Vena's Growth Engine Powers Your Business

Plan On It

Businesses like yours are constantly looking for new ways to streamline growth. Whether you're looking to upgrade your ability to weather unexpected storms, improve the way you manage your workforce, increase your number of accounts, or just gain a better understanding of what drives your business, you need a plan to grow. That's where Vena comes in.

At Vena, we're obsessed with growth. We're constantly thinking about new ways to help you power your transformation, whether that's personal, professional, or business-oriented.

That's why we created the Vena Growth Engine. It's the power behind the platform that finance professionals and business leaders trust to drive growth at scale.

Hit the Ground Growing

The Vena Growth Engine gives you everything you need to plan and execute with ease. We've combined best in class technology and methodology—created by our team of planning experts—with the world's leading grid to bring you a complete planning platform. Vena is the only planning and analysis solution robust enough for enterprise-level scalability, performance, and extensibility, while staying simple enough that anyone in your business can use it. It inspires innovation, collaboration, and a new depth of analysis across the businesses we serve. Vena's Growth Engine is the power behind your plan.

Vena's Growth Engine has everything you need to set your business up for success. Our Excel interface keeps things simple, while our Workflows help you create more efficient processes.

Our Integrations connect your finance and operations source systems with ease to ensure you're always working from accurate and up-to-date numbers, while our Central Database brings data from every piece of your business under one roof. Vena's Security ensures that only the right people get the right data—at the right time—at their fingertips. Our Modeling makes planning for the unexpected easy and fun. Vena's Preconfigured Solutions make sure you have the right tools and templates based on your unique industry and business function requirements. Every piece of the Growth Engine works in tandem to guide your growth journey.

Simple, Secure, Complete

1. Excel Interface
2. Workflows
3. Integrations
4. Security
5. Modeling
6. Central Database
7. Preconfigured Solutions

Excel Further

Vena leverages an Excel grid interface, so you can use the tool you know to create things you've only imagined. Instead of having to adapt your processes and onboard your team to an unfamiliar platform, Vena brings you the best of Excel without the pitfalls, so you can use the universal language of finance without manual errors, spreadsheet sprawl, and constant copying and pasting.

Excel is the most commonly used finance and operations planning grid in the world. It's flexible, universal, and easy to use, but can become clunky, unsecured and hard to manage as your business needs grow.

Vena takes the best parts of Excel and accelerates them with the power of our complete Growth Engine to create our complete planning platform. Forget about the complications of other rigid and bloated platforms and embrace the flexibility and familiarity of Vena's interface. Even your not so finance-savvy coworkers can experience the joy of finance with Vena's best-in-class ease-of-use.

|		PROS	CONS
FLEXIBLE	SPREADSHEET ENVIRONMENT	• Flexible • Strong modeling capabilities • Powerful calculations • Rich presentation • High user adoption	• Data integrity issues • No source system integration • Manual consolidations • Lack of auditabiility • No process management
CONTROLLED	APPLICATION ENVIRONMENT	• High data integrity • Database centric • Workflow management • Controlled • Auditable	• Takes you away from spreadsheets • Rigid, lack of flexibility • IT/Consulting intensive • High cost of ownership

Go With Your Workflow

Change the way you think, not the way you work with Vena. We'll transform your view of your business without upending your workflows. Since Vena utilizes the Excel grid, you can keep using all the shortcuts and models you've mastered over the years. You can work the way you want, instead of having to work your way through our system.

Our workflow builder simplifies and automates your processes. You can take charge of your daily, weekly, monthly or annual processes with our visual workflow tools. They help you track and audit every step of your business processes, right down to a single cell. You can even set up auto reminders for you and your team to keep the never-ending pile of deadlines straight. And you can do it all from a visual, no-code environment. Vena's workflow builder will change your mindset without changing your processes.
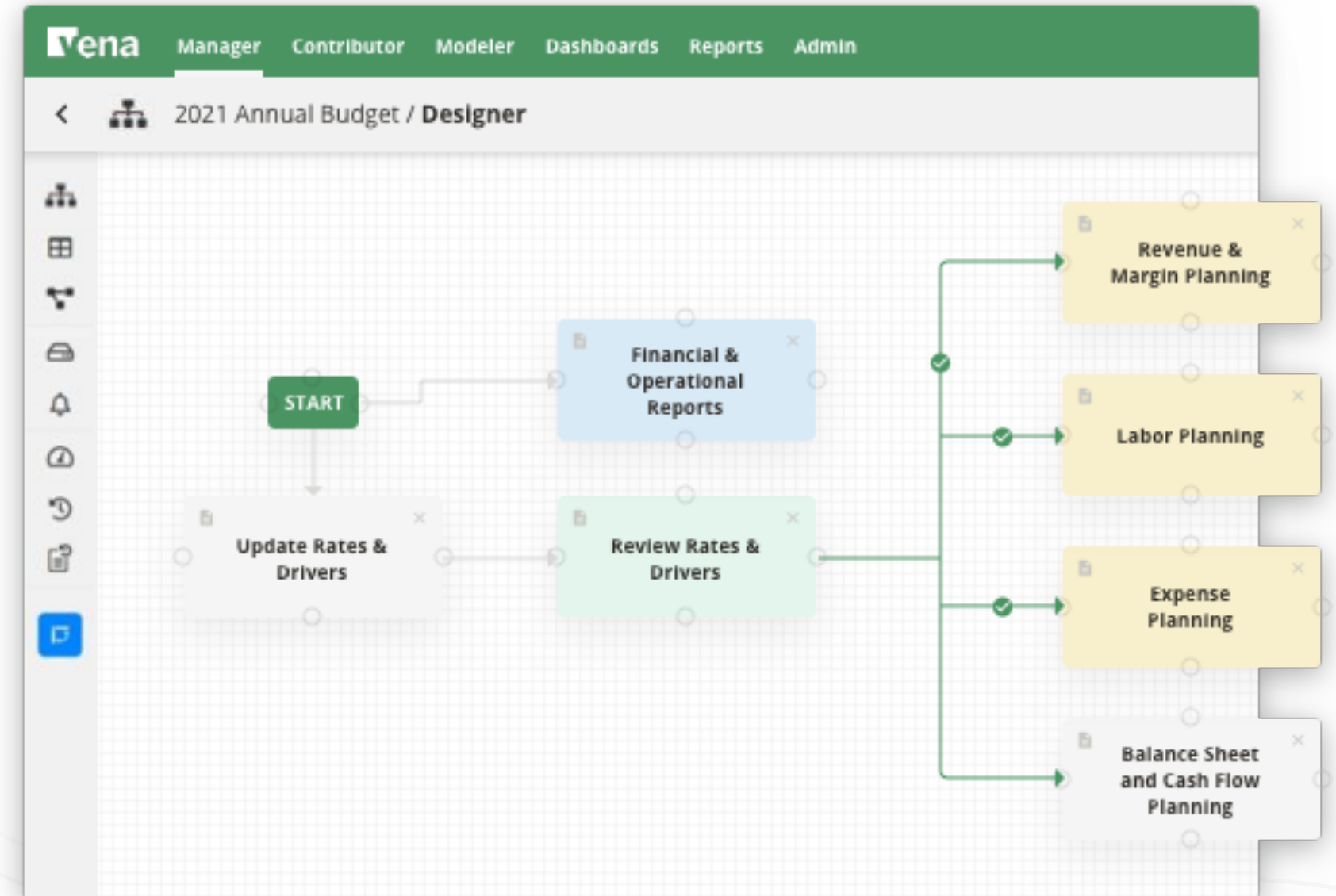
Vena Connects the Dots

Effortless integrations lead to efficient reporting and instant insights. Vena will bring the data from your existing systems into our centralized database so you can say goodbye to the spreadsheet search and hello to a planning process that works for you. And with automatic data loading and easy ways to check for updates, you can always be sure that you're working from the most current actuals.

Vena connects people, departments, and systems to make sure every piece of your business is working in tandem to fuel your growth journey. With all of your disparate data systems in a unified place, you can break down silos and see trends that were previously hiding behind your tech stack. Since Vena's Excel interface is so easy to use, every business unit can work together to connect the dots of your business.
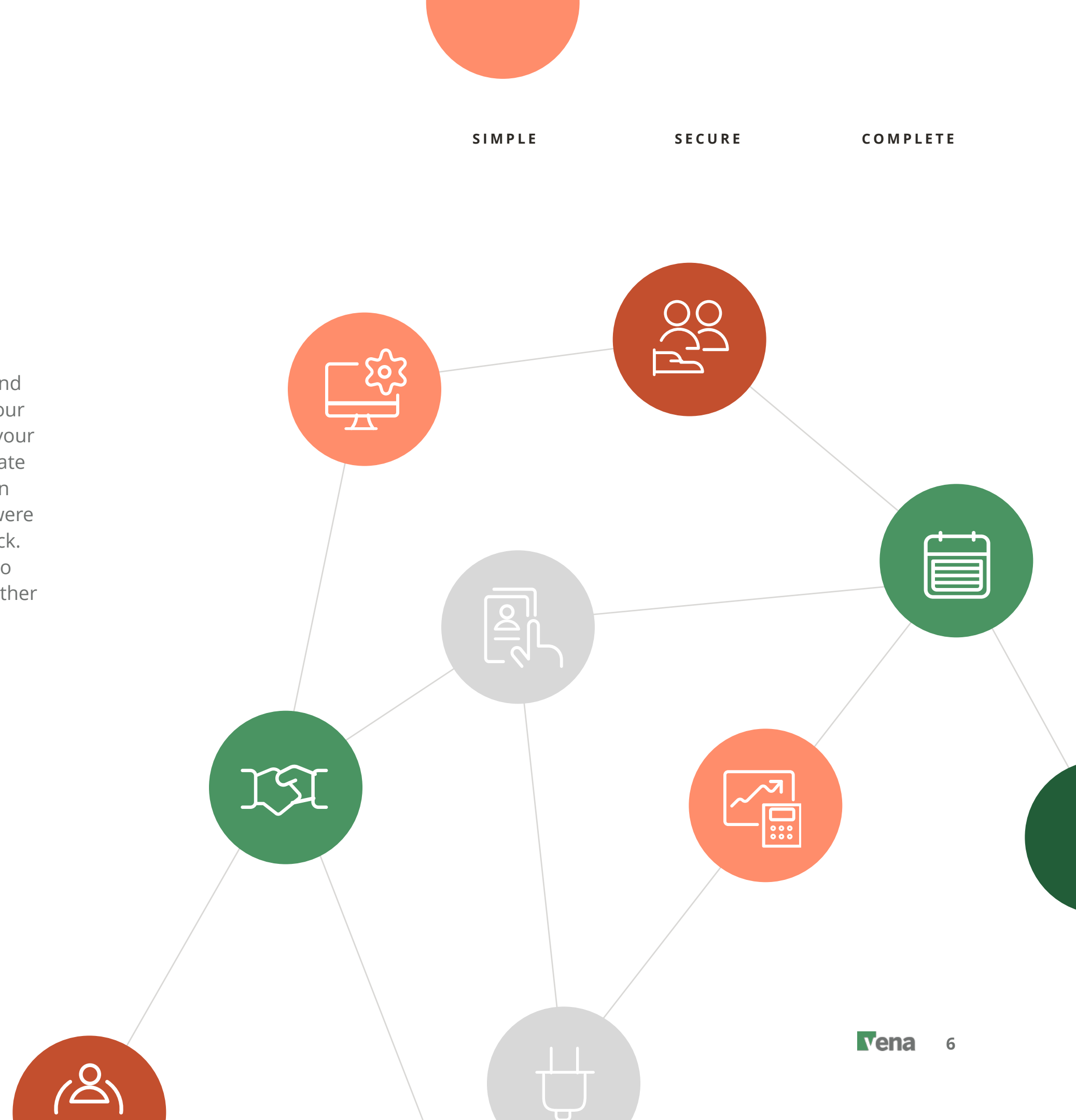
Keep Your Data Safe and Sound

Vena helps you keep a close eye on your data. Our advanced security features give you the ability to control data access and manage permissions down to the individual user level, so the right people have access to the right information. Whether you're working with 100 spreadsheets or 10,000, Vena has the capability to keep your data secure.
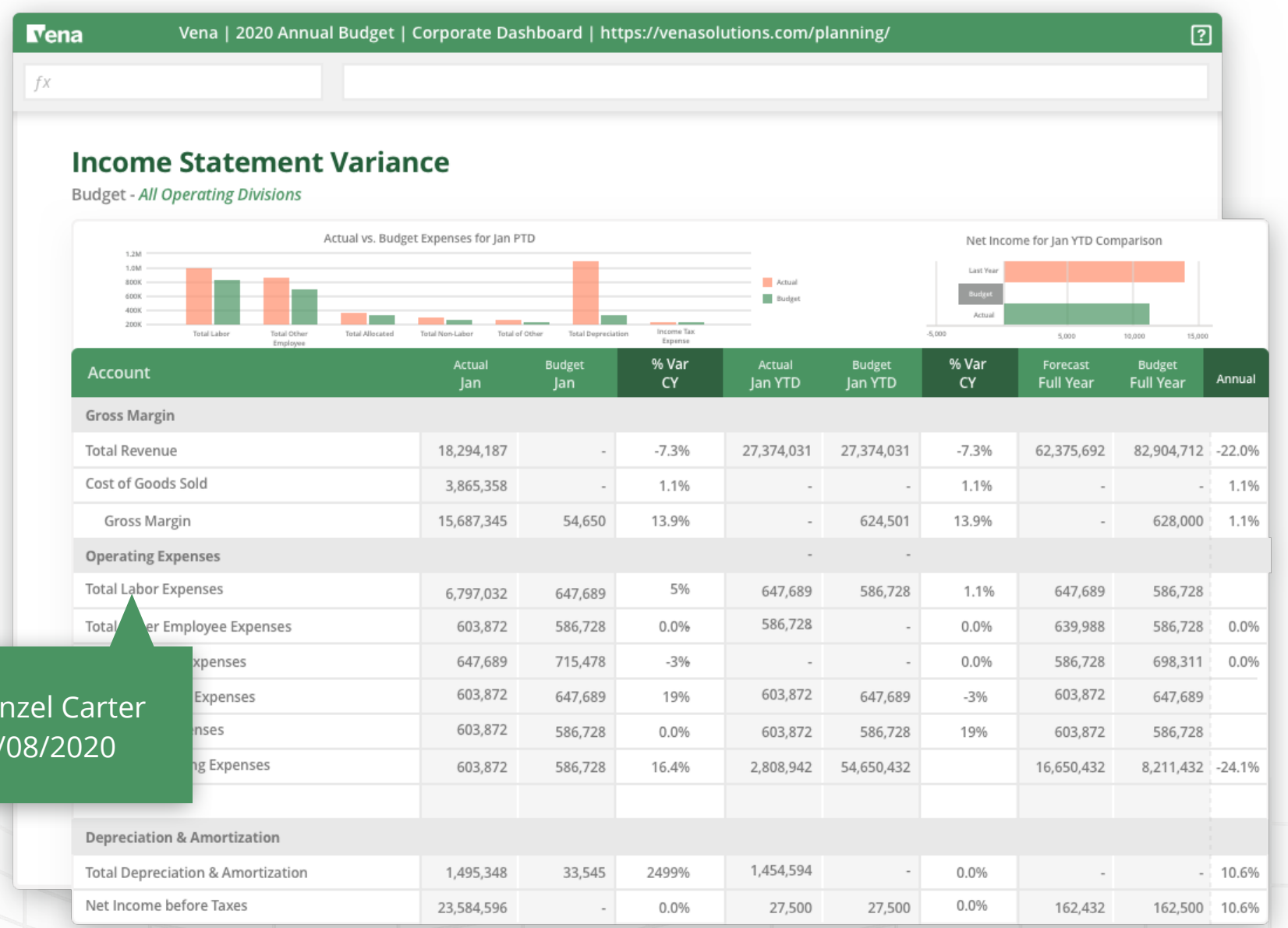
Vena's audit trail feature makes sure you always know where your data is coming from. You can drill down to the single-cell level and see the details behind the data. You can find out which data source, linked spreadsheet, or individual user is creating your numbers and track how a cell has changed over time. Our audit trails keep your data clean and your typos in check.

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Income Statement Variance

Budget - *All Operating Divisions*

Actual vs. Budget Expenses for Jan PTD

Net Income for Jan YTD Comparison

Account	Actual Jan	Budget Jan	% Var CY	Actual Jan YTD	Budget Jan YTD	% Var CY	Forecast Full Year	Budget Full Year	Annual
Gross Margin									
Total Revenue	18,294,187	-	-7.3%	27,374,031	27,374,031	-7.3%	62,375,692	82,904,712	-22.0%
Cost of Goods Sold	3,865,358	-	1.1%	-	-	1.1%	-	-	1.1%
Gross Margin	15,687,345	54,650	13.9%	-	624,501	13.9%	-	628,000	1.1%
Operating Expenses					-				
Total Labor Expenses	6,797,032	647,689	5%	647,689	586,728	1.1%	647,689	586,728	
Total Other Employee Expenses	603,872	586,728	0.0%	586,728	-	0.0%	639,988	586,728	0.0%
Expenses	647,689	715,478	-3%	-	-	0.0%	586,728	698,311	0.0%
Expenses	603,872	647,689	19%	603,872	647,689	-3%	603,872	647,689	
ses	603,872	586,728	0.0%	603,872	586,728	19%	603,872	586,728	
g Expenses	603,872	586,728	16.4%	2,808,942	54,650,432		16,650,432	8,211,432	-24.1%
Depreciation & Amortization									
Total Depreciation & Amortization	1,495,348	33,545	2499%	1,454,594	-	0.0%	-	-	10.6%
Net Income before Taxes	23,584,596	-	0.0%	27,500	27,500	0.0%	162,432	162,500	10.6%

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A Single Source of Truth

Vena brings all of your data under one roof. From your ERP to your CRM to your HRIS, any data source you can think of can be connected to Vena. We bring every aspect of your business together and break it down into easily accessible and understandable pieces. Vena hosts your data in the cloud, so you can access any spreadsheet you need from anywhere.

Anyone in any department can create agile plans and put them into action with Vena. We give you the confidence that can only come from a clear and accurate view of your business. Vena helps you make better decisions by implementing better information management. Enable everyone in your organization to work from a single source of truth with Vena.
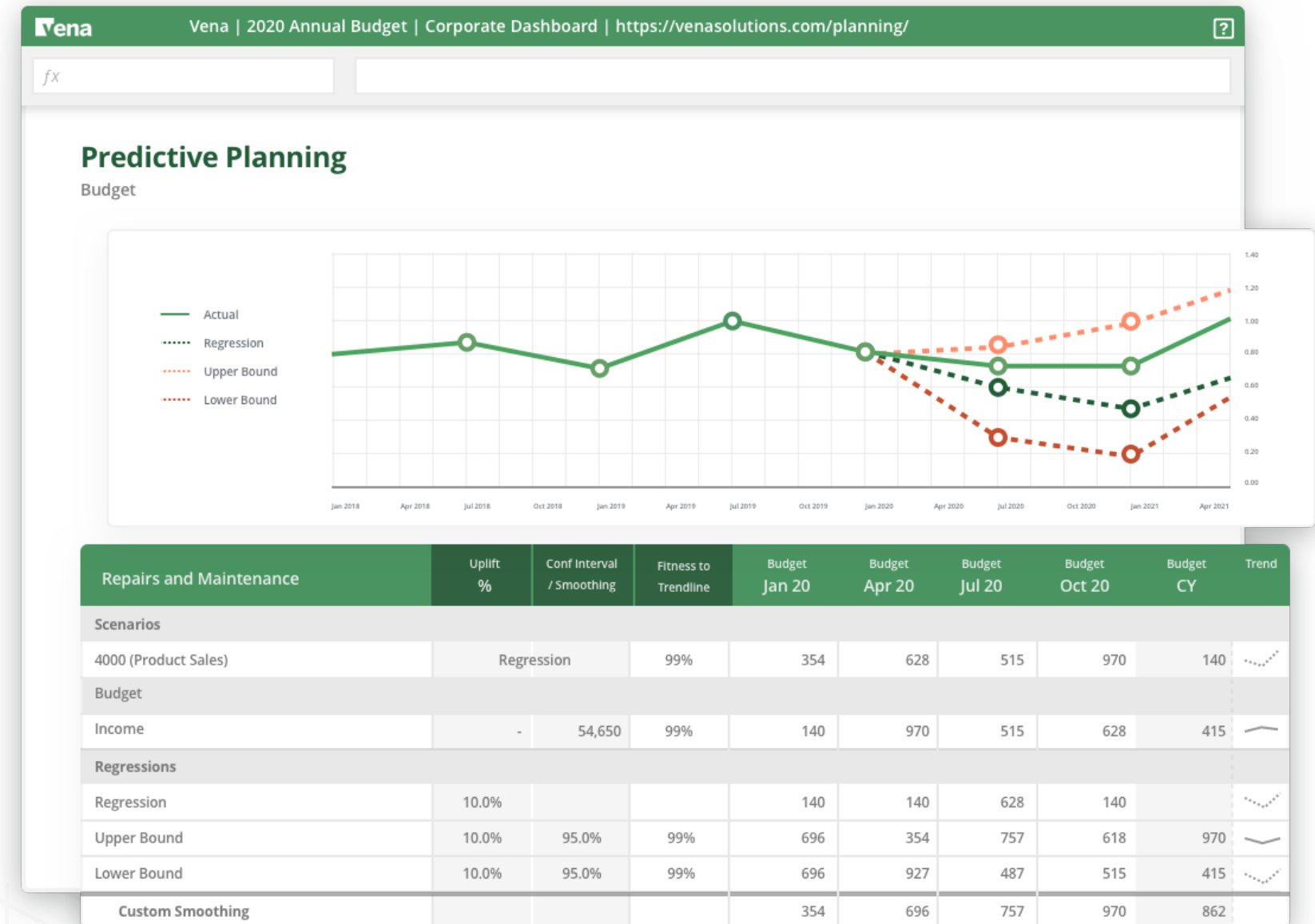
Uncover Your Hidden Insights

Markets change fast. Vena is faster. Bring all the possibilities to the forefront with Vena's modeling capabilities. It's vital for an organization to keep agile to plan through any scenario and stay ahead of the competition. With Vena modeling, you can see into the future by discovering how any situation could affect your business.

Our unlimited modeling capabilities empower you to test for best-case, worst-case or any scenario you can think of. Stop assuming and start assessing so you can make the best possible decision for your business, regardless of how change strikes. You can even plan across the organization, so every department moves in lockstep when plans change unexpectedly. Know exactly where you're going and how you'll get there with Vena.

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Predictive Planning
Budget

- Actual
- Regression
- Upper Bound
- Lower Bound

Repairs and Maintenance	Uplift %	Conf Interval / Smoothing	Fitness to Trendline	Budget Jan 20	Budget Apr 20	Budget Jul 20	Budget Oct 20	Budget CY	Trend
Scenarios									
4000 (Product Sales)		Regression	99%	354	628	515	970	140	
Budget									
Income	-	54,650	99%	140	970	515	628	415	
Regressions									
Regression	10.0%			140	140	628	140		
Upper Bound	10.0%	95.0%	99%	696	354	757	618	970	
Lower Bound	10.0%	95.0%	99%	696	927	487	515	415	
Custom Smoothing				354	696	757	970	862	

Your Specific Needs Met

Every industry has specific requirements they need to meet in order to grow into a healthier business. Vena has a path for that. It can be difficult to find the right system of templates, data models, connectors and business logic that work best for your business model. With industry and business-specific solutions, deployment guides and training modules, Vena has the best practices and tools for your unique business needs to succeed and accelerate your time to value.

Together Every Step of the Way

Even though the Vena Growth Engine makes planning simple, we'll never leave you to figure it out on your own. Our professional services team can help you get up and running quickly so you can take the first steps on your journey to growth. We never stop providing our customers with best practices and enhanced solutions.

Our education and training is available 1:1 with a dedicated coach or through on-demand videos and talks at plantogrow.com. Our constant support is one of the main reasons that Vena is ranked #1 in finance self-sufficiency as voted by our customers and industry analysts. No matter where you are in your planning journey, Vena is your partner today and tomorrow.

Vena provides a complete, ready-to-scale planning solution with enterprise capabilities. Vena is powered by our Growth Engine, combining Excel with a centralized database, workflows, and reporting and analytics so you can start your journey to growth.

Visit us at venasolutions.com or call us at (855) 422-1119

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