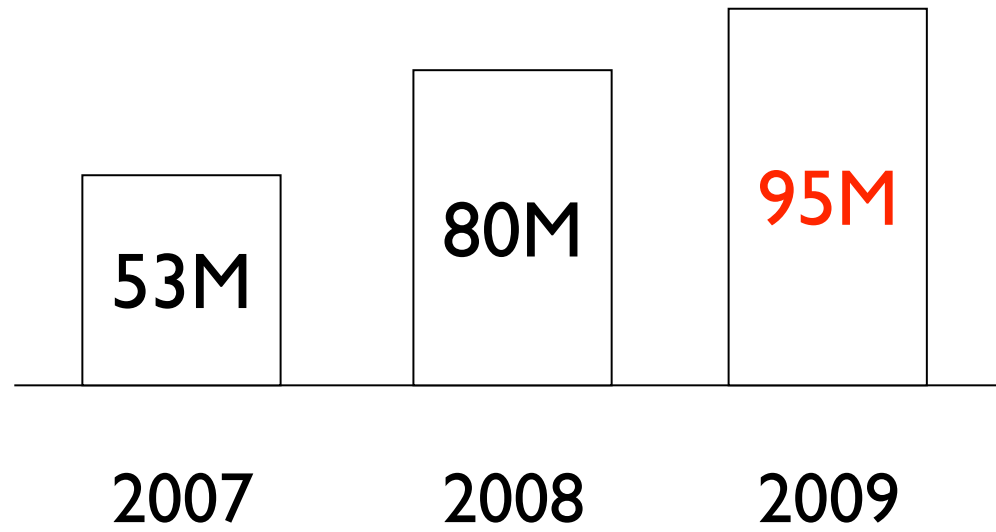






news & updates





Marián Korčák

Sales Director



for

Cognos[®]
software



Gartner Announces Winner of EMEA Business Intelligence Excellence Awards 2010

Egham, UK, February 9, 2010 —



3. cognos day

finanční řízení expresně, flexibilně a bez limitů

Cognos Express

TMI



traditional accountant is dead

operational excellence is must

the CFO's role is shifting dramatically from one of transaction manager to communicator and strategist,
accounting is not enough

CFO

Trends | Priorities | Future | 2010

Finance dept is important and can generate competitive edge

understanding the business



speed

flexibility

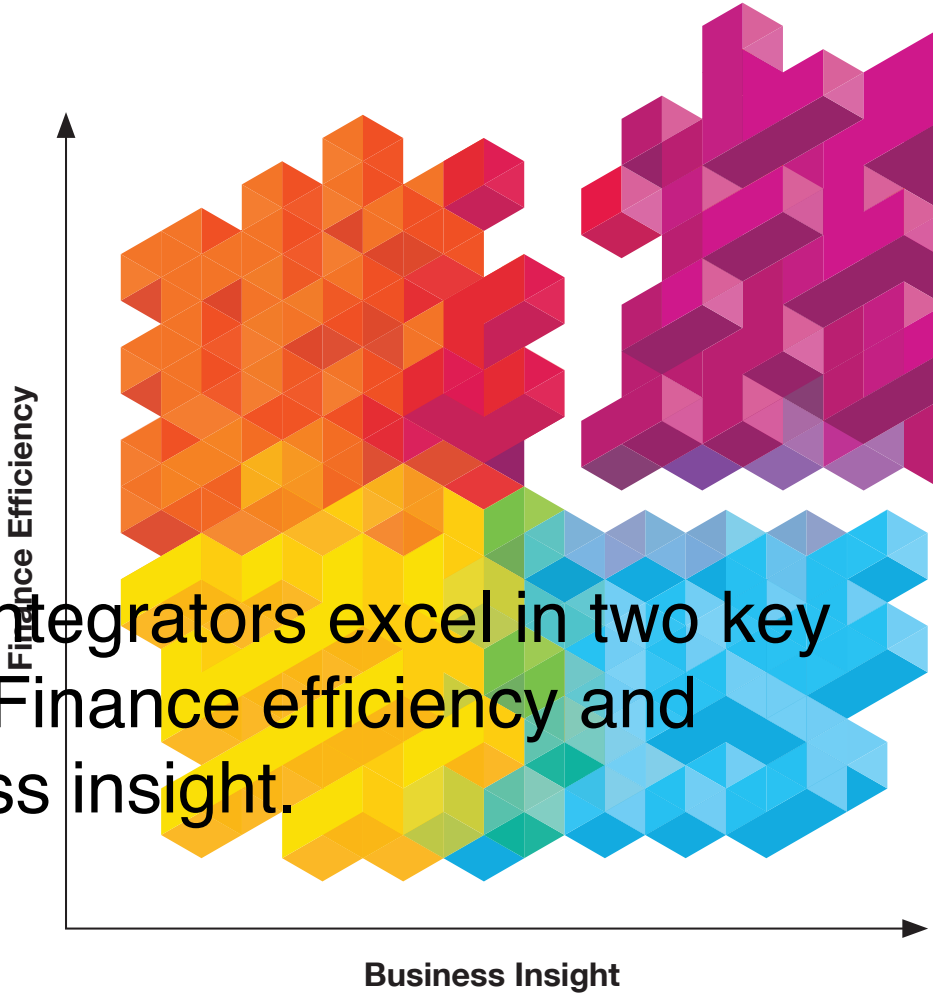
information integration

'spot when things are going in the wrong direction'

more strategy oriented

The CEOs ensure that they are supported by business-oriented CFOs

Value Integrators excel in two key areas: Finance efficiency and business insight.



Four Finance Profiles

- Scorekeepers**
- Data recording
 - Controllershship
 - Multiple versions of the "truth".

- Disciplined Operators**
- Finance operations focused
 - Information provision
 - Performance interpretation.

- Constrained Advisers**
- Analytics focused
 - Sub-optimal execution
 - Fragmented data.

- Value Integrators**
- Performance optimisation
 - Predictive insights
 - Enterprise risk management
 - Business decision-making.

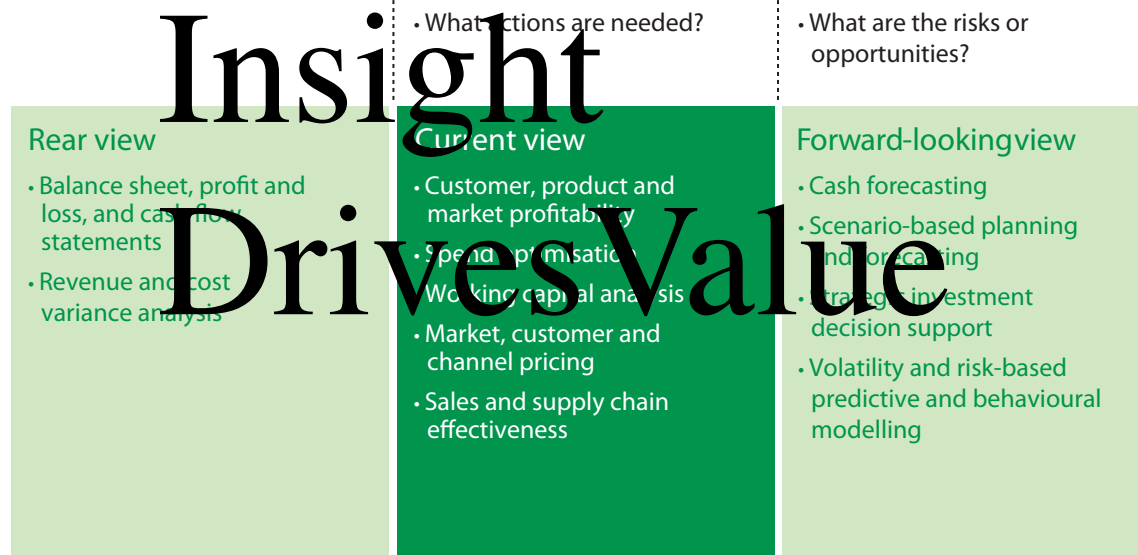
- Value Integrators
- Constrained Advisers
- Disciplined Operators
- Scorekeepers

Key business questions

- What happened?
- How many, how often?

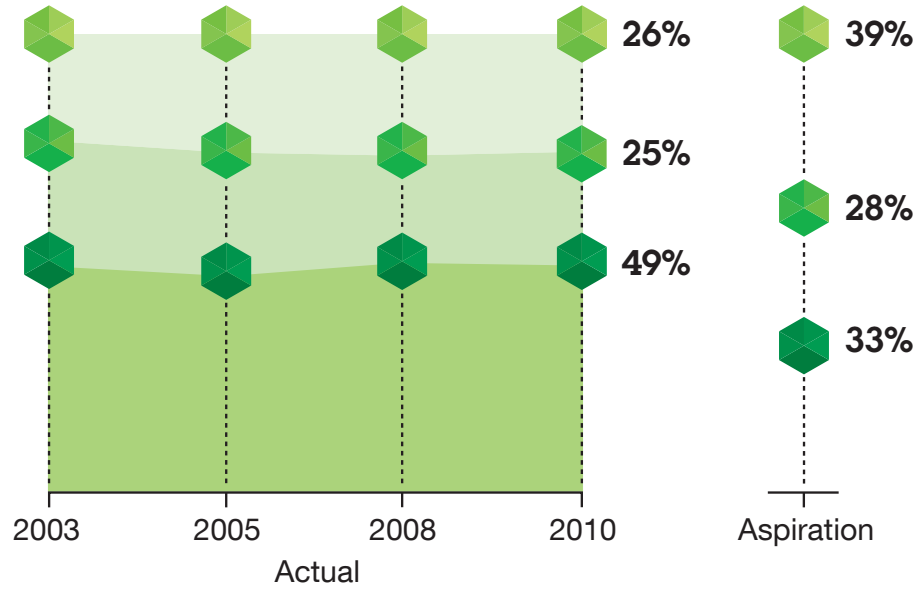
- Where exactly is the problem?
- Why is this happening?
- What actions are needed?

- What will happen next?
- What if these trends continue?
- What are the risks or opportunities?



ti co vědí: žijí v současnosti, učí se z minulosti a vidí do budoucnosti

- Decision support
- Control
- Transactional





T M 1

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