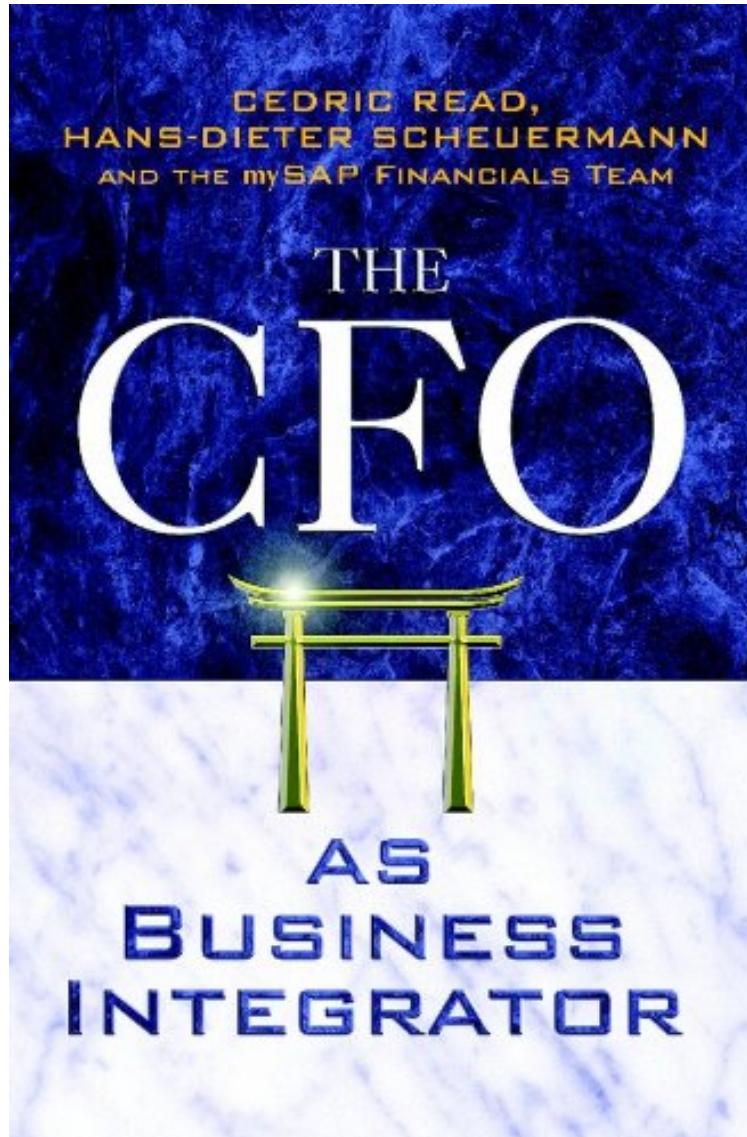


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## The CFO as Business Integrator

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**Cedric Read, Hans-Dieter Scheuermann : The CFO as Business Integrator** before purchasing it in order to gage whether or not it would be worth my time, and all praised The CFO as Business Integrator:

0 of 0 people found the following review helpful. Good buyBy L. RedmonI was 100% pleased with my purchase. The book arrived within 3 business days and was in the advertised condition.4 of 4 people found the following review helpful. Insightful!By Rolf DobelliA cynic might be tempted to sneer at a book published by a major Enterprise Resource Planning (ERP) software vendor - specifically, SAP - urging CFOs to make better use of ERP. This software is intended to tie all business functions together in a commonly accessible bundle. Having overspent on this and other

information technologies, many executives question its value. Indeed, a recent Harvard Business Review article carried in its title the blunt, provocative suggestion that, "IT Doesn't Matter." Well, these authors believe it matters, because the IT processes and systems that the CFO supports directly affect the bottom line. The book offers valuable case histories, specific technological and managerial counsel, informative charts and candid input from executives. It covers the CFO's perspective on integrating information technology processes into a company's services, supply chains, culture and analytics. Each chapter ends with a useful "CFO Checklist." The cases are promotional and very tech-friendly, so read between the lines. This book is, after all, a marketing initiative. Still, we find the text specific, knowledgeable and worth reading. 4 of 5 people found the following review helpful. Highly Recommended By A Customer

As the third volume in a series of "CFO" publications, "The CFO as Business Integrator" benefits from the author's experience gaining in writing previous books. It is well balanced, and provides an excellent overview of all aspects of business process integration. The book is centrally focused on the new role of the CFO as decision maker and integrator. "CFO as Business Integrator" was written by a team of SAP who provide SAP's vision for Finance and Controlling. Topics addressed include: Shared Services, Intangibles, Corporate Governance, Financial Supply Chain, Integration of Planning and Portal access. The book offers a number of case studies, enabling readers to gain insight from real-world examples. Customer studies are offered by Manfred Gentz, CFO DaimlerChrysler, Jim Daley, CFO EDS or Wolfgang Reichenberger, CFO Nestle. Overall the Book is a good, easy read for CFO's and provides solid information that can be used to implement stronger, more efficient business process across the entire organization, changing the role of the CFO from that of a number cruncher and gatekeeper to a consultant and profit driver.

\* Includes case studies, checklists, and models. \* Written by the former director of PricewaterhouseCoopers and the vanguard MySAP Financials Team.

From the Inside Flap "I believe our finance skills enable us to be great integrators. We are the bridge that connects the organization of today with the vision for tomorrow." STEVE DAVIS, VICE PRESIDENT, DOWNSTREAM BUSINESS SERVICES, EXXONMOBIL CORPORATION

From complexity to simplicity - that's where the CFOs of today's world-class companies are headed. Propelled by globalization and new technology, and recent accounting scandals the CFO's role is shifting dramatically, from that of numbers interpreter to business integrator. What demands will CFOs face now - and in the future? \* Mastering enterprise-wide integration tools \* Extracting ROI from technology investments \* Streamlining finance processes still further \* Improving analytics and decision support \* Managing outsourcing and external alliances \* Ensuring rigorous reporting and transparency

The CFO as Business Integrator addresses all these challenges - and more. It offers timely, practical advice and solutions for reshaping your finance function to exploit real-time information sharing, sophisticated decision support, and true globalization. The book features CFO interviews, original research, case studies, and action plans for creating proactive, value-adding finance initiatives.

From the Back Cover "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 mean? 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.

About the Author Cedric Read currently acts as a strategic advisor to SAP on the impact of eBusiness and technology on the finance function. He also works with Atos KPMG, providing consultancy services to CFOs in leading companies ranging from Shell and BP to Diageo and GlaxoSmithKline. Cedric Read served as a management consultant for PricewaterhouseCoopers (PwC) for close to 25 years. In his position as Global Leader of PwC's Financial Management Consultancy, he wrote two books, CFO: Architect of the Corporation's Future and eCFO: Sustaining Value in the New Corporation. Hans-Dieter Scheuermann is senior vice president of SAP's General Business Unit Financials group, which has global responsibility for developing leading-edge new software products to support financial and managerial accounting, strategic enterprise management (SEM), and business analytics. Most recently, he has spearheaded an initiative to develop sophisticated software solutions in financial supply chain

management. Prior to his current position, he coordinated SAP software solutions for the financial services industry.