

Global Technology Firm implements EPM Cloud - Financial & Workforce Planning

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Trade Desk Inc. | Ventura, CA | www.thetradedesk.com

Industry: High Tech

Oracle Products & Services Live: EPM Cloud - Planning

Systems Replaced: Adaptive Insights | Excel

Competitor: Anaplan

Integrations: Workday | Oracle ERP Cloud | Vertica

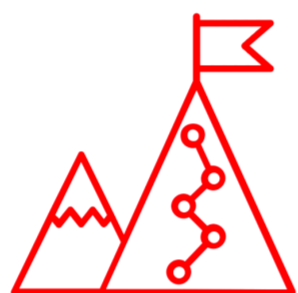


The Trade Desk (TTD) provides a self-service omni channel software platform that enables clients to purchase and manage data-driven digital advertising campaigns in the United States and internationally. The company's platform allows clients to manage integrated advertising campaigns in various advertising channels and formats, including display, video, audio, native and social, and on a multitude of devices, such as computers and mobile devices.

Project Overview

The Trade Desk partnered with Peloton Consulting Group (PCG) to support their finance transformation initiative by leveraging Oracle EPM Cloud. Replacing complex Excel models, PCG implemented Financial Planning and detailed Workforce Labor Expense Planning to provide a more robust, flexible, and easy to manage planning and reporting solution. PCG's Fit-To-Modern delivery approach aligned with the requirements of The Trade Desk provided a highly impactful and efficient solution.

Business Challenges



TTD was executing their financial forecasting and reporting through Excel models that were cumbersome, intertwined, and manually intensive. This out-dated process restricted budget owners from:

- Making self-service changes
- Managing version control
- Enabling visibility into budget reports

The Trade Desk FP&A team was looking to gain operational efficiencies by improving insights, enhancing accuracy, and automating processes.

Key Accomplishments

PCG successfully implemented Oracle EPM Cloud with the ability to address comprehensive planning and reporting requirements which provides:

- **Systematized core capabilities** - Support detailed P&L, Balance Sheet and Cash Flow planning, informed forecasting, and consolidated reporting
- **Direct integration** - GL and Vendor data and metadata from Oracle ERP Cloud, and automated loads of Employee and Requisition roster data from Workday. Additional data integration to source Gross Spend data from Vertica
- **Enhanced reporting capabilities** - Visibility for variance comparisons and version control
- **Detailed Change Logging Functionality** - Track modifications made to a plan, calculate the financial impact, and provide commentary that described each change

Why Peloton Consulting Group

ORACLE | Service Partner
Expertise in
Oracle EPM Enterprise Cloud
in North America

Peloton Consulting Group provided The Trade Desk with visual examples of how their planning process could be enhanced with Oracle EPM Cloud. Peloton Group's Cloud experts provided prescriptive and detailed recommendations around the approach for implementation, while successfully modeling EPM Cloud - Planning.

Who to Contact



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Events & Resources



Oracle Internal: Adaptive Compete Workshop

Join Peloton Consulting Group's Steve Bowden and Oracle EPM experts for an internal Workday Adaptive Planning Deep Dive: EPM Compete Community Call on Thursday, November 12th at 12:00 PM EST.

[Click here to join the webinar](#)

Passcode: epmcloud

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