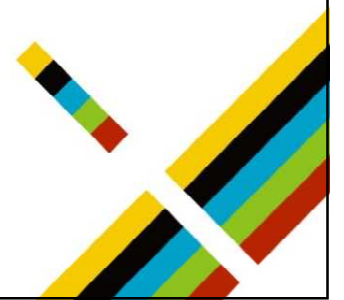


Driving a New Agenda for Finance – 2010 and beyond

Mr. David Axson
Founder & President , Sonax Group

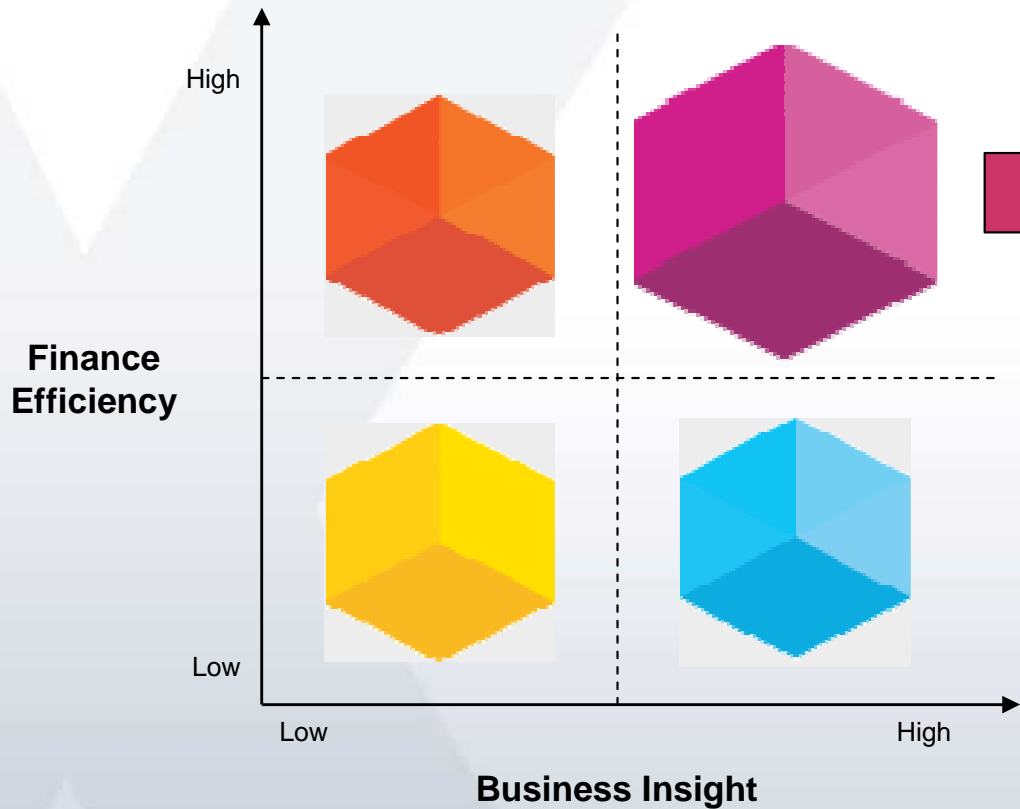




Driving A New Agenda For Finance 2010 & beyond...

IBM Cognos Finance Forum
May 2010

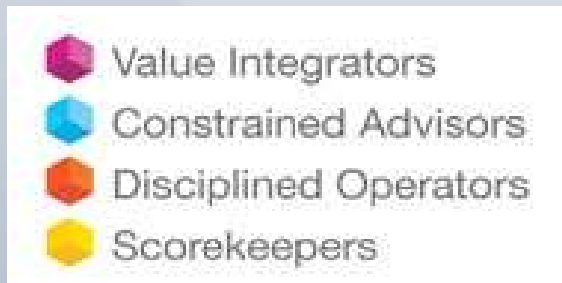
What does “value integration” mean?



- Why is it important?
- What needs to change?

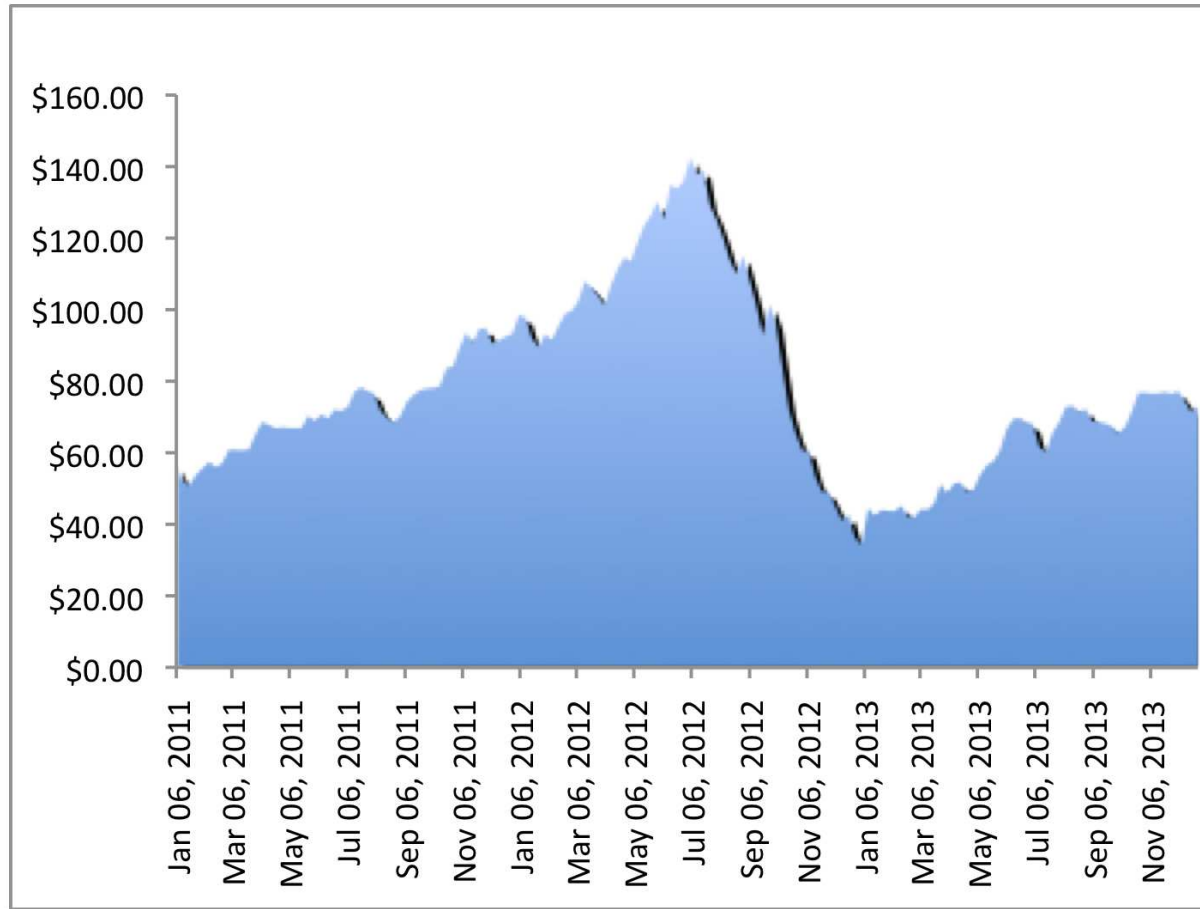
Everything!

Source:
IBM Global CFO
Study 2010



Why is it important?

Oil Prices 2007-2010
(Brent Crude)



- Commodity prices
- Investment returns
- Real estate values
- Consumer spending
- Exchange rates
- Share prices
- Employment
- Inflation

Source: U.S. Energy Information Administration, March 2010

What are the implications for finance?

Finance is being asked to do even more

“Visibility is low and forecasting is challenging”

Peter Oppenheimer, CFO, Apple,
10/22/08

“Adverse publicity” could have “a negative impact on our reputation and on the morale and performance of our employees, which could adversely affect our businesses and results of operations.”

Goldman Sachs
Annual Report 2009

Goldman
Sachs

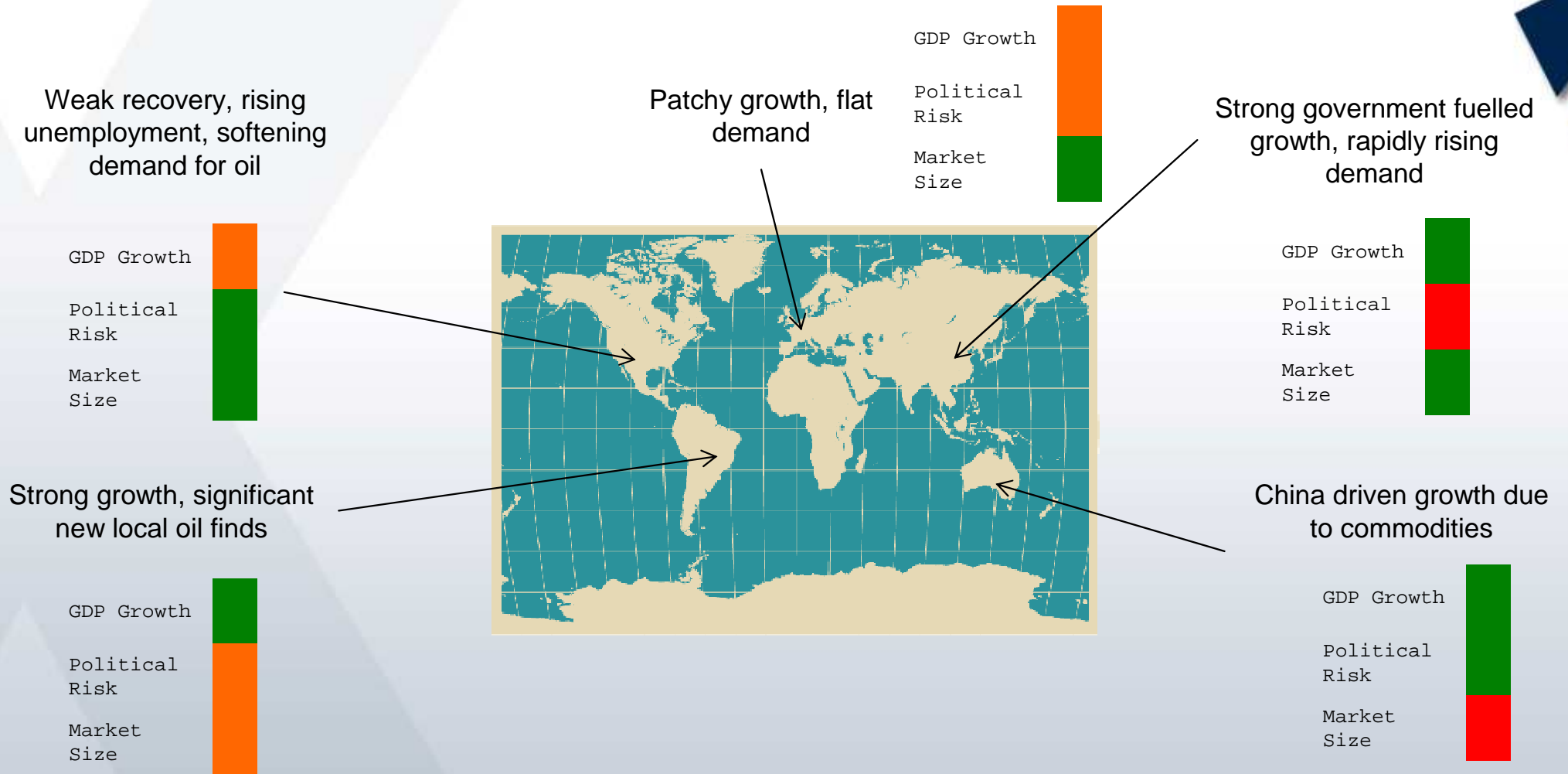
“This downturn has changed the way we will think about our business for many years to come”

Steve Odland
CEO Office Depot
January 2010

**Office
DEPOT.**

DAVID AXSON
PREDICTIVE INTELLIGENCE

Look for global opportunities (and threats)



Evaluate multiple scenarios

Place
Your Bets



*Deep
Recession*

*Zero
Growth*

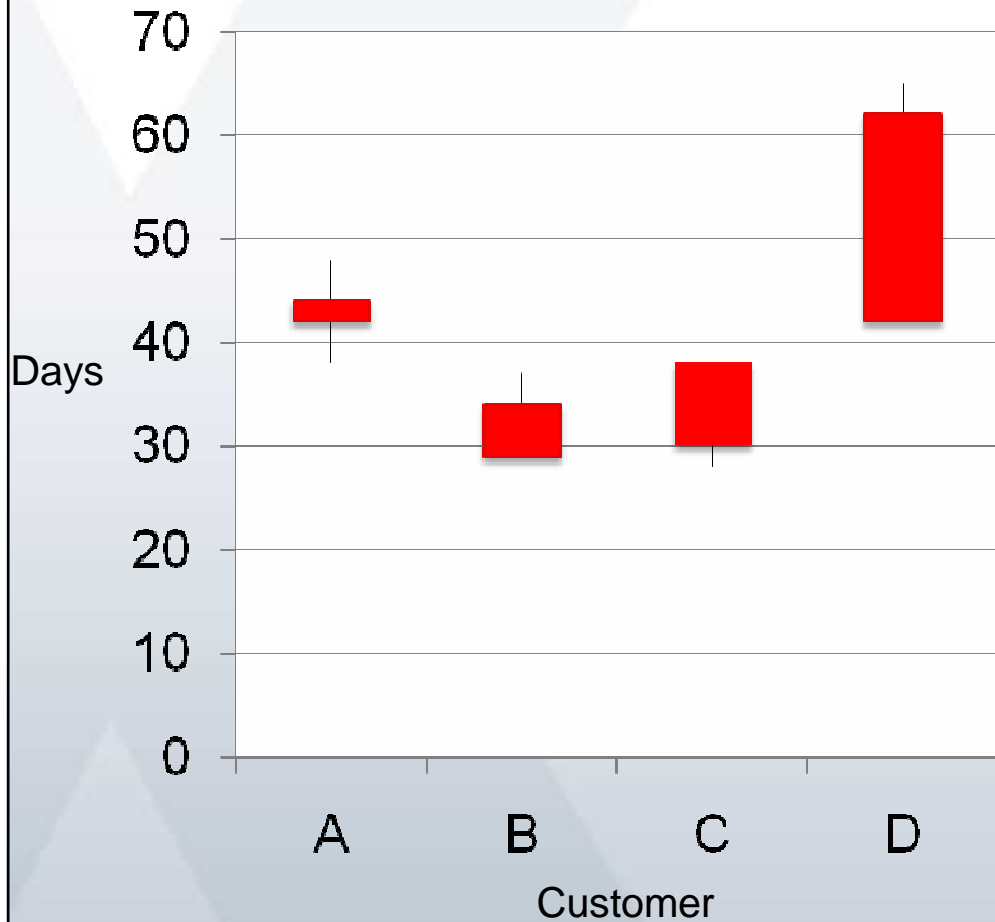
*Modest
Recovery*

Focus on your customer's customer

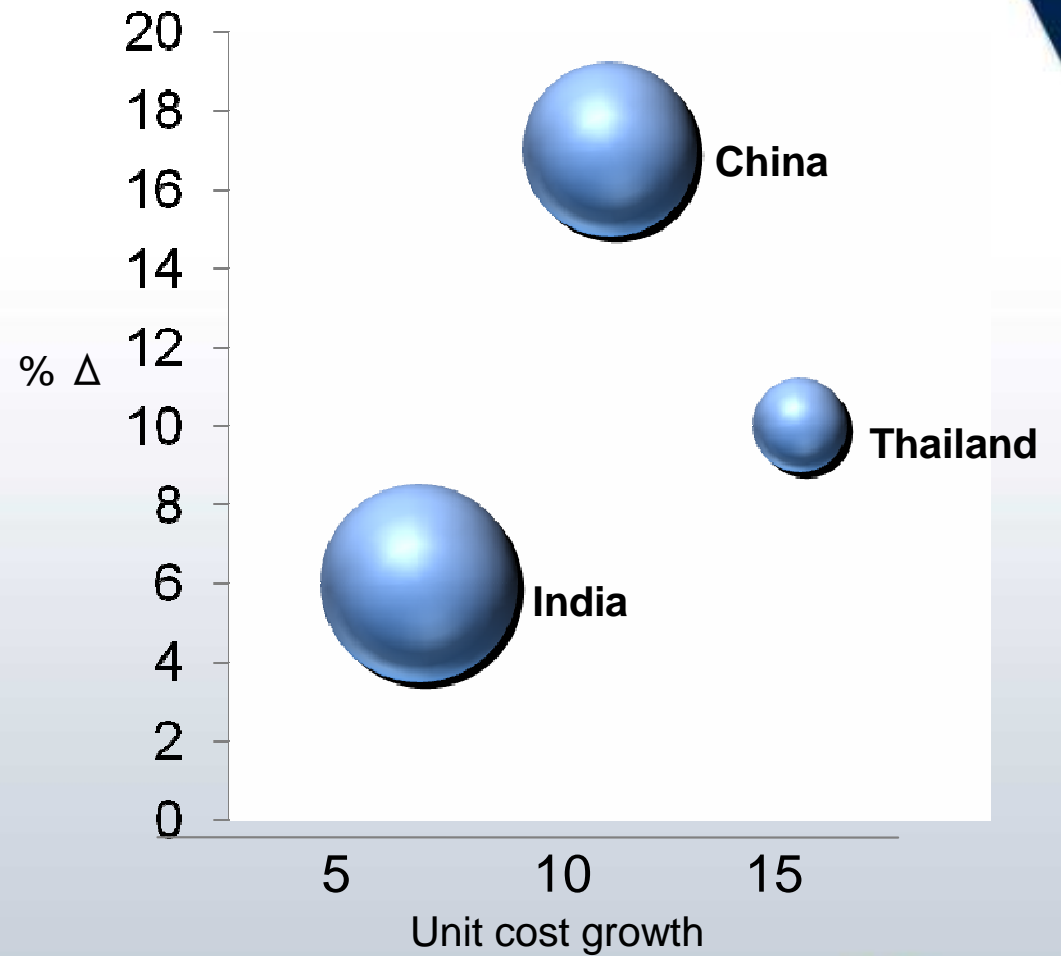


Deliver insightful analytics

Receivables analysis

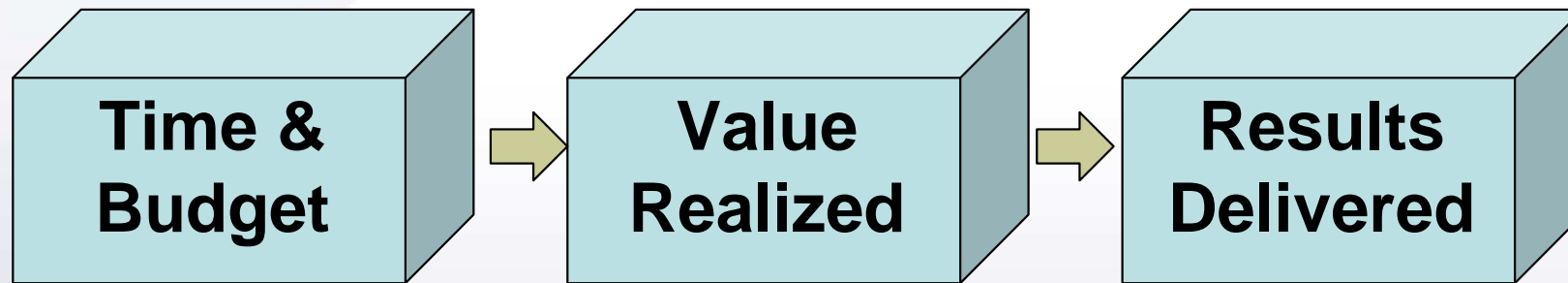


Geographic spend analysis



Measure real value

Example: Global aid organization

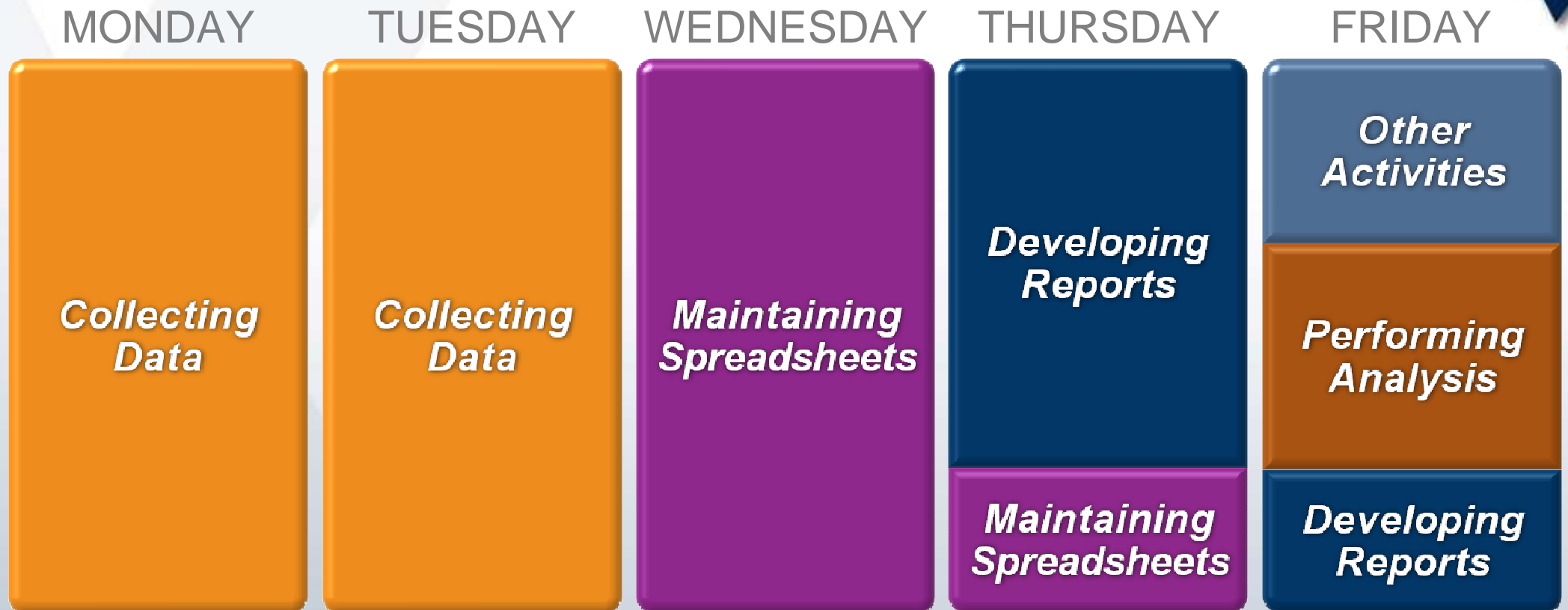


- 60% complete
- 59% to budget
- 55% to time

- 6/10 wells completed
- 3/7 filtration systems installed

- Mortality rate down 7%
- Cholera rate down 11%

Ensure your team is productive



Focused on high value

MONDAY

*Collecting
Data*

*Performing
Analysis*

TUESDAY

*Performing
Analysis*

WEDNESDAY

*Interacting
With
Decision
Makers*

THURSDAY

*Interacting
With
Decision
Makers*

FRIDAY

*Other
Activities*

*Strategic
Initiatives*

*Personal
Development*

Make fast, confident decisions

Competitors can't match our product but they are pricing 5% below us

CEO



Let's go after sales with targeted promotions and price cuts



Marketing

Trend	Trend (Last 90 Days)	Status
Sales	0%	●
Pipeline	+ 14%	●
Margins	+3%	●
Cash	+7%	●



Finance

We have excellent cash reserves and low receivables

Our pipeline has increased by \$2m; but close cycles are extending



Sales



Operations

Operating expenses are down; 3% driven by improved productivity

Remember...

**Technology is no longer the
impediment**

We are!

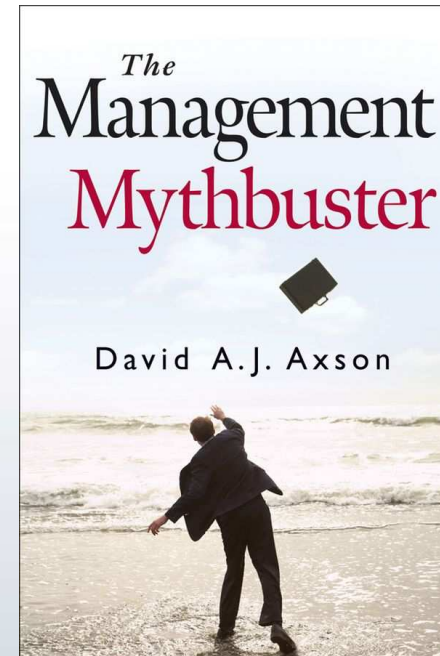
Goal

“Help the business make all manner of enterprise-wide decisions better, faster and with more certainty of intended outcomes.”

Mark Loughridge
Senior Vice President and Chief Financial Officer
IBM Corporation

Want to learn more?

*Available at
www.sonaxbooks.com
and all good book shops!*



Thank You

