

Management Reporting meets Metaverse

July 2024



“What really excites me is the performance dialogue enabled by state-of-the-art reporting while leveraging collaboration in the metaverse.”

– *Metaverse Lab participant*



Management Reporting meets Metaverse

How can Virtual Reality contribute to your Finance agenda?

DRIVERS OF THE CFO AGENDA



Talent &
Culture



Operational Efficiency
& Resiliency



Value
Creation



Climate &
Sustainability



AI & Digital
Transformation



Enterprise
Security & Risk

[More information: CFO Agenda 2024](#)

ENABLED BY VIRTUAL REALITY

...reduce **travel expenses** ...

...attract and retain **talent** by enabling hybrid work ...

...take **teamwork and collaboration** to the next level ...

...unlock a **flexible and agile** working environment...

...accelerate **innovation** and access to technology ...

...demonstrate a **pioneer** role in digital transformation...

...reduce **CO2-emissions** through reduction of travels...

Management Reporting meets Metaverse

What Use Cases are applicable?



Education

Content learning and training on processes or equipment



Onboarding

Introduce new hires to their roles and company culture



Collaboration

New forms of working, meeting & collaboration



Recruiting & Talent Attraction

New recruiting experiences and employee branding



Marketing & Eminence

Increase of visibility and brand awareness



Digital Twins

Plan and simulate processes, products and environments



Sustainability

Optimize carbon footprint and efficient handling of resources



Events & Conferences

Virtual events and conferences without actual presence



Community Building

Build communities with ownership and social experiences



Products & Services

Innovate and drive new/enhanced market offerings

State-of-the-art Management Reporting combined with Virtual Reality



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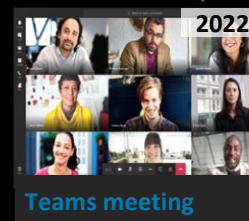
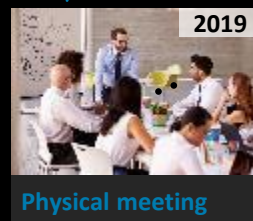
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Situation & Challenge

Continuous changes and the radical technological progress call for action for Finance functions.

Solution & Approach



Enablers

A board meeting presented in Metaverse & empowered by SAP Analytics Cloud sets the new standard for integrated reporting.

Finance

Automated real-time reporting with cutting-edge KPIs

SAP Analytics Cloud (SAC)

State-of-the-art all-in-one reporting solution for analytics use cases

Metaverse

Virtual shared space to disrupt today's way of working

Management Reporting meets Metaverse is a unique combination of Enterprise Performance Management and modern technologies demonstrating how the future of management reporting can be expected to look and feel.

Working environment

Macroeconomic environment

Technological possibilities

Situation & Challenge



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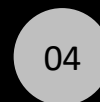
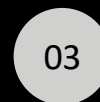
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Situation & Challenge

Continuous changes and the radical technological progress call for action for Finance functions



WORKING ENVIRONMENT

- Geographical independency of work as imperative due to globalization and COVID-19
- Virtual collaboration tools not being an equivalent substitute for physical meetings



Need for flexible solutions that unlock a new standard of virtual cooperation



MACROECONOMIC ENVIRONMENT

- Information needs have changed due to pressure to be highly innovative, cost-efficient and competitive in the current macroeconomic environment
- New regulations require new KPIs (e.g. ESG)



Need for future-oriented reporting and relevant set of KPIs



TECHNOLOGICAL POSSIBILITIES

- Modern technologies as opportunity for prescriptive, real-time and future-oriented reporting



Need for leveraging the potential of new technologies

Solution & Approach



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Solution & Approach

A monthly performance dialogue held in Metaverse and empowered by the SAP Analytics Cloud sets the new standard for integrated reporting

Management Reporting meets Metaverse enabled by...

What?

- **Forward-looking** data set reflecting the steering model
- **Top Management KPI's** enabling well-founded decision-making
- **Comprehensive tool box** allowing simulations, analytics, predictions and governance for finance end users

How?

- **One:** Single solution for all analytics use cases
- **Simple:** Less technical, easy to learn user experience
- **Cloud:** No installation, no infrastructure, no maintenance

Where?

- **Flexible:** Easy to set up and access all around the globe
- **Collaborative:** More ways to interact and connect with people
- **Personal:** Feeling of being in a same physical location



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Enablers



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State-of-the-Art Management Reporting

To have a significant impact on the organization, management reporting needs to optimize three key fields of action: meaningful insights generation, efficient delivery and strong insight-to-action conversations



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Meaningful Content *“needed for steering”*

Individually relevant, quality-assured information for steering business



Provide relevant facts

- Strategy-aligned
- Forward-looking
- Target-group specific



Adjust flexibly based on needs

- More data sources
- Higher granularity
- Predictive analytics

Efficient Delivery *“more for less”*

Well-balanced interaction of processes and systems & tools



Secure data quality

- One-version-of-the truth
- Integrated data pool
- Quality-assured data



Streamline organization

- Modern reporting toolset
- Integration of reporting & analysis

Report-to-Action *“so what”*

Concrete actions are taken and measurable benefits are realized



Foster reporting usage

- On-demand information via self-service
- Intuitive & efficient work support
- Proven format and visualizations

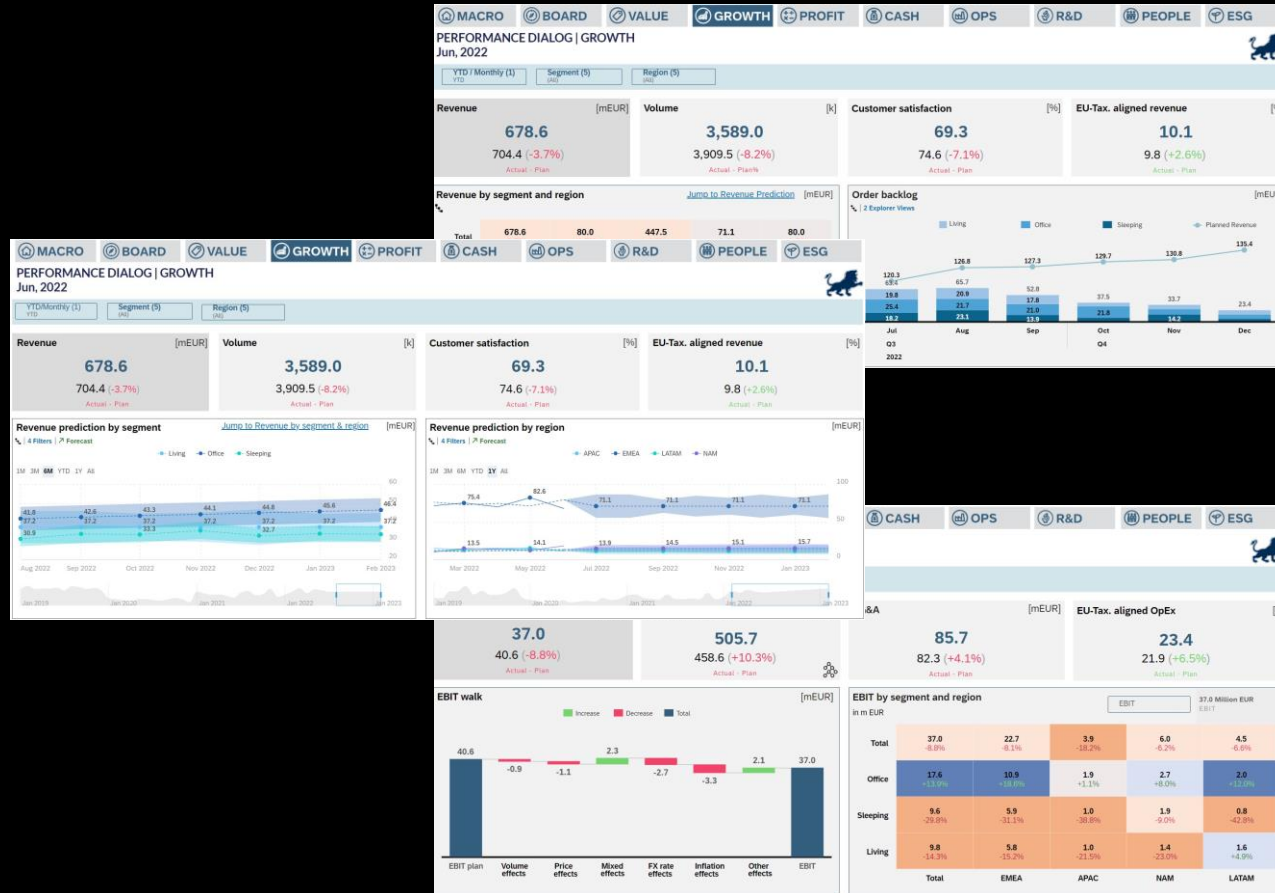


Drive performance thinking

- Performance dialog
- Collaboration and interaction enabled by technology

SAP Analytic Cloud for Management Reporting

The SAP Analytics Cloud offers an all-in-one reporting solution for a broad range of analytics use cases enabled by a variety of functionalities and features



Metaverse: Disrupting today's way of working

A persistent, endless, virtual space for shared social experiences that exploits all technical possibilities and allows for new ways of interpersonal connections

2019: Physical Meeting



Creative

Engage actively with the content, rather than passively consuming



Expressive

Natural expression through facial expressions and gesturing



Interactive

Explore different aspects of the data using different tools

2022: MS Teams Meeting



Narrative

Tell a story about the company with comparative information over years



Reactive

Respond and react to users' actions in real-time



Flexible

Reconfigure rooms easily on-the-fly: break-outs, screen sharing

2025: Management Reporting Meets Metaverse



Disrupting today's way of working

- Blending **digital and physical existence**
- Virtual space for **shared social experiences**
- Exploits **modern technical possibilities**
- New ways of **interpersonal connections**
- Offers **flexibility** in room settings



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