3 PERSISTENT ANALYTICS PROBLEMS YOUR CFO WANTS YOU TO SOLVE IN 2022

YOUR OFFICE OF FINANCE NEEDS TO QUICKLY PIVOT TO MITIGATE THE IMPACT OF CURRENT GLOBAL AND ECONOMIC CONDITIONS NO ONE ANTICIPATED AT THE END OF 2021. YOU CAN HELP.

incorta

Introduction

The best chief financial officers (CFOs) continuously rethink and improve their financial reporting. They know it's impossible to make sound decisions on a daily basis if business moves quickly, and data moves at a much slower speed.

But it's what the most progressive CFOs do that really set them apart. These CFOs have achieved the insight nirvana all aspire to reach:

- They can immediately access *any* and *all* organizational data whenever they want.
- They can quickly go deeper and discern *why* something happens, not just what happens.
- And they can strategically *plan ahead* for — even *predict* — the unexpected business disruptions that will inevitably occur.

These progressive CFOs don't merely use data to create new reports and enhance existing ones — they use it to *actually build better business models*.

All of it's possible only because application and IT innovators like you significantly improved the quality of the financial analytics these CFOs use. Those innovators finally solved three monumental, age-old analytics problems that have tormented financial reporting for years — issues you may not even realize you can fix.

Here they are.

After being denied the same, basic data time and again, too many CFOs simply stop asking important questions of their business data.

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It's the questions you're NOT asking that should concern you the most.

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JEFF EPSTEIN, FORMER CFO

ORACLE®

PROBLEM #1

Finance team members can't quickly find data answers on their own.

CFOs need to make decisions that will improve overall outcomes for their businesses. They need answers and insights, fast. And they'll only be as successful as the information they have at hand.

What CFOs want is full and easy access to 100% of business data. They want everyone on their teams — and on any other team — to be able to explore it, discover it and work from the same data to find their own answers.

But that's not what most get.

That's because even so-called "modern" data architectures still require CFOs to pre-define their requirements. IT and data teams then spend a significant amount of time making the corresponding data "business-" and "analytics-ready" — transformed, aggregated, and prepped in cubes and data marts.

It's a long, complicated process drawn out even more when business needs change, economic and geopolitical disruptions occur, new data is added to the mix, or the answer to the original question leads to another, unanticipated question — things that happen every day in Finance.

Here's what you can do instead.

What the Most Progressive Data and Finance Teams Do

The most progressive IT/data and finance teams use Incorta's Direct Data Mapping™ to make all data from source systems immediately available, in its original form. This approach simplifies the data acquisition process process, brings data into a centralized environment and lets finance teams generate insights on demand.

Put simply, they enjoy *unrivaled access to all data.*

What You Can Do with — Unrivaled Access to All Data	
IT & Data Teams	**Office of Finance**
• Stop shaping data into rigid models • Connect to any database, enterprise application, data stream and data file format • Empower business users to create their own reports and analyses • Fast-track machine learning with complete, raw transactional data	• Centralize, combine and analyze all financial and operational data located across multiple source systems • Create comprehensive financial reports based on all business application data — not just aggregations and topline KPIs • Use one workflow for financial reporting and analysis, from source to visualization

Building a Better Business Model with:

- 96% more rows of data available in only four seconds

- Data refreshed 96 times per day

- Business intelligence (BI) staffing reduced by 50%

- Protection of the company's $12 billion market cap

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Now that we're using Incorta, our users are blown away by how fast they're getting the information they need.

"

AJIT OAK, SR. MANAGER, BUSINESS INTELLIGENCE

BROADCOM®

PROBLEM #2

Finance team members distrust the data that they can access.

CFOs need to trust their teams can report to investors the true financial health of the business and make decisions based upon valid data. They need to know decisions are made using a single source of data truth, and the right data can be made visible to the right staff.

What they want is data they know is up-to-date, accurate and verifiable.

But that's not what most get.

That's because the modern way of extracting data from business systems places subsets of data in repositories like data warehouses or data lakes. And the "dirty data" that all too often results — data that's duplicated, outdated, insecure, incomplete, inaccurate or inconsistent — makes all data suspect.

Here's what you can do instead.

What the Most Progressive Data and Finance Teams Do

The most progressive IT/data and finance teams confidently make decisions based upon a single copy of data that's verifiable down to its transaction-level details.

Put simply, they enjoy *trusted accuracy.*

What You Can Do with — Trusted Accuracy	
IT & Data Teams	**Office of Finance**
• Maintain complete control over data governance, access and lineage while simultaneously letting users freely explore and analyze data on their own • Deliver a true self-service experience to business users • Ensure all users access the same data by creating a single view of data for the entire organization • Assign privileges based upon user accounts, groups and roles	• Run ad hoc queries and discover insights without IT help • Explore valid reports and analyses in more detail — from topline insights to granular, transaction-level details • Eliminate the confusion and extra work caused by different data copies, conflicting data aggregations and multiple versions of the truth • Identify inconsistencies, find root causes and take action on drivers that have the biggest impact on business performance by drilling down, through and across data

Building a Better Business Model with:

• 2,000 SKUs re-priced in just 16 hours to address new tariffs

• A TCO decreased by 75%

• Integration of acquired companies that's 40% faster than before

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Incorta was the first data analytics platform of its kind I ever encountered that could actually keep up with the kind of customizability and flexibility our Office of Finance needed while using NetSuite as our ERP.

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BRIAN KEARE, FORMER CIO

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PROBLEM #3

Finance team members can't access the latest, most up-to-date data.

CFOs know they can't make the best decisions for tomorrow using information from three weeks ago. The longer it takes to receive the data, the more stale and irrelevant that data becomes.

What they want is data they know is up to date.

But that's not what most get.

That's because the modern model of extracting only partial sets of data from business systems results in rigid data models beset by long query and extraction processes. Existing data isn't fresh, and it takes a long time to retrieve new data.

Here's what you can do instead.

What the Most Progressive Data and Finance Teams Do

The most progressive IT/data and finance teams expedite financial reporting via unmatched data refresh speeds for real-time data analysis.

Put simply, they enjoy *faster time-to-insight.*

What You Can Do with — Faster Time to Insight	
IT & Data Teams	**Office of Finance**
• Shrink data latency by delivering the latest data in only minutes via rapid, incremental refreshes • Eliminate the need for exhaustive ETL/ELT and data aggregation processes • Deliver unparalleled query performance • Re-deploy resources to more strategic projects	• Improve operational efficiency and productivity by shrinking reporting cycle times • Respond to changing business requirements more quickly and easily, without involving IT • Stop waiting long periods of time for new reports

Building a Better Business Model with:

- 200 million records analyzed to the penny

- AR aging reports delivered daily instead of only twice per month

- Billions of data points analyzed in real-time

- BI wait-times reduced by 92% — from days to hours

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The speed with which Incorta can deliver applications ... will eclipse any other IT/Finance project delivered. With Incorta, we have the ability to show across other organizations how quickly they can deliver shamefully actionable insights!

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MANAGER OF FINANCE SYSTEMS

A MEDICAL TECHNOLOGY COMPANY
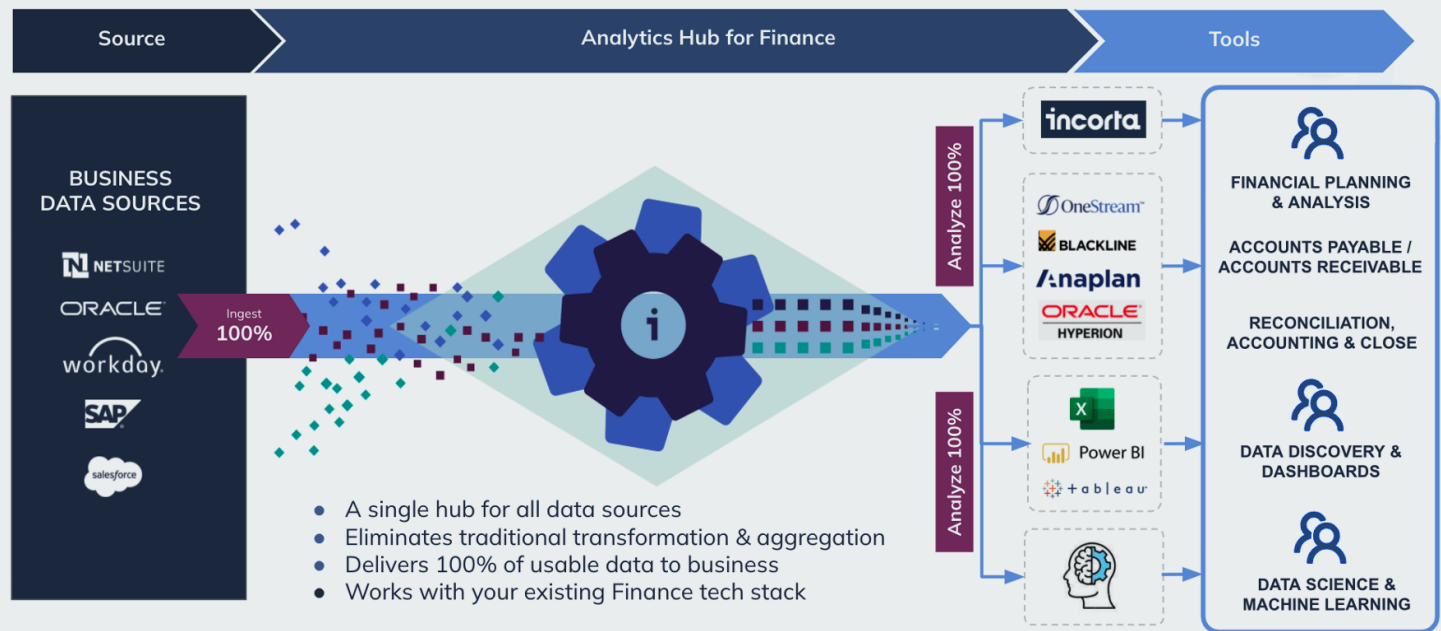
Incorta Solves the Unsolvable

Only Incorta can help you finally solve these three previously insurmountable analytics problems for your Office of Finance. That's because only Incorta enables anyone in an organization to unleash the full potential of data locked within complex source systems. And only Incorta delivers for analytics all data in a way that completely disrupts the costly, time-consuming data extraction and transformation process that's been around for more than 30 years.

Incorta's Analytics Hub for Finance

Incorta consolidates data management and analytics into a single, integrated platform for data acquisition, storage, analysis and reporting. Its modern architecture combines an open data lake with in-memory analytics for storage and query response, eliminating the need to stitch together data and manage multiple, disparate systems. And out-of-the-box schemas and business views make it fast and easy to bring ERP and other operational systems data into the data analytics environment, so your Office of Finance can readily make sense of it.

Incorta: A Simplified Platform Built for Agility

No Data Transformations, Aggregates or Multiple Copies

Source → Analytics Hub for Finance → Tools

BUSINESS DATA SOURCES: NETSUITE, ORACLE, workday, SAP, salesforce

Ingest 100%

Analyze 100% — incorta, OneStream, BLACKLINE, Anaplan, ORACLE HYPERION

Analyze 100% — Power BI, tableau

- A single hub for all data sources
- Eliminates traditional transformation & aggregation
- Delivers 100% of usable data to business
- Works with your existing Finance tech stack

FINANCIAL PLANNING & ANALYSIS

ACCOUNTS PAYABLE / ACCOUNTS RECEIVABLE

RECONCILIATION, ACCOUNTING & CLOSE

DATA DISCOVERY & DASHBOARDS

DATA SCIENCE & MACHINE LEARNING

With Incorta, Finance users can freely explore 100% of operational and financial data — from high-level KPIs and metrics down to transaction-level details — so they can easily measure variances, eliminate errors and adjust forecasts with speed and certainty, in real-time. And you can retain complete control over data security and governance via role-level permissions of the original data source.

That's why only Incorta lets you finally put all organizational data at Finance's fingertips — immediately accessible and undeniably accurate — and play a pivotal role in helping your CFO build a better business model.

Incorta Connectors & Blueprints

With Incorta, you don't have to keep "reinventing the wheel" to access data in various commercial packages and ETL pipelines in order to create Finance-friendly views.

- **Connectors** — 50 connectors and 240+ additional drivers available on demand let you connect to virtually any database, enterprise application, data stream or file format.

- **Blueprints** — Pre-built schemas and dashboards based on best practices let you quickly access, organize and present data from popular business solutions.

Use Incorta to …

Improve the speed, quality and accessibility of the data your Office of Finance uses to make important business decisions.

- ✓ Easily integrate analytics into an existing Finance tech stack

- ✓ Make data immediately available to business users

- ✓ Simplify data architecture across multiple complex source systems

- ✓ Eliminate time-consuming ETL/ELT processes

- ✓ Deliver the latest data in minutes via incremental refreshes

- ✓ Empower business users to create their own reports and run ad hoc queries

- ✓ Maintain complete control over security and governance

- ✓ Increase the ROI from data and analytics

Watch a demo to see Incorta's Unified Data Analytics solution in action: www.incorta.com/product-demo

THE DIRECT DATA PLATFORM™

incorta