

# Your Virtual Financial Analyst

## Your Assistant to Intelligent Insights and Automation

Is your finance team too busy to be great? What if each member of your team had an intelligent virtual resource to clear their plates of repetitive work?

The Virtual Financial Analyst is your team's new Artificial Intelligence-powered assistant. Identify anomalies, generate a consistent narrative surrounding your data, and automate FP&A tasks with the click of a button.

Empower your team with the confidence that the data underpinning all business decisions is audited, free from error, and analyzed with a consistent and impartial voice. With time-saving commands and analysis, you can trust your whole team is prepared to focus on the future of your business rather than being distracted with mundane tasks.

# A Day with Your VFA

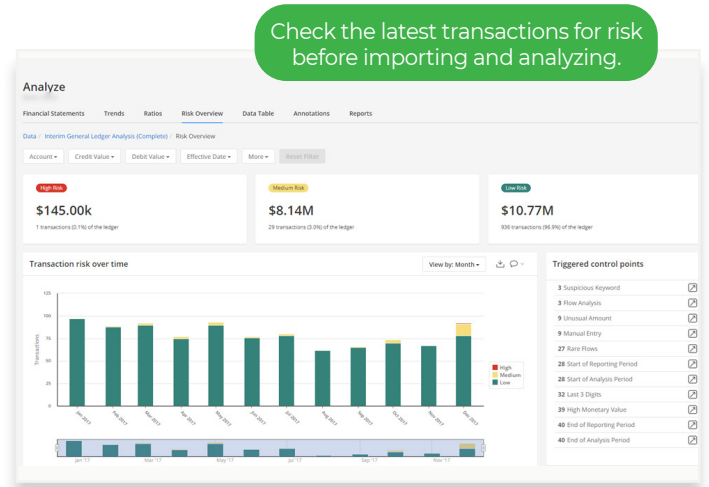
Eliminate labor-intensive manual processes that prevent you from communicating strategic insights to stakeholders.

## 1. Data Assurance Right from the Get-Go

With analysis only being as good as the data is accurate, gain a level of assurance on your ever-changing data with the Virtual Financial Analyst's Anomaly Detection capabilities.

Powered by Machine Learning AI, it identifies risks or anomalies in your transactions, all the way down to a receivables and payables level, expediting the investigation and resolution of anomalies to help you close your books faster with greater assurance.

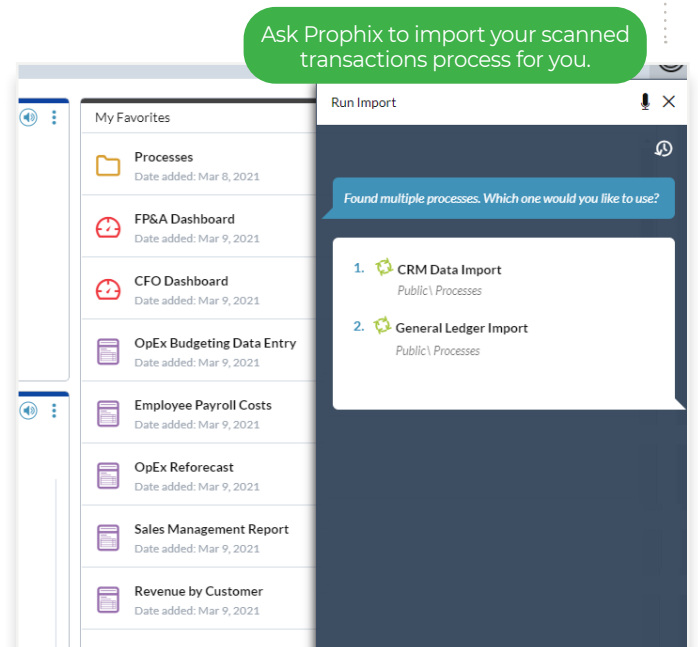
As the volume of business data increases daily, so does your risk. Scan your transactions for anomalies before running any analysis, preventing re-work and delays.



## 2. A Voice-Activated Assistant in The Workplace

By introducing an AI-powered assistant to the team, you can improve agility, productivity, and operational efficiency, so that everyone can stay focused on strategic work.

With the natural language capabilities of the Virtual Financial Analyst, you can ask it to run processes, distribute reports, send templates for review, and more.

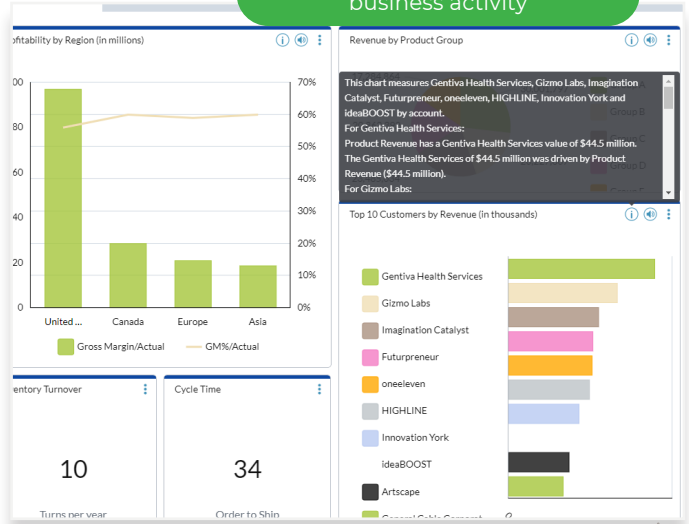


### 3. Insights at Your Fingertips

Insights, served up by your Virtual Financial Analyst, give you the story behind your visualizations.

Stop spending hours digging through spreadsheets, interpreting Dashboards, or waiting for analysts to investigate. Insights generates an accurate narrative around your data to ensure all your stakeholders are on the same page.

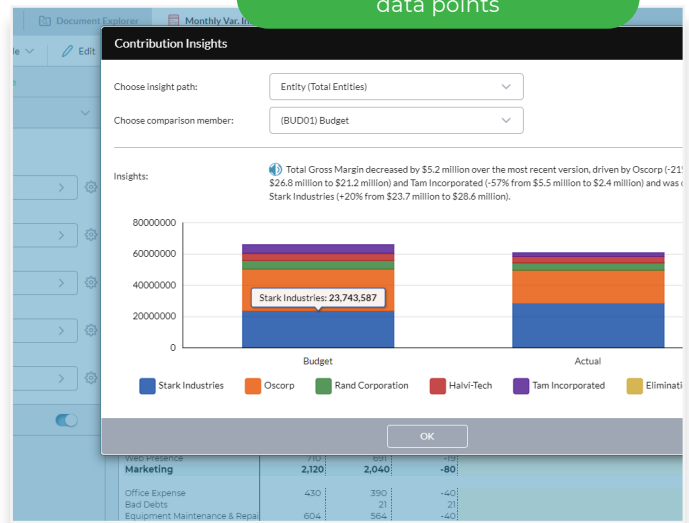
AI-generated summary of business activity



### 4. Accurate and Consistent Report Narratives

Receive a quick AI-generated comparative analysis and gain an accurate and consistent narrative on a number, visualize its trend through time and what contributed to it. Stop performing ad-hoc analysis to get to the answers you need. Contribution Insights will instantly help you understand variances over time or between scenarios letting you know which factors drove the rise or fall of a value on a report as well as the break-down of the underlying data.

Automated analysis of key data points



### 5. Self-Serve Insights on Every Report

Quickly understand and present explanations of important trends and changes in your business through Report Insights. Prophix Virtual Financial Analyst's Report Insights directly writes the narrative on reports, so you don't have to. By generating an insightful narrative on key variance reports, you can spend more time acting on what drives trends, rather than looking for and documenting them. Create meaningful reports faster and empower your stakeholders to self-serve with access to a consistent narrative surrounding your business' most important data.

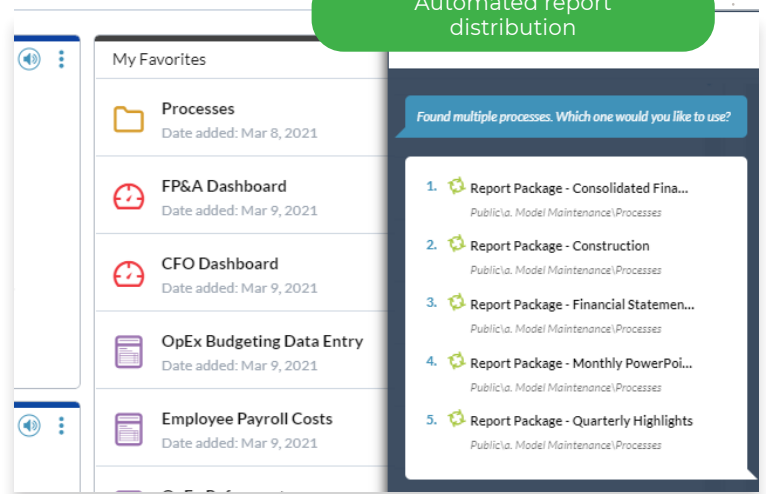
Impartial AI-generated report narrative

The screenshot shows a 'Monthly Var. Income Statement' for Qtr 3 2023. The table compares Actual, Budget, and Variance for various line items. An AI-generated narrative is provided for the Total Revenue and Total Gross Margin rows.

	Actual	Budget	Variance	Notes
Total Revenue	100,705	77,006	23,699	Total Product Revenue decreased by \$23.7 million over the most recent version, driven by Oscorp (-29% from \$41.7 million to \$30.5 million) and Rand Corporation (-39% from \$8.1 million to \$5.0 million). Total Service Revenue increased by \$23.9 million over the most recent version, driven by Oscorp (+41% from \$1.1 million to \$1.6 million) and Rand Corporation (+45% from \$877,283 to \$4.9 million) million to \$2.3 million).
Total Gross Margin	53,348	53,280	-68	Total Other Revenue decreased by \$693,456 over the most recent version, driven by Oscorp (-37% from \$1.7 million to \$1.4 million) and was offset by Tam Incorporated (+26% from \$89,120 to \$112,594). Total Gross Revenue increased by \$5.1 million over the most recent version, driven by Oscorp (+13% from \$5.7 million to \$6.2 million) and was offset by Stark Industries (-12% from \$45.8 million to \$40.6 million).
Total Gross Margin	61,033	66,200	-5,166	Total Gross Margin increased by \$5.2 million over the most recent version, driven by Oscorp (+27% from \$133% from \$2.4 million to \$5.5 million) and was offset by Stark Industries (-17% from \$28.6 million to \$23.4 million).
Total Payroll Costs	16,128	15,742	-386	Total Payroll Costs decreased by \$385,749 over the most recent version, driven by Stark Industries (-6.9% from \$5.2 million to \$5.3 million).
Total	2,120	2,040	-80	

## 6. Expedite Meaningful Insights

Ask your Virtual Financial Analyst via text or voice to list your tasks, schedule a process, or distribute reports to the team – and then consider it done.



**Stay focused on what's important to your business with your Virtual Financial Analyst.**

## About Prophix

Your business is evolving. And the way you plan and report on your business should evolve too. Prophix helps mid-market companies achieve their goals more successfully with innovative, cloud-based Corporate Performance Management (CPM) software. With Prophix, finance leaders improve profitability and minimize risk by automating budgeting, forecasting and reporting and puts the focus back on what matters most – uncovering business opportunities. Prophix supports your future with AI innovation that flexes to meet your strategic realities, today and tomorrow. Over 1,500 global companies rely on Prophix to transform the way they work.

### Head Office

350 Burnhamthorpe Road W,  
Suite 1000 · Mississauga, Ontario  
Canada · L5B 3J1  
+1 (905) 279 8711  
info@prophix.com

### Additional Offices

USA: +1 (800) 387 5915  
UK: +44 (0) 118 900 1900  
Europe: +45 7023 2375  
DACH Region: +49 69 509 565 605  
Brazil (Rio de Janeiro): +55 21 3094 3900  
Brazil (São Paulo): +55 11 3583 1678



[www.prophix.com](http://www.prophix.com)