

AXIOM

Axiom EPM:

Higher Education:
Planning for the Future
in Uncertain Times

Applied Financial Intelligence

Challenges facing Higher Education



The last 20 years have seen the UK Higher Education sector encounter significant change, with a boom in students along with a substantial shift in funding. Yet right now, the biggest challenges are at play. A new landscape for Higher Education is quickly being reshaped.

In this, the worst pandemic for over a century, the financial pressure placed by COVID-19 on finance teams in the Higher Education sector is unprecedented. While every sector has been affected by COVID-19, Higher Education is dealing with the fallout from multiple angles. There are many immediate effects of the pandemic which Higher Education institutions have to deal with not to mention the many ongoing challenges from:

- Fewer international and European student enrolments
- Funding for research projects, grants and partnerships post-Brexit
- Pension deficits and their future impact on universities
- The uncertainty of government and corporate funding

It's clear, there's never been a more critical time for robust short-term and long-term financial planning solutions.

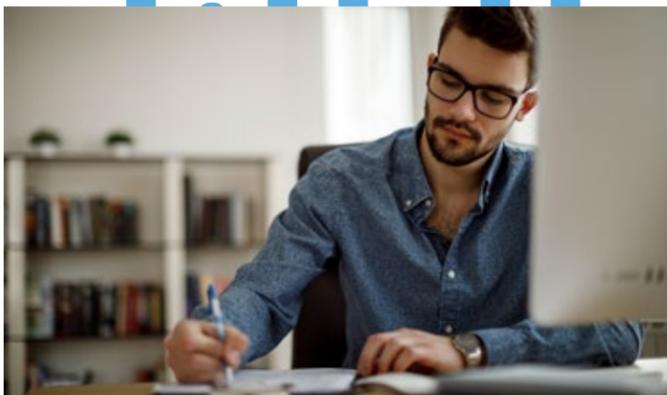
That's where Axiom can help.

Pressure on Finance Teams

Higher Education institutions are complex with multiple funding and income streams. Now, more than ever, boards are demanding better, more accurate financial and management information. From student numbers, grant planning and asset management to regular financial statements, capital investment planning, tuition planning and budgeting.

UK universities are competing in the global playing field. They need to keep fees affordable, meet student and staff expectations, and plan for regulation and financial compliance. While running in surplus with sufficient cash.

To plan for all eventualities and outcomes, decision makers require accurate forecast and budget data, both financial and non-financial, along with in-depth 'What if' scenario planning. Aligning strategies with immediate and long-term objectives.



Fit for **today**

UK universities are currently working threefold to react and adapt to this ever-changing landscape, both in the now and the future. Responding to the challenges today and planning ahead for longer term. While developing opportunities and innovations to stay ahead of the competition.

As COVID-19 continues to re-shape our society and economy, it's crucial to manage the immediate impact on universities. Using today's information to develop short-term forecasts and objectives.

Student enrolment.

Plan for student numbers and tuition fee projections with a range of scenarios to ensure there are no surprises. From student deferments to marketing initiatives.

Scenario planning.

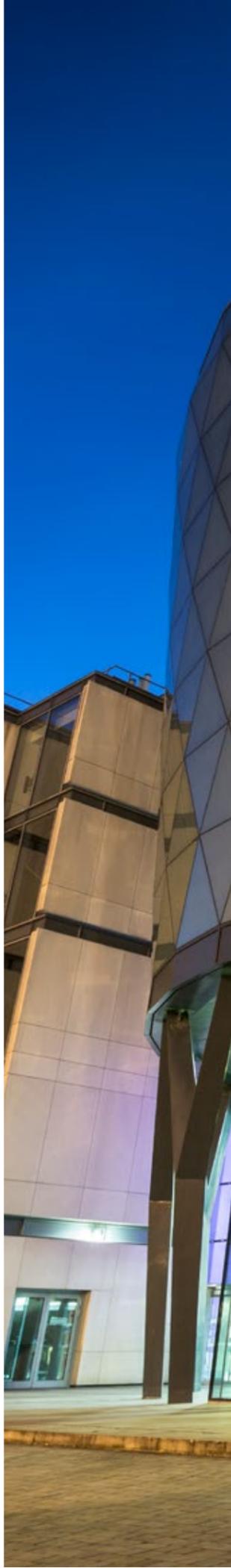
Consider different scenarios, from teaching (virtual, physical and hybrid) to operations and personnel adjustments. Planning for the tricky balancing act of investing for the future or spending now to improve facilities that will increase enrolments and surplus.

Cash flow management.

Make a complex process simple by analysing your past receipts and invoicing. Work out which initiatives will give you the best return on investments now.

Opportunities.

Develop opportunities from the crisis, from potential new partnerships and acquisitions to emerging technologies.





Fit for the future

From right now, to what's next: critical decision-making is required across your financial management. Issues like surviving the impact of leaving the EU, preparing for a post COVID-19 world, planning for the pension deficit, and developing strategies for mitigating any loss of government funding and future grants.

Use your financial data to develop forecasts and strategies for future enrolments and income streams, sustainability, and growth strategies to plan for future success.

Tuition Planning.

Plan for further impacts on student enrolment. In the 2019/2020 academic year there were around 150,000 EU students studying in the UK with 'home student' status.

Research Grants.

Plug funding gaps and create new opportunities. The UK has a great international reputation, enjoying around £1bn research project funding from the EU each year, which is likely to change in years to come, so be prepared and consider how your organisation will fill the potential funding shortfall.

Workforce Planning.

Implement new workforce strategies as huge numbers of staff, both academic and non-academic, come from EU countries.

High Level, Long Range Planning.

Save time by using historical and proposed budgets and forecasts as the basis for your long-range financial plan.

Initiatives and Long-Term Objectives.

Model the impacts of proposed initiatives, scenarios and objectives on financial and operational performance.

Return On Investment (ROI).

The tools you need to prioritise and determine the right capital investment to support growth.



Complex financial planning **made simple**

Many software providers promise to transform planning and budgeting with a couple of clicks. But do these promises stand up to scrutiny? Too often, user-friendly solutions are unsuitable for the complex architecture of Higher Education institutions.

Axiom is continually praised by industry analysts for its ability to help our Higher Education customers make better sense of their budgets, even for the most complex university operations.



Here's how Axiom help you make better sense of the numbers and make a real difference:



Ease of use

Axiom is designed to be put to work by the people who matter: your people on the ground. Through an intuitive interface and a self-service approach to report creation, we ensure that your people spend less time aggregating and more time analysing.



Accessibility

Axiom's cloud solution, hosted on Microsoft Azure, allows your people secure access to the software from anywhere. When you request an update, we take care of it automatically, helping to keep your IT team's to-do list to a minimum.



Industry-specific models

No two industries share the same operational drivers, risks and variables. That's why we reject a 'one-size-fits all' approach to modelling and reporting. Axiom is built upon years of customer partnerships, resulting in planning solutions to reflect your specific Higher Education sector needs.



Truly integrated solution

When budgeting, strategy and cost management exist in silos, it's impossible to get a full picture. Axiom removes the need for multiple processes to get the job done. The ability to integrate multiple sources such as your ERP and HR/Payroll student systems ensures a single view of the truth: something that earned top marks from Gartner Peer Reviews.



Flexibility

Your reporting requirements, permissions, technical capabilities and processes are unique to your organisation. So why should you be forced to change? This is the beauty of Axiom: allowing you to embrace a powerful financial analysis solution while keeping your organisational preferences intact.

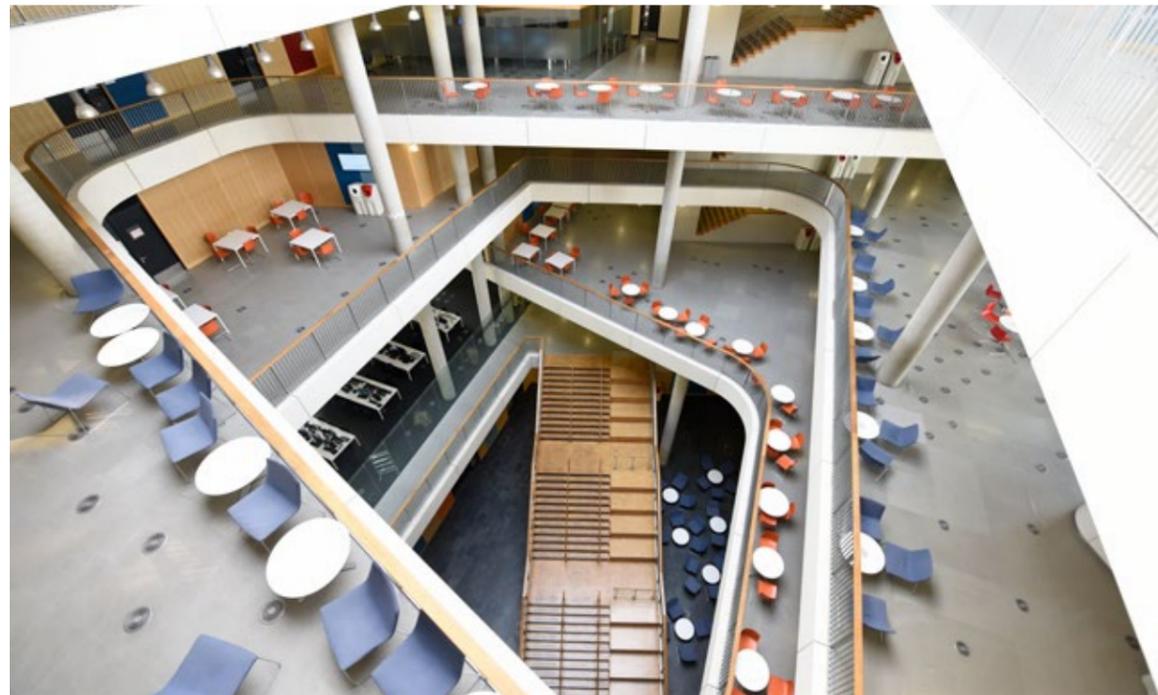
A foundation for building **better financial performance**



Higher Education institutions require the ability to anticipate and adapt to change.

Axiom makes it possible to integrate structured and unstructured data from across your campuses. From admissions policies and tuition planning, to capital investment planning and HR management. Giving you a joined-up view of the entire institution, all within a robust, GDPR-compliant framework.

Our flexible approach and rich modelling capabilities enable the development of multi-year and long-range plans that are fully integrated with operational budgets and forecasts. Meanwhile, thanks to easy-to-use dashboards and compelling visualisation options, you can create custom, ad hoc reports with ease. Enabling you to track and measure institution-wide performance and to drill down to faculty and staff level.



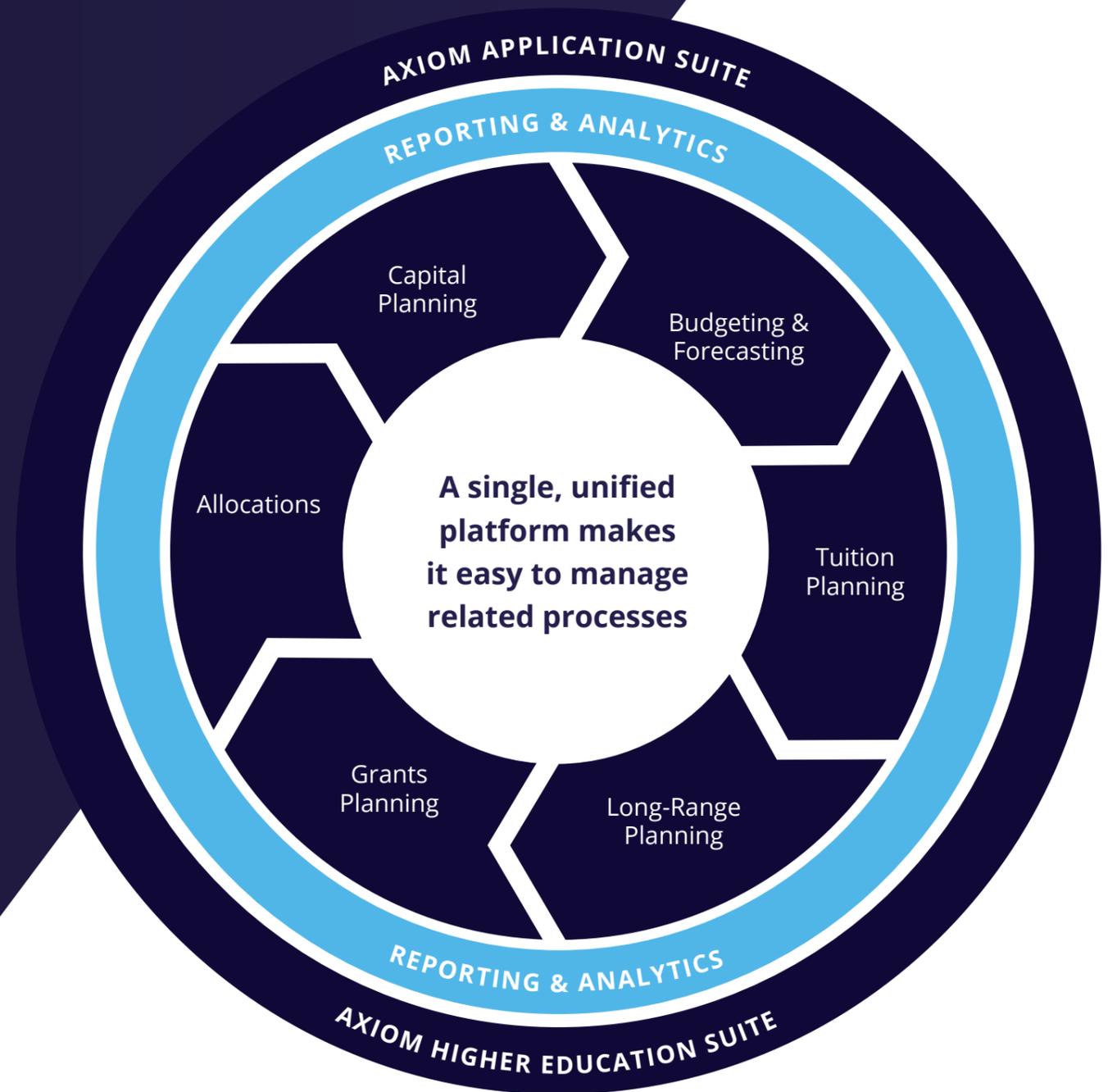
Experts in helping organisations **improve financial performance**

Axiom provides performance management tools for finance teams and executives. Optimising how you budget, forecast, plan, report, and much more. By using Axiom software, finance teams increase their agility and improve data analysis, to better understand the drivers that affect their organisation.

Built on 30 years of expertise in planning, forecasting, profitability analytics and cost management, Axiom equips your decision makers for truly effective, data-driven decision making.

According to Gartner Peer Reviews, the vast majority of our customers would recommend Axiom Software without reservation. These customers value our powerful forecasting capabilities, flexibility, ease of use and the ability to customise.

A single, unified platform makes it easy to manage related processes.





Grants Planning

Plan grant spending and model impact

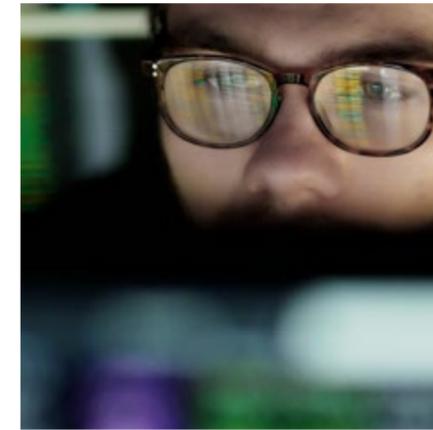
In this increasingly uncertain funding environment, your institution needs to access timely and accurate data on your grants and awards. Axiom Grants Planning module helps you develop an award modelling application, provides an insight on your spending plans, and enables you to track against actual activity over the project's lifespan.

Providing universities with a complete forecast and analysis solution, improving transparency and reducing overheads.

Use it to help you:

- Plan and project grant funding and tracking
- Develop integration into an Income and Expenditure model
- Improve how you manage the impact of research activity on university finances
- Plan, monitor and report on grant funding and spending





Tuition Fee Planning

Predict future income, drive strategies

With Axiom's powerful, easy-to-use Tuition Fee Planning module, create strategies and new opportunities by assessing the potential impact of variable and critical uncertainties.

Model the impact of tuition revenue on budgets and forecasts. Compare different courses of decision-making and initiatives to accurately project tuition revenue by:

- Integrating student and financial admissions data across a range of fees and long-term plans
- Supports headcount and FTE planning and modelling
- Using assumption-based enrolments and conversions to better predict tuition income
- Unlimited scenario planning to understand the impact of a changing landscape
- Measuring actuals and budgets at any level using Axiom Analytics



Budgeting & Payroll Planning

Combine your data to forecast staffing decisions

Software to help you handle uncertainty, manage change, and avoid unexpected costs. Axiom Budget and Payroll Planning enables you to forecast those vital implications of future staffing decisions in your Higher Education institution.

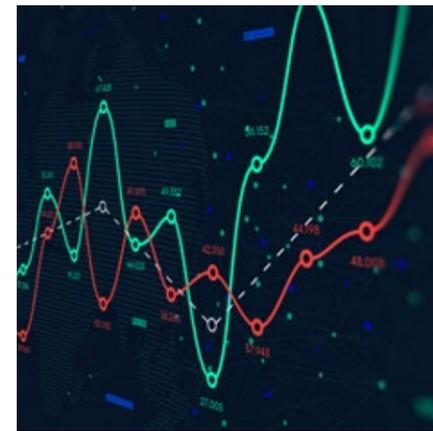
People planning

Plan for salary and benefit changes by aligning human resources data with assumptions about future increases and budget. Forecast based on positions or individual employees, factoring in various drivers that impact your staffing.

Improve your entire budgeting process by:

- Applying different salary forecasts, multiple benefits, and rates of increase
- Integrating HR and payroll systems, drawing all employee data into a secure system
- Creating new staff positions incorporating salary, funding, and appointment data
- Integrating headcount and FTE planning to provide full visibility





Commitment Planning

Bring order to a complex process

Embrace robust reporting to understand the current and future financial health of your institution. Ensuring that commitments are accurately forecasted and deliver against budget.

Improve transparency

Tracking all your financial commitments against budgets, with automated collection and evaluation of data across your university.

Axiom Commitment Planning module empowers you to:

- Centralise data collection for incoming spending requests
- Track spending by project and funding source
- View the impact, now and in the future of spending commitments
- Centralise commitments across teams, departments, and the whole institution
- Align spending within income and expenditure and track against budgets
- Create robust reports to present how commitments align with strategies for growth

Capital Planning & Tracking

No investment decision should be taken in isolation

Keeping your institution's broader needs in clear view, Axiom's Capital Planning and Tracking module delivers the insight you need to deploy capital with confidence.

Gain the confidence to make your move by fully understanding: Does this project represent the best use of our university resources? How will the additional outlay affect cash flow? Will the long-term profit justify the short-term costs?

The ability to answer these questions is crucial for your long-term financial strategy.

By bringing forecasting, capital planning and tracking together, Axiom Software empowers you to make truly data-driven decisions, supported by numbers you can trust.

Here's what Axiom's modelling functionality can deliver:

Create, evaluate and rank proposed multi-year capital projects. Select the best fit for your university by comparing key metrics, including return on investment (ROI), net present value (NPV) and internal rate of return (IRR).

Assess a prospective project's impact on the balance sheet, cash flow and profit and loss statement. Alter plan assumptions and quantify the impact of changing market drivers on proposed capital investments.

Manage the entire capital planning request and approval process with a defined workflow, ownership and due dates using the Axiom Software Process Management feature.

Model approved projects once they are live for regular, updated forecasts for time to completion, incremental cost, total cost and more.





Balance Sheet Management

Decision-making that requires high quality data

Take a holistic view of balance sheets and cash flow. With more efficient management paramount for securing the long-term sustainability of any Higher Education institution and strengthening against financial risk.

A pro-active method to managing financial risks. A changing approach to risk has prompted many progressive institutions to move away from silo-driven outlooks across faculty income, assets, cash sources, operating costs. Plus, with current financial standards demanding that balance sheets reflect the potential of Higher Education sector assets, effective management can also generate efficiencies and reveal unrealised commercial value in underutilised assets.

This is where Axiom can help...

- Processes to manage portfolios, capital, and liquidity more successfully, in times of financial stability, or volatility
- Build stronger communications between finance and operational teams
- Enhance decision-making with full financial implications of decisions taken into account
- Reduce the risk of accounting errors, and subsequent financial loss or reputational damage



Cash Flow Management

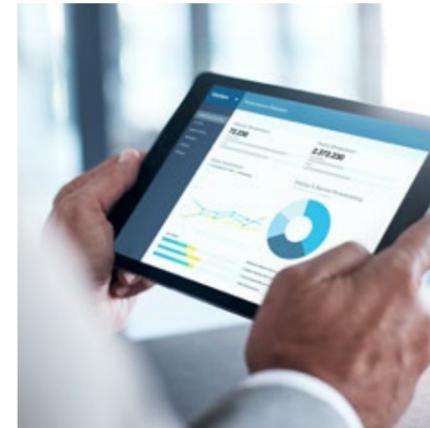
The current climate means cash management must change

Higher Education institutions can struggle to build an accurate statement of cash flow and forecasting. Often adopting a multi-dimensional approach to gain insights, and co-ordinating data from multiple systems and individuals, across the entire institution. A process that's inefficient, cumbersome and error-prone.

This is where Axiom can help...

- Easily and efficiently manage, control, and monitor your cash management processes
- Access the right data easily to make quick decisions
- Pull data from one system, making the process simple and saving valuable time
- Monitor cash surplus regularly, on a daily or weekly basis
- Reduce risk and margins for error





Budgeting & Forecasting

Predict, plan for, and respond to a changing market

With Axiom Budgeting and Forecasting module, your Higher Education finance team can confidently, quickly, and effectively adapt to uncertain market conditions. Leveraging real-time data to acquire insights, accelerate informed decisions, and advance plans.

Accurately and efficiently model scenarios and re-forecast financial plans and budgets to boost your performance.

- Integrate data from any source. Seamlessly integrate data into a single repository for planning, analysis, and reporting. Our robust tools automate data integration and establish a single version of truth for data from any source, with common definitions that uphold data quality standards
- Reduce planning cycle times. In the sector's ever-changing landscape, quickly model and adapt your financial plans to optimise performance. With an easy-to-use global driver library that incorporates the right operational drivers into your financial planning model with precision
- Sophisticated modelling made easy. Our integrated financial planning solutions unify disparate planning processes – from budgeting to forecasting to capital to long-range planning to scenario modelling



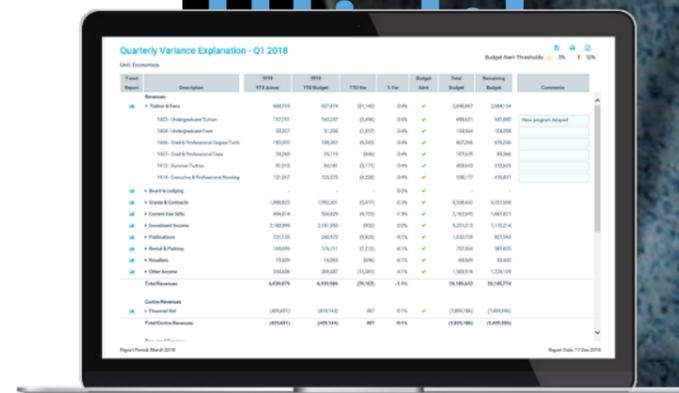
Reporting & Analysis

Data that delivers better outcomes

Transform your Higher Education data into insights that empower intelligent decisions with Axiom Reporting and Analytics module. Analyse and visualise financial and operational data to identify and highlight trends, variances, and improvement opportunities.

While other performance management tools simply offer reports, we offer timely data and robust capabilities. To bring your university decision-makers the answers they need.

- One version of the truth. With an easy-to-use interface, our reporting and analytics tools seamlessly integrate data from any source into a single repository for planning, analysis, and reporting
- Any user, any platform. Make critical performance information available anytime and anywhere to enable users to access reports, spot trends, conduct ad hoc analyses, and make timely, informed decisions—regardless of location



A man with dark hair and a light beard, wearing a blue blazer over a white button-down shirt, is shown in a professional setting. He is holding a black pen in his right hand and looking slightly to the right with a thoughtful expression. The background is blurred, showing what appears to be a meeting room with other people and a large window. The text is overlaid on the right side of the image.

Having the right technology is important, **but having the right people behind the technology is critical.**

We only bring onboard the very best people.

To get the most out of your investment, the right technology is important. But so too is having the right people behind the technology.

This is where the Axiom Customer Success team comes in. Consistently rated as “excellent” in satisfaction surveys, Axiom’s responsiveness to customer needs is one of the main reasons why we are consistently ranked so highly by analysts such as Gartner and BPM Partners.

The Customer Success team is a passionate group, comprised of industry experts with a specific focus on Higher Education who are quick to respond with best practice solutions, not just answers. The team is involved during all phases of customer engagement, from sales right through to post-deployment support. Crucially, the team also works closely with our software developers, to ensure our customers are always on top of the latest updates and product innovations.

From getting you up and running to ensuring your people get the most out of Axiom, our team is with you every step of the way.



Higher Education Clients

Worldwide, over 50 universities are using Axiom Software

We are very well established in the Higher Education sector, working with around 50 universities worldwide including University College London (UCL), Stanford and Yale.

With the experience and number of customers we have in the sector, we've been able to build specific planning modules to support the processes that are individual to universities, such as Grants Planning and Tuition Fee Planning.

We enable Higher Education institutions to manage their financial position to ensure long-term success. With clients including small and large public and private universities, our broad experience brings best practices to your campuses.





Partners & **Accreditations**

Our commitment to putting customers first means we only use the best partnerships that will improve your performance.



Ellucian

We're proud to have an exclusive partnership with Ellucian, one of the most recognised brands in the Higher Education sector. Assuring our customers that we have the whole suite of student and financial management software covered.



Tribal SITS

Our partnership with Tribal SITS is designed to help you optimise your financial information and management right across your organisation. From recruitment and admissions, through to student support, retention and outcomes – working with Tribal SITS we help support you, so you can support your students with a fully integrated student information system.



Gartner

Axiom's industry-specific knowledge within Higher Education enables our customers to capitalise on our embedded industry and process specific capabilities. We are recognised by Gartner as a Higher Education specialist in the enterprise performance management and analytics space, providing sector specific modules, alongside our specific Higher Education consulting knowledge.



Leading the way in Higher Education

University College London (UCL)

It's no wonder UCL is frequently listed as one of the top universities in the world - with more than 42,000 students, nearly half of whom are international, and a current £1.6bn development programme, including a new campus in east London.

Axiom and UCL

Axiom Software has been working with UCL for nearly 7 years, supporting the university with reporting and analytics across several planning areas.

UCL's challenges

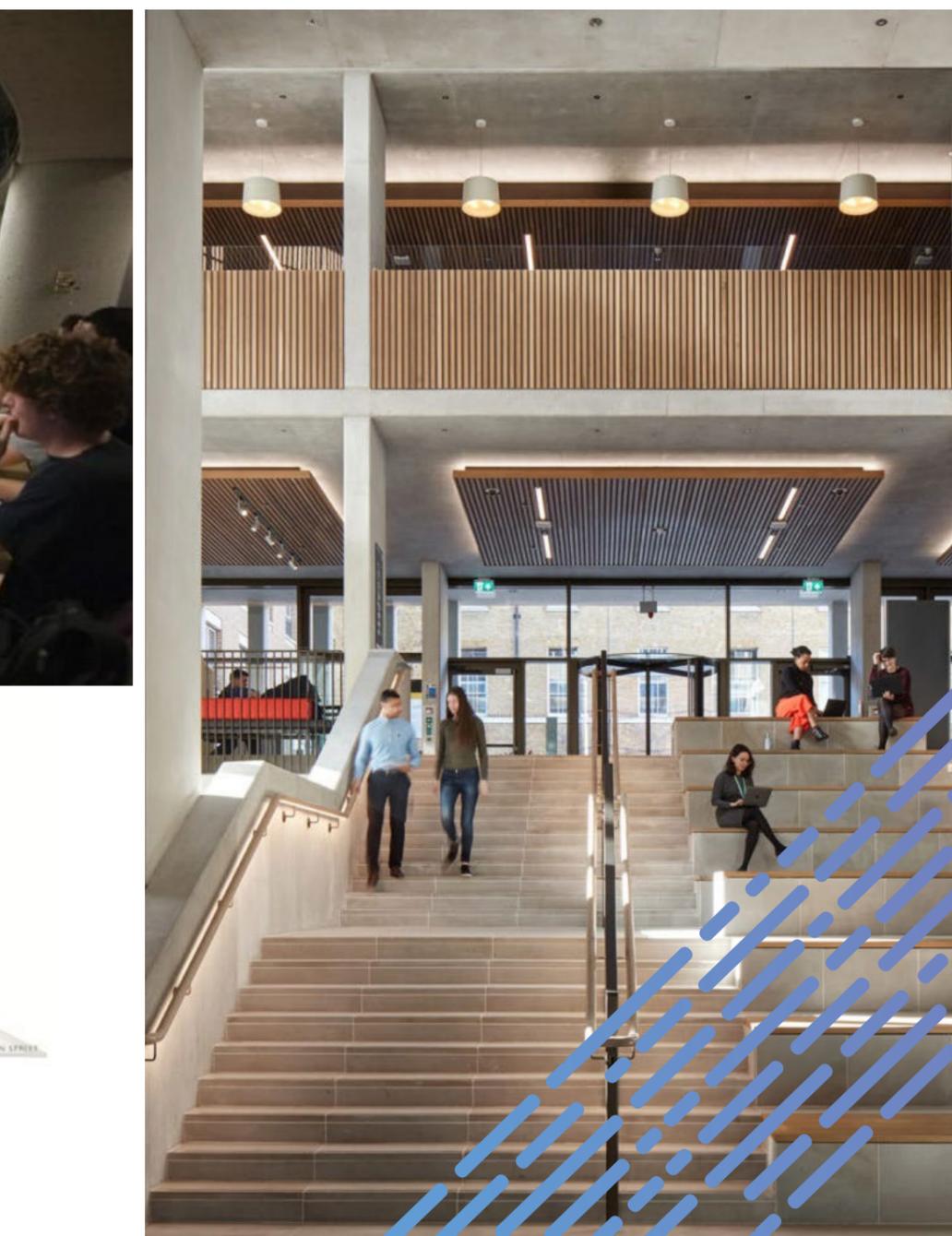
With over 13,000 employees, UCL's budgeting and forecasting processes were often extremely time consuming. With inconsistent data between disparate sources and a lack of visibility into key business drivers.

Add to that the many external challenges from the impacts of COVID-19 and Brexit. An anticipated fall in student numbers and income and rising costs. Risks to government funding and research grants. Along with challenges of pension deficit, reputation and student experience.



// *Axiom is a key system at UCL and is at the heart of financial planning, forecasting and analytics. The system is fully integrated with ERP (ORACLE) and student records systems (SITS), which get refreshed on a daily basis."*

Phil Harding, Director of Finance and Business Affairs UCL



The solution

UCL required more accurate Financial and Management Information System data at Board level to help monitor the financial health of the university.

For the finance teams, blending the costs of current operations with important decisions on capital expenditure helped UCL create robust long term objectives. Coupled with solid financial plans driven from KPIs to enable correct decisions to be made.

With over 4,500 users of Axiom, UCL needed a solution that effectively manages security. The university has taken advantage of Axiom's user-based security settings to ensure proper oversight of sensitive data.

The results

By implementing Axiom, UCL moved to a more 'self-service' model. End users had access to more data than ever before, shortening the budgeting cycle and improving reporting. Saving time in budgeting and planning processes by having visibility of the results immediately.

Data accuracy was improved by Axiom's ability to integrate directly with other source systems. Ensuring agility in UCL's planning and empowering thousands of end users with a reporting solution which integrates multiple data sources and is accessible to end users on all platforms.

"Simply put, Axiom was the only solution with higher education solutions and the experience needed to meet our requirements for a single solution for budgeting, forecasting and reporting."

Julian Carter, Ex-Head of Financial Systems, University College London and now Head of Higher Education at Axiom EPM

Built upon years of **successful customer partnerships**

We work across a broad range of sectors, yet united with one aim. We help manage your financial position to ensure long-term success. Here's just some of the clients we've partnered with.



You're always in safe hands

Axiom's technology platform redefines what to expect from enterprise analytics, ensuring complete peace of mind.

Leveraging the latest Microsoft architecture and cutting-edge Web technologies, our platform is both flexible and robust. With our cloud-first approach providing significant benefits to your business, and all data adhering to GDPR.

With first-hand knowledge of the compliance landscape in which your institution operates, we're also experienced at working with sizeable organisations. From large universities such as UCL to big business brands, including Capita and Transport for London, we've helped many customers improve their performance by putting their trust in Axiom technology and our expert team.

Axiom: powered by technology. Delivered by experts

Why Axiom?

With Axiom, you will be financially agile, able to respond quickly to changing market conditions and pivot with confidence. Axiom offers a rare combination of best in class financial performance management technology with a depth of financial and industry expertise.

Putting our customers first

A 100% success record doesn't happen by chance. Discover how our customer-focused approach, experience and knowledge combine to create a market-leading service that will go beyond your expectations.

Our experience and knowledge

Building and maintaining a 100% implementation success record does not happen by accident. It demands detailed knowledge of how the software is put to work in the field, along with a deep insight into what our customers are seeking to accomplish.

More than consultants, we provide significant time to value

Covering strategy and design, solution-specific deployment and training, the service and communication our clients receive is second-to-none. All of this is designed to deliver implementation on-time and on-budget, along with high levels of adoption right across your organisation.

We partner with you to plan for the unpredictable and enable you to figure out your organisation's future.

Axiom EPM, we are here to help

If you would like to find out how Axiom can help you improve your financial performance, then please get in touch by emailing hello@axiomepm.co.uk or call us on **+44 1932 548 465** to talk to one of our specialists.

We would love the opportunity to discuss how Axiom can help you manage your business more successfully.



The word "AXIOM" is written in a bold, white, sans-serif font. It is enclosed within a thin, double-lined rectangular border. The top and bottom lines of the border are purple, while the left and right lines are blue. The background of the entire slide is dark blue with a pattern of diagonal, parallel lines in various shades of blue and purple, creating a sense of depth and movement.

AXIOM

Experts in helping organisations
improve financial **performance**

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