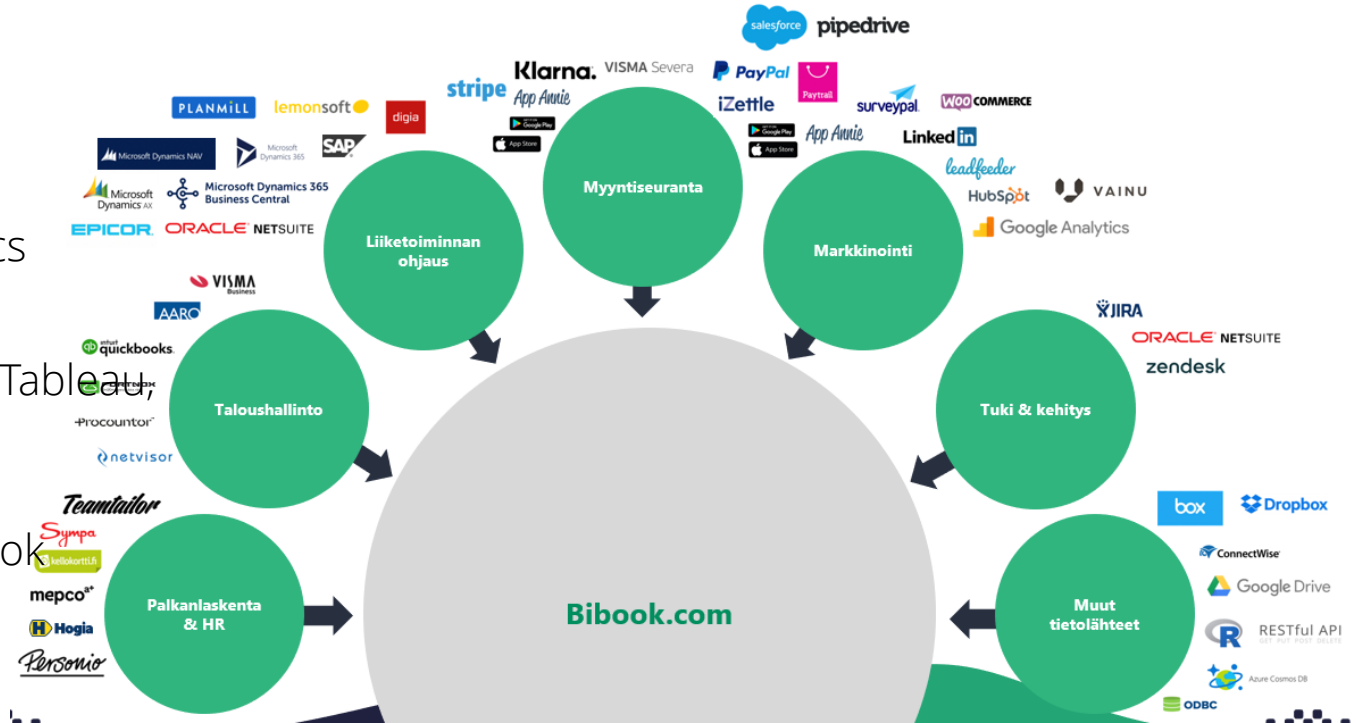
bibook.com

- What Steps does analytics comprise of (The traditional way)?
  - Data Warehouse
  - Designed Reports and Formulas
  - A place to share them
- It's hard to win with analytics alone.
  - Go-to-Insight time long (1-3 months)
  - Costs too high (10T€+)
  - High baggage load (much maintenance)
  - + No reusability or scalability
  - + No cross-company leaning and sharing
  - + Time not spent efficiently
  - + IT is NOT the right builder of tomorrows analytics
- That's why we built BI Book.
  - Don't worry, it's built on Power BI, but supports Tableau, Looker, Qlick and others.
  - We have now completed over 1000 Power BI implementations on 100+ software using BI Book



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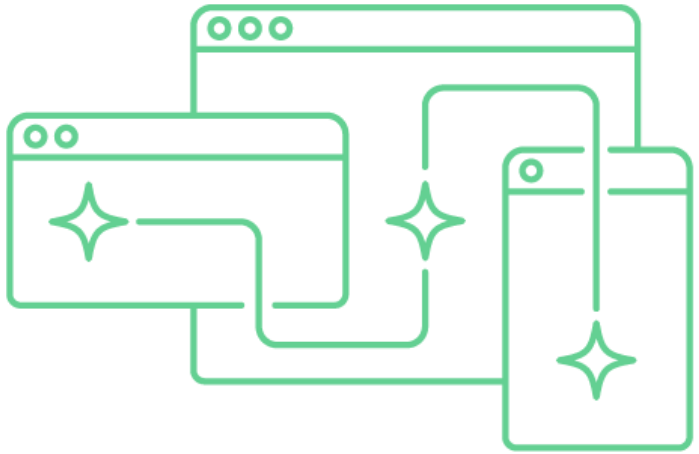
- What did we want to achieve with BI Book?
  - Cut out the Data Engineer. (Cut implementation costs to minutes, not weeks)
  - Use same infrastructure for thousands of companies (Get more time to solve complex problems by pooling clients)
  - Create a ecosystem of business oriented analysts
  - = More companies using the RIGHT analytics tools from the start.



Where are we now?

- 100+ softwares integrated in one year, many more to come
- 1000+ companies using our infrastructure.

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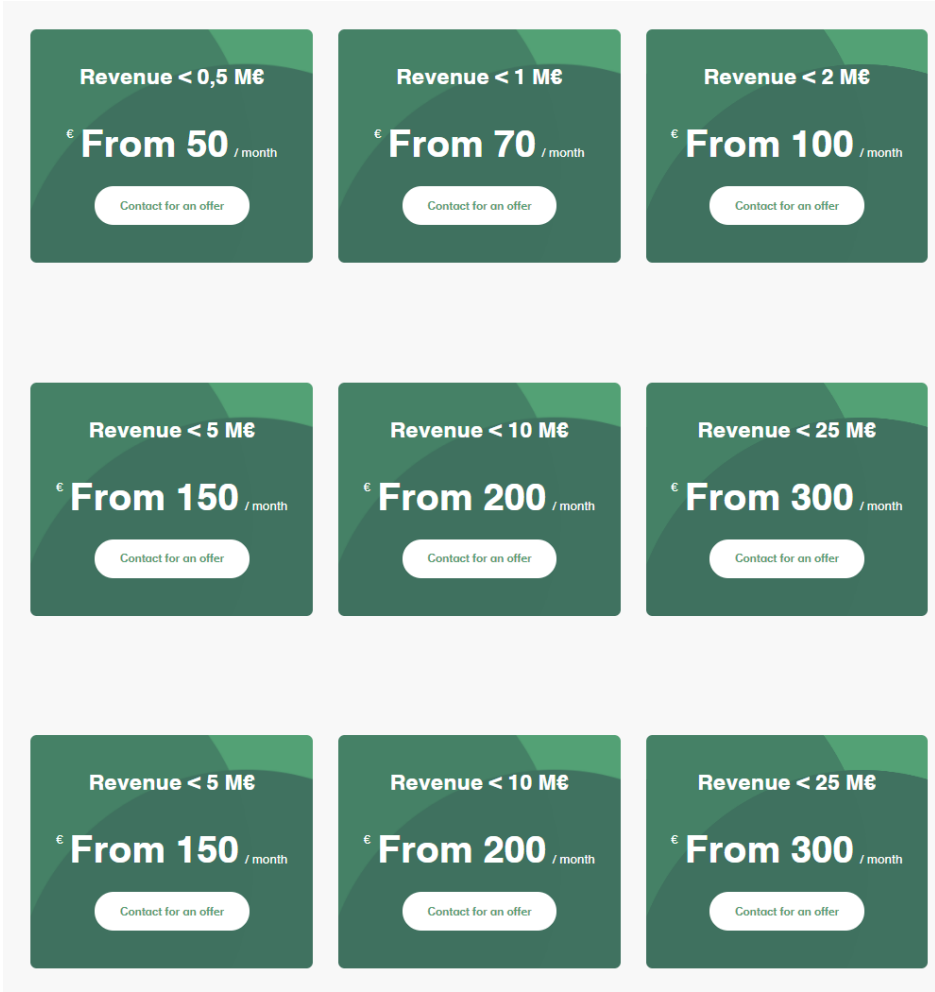
BI Books Features

1. BI Book Datalake (Data Warehouse):
   - Pre-built integrations to 100+ softwares and ETL frameworks
2. BI Book Power BI Templates
   - Pre-built templates for your basic needs
3. BI Book Analytics
   - Power BI licenses at a fraction of the cost
   - 100% customizable by you for you
4. BI Book DataRoom
   - For data gathering, forecasting & Budgeting
5. BI Book Files
   - DD / Data room, optimized filesharing for analytis.
6. BI Book API
   - Pre-mapped API that integrates / Extracts your data to other softwares. (Analytics tools or others, Tableau, Qlick, Looker, Google Data Studio etc.) & Writeback to excel.

+ BI Books 30+ Data Analysts at your service



bibook.com

- Real world example. Best of Breed infrastructure, Revenue 12M€
  - Finance:
    - FI: Netvisor (Could be procountor)
    - SE: Fortnox (Could be procountor)
    - UK: Xero (Could be quickbooks)
    - NO: Visma.net (Could be procountor)
    - US: Quickbooks (Could be Xero)
    - NL: Sage
    - Germany: Excel General Leger (Could be Sage)
    - Consolidation: Group Eliminations 1/year in excel
  - Exchange Rates : Live from Google
  - Own SaaS Data: via own API
  - CRM: Hubspot
  - Hours: Harvest
  - HR: Personio
  - Recruitment: Teamtailor
  - Website visitors: Leadfeeder + Google Analytics.
  - Market Prospecting + Compitor analysis: Vainu
  - Analytics: Power BI, via BI Book

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- Real world example 2. Global Infrastrure Revenue 20M€
  - Finance: Netsuite Globally in 17 countries (Could be Microsoft Business Central)
  - Consolidation: Aaro
  - Payroll: Localized
  - CRM: Salesforce
  - + Loads of other software.
  - + Market Prospecting + Compitor analysis: Vainu
  - Analytics: Power BI, via BI Book

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Takeaways

1. Find the right local partners
2. Use your Network, your not alone!
3. Ensure data is good quality from the start
4. Choose Global Softwares (When possible)
5. For Accounting: Choose Either Best of Breed or Global ERP
6. Inject Market insight into your analytics
7. Try out Greenstep & BI Book, Zero Risk & Free of Charge real-life proof of concepts

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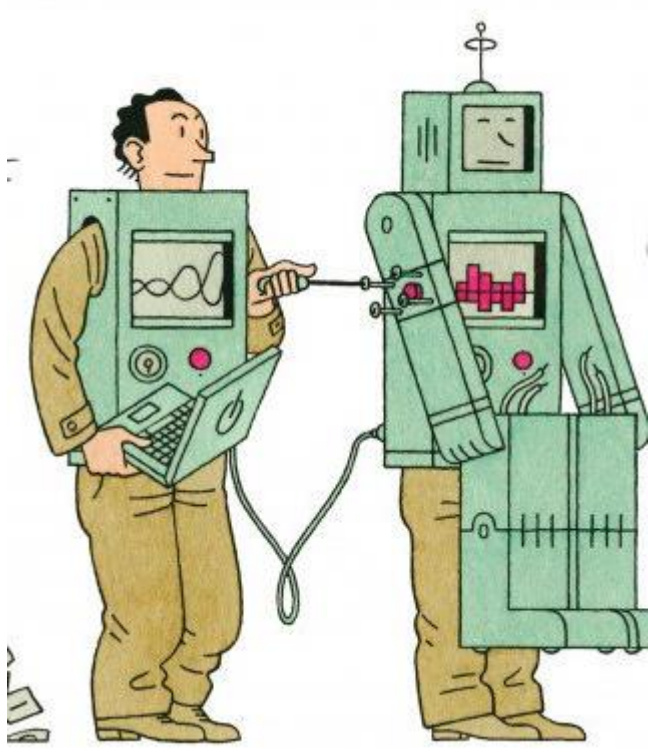
What can I do to help me?



Build you own robot in 5 minutes:

- Dowload Selenium and press record
- https://www.selenium.dev/selenium-ide/

Build your first BI dashboard in 5 minutes:

- Download Power BI and press get data
- https://powerbi.microsoft.com/en-us/learning/
- Try BI Book out, free of charge

Build an your own fully automatic process in Power Automate in 5 minutes:

- Find Power Automate in your Microsoft 365 subscription, use the templates to get started
- https://docs.microsoft.com/en-us/learn/modules/get-started-flows/

Learn to Code with python in 1 hour:

- Take a beginners course in python and build your first script
- Just google it ☺

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Go global.

We'll back you up with clarity.

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Bye! Jonathan from Greenstep 👏🤑

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Lead Software Architect @ Greenstep Global Services
Co-founder @ BI Book

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