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# Deloitte CFO Forum 2013

## Finance Analytics

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# Three things to think about

1. What if everyone had access to perfect financial analytics?

2. What if everyone had connectivity?

3. What if mobile calls worked seamlessly on the M50?



# Macro Environment driving Financial Analytics

1

**Pace of Change in Technology**

2

**Global Complex Businesses**

3

**Changing Market Dynamics**

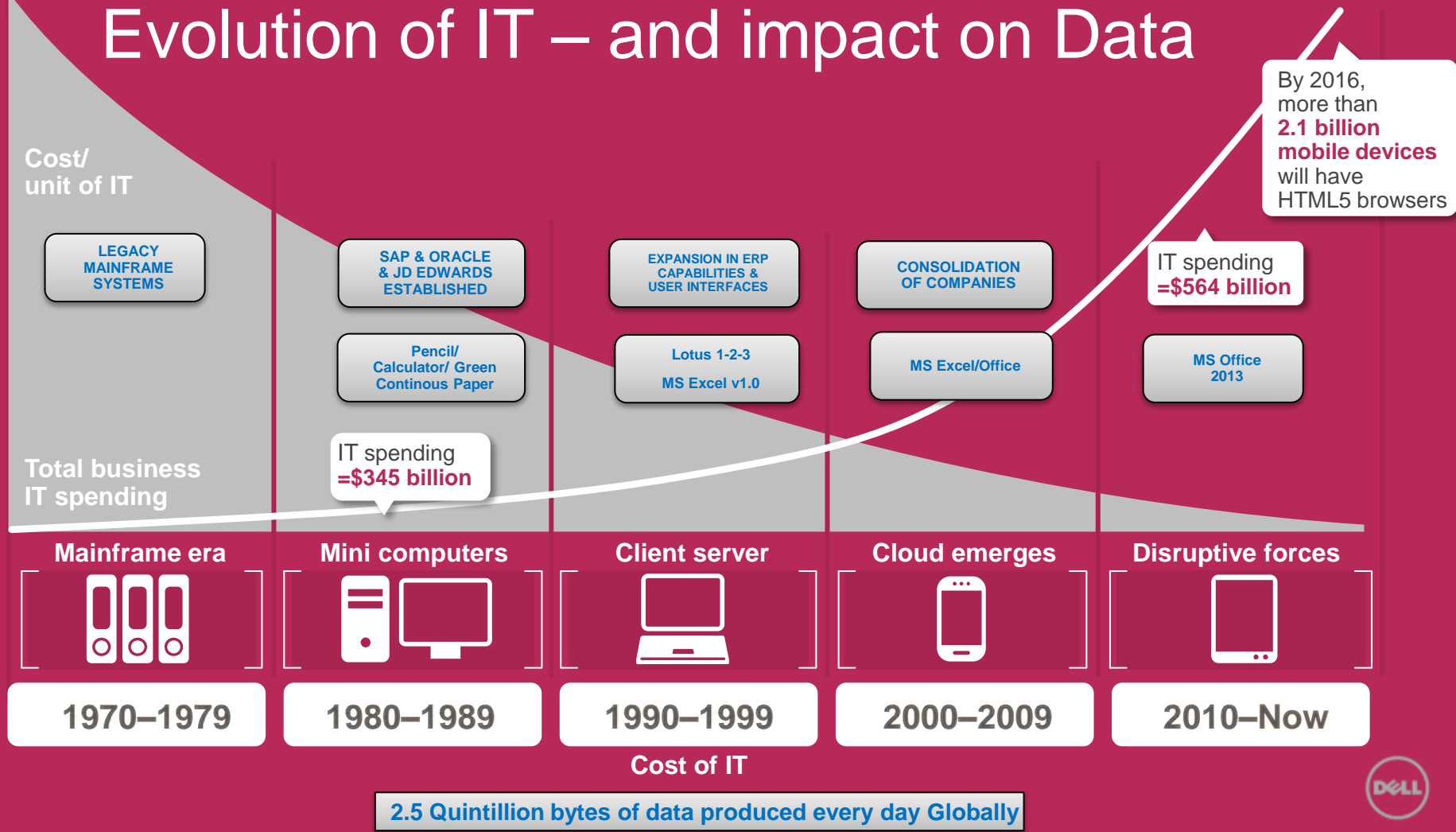
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**Supply Chain Transformation**

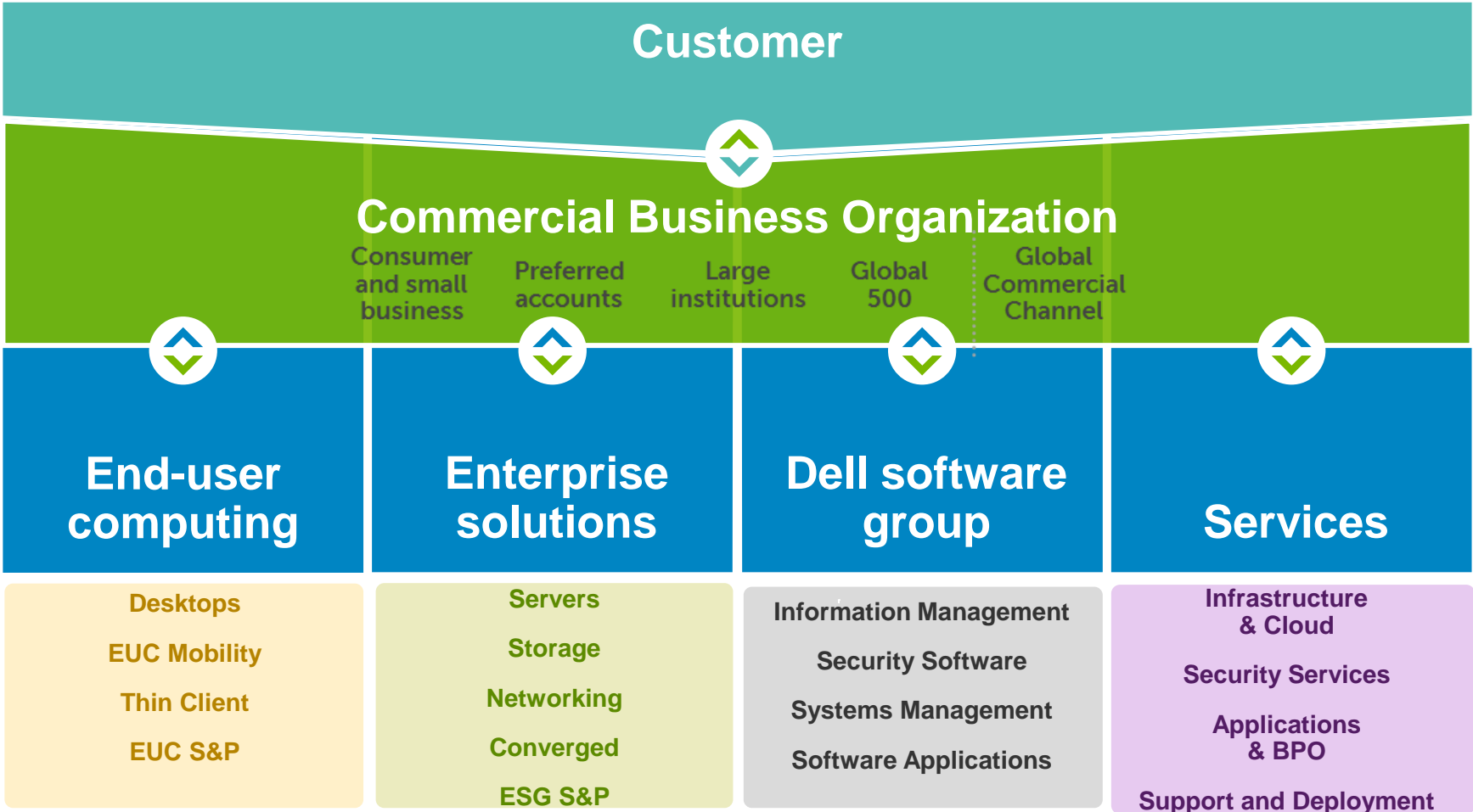
5

**Changes in the Work we do; and Where we do it**

# Evolution of IT – and impact on Data



# Dell's worldwide go-to-market model



# Evolution of Dell EMEA SSC



1995-2002	2003-2006	2007-2009	2010-2013+
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- **EMEA**
  - Country based finance
- **UK/Ireland (mid 1990's)**
  - Initial creation of SSC Concept
    - Services Finance
    - AP
    - EMEA Consolidations

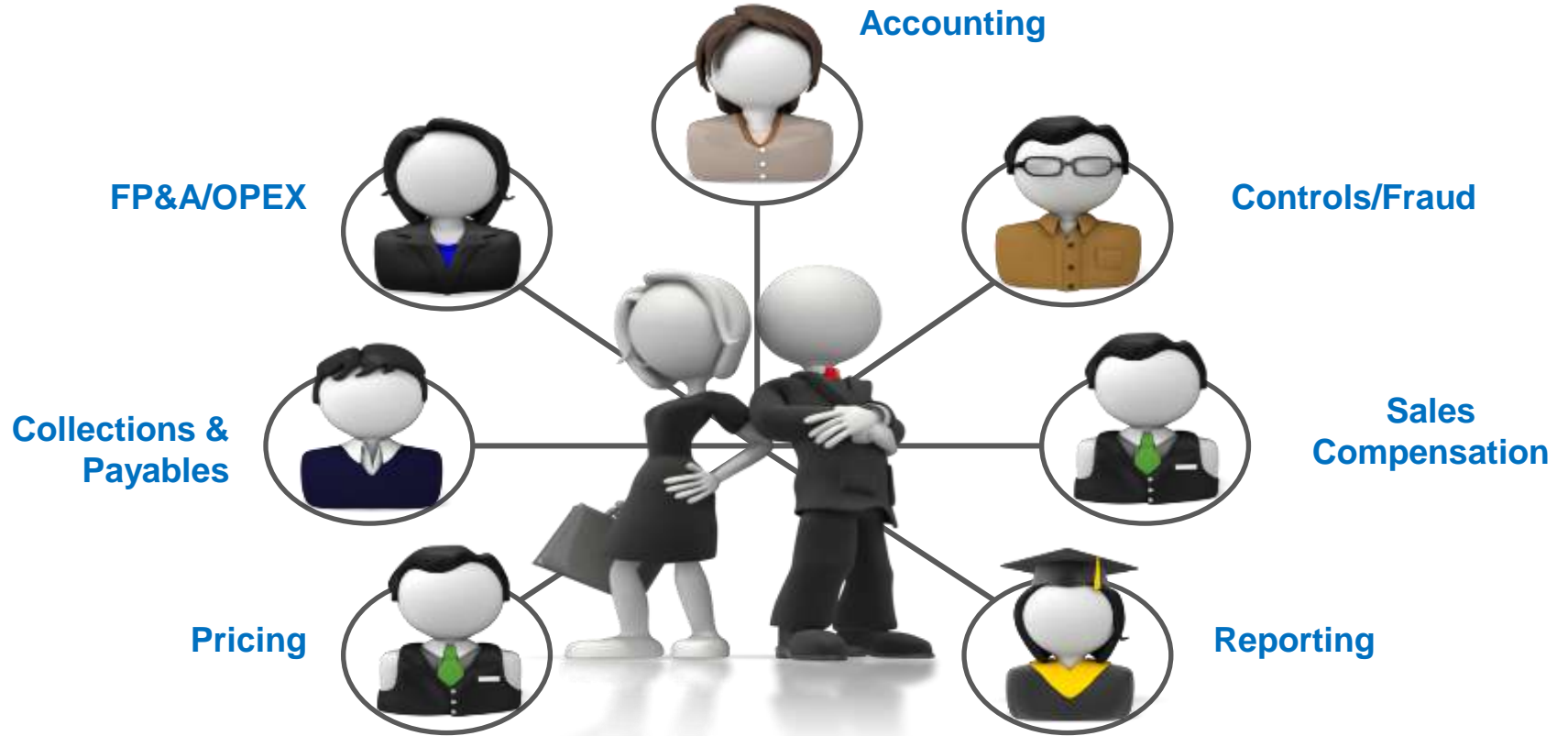
- Slovakia/India/Morocco**
  - Best cost locations created
    - Country functions targeted
    - AP & AR at EMEA Level
    - EMEA Financial Systems
    - EMEA Reporting

- Slovakia/India/Morocco**
  - EMEA Standardisation
    - EMEA FP&A
    - EMEA Accounting
    - EMEA T&E
    - EMEA Tax

- Slovakia/India/Morocco**
  - Global Standardisation
    - Global Reporting
    - Global Accounting
    - Global Tax
    - Global Segments & BU's
    - Acquisitions



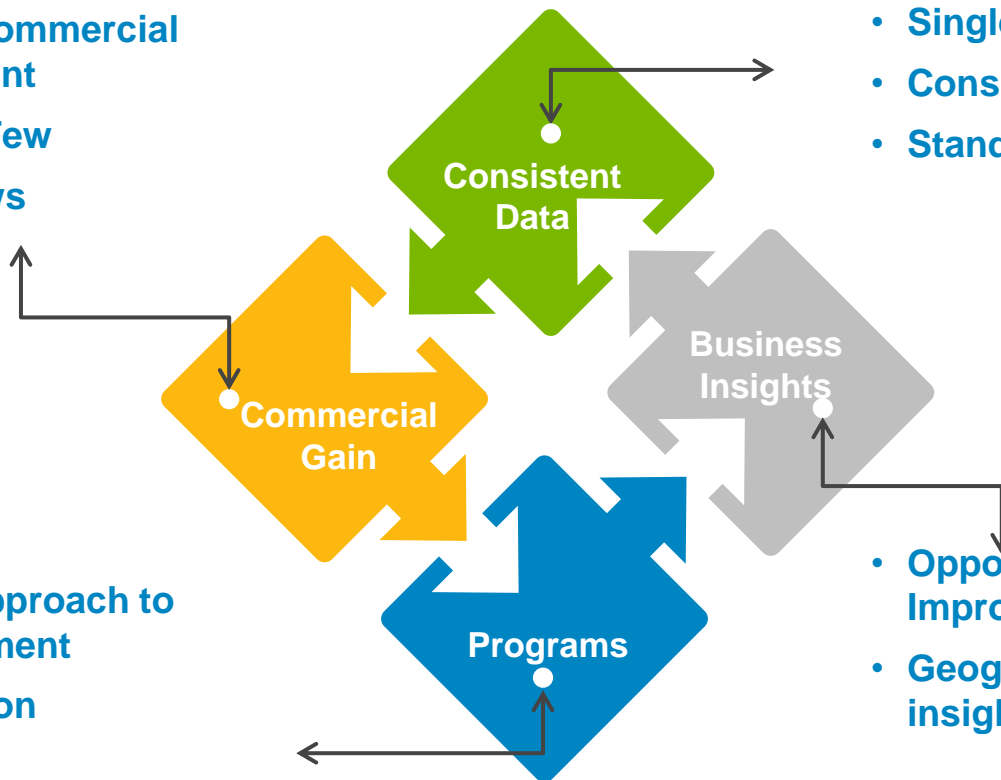
# Dell Business Partner Structure



# Running the Business – with Financial Analytics

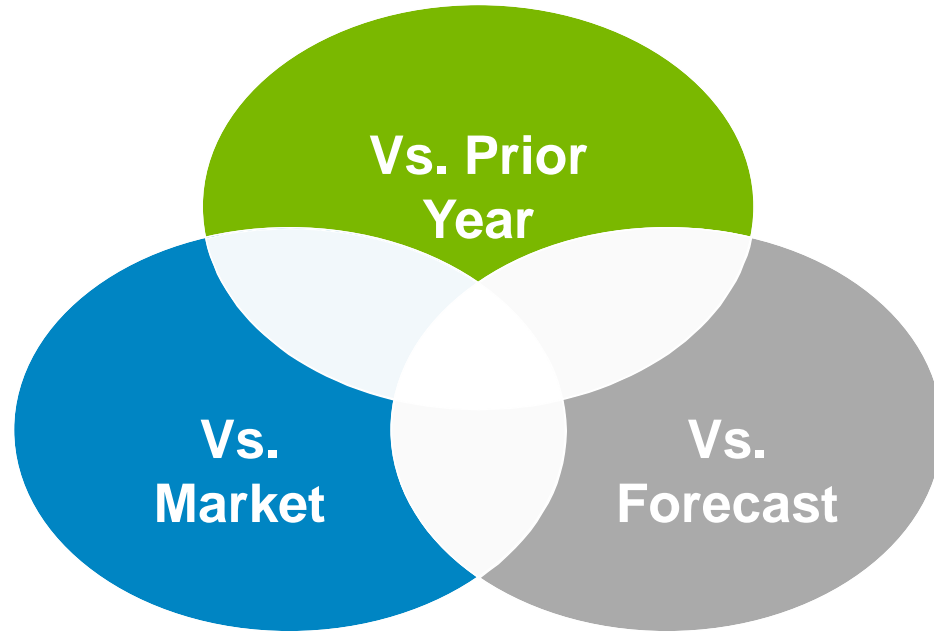
- Corporate and Commercial Strategy alignment
- Lock to Critical Few
- Quarterly Reviews

- Single Source of Truth
- Consistent Math
- Standard Visualization





# The Critical Few



# Global Management Reporting



Customers



Dell salesrep enters orders to Order Management Systems

Standard Global Data Universe



Finance Planning & Analysis team analyses business trends and generates forecast



Forecast is loaded to Oracle Hyperion Planning Tool



Weekly PowerPoint Presentations

Global Reporting Center



Weekly Excel Reporting



Daily Online Dashboards



Financial Analysis



# Global Sales Transformation Reporting



Customers



Dell salesrep creates pipeline on SFDC & quotes on Order management system

SFDC Database



Finance Planning & Analysis team analyses business trends and generates forecast



Forecast is loaded to SFDC

Realtime Online Dashboards



Global Sales Reporting Team



Business Analysis



# Multi tiered management reporting

## Tier 1: REGIONAL Business

EMEA Commercial - Orders (Trans + Deferred) Demand

Period (Start/End/Max)	EMEA					Total
	UK	France	Germany	Western	Emerging	
Tue - 07						
Wed - 08						
Thu - 09						
WTD % Foot						
QTD Units K						
QTD % Foot						
QoQ % Foot						
YTD %						

Geography

EMEA Commercial - Orders (Trans + Deferred) Demand

Period (Start/End/Max)	DC					IS					Inflow		Outflow	
	Online	Ready	Not Del	CC Del	CC	Order	Revised	Single	CC Prod	EW	TA	TA	TA	
Tue - 07														
Wed - 08														
Thu - 09														
WTD % Foot														
QTD Units K														
QTD % Foot														
QoQ % Foot														
YTD %														

Business Unit

Region - Orders (Trans + Deferred) Demand

Period (Start/End/Max)	Preferred accounts			Small Business			Consumer							
	Total	PA Focus	Estimate	Total	PA Focus	Estimate	Total	Commercial	Consumer	Home Office	Home Office	Small	Mid	PP
Tue - 07														
Wed - 08														
Thu - 09														
WTD % Foot														
QTD Units K														
QTD % Foot														
QoQ % Foot														
YTD %														

Customer Segment

## Tier 2: Country /Mgr

## Tier 3: Rep/Accts

Bluebook (Call, Visits, LOB, Funnel)

Open Quotation

Booking Report



# Competitive Edge



