



Better Data. Better Decisions.

Our Client Success Stories

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# A MESSAGE FROM OUR CEO

This guide is for C-level executives and treasury professionals tasked with navigating the often turbulent waters of global currency.

For more than a decade FiREapps has been collaborating with some of the world's most exciting and innovative corporations, helping them improve efficiencies and reduce currency impacts.

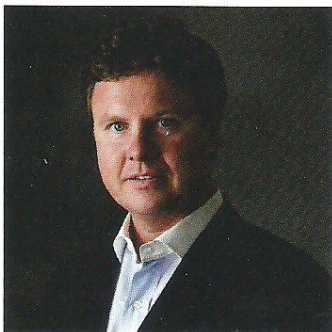
The following case studies detail how FiREapps worked with many of these organizations to eliminate currency surprises.

Our collaborative approach continues to gain traction. In recent years, FiREapps has opened offices in key European locations to accommodate our growth. This expanded presence is paying off: Last year, nearly 40 percent of our new customers originated in our European offices.

On behalf of the entire FiREapps team, allow me to say how much we value our customers and how much we appreciate those that allowed us to share their successes in this guide.

If you are new to FiREapps, we hope you will privilege us by working with FiREapps. You will be in good company.

We look forward to hearing from you.



Sincerely and thankfully,

*Wolfgang Koester*

Wolfgang Koester, CEO, FiREapps

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# AGILENT TECHNOLOGIES

“It [FiREapps] is absolutely vital. Our goal is to support the overall business and so getting that visibility, transparency and having the availability of the details is really critical to meeting the overall business needs.”

— DAWNETTE BLAKE, FX & Pensions Manager, Agilent Technologies

## LOCATION

Headquartered in  
Santa Clara, California

## INDUSTRY

Bio-analytical and electronic  
measurement tools

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



**Agilent Technologies**

Agilent Technologies manufactures measurement instruments and equipment for life sciences, medical diagnostics and chemistry applications. Operations are done in more than 100 countries, with 70 percent of revenues generated internationally.

## CHALLENGE

Agilent wanted to eliminate the manual process of pulling exposure data from SAP and populating a series of spreadsheets in order to address the constant fluctuations and pressures of FX on the company's bottom line.

## SOLUTION

FiREapps integrated with SAP, Business Data Warehouse, SunGard Integrity and 360T Misys to automate the workflow, calculate preliminary monthly balance sheet exposure, derive quarterly revenue and expense exposure forecasts, and provide a smart hedging decision framework for balance sheet and cash flow forecast generation.

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# GOOGLE

“There are lots of things that treasury is going to be asked to do in the future. The only way that’s scalable is with technology. You can throw people at it, but you want treasury professionals adding value, not moving data around.”

— BRENT CALLINICOS, Treasurer, Google

## LOCATION

Headquartered in Mountain View, California

## INDUSTRY

Internet and computer software

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

All information originally reported in Google-FiREapps public webinar, August, 2013.

Google is a multinational technology company specializing in internet-related services and products, including online advertising technologies, search, cloud computing, software and hardware. It has more than 70 offices outside of the U.S.

## CHALLENGE

Google was looking for an efficiency measure to gain more visibility into its underlying exposures. In 2007 Google had 50 percent visibility into its cash and it took eight hours to gain that visibility. The program focused mainly on the largest currencies, but big movements in a lot of smaller currencies were adding up.

## SOLUTION

FiREapps replaced Google’s formerly manual process, providing automation and analytics that are key for managing its FX portfolio. It enabled Google to have full visibility into currency exposures, revealing what FX risks could be mitigated and where there were natural offsets.



## PRODUCT

FiREapps for Balance Sheet™

## BENEFITS

- ▶ Organically reduced balance sheet exposure by more than 50 percent in the first six months
- ▶ Analysis to potentially gain over \$40 thousand in quarterly interest income with a 70 percent risk reduction
- ▶ CoRE Analysis identified 36 currency pairs representing \$97 million in gross expenditure and \$16 million in VaR

## COMPANY TYPE

Public

## ANNUAL REVENUE

\$1.6 billion FY2016

## SYSTEMS ENVIRONMENT

SAP, IFS

## AWARDS

2012 Alexander Hamilton Award  
Editor's Choice Middle Market Excellence  
Award in Financial Risk Management

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# HUBBELL INCOPORATED

“FiREapps allows us to gather the data all in one place...  
It’s easily decipherable, easily understandable and the  
reports tell us what we need to know to actually take  
action on our exposures.”

— HOWARD WARDLOW, Director, Finance & Treasury, Hubbell Incorporated

## LOCATION

Headquartered in  
Shelton, Connecticut

## INDUSTRY

Manufacturing, electrical  
lighting and power  
systems equipment

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



Hubbell Incorporated is an international manufacturer of electrical and electronic products for a broad range of non-residential and residential construction, industrial and utility applications.

## CHALLENGE

Hubbell was experiencing an average of \$2 million of FX volatility in its P&L statement because of a highly volatile currency climate. With no FX process in place, it was nearly impossible to identify, analyze and mitigate the FX exposures impacting the bottom line.

## SOLUTION

Hubbell deployed FiREapps to create rules-based exposure definitions, execute data integrity checks and provide detailed analytics in order to better mitigate risk and gain predictability of FX impact on its P&L.

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# PFIZER INC.

“We use FiREapps as a software that helps us identify, analyze, collate exposures and keep track of them. FiREapps is fully integrated on one end with our treasury management system and on the other end with our trading platform.”

– AMIT SINGH, Treasury Executive, VP and Assistant Treasurer, Pfizer Inc.

## LOCATION

Headquartered in  
New York City, New York

## INDUSTRY

Pharmaceutical

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

All information originally  
reported in Pfizer-FiREapps  
public webinar, March, 2014.

Pfizer Inc. discovers, develops, manufactures and markets prescription human and veterinary medicines, and consumer healthcare products that support wellness and prevention, as well as treatment and cures for diseases across a range of therapeutic areas.

## CHALLENGE

Pfizer, notably one of the largest biopharmaceutical companies in the world, was experiencing increased globalization, currency volatility and corporate complexity. Pfizer wanted to look at exposure on a portfolio basis, but a complex supply chain left treasury guessing at which currencies it was exposed to at any given point in time.

## SOLUTION

FiREapps helped Pfizer quantify their exposures and gave treasury the ability to make conscious decisions on when to hedge currency risk. New currency analytics were implemented to help Pfizer drive a thoughtfully designed FX program to shed light on exposures they previously were unaware of.