The Data-Inspired Transformation Continuum

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Predictive Insights
On-Demand
Insights in Action

Foundational Business Insight

Integration of Assets/
Transactional Data

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The CFO's Data Challenge
In today's competitive and global economy, an effective data-driven strategy is a necessity. Successful CFOs understand the value of enterprise-wide data, but many of their companies still struggle to connect the dots.

The CFO's Data Opportunity
Embedding data insight into the workflow, and making it accessible enterprise-wide, is what enables growth and drives results across all business functions.

86% of companies are challenged to find new sources of growth.

96% of companies qualify as "Highly Mature" data users.

The CFO's Mission: Data-Inspired Strategy for Enterprise Growth
The new CFO must proactively build a data-inspired strategy that will deliver real business growth and a compelling ROI. CFOs must align the overall business benefits with a validation of resource commitment, while bringing stakeholders together, prioritizing opportunities and providing a framework for decision-making.

Data-Inspired Growth: Key Components

Strategic
New capabilities and improved competitive position

Financial
Costs, benefits and impact on business performance measures

Technical
Benefits to IT infrastructure and support for technology strategy

Operational
Process improvements

Discovery Process

Organizational Alignment Meeting

Present your plan to other leadership

STEP 1

STEP 2

STEP 3

STEP 4

By leveraging strategic collaborative relationships, the CFO can link data-inspired connections across the enterprise to unleash new and unified opportunities for growth.

CEO
Combine intuition, data and sound business strategy to mitigate risk and realize the best opportunities.

HR
Merge systems knowledge, operational efficiency and analytics to better engage company culture, while improving training and managerial decision-making.

Marketing
Exchange product and financial insight with customer and prospect data, providing for powerful campaign results and segment forecasting that will drive growth and profitability.

Supply
Collaborate to utilize mutually available data sets that can create superior insight to select, maintain and invest in the highest-value supply relationships.

IT
Maximize value and growth ability by uniting toward data-inspired decision-making, efficiency and automation, while also ensuring technology is being used to its full potential.

Dun & Bradstreet is your partner on the data transformation journey. We deliver compelling insights to solve your most pressing business challenges and help you find more ways to grow.

Visit www.dnb.com/cfo to learn more.