vdx.tv  QueBIT
*A Rotation Digital Company*

# VDX.tv Transforms FP&A Velocity and Trust with **Integrated Planning**

**Company**
VDX.tv
*(Video advertising technology company)*

**Industry**
Ad Tech

**Role Interviewed**
Olga Netwal, Head of FP&A
and Sales Ops

**Challenge**
Inflexible, high-maintenance legacy EPM system that hindered speed and alignment across the global business.

**Solution**
Pigment Planning Platform, delivered in partnership with QueBIT

**Key Results**
Budgeting cycle cut nearly in half, and achieved one version of the truth across all teams.

## The Challenge:
## When Planning **Isn't Scalable**

For VDX.tv, operating in the dynamic ad tech industry, speed is essential. However, their previous financial planning environment was unable to keep pace.

"We had actually been longtime users of another Enterprise Performance Management (EPM) tool, and honestly it covered about 75% of what we needed, but the challenge was the support," says Olga Netwal. The tool created more work than it saved, requiring excessive maintenance.

> " *It required IT involvement, outside consultants. Sometimes it even felt like we needed a dedicated person just to keep the system running, and **that's not really scalable when you are in ad tech** and dealing with constant industry changes.* "

This complexity was most acutely felt during critical tasks like revenue forecasting:

| Manual Forecasting | Time Sink | Lack of Trust |
|---|---|---|
| Before Pigment, forecasting meant *"pulling data from five different sources and stitching everything together offline."* | *"It easily took us a full day each week just to assemble the forecast and then start analyzing it."* | The dispersed data led to fragmented reporting and the constant question: *"Is this the latest version?"* This lack of a unified process meant planning *"just wasn't keeping pace with how fast we needed to operate."* |

## The Solution:
# A Platform Built for Speed and Alignment

VDX.tv initiated a rigorous search for a new platform, unwilling to compromise on core requirements. Pigment quickly stood out as the clear choice.

The implementation was complex, involving ERP transitions and changes to the chart of accounts, but with QueBIT as the implementation partner, VDX.tv used the project as an opportunity for transformation.

> *The moment that I saw Pigment, it was clear that this was **the first platform that actually checked the boxes we weren't willing to compromise on.***

**1**

**Connected Processes and Data:**
Pigment now serves as the central hub, consolidating data from all operational systems via native integrations to Salesforce, Workday, Sage Intacct, and more.

**2**

**Data Meets Story:**
Pigment brought together financial metrics and operational drivers like advertisers, revenue per segment, and retention patterns. This connected approach helps the team tell a complete story. *"Operational metrics often tell the story before the financials do, and having them all connected in one place really gives us a much clearer picture."*

**3**

**Improved Velocity and Team Morale:**
The most immediate impact was on the FP&A team's efficiency and mindset. *"My role; the impact; has been about speed, being able to move faster, make decisions faster and free up the time to actually transform other areas of the business."*

*"We are not fighting crashing systems or scrambling to pull reports the night before an executive meeting anymore, and that shift naturally reinforces the right behaviours, such as full transparency, one version of the truth..."*

## The Results:
# Faster, Cleaner, and Easier to Trust

# 98%
**Forecasting accuracy is now 98% with Pigment.**

*"With Pigment, all of that data is in one place refreshed daily, and it gives us more time to understand the drivers fine-tune the forecast... at the end of the day, revenue forecast is much faster, cleaner, and a lot easier to trust."* says Olga Netwal.

By eliminating manual data management and providing real-time transparency, VDX.tv transformed their planning capabilities.

Olga Netwal summarises the experience with an analogy that captures the magnitude of the shift:

*"Do you recall a time when we went from printed MapQuest directions to real-time GPS? And that's Pigment for me. It's not just a nicer version of what we had. It's a completely different way of planning, and it's in real time."*

Final Takeaway: *"Pigment has given us speed, alignment, and the ability to plan at the pace the business moves."*

| Key Metric | Before Pigment | After Pigment (Result) |
| --- | --- | --- |
| Weekly Forecast Assembly | Full day each week | **Data refreshed** daily in one place |
| Budgeting Cycle Time | Lengthy | **Cut nearly in half** |
| Reporting Status | Constant back-and-forth ('Is this the latest?') | **Real-time numbers** across 20 countries |
| Adoption/Usability | Patchwork solutions, dated EPM | User-friendly, Scalable modelling for changing assumptions in its place in the adoption/usability |