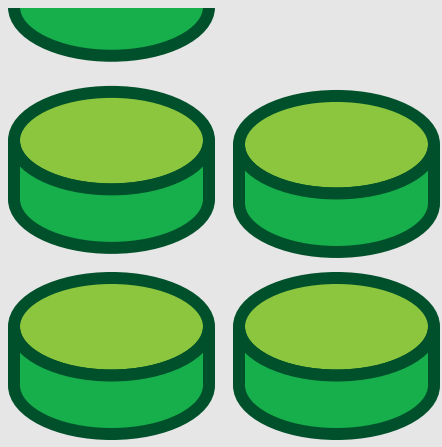


Innovate. Disrupt. Survive.

The status quo is no longer an option.

Successful organizations use data and analytics to reinvent industries, drive innovation and create actionable insights.

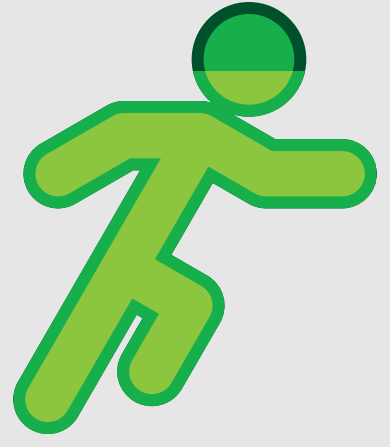
Outperforming enterprises are:



108% more effective at **accessing their data**



108% more effective at **drawing insights from their data**



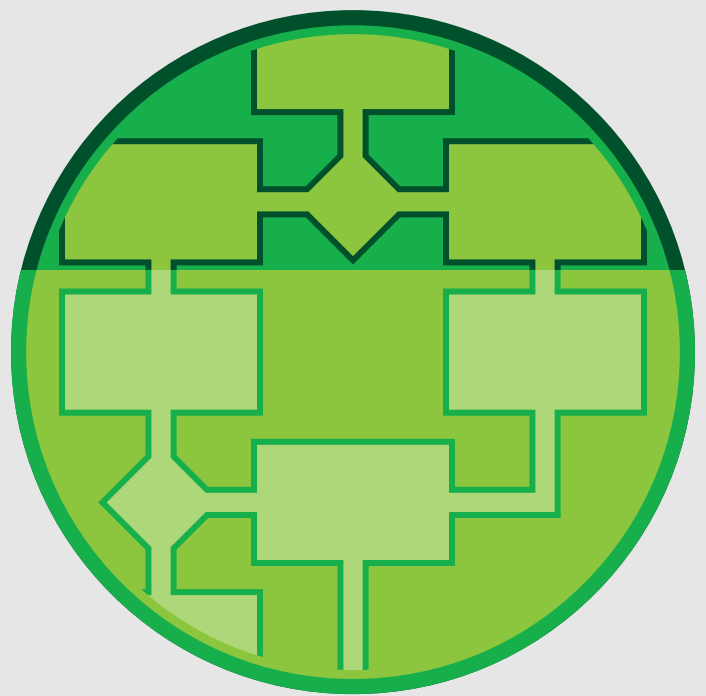
84% more effective in **translating those insights into action**¹

How can your finance organization drive value through data?

High-performing organizations analyze both internal and external data to produce actionable business insights.



70% apply advanced analytics such as **predictive modeling**



62% **automate process decisions** based on analytics²

And they can transform business insights into revenue opportunities.

89%

of top-performing finance orgs excel at demand planning and forecasting

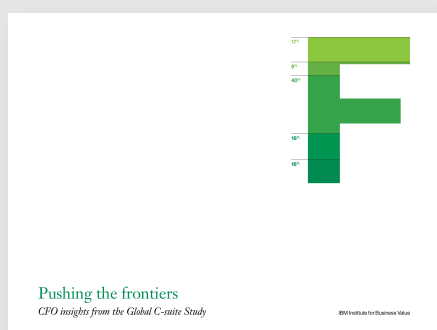
They're **77%**

more effective at identifying revenue growth opportunities³

Data > Insights > Action > Innovation > Growth opportunities

“We’re spending less time on maintenance and more on strategic activities to facilitate innovation.”

— CFO, Professional Services, Brazil



Read more at IBM Institute for Business Value's "[Pushing the Frontiers: CFO Insights from the Global C-Suite Study](#)."

¹ IBM Institute for Business Value, "Driving Innovation Through Data," March 2014. <http://ibm.co/1kgjpa3>

² IBM Center for Applied Insights, "Breaking the data barrier: Lessons from analytically advanced Finance organizations," September 2015. <http://bit.ly/1KKrQDX>

³ IBM Institute for Business Value, "Pushing the Frontiers: CFO Insights from the Global C-Suite Study," February 2014. <http://ibm.co/1NdpqEg>

