# The New CFO

Driver of Data-Inspired Insight and Enterprise-Wide Growth



the modern CFO and the financial team are strategically poised to lead the charge toward data-inspired strategy. No longer limited strictly to financial oversight, CFOs are operational and efficiency experts and the proven commanders of systems and data.

With business acumen and deep skillsets,

By recognizing and acting on new data opportunities, they are ready to drive enterprise-wide growth and

business performance. THE CFO'S DATA CHALLENGE



## In today's competitive and global economy, an effective data-driven strategy is a

necessity. Successful CFOs understand the value of enterprise-wide data, but many of their companies still struggle to connect the dots.

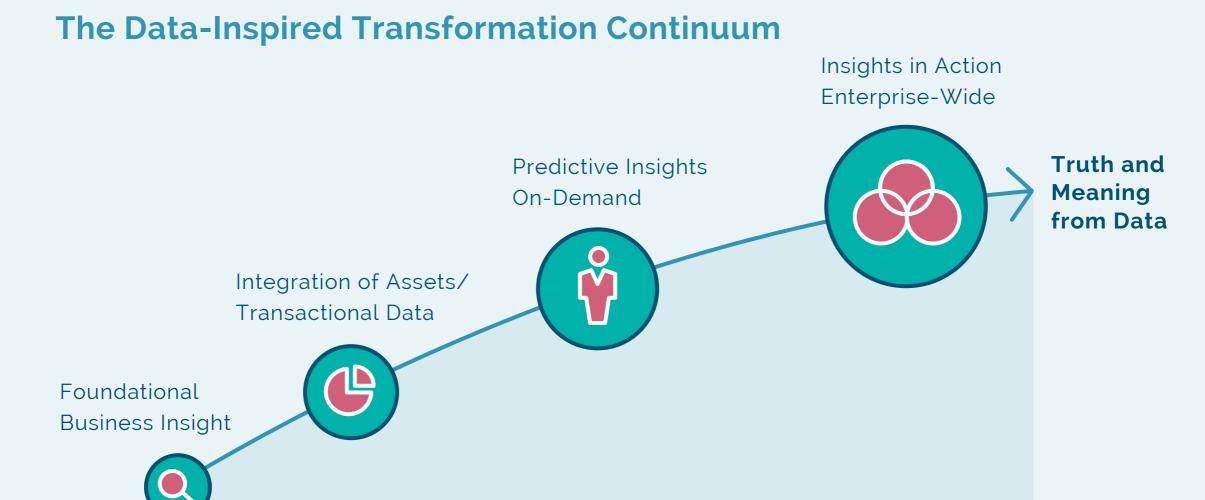


86% of companies are challenged to find **new** sources of growth.



of companies qualify as "Highly Mature" data users.

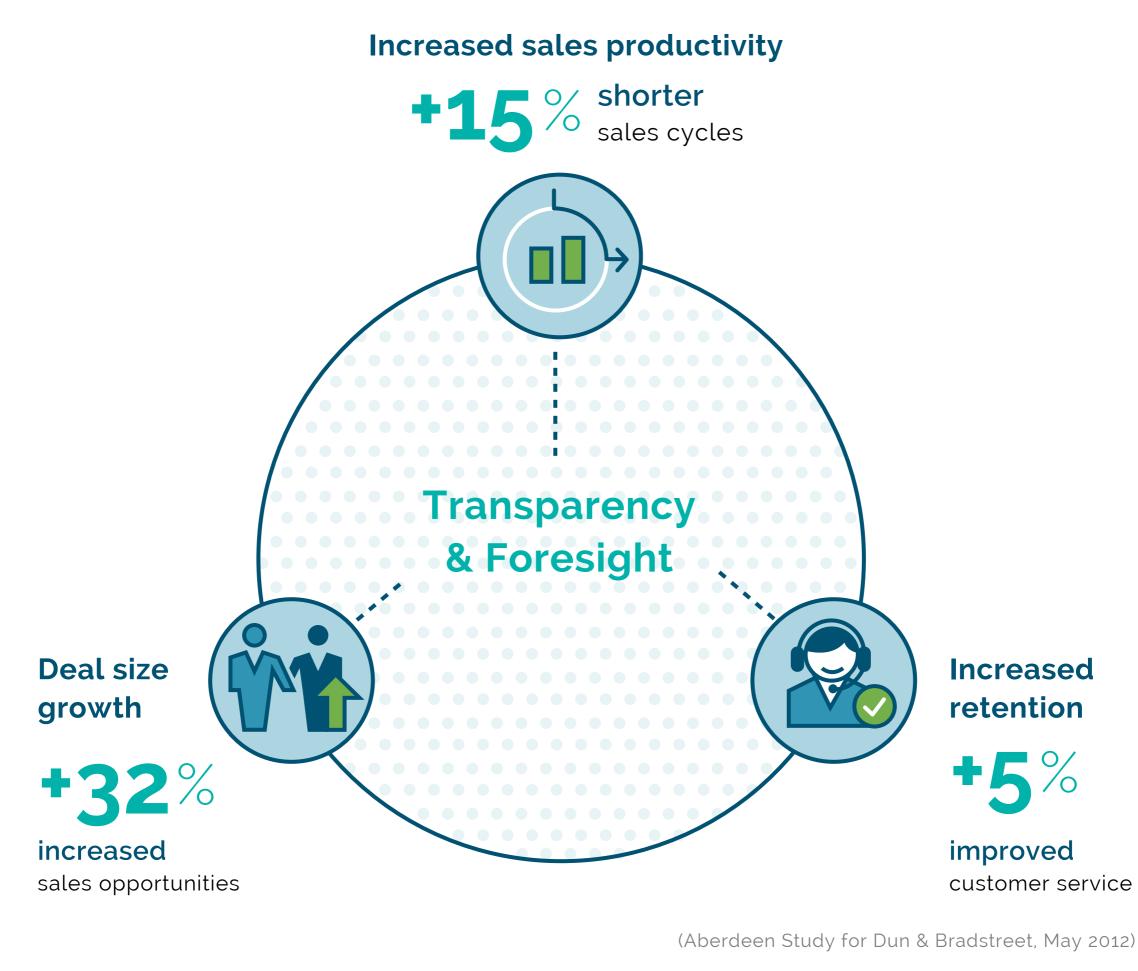
2-5%





### Embedding data insight into the workflow, and making it accessible enterprise-wide, is what enables growth and drives results across all business functions.

THE CFO'S DATA OPPORTUNITY



Data-Inspired Strategy for Enterprise Growth



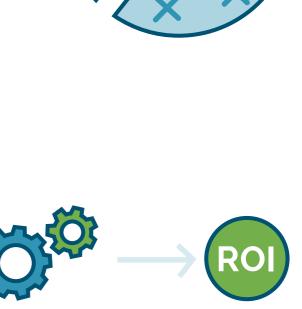
## The new CFO must proactively build a data-inspired strategy that will deliver real business growth and a compelling ROI. CFOs

THE CFO'S MISSION:

must align the overall business benefits with a validation of resource commitment, while bringing stakeholders together, prioritizing

opportunities and providing a framework for decision-making.

**Data-Inspired Growth: Key Components** 



### New capabilities Costs, benefits and Benefits to and improved impact on business IT infrastructure performance measures

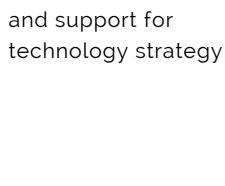
**Financial** 



STEP 1

**Strategic** 





STEP 3

**Organizational** 

**Alignment Meeting** 

**Technical** 



**Operational** 

improvements

Process





**Documentation** 

**Process** 



Present your plan

to other leadership





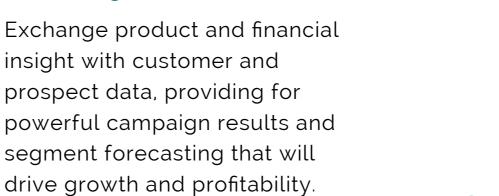
**CEO** 

Combine intuition, data

strategy to mitigate risk

and sound business

and realize the best Marketing Exchange product and financial insight with customer and prospect data, providing for



HR

Merge systems knowledge,

operational efficiency and

analytics to better engage

managerial decision-making.

company culture, while

improving training and



profitable customer relationships and revenue generation. Use data and analytics to focus on growth opportunities while avoiding slow-paying or low-value deals.

A shared commitment to



Collaborate to utilize mutually available data sets that can create superior insight to select,



Maximize value and growth ability by uniting toward data-inspired decision-making, efficiency

and automation, while also maintain and invest in ensuring technology is being the highest-value used to its full potential. supply relationships.

Dun & Bradstreet is your partner on the data transformation journey. We deliver compelling insights to solve your most pressing business challenges and help you find more ways to grow. Visit www.dnb.com/cfo to learn more.

