OmniTRAX, Inc. chooses FinanceSeer to evaluate alternative strategic initiatives and project expansions

OmniTRAX Makes Tracks with FinanceSeer

"FinanceSeer enabled us to evaluate the cash flow implications of multiple initiatives and expansion projects allowing us to maximize our investment decisions."

-Hubert Gassner, CFO at OmniTRAX, Inc.

At a Glance

Company Profile
➢ Location: Denver, CO, USA
➢ Industry: Rail and Transportation Management
➢ Managed Companies: Great Western Railway of Colorado, LLC, Hudson Bay Railway Company
➢ Website: www.OmniTRAX.com

Company Challenge
➢ Manage active deal flow backlog
➢ Difficult to analyze multiple concurrent deals
➢ Tough to integrate organic plans with deal activity

Why FinanceSeer
➢ Ingrained cash flow logic
➢ Ability to toggle on/off investments
➢ Outstanding data transparency

Outcome
➢ Analyze more deals in less time
➢ Evaluate alternative deals side by side
➢ Combine multiple deals
➢ Understand funding requirements

Implementation Partner
➢ FinanceSeer Consulting Services

A FinanceSeer Customer Success Story

FinanceSeer™

The railroad industry is a capital intensive industry that requires making smart investment decisions based on strategic needs of their existing and new customers. Transferring products and raw materials from one location to another more efficiently than your competitors might be the end goal, but getting to that position requires choosing which investments to make to get you there.

On the Business Development front, it's also important to keep an eye on what will be the industries of tomorrow? Where will it be produced and consumed, what services can be provided to make that industry operate more efficiently.

The Challenge

In order to stay ahead of the game, OmniTRAX is constantly inundated with new investment opportunities. Trying to analyze this constant deal flow is very time consuming. Properly weighing up the investment requirement with the future cash flow stream of the deal is tough enough, but evaluating the possibility of several deals concurrently is a near impossibility using spreadsheets.

"Layering in new investment proposals and expansion projects on top of our existing forecasting process was a real must have." Says Scott Bell, VP of Finance at OmniTRAX Inc.

OmniTRAX, like most organizations, initially turned to spreadsheets to perform their investment analysis.

Spreadsheets seemed liked a logical solution because they didn't require system administrators to manage, which is critical for how they wanted to continuously maintain their own models. Furthermore, spreadsheets provided little upfront limitations, but quickly bogged down their ability to maintain and expand the functionality of their models over time.

When it came time to present their analysis the spreadsheets acted like a black box to anyone who wasn't intimately familiar with the complex interworking's of the model.

The Solution

In January of 2014, FinanceSeer's Consulting Services team performed a rapid onboarding process that not only got OmniTRAX up the learning curve fast, but also helped them design a first draft of their financial model complete with integration to their budgeting tool (Prophix).

Two weeks after the initial onboarding, OmniTRAX was in a position to start presenting analysis to their executive management team.

The Outcome

With FinanceSeer as their modeling tool of choice, OmniTRAX now spends far more time analyzing investment proposals or expansion projects and far less time working the system. As a result of this additional time savings, OmniTRAX can view more deals and make better strategic decisions relating to their future investments.

"FinanceSeer enables me to rapidly view the data in a way that was just not possible using spreadsheets. I can slice and dice the data quickly to view the rollup of data by entity, product or customer type." **Says Adam O'laughlin, Finance Manager at OmniTRAX Inc.**

About FinanceSeer

FinanceSeer is a financial modeling and simulation software company that focuses on providing what-if simulation capability across integrated financial statements.

We are a preferred alternative to spreadsheet models which lack pre-defined financial intelligence and are limited to two dimensions in a fixed position (rows by columns).

FinanceSeer is a complement to other Enterprise Performance Management (EPM) tools that focus on data submission and reporting rather than modeling and simulation.

FinanceSeer is headquartered in Chicago, Illinois with a growing partner channel around the world.

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