

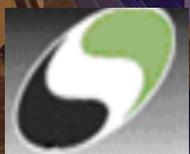
“This quarter has been super crazy busy but I must say, thanks to the admin user guide Beth did, the HFM side has been very stable. She did a great job!”

– Maria Ross, Newport Corp

“Newport Corp has been a great client for years. Thanks to their commitment and the dedicated involvement of the Skehana expert team of Jane, Craig, and Matt, we were able to optimize their HFM application and train the Newport Team to be self-sufficient with their monthly close cycle.”

– Beth Hale

SKEHANA NEWSLETTER



This is our most exciting newsletter yet. I'm very pleased to make several announcements this month, beginning with congratulating Beth Hale on joining Skehana's executive team!

Skehana's New Director of Emerging Markets: As part of Skehana's vision of expanding opportunities to its consultants by providing the world's best "EPM" Consultants, Jeff and Gary have asked Beth Hale to take on an additional role above and beyond her HFM consulting duties to work on a program to train, develop and place consultants on Tagetik's Consolidation, Reporting and Planning platform. In Beth's new role as "Director of Emerging Markets", she will focus up to 30 hours per week on making this strategy a reality. Beth has already had a successful start in placing Audrey on a 2 month project to help our past colleague, Andrew Purdy, implement Tagetik at AGF Groupe in Montreal.

2016 Annual Company Rewards Trip: Mark your calendars! January 28 – February 1, 2016, Skehana will host our next Annual Rewards trip in Riviera Maya (pictured above)! We will be staying at an all-inclusive resort on the pristine beaches of Mexico with the Mayan ruins nearby and enough sunshine to get us through the cold winter! As a reminder, the qualification to join us on this trip is a minimum of 2000 hours of billable time with Skehana. If you meet the qualifications, keep an eye out for the Save the Date invite from Kelly. We hope you will be able to join us this year as we celebrate our 6th annual retreat!

Life-to-Date Hours

Who will receive their next percentage of acquisition equity?

- **Bill:** 11,200
- **Craig:** 9,372
- **Matt:** 7,631
- **Judy:** 6,439
- **Jane:** 6,100
- **Steve:** 6,076
- **Tom:** 4,153
- **Hetal:** 1,667
- **Mark:** 901
- **Beth:** 244
- **Audrey:** 163
- **Parveen:** 134

Bonuses

- Steve is receiving a bonus for Audrey's work at JF Shea!

New Projects

- Jeff and Craig were both extended at Baxalta!
- Matt has been extended at Huron/Rexall through October!
- Audrey will be kicking off our first direct project with JF Shea!
- Beth is engaged in a Tagetik project at Boddie-Noell!
- Beth will also be creating custom training guides for Panavision, working closely with our newest Skehana team member, Christine Cheung!

New Hires

- Welcome Christine Cheung to our Skehana team! She is based out of So. Cal and was referred to Skehana by Reidar Schopp. She will be starting her first Skehana project next week at Panavision!

A Word from our Director of Emerging Markets, Beth Hale:

I am very excited to take on this role in addition to my consulting and training role. (Sorry, you're not getting rid of me in the consulting world!)

We want Skehana to be the "go to" company for multiple client needs. By expanding our partnerships and training our consultants in new product offerings, we will be able to extend our market presence.

Currently, we are focusing on building a consultant team for our Tagetik partnership. The Tagetik product offerings can even complement our current clients, who are using HFM. Tagetik can be used for Planning and Collaborative Decision Making (CDM). Tagetik is very easy to use and implement and cost effective. The best part of Tagetik is that a lot of the complexity of creating rules, cash flow logic, etc. is built right into the product, making a consultant's job much easier!

Skehana's Expanding Market: Q&A

- 1. Why is Skehana adapting the other EPM products? Is Hyperion not strong enough to hold our business on its own merit or do you see a change in the industry that is causing you to seek out new spaces in the EPM practice? Do you think Hyperion's industry is fading out and we must all adapt to the changing needs of businesses?**

Jeff: Oracle's EPM suite is still the gorilla in the market and will continue to be the market leader for many years. Through our strategic relationship with BPM Partners, Skehana is in the unique position of being on the pulse of the emerging products and trends in the EPM space. We would like to take full advantage of being in this thought leadership position by being opportunistic, as new Oracle competitors surface with compelling offerings. We continue to enjoy a strong and healthy pipeline of Oracle projects and would like to balance out that pipeline with non-oracle projects as well. Being an EPM-agnostic service provider gives Skehana greater credibility as an expert in the EPM space and increases our addressable market domestically and internationally.

- 2. What is Tagetik and why did you choose them? Are there other EPM suites we should be learning as well? Are you expanding into all EPM suites or just focusing on Hyperion and Tagetik?**

Gary: I examined over 13 varying EPM solutions during my past four assessments with BPM Partners. Combining what I thought was the best overall comprehensive offering, the best opportunity, and biggest upside for our resources, our relationship with Tagetik's executive team of Bob Fitzgerald (Sales), Mark Macaluso (Delivery), Andrew Purdy (PM), Dave Kasabian (Global Marketing), Paul Giardina (NA Marketing) Karl Mouantri (APAC), Bani Brandolini (Founder – who also co-founded IMRS), speaks worlds about the quality of their team.

- 3. What do you see for Skehana a few years from now? Will we still be a Hyperion company that also offers other products or will we be a company that practices any product in the EPM marketplace?**

Gary: We will still be the number 1 Hyperion Resource Company in the world who offers a few hand selected additional offerings to mitigate any risk we have with Hyperion going completely to the cloud, and catching a ride on some fast moving EPM providers who are vying for NA market share and have the marketing budgets to do so aggressively. For those of you who remember the first five or so years of IMRS, that is what we expect from Tagetik.

Having said that, you will see another global press release from a company named Prevero who is willing to train our consultants in their EPM product offering to be able to announce our NA foothold in the partnership and strengthen their global presence. We see this as an ore of a paper relationship for 2015 and nothing more than that for the near term.

- 4. How does training work for Tagetik? How will it fit into my schedule? Is it easy to learn? Will the training costs come out of my own pocket? Will this get in the way of my current client commitments or can I train outside of standard working hours? How do I sign up?**

Beth: We certainly don't expect you to work more hours over nights and weekends to learn a new product. However, if you have time on the bench or want something to do in your "lonely" hotel rooms, this would be a great opportunity to learn a new product. As partners, Tagetik will pay for our training, so there is no out-of-pocket expense for our consultants. Currently, Tagetik doesn't hold many formal training sessions. A three day Foundation & Reporting class is set up, as needed, for new clients. Audrey and I were able to audit a client class remotely as our first introduction. There are also many product videos you can watch from Tagetik's website to familiarize yourself with their products and functionality. If you would like more information on Tagetik or like to start training in Tagetik, please reach out to me. We have a variety of Tagetik marketing and training material available on our Skehana Google Drive, as well, and I can point you in the right direction.

- 5. I love Tagetik and want to be part of learning a new suite of products! Are there other products out there I should also be learning?**

Beth: We have a similar partner agreement for training with Salesforce for their Salesforce Analytics Cloud product. If you are interested in more information on Salesforce training, please reach out to me.

- 6. How can I sell Tagetik to my client or other companies in my network? How can I help drive this business? What will the referral bonus be for Tagetik?**

Beth: We plan on reaching out to 15-20 of our current clients with an introductory email on Tagetik as an initial entry point. In addition, once you better understand the flexibility and ease of Tagetik, you can help us generate leads in your client base. Tagetik will be available to provide demos to our clients, when we have identified qualified leads. The referral bonus for Tagetik leads will be consistent with the Skehana bonus plan, currently in place for our current EPM offerings.

- 7. Why did you select Beth for this new role?**

Gary: Jeff and I thought that Beth was a perfect choice for this role. Not only has Beth managed client relationships with Hyperion products, she is also well versed in other products, such as Business Objects and Micro Strategy, and she will be very good at managing new EPM partner opportunities. In addition, Beth is located in the Bay Area, which makes her "geographically desirable" for 2 of our current partnerships. Tagetik plans to open a west coast office in Northern California in the next year and Salesforce is also headquartered in San Francisco.

- 8. Team: What other questions or concerns do you have that we didn't cover on this high-level Q&A about expanding our visions and practice?**