SYNOPTIX

Customer Pain Matrix Planning and Analysis
The real budgeting and reporting problems your customers are trying to solve

PAIN CATEGORY	WHAT THEY MIGHT SAY	HOW SYNOPTIX HELPS
Time Drain on Reporting	*"It takes us days to prepare month-end reports."*	Automates reporting with live ERP connections; cuts prep from days to minutes.
ERP Limitations	*"The ERP report builder is clunky."* *"We can't get the data we need out of our system."*	Seamlessly enhances ERP reporting—no new ERP needed, no disruption.
Overreliance on Excel	*"We dump data into Excel and try to make it work."*	Centralizes reporting with real-time, validated data—no spreadsheets needed.
Budgeting Bottlenecks	*"Budgeting takes months."* *"Getting departments to contribute is like herding cats."*	Enables department-level input with live, distributed budgeting workflows.
IT or Consultant Dependence	*"We have to wait on IT or consultants for report changes."*	Built for Finance—drag-and-drop interface empowers users to own their reporting.
Lack of Confidence in Data	*"I don't trust our numbers."* *"We have version control issues."*	Provides a single source of truth with drillable, up-to-date financial views.
Cost-Prohibitive Alternatives	*"We looked at [FP&A tool], but it's too expensive."*	Delivers 80–90% of the value of big platforms at a fraction of the cost.
Inflexible Forecasting	*"We can't easily do what-if planning."* *"Changing assumptions mid-cycle is a pain."*	Built-in forecasting and modeling tools, editable by business users.
Missed Insights	*"By the time I get the numbers, it's too late to act on them."*	Live, drillable dashboards and reports drive timely, data-driven decision-making.