

## CISTalks

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Open to the public. All are invited.

# Infrastructure Software for AI driven Financial Planning: A Case Study

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## Abstract

Financial planning and budgeting at many companies are slow, rigid, and manual. The annual plan can take months to build, meaning that the updated version is in the rearview mirror when it is complete.

Technologies like [AI](#) and machine learning can turbocharge planning making it far faster and more accurate. Specifically, companies can build models that enable them to:

- Run multiple scenarios at the click of a button.
- Update scenarios more frequently to gain better insights about what's coming.

When companies transform planning and incorporate AI, the efficiency and effectiveness gains can be substantial.

- Planning cycles are 30% faster.
- Overall productivity in finance increases 20% to 30%.

When CFOs have a clear picture of the current business performance, they can help the organization navigate change and quickly adapt to new circumstances. The focus can shift to insight generation. Employees across the organization get a better experience, with self-serve models that are convenient and timely.

Companies need to create a fully automated planning system—piping [data](#) out of source systems, feeding it into a driver-based calculation engine, and implementing a digital tool for fast analysis, iteration, and scenario-building.

## Background For Case Study

A fully automated planning system serves as the infrastructure for AI applications and manifests the following characteristics:

- configured according to the needs and factual background
- codes contain diverse business knowledge
- differentiated as an end-to-end integrated holistic model

- provide simultaneous solutions for planning and simulations
- sets “single source of truth” for participants
- synchronizes multiple scenario simulations
- operates within constraints to hand-in the optimum solution.

The infrastructure for AI connects and unifies the separate, diverse and interdependent business processes, namely:

- Sales – Production – Supply Chain – Workforce – Loans – Expenses-Investments
- Consistency of the whole – “unity in diversity” - is dynamically checked by Balance Sheets, Income Statements and Cash Flows.
- Controls focus on cash flow to sustain viability before AI is implemented.
- Irregularities and inconsistencies are immediately identified and reported so that corrective action can be executed without any delay.
- When the infrastructure is seamlessly ready, any AI application can be put into effect confidently, since the outcome of AI applications would be consistent and in harmony in accordance with infrastructure parameters that serve as AI guidance.
- Without such a “infrastructure check-up”, AI implementation would be premature and waste limited resources including management time.

Reflex ([www.refleks.com.tr](http://www.refleks.com.tr)) is in the business of “infrastructure check-up”, providing tailor-made solutions to its customers for almost 25 years. See <https://easyupload.io/m/preiti>.

## Biography

Lisans öğrenimi Robert Kolej İş İdaresi ve İktisat Yüksek Okulunda tamamladı. University of California, Los Angeles (UCLA), ABD den 1970 de finans alanında Yüksek Lisans derecesi aldı.

Özel, kamu ve STK larda 45 yılı aşkın meslek hayatında zeytinyağı, süt, soğuk zincirli dağıtım, beyaz et, inşaat, turizm, gayri menkul geliştirme, hayat sigortası, seramik, ilaç ve holding yönetimi, alanlarında CFO ve CEO olarak görev aldı. Yabancı banka ve trade-finance şirketi Türkiye temsilcisi olarak çalıştı.

**Kamu.** TOKKOİ de Başkan Yardımcılığı ve Sümerbank YK üyeliği yaptı.

**STK.** Kırsal kalkınmada sözleşmeli çiftçilik önderi Türkiye Kalkınma Vakfı Murahhas Üyeliği, SETBİR Başkan Yardımcılığında bulundu. Boğaziçi Üniversite’sinde yarı-zamanlı ders verdi (1973-1980). Halen Türk Eğitim Vakfı (TEV) mütevellisi ve denetçisidir.

Son 25 yıldır sahibi olduğu Refleks Yazılım Danışmanlık şirketi ile iş dünyasına holistik karar destek çözümleri üretmektedir.

Türkiye’de geliştirdikleri **özgün** bir yazılım olan Reflex ([www.refleks.com.tr](http://www.refleks.com.tr)); **AI güdümlü** bütçe, plan ve değerlendirme çözümleriyle donatılmış, uluslararası standartlarda çalışan, **yerli bir karar destek aracı olup**, ERP mantığına göre modellenen **senaryo simülasyonları** ile **geleceğin kaynak ihtiyacını bugünden hesaplamakta** ve **risk profiline** göre **optimize** edilmiş stratejik **yol haritası** seçenekleri sunmaktadır.