Management Events

CFO The Strategist

FROM BACKOFFICE TO FRONTLINE STRATEGIST

The CFO role has tremendously changed. CFOs are extending their view to the business, its products, and its customers, and becoming the wingman for the CEO.

Currently, the strategic organizational priorities for CFOs and CEOs lay in business model innovation and product and service innovation, although the latter one attracts more attention from the CEOs.

STRATEGIC ORGANIZATIONAL PRIORITIES

CFO PERSPECTIVE

- PRODUCT AND SERVICE INNOVATION: 41%
- BUSINESS MODEL INNOVATION: 42%
- CUSTOMER EXPERIENCE DEVELOPMENT: 39%
- BUSINESS PROCESS AUTOMATION: 36%
- ORGANIZATIONAL RESTRUCTURING: 35%

CEO PERSPECTIVE

- PRODUCT AND SERVICE INNOVATION: 62%
- BUSINESS MODEL INNOVATION: 44%
- CUSTOMER EXPERIENCE DEVELOPMENT: 42%
- BUSINESS PROCESS AUTOMATION: 29%
- ORGANIZATIONAL RESTRUCTURING: 25%

GROWTH PROSPECTS BY CFOs

Most CFOs are expecting growth for their organization during the next 18 months. They are betting on their current markets with new products and services.

- 24% AIM FOR AGGRESSIVE GROWTH
- 38% AIM FOR MODERATE GROWTH
- 38% FOCUS ON OPERATIONAL EFFICIENCY AND REDUCING COSTS
- 71% GROWTH IN CURRENT MARKET
- 29% GEOGRAPHIC EXPANSION
- 55% NEW PRODUCTS AND SERVICES
- 45% M&A, JOINT VENTURES, STRATEGIC ALLIANCES

Growth plans for the next 18 months

CURRENT STATE OF FINANCE CAPABILITIES

With the CFO role change, the role of the whole finance function has transformed. Finance teams are stepping out to demonstrate their ability to provide value adding insights for the business.

TOP 3 STRENGTHS IN THE FINANCE FUNCTIONS (EXCELLENT OR GOOD CAPABILITIES)

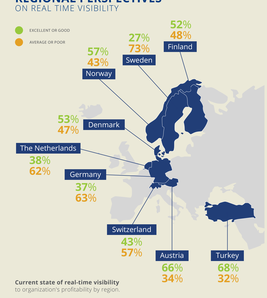
- CAPABILITIES TO RESPOND TO REGULATORY CHANGES: 75%
- CAPABILITIES TO CONVERT DATA INTO BUSINESS INSIGHT: 69%
- ABILITY TO DELIVER COST EFFICIENCIES ACROSS ORGANIZATION: 65%

TOP 3 DEVELOPMENT OBJECTIVES IN THE FINANCE FUNCTIONS (AVERAGE OR POOR CAPABILITIES)

- REAL-TIME VISIBILITY TO ORGANIZATION'S PROFITABILITY: 47%
- CAPABILITIES TO SUPPORT BUSINESS BY SEEKING NEW BUSINESS OPPORTUNITIES: 45%
- ABILITY TO DEVELOP OVERALL CORPORATE STRATEGY: 39%

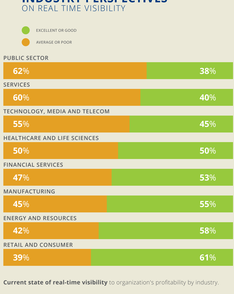
A significant number of finance organizations struggle in providing real-time visibility for their organization, but the results show big differences across Europe. Also different industries are showing different levels of maturity.

REGIONAL PERSPECTIVES
ON REAL TIME VISIBILITY



Current state of real-time visibility to organization's profitability by region.

INDUSTRY PERSPECTIVES
ON REAL TIME VISIBILITY

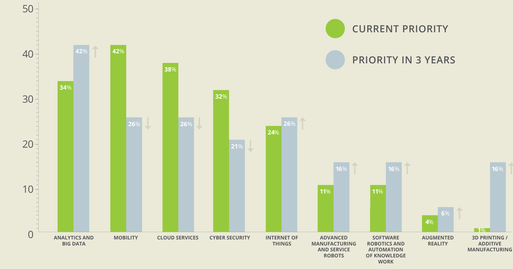


Current state of real-time visibility to organization's profitability by industry.

KEEPING IN STEP WITH TECH

The transforming environment creates the need for the CFOs to be able to grasp what new technologies can do for the business.

Organizational technology priorities currently and in three years according to CFOs



Currently finance organizations are focusing heavily on data-related projects to improve abilities to rapidly respond to volatile market environment.

COLLECT DATA — EXTRACT KNOWLEDGE — EXECUTE STRATEGY

DATA AS THE STRATEGIC PRIORITY IN FINANCE INITIATIVES

- INTEGRATING DATA ACROSS ORGANIZATION: 46%
- IMPROVING SPEED AND ACCURACY OF FINANCIAL REPORTING: 46%
- INCREASING FLEXIBILITY IN PLANNING AND FORECASTING: 42%
- DIGITIZATION AND AUTOMATION OF FINANCE PROCESSES: 36%
- IMPROVING PRODUCT AND CUSTOMER PROFITABILITY ANALYSIS: 28%

GOALS FOR ANALYTICS INITIATIVES

- IMPROVED VISIBILITY OF FINANCIAL AND OPERATIONAL PERFORMANCE: 56%
- FASTER RESPONSE TO CHANGING MARKET ENVIRONMENT: 48%
- BETTER RISK RECOGNITION AND MANAGEMENT: 40%
- ABILITY TO PREDICT TRENDS AND NEW BUSINESS OPPORTUNITIES: 34%
- INCREASED EMPLOYEE PRODUCTIVITY: 33%

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