



**FOR IMMEDIATE RELEASE**

**Contacts:**

Laureen Ryan  
Adaptive Planning  
650-528-7521  
lryan@adaptiveplanning.com

Kim Amsbaugh  
Eastwick Communications  
650-480-4037  
kim@eastwick.com

**Adaptive Planning Delivers Hosted Budgeting and Planning  
Solution for the Mid-Market**

*Solution Provides Alternative to Spreadsheet-based Budgeting, Planning,  
Forecasting and Reporting at an Affordable Price*

MOUNTAIN VIEW, Calif. – November 17, 2004 – Adaptive Planning, Inc. (*see, "Adaptive Planning Pioneers Alternative to Spreadsheet-Based Budgeting, Planning, Forecasting and Reporting," 11/17/04*) today announced the availability of Adaptive Planning, the industry's first hosted budgeting, planning, forecasting and reporting application for the mid-market. Adaptive Planning enables financial teams to escape the limitations of spreadsheets and gain far better visibility into their businesses through powerful financial tools, collaborative planning capabilities, and improved communication between departments. Adaptive Planning also delivers powerful features for improving business performance, such as rolling forecasts and what-if scenario analysis, and as a hosted application is more affordable and far easier to implement, use, manage and grow than traditional software solutions.

"To date, spreadsheet-based budgeting and planning has been extremely inefficient and constrained by a lack of collaboration among company departments, a high rate of errors due to multiple versions of spreadsheets and the inability to quickly respond to changing business needs," said Sally Smedal, Treasurer of Basic American Foods. "The Adaptive Planning hosted solution changes all this by giving finance executives improved budgeting efficiencies and improved control over the company's financial performance."

**Easy to Use, Quick to Implement, Affordable**

Adaptive Planning is easy to implement and use, and the hosted solution provides anytime, anywhere access. Because the application is centrally managed, companies can easily add or update their financial model to reflect business changes. The service requires no hardware or software installation, and no maintenance or licensing fees, so companies can get up and running quickly. Annual fees are affordable and customers can cancel the service at anytime.

**Easy to Budget, Plan, Forecast**

Adaptive Planning has a spreadsheet-like interface that is easy to configure, with formula-based capabilities that allow for powerful yet simple model building. The formula-based modeling capability exists within a series of core financial model elements, including sales plans, personnel, expenses, capital, balance sheet, profit and loss, and other non-financial metrics. As a result, companies can quickly perform “what-if” scenarios and rolling forecasts and easily modify their model to quickly evaluate the impact of business changes such as new product lines, reorganizations or acquisitions.

Adaptive Planning also supports multiple revenue recognition models that enable teams to use standard revenue recognition patterns or define their own in order to accurately forecast GAAP compliant revenue and deferred revenue.

**Easy to Manage, Collaborate**

The powerful Relational Database Management System (RDBMS) data infrastructure creates a single repository for all planning data, which eliminates the need to manage multiple spreadsheets, manual data consolidation and broken spreadsheet links, saving time and reducing errors.

**Powerful Reporting**

Adaptive Planning includes standard financial reports along with ad-hoc report writing capabilities. The centralized reporting environment eliminates the need for cumbersome report distribution, and reports are always based on the most up-to-date data. Additionally, the powerful data integration tools simplify the import of data from a variety of GL, SFA and HRIS applications into Excel and Adaptive Planning, so teams can quickly create variance reports at the departmental level, comparing your financial plan to the actuals in order to better navigate company growth and change.

**Pricing and Availability**

Adaptive Planning is available now; please contact Adaptive Planning for pricing.

**About Adaptive Planning**

Adaptive Planning offers a powerful hosted solution for budgeting, planning, forecasting, and reporting. Built for mid-market companies, its easy-to-implement and easy-to-use web-based collaborative modeling environment provides greater visibility into financial and operational performance. Adaptive Planning helps businesses improve planning efficiency through enhanced collaboration, the elimination of errors, high user adoption, and rapid deployment – giving businesses the ability to react

quickly to their changing environments. Unlike spreadsheet-based budgeting solutions, Adaptive Planning's centrally managed, database-driven architecture delivers enterprise-class performance in an affordable, low-risk model. Headquartered in Mountain View, CA, Adaptive Planning is sold direct, as well as through a channel of business partners focused on the mid-market. For more information on Adaptive Planning, please visit [www.adaptiveplanning.com](http://www.adaptiveplanning.com) or call (650) 528-7500.

###