



## OneStream & Azure Drive Efficiency and Innovation at West Bend Mutual

West Bend Mutual Insurance revolutionizes financial consolidation, reporting, and planning with OneStream Software, deployed on Microsoft Azure. This case study unveils how integrating a unified platform enhances precision, compliance, and decision-making in the insurance sector.

### Challenge:

West Bend Mutual Insurance faced the complexities of a traditional financial services data ecosystem characterized by legacy systems, disparate tools and processes. The company required a solution to streamline financial consolidation, reporting, budgeting, planning, and enhance the precision and accuracy in financial data management within a highly regulated insurance industry.

### Solution:

OneStream implemented its unified platform at West Bend Mutual Insurance, transforming finance processes and business decision-making. Deployed on Microsoft's Cloud, Azure, OneStream integrated financial consolidation, reporting, budgeting, planning, and product and segment profitability into a single solution.



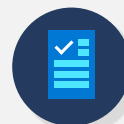
Streamlined  
Financial  
Processes



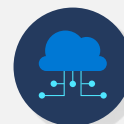
Achieved  
Significant  
Time Savings



Enhanced  
Decision-  
Making



Attained Robust  
Compliance  
and Security



Transformed  
Business  
Operations

**INDUSTRY:** Financial Services

**SUB-VERTICAL:** Insurance

**INDUSTRY  
PRIORITY  
SCENARIO:** Use OneStream built on Microsoft Azure to drive efficiency and innovation and revolutionize financial consolidation, reporting, and planning.



The complexity of a financial services business lends itself to complex data sources and processes that require a platform like OneStream to help organize things."

**Brad Brockman,**  
Director Solutions Consulting, OneStream



## Outcome:



**Immediate Return:** Streamlined YTD data loads and real-time financial presentations automated cash flow, enhancing financial reporting and consistency in allocation processes.



**Regulatory Compliance:** Meeting all regulatory, compliance, and mandated requirements ensured a robust financial ecosystem for West Bend Mutual Insurance.



**Long-Term Outcome:** Over two days per month were saved, reallocating focus from administrative tasks to strategic analysis. This efficiency improvement fostered a shift towards data-driven decision-making and agility.



**Business Transformation:** A comprehensive view across disparate systems facilitated a data-driven decision-making approach, enhancing visibility, transparency, and business agility.

## Key Features and Benefits:



**Efficiency and Time Savings:** Automated processes and integrated systems significantly reduced the time required for the monthly close process and account reconciliation, saving more than two days per month.



**Data Security and Privacy:** Hosted on Microsoft Azure, OneStream benefits from Azure's security layer, further bolstered by OneStream's own investments in security capabilities, including achieving the [DoD IL 4 certification](#).



**Improved Accuracy and Decision-Making:** Real-time financial presentations and automated cash flow provided invaluable insights for strategic planning and decision-making.



**Extensible Dimensionality:** Enables dynamic financial data management through hierarchical flexibility across units, scenarios, and versions. This capability, exclusive to the OneStream platform, allows users to continually drill down into actuals, budgets, and forecasts, down to the most granular of levels.



## Feedback from End-Users:

End-users at West Bend Mutual Insurance noted significant improvements in transparency, auditability, and financial management efficiency since shifting from an Excel-based ecosystem to OneStream's platform.

## Change Management and User Adoption:

Change management was critical to the project's success. By investing upfront in engaging with end users to understand their needs and set expectations, resistance and adoption challenges were effectively managed. Training was straightforward yet reinforced, with ongoing support ensuring users felt confident in utilizing the new system.

## Configurations and Integrations:

Tailoring OneStream to West Bend's unique needs required specific customizations, especially concerning the integration with West Bend's general ledger system (an Enterprise Accounting System, or EAC). These customizations ensured that OneStream could accommodate the unique business processes and data sources characteristic of West Bend Mutual Insurance.

## Measurable Outcomes or Metrics:

The transition to OneStream enabled West Bend to shift from data hunting to in-depth data analysis and strategic decision-making, significantly enhancing productivity and strategic outcomes.

## Key Lessons Learned:

The implementation highlighted the importance of viewing financial management holistically, demonstrating a unified platform's value in addressing complex business challenges.

## Conclusion:

The implementation of OneStream's unified platform at West Bend Mutual Insurance highlights the profound impact of integrating advanced technology solutions for enhanced efficiency, accuracy, and compliance, marking a paradigm shift in financial management and strategic planning.



## About West Bend Mutual Insurance:

For over 130 years, West Bend Mutual Insurance has been a trusted provider of premium insurance solutions, serving homeowners, automobile owners, and businesses. Based in Wisconsin, MI, West Bend employs over 1,600 dedicated associates who embody our "Silver Lining" ethos, believing that "The Worst Brings Out Our Best".

## About OneStream:

OneStream is how today's finance teams can go beyond just reporting on the past and take finance further by steering the business to the future. It's the only enterprise finance platform that unifies all your financial and operational data, embeds AI for better decisions and productivity, and can extend to meet the evolving needs of your business, without adding technical debt.