**PYRAMID ANALYTICS**

# C2FO

> "Pyramid Analytics provides a robust, cross-user experience, allowing both our data scientists and our business users to extract valuable insights, support internal decision-making, and develop competitive data products that have become strategic advantages for our users."

**KEVIN PARKER**
Director of Business Intelligence &
Data Informatics at C2FO

# Driving Competitive Advantages

C2FO achieves holistic self-service capabilities, supports unique data products for customers

## Key Figures

**INTERNAL DATA TEAMS EMPOWERED**
7

**USER BENEFITS**
Single centralized interface to provide core business metrics and ad hoc data analyses; web-based, robust data modeling; data exploration; dashboarding; and publication features.

**CUSTOMERS**
C2FO's global network includes over one million customers with $10.5 trillion in annual sales.

**COMPETITIVE ADVANTAGE**
Enables a high degree of data utility across more areas of the business, insight development, predictive analytics in a very accessible and centralized web interface.

Pyramid Analytics provides C2FO's internal data consumers with a globally accessible, holistic analytics engine that harnesses their collective and growing wealth of data (both structured and unstructured) to drive better (and faster) decision-making, leading to better operational efficiency, program execution, and market performance.

C2FO (Collaborative Cash Flow Optimization) is the first working capital market in the world. Its ability to create a seamless match between accounts receivable (A/R) and accounts payable (A/P) has enabled efficiency in the riskless provisioning of working capital between suppliers and buyers.

As a mission-based company set on delivering a future where every company around the world has the capital needed to grow, C2FO is working to free up an estimated $43 trillion currently locked up in A/R. C2FO's platform creates a transparent market that eliminates the fundamental risks that come when working capital is not easily accessible. Using C2FO, suppliers can access cash sooner by naming a rate for early payment on their A/R; buyers can increase EBITDA and gross margin and earn a better return on short-term cash, which improves the financial health of their supply chains.

"We designed our solution to seamlessly work with existing payment workflows between buyers and suppliers, no matter how large or small, so that businesses can focus on their business and get the working capital

they need when they need it, without additional hassle or operational friction," says Kevin Parker, Director, Business Intelligence Systems & Insight Enablement. "Our product and technology teams are continually working on ways to make the experience even better for our market members. To help with that, we leverage a lot of data to experiment and learn about what is working and what needs improvement."

C2FO needed a more agile and robust self-service BI system—the right engine to build a globally accessible ecosystem for data analytics, one that supplies its internal teams with decision support to inform and enhance their operational workflow and working capital solutions they offer buyers and suppliers using their platform. Pyramid Analytics became that holistic solution.

"When we set out to develop a system to fully arm and enable the set of voracious data consumers at C2FO, we quickly realized the need for a far more advanced and robust ecosystem over what most traditional BI platforms could deliver. I didn't see anything else out on the market that has what Pyramid Analytics offers—nothing as progressive and complete from a BI standpoint. We had leveraged Tableau early on at C2FO and found that while it did well to service our dashboarding needs, it did not provide the feature set needed to deliver true self-service business intelligence."

C2FO needed a system that enabled teams to build custom data models against their core data, perform data exploration against the models, compile that into interactive dashboards, and publish and distribute dynamic (data-driven), professional-grade content. They also needed a system that would enable their data science teams to incorporate predictive modeling work into their data models.

"I honestly did not think there was a single provider that had an offering that could cover that array of functionality," says Parker. "Then I found Pyramid Analytics. It was evident to me that the people behind the platform really knew the space and had developed a solution that was clearly well ahead of the curve from a feature set perspective. This was a platform I could confidently use as a foundation for analytics at C2FO."

"In addition to a great solution with a deep feature set, we also were looking for a solid partner that was progressive and flexible in advancing the feature set of the platform, realizing that our success with the platform is their success too," says Parker. "As a partner—we found this in Pyramid and look forward to what we will accomplish collectively in the years to come."

"While we are early in our tenure with Pyramid, we are advancing fast on the platform—to a point where it is certainly becoming a core nucleus of information that allows us to surface analytical content and reporting for our wide group of teams to leverage consistently to track key trends and conduct business-critical analyses on their time. As a global company that operates 24/7, it is important to have a system that allows our data teams to operate in their respective time zones—delivering analytics on their time

without the need to wait for resources at our HQ offices to respond to inquiries."

"We're growing, and we've seen that Pyramid Analytics is aligning with what we're trying to do, both as an analytics platform provider and partner," says Parker. "They're taking analytics to another level, beyond what the main players are doing right now; working with them has truly become a competitive advantage."

## With Pyramid Analytics, C2FO can:

**1**    Source, transform, and integrate data from multiple disparate data systems into a single data model

**2**    Deliver highly interactive, advanced data visualizations to increase data utility and understanding

**3**    Provide non-technical end users with the ability to monitor and report on core metrics that drive the business

**4**    Empower both customers and internal data consumers in new, competitive, and evolving ways

**5**    Develop content in a single web-based interface and distribute the information across different mediums (web, mobile, and offline via Excel/PDF)