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**MODERN  
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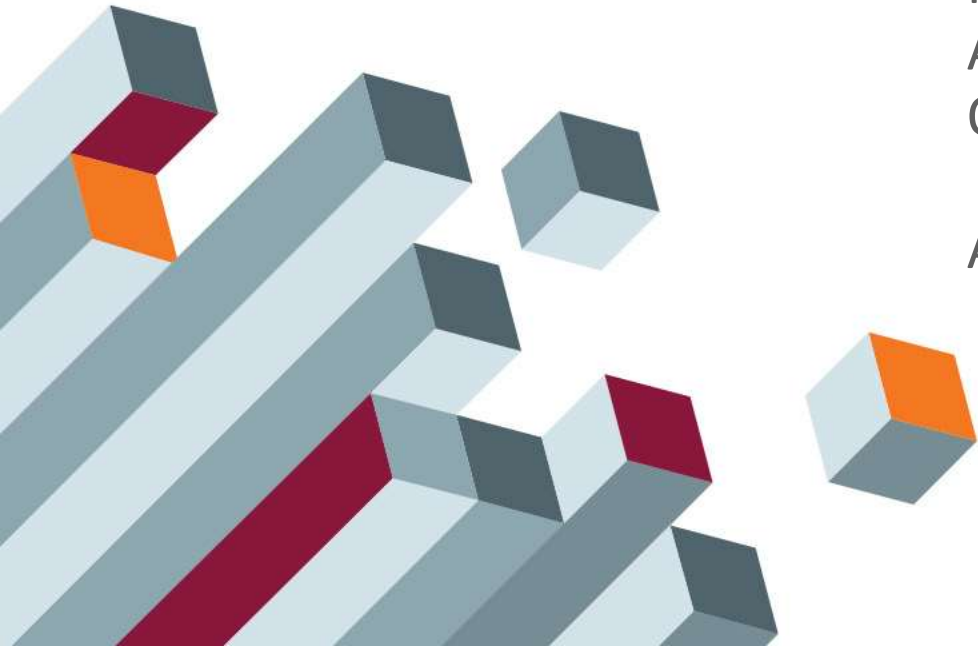
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# Interactive Workshop: Gaining Strategic Influence Through Insight

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# Finance needs to drive Strategic Thinking that drives Value Creation



1. How do businesses create and measure value in the digital age?  
2. What is the role of the finance team in the process?

**THE DIGITAL FINANCE IMPERATIVE: MEASURE AND MANAGE WHAT MATTERS NEXT**

PROFIT DATA VALUE

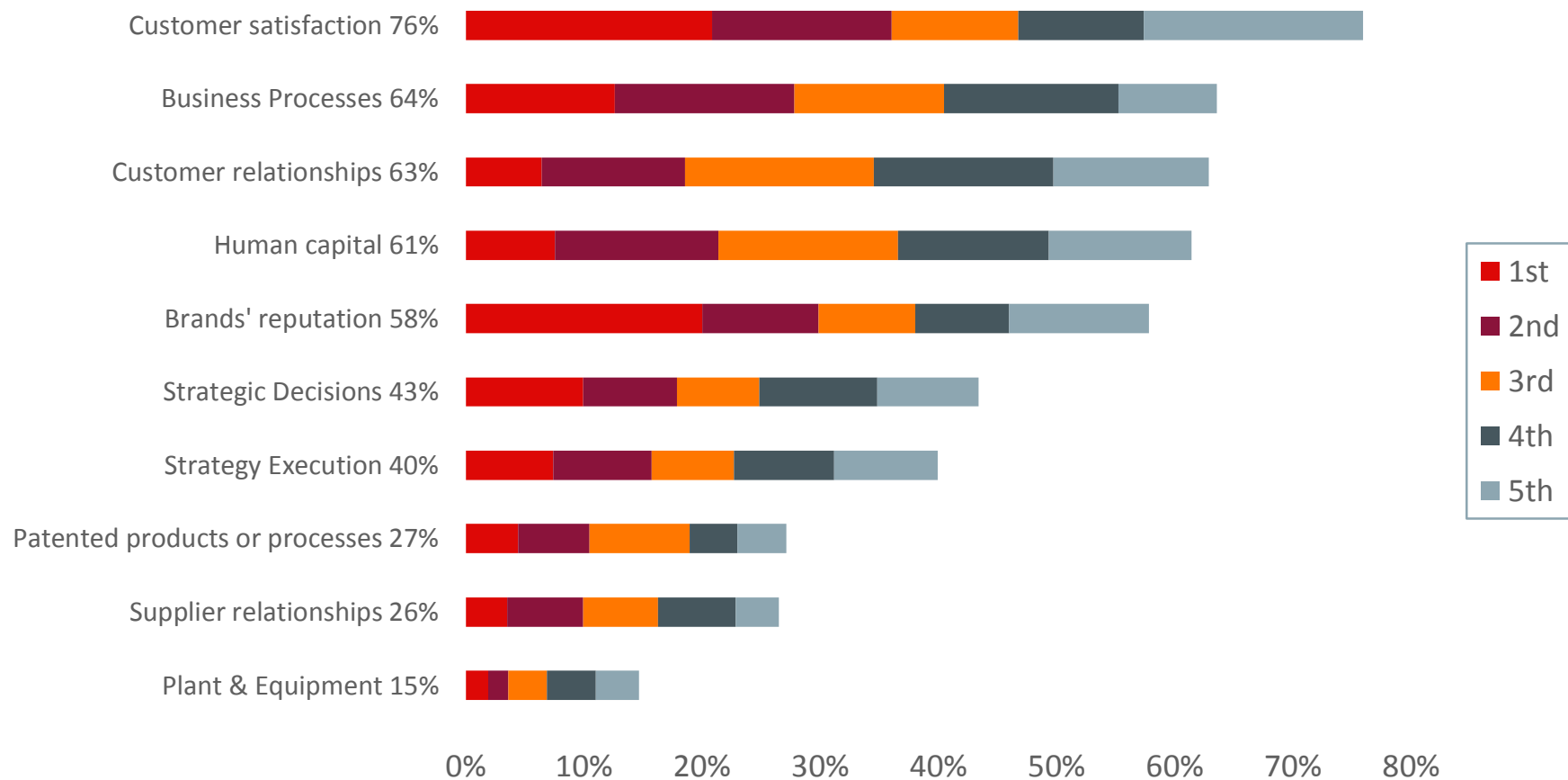
CUSTOMERS

An infographic with a white background and red accents. At the top, it lists two questions. Below is a large red-bordered box containing the title. Underneath are three circular icons labeled 'PROFIT', 'DATA', and 'VALUE', each with a different internal design. At the bottom right is a larger circular icon labeled 'CUSTOMERS' with a cross-like pattern. On the left, there is a vertical bar chart and a grid of red dots.

What is Finance's role in measuring and monitoring the new value drivers in today's digital economy?

# Value Drivers in the Digital Age

Top Value drivers selected 1st to 5<sup>th</sup>



## Top 5



# Who Provides the Information?

Key:

Ranked 1<sup>st</sup>

Ranked 2<sup>nd</sup>

Who provides the KPIs needed to manage these value drivers?	Finance	Sales	Marketing	IT	HR	Outsourced	Other
Return on Invested Capital (ROIC)	78.0%	4.7%	5.3%	4.1%	3.9%	2.8%	1.2%
Data quality	38.4%	4.8%	6.8%	39.0%	3.6%	3.2%	4.2%
Employee productivity	29.8%	7.2%	5.6%	7.0%	38.8%	3.7%	7.9%
Social sentiment	26.5%	14.2%	25.1%	9.1%	17.5%	2.5%	5.1%
Competitor activity	21.3%	25.5%	27.9%	8.2%	4.4%	5.4%	7.3%
Customer pipeline/retention	13.9%	42.4%	22.9%	6.1%	7.3%	3.4%	3.9%
Employee engagement and retention	13.0%	5.6%	5.4%	6.6%	61.6%	3.7%	4.1%
Talent sourcing/pipeline	10.3%	4.6%	10.0%	8.4%	58.8%	5.1%	2.7%
Social engagement	10.0%	19.3%	28.0%	11.3%	21.5%	1.6%	8.4%
Digital marketing effectiveness	9.9%	8.9%	43.9%	25.5%	4.8%	3.8%	3.2%
Brand awareness/equity	9.3%	17.0%	54.2%	5.8%	4.1%	5.5%	4.1%
Customer experience and satisfaction	7.6%	35.5%	29.9%	9.2%	4.5%	3.6%	9.7%

# From Classic to Modern Finance



## CLASSIC FINANCE

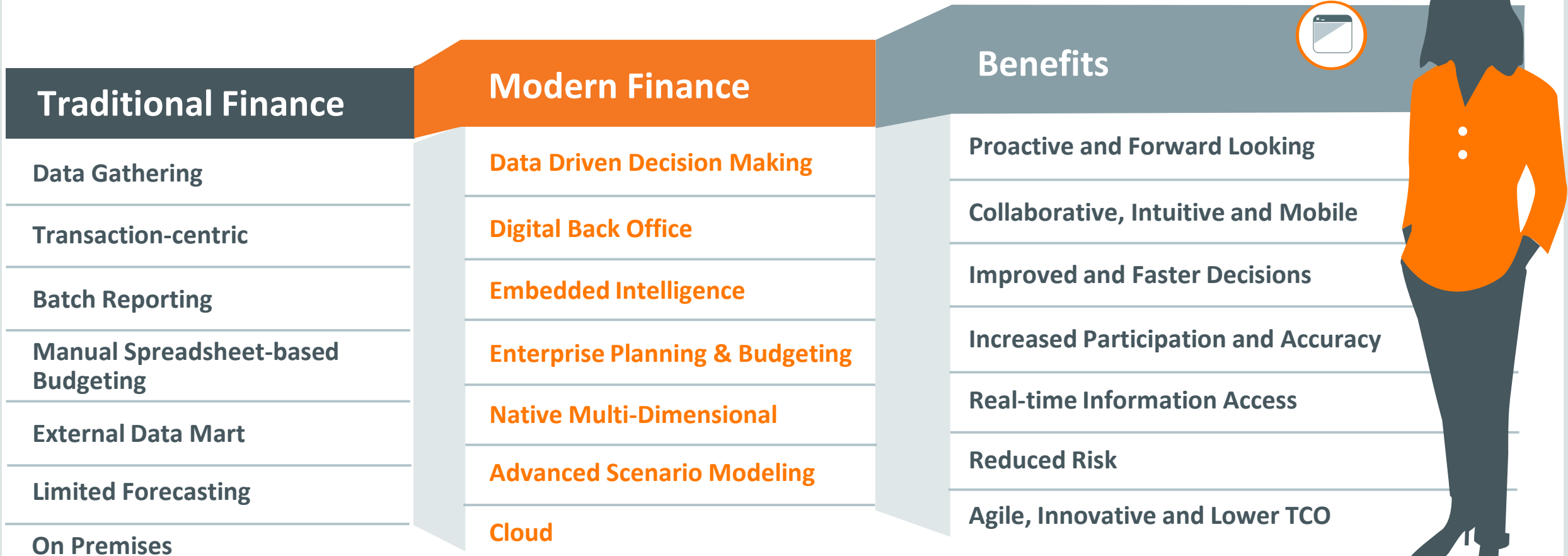
MON	Collecting Data	
TUE	Collecting Data	
WED	Maintaining Spreadsheets	
THU	Developing Reports	Maintaining Spreadsheets
FRI	Other Activities	Performing Analysis
		Developing Reports



## MODERN FINANCE

MON	Collecting Data	Performing Analysis	
TUE	Performing Analysis		
WED	Interacting with Decision Makers		
THU	Interacting with Decision Makers		
FRI	Other Activities	Strategic Initiatives	Personal Development

# Oracle's Strategy for Modern Finance





# Discussion Questions

- Q.** Finance business partners are more effective when they report to local managers and co-manage the business unit. Is your finance organization centralized, or decentralized?
- Q.** One of the biggest challenges that finance teams struggle with is how to work with LOBs to identify the right KPIs to focus on. Are any of you experiencing such a challenge?
- Q.** For finance to become more strategic, finance must be involved in helping identify and develop these new types of KPIs – many of which go beyond traditional finance KPIs. Who establishes the operational KPIs you monitor and measure – finance or the business units?

# Next Generation Finance



Provider of insight from diverse data sources



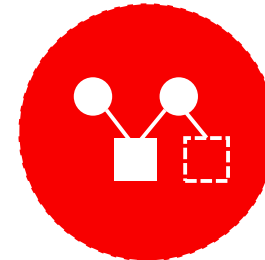
Partner who supports decision making and performance management



Has the business confidence for providing accurate information



Achieving balance between current and future performance



Provider stewardship & process governance for intangible



Risk being side-lined

# Integrated Cloud

## Applications & Platform Services

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