

Blue Hill Research » Blue Hill Research Enterprise Performance Management Highlights, January 2017

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Posted on February 2, 2017 by Hyoun Park

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Note: To support questions from enterprise buyers and private investors interested in the Enterprise Performance Management market across Planning, Budgeting, Forecasting, Consolidation, Close, and Audit, Blue Hill provides a monthly review of the key announcements made in this space for companies including, but not limited to:

[Adaptive Insights](#), [Anaplan](#), [Axiom EPM](#), [Blackline](#), [Board](#), [Budget Maestro](#), [Capital Confirmation](#), [FloQast](#), [Host Analytics](#), [IBM](#), [Longview](#), [Onestream](#), [Oracle](#), [Prophix](#), [SAP](#), [Tagetik](#), [Tidemark](#), [Trintech](#), and [Workday](#).

In January, several performance and financial management companies made personnel and acquisition moves to support increasing growth, both at startup and mature business stages. As expected, most companies in this space are preparing for the upcoming trade show season and had announced Winter releases in December, leaving this market unusually quiet... at least for now.

Vendors profiled this month include Anaplan, AxiomEPM, and FloQast.

Anaplan

[Anaplan Appoints Frank Calderoni as Chief Executive Officer](#)

On January 10th, Anaplan announced that it was hiring Frank Calderoni as CEO of Anaplan effective as of January 23rd. Previous to Anaplan, Calderoni served as EVP of Operations and CFO of Red Hat and also has executive experience at Cisco, IBM, QLogic, and SanDisk.

Blue Hill notes that Calderoni's most recent experience with Red Hat is the most relevant comparison to Anaplan's current challenge to selling both a platform and a portfolio of products that are horizontal across all business categories, but targeted at specific departments. His combination of being a finance and operations-oriented executive working with developer-friendly Red Hat should help in guiding Anaplan both from a financial and a strategic perspective.

It is also hard not to notice that Frank Calderoni is the brother of Anaplan Chairman of the Board, Bob Calderoni. Despite the familial relationship, Blue Hill believes that Anaplan needed a CEO with experience in managing a platformed company where developers and modelers are responsible for the expansion of the company. In hiring Frank Calderoni, Anaplan has chosen an executive who has done this at scale at multiple organizations.

[Karen Clarke joins Anaplan to lead Northern Europe](#)

On January 26th, Anaplan announced Karen Clarke as Regional Vice President of Northern Europe. Clarke comes from Oracle where she previously managed the solution consulting business.

Blue Hill noted in September of last year that Anaplan has achieved a \$100 million+ annual revenue. At this size, Anaplan must now bring in veteran managers for each key market. In addition, the trend of seeing Oracle veterans move to fast-growing EPM vendors continues as EPM proves to be a hot growth area in the world of enterprise applications.

Axiom EPM

[Kaufman Hall Announces Acquisition of KREG Information Systems](#)

On January 5th, Kaufmann Hall announced that it had acquired KREG Information Systems, a contract modeling, budgeting, and decision support software solution for healthcare providers.

This acquisition will strengthen Kaufmann Hall's combination of consulting and software tools for enterprise performance management in healthcare. Healthcare is one of Kaufmann Hall's core verticals and Blue Hill believes that this acquisition provides additional benefit to providing both sourcing and strategic guidance in this industry. The contract, reimbursement guidance, and payment compliance capabilities that KREG Information Systems provides are important in supporting payments and forecasting expectations for the CFO office.

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Kaufman Hall Announces Record EPM Software Growth in 2016

On January 31st, Kaufmann Hall announced “a 37 percent increase in sales bookings and nearly 60 new enterprise customers” in 2016 including reference clients across healthcare, banking and education: Ascension Health, Trinity Health, Dignity Health, American Airlines Credit Union, Yale University, Tufts University, and George Washington University.

Blue Hill believes that consultant-led software deployments provide greater guidance for companies going through the full Customer Journey from Decision to Implementation to Value Mapping to Evolution. The combination of Kaufmann Hall’s value-based approach, strong software capabilities led by Axiom EPM, customer satisfaction, and the general growth curve in the Enterprise Performance Management market have led to this level of success. Blue Hill believes that this growth will continue to be sustainable over the next couple of years based on greenfield opportunity, market conditions, and Kaufmann Hall’s targeted vertical focus and consulting capabilities to support the Axiom EPM platform.

FloQast

FloQast Names Todd Ellwood Vice President of Sales

On January 31st, FloQast, a provider of financial close software, announced hiring Todd Ellwood as Vice President of Sales. Ellwood previously served in sales leadership roles at Dell, where he was acquired twice through Dell’s acquisition of Quest Software, then before that in Quest’s acquisition of Aelita Software.

Blue Hill believes that this combination of enterprise and startup experience is important for a Vice President of Sales for an early stage startup such as FloQast. Aelita was acquired as a relatively small 120 person company and ended up being integrated into Quest Software’s Microsoft business unit. Having been through the journey of shifting from product sale to solution sales before, Blue Hill believes that this strategic hire is indicative of FloQast’s long-term goals of expanding beyond close to supporting additional audit, consolidation, and collaboration needs over time.

If you have any questions about these announcements or how they should affect your software purchasing or IT roadmap plans, please contact us at research@bluehillresearch.com

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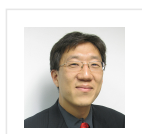
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About Hyoun Park

Hyoun Park is the Chief Research Officer of Blue Hill Research where he oversees day-to-day research operations, delivery and methodology focused on vendor and technology selection. In addition, Park covers analytics and enterprise mobility technologies as a noted advisor, social influencer, and practitioner. Park has been named as a top 10 Big Data, analytics, and mobility influencer including quotes in USA Today, the Los Angeles Times, and a wide variety of industry media sources. Over the past 20 years, Park has been on the cutting edge of web, social, cloud, and mobile technologies in both startup and enterprise roles. Park holds a Masters of Business Administration from Boston University and graduated with a Bachelor of Arts in Women’s and Gender Studies from Amherst College.

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