keyrus
make data matter

Into Coda's Success Story

How Keyrus enabled Coda to deliver global digital commerce solutions and strategies to drive revenue growth for partners

Curious for more?
Contact us!

epm@keyrus.com

CODA

70% increment of time savings & **1.5x improvement** in forecast accuracy

Coda started in 2011 with a simple goal: **to connect global online commerce accessibility to regions with low credit card adoption rate through trusted local payment methods**. Coda has built a bridge between local payment methods and global commerce, unlocking access for users and opening new opportunities for digital publishers. Today, Coda has processed over 2 billion transactions, partnering with 300+ game publishers to reach users worldwide.

Challenges
Pushing the Limits

Global Expansion

Coda's global connectivity across numerous payment channels and game publishers led to a **massive influx** of transactional data. Manual spreadsheet processes **struggled to handle the volume**, straining workflows and increasing the risk of inaccuracies.

Reporting Strains

Generating reports involved a **complex workflow requiring separate spreadsheet tools**. Efficiently mapping data by game titles, game publishers, product lines, and countries was a significant challenge.
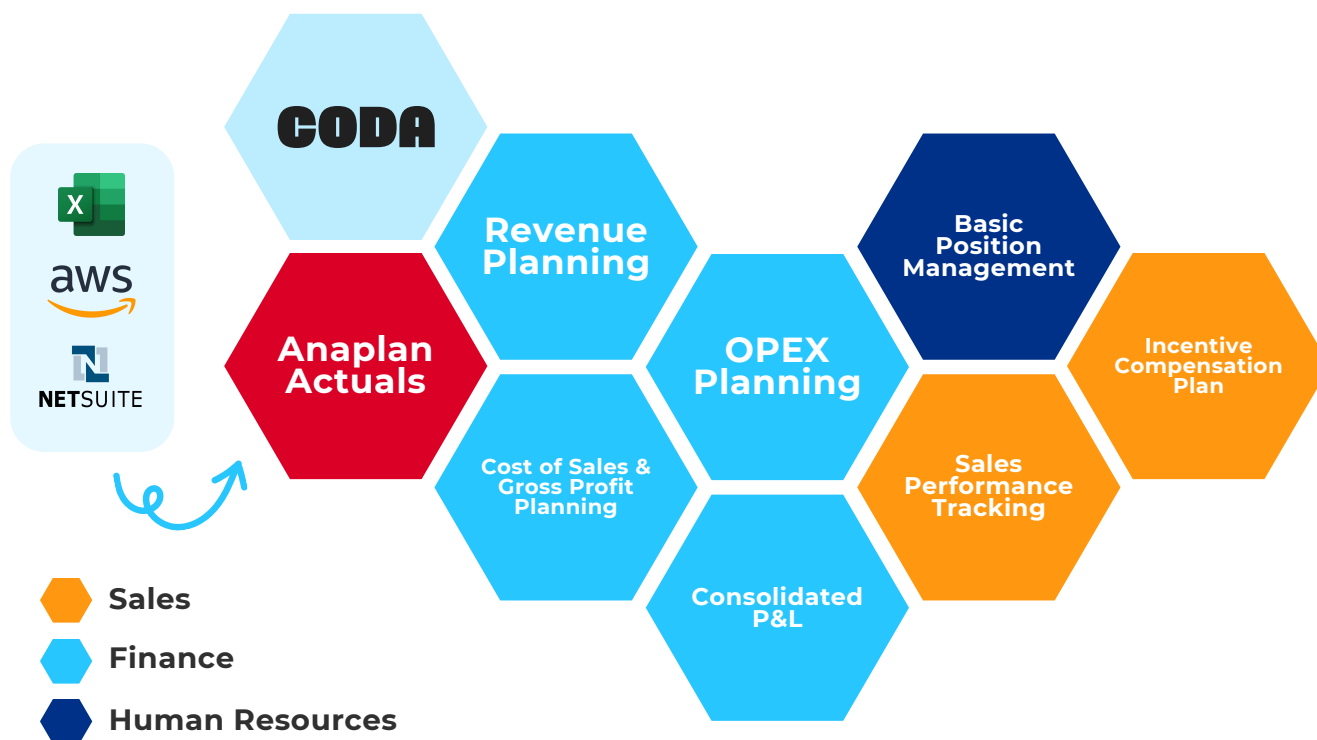
Performance Monitoring Issues

Previous processes **struggled to keep pace with the vast number** of game titles, game publishers, product lines, and countries. This limited the ability to track data effectively and make real-time team improvements.

Lack of Structured Tracking

No system existed for detailed performance tracking or incentive planning. This **hindered the ability** to assess and reward sales achievements effectively.

Our Approach

To address its challenges, **Coda partnered with Keyrus to implement a Financial Planning & Analysis (FP&A) model** in a focused 13-week project. Keyrus consultants **worked closely** with Coda's team to design a robust solution with iterative discussions ensuring alignment and quality at every stage.

CODA

Revenue Planning

Basic Position Management

Anaplan Actuals

OPEX Planning

Incentive Compensation Plan

Cost of Sales & Gross Profit Planning

Sales Performance Tracking

Consolidated P&L

Sales

Finance

Human Resources

◆ **Centralized Data Consolidation:** Revenue, profit, and expense data from AWS and spreadsheets were consolidated into a **centralized data repository**, enabling streamlined validation and dynamic mapping across data dimensions.

◆ **Forecasting & Budgeting:** Keyrus integrated moving averages with Coda's expertise, **enabling flexible budgeting and forecasting** datasets. This streamlined reporting, reducing time for generating insights across hundreds of titles, game publishers, countries, and product lines.

Building on the success of the FP&A implementation, Coda decided to re-engage Keyrus for a 1-month project to develop an **Sales Incentive Program (SIP) model**. Leveraging Anaplan's connected planning capabilities, the FP&A model directly integrated actual, budget, and forecast data into the SIP model to ensure consistency and accuracy while further reducing manual tasks.

Anaplan provided us with the necessary speed and agility during budgeting cycles to gain new insights for better decision-making.

Eleen, Senior FP&A Manager

Effective Dating & Account Mapping

Keyrus implemented an effective **dating methodology**, allowing for dynamic updates to the sales team's hierarchy while **preserving historical data**. An account mapping system was further built, enabling Coda to generate accounts using FP&A dimensions and assign sales teams dynamically.

Sales Performance Management

With financial data pulled from the FP&A model and detailed account mapping, Keyrus developed various reports **tailored to Coda's requirements**. It provides unprecedented visibility and multidimensional insights to assess individual performance of each sales member account type and game publisher groups, enabling Coda to track, **compare and evaluate sales performance** by team effectively.
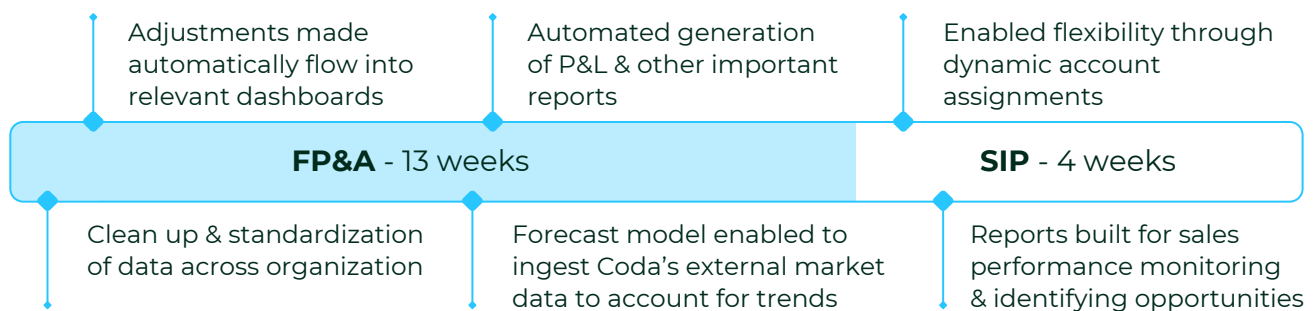
Sales Incentives Assessment

Keyrus collaborated with Coda to **develop a bespoke**, innovative approach based on Coda's methodology. It helps to **assess bonus eligibility criteria** based on the performance data and configure a dynamic and granular sales incentives plan among teams and account types. It **ensures alignment** between actual performance and payouts, driving transparency and fairness.

The Results
Transformative Impact

Small yet impactful wins **throughout the journey**

Adjustments made automatically flow into relevant dashboards

Automated generation of P&L & other important reports

Enabled flexibility through dynamic account assignments

FP&A - 13 weeks

SIP - 4 weeks

Clean up & standardization of data across organization

Forecast model enabled to ingest Coda's external market data to account for trends

Reports built for sales performance monitoring & identifying opportunities

1.5x

increase in forecast accuracy

70%

of **time saved** from data management processes

"With the efficiency gains from Anaplan, **we managed to maintain the size of our FP&A team** despite the growth of the company in the past few years.

Raymond, VP Finance Operations

✦ **Faster and more agile budgeting** cycles enabling more rounds of budget reviews.

✦ **Increased cross-functional collaboration** within Coda with Finance team having more time for quality engagement with stakeholders.

✦ **Greater visibility into data** empowered granular analysis and new insights.

What's next?
Continuous Partnership

Post-implementation, **Keyrus still provides ongoing support to Coda**, further enhancing their budgeting system to meet the dynamic needs of planning and operational performance evaluation.

This oversight ensures the system focuses on **minimizing budgeting anomalies**, enhancing accurate granular data mapping and providing flexible security access to confidential reports and analysis.

This tailored alignment caters to **Coda's unique business requirements**, fostering a seamless transition that boosts efficiency and dives deeper to gain new insights.

The Keyrus Experience

"

We not only **relied on Keyrus** for their technical expertise, but for their **vast implementation experience** as well. They were by our side throughout the entire journey to advise us on the approaches we should take, and **helped anticipate potential challenges** in the implementation so that we could design our solution around it. Handover between teams for the different project phases were seamless and **discussions were always transparent**, making Keyrus an enjoyable partner to work with.

Eleen, Senior FP&A Manager

Expertise across solution verticals
Finance | Supply Chain | Sales | Workforce Planning

At Keyrus, **we're passionate about tackling complex problems** and providing our clients with straightforward, effective, and scalable solutions. **We provide singularity** across your organization's Enterprise Performance Management (EPM) journey, empowering you to make sense of institutional knowledge buried in disconnected spreadsheets to facilitate agile scenario modelling and unlock integrated insights.

17
countries, over 5 continents

350+
EPM implementations

keyrus

CODA

Thank you

for exploring our customer story!

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