

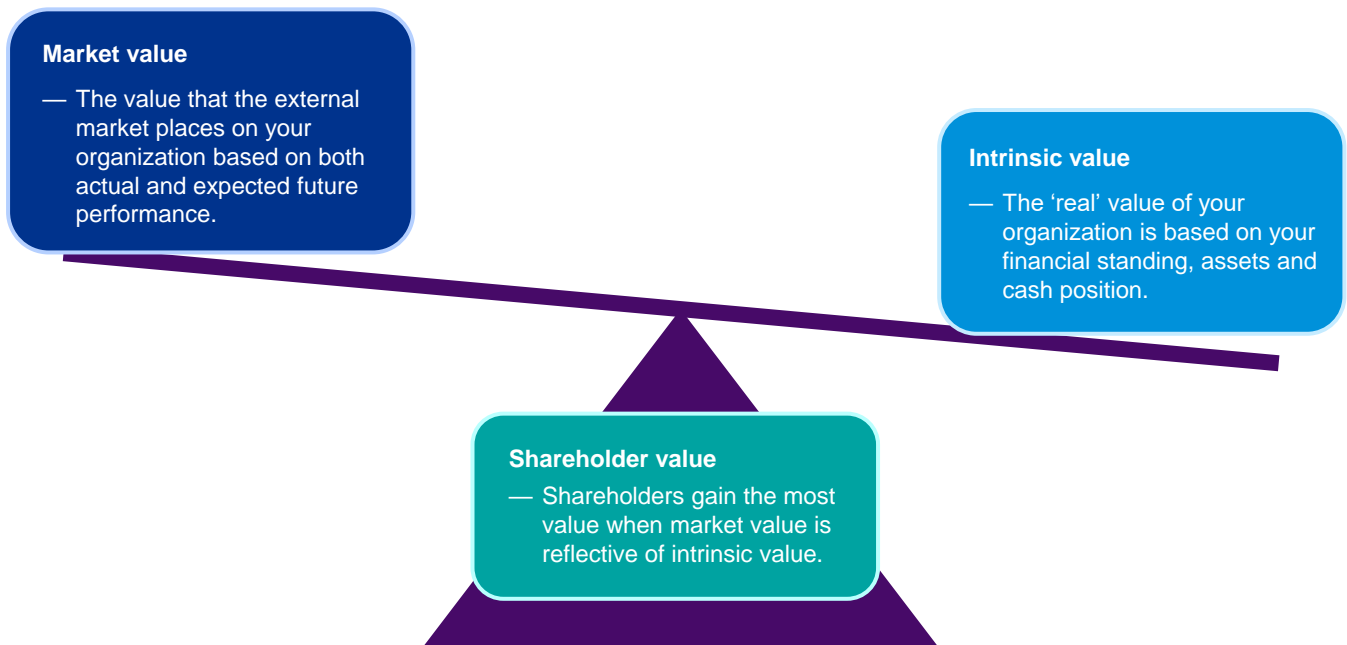
# The future of finance

## Strategy and value

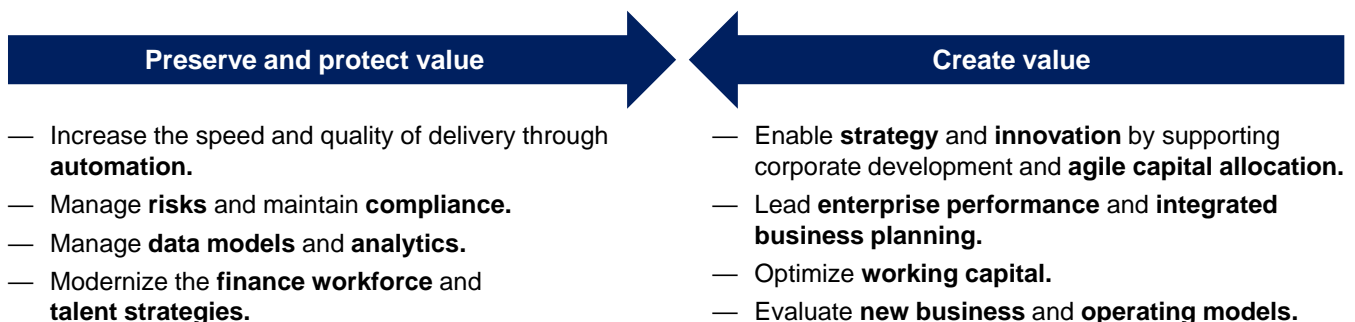
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### How does Finance deliver organizational value?

Leading CFOs are expected to both accurately **maintain the financial statements** and **maximize value for the shareholders** by providing the right **data insights and support to the CEO**. Shareholder value is a reflection of **market value** (driving share price) and **intrinsic value** (driving dividends) and Finance functions should be the **stewards of that data** to help ensure accuracy.



**Leading CFOs leverage extreme automation, data and a modernized workforce to enable an increased focus on value creation.**



## Is your Finance function ready to become a strategic partner to the enterprise?

The shift can be complex for the Finance function who have had to transition from **traditional scorekeeper and controller** roles to **strategic partners to the business**. However, thanks to their financial acumen, data ownership and business understanding, it is clear that **no other function is better positioned** to take on this challenge.

## Leading CFOs are serving as a strategic partner to maximize organizational value

Finance is best positioned to **build value** when aligned to **corporate strategy** and serving as a **strategic partner** to the business. The CFO has six levers available to help drive **corporate strategy** and increase **shareholder value**.

- CFO value levers**
- 1. Compare market value to intrinsic value**  
Examine share performance relative to comparables, underlying financial performance, cash generation, investments and future expected performance.
  - 2. Implement operational improvements**  
Analyze fluctuations in value based on improvements in sales growth, margin and capital intensity; prioritize operational improvements for business units.
  - 3. Implement better tax strategies**  
Planning for acquisitions and divestiture, financing transactions or cross-border trade.
  - 4. Divest unprofitable business**  
Test the market to understand what business units are worth more to others than to you and evaluate exit strategies.
  - 5. Improve capital structure**  
Evaluate the appetite and ability to take on more debt; improve operating performance.
  - 6. Invest in new growth opportunities**  
Investigate organic opportunities and identify potential vertical or adjacent acquisition targets.

## How do you get started?



Finance organizations globally are increasingly driving the mandate to deliver value.

## Contact us

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