1. Budgeting Pain

- *"Budget season is chaos every year."*

- *"We're emailing spreadsheets back and forth."*

- *"It takes months to finalize the budget."*

- *"Every department budgets differently."*

SYNOPTIX FLAGS:
Centralized budgeting, structured workflows, spreadsheet-free collaboration, faster approvals.

2. Forecasting & Scenario

- *"Leadership keeps asking for new scenarios."*

- *"What-if modeling takes too long."*

- *"We can't reforecast quickly when things change."*

- *"We're always reacting instead of planning."*

SYNOPTIX FLAGS:
What-if scenarios, versioned forecasts, rapid reforecasting, flexible planning models.

3. Excel Dependency (Budget + Reporting)

- *"Everything ends up in Excel anyway."*

- *"We rely on a few spreadsheet power users."*

- *"If one file breaks, everything breaks."*

- *"No one knows which version is final."*

SYNOPTIX FLAGS:
Spreadsheet replacement, version control, centralized data, finance-owned processes.

4. ERP Limitations

- *"Our ERP just isn't built for budgeting."*

- *"Reporting works, but planning doesn't."*

- *"We export everything to make it usable."*

- *"The ERP gives us data, not insight."*

SYNOPTIX FLAGS:
ERP enhancement, live data connection, purpose-built planning and analysis.

5. Budget Ownership & Accountability Issues

- *"Departments don't take ownership of their budgets."*

- *"Finance has to fix everyone's numbers."*

- *"Approvals take forever."*

- *"We spend more time chasing people than analyzing data."*

SYNOPTIX FLAGS:
Departmental input, approval workflows, accountability, controlled access.

6. Reporting Is Slow Because the Budget Is Broken

- *"Reports take too long to prepare."*

- *"We don't trust budget vs actuals."*

- *"We're constantly reconciling numbers."*

- *"Every report tells a different story."*

SYNOPTIX FLAGS:
Clean budget foundation, trusted variance reporting, single source of truth.

7. Avoidance of Big FP&A Platforms

- *"We looked at FP&A tools, but they're too heavy."*

- *"Implementation timelines scared us."*

- *"We don't want a year-long rollout."*

- *"We don't have IT resources for that."*

SYNOPTIX FLAGS:
Mid-market FP&A alternative, fast implementation, minimal IT involvement.

8. Multi-Department / Multi-Entity Complexity

- *"Each department plans differently."*

- *"Rolling things up takes too long."*

- *"Consolidation is painful."*

- *"Our structure doesn't fit rigid tools."*

SYNOPTIX FLAGS:
Flexible modeling, multi-entity planning, rollups without rework.

9. Strategic Budgeting Triggers (High-Value)

- *"We need a better planning process."*

- *"Leadership wants cleaner forecasts."*

- *"We need planning that actually reflects how we operate."*

- *"We want budgeting to stop being the bottleneck."*

These are PERFECT Synoptix entry points.

Partner Takeaway

If the customer is **too complex for Excel** but **not ready for a massive FP&A platform,** Synoptix is exactly where they fit.