



Forest Grove
Data-Driven Decision Making

Optimising technology to
unlock insights that drive
better business decisions

Forest Grove Customer Conference 2023

www.forestgt.com.au | info@forestgt.com.au | 1300 559 827



Forest Grove
Data-Driven Decision Making

Optimising technology to
unlock insights that drive
better business decisions

[D1S1] Welcome & introductions

Presented by:

Murray Westphal – Managing Director, Forest Grove

Conference Agenda

Day 1 | Feb 20, 2023

Time Session

Both sessions to be held in Piccadilly Panorama (*12)

09:00 - 09:30 [D1S1] Welcome & introductions by Murray Westphal - Managing Director, Forest Grove

09:30 - 10:10 [D1S2] Expanding data & financial literacy within your organisation by Rhys Meakins - Head of Strategy & Technology, MLG Oz

10:10 - 10:30 Refreshment break

	Stream 1 in Piccadilly Panorama (*12)	:	Stream 2 in Coach House (*21)
10:30 - 12:00	[D1S3.1] Prophix functionality & business value - today & tomorrow by Pako Chan - Program Manager, Prophix	:	[D1S3.2] KNIME functionality & value - today & tomorrow by Vincenzo Tursi - Partner Director, KNIME
12:00 - 12:30	[D1S4.1] Connected Services: Integrating data sources for consistent access & delivery by Ross Gaskell - Director, Forest Grove	:	[D1S4.2] KNIME workflow building, governance & deployment by Forest Grove Analytics Manager, Angus Veitch & Senior Technical Consultant, Willem Lottering

12:30 - 13:30 Lunch at Martha's Hardy Kitchen (*11)

13:30 - 15:00	[D1S5.1] Prophix training: Dashboard Studio - creating meaningful visualisations by Forest Grove Consultants, Harsha Mudiyansele and Sanjeev Ramasubramanian	:	[D1S5.2] KNIME training: Learn how to gain more value from your KNIME investment by Forest Grove Analytics Manager, Angus Veitch & Senior Technical Consultant, Willem Lottering
---------------	--	---	--

15:00 - 15:15 Refreshment break

Both sessions to be held in Piccadilly Panorama (*12)

15:15 - 16:00 [D1S6] Building bespoke analytical business applications - fast, efficient, and at your fingertips by Forest Grove Strategy & Growth Executive, Betsy Westphal Senior Technical Consultant, Willem Lottering & Consultant, Rebecca Tung

16:00 - 16:30 [D1S7] Visualisation & storytelling: using Power BI & Tableau to build engaging, meaningful dashboards by Tommy Harstrom - Analytics Director, Forest Grove

16:30 - 17:30 Mt Lofty House wine-tasting tour at Piccadilly Lawn

17:30 - 19:00 Break

19:00 Networking drinks & dinner at Martha's Hardy Kitchen (*11)

Building Strategic Data Partnerships Helping Our Customers Get Better Use From their Data

Conference Content

- Focus on data and financial literacy.
- Expansion on providing additional value
- Industry data directions
- Prophix and KNIME today and tomorrow.
 - Two themes FP+A and Analytics
- Product Education
- Community and networking – learning from others.
- Developing and nurturing Product and Data Champions

Day 2 | Feb 21, 2023

Time Session

07:30 - 08:30 [D2S0] Aged, disability and community care breakfast - Learn & share - facilitated by Kim O'Connor - FP&A Delivery Manager West Coast, Forest Grove in Coach House (*21)

08:30 - 09:00 Break

All 3 sessions to be held in Piccadilly Panorama (*12)

09:00 - 09:05 [D2S1] Day 2 welcome & commencement by Ross Gaskell - Director, Forest Grove

09:05 - 09:45 [D2S2] Driving innovation through data and IOT: converging digital and physical worlds to unlock operational efficiencies by Adam Schindhelm - CEO, LX Group

09:45 - 10:15 [D2S3] Unconventional data sources: unlocking insight gold from forgotten sources (images & PDF extraction) Forest Grove Analytics Manager, Angus Veitch & Marketing Manager, Akanksha Sinha

10:15 - 10:35 Refreshment break

Stream 1 in Piccadilly Panorama (*12)

Stream 2 in Coach House (*21)

10:35 - 11:05 [D2S4.1] Right of use assets (ROU) modelling by Forest Grove Delivery Manager, Paul Korejcik and FP&A Consultant, Shane Sturtridge

[D2S4.2] KNIME Fundamentals Expansion Training by Forest Grove Analytics Manager, Angus Veitch & Senior Technical Consultant, Willem Lottering

11:05 - 11:50 [D2S5.1] Prophix Training: Forecasting Best Practices by Jacqui Phillips - FP&A Senior Consultant, Forest Grove

11:50 - 12:30 [D2S5.1a] Prophix Q&A jointly facilitated by Prophix and Forest Grove

[D2S5.2] KNIME Q&A jointly facilitated by KNIME and Forest Grove

12:30 - 13:30 Lunch at Martha's Hardy Kitchen (*11)

All 4 sessions to be held in Piccadilly Panorama (*12)

13:30 - 14:00 [D2S6] Customer panel interview - FP&A & data professionals across industries facilitated by Carys Adams - Account Executive, Forest Grove

14:00 - 14:45 [D2S7] Predictive modelling & machine learning by Jérôme Treboux - International Data Expert

14:45 - 15:15 [D2S8] From spreadsheets to workflows by Clint Bowron - Information and Systems Architect, Royal Flying Doctor Service

15:15 - 15:30 [D2S9] Closing remarks by Murray Westphal - Managing Director, Forest Grove

15:30 Pack up, refreshments & conference conclusion

Keynote Speakers.

International – KNIME and Prophix

Customer Experience

Industry Perspectives

Education and Training Hands On.



Pako Chan - Program
Manager, Prophix

Prophix – Prophix Cloud

World Leading Performance Management Technology Business Value
Focus continues after 20 years. Future Directions including how Prophix
is taking forecasting to a new level with predictive forecasting



PresVincenzo Tursi -
Partner Director, KNIME

KNIME – KNIME HUB

International leader in data wrangling and data science technology.
Building data citizens within the enterprise
Data business value focus
Future directions – open platform data science combined with Business
Hub deployment



Rhys Meakins - Head of
Strategy & Technology,
MLG Oz

MLG Oz

Leading Australian Mining Services Company
A growing and diverse business expanding their use of critical data
Building data literacy.
How a company with low data take up can change and drive strong
results.



**Clint Bowron - Information and Systems Architect,
Royal Flying Doctor Service**

Royal Flying Doctor Service

Diverse business that involves managing airline Ambulance/health service. A business that operates throughout rural and remote locations. Business applications and data challenges are endless. Spreadsheet replacement, data extraction from local and outside data sources. KNIME customer that has a long list of achievements with plenty more challenges to tackle.



**Adam Schindhelm
- CEO, LX Group**

LX Group – IOT Innovation

Potential for gathering data from devices and equipment and using that data to improve business is more limited by our imagination than what is possible with today's technology. The LG Group specialize in this area from concept, design to fulfilment. Tracking, environment controls, medical and health, manufacturing, security systems, power, service etc



**Jérôme Treboux
International Data Science
Expert**

Machine Learning – Predictive Modelling Practical Application

As KNIME maturity grows this session will help customers gain insight as to how this advanced data technology can be applied.



Connected Services - Integrating data sources for consistent access & delivery

Presented by: Ross Gaskell - Director,
Forest Grove

Connected Services – Cloud Based Data Technology

25 Customers and growing

Service to connect, consolidate, transform data and visualize data.

Platform to automate and interact with data science models

Platform to replace large and complex spreadsheets

Managed, secure, dependable

Platform for bespoke consumer driven applications

Building bespoke analytical business applications - fast, efficient, and at your fingertips



Presented by: (L-R) Forest Grove Strategy & Growth Executive, Betsy Westphal; Senior Technical Consultant, Willem Lottering & Consultant, Rebecca Tung

Connected Services – Consumer Driven Applications

Business examples :

- Interactive engagement online to data science models
- Replacement of complex spreadsheets
- Data collection for reporting and application integration

Forest Grove Team Update

Founded and operating out of Perth, WA, Forest Grove is one of Australia and NZ's leading specialist consulting firms, delivering end to end finance transformation and data analytics solutions. We have an 18 year history of enabling businesses automate, streamline, and modernise processes surrounding budgeting, forecasting, reporting, advanced analytics, data integration, and visualisation.



In 2014 we identified some key gaps in the market; Firstly, we noticed that companies were struggling to access their data. They needed to transform, clean and validate. We needed an ETL tool that both technical and non-technical could work with to create a single source of the truth. Additionally, we were aware of the fact that over 80% of analytics projects do not make it out of the data science team. That is, deployment is a key issue. We chose KNIME as our key data science tool because its business model helped deal with this issue.

Forest Grove Snapshot – Focus Data Partnerships – Continual Growth – Strong Market Presence



Over 100 customers across Asia Pacific

We have a deep understanding of the analytics and finance landscapes across the Australia, NZ & Pacific Regions.



Long term Data Partnership Customers

Our full tech stack has been adopted by many long-term clients. This reflects trust in our judgment & faith in our abilities as an analytics partner.



19 years' experience in data and analytics

Experienced and trusted data partner with end-to-end service offerings – strategic data planning, implementation and support.



Self-service via knowledge transfer & support

Passionate about value creation through use and the right level of involvement throughout the product lifecycle.



Trusted to deliver in a new and evolving market

Choice of technology & delivery partner are extremely important in this market. We are on the frontier of innovation supported by the backing of our customer base.



2022 KNIME & Prophix Partner of the Year

Our resume of success stories landed Forest Grove the prestigious KNIME APAC Partner of the Year award in 2022.

The Forest Grove Transformation Suite



Simple to advanced data analytics, reporting and integration platform

forestgt.com.au/knime/



Corporate performance management software for budgeting, forecasting, planning, & reporting

forestgt.com.au/prophix/



Interactive data visualisation tool – Implementation partner

forestgt.com.au/power-bi/



Interactive data visualisation tool – Implementation partner & licensing

forestgt.com.au/tableau/

Forest Grove National and International Footprint



Forest Grove Business 2023

- 25 Staff
- Perth – Brisbane – Melbourne – Sydney – BKK

Meet the Team

We are proud of our team and our commitment to customer success. With diverse backgrounds and extensive professional experience across finance, accounting, business analysis, data science, data engineering and data visualisation, we have the skills, resources and supporting processes to deliver innovative solutions as your trusted data partner.



Murray Westphal
Managing Director



Ross Gaskell
Director



John Groppoli
Chairman - Director



Tommy Harstrom
Analytics Director



Felicity Day
Delivery Manager
East Coast - FP&A



Paul Korejcik
Delivery Manager
East Coast - FP&A



Kim O'Connor
Delivery Manager
West Coast - FP&A



Lesley Manners
Admin Manager



Betsy Westphal
Strategy & Growth
Executive



Angus Veitch
Analytics Manager



Chris Simpson
BD Executive

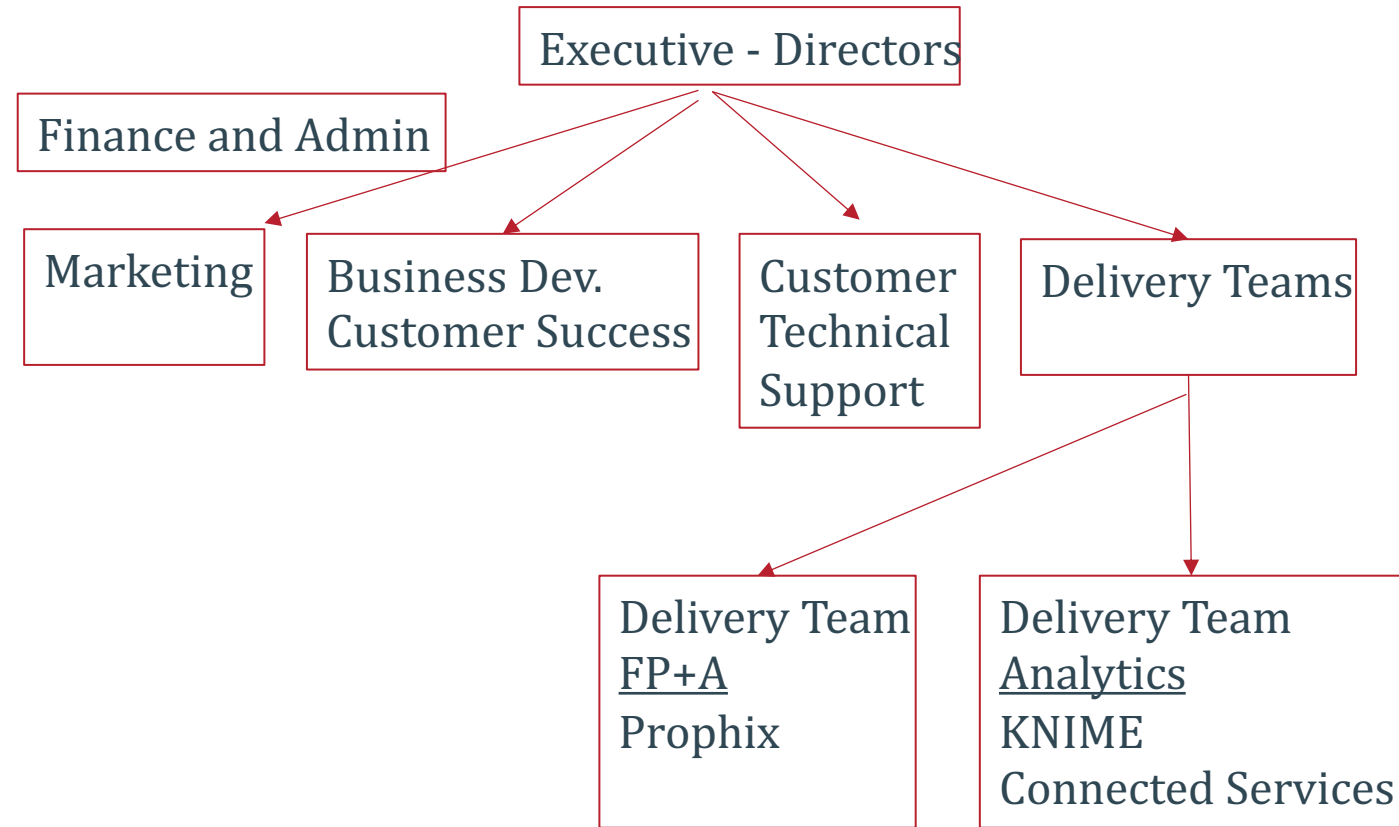


Akanksha Sinha
Marketing Manager



Carys Adams
Account Executive

Forest Grove Team Structure - 2023



Flat Structure Focused on Execution and Support
Two Delivery Teams – Many Joint Customers



Graham Jarvis
IT Manager



Willem Lottering
Snr Technical
Consultant - Analytics



Jacqui Phillips
Snr Consultant -
FP&A



Harsha
Mudiyansele
Consultant - FP&A



Shane Sturridge
Consultant - FP&A



Sanjeev
Ramasubramanian
Consultant - FP&A



Sheryl Rogers
Support Consultant -
FP&A



Rebecca Tung
Consultant -
Analytics



Elena Rushikhina
Consultant -
Analytics



Liam Riddell
Analytics Technical
Consultant



Weiz Chan
Associate
Consultant - FP&A



Nikhil Agrawal
Associate
Consultant - FP&A

Forest Grove Team - 2023

Strong presence of experience and innovation

Team of both young and not so young members

Commitment to providing value and customer happiness

Customer success and continual value are the keys to our success.

Longevity – Awards – 10 Plus Years
Ross – Graham – Felicity – Paul - Kim

Forest Grove – Customer Recognition

Longevity – Outstanding Performance – Data Champions

Help their business get the most value from their data over a long period of time – critical to the decision-making process within their business.

Data Champions that we have worked with for over ten years, we have seen first hand the wonderful contribution they have made to their enterprise.

- Delina Mitchell – AWH
- Kevin Gallagher – Benetas
- Vivian Wren – DIS
- Chris Petrou – Maxima
- Sheryl Rogers - FGT

Our long term Customers that are also with us for this event:

- AWH
- Bedford Group
- Benetas
- Emmetts
- DIS
- Juniper
- West Australian Newspapers
- West Beach Park
- Eldercare
- Aluminium Industries
- Maxima Group



Timely and Accurate Decision Making Data is a Success Key – It's a challenge that all companies need to meet.

~~Multiple Data Sources and Data Platforms Are Just Part of The Problem.~~



IT Manager
Finance Manager
Data Manager

ON-PREM and CLOUD BASED FINANCIAL & OPERATIONAL SOURCE SYSTEMS

SCRIPTING LANGUAGES



REPORTING & VISUALIZATION



Business Data Challenges – Boards and Management Demanding More



IT Manager
Finance Manager
Data Manager

Business Data Challenges

Data Literacy Helping Business Users Become Data Citizens

Too much data
Too many Locations



Cyber Security
Vulnerabilities



Staff retention
Key Knowledge Leaves
The Business



Staff knowledge
Data Knowledge
Data Understanding



Staff cost



Multiple data sources
Azure and AWS Management
Infrastructure Issues – Age
Management



Lack of clear messages
Data Understanding
Data Value



Delay in profitability vs budget
insights
Delay in End Of Month Close



Time delays



Too much
dependence upon
large and complex
spreadsheets

Pressure on IT, Finance and Data Managers Have Never Been Greater.

Traditional Forest Grove Services – Delivery and Support Of Finance Related FP+A

We provide end-to-end development, deployment and management of data analytics pipeline solutions. We help our clients deliver enterprise implementations and deployments, with a strong focus on training, coaching and skills transfers that's complimented by tailored support and managed services.



Analytics Consulting

PLAN & DESIGN

- Strategy & roadmaps
- Environment mapping and transition planning
- Data quality and standards assessments / guidance
- Stakeholder management
- Budgeting, forecasting & planning process analysis
- Analytical workflow development & deployment
- Custom data application development & deployment



Solution Architecture

- Source system analysis
- Solution schematic / wireframes
- Current to future state mapping
- Users, responsibilities & stakeholders
- Data migration & integration
- Installation and technical configuration



Implementation & Deployment

DEPLOY

- Visual dashboards
- Pilot and enterprise programs
- Enterprise deployment
- Collaborative methodology with stakeholder interaction plan
- On-site or remote engagements
- Agile methodology



Workshops & Training

EDUCATE

- Upskilling plans
- Product guidance
- Training, coaching and workshops
- Data citizen frameworks



Support - Managed and Hosted Services

MAINTAIN

- Support desk for transparent issue management/resolution
- Management of analytics solution instances and workflows / use-cases
- Setup, installation & configuration
- Product upgrades
- Monitoring and scheduling
- Governance oversight
- Security assessments

Our Customers Needs Have Meant We Needed To Change Our Business Model to Offer Wider Decision Making Support.

Strategic Data Partnership Model Today – Forest Grove



IT Manager
Finance Manager
Data Manager

Too much data
Too many Locations



Cyber Security
Vulnerabilities



Staff retention



Staff knowledge
Data Knowledge
Data Understanding



Staff cost



We now provide an affordable value-based service that addresses the growing list of data related challenges.

Data Partnership In Practise

- **Infrastructure Management**
 - Cloud Database and Server Mgt. - AWS Azure
- **Data Connectivity Transformation and Consolidated Service**
 - Connected Services - ETL
 - Data Collection and Consolidation
 - Bespoke Applications
 - Connected Services
- **Budgeting Management Reporting Forecasting**
 - Prophix - Forecasting, Budgeting, Reporting
- **Project Management and Time Sheet Reporting**
 - Connected Services
 - Harvest Time Sheet and Billing
 - Data Visualisation – Power BI / Tableau
- **Spreadsheet Replacement**
 - Connected Services and KNIME
- **Data Visualisation Development**
 - Interactive Dashboards
- **Application and Business Support**
 - Prophix
 - KNIME
 - Power BI Tableau
 - Azure etc
- **Solution Delivery and Support**

Rhys Meakins – Head of Strategy, MLG Oz



Expanding data & financial literacy within your organisation

Presented by: Rhys Meakins - Head of Strategy & Technology, MLG Oz

Strategic Partnership – Long Term Customer
Growing Diverse Australian Business

Company That Services The Mining Industry – Head Office Kalgoorlie Western Australia
Haulage – Infrastructure – Crushing – Export – Mining Process Soils

Partnership Started With KNIME Data Connectivity has grown to now include critical finance and performance management functionality. Data literacy and data usage in the decision-making process has become critical in their business and Rhys and his team have achieved great things.