



Smarter Analytics Live 2013

Turning information and insight into actionable business outcomes.

Financial Performance Management: Putting Smarter Analytics to Work for Performance Achievement

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August 2013

 #SALive2013 @ibmbaanz

Smarter**Analytics**

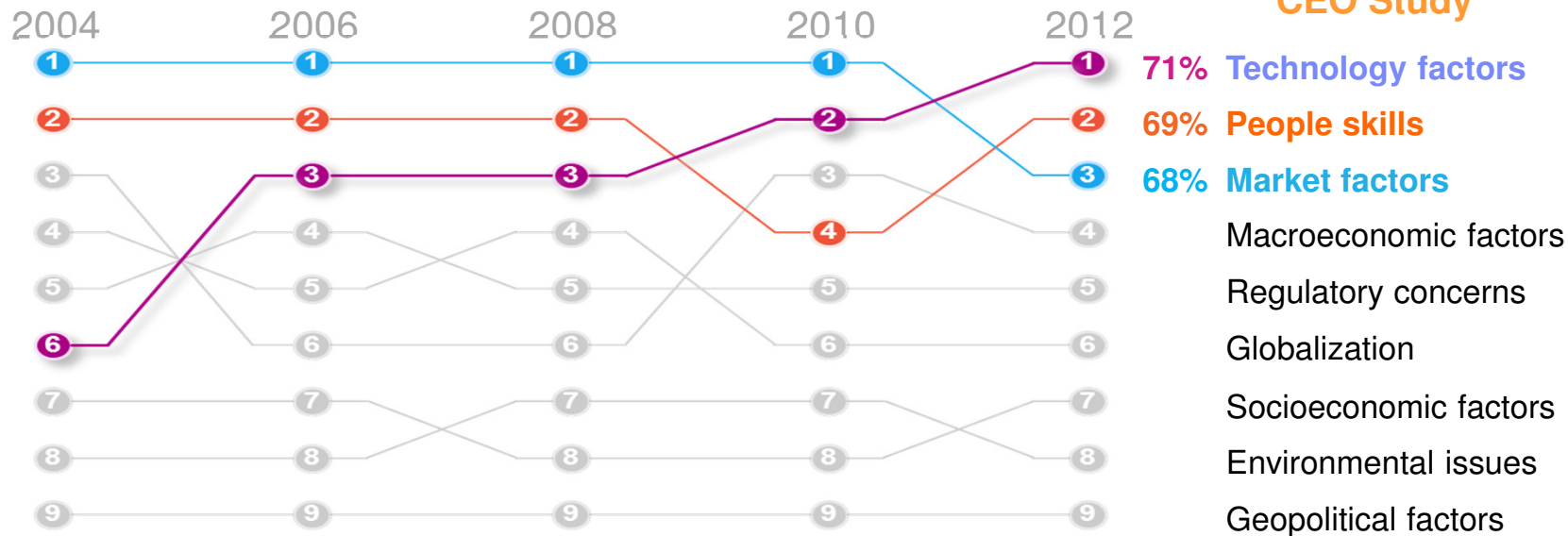


What external forces do global CEOs believe will affect the organization most significantly?



2012 IBM Global CEO Study

External forces that will affect the organization¹



¹ IBM, *Leading Through Connections: Insights from the IBM Global Chief Executive Officer Study*, May 2012

New marketplace dynamics force enterprises to transform

Emerging market growth

Emerging marketplaces, led by China, fuel 2.6 times the growth rate of developed marketplaces, contributing more than 50 percent of all new growth.³



Cloud computing

2011 spending on private cloud services is \$13 billion. ... Growth over the next four years will exceed 26 percent annual growth.³



Mobile enterprise

By 2013, 80 percent of businesses will support a workforce using tablets.²



Big data

The digital universe will grow to 1.8 zettabytes (ZB) in 2011, up 47 percent from 2010 and rocketing toward more than 7 ZB by 2015.³



Next-generation analytics

80 percent of data growth is unstructured.²



Compliance

The cost of noncompliance—fines, legal fees and disrupted services—was almost three times the cost of compliance.⁴



Social business

By 2015, 40 percent of large enterprises will have a corporate “Facebook” for circulating business and personal data.²



Security

Security remains robust for supporting regulatory and policy compliance needs.³



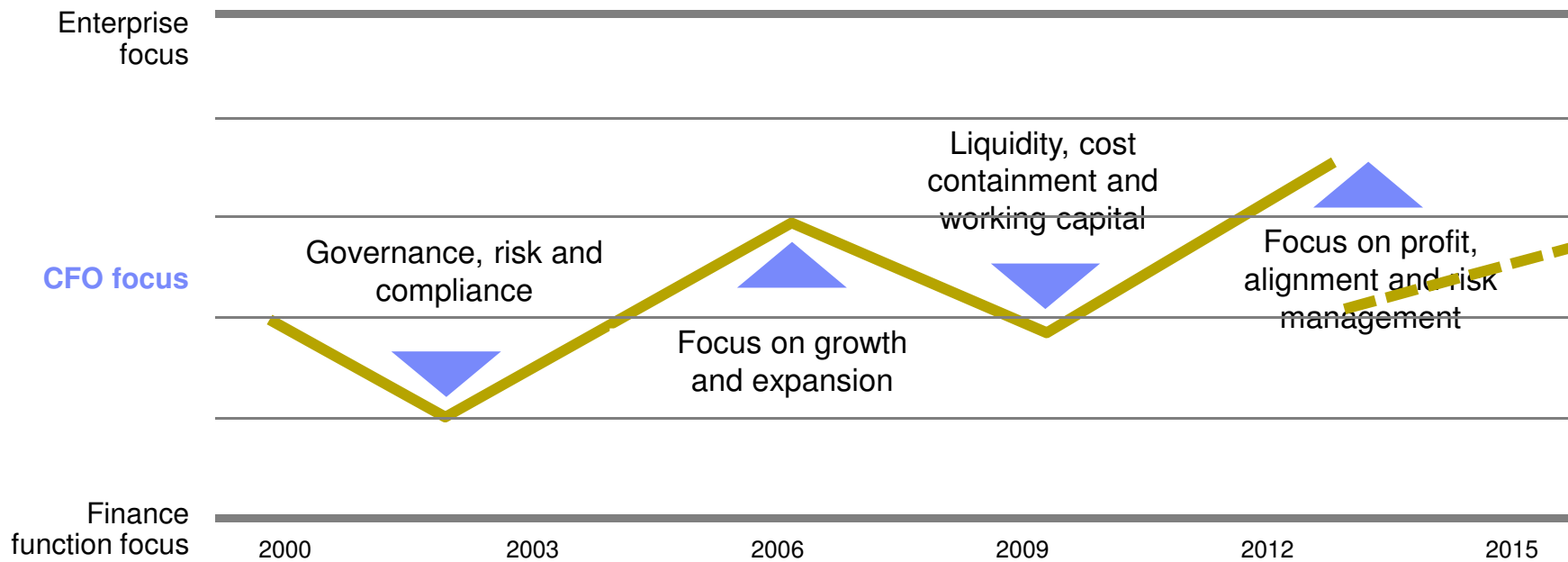
CFOs' opportunity:
Be the agent of innovation and profitable growth

² Gartner

³ IDC

⁴ Ponemon Institute, *The True Cost of Compliance*, January 2011.

CFOs are taking focus on enterprise decision making⁴



⁴ Adapted from CEB Finance, 2011.

CFOs are focused on gaps in core and enterprise processes

CFO agenda: importance versus effectiveness

Core finance

- Developing your people in the finance organization
- Executing continuous finance process improvements
- Strengthening compliance programs and internal controls
- Driving finance cost reduction

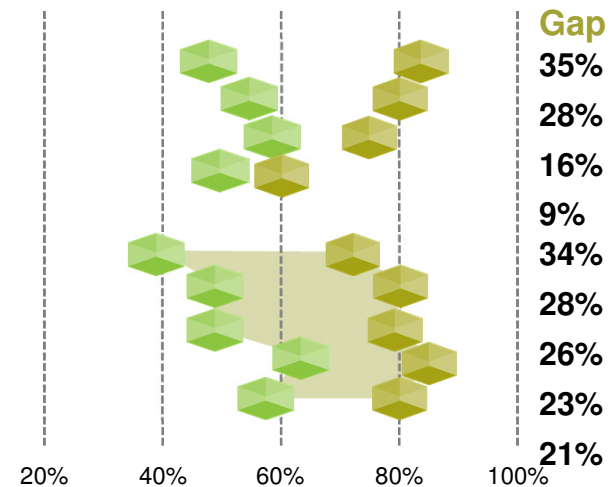
Enterprise focused

- Driving integration of information across the enterprise
- Providing inputs into enterprise strategy ¹
- Supporting, managing and mitigating enterprise risk ²
- Measuring and monitoring business performance ³
- Driving enterprise cost reduction



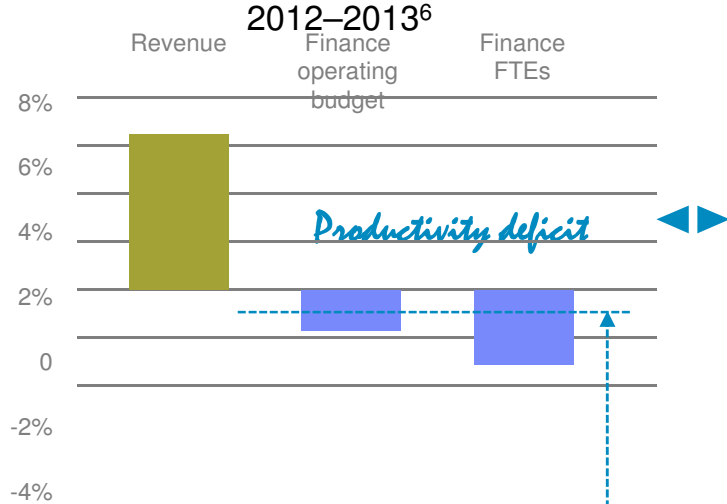
- # Importance rank
- Effectiveness
- Importance

5 IBM, *The New Value Integrator: Insights from the Global Chief Financial Officer Study*, March 2010

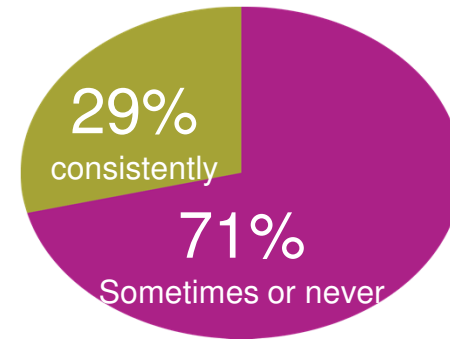


In 2013, finance must overcome a productivity and an insight deficit

Anticipated changes in finance budget and full-time equivalent employees from 2012–2013⁶



Ability to use data to derive insights, percentage of respondents, March 2012⁷



⁶ The Hackett Group, *Unlimited Options to Realize Borderless Business Services; Distilling the Key Issues of 2013*, Sean Kracklauer, Michael Janssen and Lynne Schneider, January 2013.

⁷ Anna Kipchuk, "The Insight Deficit in Finance," CEB Finance blog, May 30, 2012.

Finance must drive an analytical culture that delivers stronger business insight at the point of impact



Analytics quotient **AQ**



- Automate analytic processes
- Drive new insight and agility
- Advance analytic maturity

Agenda

Automate analytic processes

Drive new insight and agility

Advance analytic maturity

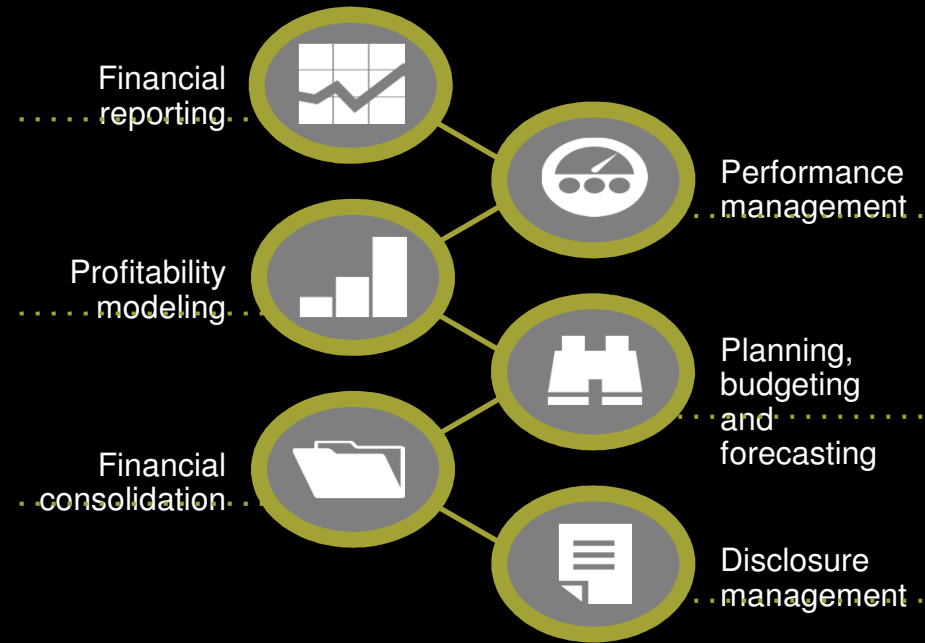


Financial analytics

Automate analytic processes

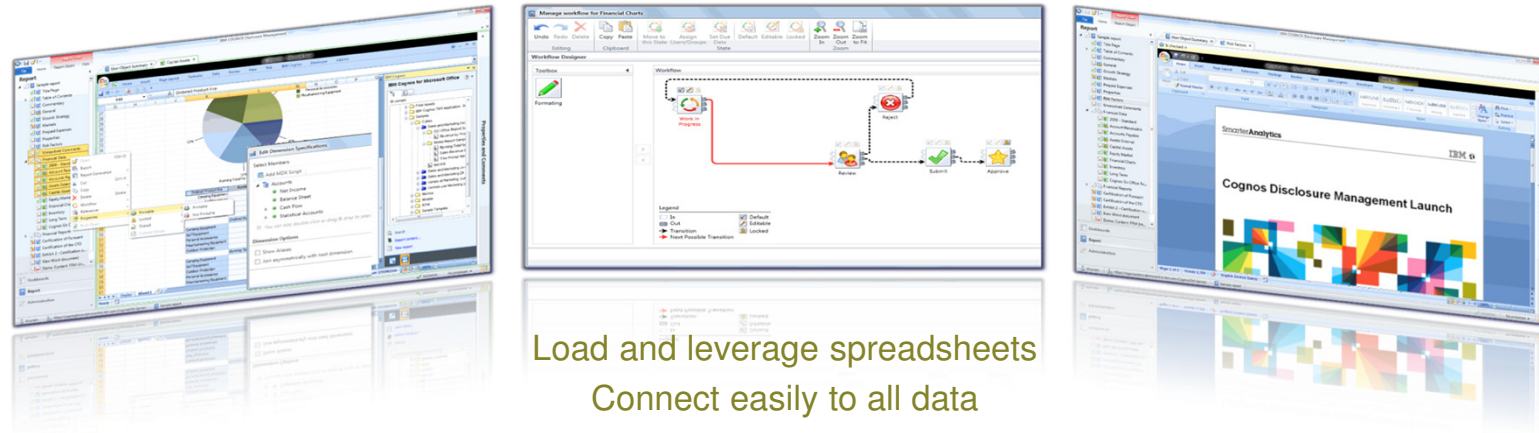


automate
and transform
performance



Financial analytics

Narrative and collaborative intensive performance reporting



Load and leverage spreadsheets
Connect easily to all data
Design intelligent process and automation
Integrate numbers with narratives

Regulatory | External reporting | Investor relations | Treasury | Tax | Financial planning and analysis

Agenda

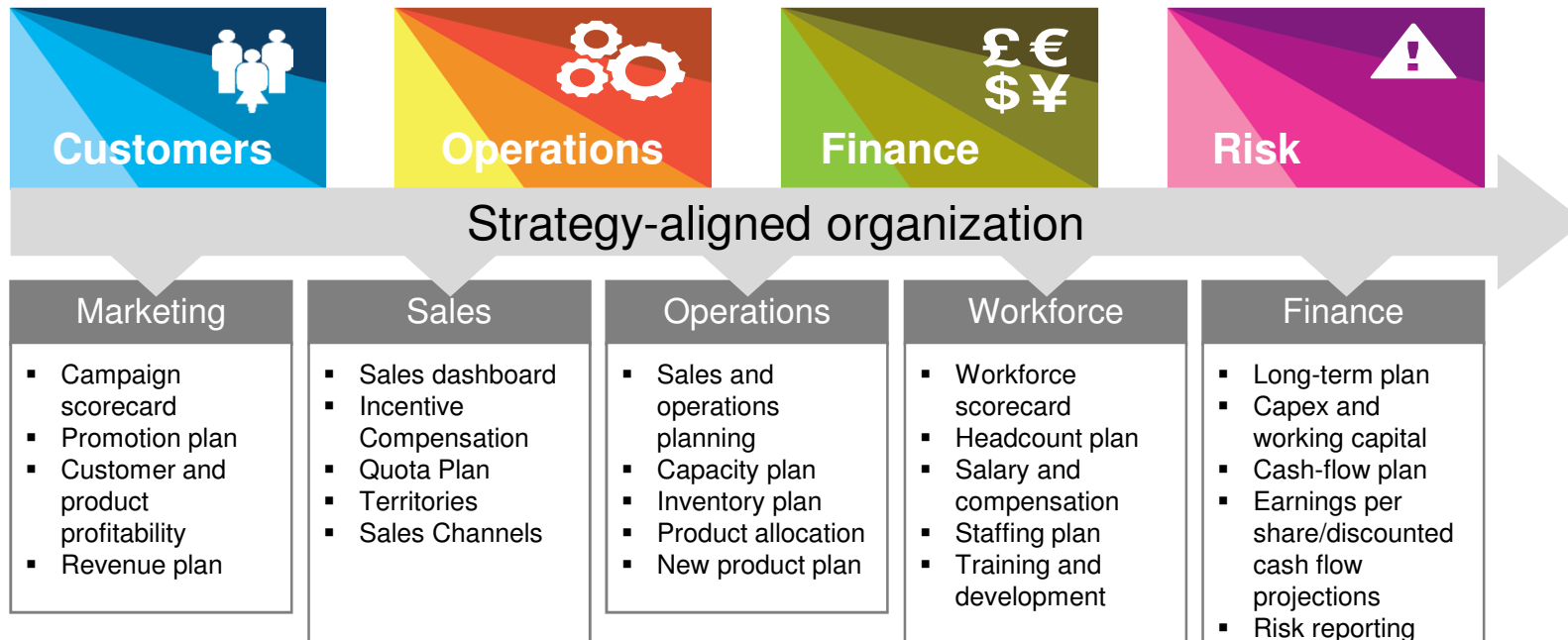
Automate analytic processes

Drive new insight and agility

Advance analytic maturity



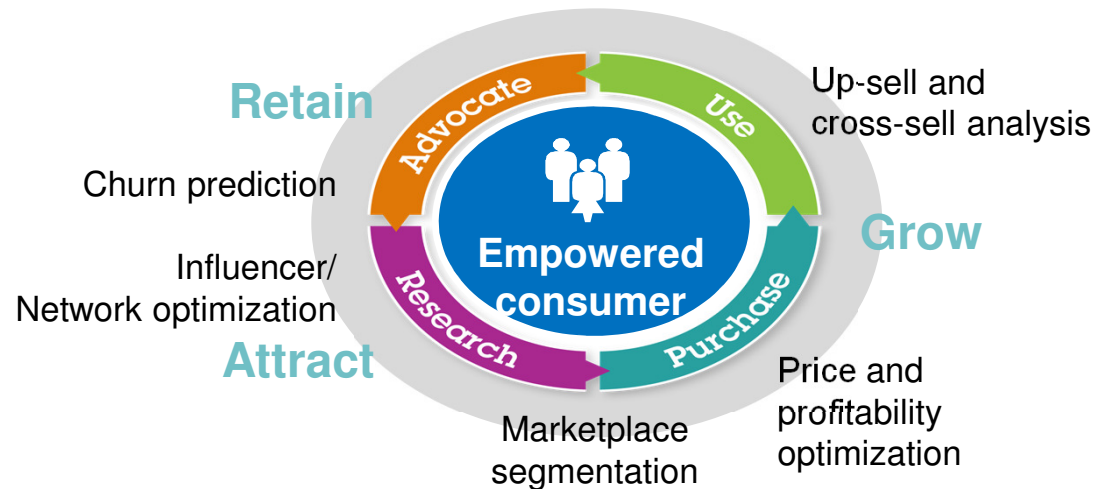
Drive new insight and agility



Customer analytics



IBM solutions provide actionable insights to attract, grow and retain **profitable** customers by **optimizing** the customer experience



Operational analytics

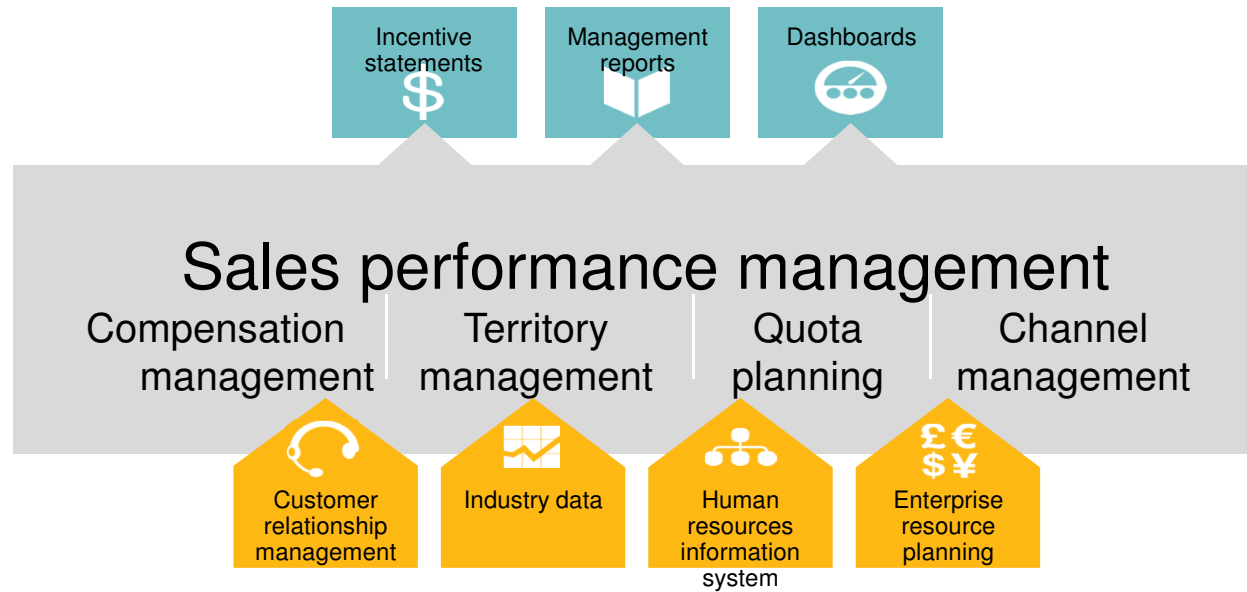


efficiency

growth



Sales performance management



Risk analytics

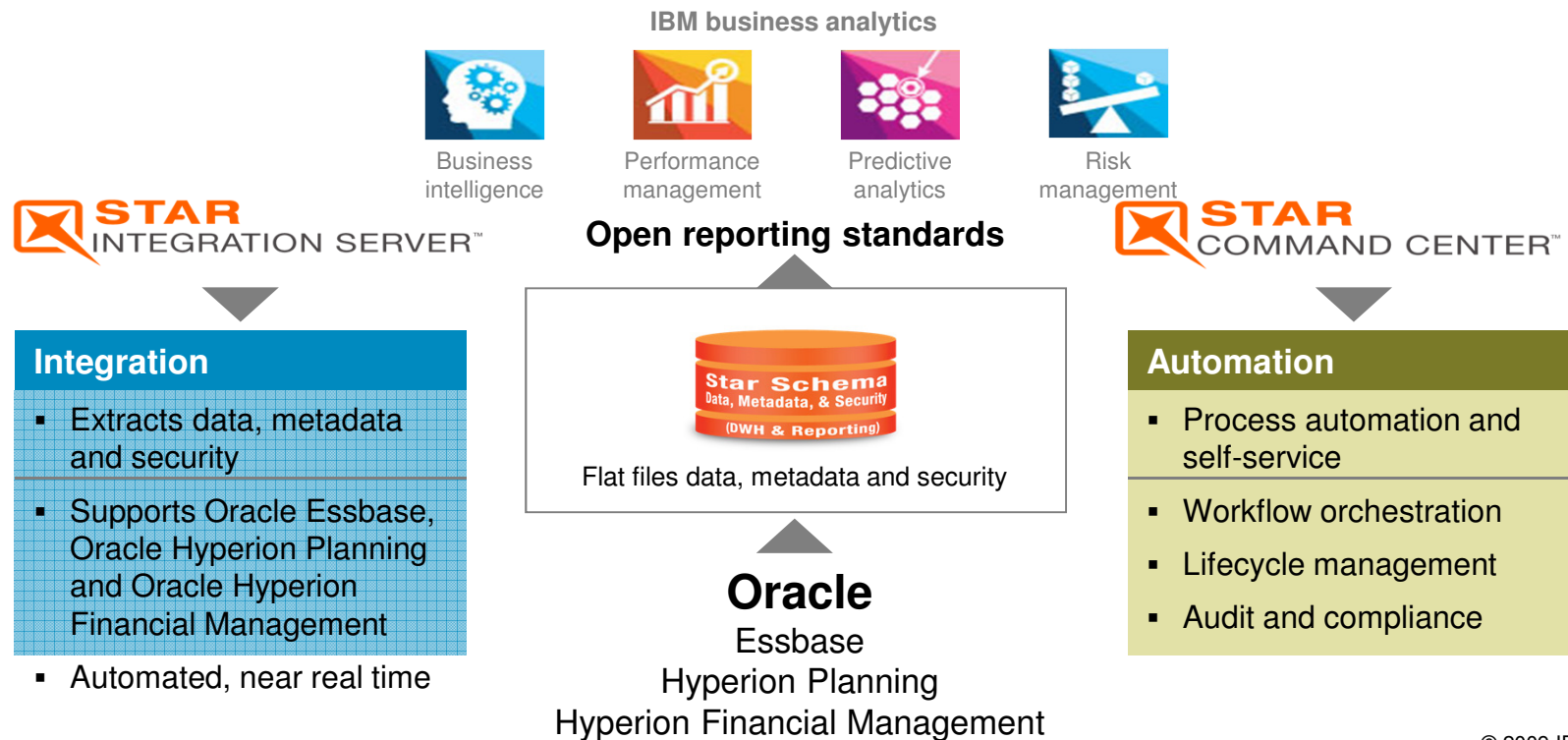


IBM clients leverage integrated risk management to enable **risk-aware decision making**—a source of competitive advantage



Demo

IBM announces the intent to acquire Star Analytics' software portfolio



Agenda

Automate analytic processes

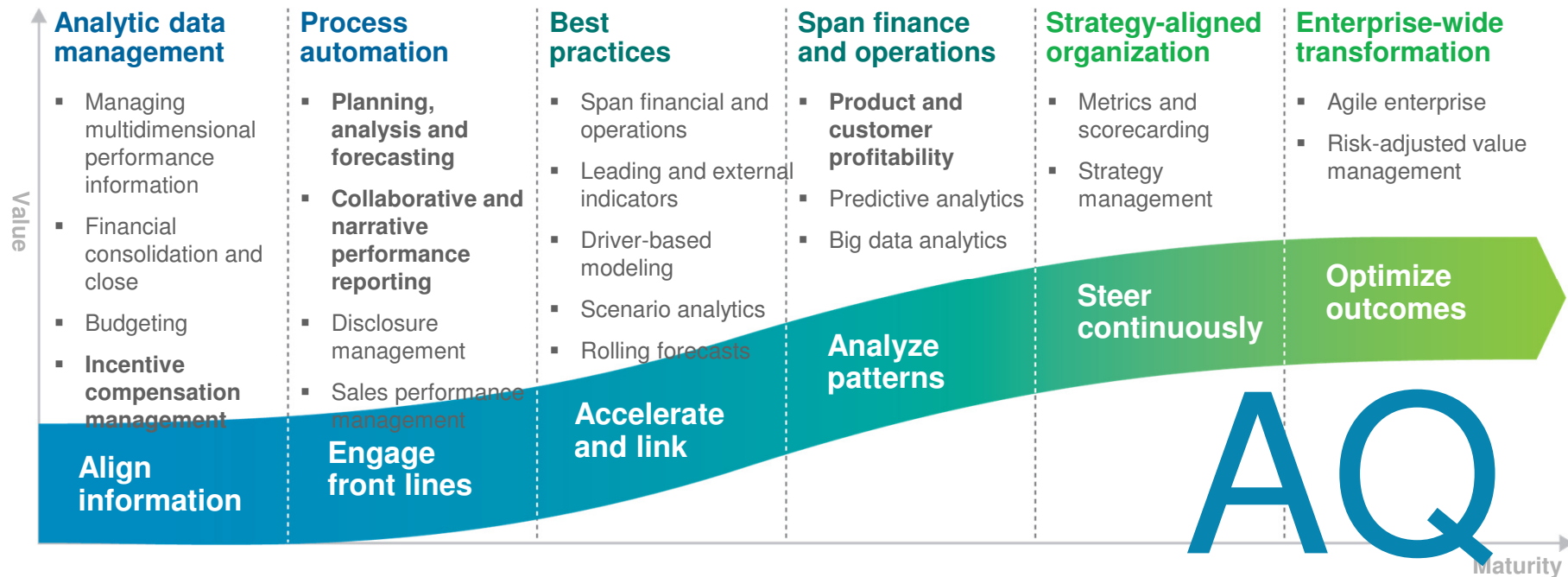
Drive new insight and agility

Advance analytic maturity

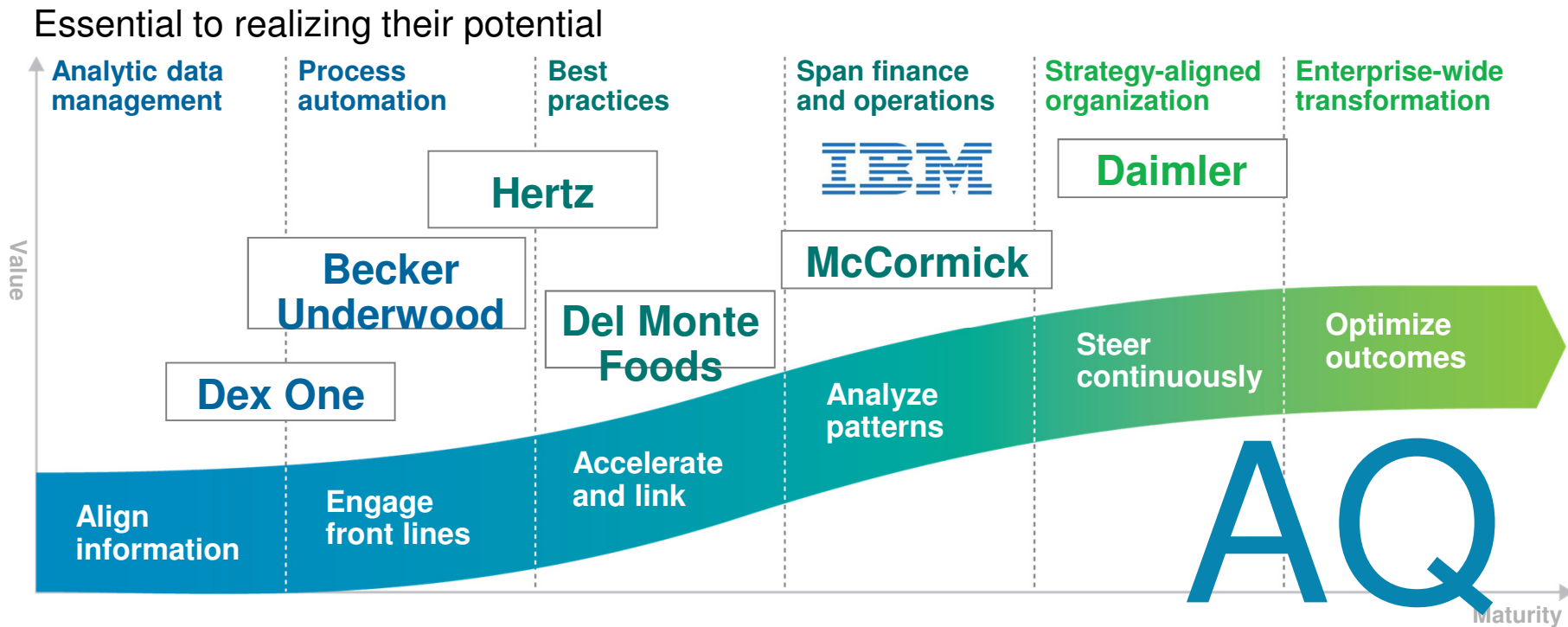


Performance Management Maturity Model

IBM is a superior performance management resource



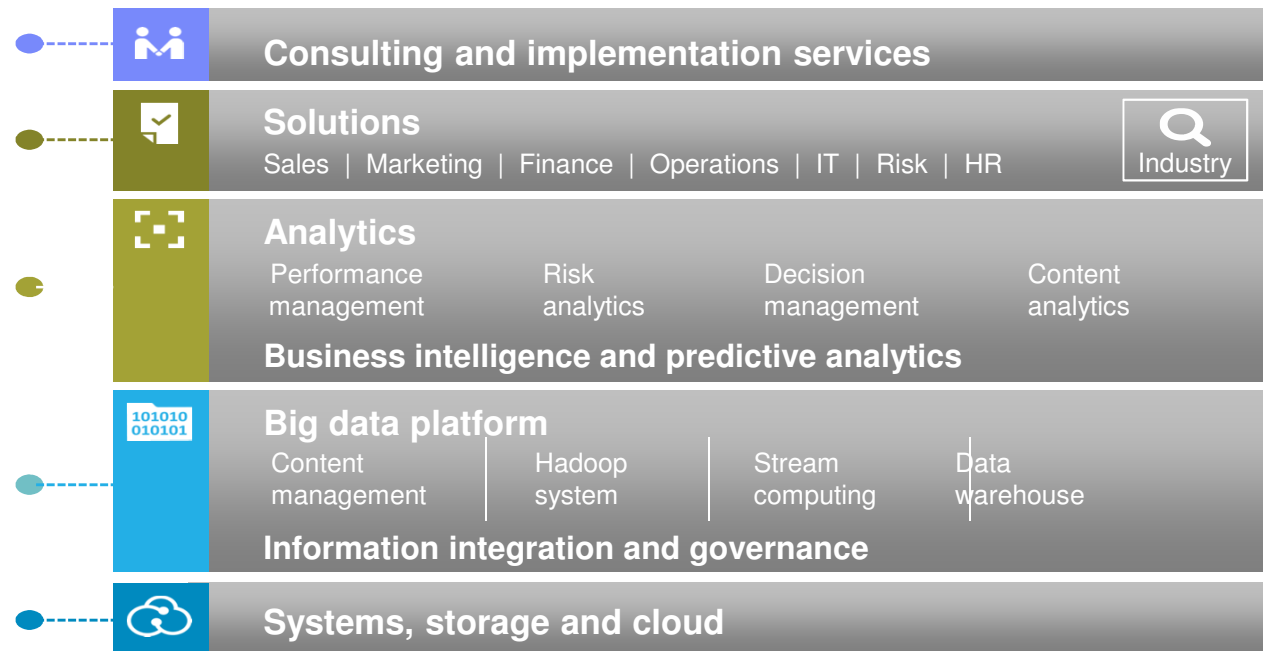
Performance Management Maturity Model



Closing the skills gap with IBM and more than 200 universities worldwide

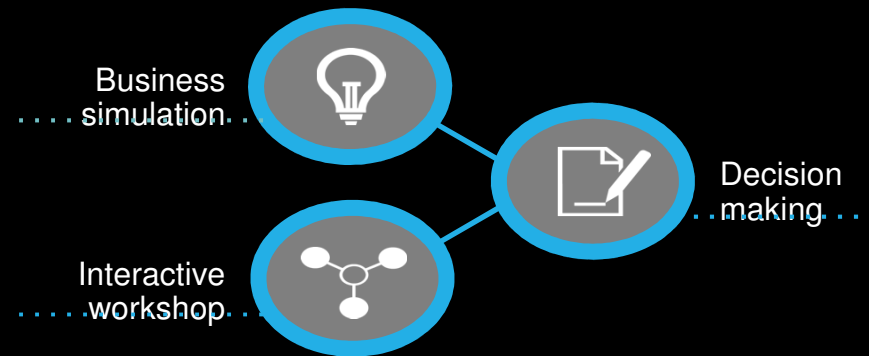


IBM business analytics: comprehensive capabilities



Next steps

Business Analytics **Experience** Workshop



The best partner for your analytics journey



Evaluate
your finance
processes



Join
our analytics
experience
workshops



Meet
your local
IBM business
analytics team



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Smarter**Analytics**





Smarter Analytics Live 2013



Let's Get Technical!

We will be showcasing our solutions through scheduled demos at our dedicated "Demo Zone". The demos are held throughout the breaks at the following times:

Time	Demonstration
Morning Tea	
10:55am - 11:10am	Australian Open - Big Data and Analytics
Lunch	
12:40pm - 12:55pm	Faster, Smarter Data Exploration and Visualisation
1:00pm - 1:15pm	Social Media Analytics
1:15pm - 1:30pm	Trusted Information for Analytics
Afternoon Tea	
3:00pm - 3:15pm	Intelligent Investigation Manager





Smarter Analytics Live 2013



IBM Table Talk!

Got questions?

Ask an IBM expert here today.

Continue the conversation with the IBM team

For more information on the solutions covered during this session, visit the IBM Table Talk zone in the pre-function area. Our subject matter experts are on-hand to answer your questions throughout the day.





Smarter Analytics Live 2013



Become part of the dialogue.

Join us on: [#SALive2013](#) [@ibmbaanz](#)

Tweet your questions for the panel discussion this afternoon.

