



# TOGETHER WE SOLVE AN UNPRECEDENTED TIME FOR THE OFFICE OF FINANCE

8 ways analytics empowers the office of finance to maximize responses to COVID-19



The COVID-19 pandemic presents unprecedented challenges for organizations experiencing extreme fluctuations in earnings, forecasts, and investments. With changes to demand for products and services, available supply of resources, and financial positions, the office of finance must speed up the process to improve their bottom line.

## SELF-SERVICE ANALYTICS TO EMPOWER AND ACCELERATE RESPONSE + RECOVERY

### 1 RESHAPE FORECASTS

Financial planning and analysis departments are tasked with adjusting forecasts to address changes in demand. Understanding what influences external factors have on product supply and consumer demand as well as factoring in long term effects of changes in consumer behavior are critical insights to forecasts.

#### ACTIONABLE INSIGHTS TO ACCELERATE DECISION MAKING:

1. Understand and manage your cash on hand
2. Create workflows to highlight balance sheet position and respond to changes in data
3. Reprioritize spending based on data driven information

### 2 MANAGE EXPECTATIONS

Customers are currently in a frenzy to manage their own business needs and are putting off major purchasing decisions and renewals of contracts. Adjusting expectations such as increasing reserves for bad debt and allowing for extended terms of credit can be crucial to managing customer satisfaction and long-term impact.

#### PREDICT WHERE THE RISKS ARE:

1. Understand the needs of your customers including where outstanding liabilities exist and what impact they currently have to financial position
2. Make a priority list by matching functions in workflows to compare organizational needs against where they can be offset with delayed or reduced payments
3. Report out findings

### 3 RESHAPE RESPONSE TO REGULATIONS

Many governments and states issued financial relief packages, introduced legislative changes, and declared states of emergency. Offices of finance need to understand the business impact of these decisions and how to address departmental activity accordingly.

#### A STRONG ANALYTICS CAPABILITY TO EMPOWER RECOVERY:

Tax departments must factor in changes like filing deadlines. Accounting departments must factor in loans and relief packages received. Reshaping response to regulatory changes is critical for businesses to operate successfully.

1. Look at previous recession data including emergency response disruptions
2. Bring all data together
3. Build and train predictive models and financial statements

## 4 NEW DATA + DECISION DRIVERS

Most finance departments struggle to locate the necessary data or utilize it. With more available data, leaders can make better decisions and respond to pressing needs. They can also address unforeseen issues to ensure resolution to upcoming crises.

### ADVANCED ANALYTICS FOR BUSINESS DECISIONS:

Investment portfolios, cash management, and spending may need to be changed. This will require a management of expectations with vendors to discuss financial position and terms of payment and timeline.

1. Pull in investment data from all platforms and sources
2. Combine disjointed data to view investment portfolio positions
3. Review and adjust investments
4. Work capital strategy using advanced analytics

## 5 TRAINING CERTIFICATION

To avoid dramatic changes to the workforce, consider other areas of operations that can be addressed such as reduced contributions to 401(k) or reduced staffing hours to address lowered demand.

### IMPROVE COLLABORATION:

Organizations need to understand their existing commitments and how they can reshape workforce response to address changes in market demand.

1. Highlight cash expenditures in workflows
2. Forecast future outflows and inflows of cash
3. Drive cost effective decisions based on analytic insights

## 6 MONITOR RESOURCES

Managing available resources such as inventory, property plant and equipment (PPE), and financial assets is crucial to successful operations.

### ACCELERATE DIGITAL TRANSFORMATION:

Optimization reporting enables managers to adjust production and deliverables based on the numbers.

1. Bring together all available data
2. Identify assets and uncover potential and pending liabilities
3. Use data to create actionable insights in resource management

## RESHAPE REPORTING

## 7 ADJUST EARNINGS

It's time to restate earnings to address changes to market concerns and consumer demand.

### ACCELERATE FINANCIAL TRANSFORMATION:

1. Create automated workflows that connect directly to data sources
2. Quickly address flux changes in data and drill into underlying detail
3. Report noting any changes in the data

## 8 CUSTOMER COMMUNICATIONS

Updating customers on auto billings, understanding delay in payments received, and recognizing how your financial position impacts your bottom line is critical to creating an accurate forecast and better projections.

### ACCELERATE DIGITAL TRANSFORMATION:

1. Build reports, automate, and consume them inside and outside the organization
2. Output to a dashboard to communicate when changes occur
3. Ensure easy communication to customers



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### LET'S SOLVE TOGETHER

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