

jaarcongres
finance transformation

2015 // Your next move: making the business case for finance

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The Data journey of FrieslandCampina





FrieslandCampina [nl](https://www.frieslandcampina.com)



Effective Reporting and Data

Wilna Lindeman, Sr. Mngr Corporate Finance Systems

Finance Challenges

Finance... Expected to be Super Heroes!

- Take up **Fewer Resources**
- Become a **Business Partner**
- Provide **Fast, Undisputable** and **Flexible Insights** in Data



Finance's unique strengths

- A Standardized way of working (following strict rules)
- A Controlled process
- Monitoring of controlled processes
- Meeting recurring tight Deadlines



Prerequisites for effective reporting

Effective reporting through:

- Harmonized data
- With clearly Defined Values
- Following clear Definitions and Processes

.....Across all systems

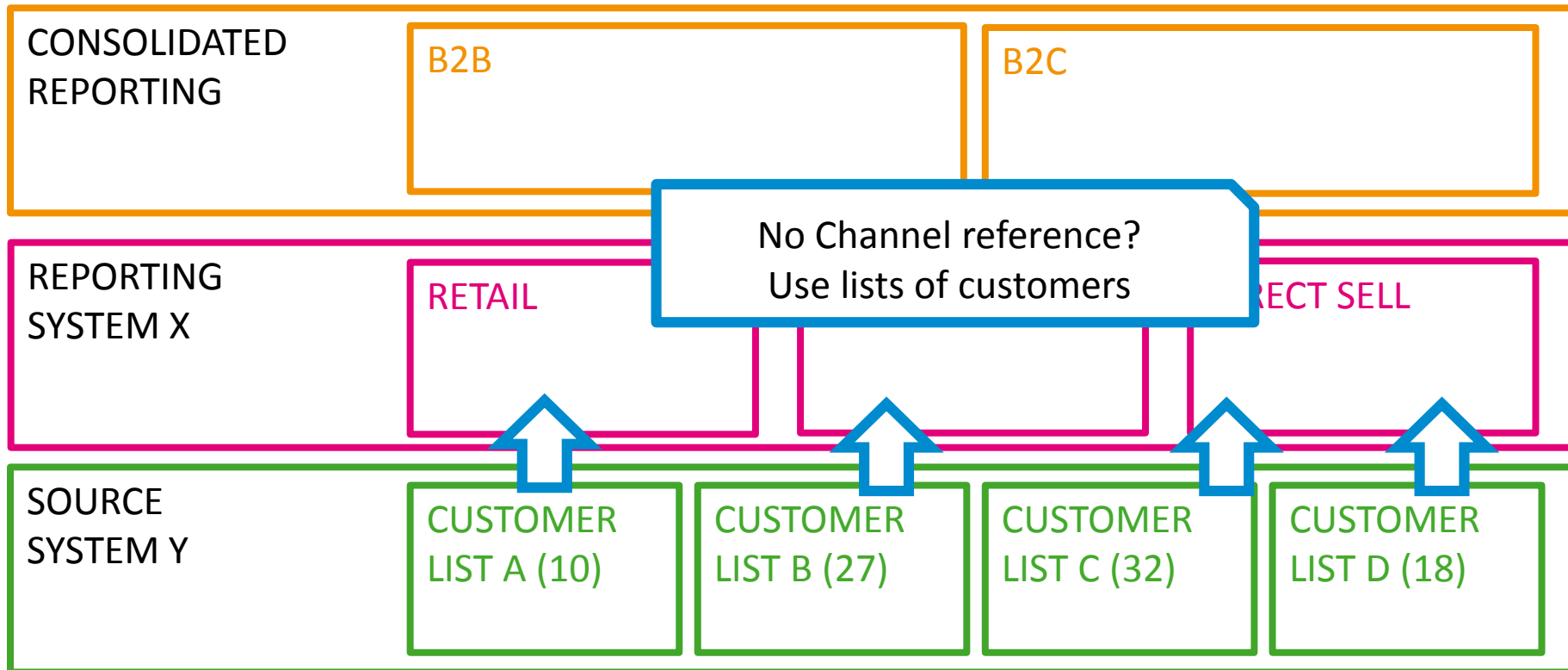


Reporting at FrieslandCampina

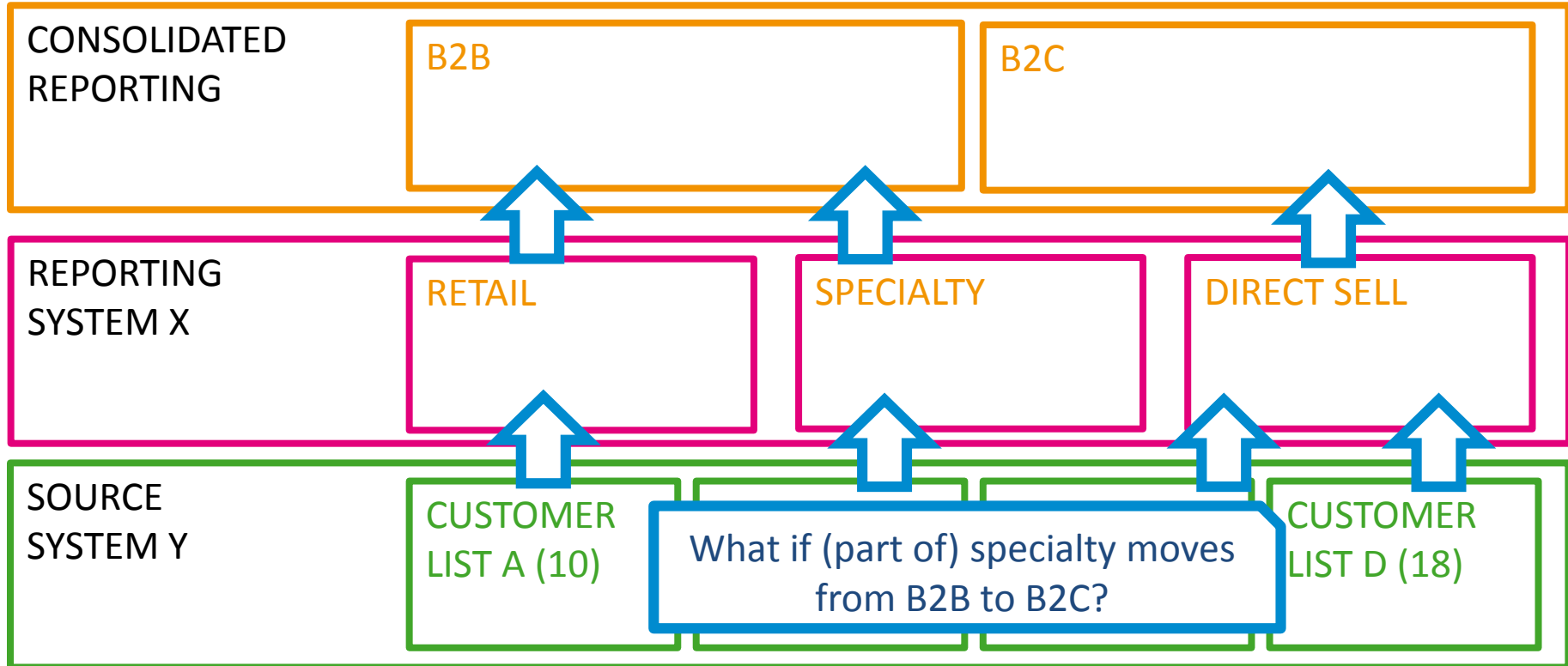
Background and development:

- Merger between Friesland Foods and Campina in 2009
- Reporting system set up in a short time span
- Reporting is provided with information from a multitude of platforms and systems
- Start of a SAP 1 platform implementation
- Standardization during the implementation has proven to be challenging, creating a large amount of master data codes
- Delivering information from new and old systems is difficult and requires a lot of manual work
- New reports take a lot of development time and effort

Where things go wrong....



Where things go wrong....



What needs to change....

Missing harmonized, clearly defined data and processes lead to:

- Use of BI tools or Excel for a quick fix
- Using manually selecting or scripting of many codes
- Giving room to own Interpretations
- Slowing down data collection and flexibility



What is your role?

Don't assume; Own your Master Data and Processes!

Finance to take ownership:

- This is not IT! ... as only the business can define what needs to be measured, with the right definitions and how
- CFO to clearly sponsor **Ownership**

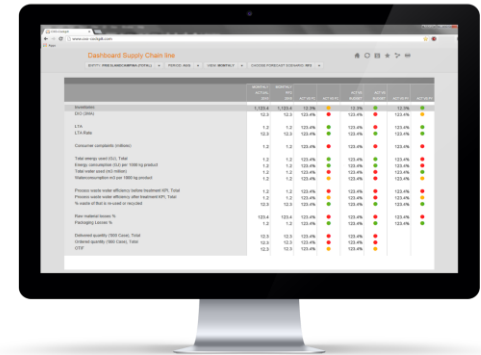
Finance to make use of it's strengths:

- Apply **Finance Standards** to data collection processes that lead to key reports
- Ensure all reporting systems are based on the same **Principles and Codes**

How to get it done

- Define **key master data elements**
- **Centralize control** over master data and definitions
- Define a clear set of **defined codes** per key master data element
- **Set targets** on the implementation of harmonized data
- **Connect your network of systems** on key points, and ensure they state the same
- Ensure the process allows **measurement** of following agreed processes and definitions

- Use **Finance approach** to help Supply Chain collect KPI data for **OTIF**
- **Define measurement and process** and publish on the accounting intranet site
- Provide **Finance reporting tools** and monitoring to support standardized reporting process
- **Reducing time & effort** to create monthly Supply Chain dashboard





*“Don’t ask what **IT** can do for **Finance**...
Ask what **Finance** can do for the Organisation.”*

Q&A

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



KENNIS PARTNERS

