

Customer Success Story

Technology Leader Adopts Adaptive Suite to Keep Pace with Growth



A10 Networks
Computer Hardware & Networking
San Jose, CA

A10 Networks is a leader in application networking, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, California, and serves customers globally with offices worldwide. For more information, visit www.a10networks.com.



A10 Networks gives Adaptive Planning and Discovery a perfect 10 for forecasting precision, capex and operational expense management, and data-driven insights

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– Zoby Shaikh, Director of FP&A

A10 Networks (NYSE: ATEN) is a leading application networking provider for some of the most recognizable companies in the world – from Yahoo, to Microsoft, to Twitter. Combine those big brand customers with 700+ employees worldwide & customers in over 25 countries, and it’s clear that the A10 Networks finance team needs comprehensive solutions to support planning and decision making for a fast-growing business.

Streamlining Processes Frees Up 36 Days Annually for Deeper Analysis

The A10 finance team has used the Adaptive Suite to cut three days off of their workload each month – one by automating daily key performance indicator (KPI) analysis & reporting, and another day accelerating the company’s monthly financial close cycle.

That third day of savings came when the team implemented a connector between their Oracle ERP system and Adaptive Planning and Discovery for Revenue Planning. The connector automatically inputs bookings, shipments, and gross margin data into the team’s financial models within Adaptive. It’s a technology upgrade that made three very impactful improvements:

- Heavily reduce data entry errors
- Elimination of time-consuming tasks involving extracting and consolidating data
- A single version of the truth for performance against financial metrics for employees worldwide

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“With Adaptive, we’re able to create much more accurate financial forecasts by employing real time data analysis on key business trends, and then ascertain what those trends mean for our business,” A10 Networks Director of FP&A Zoby Shaikh said, explaining how the finance team is accelerating performance management. “As a result, we have much better visibility into what these trends depict regarding our prior assumptions, & thus how we should revise these assumptions versus what we planned. Our daily gross margin tracking allows us to optimally structure transactions throughout the quarter.”

In addition to tracking bookings, shipments, and backlog data, A10 Networks deployed Adaptive at all of its worldwide locations to accelerate a wide range of processes, including:

- Monthly financial reporting cycles
- OPEX forecasting
- Personnel planning
- Annual planning, and budgeting

Dashboards for Everyone

When the finance team next implemented Adaptive Discovery visual analytics dashboards, Shaikh was able to lead an entire organizational shift to a more data-driven culture that enforced close and regular monitoring of key business drivers against financial performance goals.

“We need to understand where bookings & gross margins are trending early in the quarter,” Shaikh explained. “Adaptive Discovery enables us to easily analyze these critical daily metrics, and share that analysis with internal decision-makers so that they can course-correct anything that’s trending off target.”

The A10 team will integrate data from multiple sources such as Oracle, Salesforce.com, Marketo, and Workday next to provide a centralized view of all key performance indicators specific to managers in Sales, Marketing, and HR, in addition to the entire executive team. “Discovery is fast becoming our one-stop shop for all metrics across our business,” said Shaikh.

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