

# Management Reporting meets Metaverse

November 2023



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“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

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Talent &  
Leadership



Agility &  
Resilience



Value  
Creation



Strategy



Climate &  
Sustainability



Data &  
Technology



Enterprise Risk &  
Regulation

[More information: CFO Agenda 2023](#)

### ENABLED BY VIRTUAL REALITY

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

...increase attractiveness for **talent** recruiting and retaining ...

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

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

...underline a **future-oriented IT strategy**...

...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



01

02

03

04

## Situation & Challenge

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

## Solution & Approach



2025

Management Reporting meets Metaverse



2019

Physical meeting



2022

Teams meeting

## 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



Working environment



Macroeconomic environment



Technological possibilities

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.

# Situation & Challenge



01

02

03

04

# Situation & Challenge

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



01

02

03

04



## 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



01

02

03

04



# 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



01

02

03

04

# Enablers



01

02

03

04

# 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



01

02

03

04

## 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

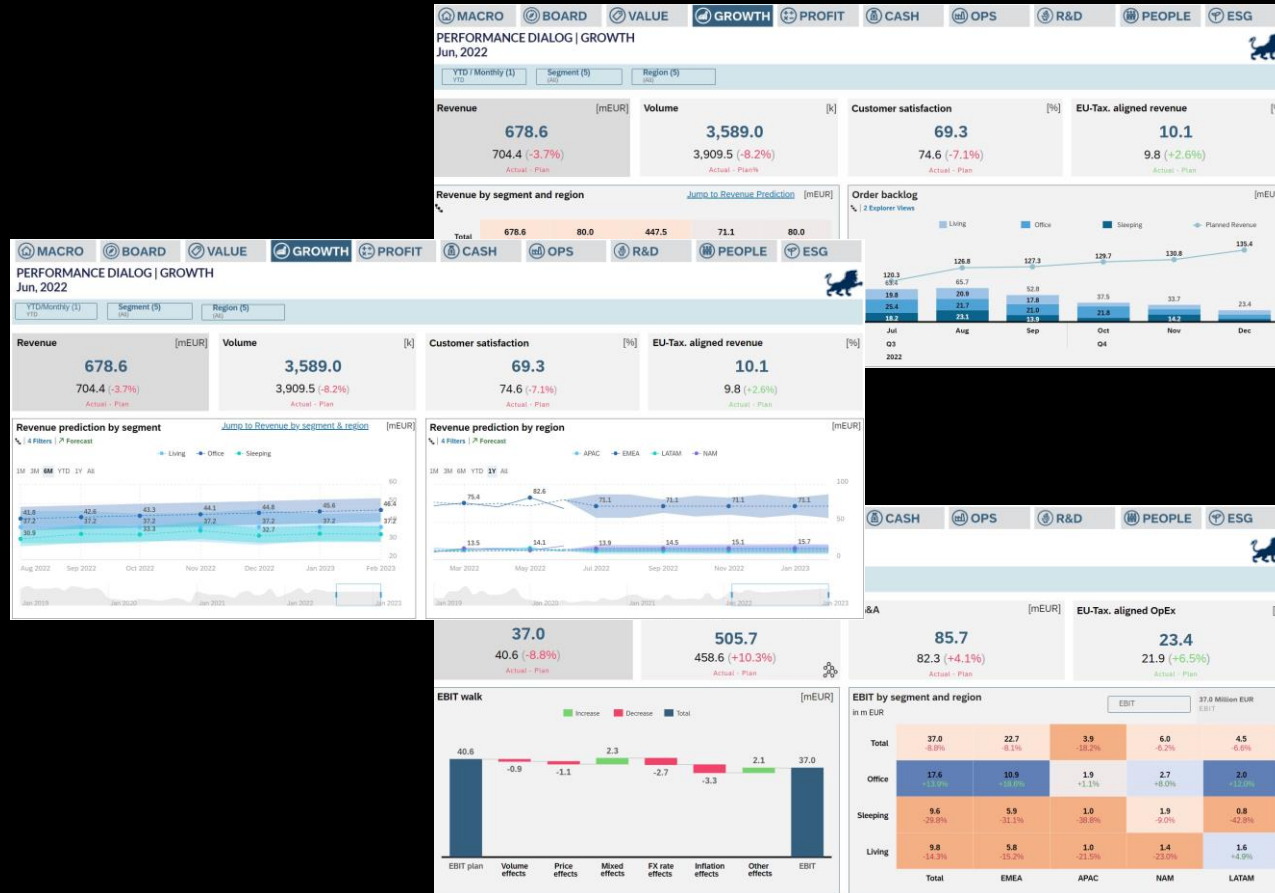


### Drive performance thinking

- 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



## Collaboration & user experience

- Intuitive usage
- Analysis paths for full transparency
- Simplified workflow solutions

## State-of-the-art functionalities

- Identify the underlying root-cause
- Drill-down data into more granular levels
- Predict & forecast about future outcomes

## Modern architecture

- Availability of live and import data
- Accessibility from everywhere and anytime (cloud-based)



01

02

03

04

# 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



01

02

03

04

# Your contacts



01

02

03

04



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