

# How Finance Directors Save Hours Each Week With Uptempo



# From Spreadsheets to Strategy: How Finance Leaders Save Hours Every Week with Uptempo

Finance Directors today face an impossible paradox: they're expected to manage marketing budgets worth hundreds of millions of dollars using tools and processes that would never be acceptable in finance itself. The reality is stark—hours lost reconciling disconnected spreadsheets, constant back-and-forth just to establish a trusted number, and limited visibility into ROI that puts boardroom credibility at risk. When the CFO asks what marketing's \$10M investment returned, the silence is deafening.

This isn't just an operational inconvenience. It's a strategic liability. Finance leaders are forced to spend valuable time chasing data instead of shaping growth strategy, defending budgets without the rigor they apply everywhere else in the business, and managing tense conversations with marketing teams over whose numbers are actually correct. The bottom line? Marketing has been operating without the system of record that every other major business function takes for granted.

Uptempo changes this equation entirely. Purpose-built as the ERP marketing has always needed, Uptempo delivers finance-grade accuracy, automated reconciliation, and real-time visibility that transforms how Finance Directors engage with marketing investments. The results speak for themselves: global brands are saving hundreds of thousands of staff hours, reallocating millions to top-performing programs, and finally bringing the same precision to marketing budgets that they expect from P&L reporting.

# The Uptempo Difference: Finance-Grade Control for Marketing Investments

## The Finance Director's Reality

Today's finance leaders are drowning in manual reconciliation work that consumes hours every week. Disconnected spreadsheets for marketing budgets, invoices, and forecasts create an endless cycle of cross-checking and validation. Marketing teams operate in their own systems, forcing constant back-and-forth just to establish baseline numbers. Limited visibility into campaign performance and ROI makes CFO conversations tense and boardroom credibility uncertain. When asked to defend marketing spend, finance lacks the audit-ready accuracy they maintain across every other business function. It's a management approach that simply doesn't scale.

## The Uptempo Solution

Uptempo serves as the definitive system of record for marketing budgets and performance—delivering the same rigor finance expects from their core ERP systems. Direct integration with ERP, procurement, and PO systems eliminates manual cross-checking entirely, while real-time budget visibility ensures you always know what's spent, what remains, and how dollars are performing. Finance-grade data governance provides audit-ready accuracy trusted by Fortune 500 CFOs. Scenario planning capabilities enable mid-quarter "what if" reallocations, and one unified truth across marketing and finance eliminates debates over whose numbers are right.



### Automated Financial Reconciliation

Syncs directly with ERP, procurement, and PO systems—eliminating manual cross-checking across 20+ spreadsheets and saving hours every week.



### Real-Time Budget Visibility

Always know what's been spent, what's left, and how dollars are performing across all marketing investments.



### Audit-Ready Accuracy

Finance-grade data governance and variance control trusted by Fortune 500 CFOs for boardroom-level reporting.



### Scenario Planning

Run "what if" reallocations mid-quarter to defend budgets and shift dollars to what works—with confidence.

For Finance Directors and FP&A teams, Uptempo transforms marketing budget management from a time-consuming burden into a strategic advantage. The platform creates one unified truth across marketing and finance organizations, aligning marketing investments with financial reporting standards and eliminating the endless debates over data accuracy. This isn't just about saving time—it's about elevating finance's role from budget police to strategic growth partner, with the tools and visibility to make data-driven reallocation decisions that directly impact the bottom line.

# Proven Results: Time Savings and Strategic Impact at Global Scale

The impact of Uptempo extends far beyond operational efficiency—it fundamentally transforms how finance leaders engage with marketing investments. Global brands leveraging Uptempo consistently report dramatic time savings, multi-million-dollar budget optimization, and the confidence to defend marketing spend with the same rigor they apply to every other major business function. These aren't marginal improvements—they're game-changing outcomes that free finance leaders to focus on strategy rather than spreadsheet reconciliation.

## 115K

### Staff Hours Saved

IBM eliminated manual work worth \$6M while reallocating \$240M to top-performing programs

## 80+

### Hours Saved Monthly

Reckitt eliminated reconciliation work across a \$600M budget and 4,000 campaigns

## 400%

### Faster Reallocations

JM Smucker achieved invoice-to-budget integration in 24 hours with 400% faster reallocations

## 124K

### Annual Hours Freed

IKEA proved €20M ROI while shifting marketing from cost center to growth driver

## The Strategic Payoff for Finance Leaders

### More Time for Strategy

Less time chasing spreadsheets means more time shaping growth strategy and partnering with business leaders on high-impact decisions that drive enterprise value.

### Boardroom Confidence

Defend marketing spend with the same rigor as P&L reporting—audit-ready accuracy gives you confidence in every number you present to the CFO and board.

### Cross-Functional Alignment

Real-time shared visibility builds trust across the CMO-CFO office, transforming finance from budget police to strategic growth partner.

### Unlocked Growth Impact

Even a 1% reallocation gain in a \$1B budget unlocks \$10M+ for growth—precision that directly impacts the bottom line.

Finance leaders choose Uptempo because it's purpose-built for enterprise scale and trusted by IBM, Cisco, GE Digital, Reckitt, IKEA, Shell, and JM Smucker. Customers consistently report multi-million-dollar savings, faster reporting cycles, and tighter budget accuracy—outcomes that are defensible in the boardroom and demonstrate the same precision and control finance leaders expect everywhere else in the business. When you gain back hours every week, you reinvest that time in strategic partnership, growth initiatives, and the high-value work that truly moves the needle for your organization.

**Ready to transform your marketing budget management?** See how Uptempo helps Finance Directors save hours, eliminate errors, and deliver finance-grade accuracy in marketing budgets.

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