

Insights from the IBM Global 2010 CFO Study

Over the past 18 months, global economic volatility has put the CFO at centre stage, playing a much broader role in the enterprise than ever before. With uncertainty unlikely to diminish any time soon, this shift may very well be permanent. But are CFOs and their Finance organisations equipped for an expanded and elevated set of responsibilities? How are they helping their enterprises better anticipate and act on risks and opportunities? What does a successful Finance Organisation look like?

To understand what characteristics distinguish successful Finance Organisations, IBM spoke at length with more than 1,500 CFOs and senior Finance executives from around the world about their accomplishments and aspirations. When we compared these most recent conversations – during the eye of the latest financial storm – to those from previous IBM Global CFO studies, an expanding CFO agenda emerged. At the centre of this broadening agenda is a clear message – CFOs and their Finance organisations must focus on enterprise value creation by improving standards and analytical effectiveness.

Join us at Finance Forum for the insights provided from this extensive study.