

# 3<sup>rd</sup> Controlling, Reporting and Performance Forum

## *The Financial Transformation Journey*

**March 22-23, 2012, Amsterdam**

Featuring *Case Studies* from Group Controllers, Accounting and Financial Managers from Multinational Enterprises

Albert Birck, Finance Performance Manager, Maersk Oil & Gas, A.P. Moller-Maersk

Chiel Schoevaars, VP Finance Europe, PQ Corporation

Kenneth Kulaga, Head of Financial Planning and Analysis, Mubadala

Marc van Puijssen, Director Supply Chain & Business Development Planning Europe, Access Business Group

Ralph Geertsema, Head of Finance Transformation, BT

Lyudmila Goudina, Working Capital, Capex, Cash Flow Manager Eastern European Zone, Anheuser-Busch InBev

Monica Rydning, Head of Organisational Development and Project Manager for "Dynamic Management" SpareBank1

Brian Hawkes, Member of 3i's CFO Panel and founder, Foresite SPA

Jennifer Scott, Director of Strategy, Virgin Media

David Taylor, VP Strategic Market Development, Trintech

Ronald Dockx, VP Finance & Accounting, Agfa Graphics

Soren Gade, Director Management Reporting, Adecco Group

Jack Nijssen, Global Business Process Owner, Integrated Performance Management, Philips

Cesar Souza, Cluster Leader Finance and Business Transformation, Tetra Pak

Mira Gvozdenovic, Senior Business Controller, Coloplast

DAY 1: *Finance & FP&A Transformation, SSC/BPO*  
DAY 2: *CPM, Dynamic Mgmt, Data, Forecasting, KPIs and Governance, Risk and Compliance*

**PQ Corporation's Finance Transformation in a Venture Capital Environment**

**Virgin Media: The Future of FP&A**

**Access Group: Operational Practicality behind Corporate Performance Management**

**SpareBank1 Implementing Dynamic Management: Built on the Principles in both Beyond Budgeting and Lean**

**Anheuser-Busch InBev business process reengineering for Working Capital Management**

**Agfa Graphics: Finance Transformation Programmes in a SSC / BPO Environment**

**Foresite: Forecasting with Confidence and Performance Management**

**Philips Managing an Enterprise Data Warehouse**

**Fiat Industrial: KPI Essentials and Organisation**

**Maersk: Actionable Performance Management**

**BT: Interplay between Finance Systems, Shared Services Setup and Outsourcing**

**Tetra Pak: Governance, Risk and Compliance From Implementation to Expected Future Changes**

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## Day 1, March 22<sup>nd</sup>, 2012

08.30 Registration and Coffee

09.00 Chairman's Opening Address

### Groundwork for Innovation in your Finance Strategy

09.15 – Keynote Presentation

#### Transforming your Global Complex Business to Bring Performance Management to the Next Level

- Laying the groundwork for innovation and using this time to deliver a sophisticated control methodology
- Taking a strategic view: learning to deepen the connection between reporting and corporate strategy
- Continuing to embed performance reporting through your organisation
- Maintaining compliance and growing your risk frameworks
- The 2<sup>nd</sup> Wave of Beyond Budgeting

Mira Gvozdenovic, Senior Business Controller, Coloplast

10.00 – Finance Transformation in a Venture Capital Environment

Chiel Schoevaars, VP Finance Europe, PQ Corporation

10.45 – Morning Coffee and Networking

### Cash Advantage

11.15 – Business Process Re-engineering for Working Capital Management

- Closing and analysing key processes to identify improvement opportunities
- Using automated tools and applications to streamline processes where possible
- Embedding change management into the mindset of key stakeholders

Lyudmila Goudina, Working Capital, Capex, Cash Flow Manager Eastern European Zone, Anheuser-Busch InBev

### FP&A and Finance Transformation

12.00 – Mubadala's FP&A Transformation

Kenneth Kulaga, Head of Financial Planning and Analysis, Mubadala Finance

12.45 – Luncheon

### Future of FP&A

14.15 – The Future of FP&A

- Employing people with degrees in Commercial Finance & also, degrees in Statistics & Information Technology
- Relying on technology & statistical methods to solve :
  - Reporting through Scorecards
  - Forecasting using statistical methods
  - Revenue using customer trends calculated by deep data mining
  - Expenditure via customer profitability analyses to calculate the efficient return on every last dollar

Jennifer Scott, Director of Strategy, Virgin Media

### Financial Systems and Services Transformations

15.00 – The Interplay between Finance Systems, Shared Services Setup and Outsourcing

- Finance project portfolio & roadmap
- Blueprint and benchmarking
- Shared Service Centre Strategy: governance, scope of services and process charter
- IT consolidation and convergence
  - Organising around value spaces

Ralph Geertsema, Head of Finance Transformation, BT

15.45 Afternoon Coffee and Networking

### Governance Risk and Compliance (GRC) for Corporate Finance

16.15 – Governance Risk and Compliance (GRC) – From the Implementation Process to the Expected Future Changes

Cesar Souza, Cluster Leader Finance and Business Transformation, Tetra Pak

17.00 – Benchmarking Corporate Functions

*A study into how to begin information sharing and improvement in country headquarters across a widespread decentralized geographical group*

Soren Gade, Director Management Reporting, Adecco Group

17.45 Closing Remarks of the Chair and End of Day One

Day 2, March 23<sup>rd</sup>, 2012

## Delivering Performance to your Global Enterprise

09.00 Opening Remarks from the Chair

09.15 – Keynote Presentation

David Taylor, VP Strategic Market Development, Trintech

### 10.00 – Implementing Dynamic Management: Built on the Principles in both Beyond Budgeting and Lean

- Why we needed to change
- What we are changing
- Our progress so far
- The challenges that lie ahead

Monica Rydning, Head of Organisational Development and Project Manager for “Dynamic Management” SpareBank1

10.45 – Morning Coffee and Networking

### 11.15 – Actionable Performance Management

*In any forward-looking performance management setup people will need to know what to do in order to improve performance. The approach has to be actionable no matter what strategy, methodology or tools you use. During this session you will learn about:*

- What is ‘actionable’ and how does it look like?
- How can you make your own performance efforts more actionable for the organization?
- What are the consequences of initiatives that are not sufficiently actionable?
- How much is ‘actionable’ worth?

Albert Birck, Finance Performance Manager, Maersk Oil & Gas, A.P. Moller Maersk

## Using Analytics to Generate Results and Synergies

### 12.00 - Creating and Benefiting from a Global Enterprise Data Warehouse

- Ensure a unified user experience, with flexibility to support the dynamic needs of various stakeholders
- Experiences with various solutions
- Tailoring a performance management framework to your extended market
- Distribution across the company, security issues and dashboard functionality to gain insight and uniformity

Jack Nijssen, Global Business Process Owner, Integrated Performance Management, Philips

12.45 – Luncheon

### 14.15 – Operational Practicality behind Corporate Performance Management

- Multi-level marketing
- Product introductions
  - Corporate forecasting alignment
  - Service level management
  - Sourcing strategy
  - What-if scenarios
- Collaborative planning

Marc van Puijssen, Director Supply Chain & Business Development Planning Europe, Access Business Group

### 15.00 – Forecasting with Confidence & Performance Management (Growth Management and Commercial Intelligence).

Supporting dynamic management with commercial intelligence and growth management tools to outperform markets and competitors

- Understanding companies’ business environment (internal & external)
- Managing sales growth strategies
- Delivering commercial intelligence
- Setting and achieving ambitious sales targets
- Measuring business drivers and limiters
- Measuring customer delight
- Tracking competition & competitiveness
- Supporting management collaboration on a common sales strategy

Brian Hawkes, Member of 3i’s CFO Panel and founder Foresite SPA

15.45 – Afternoon Coffee and Networking

### 16.15 – KPI Essentials and Organisation

- Balanced scorecard on a monthly basis (including the essential finance KPIs with non-financial ones tailored to your company)
- Quantifying your strategy goals; Sub-KPIs within: brand equity, human capital, value chain, customer relationships, etc.
- Following up strategic projects
- Departmental and Team scorecards: to show particular department objectives and strategic insight
- Improvement plans linked to departmental strategy

Christian Cirino, Controlling Director, Fiat Industrial

### 17.00 – Finance Transformation: Reshape the European Legal Entity Structure to one European Company

- Standardize different operational business models into one European model
- Reduce time/money spent on statutory accounting
- Reduce the complexity in your organization (number of banks / audits / accounts).

Ronald Dockx, VP Finance and Accounting, Agfa Graphics

17.45 Closing Remarks of the Chair and End of Forum

If you have any questions about this event, please contact us at:

[info@thoughtleaderglobal.com](mailto:info@thoughtleaderglobal.com)



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**WHY YOU SHOULD ATTEND**

The necessity of improved controlling and corporate financial performance has never been clearer than the present. The strategic role of financial and performance reporting carries substantial influence on management decision-making. Almost every multinational company has begun or is in the process of implementing a CPM or financial transformation programme. Yet a significant amount of corporations have yet to fully realise the true benefits and cost savings of an integrated CPM programme. Also, corporate finance has yet to fully organise its finance functions in an optimal way to suit its corporate structure within its market.

The fragile economic environment requires corporate finance to adapt to rapid changes in income & expense, credit, currency valuation and compliance & operational risks - while at the same time corporate finance must improve overall efficiency and savings. This can be addressed with a coordinated and unified controlling strategy that addresses the various risks, incorporates performance measurement, re-forecasting and budgeting, and uses financial and non-financial data collection and reporting tools to their greatest potential.

Attend this third Controlling event to benchmark how other controllers and financial directors are implementing advanced financial reporting strategies and tools; hear their perspectives - both success stories and lessons learned. Discover how they are reacting to the volatile economy and laying the groundwork for best in class controlling and reporting leadership. Utilise this event to learn from their experiences, compare solutions and take away concrete strategies that you can use to drive financial transformation in your enterprise

**WHO SHOULD ATTEND:**

CEO, Vice President, CFO, Directors, Managers of:  
 Group Reporting Management, Corporate Finance, Corporate Accounting, Accounting, Corporate Reporting, Corporate Performance Management, Financial Control, Reporting Control Consolidations, Strategic Planning, Financial Analysts, Investor Relations, Corporate Governance.

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