

# How Varsity Brands Achieved >90% Forecasting Accuracy



Founded in 1948, Varsity Brands has been at the forefront of elevating youth activities into high-profile, dynamic experiences. With a commitment to quality, design integrity and unparalleled service, Varsity Brands supports and promotes leadership, spirit and athletic excellence.

**Industry:** Academic Apparel

**Headquarters:** Farmers Branch, TX

**Founded:** 1948

Varsity Brands, emerging from the consolidation of three distinct entities – BSN SPORTS, Varsity Spirit and Herff Jones – faced numerous challenges in its treasury processes. With limited cash visibility, disjointed [cash flow forecasts](#) and a patchwork of manual processes, the pressure to streamline and centralize was palpable. Recognizing these challenges, Varsity Brands selected Kyriba to redefine and optimize their treasury operations for the future.

## Key Challenges

In the wake of the business consolidation, Varsity Brands grappled with a maze of treasury complexities:

- ✓ **Fragmented Cash Management:** Manual and siloed approaches caused inefficient use of cash resources and liquidity.
- ✓ **Inaccurate Cash Flow Forecasts:** Predicting cash flow was imprecise, leading to unreliable business projections.
- ✓ **Excess Idle Cash:** Funds were left unused, missing out on potential investment opportunities and revenue streams.
- ✓ **Disparate Systems:** Multiple systems led to a lack of integration, hindering a unified view of enterprise-wide cash positions.

These challenges signaled the imperative need for Varsity Brands to overhaul its treasury operations and processes.



# Varsity Brands Streamlines Treasury Operations with 100% Cash Visibility

With the implementation of the Kyriba platform, Varsity Brands ushered in a transformative era. No longer bogged down by manual tasks and fragmented systems, Kyriba delivered substantial time savings and significantly enhanced financial results.

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Significant measurable results for Varsity Brands including 100% cash visibility



## A Blueprint for Operational Excellence

In today’s fast-paced, ever-evolving marketplace, Varsity Brands’ partnership with Kyriba stands as a beacon of innovation. By choosing to leverage [state-of-the-art treasury solutions](#), they’ve not only navigated intricate operational challenges but also charted a course for future industry leadership. Their journey illuminates the path for other enterprises, highlighting the profound impact of foresight and adaptability in achieving enduring success.