

The Deloitte logo, consisting of the word "Deloitte." in a bold, blue, sans-serif font.

## Finance Analytics

Unlock business  
partnering potentials

A SAP BPC seminar

# Unlock business partnering potentials

**Participate in the annual Deloitte SAP BPC seminar 2015 and learn about Deloitte's point of view and how the use of SAP BPC can extend beyond traditional legal reporting. The flexibility and analytic capabilities of SAP BPC allow finance to deliver data-driven business insight – finance analytics**

Meet two large Danish Nasdaq OMX-listed companies who will share their experiences with implementing SAP BPC in the finance organisation. Hear how SAP BPC not only

supports traditional group finance processes, such as legal reporting and group budgeting, but also enables financial analytics for business control.

Experience hands-on in our working labs how SAP BPC can be used by the finance controller – either as an introduction to the systems or as inspiration to more advanced usage for analytics capabilities.

# Agenda for SAP event 17 September 2015

08.00-08.30	Registration and networking breakfast
08.30-08.40	Kickoff by Alan Jespersen, Partner, Deloitte
08.45-09.20	Deloitte point of view: Finance analytics by Ulf Hilton, Director, Deloitte
	Break
09.30-10.15	ROCKWOOL customer story by Jeannette Wengel, Group Reporting Director, ROCKWOOL
	Break
10.30-11.15	DSV customer story by Michael Ebbe, Group Finance Director, DSV
11.15-11.30	Closing by Alan Jespersen, Partner, Deloitte
11.30-12.30	Networking lunch
12.30-12.40	Introduction to hands-on lab
12.40-14.15	Hands-on lab 1: Introducing SAP BPC
12.40-14.15	Hands-on lab 2: Analytics modelling with SAP BPC
14.15-15.00	Closing and networking coffee

Next generation business partnering requires flexible analytics tools to deliver data-driven business insight.

**SAP BPC is such a tool**

## Today's sessions

### Deloitte point of view: finance analytics

The role of the finance is changing. The ability of finance to provide the insight needed for better decision-making is rapidly becoming a comparable advantage – organisations that successfully build these capabilities in finance are outperforming their peers. With finance analytics, the finance department can bring real differentiated capabilities to the business like scenario planning, what-if capabilities, creating options libraries as well as providing visualisation of company performance. Using advanced performance management tools like SAP BPC can support and accelerate the finance organisation to enhance their finance analytics capabilities

### Customer story: DSV

**Michael Ebbe, Group Finance Director, DSV**

DSV has recently replaced their previous stand-alone reporting system with a large integrated corporate performance management solution based on SAP BPC.

Listen to some of the lessons learned when you go from reporting based on manual input and human interpretation to an integrated system where fast close, rich details and one-single truth is in focus.

Financial figures historical used for statutory and legal reporting are now enriched with business details enabling DSV finance organization (both local and central) to use the solution for standardized reporting and benchmarking on marked and business unit performance

### Customer story: ROCKWOOL

**Jeannette Wengel, Group Reporting Director, ROCKWOOL**

As part of ROCKWOOL Group's continuous optimisation efforts, the group introduced SAP BPC during the fall of 2012 to have a platform for effective consolidation of the annual accounts.

The last years have been used to optimise and expand the use of the systems, making sure that data, processes and systems fit together.

Hear ROCKWOOL reflect on the dependencies, the order of execution and the in-house competences required when engaging in a new performance management solution implementation.

# Hands-on-labs

## Hands-on lab 1: Introducing SAP BPC

**Jeppe Holm-Andersen, Manager, and Jonas Svendsen, Consultant**

In this lab, Jeppe and Jonas will give you an introduction to the SAP BPC application: The philosophy, the different components and the usage.

Jeppe and Jonas will guide the participants through the process of logging onto the system and start exploring the world of multidimensional finance models.

You will also try out changing meta and master data directly in the system allowing you to experience the ease of use and flexibility offered by SAP BPC.

## Hands-on-lab 2: Using SAP BPC as a finance analytics power tool

**Ulf Hilton, Director, and Christian Thygesen, Consultant**

In this lab, Ulf and Christian will address the requirements for a system to deliver finance analytics capabilities.

The participants will be given a short introduction to the Deloitte Value Map framework, which can be used to transform a standard P&L into adjustable KPI parameters - enabling simulation and scenarios capabilities.

These capabilities will be built into a SAP BPC solution, allowing the participants to try hands-on the finance analytics experience

# Practical information

## Date of seminar:

17 September 2015 – 8:00-15:00

## Location:

Deloitte  
Weidekampsgade 6  
2300 Copenhagen S

## Parking:

Radisson Blu Scandinavia Hotel  
Price: DKK 21 per hour

## Public transport:

Bus lines: 5A, 33 and 250S  
Metro station: Islands Brygge Station on the M1 line

## Registration:

sapbpcseminar.deloitte.dk

Registration closes 11 September 2015

*Participation in the seminar is free of charge.*

Since we have a limited number of seats for the afternoon's hands-on labs, please select the session you would like to attend, on the registration site.

## Language:

Danish

[www.sapbpcseminar.deloitte.dk](http://www.sapbpcseminar.deloitte.dk)

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