

Map of the
Intelligent
Enterprise™
for the CFO

MicroStrategy[®]
Analytics and Mobility

The Intelligent Enterprise™ is the ultimate data-driven organization. It anticipates constantly evolving regulatory, technological, market, and competitive challenges and turns them into opportunity and profit. It delivers a single version of the truth *and* agility. Scalability *and* speed. AI *and* data discovery. Enterprise analytics *and* mobility. It connects to any data *and* distributes reports to thousands. An Intelligent Enterprise goes beyond business intelligence, delivering transformative insight to every user, constituent, and partner.

Becoming an Intelligent Enterprise is a journey, but you can get up and running faster than you think. **Let's get started.**

1 EVALUATE

Assess how external forces impact your organization and incorporate them into your enterprise strategy and roadmap.

2 CATALOG

Categorize your enterprise assets and identify constituents who would benefit from access to information and enterprise systems.

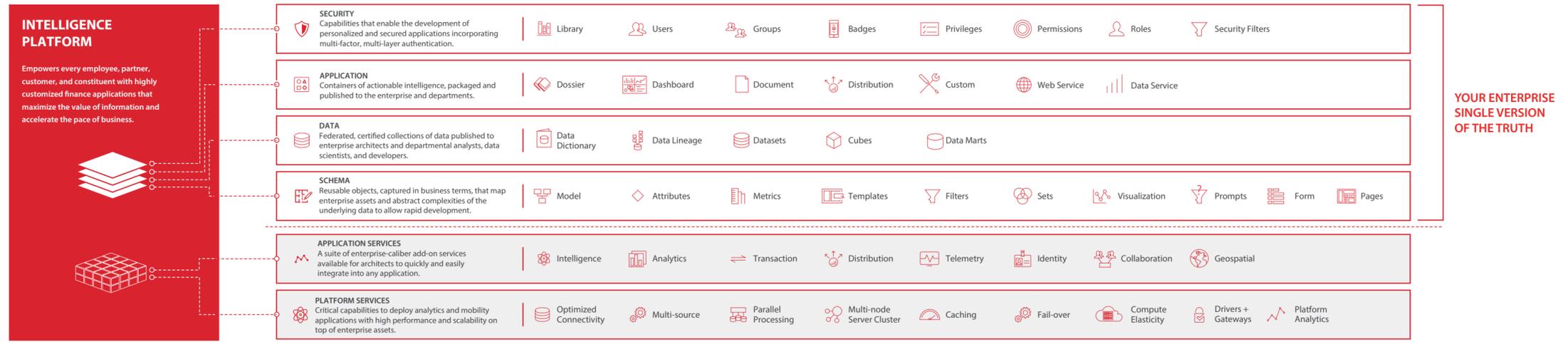
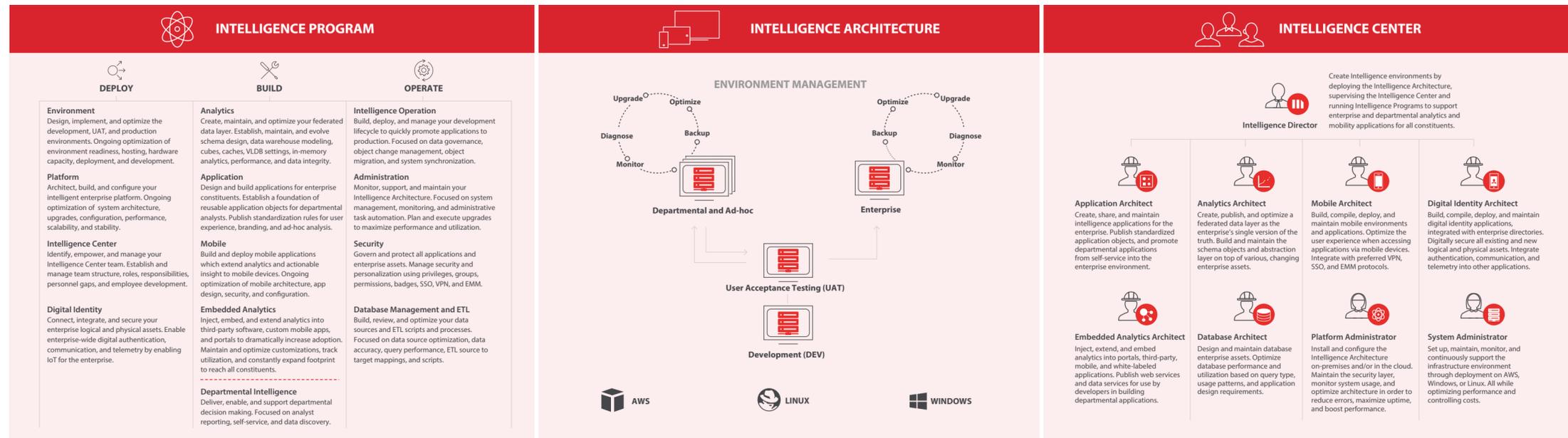
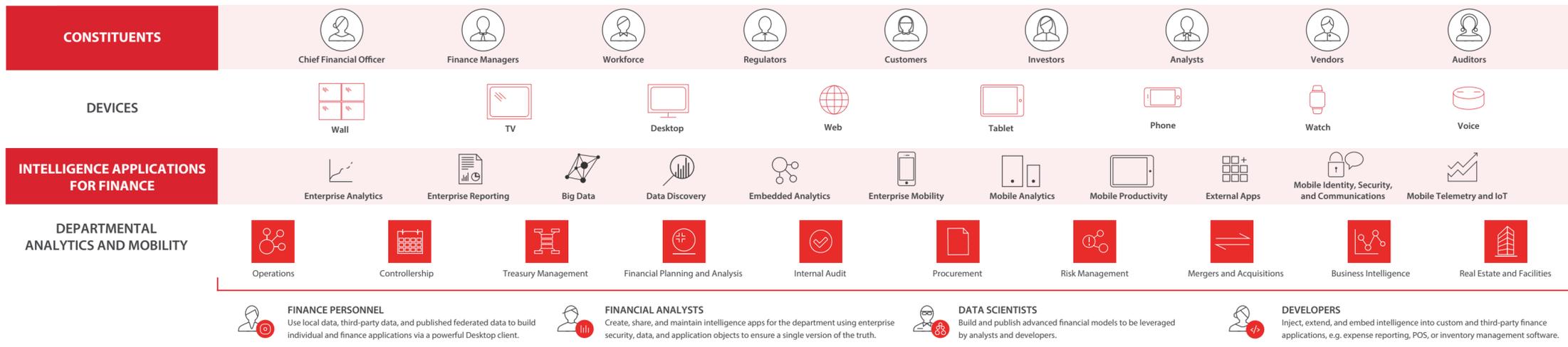
3 EMPOWER

Arm individuals and teams with powerful tools to explore data on their terms, while establishing a foundation for a single version of the truth across the enterprise.

4 PLOT A COURSE

Map out the people, processes, and architecture required to build an Intelligent Enterprise and launch your journey.

MAP OF THE INTELLIGENT ENTERPRISE FOR THE CFO



TECHNOLOGY

HARNESSING DIGITAL DISRUPTORS

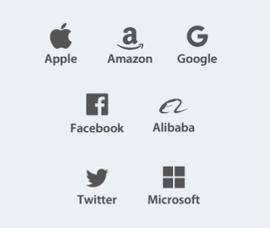
Robotics, AI, machine learning, cloud, and blockchain technologies are rapidly changing the world of finance. By automating previously outsourced processes, such as AP or T&E modules, organizations can streamline operations, reduce costs, boost productivity, and identify new insights and capabilities. Having the ability to automate financial statements, SEC filings, or GDPR reports brings about additional security challenges pertaining to digital identity, cloud computing, and mobile technologies.



MARKET

CHAMPIONS OF GROWTH

The modern CFO is increasingly relied upon to develop strategies that grow the enterprise. These can be organic in nature, an expansion into new markets, or the result of M&A. Risk Management considerations pertaining to strategic initiatives, reputation, regulations, or cyber security, must be addressed by the Finance organization.



REGULATORY

TRANSFORMING WITH PURPOSE

CFOs face the challenge of not only ensuring that their enterprise adapts to changing regulations in an agile manner, but that it also derives business value from the transformation process, i.e. converting GAAP, IFRS, GDPR, PCAOB, SOX, or SEC mandates into competitive advantages. Furthermore, CFOs must have the ability to monitor and react to changing global trends, including BEPS, impacts stemming from Brexit, or rising tensions in international trade relations.



ORGANIZATION

LEADING KEY INITIATIVES

Digital transformation changes the role of Finance – empowering its people with expert technique to be drivers of the Intelligent Enterprise. Moving from Excel to real-time transparent dashboards allows number crunchers in FP&A to become business partners. Transforming to AI-based robotics in T&E processing moves people from data entry clerks to process owners. With the right talent, skillsets, critical capabilities, and dedicated partnerships, CFOs can lead their organizations with greater agility, transparency, and data-driven precision.

