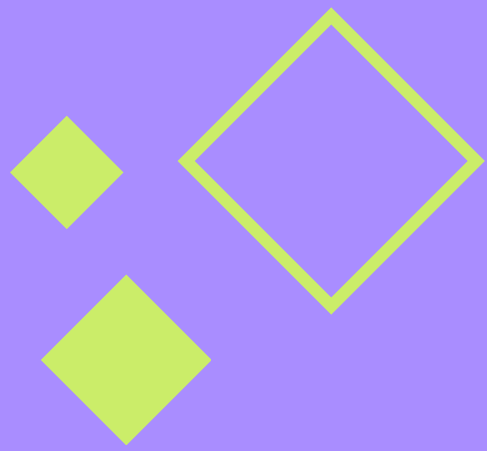# Unlocking Better Budget Insights with Standardized Data Collection

Sera Yalaz

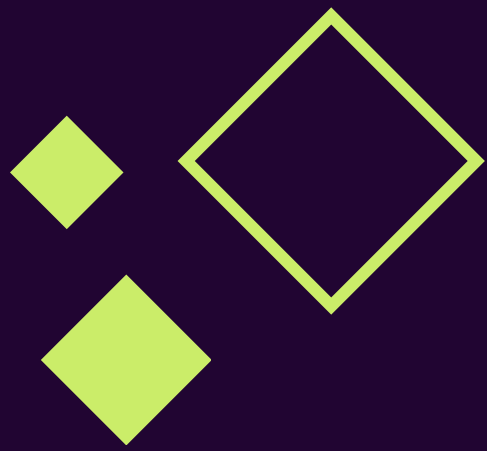Marketing Operations Manager at IBM

Increased Visibility With Ad-Hoc Reporting

With Uptempo, we are able to quickly generate ad-hoc reports using insights at the transaction level, which are all in one place, rather than various spreadsheets.
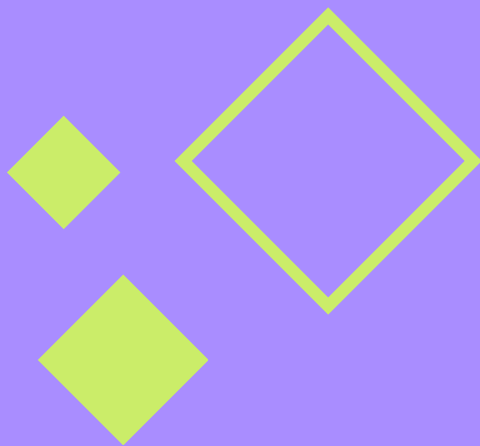
Sera Yalaz

Marketing Operations Manager at IBM

Financial Insights in Real-Time

We can now create interactive dashboards to answer key questions around areas of spending and financial forecast health.

Sera Yalaz
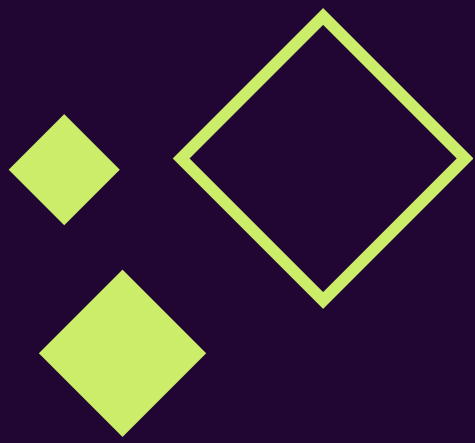Marketing Operations Manager at IBM

Streamlined Expense and Performance Data

By using Uptempo, we are able to ensure all expense data is collected with standardized sets of tags and metadata across all marketing teams, which is a kickstart for linking expense and performance data points.

Sera Yalaz
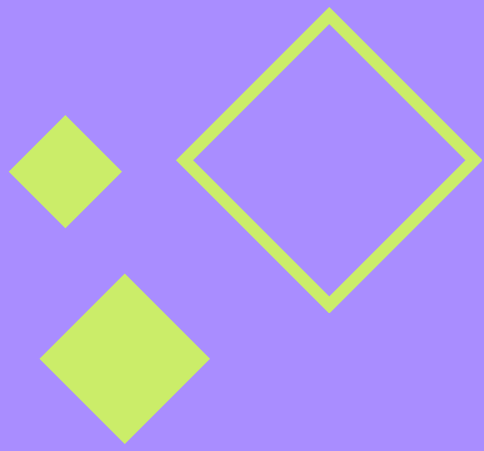Marketing Operations Manager at IBM

A Unified, End-to-End Forecasting Journey

The Uptempo team has been there for us in every step of the journey, providing us with various custom solutions to ensure our end-to-end forecasting journey can be facilitated via a single system of record.

Sera Yalaz
Marketing Operations Manager at IBM

Facilitate Strategic Budget Planning

Uptempo gives my team a new way to facilitate budget planning aligned to the marketing strategy, bringing us closer to generating actionable return on investment results and creating budget optimization opportunities.

Sera Yalaz

Marketing Operations Manager at IBM