

CFO CHALLENGES & OPPORTUNITIES

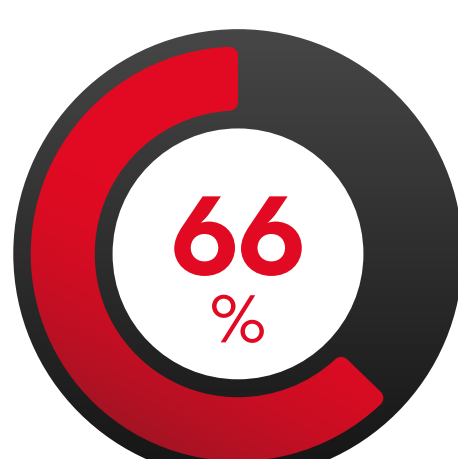
WHAT KIND OF A FINANCIAL DECISION MAKER ARE YOU?

CFOs and finance departments all over the world are tasked with making critical decisions. The best decisions are made by those who are able to quickly access and share the right information at the right time.



CHALLENGES

TOO MUCH GUESSWORK



Finance organisations rely on spreadsheets and intuition 66% of the time!

BIG ISSUES



REGULATORY PRESSURES
governance & calls for transparency



ECONOMIC UNCERTAINTY
uneven recovery and changing business models

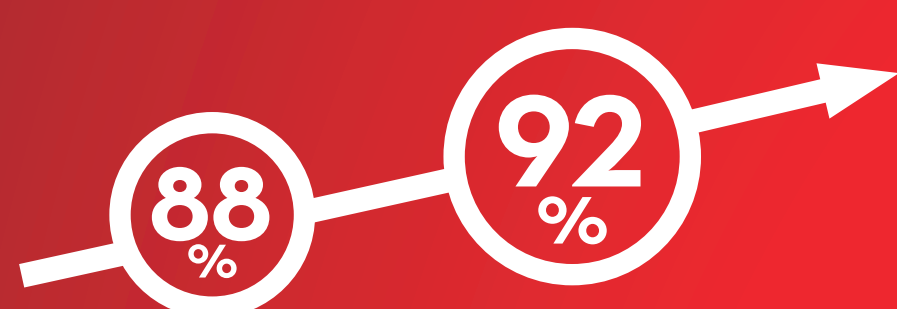
DRIVERS

IBM SPOKE TO **576 CFOs** FROM AROUND THE WORLD. HERE WHAT'S DRIVING THEM



OPPORTUNITIES

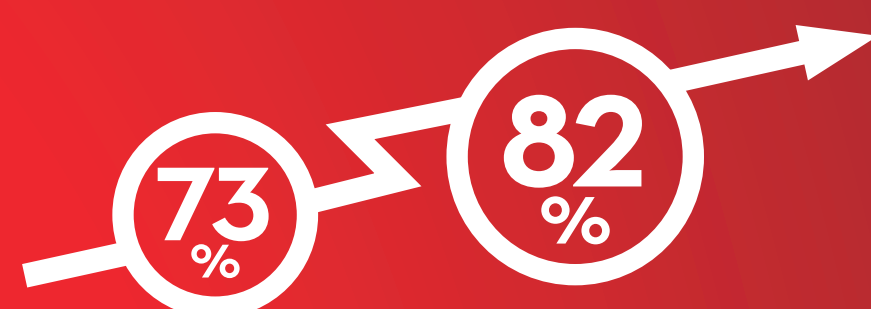
MANY ASPECTS OF A CFO'S ROLE HAVE INCREASED IN IMPORTANCE BETWEEN 2010 AND 2013



Measure business performance



Provide inputs into enterprise strategy



Drive integration of information

CFOs

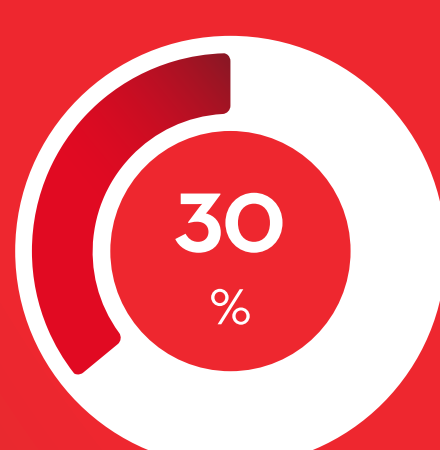
ARE MORE STRATEGICALLY INVOLVED IN OUTPERFORMING VS. UNDERPERFORMING ORGANISATIONS



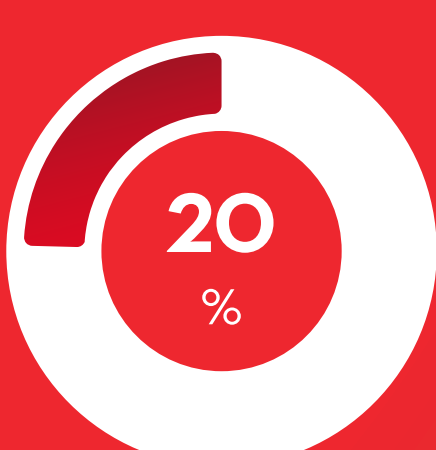
MORE
in acquisitions and divestitures



MORE
in business model innovation



MORE
in capital management



MORE
in enterprise transformation