Managing Growth the *S.M.A.R.T.* Way

ReachLocal, Inc. (NASDAQ: RLOC) develops online marketing and transaction solutions that power local commerce for SMBs, from lead generation and lead conversion to booking and buying. Their global distribution network includes local Internet marketing consultants and service professionals, along with select third-party agencies and resellers, across 5 continents. ReachLocal is headquartered in Woodland Hills, Calif.

Challenge

ReachLocal's success has provided expansive growth for the company, both internationally and year-over-year. To help support the management of its growth, the company invested in Oracle® Essbase™ for financial analysis and reporting. This helped streamline reporting and ad-hoc analysis. This resulted in finance team having more time to analyze data and provide insights.

Solution

In order to increase efficiency, ReachLocal wanted to automate monthly and ad-hoc reporting and engaged Key Performance Ideas to provide ongoing operational support for its Essbase application. Through Key Performance Ideas' S.M.A.R.T. program, which provides Oracle EPM system administration services, ReachLocal is receiving knowledgeable and customer-oriented staff to support all ongoing operations, including standard monthly maintenance and problem resolution. The S.M.A.R.T. personnel are Oracle certified, highly trained finance and accounting professionals who provide application user support and

perform back-ups, data loads, data reconciliation and calculation editing maintenance. The team also performs routine system reviews to ensure that sufficient hardware resources are always available. Furthermore, ReachLocal now has a consistent single point of contact and an internal escalation path to address troubleshooting activities.

> *"I wanted to let you know that our (S.M.A.R.T. expert) is so awesome… so **knowledgeable**, **flexible,** and **timely** and more importantly, a **great partner** with such a **wonderful attitude!***
>
> *— ReachLocal, Inc.*

Benefits Achieved

With the S.M.A.R.T. team in place, the finance team at ReachLocal can concentrate on providing analysis and insights on what really matters — managing performance and growth. No longer exposed to managing applications, the finance team is now empowered with highly-accessible technology managed by Key Performance Ideas' S.M.A.R.T. team of certified administrators. Additionally, ReachLocal is experiencing the following benefits:

- Reduced operational risk and administration costs
- Eliminated 'single point of failure' concerns with redundant account administrators
- Improved administration of Essbase applications from resources that average over 10 years of experience

Key Performance Ideas