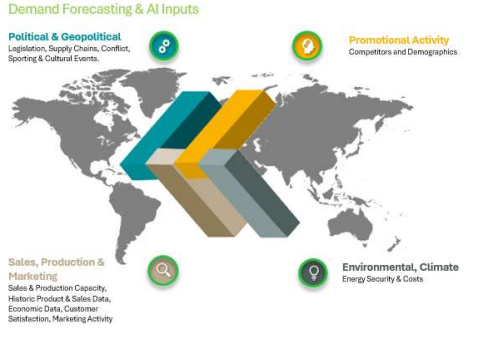
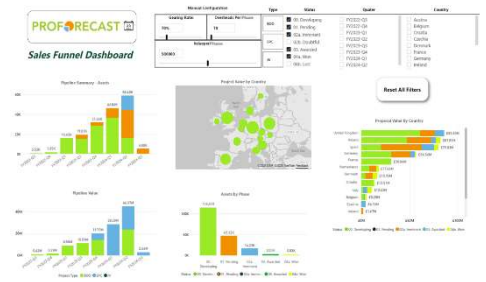
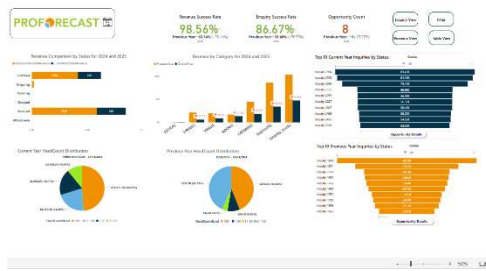


# Case Study

## Carehomes



### Introduction

- The client operates a UK-wide chain of care homes and retirement properties.
- Their finance team relied on an ERP system for core accounting but used Excel for monthly reporting and budgeting.
- This manual process was time-consuming, error-prone, and unsustainable as the business scaled.
- ProForecast offered a streamlined solution to:
  - Automate month-end reporting.
  - Improve budget and cash flow accuracy.
  - Support growth plans with lender-ready forecasts.
- Model revenue based on occupancy rates using built-in business process templates.

### Clients Pain Points

- The small finance team was overwhelmed by:
  - Frequent requests for updated forecasts and business plans.
  - Increasing operational complexity due to business growth.
  - Excel-based workflows added friction and risk.
- Specific challenges included:
  - Building monthly reporting packs.
  - Producing accurate budgets and cash flow forecasts.
  - Adding new care homes and revenue streams mid-year.
  - Limited “What If” scenario planning tools.
  - Managing payroll forecasts and adjusting salaries/hours.

### Benefits Realized

- ProForecast trained the finance team and helped build a lender-ready forecast, securing the desired finance package.
- Operational improvements included:
  - ERP integration simplified month-end actuals import.
  - Automated reporting packs with rolling and variance reports.
  - GL restructuring enabled individual P&L views for each care home.
  - Custom filters allowed flexible divisional and departmental reporting.
- BI developers enhanced report suites for maximum impact.
- Payroll planning and occupancy-based revenue modelling became faster and more accurate.
- “What If” tools enabled dynamic scenario testing.
- Month-end stress and time burden were significantly reduced.

# Case Study

## Carehomes



ProForecast offers Mid-market Businesses' flexible, cost effective and comprehensive forecasting and strategic planning capability incorporating AI and Machine Learning.

ProForecast fully integrates into the core accounting system, providing businesses with a powerful and transformational tool to enable management to make informed decisions quickly and accurately.

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### Quality Of Support

- The client rated support as “very good” and praised the helpfulness of the implementation team.
- Setup was faster than expected, with minimal disruption and reduced stress

### Application Strengths

- Intuitive interface with deep-dive capabilities and fast “What If” analysis.
- Capacity-based revenue templates enabled rapid occupancy modelling.
- Easy setup of new activities like fixed assets or HP loans with full customization.
- Templates for receivables, payment days, accruals, and prepayments improved cash flow modelling.
- Dashboards with drilldowns and polling-based live data feeds enhanced visibility.
- Eliminated version control issues and formula errors common in Excel.

### Application Dislikes

- None particularly

### Desired Features

- The client is satisfied with current features and looks forward to the upcoming AI-powered Benchmarking module (launching July 2025).

### Conclusion

- The client is pleased with their decision to adopt ProForecast.
- The platform has simplified operations, improved reporting accuracy, and transformed month-end procedures into a scalable, strategic process.