



FEI Annual Conference

Accelerating Financial Performance with Analytics

Creating New Models, New Insights

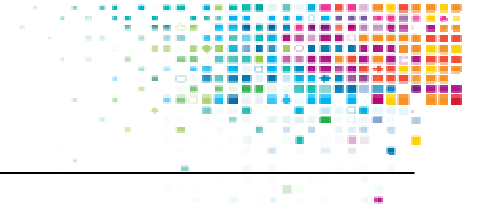
Connie Bonello
June 5, 2014



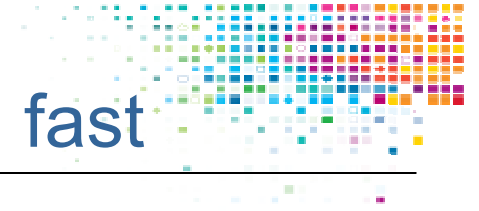
Let's build a smarter planet.

IBM

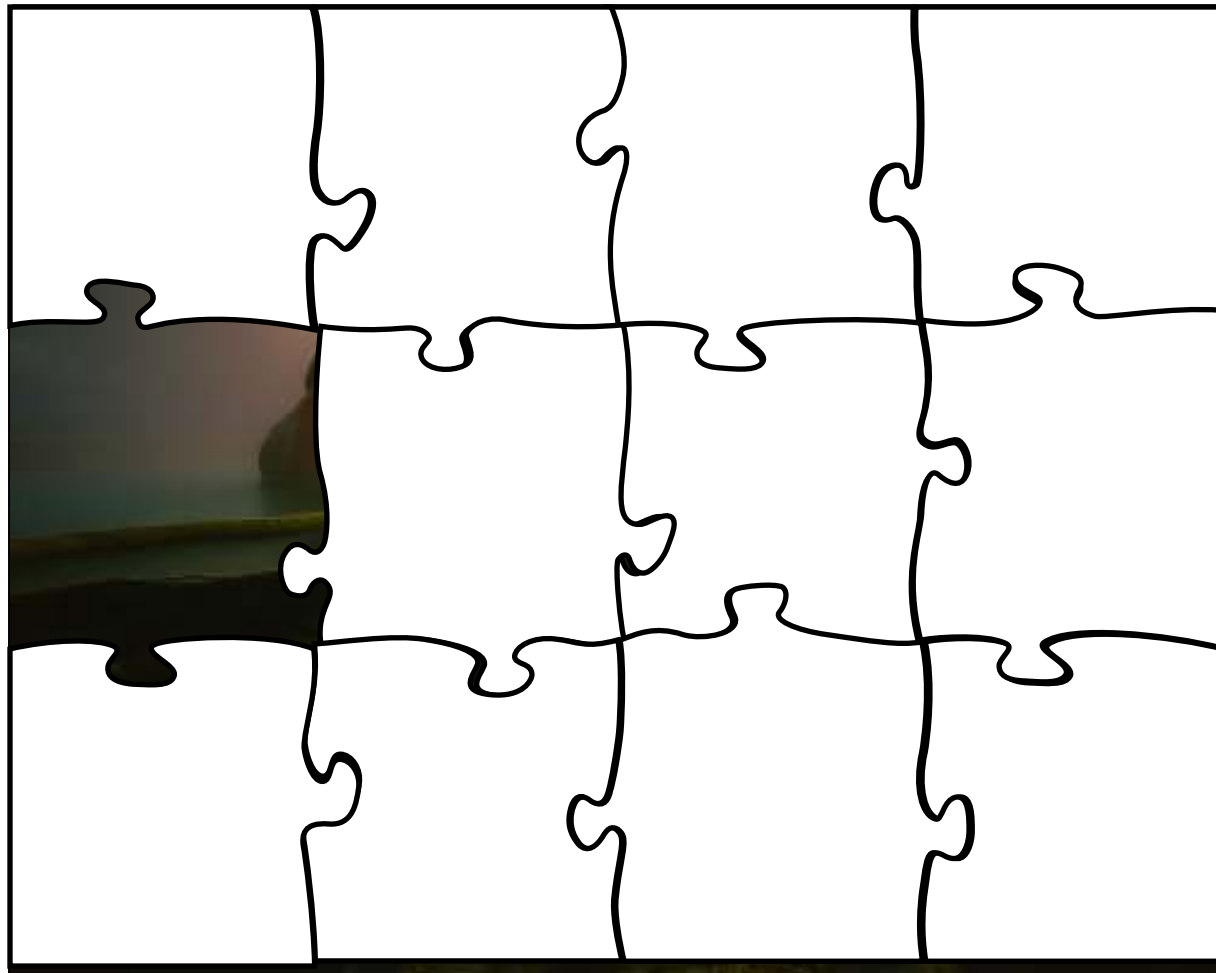
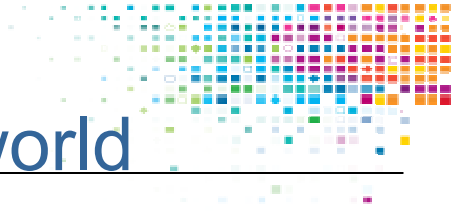
What will you get from today's discussion



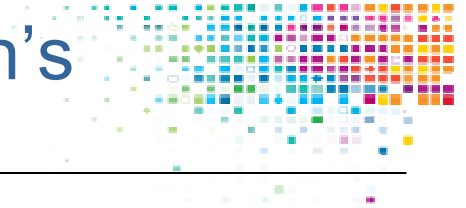
Data today is diverse, messy & expanding fast



Our ability to use all forms of data through
analytics creates a clearer picture of our world



The CFO role is pivotal to the organization's business success

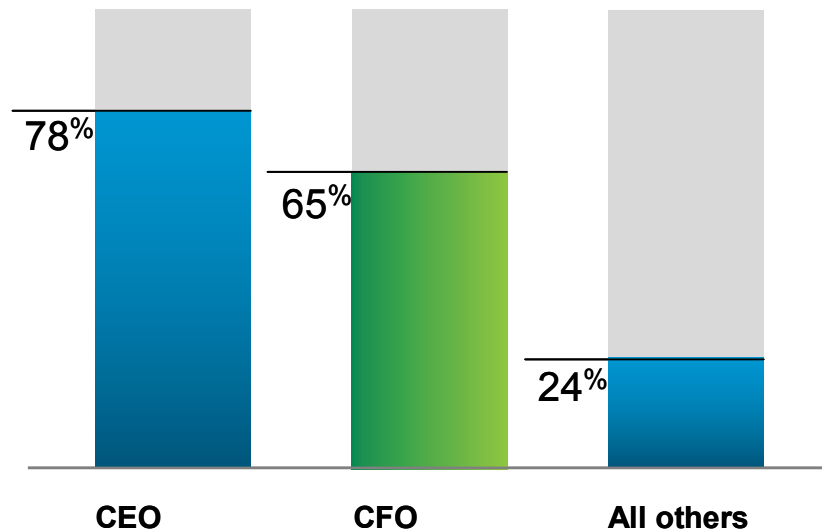


All CxOs recognize the importance of Finance

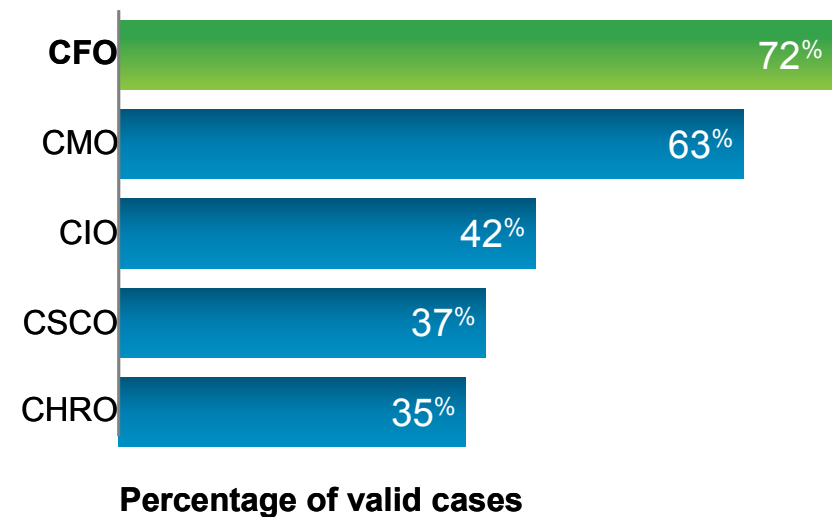
AND

CEOs turn most frequently to CFOs for advice

Collaboration partners



Involvement in organization's business strategy

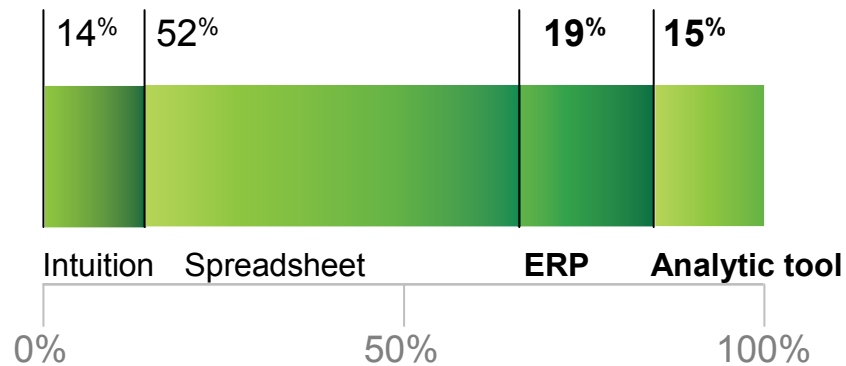


Source: Question B6--Which of your C-suite peers do you work most closely with in support of the enterprise?

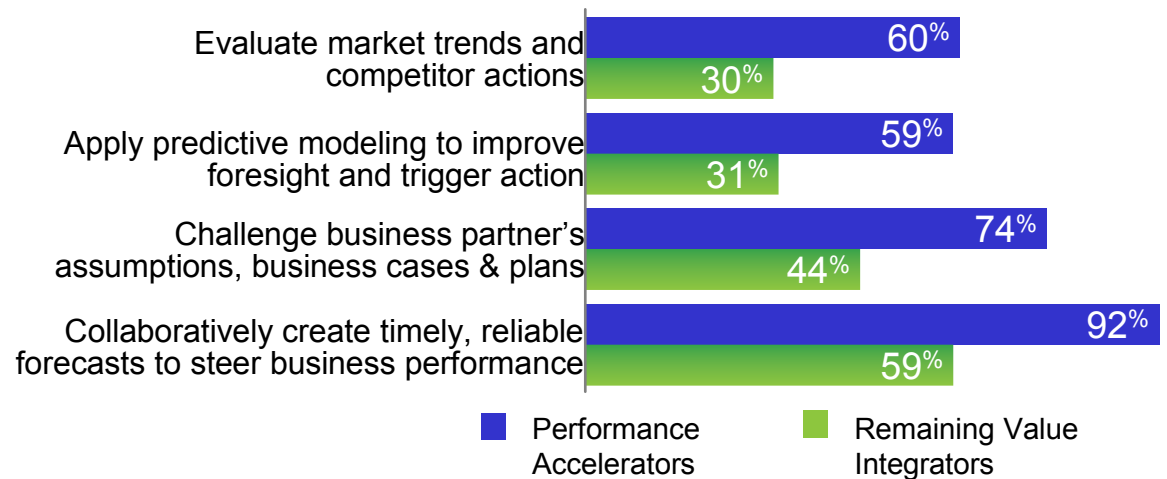
Source: Question CEO2--Which senior executives are involved in formulating the organization's business strategy?

Are CFOs equipped with the required insight to drive business performance?

Spreadsheets are the most common capabilities used to support Finance ...



...However outperformers have a strong focus on Analytics



Source: Question CFO6--What capabilities / tools does your organization use for the following activities?

Source: Question CFO7--How effective is your organization at performing the following?

New York State: Integrate predictive models into processes improve tax revenue & citizen equity



BUSINESS CHALLENGE:

- Increase tax revenue and reduce improper refunds

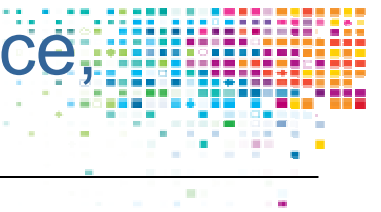
SOLUTION:

- Counter fraud analytics solution

BUSINESS OUTCOMES:

- Reduction in improper and questionable refunds
- Reduction in costs and inefficiencies
- Improvement in collection of delinquent taxes

Global Medical Supplier: Analytics as a Service, improves marketing program and efficiency



BUSINESS CHALLENGE:

- Increase margins

SOLUTION:

- Analytics-as-a-Service delivered on a privately hosted cloud

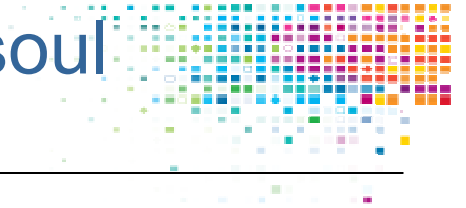


BUSINESS OUTCOMES:

- Business value within 15 weeks
- Improved revenue growth, gross profit and cycle time
- On-time delivery with high client satisfaction



Barclays: Analytics helps “to see into the soul of the organization”



BUSINESS CHALLENGE:

- To become the world’s ‘Go-To’ bank

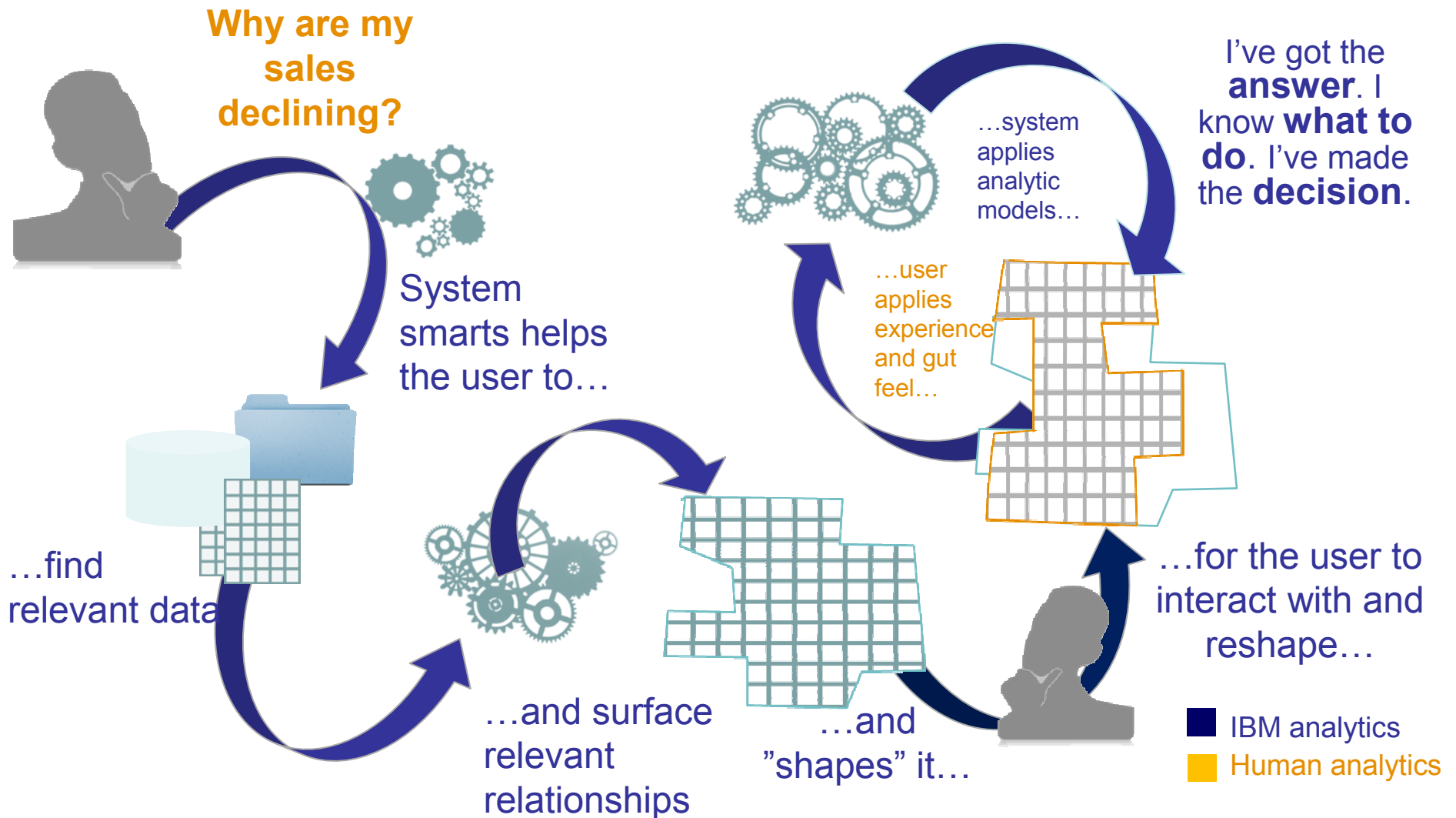
SOLUTION:

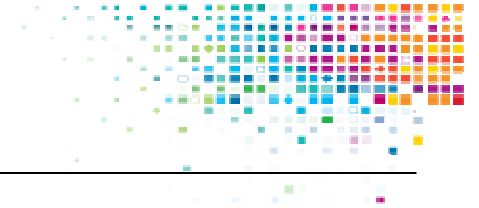
- A Jam event to have a global conversation

BUSINESS OUTCOMES:

- A forum for sharing ideas
- 22 actionable themes
- Global workforce aligned with customer strategy

Engaging analytics for everyone: A conversational experience powered by cognitive analytics





What makes a leader in Analytics



Strategy

Sponsorship

**Source of
Value**

Funding



Technology

Data

Talent

Platform



Organization

Culture

Trust

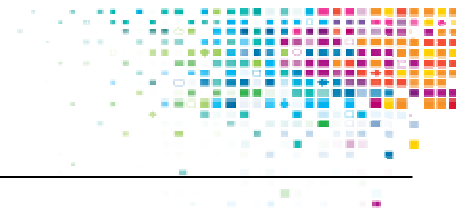
Impact

How do you get started?

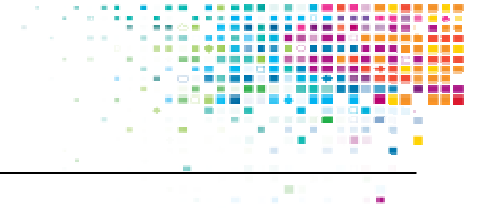
- Hit the speed dial
- Merge to surge
- Encourage analytical acumen
- Treat data as a natural resource
- Read the signs
- Pull everything together



The final take away!



Data and Analytics are Changing
Everything!



Contact information

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