

Want Integrated Financial Insight Across the Business? Advanced Analytics Can Help Transform Your Finance Operation

By far, one of the highest strategic business priorities for today's CEOs is profitability. It's no wonder, given current uncertainties across the global marketplace, where rapid changes in demand, supply, and prices can wreak havoc on operating margins.

In fact, this is also a priority shared by today's CFOs.

Finance executives identified three key challenges facing their organizations over the next year:

#1
Continued economic uncertainty



#2
Pressure on margins



#3
Increased operational or financial risk



And to meet these challenges, **3 out of 4** finance executives believe that their teams need to be more involved with business units over the next two years.*

By breaking down silos between finance and the rest of the organization, finance professionals gain a deeper understanding of core business activities, helping ensure that financial analysis is relevant and firmly rooted in reality.

But what does it take to have a highly effective finance operation?

The vast majority of executives envision success in analytics-based finance transformation across three critical pillars:

Prediction

To combat the corrosive effects of ongoing market uncertainty, finance executives want to improve forecast and planning abilities to help ensure business growth.

83%

want to provide a holistic view of financial and operational performance that can support strategy development.*

That's why finance executives believe that predictive analytics and scenario modeling are necessary tools for informed decision making.

Almost **86%**

recognize the need to improve capabilities for predictive analytics and simulations as a top priority.*

Execution

Finance executives want to deliver better operational decision support to improve margin protection and cost performance.

70%

want to improve their teams' ability to support operational decision makers through advanced finance analytics.*

They want to empower finance and other teams across the organization with more accessible and current finance information.

83%

plan to provide self-service analytics that supports day-to-day decision making.*

Control

Facing market volatility and changing regulatory landscapes, finance executives see the critical role that advanced analytics can play in streamlining compliance and managing risk.

74%

believe that advanced analytics will help reduce financial risk and better manage liquidity.*

Executives want to use predictive analytics to improve the organization's overall level of financial control and agility.

72%

want effective and flexible mechanisms in place to ensure that planning, budgeting, and forecasting processes do not fall victim to economic uncertainty.*

It's all about delivering greater value to the business.



Finance executives see advanced analytics software – integrated with a robust ERP solution – as critical for better decision making and financial performance across their organizations.

73%

of finance execs think that strategic planning is critical to the growing imperative to seek business expansion.*

“Ultimately, supported by performance management [and advanced analytics] solutions that provide better insight and timely decision support, finance's operational peers will recognize the undeniable value finance brings to the business.”

“Finance as Analytical Partner to the Business,”
Bloomberg Businessweek, February 2013

Learn More

Want to leverage advanced analytics for your finance transformation initiative? Find out how SAP® software can help at www.sap.com/predictive-finance.

Source

* “Shaping the Finance Function of Tomorrow,” CFO Research/SAP, July 2, 2013.