

BRAIN³

Let's do it differently



When Finance goes digital:

A glimpse of the future of Finance for a data driven approach

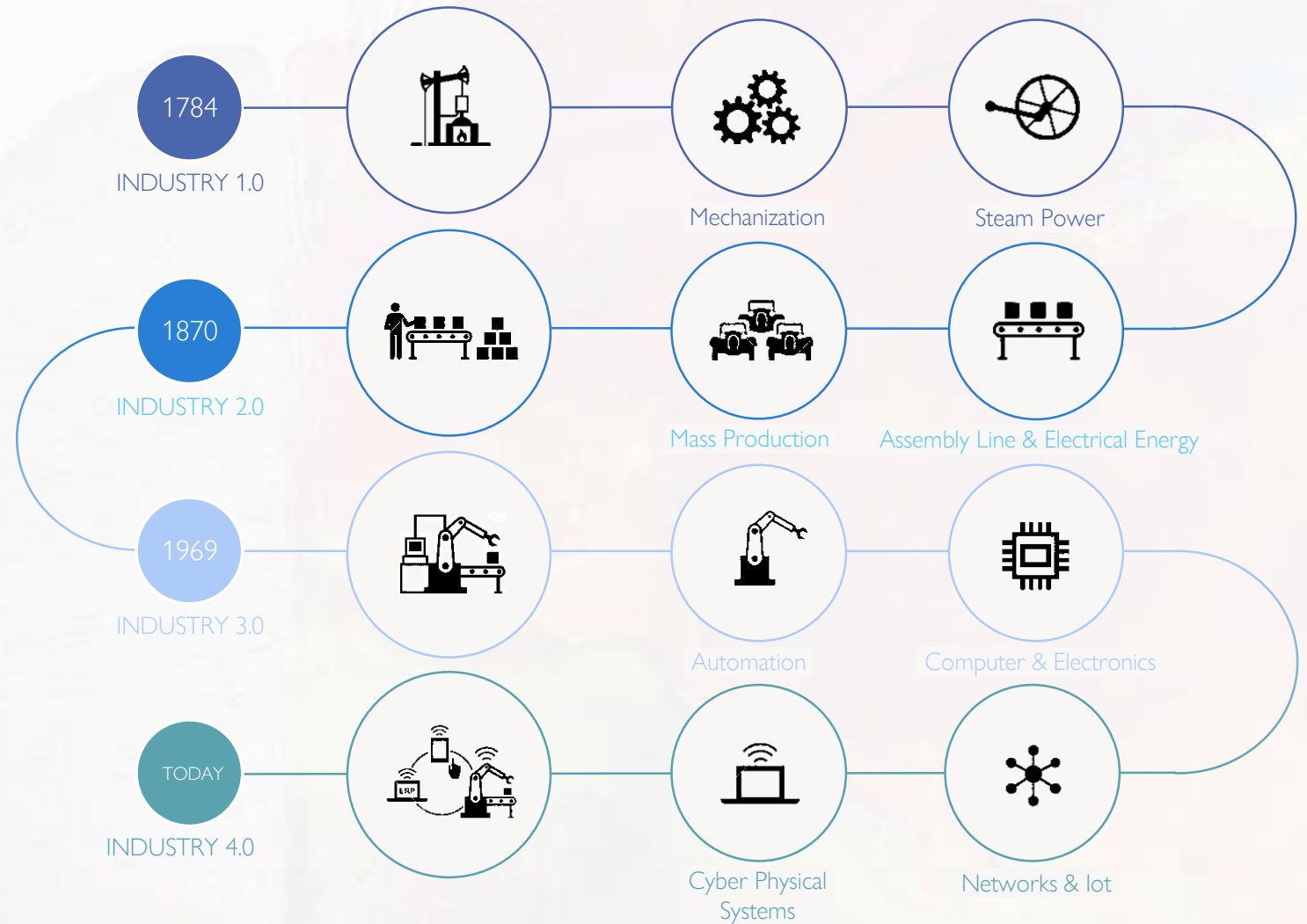
Agenda

1. Digital is changing the world
2. Future is already here
3. When Finance goes digital, what does it mean?
4. How can we help?

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From one revolution to another



Digital is changing the world



An example of disruption in retail and music industry



STREAMING - DISRUPTION

- ⦿ Change of Medium, Business, Key Players and pricing model
- ⦿ Streaming Platform birth



MP3 - DISRUPTION

- ⦿ Change of Medium, Business and Key Players
- ⦿ Music download Platform birth



DIGITAL

- ⦿ Change of Medium
- ⦿ Still classic and physical Retail Consumer Goods



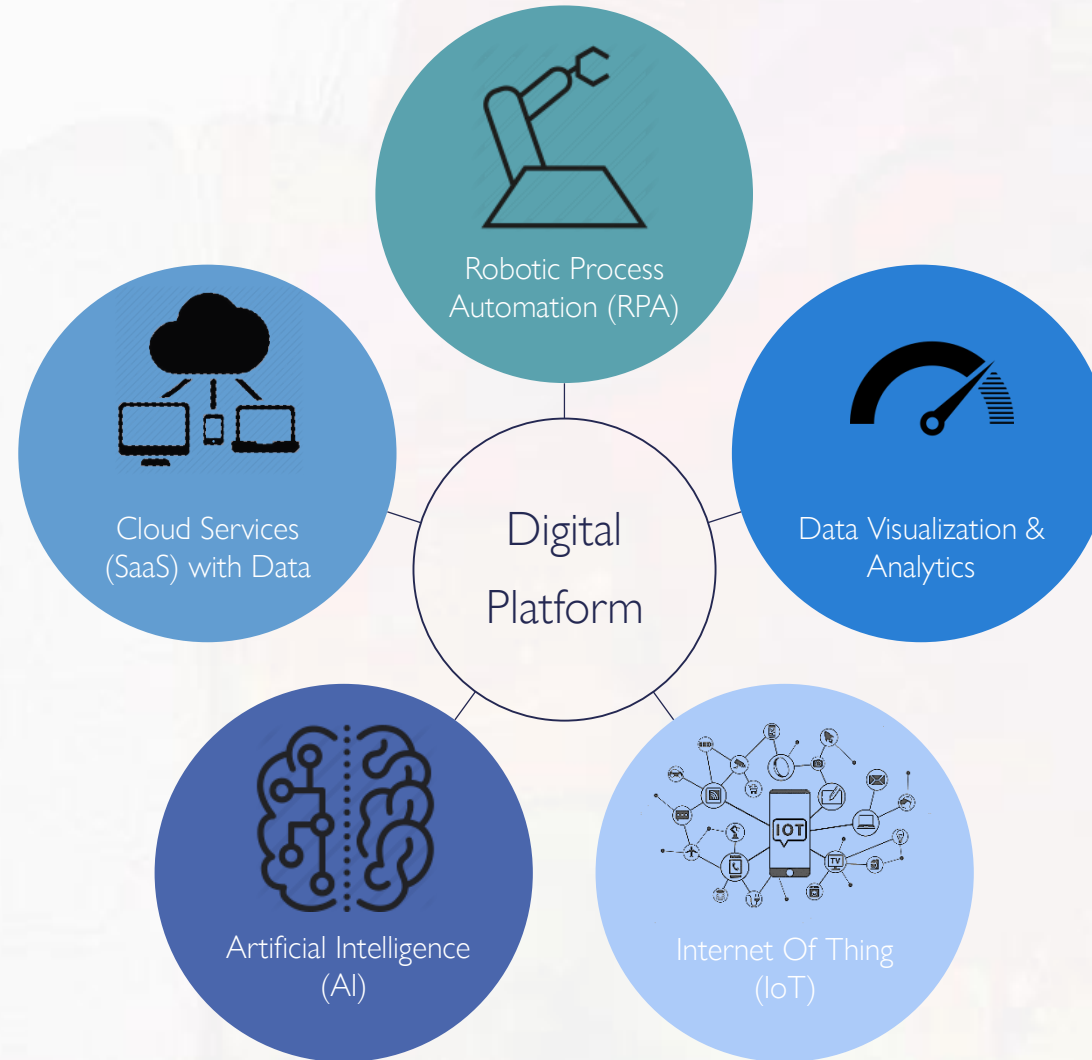
ANALOG

- ⦿ Retail Consumer Goods

Agenda

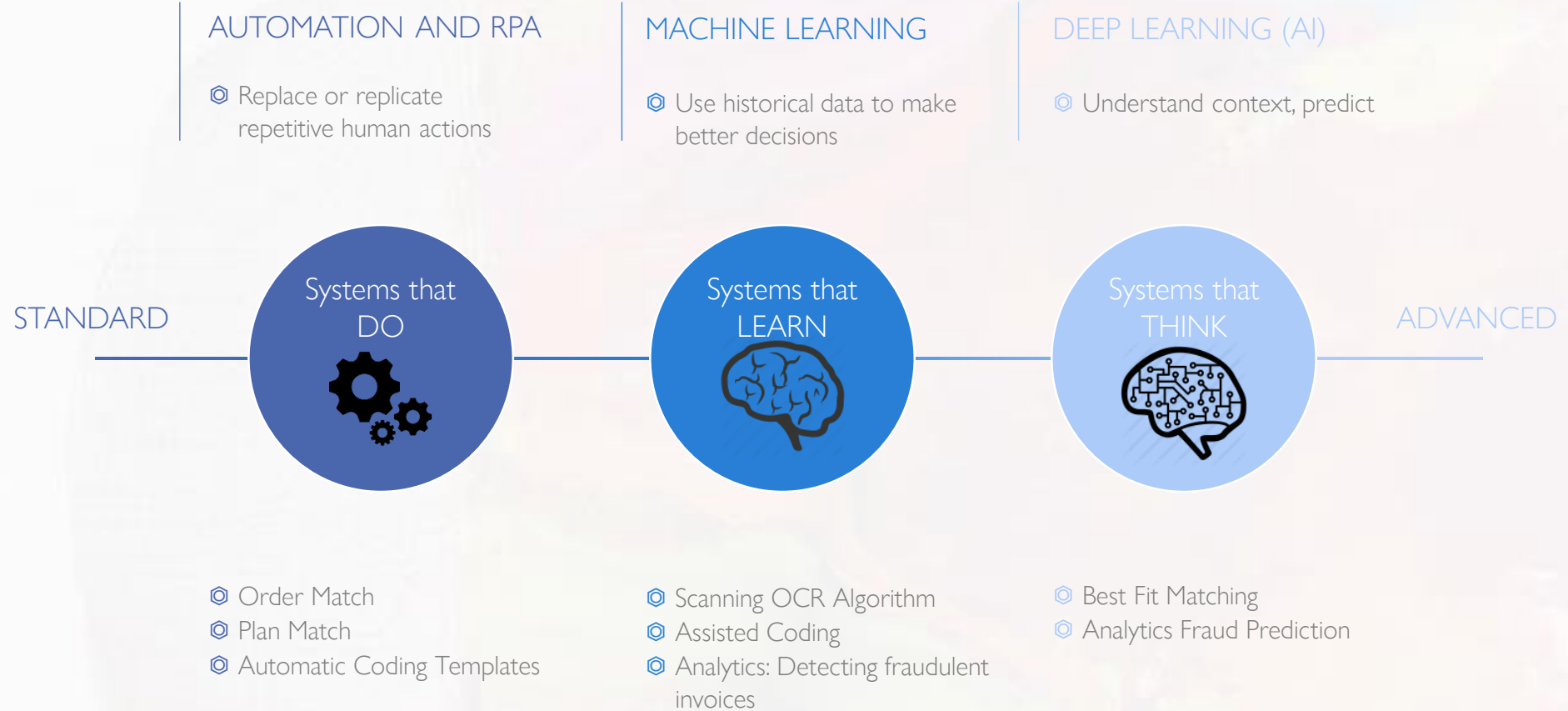
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Future
is
already
here:
mega
trends



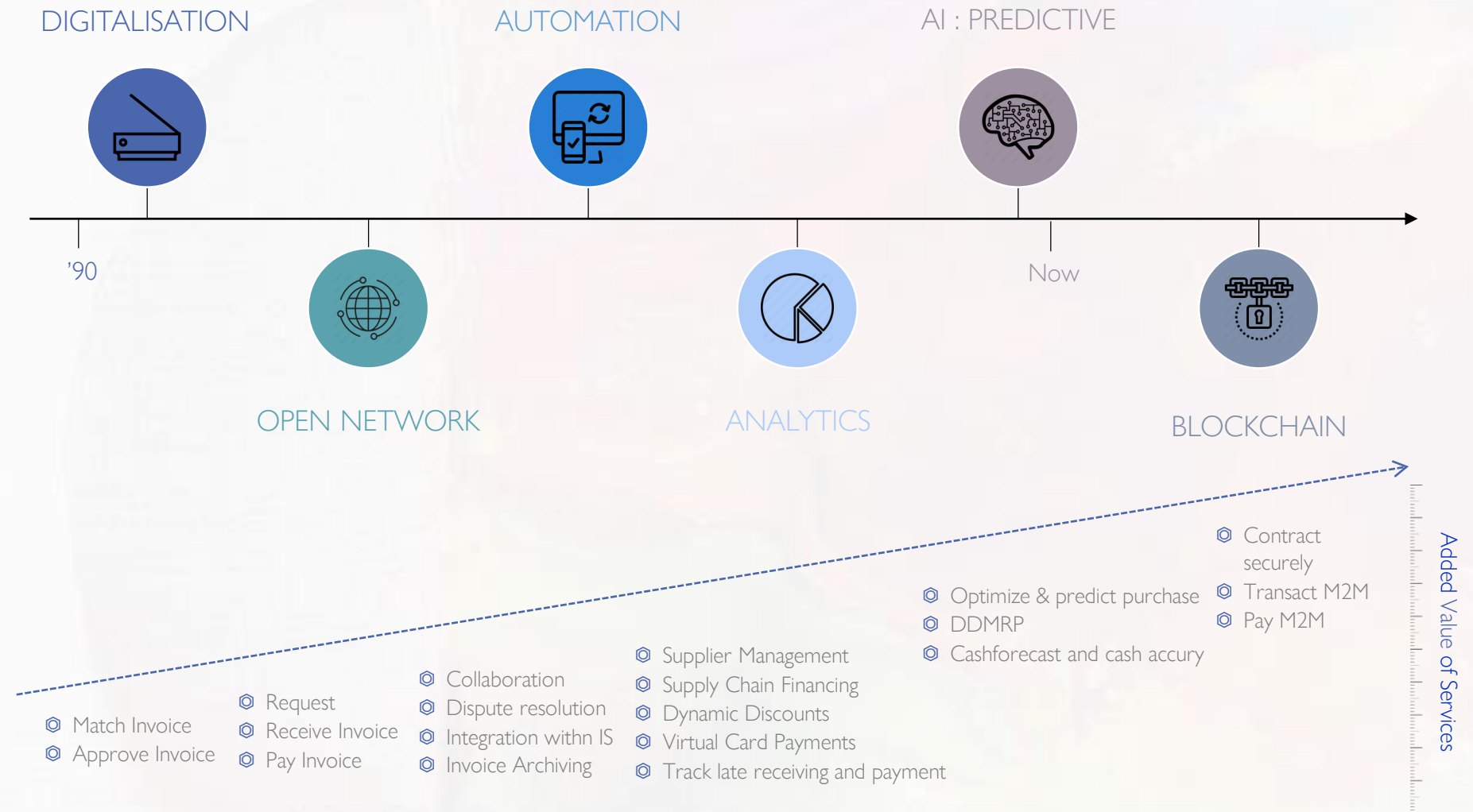
AI
is
evolving
at
a
fast

A P2P platform example



Platforms are combining techs and evolving

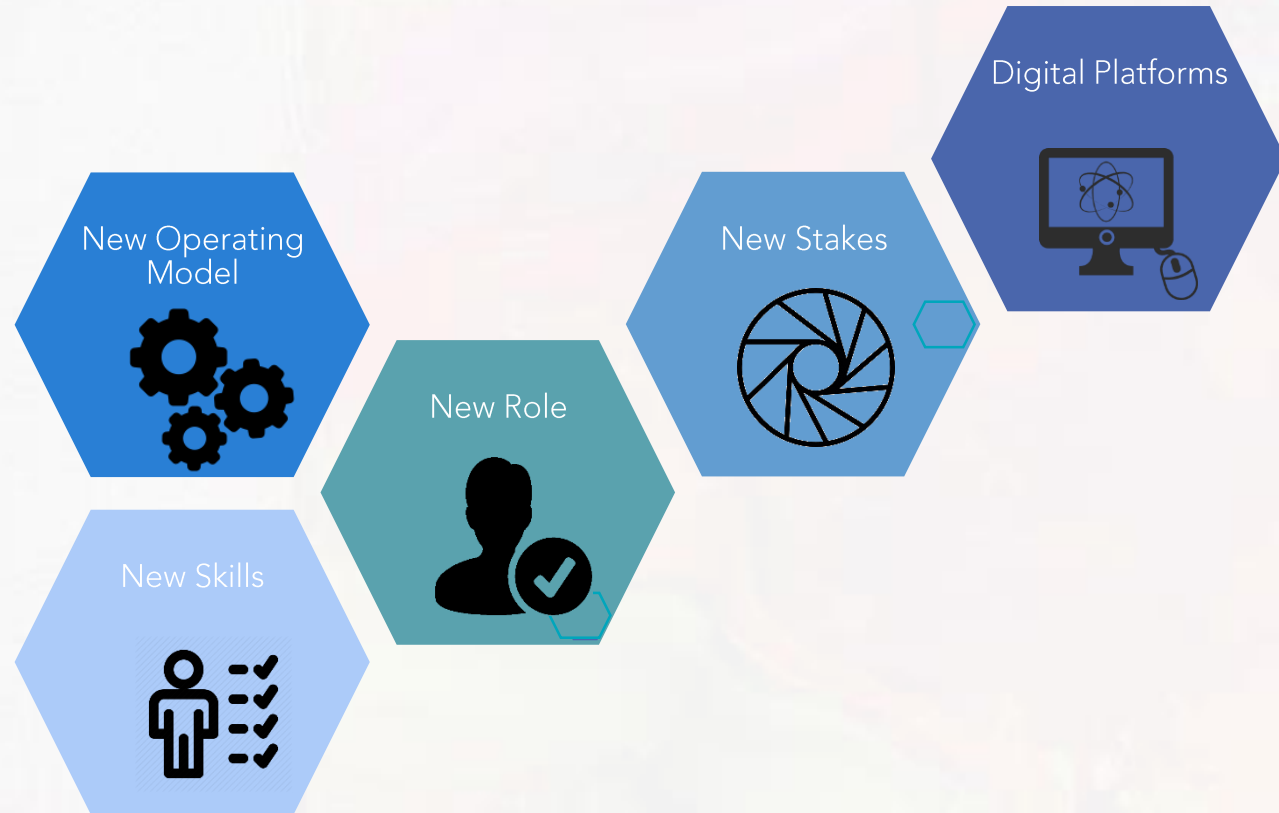
To go from commodity to added value services, a P2P platform example



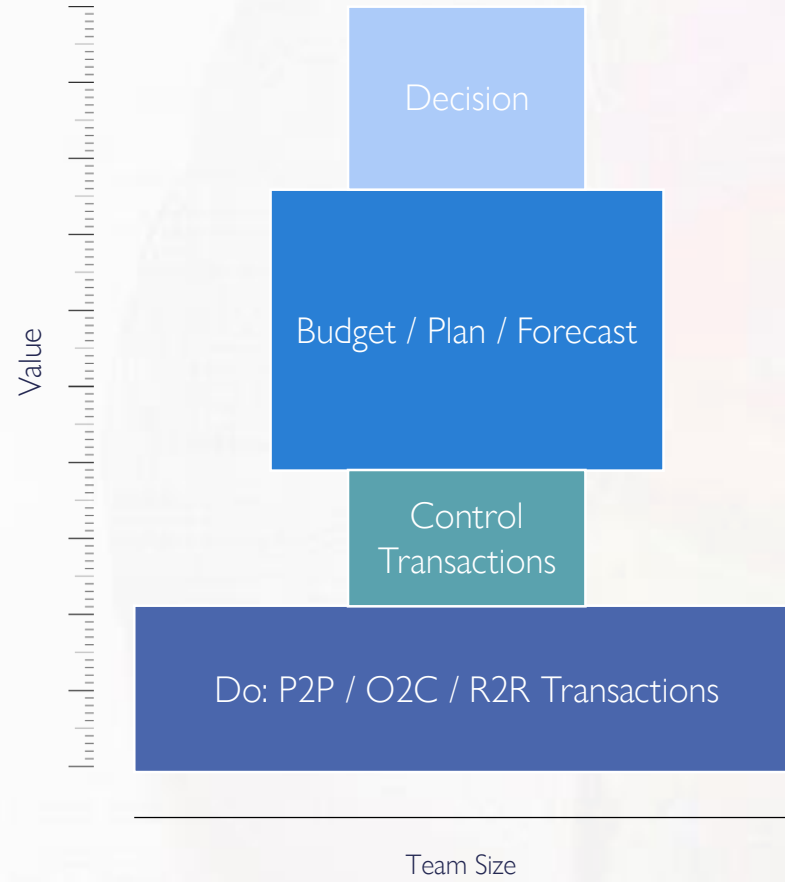
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When
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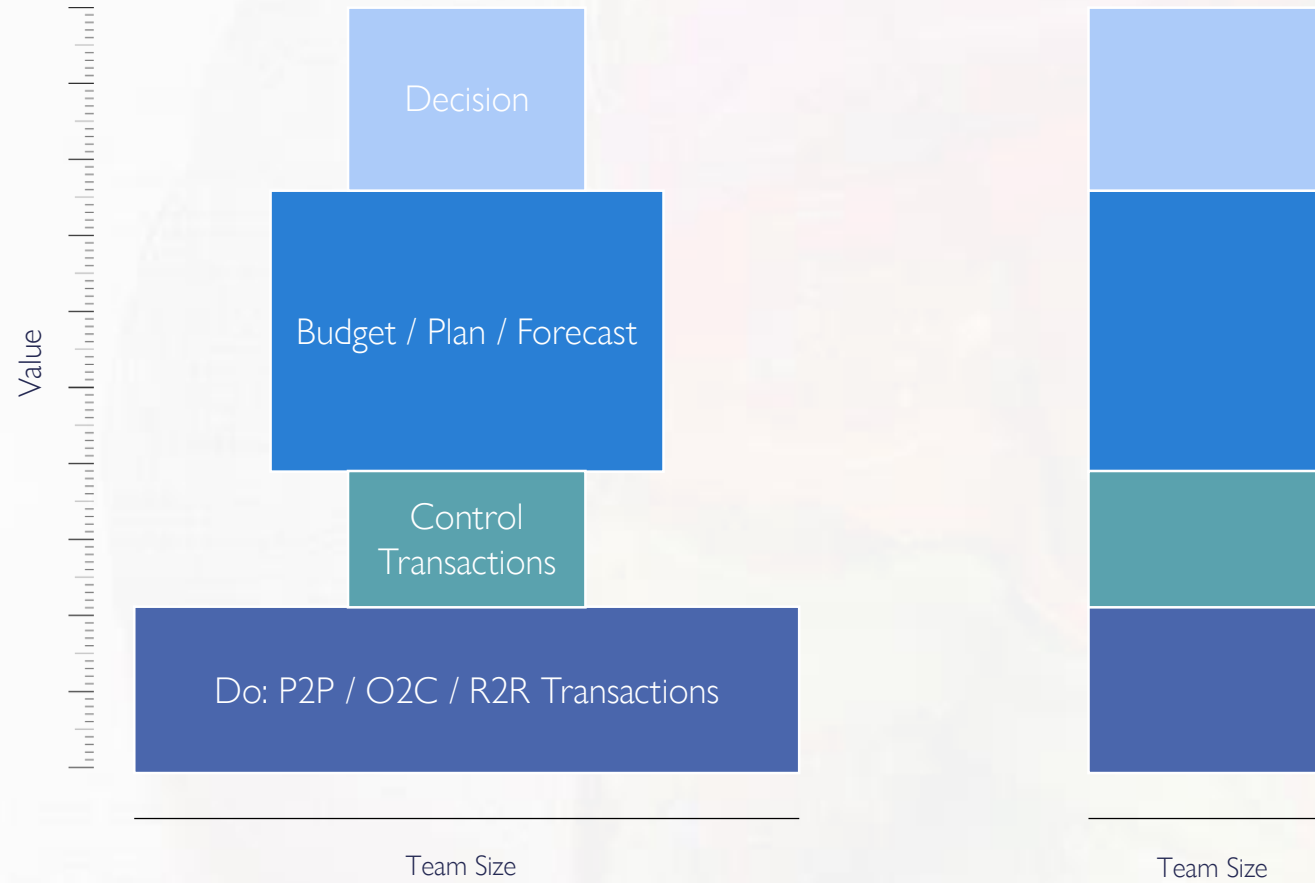


A
new
shape
for
Finance:
from a
pyramid...

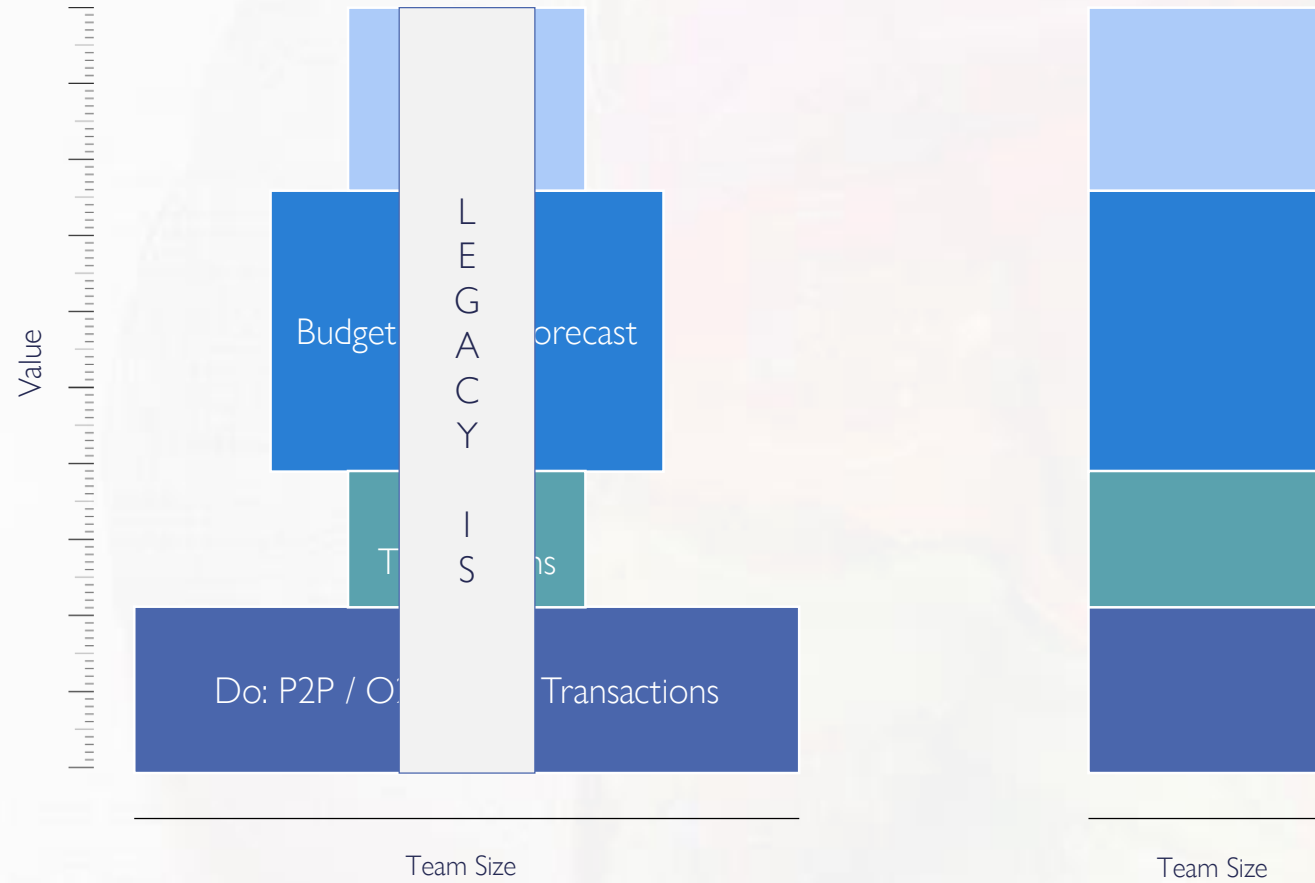


A
new
shape
for
Finance:
from a
pyramid...

...to a monolith

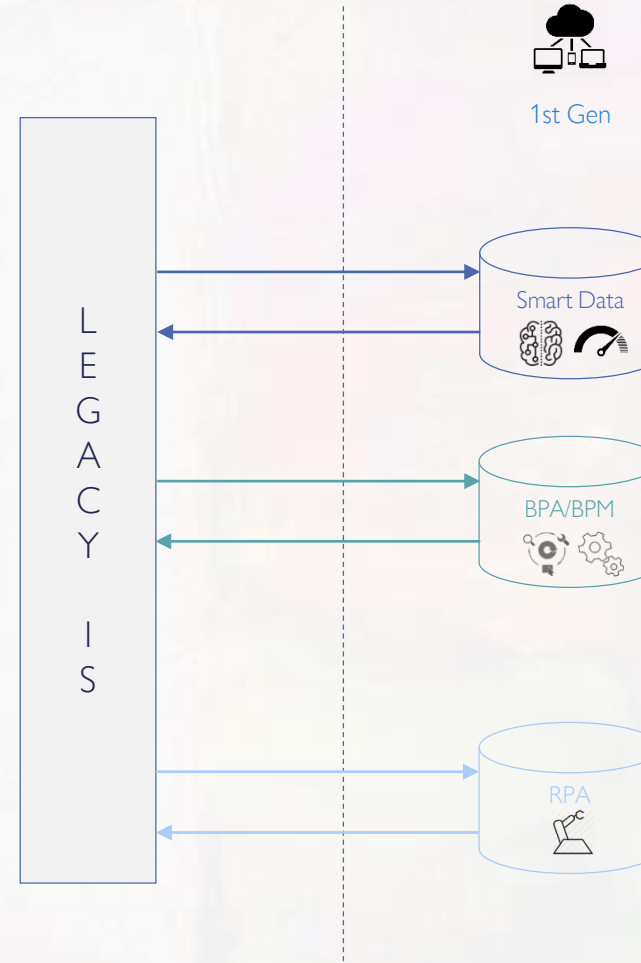


How?



How?

By outsourcing to and landing on...digital platforms



Digital Platforms

- Combining technologies

Smart Data Platforms (see Use Case P.22)

- Data Lake & Data Fabric
- Data Governance
- Real time analysis
- Datavizualization
- What if scenario (AI & algorithms)

BPA/BPM Platforms

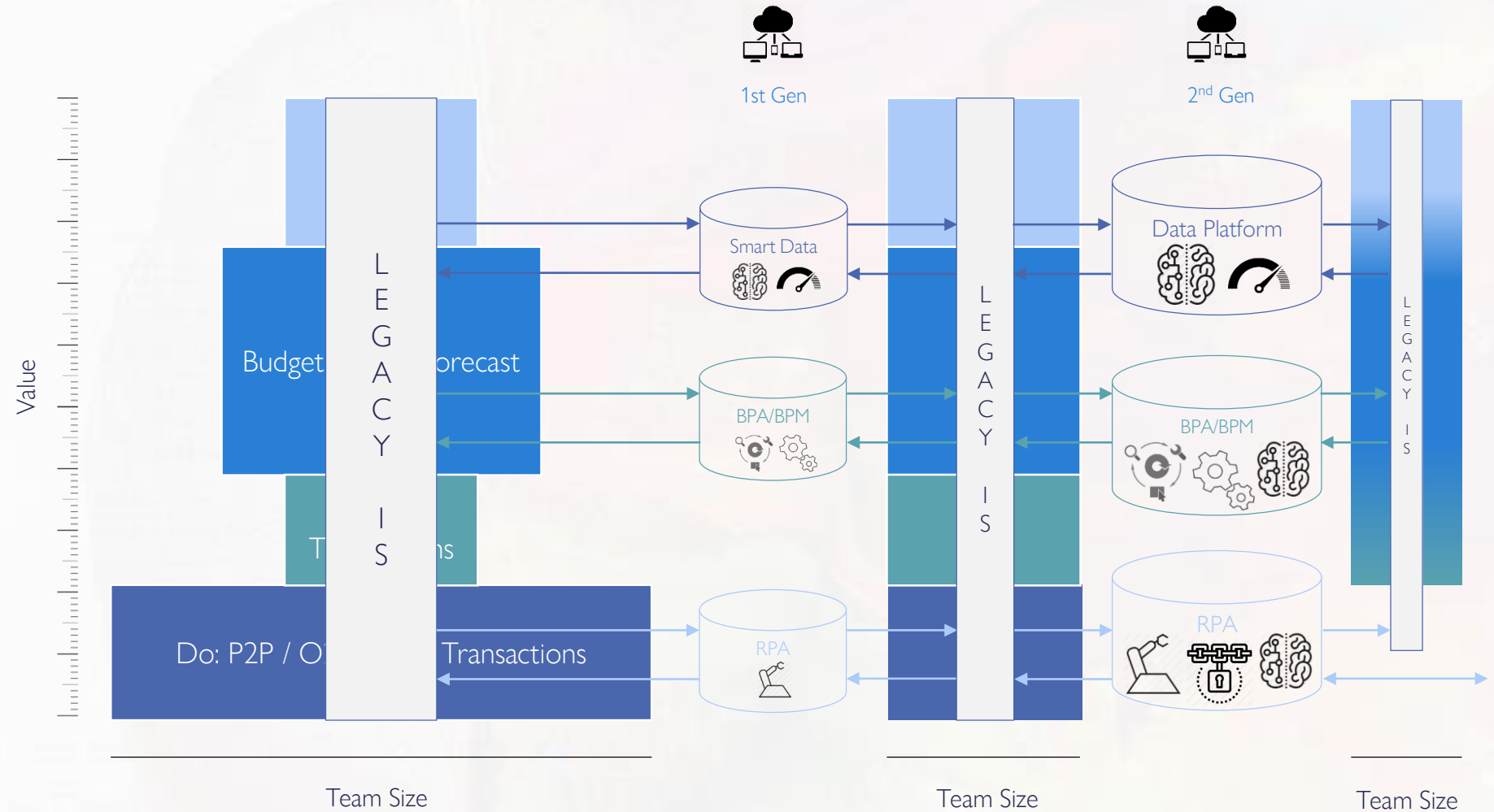
- Business process automation
- Exception handlings
- Real time analysis

RPA Platforms & services (see Use Case P. 19)

- Repetitive manual tasks automation
- R2R
- P2P
- O2C
- Etc...

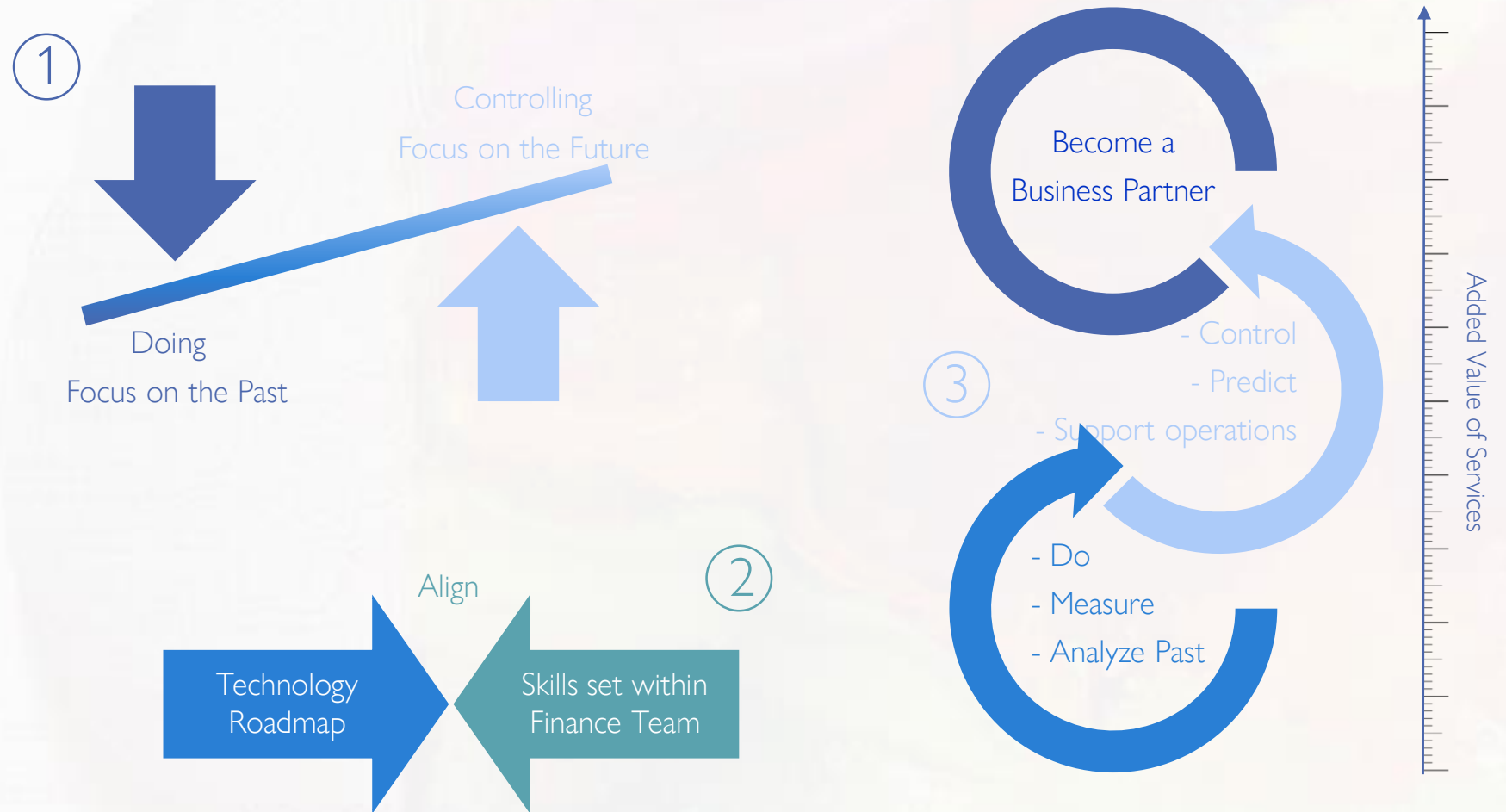
With
each
evolution
of
digital
platforms

Finance will change its operating model



New roles then new skills for Finance teams

From doing to controlling... aligning skills set within Finance Team with the technology roadmap
...focusing Finance Teams on added value tasks



Many activities in the Finance function

Can be automated

Accounting

- ⌚ Automating complex journal entries
- ⌚ Performing and documenting account reconciliation
- ⌚ Calculating and applying allocations
- ⌚ Maintaining fixed-asset accounts

Accounts payable

- ⌚ Entering nonelectronic-data-interchange invoices
- ⌚ Performing 2 and/or 3 way invoice matches
- ⌚ Processing expense approval request
- ⌚ Completing audit (eg, duplicate supplier payments)

Accounts receivable

- ⌚ Generating and validating invoices
- ⌚ Applying cash to outstanding balances
- ⌚ Analyzing and processing disputes
- ⌚ Creating reports (eg, accounts-receivable aging, credit holds)

Financial Planning

- ⌚ Building standard management reports
- ⌚ Consolidating and validating budget and forecast inputs
- ⌚ Gathering and cleaning data for analysis

Payroll

- ⌚ Flagging time-sheet errors and omissions
- ⌚ Auditing reported hours against schedule
- ⌚ Calculating deductions
- ⌚ Harmonizing data across multiple timekeeping systems

Other

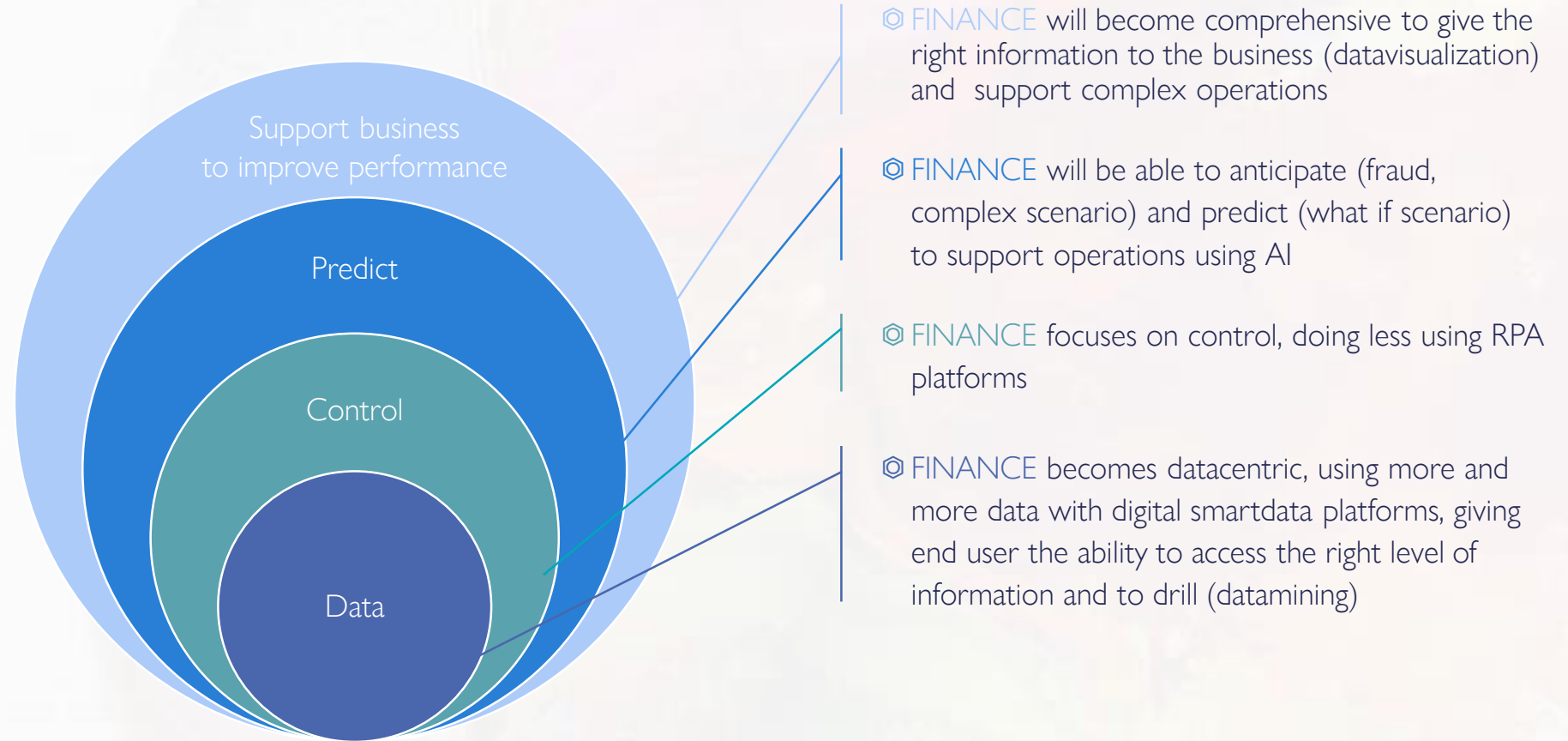
- ⌚ Preparing external-reporting templates
- ⌚ Conducting transaction audits of high-risk areas
- ⌚ Preparing wire-transfer requests

McKinsey&Company

New stakes for Finance function: Data

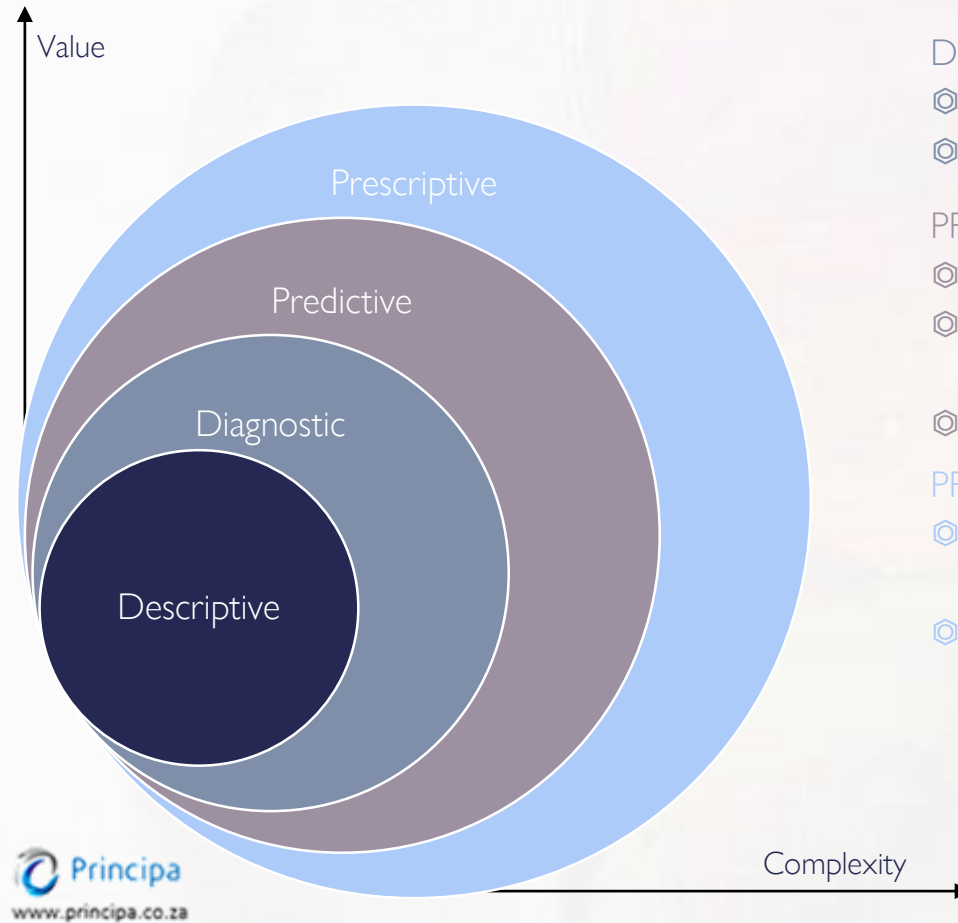
Data, predictability, understandability...

...to be become a business partner



4 types of data and analytics

What is the data telling you?



DESCRIPTIVE: What's happening in my business?

- ⦿ Comprehensive, accurate and live data
- ⦿ Effective visualisation

DIAGNOSTIC: Why is it happening?

- ⦿ Ability to drill down to the root-cause
- ⦿ Ability to isolate all confounding information

PREDICTIVE: What's likely to happen?

- ⦿ Business strategies have remained fairly consistent over time
- ⦿ Historical patterns being used to predict specific outcomes using algorithms
- ⦿ Decisions are automated using algorithms and technology

PRESCRIPTIVE: What do I need to do?

- ⦿ Recommended actions and strategies based on champion / challenger testing strategy outcomes
- ⦿ Applying advanced analytical techniques to make specific recommendations

How a data driven approach can help improve performance

Use case examples

🌀 CUSTOMER KNOWLEDGE & JOURNEY: data to develop a customer centric approach (What is the best customer profile? Why? What does he needs/wants?) and develop a best in class customer journey (digital & physical)

🌀 SUPPLY CHAIN: data to support DDMRP approach and increase supply chain efficiency

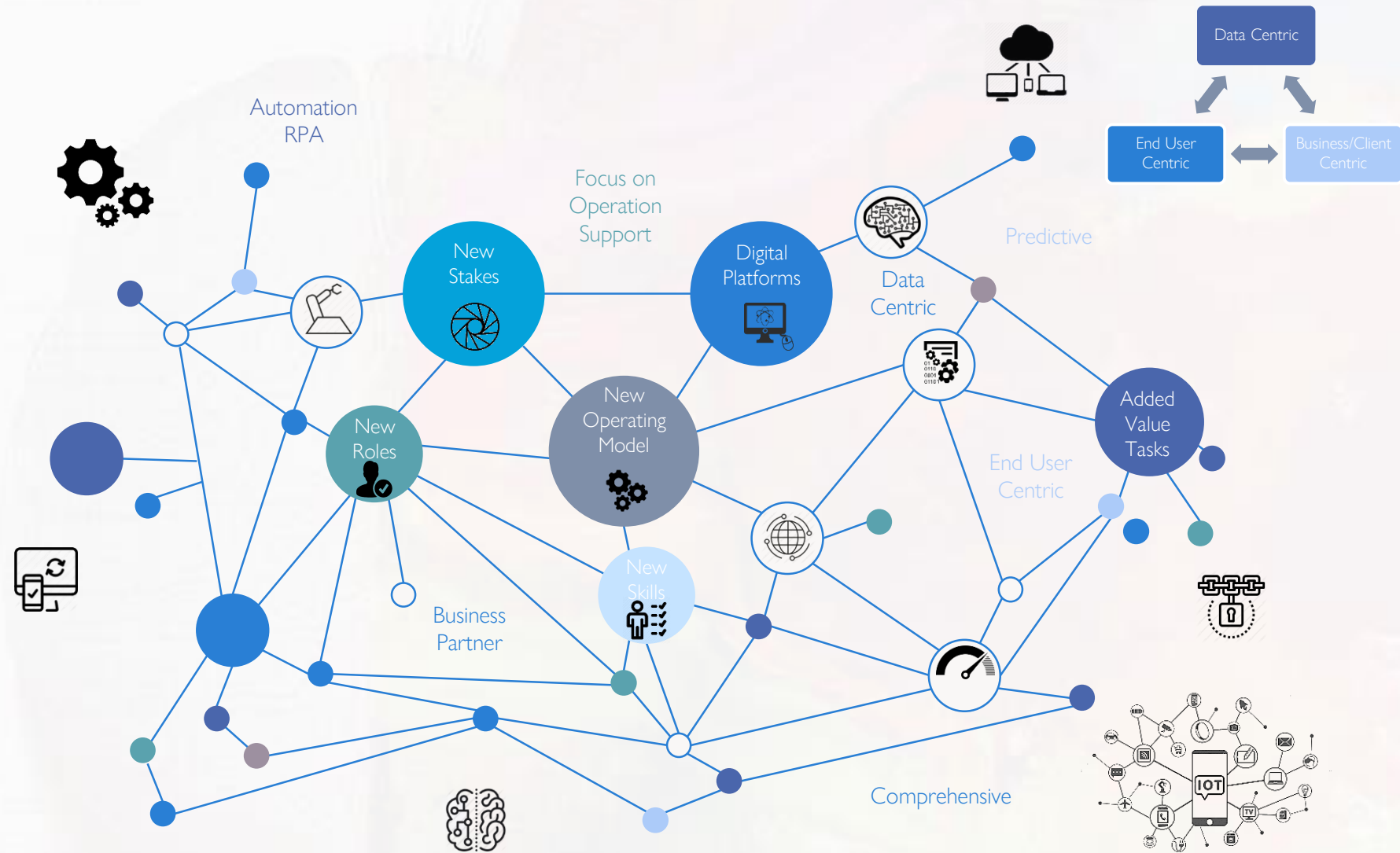
🌀 FRAUD DETECTION: data to decrease risks and secure operations

🌀 MANUFACTURING: data to increase efficiency and profitability or prevent any maintenance issues

🌀 KPI FACTORY: provide data (analytics and KPI) to operation teams and increase decision making speed, develop datavisualization culture to implement visual management reporting (KPI based)

What is a digital Finance?

By going digital, Finance focuses on added value tasks



Question
is
not

But

~~Should I go forward with
Digital Platforms?~~

How?

When?

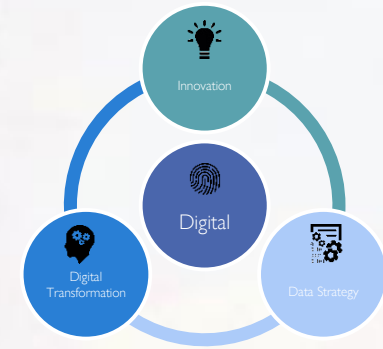
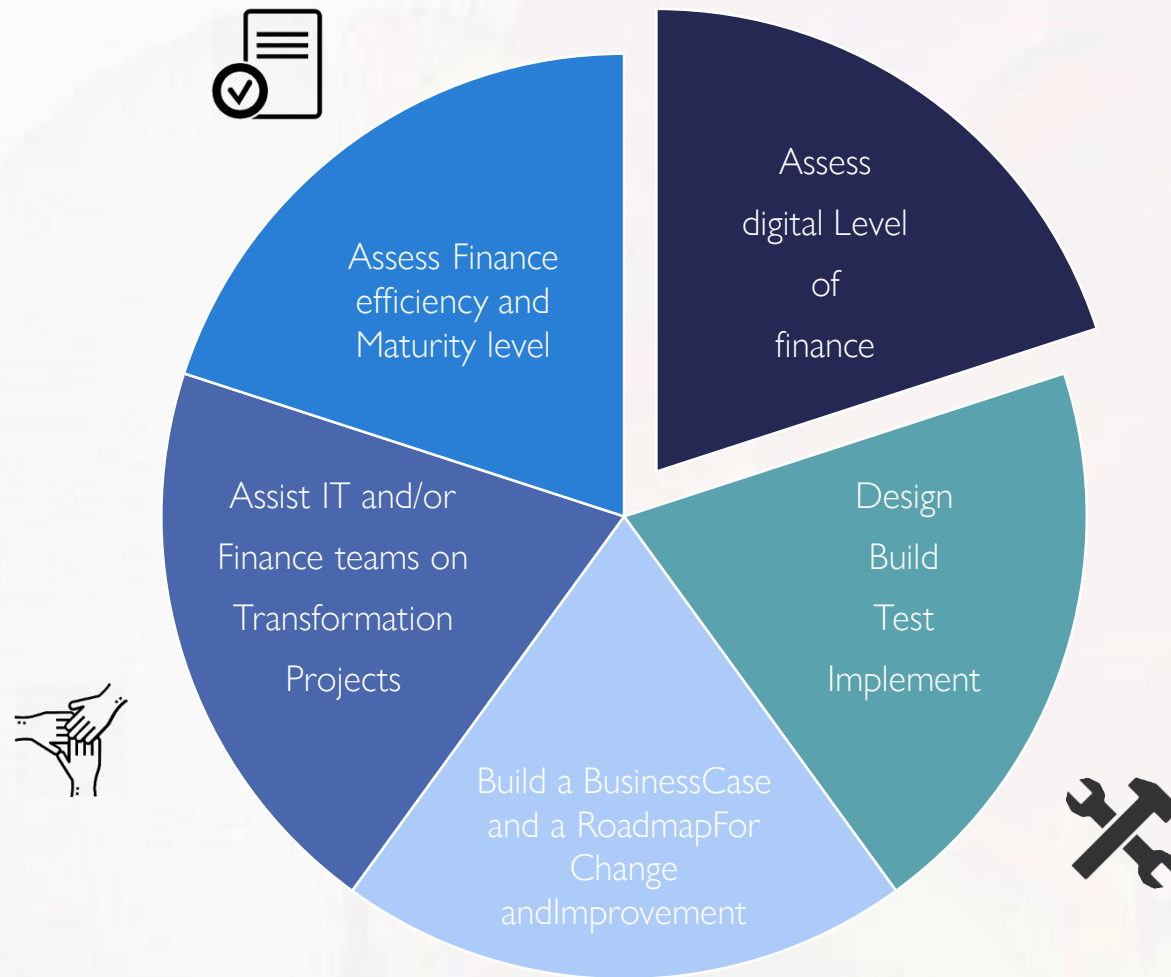
Why?

What's in it for you?

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How can we help?



Digital



Digital
Transformation



Innovation



Data Strategy

🔗 Assist Teams with digital transformation:

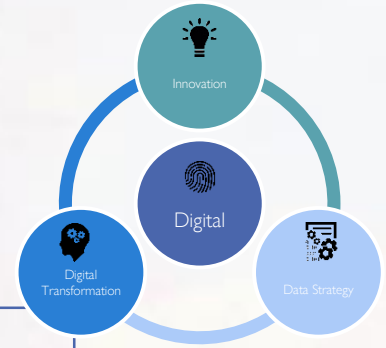
- Diagnose & assess maturity level: stakes and business case
- Select candidate platform(s)
- Assist Teams with implementation plan
- Assist Teams in redesigning and rebuilding processes and organization according to stakes

🔗 Assist Teams in business model transformation and digital innovation process:

- Diagnose business model and organization
- Historical competitor and disruptor identification
- Innovation model and process definition (internal and/or external)
- Definition of the digital new business model and offer (MVP) agile process (test & learn & iteration)
- Capex financing needs to support launch

🔗 Assist Finance Team with Corporate Data Strategy:

- Declination of strategic goals as data sets
- Definition of data collection strategy and identification of inside and outside data sets sources
- Data governance definition
- Select candidate platform(s)
- Assist Finance Team with implementation plan (KPI, predictive algorithm, analysis, etc)



BRAIN³

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FINANCE - TRANSFORMATION DIGITALE - INNOVATION - DATA STRATEGIE

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