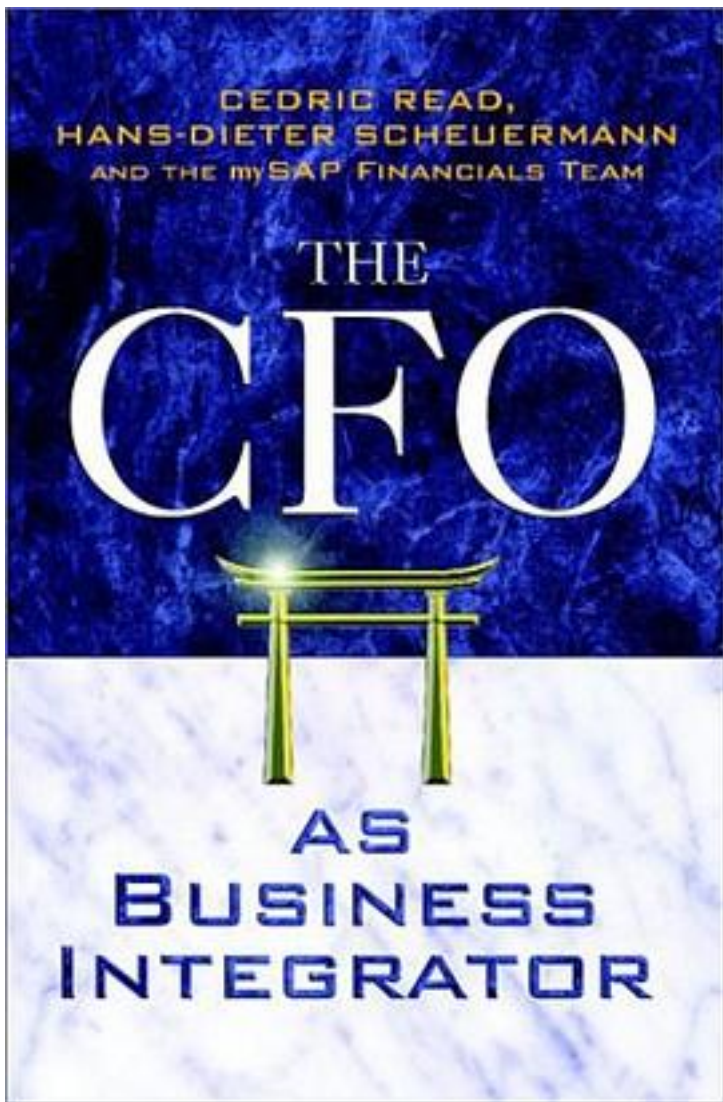


The CFO as Business Integrator



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著者:Read, Cedric/ Scheuermann, Hans-Dieter/ Mysap Financial Team (COR)

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"This investment is all about integration of processes, data, technology, and, crucially, our culture. Knitting together our people and getting them to share and communicate is critical." PHIL BENTLEY, CFO, CENTRICA "We look to globally share our information on brands, knowledge, consumer insights...What we need now is outstanding decision-support tools, built around our structured database...We need an analytical environment which will fuel our growth, not just cut our costs." GARY FAYARD, CFO, THE COCA COLA COMPANY "What differentiates success in this industry is the ability to execute. This, coupled with our installed infrastructure represents our competitive advantage. More and more, we are being asked to build total solutions." JIM DALEY, CFO, EDS "Our mantra in finance: driving superior performance and being more proactive. What, exactly, does this means? Driving functional excellence, setting standards, and developing KPIs for risk management and decision support. Our priorities in finance? Playing our part in developing our global business approach." WOLFGANG REICHENBERGER, CFO, NESTLE Today, the CFO's role has moved beyond that of understanding and harnessing the awesome resources of eBusiness to proactively integrating those resources - across business functions, alliance partners, and geographic boundaries to create a truly global company. The CFO as Business Integrator is a practical, results-driven guide to reaping the benefits of new integration technology and shaping a new, forward-driving finance agenda around the financial supply chain, managed services, and advanced analytics and decision-support.

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