



DAY IN THE LIFE OF A CFO

Challenges and Opportunities

MEET THOMAS.

He's the CFO of an SME manufacturer that produces jet engines.

He's constantly looking for ways to increase productivity and cut costs without sacrificing product quality or customer service.

He spends a lot of time looking at figures in columns and rows in Excel and analyzing them to see where his company can reduce waste and improve profit margins. He admits that he doesn't always trust the data in these spreadsheets and worries that a column has been hidden by mistake or a formula has been changed.

Whether it's evaluating his company's procurement processes, looking for ways to reduce tax liabilities, or seeing if there are opportunities for mergers and acquisitions that will help grow the business, he's always trying to gain an edge for the company.

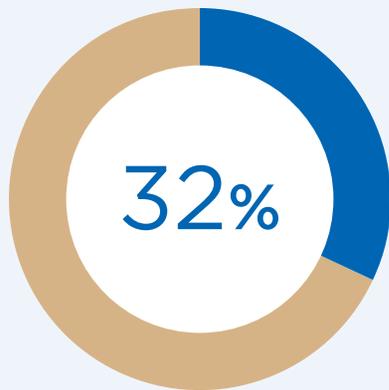


Here's a typical day for Thomas

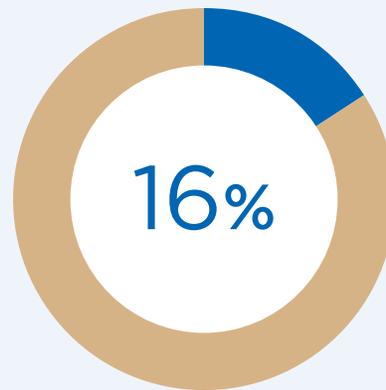


HOW CFOS SPEND THEIR DAY

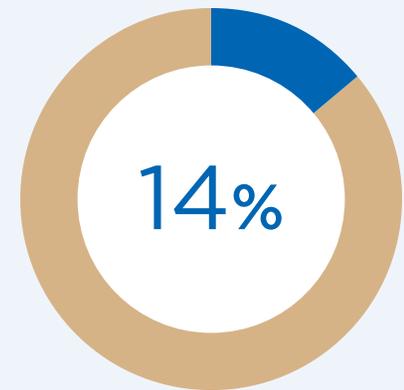
TOP SURVEY RESPONSES



Driving
strategy



Budgeting
and financial
planning



Data and business
intelligence/
analytics



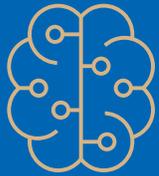
Thomas spends the first part of the morning checking on economic and financial news and taking the pulse of the business. He tries to avoid scheduling meetings in the morning since research has shown it's the most productive part of the day.

BY MID-MORNING, he prepares for the rest of the day. This is the quiet time before things really ramp up. It's a good time for goal setting, including reviews of reports and dashboards to see how the organization is performing against its financial objectives.

If it's month-end, quarter-end, or year-end, much of his time is spent digesting information on reports and creating executive summaries for his fellow C-suite colleagues.

THE CHALLENGES HE ENCOUNTERS

DURING THIS TIME INCLUDE:



Difficulty accessing data for business intelligence (BI)

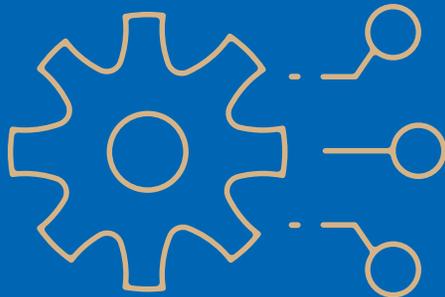
and analytics with high-level summaries/dashboards.

Lack of graphical data representation

that he can then drill down on for details.



Generating reports is a lengthy, cumbersome process.

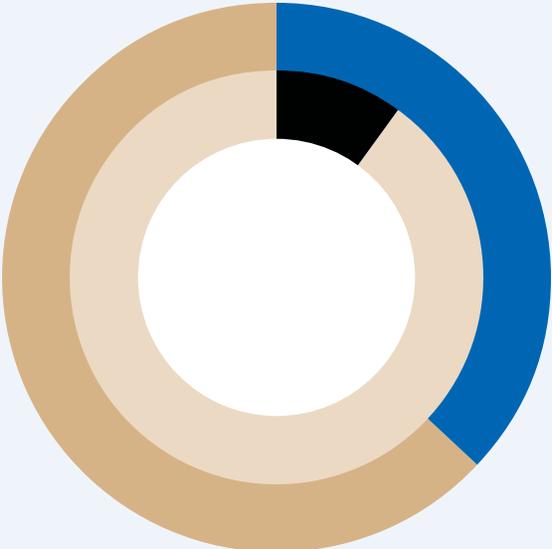


Systems are not integrated, so he doesn't have an overall, big picture of financials, including expense management, procurement, inventory, and production schedules.



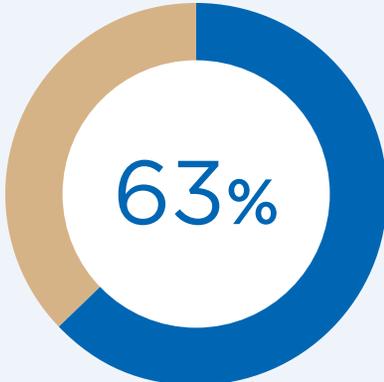
Not having the ability to pull a query based on relevant information he wants to see right now.

ORGANIZATIONS LACK ANALYTICAL INSIGHTS



37% of C-suite executives place their companies in the top two categories of an insight-driven organization maturity scale.

10% indicate they're in the highest category.



are aware of analytics but lack infrastructure, are still working in silos, or are expanding ad hoc analytics capabilities beyond silos.



Later in the morning, it's time to meet with other departments, as well as his finance team, to see where each one stands and how he can help remove any obstacles.

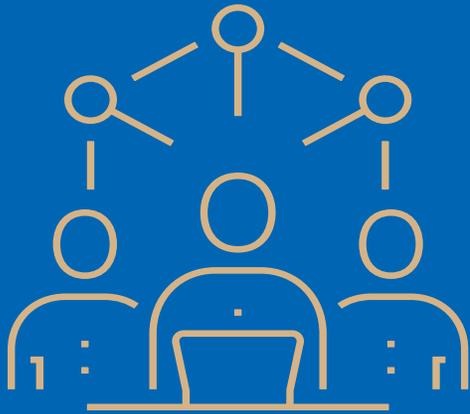
HE'LL TYPICALLY MEET WITH:

- Vice president of sales to check on the company's sales goals
 - Operations team to see where things stand on production
 - Procurement to discuss any supplier issues with regards to payments or contracts
 - Human resources manager on staffing needs
-

He also reviews requisitions for more stock as raw material and component levels are insufficient to meet a large order that needs final product delivery to the customer in two weeks. He may need to approve some capital expenditures and also understand how those purchases fit into the company's forecasts and how they impact the budget for this project.

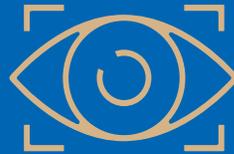
THE CHALLENGES HE ENCOUNTERS

DURING THIS TIME INCLUDE:



ERP and CRM are not integrated to follow sales and customers over time.

He can't get visibility into supplier problems like component quality.

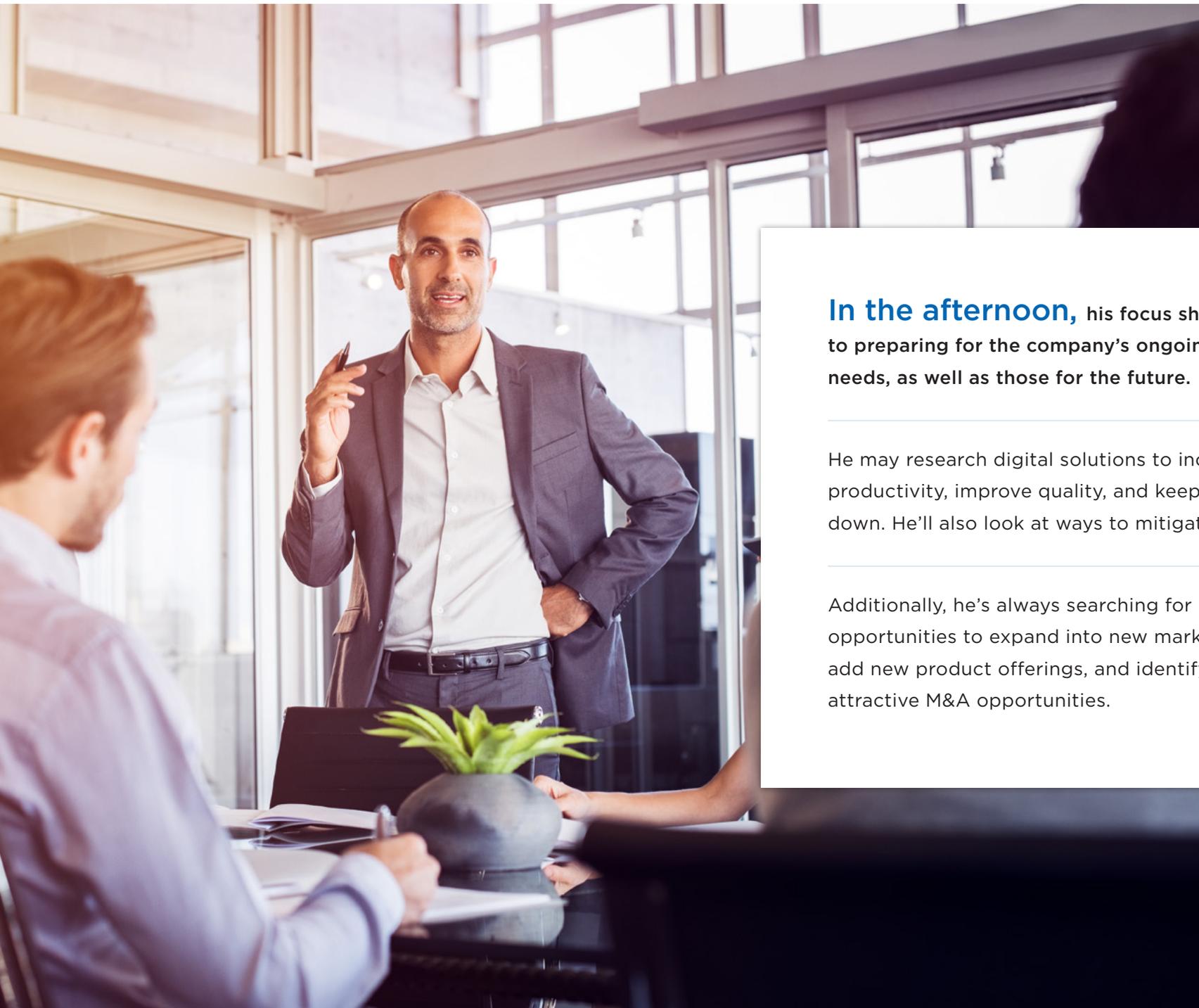


The company is experiencing too much downtime and production disruption and needs better predictive maintenance, faster response times, lower labor costs, etc.

He also can't access real-time data from the production line, warehouse, etc., to adapt quickly to changing supply and demand.



Lack of analytics means he can't easily expose anomalies.



In the afternoon, his focus shifts to preparing for the company's ongoing needs, as well as those for the future.

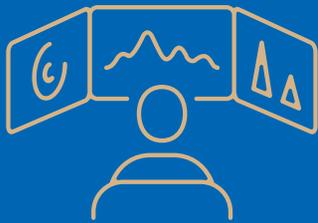
He may research digital solutions to increase productivity, improve quality, and keep costs down. He'll also look at ways to mitigate risk.

Additionally, he's always searching for opportunities to expand into new markets, add new product offerings, and identify attractive M&A opportunities.



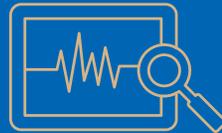
THE CHALLENGES HE ENCOUNTERS

DURING THIS TIME INCLUDE:



Lack of complete, company-wide visibility into all its operations to make good decisions.

Few, if any, predictive analytics capabilities to feel confident in their strategy to digitalize key functions to gain a competitive advantage.

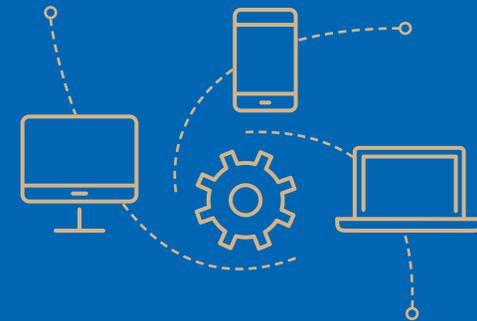


Too much time spent number-crunching and not enough on strategic initiatives that contribute to growth.



No real-time customer feedback to incorporate their requests/ideas into process and product improvement.

The company's systems can't keep up with its growing business.



MEET THOMAS' NEW PARTNER:

DYNAMICS 365

To address these pressing and ongoing challenges, Thomas made the decision, along with his chief technology officer, to implement Microsoft Dynamics 365.

Now everything is different! Dynamics 365 makes Thomas' day go more smoothly and increases his company's competitive position in the marketplace.

Dynamics 365 is a unified platform that aggregates all the data across a company's operations into a single reliable view. This integration is critical for production, as well as for accounting, taxes, and regulatory compliance. Thomas now has access to reliable, accurate, and consistent information driven by BI and analytics with high-level summaries for quick insights into key performance indicators across the organization and the supply chain.

Dynamics 365 keeps him focused on his core job responsibilities with additional features, including:



Easy integration

with systems across the enterprise



Data collection

from mobile devices



Advanced BI

and analytics with powerful reporting and dashboards



Ease of use and

hassle-free upgrades



Learn how a single, easily integrated enterprise-wide platform can help your organization increase visibility to drive strategic financial-planning decisions.

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