



ACCOUNTING ADVISORY SERVICES

Finance Strategy

ADVISORY

The current challenge for the finance function is to strike a balance between controls, driving business performance and reducing the costs of finance operations so that all three areas are managed effectively.

By balancing the finance change agenda between cost optimization, value enhancement and control maintenance, an effective strategic plan can help place the most important projects in the right order to help you to improve finance function performance.

KPMG's Finance Strategy services are designed to define and develop the CFO's role as a "strategic partner" and improve the company's finance function with the aim of achieving lower costs, faster closing of financial transactions and a higher quality of reporting.

The changing role of the CFO

The role and the function of the CFO have changed in recent years. The

CFO, and the finance function as a whole, has become a more significant component in a company's business operations and performance. CFOs are now expected to spend more time on value-driving activities (e.g. business performance, alignment with business strategy) than transaction-processing activities.

KPMG's Approach

An approach that challenges the finance function while respecting current capabilities can take some assistance to achieve. KPMG's approach is designed to build consensus and commitment around a common vision - and then to translate that vision into a viable strategy

and plan that can be implemented successfully. We help you ascertain where you are and where you want to be.

To create a clear finance vision and strategy, it is essential to articulate and document how the finance function supports the business strategy. The work focuses on processes, systems, data, capability and governance.

We will assist you to articulate the vision and strategy for the future state of the finance function, and to create a roadmap to the desired future state by translating them into actionable initiatives.

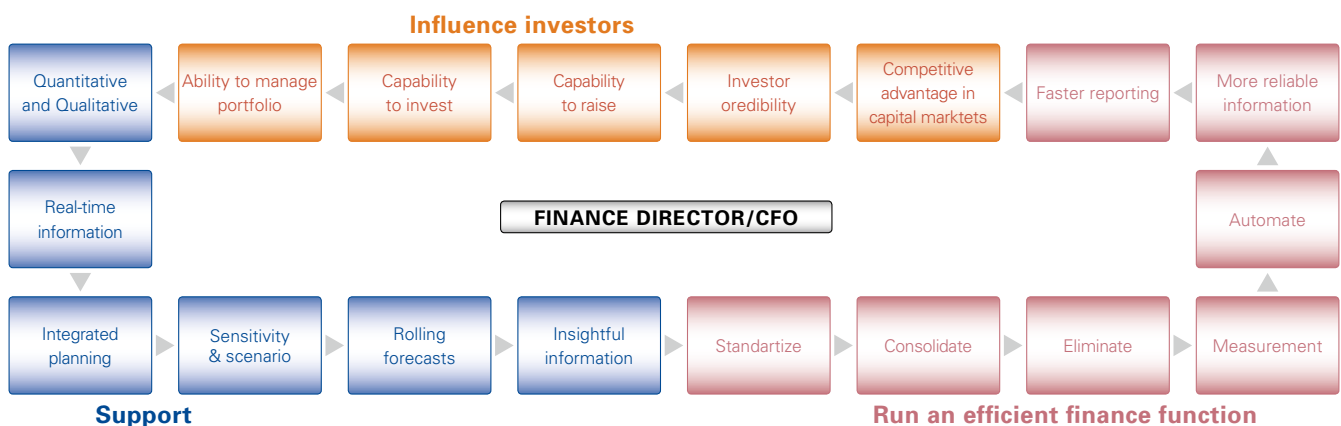


Figure 1: Three Functions of CFO

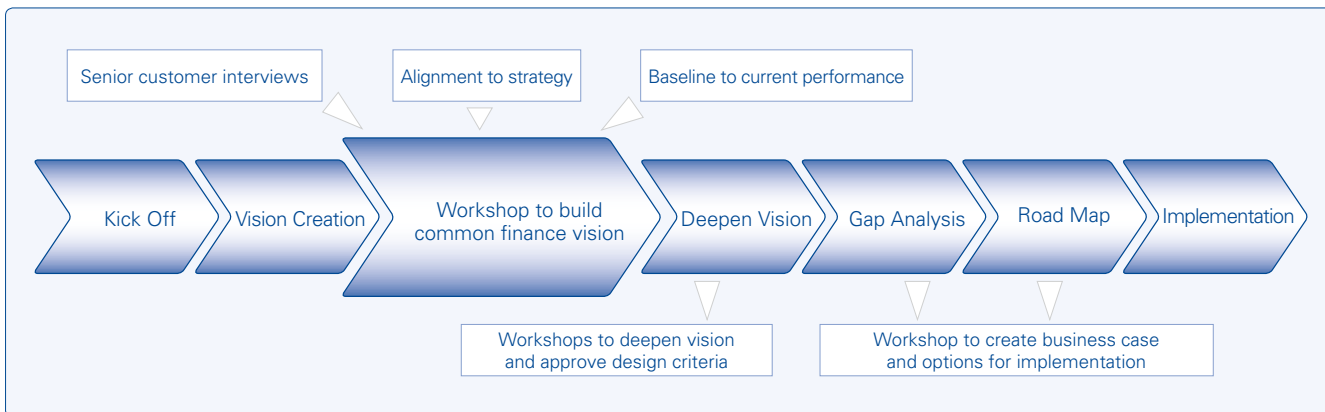


Figure 2: Finance Strategy Approach

Potential Benefits

- Improved quality of reporting
- Faster close of financial transactions
- Clear identification of cost savings
- Development of a roadmap to help the organization improve its performance
- Consistency between the finance vision and strategy and the business strategy
- Potential to meet key stakeholder requirements

Using our experience and professional skills in the areas of financial management, IT advisory, risk management and tax, KPMG Accounting Advisory Services professionals can apply their knowledge and ‘independent’ objectivity to help you implement a Finance Strategy into your organization.

If you would like more information, please contact our professional Accounting Advisory Services team.

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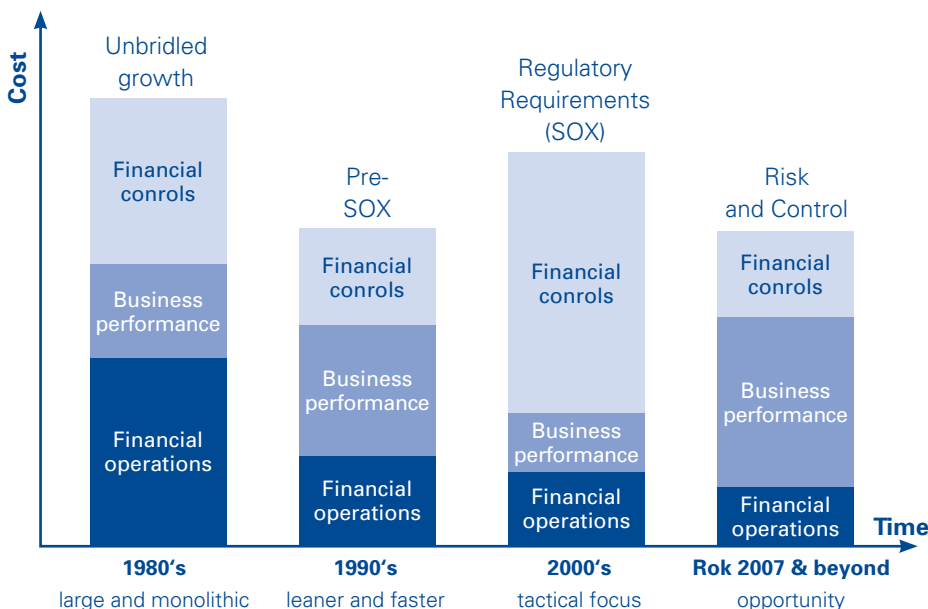


Figure 3: The changing role of the CFO

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