

# Redefining Performance

## Insights from the Global C-suite Study – The CFO perspective

IBM Institute for Business Value



### Performance Accelerators

CFOs with leading finance organizations that are defined by the following characteristics:

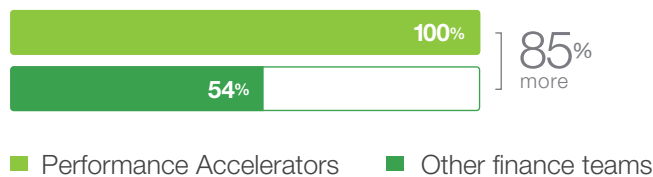
- Finance efficiency
- Business insight
- Advanced analytics
- Pursuit of profitable growth



### Take the long view

**Fine gauge:** Performance Accelerators have superior planning and monitoring skills

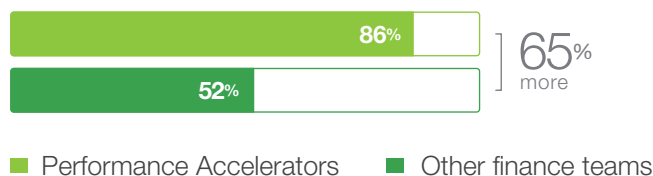
Integrate financial planning with strategic and operational planning



### Prepare for the “next wave”

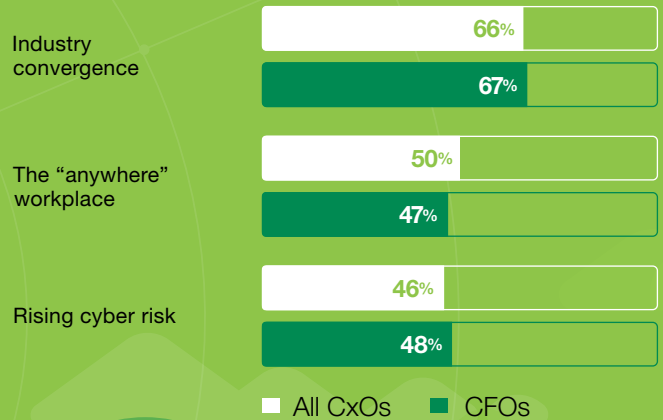
**Deep dive:** Performance Accelerators are considering new revenue models

New revenue models



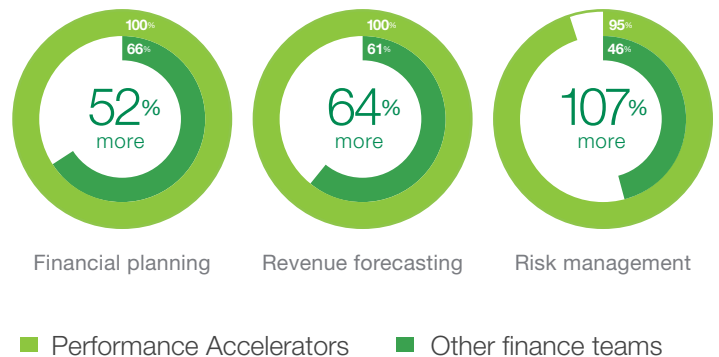
### Convergence, competition, commotion

**Blurring boundaries:** CFOs expect much more industry convergence in the next few years



### Integrate, analyze and adapt

**Crunch time:** Performance Accelerators rely on predictive analytics to plan and manage risk



*“I want to equip our company to leverage data to become more predictive and less reactive in managing our business.”*

**Randy Harwood,**  
CFO, Graybar, United States

