

The New CFO

Driver of Data-Inspired Insight
and Enterprise-Wide Growth



With business acumen and deep skillsets, **the modern CFO and the financial team are strategically poised to lead the charge toward data-inspired strategy.** No longer limited strictly to financial oversight, **CFOs are operational and efficiency experts** and the proven commanders of systems and data.

By recognizing and acting on new data opportunities, they are ready to drive enterprise-wide growth and business performance.



THE CFO'S DATA CHALLENGE

In today's competitive and global economy, **an effective data-driven strategy** is a necessity. Successful CFOs understand **the value of enterprise-wide data**, but many of their companies still struggle to connect the dots.

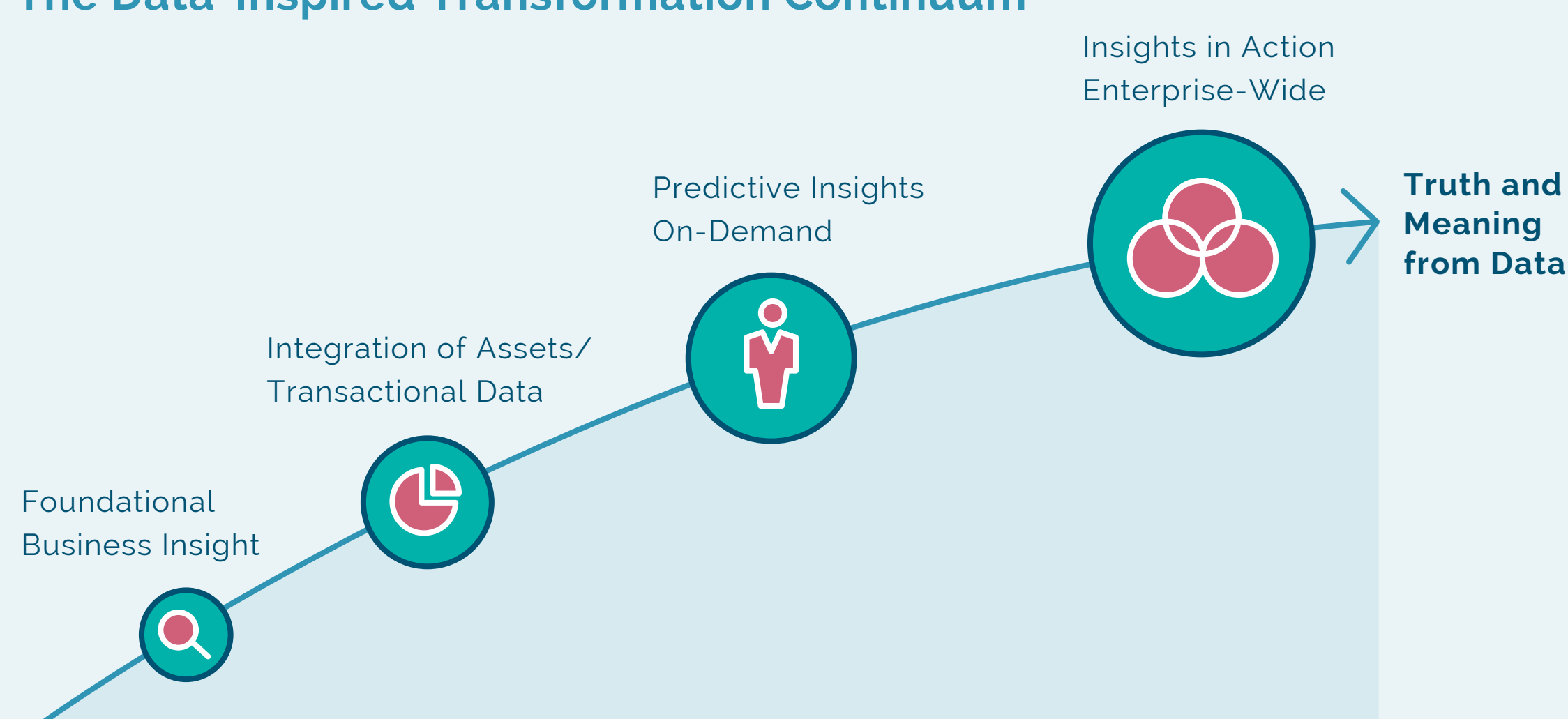


86%
of companies are
challenged to find **new**
sources of growth.



2-5%
of companies qualify as
"Highly Mature"
data users.

The Data-Inspired Transformation Continuum



THE CFO'S DATA OPPORTUNITY

Embedding data insight into the workflow, and **making it accessible enterprise-wide**, is what enables growth and drives results across all business functions.

Increased sales productivity

+15% shorter
sales cycles

Deal size growth

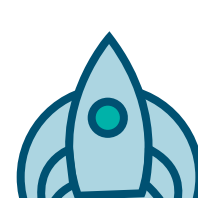
+32%
increased
sales opportunities

Transparency & Foresight

Increased retention

+5%
improved
customer service

(Aberdeen Study for Dun & Bradstreet, May 2012)



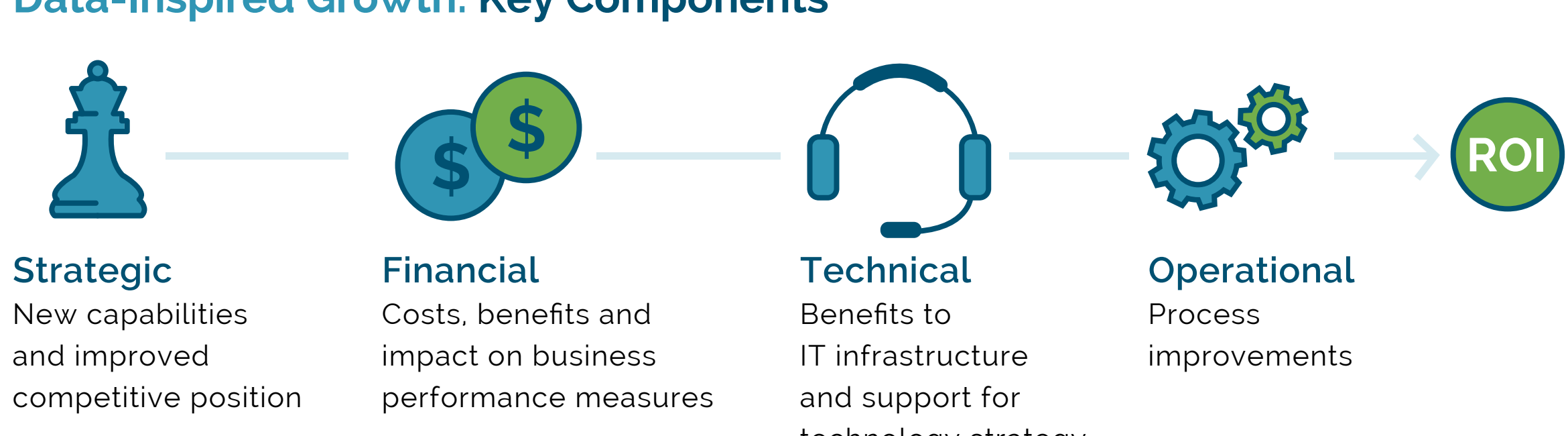
THE CFO'S MISSION:

Data-Inspired Strategy for Enterprise Growth

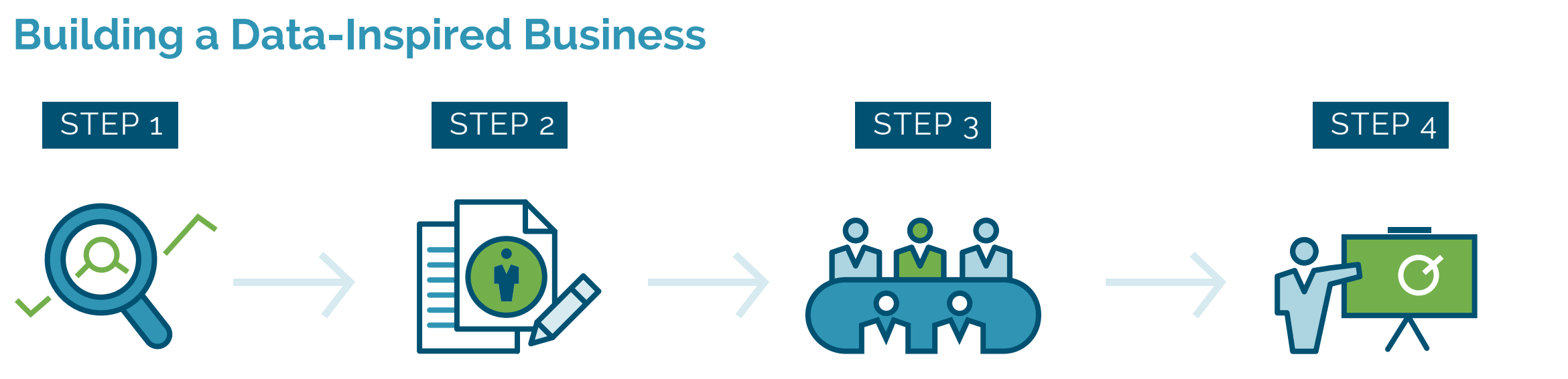
The new CFO **must proactively build a data-inspired strategy** that will deliver real business growth and a compelling ROI. CFOs **must align the overall business benefits** with a validation of resource commitment, while bringing stakeholders together, prioritizing opportunities and providing a framework for decision-making.



Data-Inspired Growth: Key Components

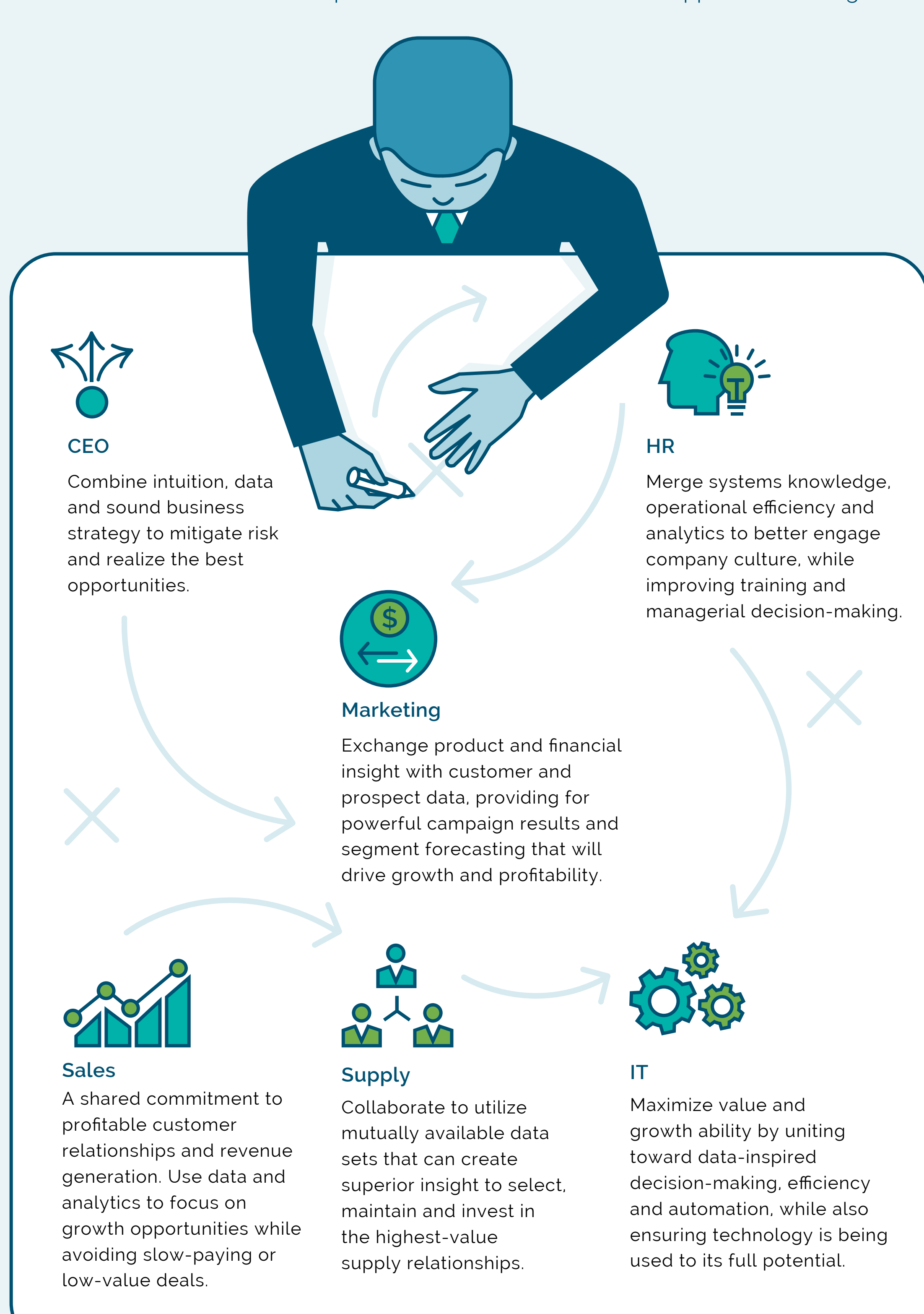


Building a Data-Inspired Business



CONNECTING THE SILOS: Linking Data-Inspired Relationships

By leveraging strategic collaborative relationships, the CFO can link **data-inspired connections** across the enterprise to unleash new and unified opportunities for growth.



Dun & Bradstreet is your partner on the data transformation journey. We deliver compelling insights to solve your most pressing business challenges and help you find more ways to grow.

Visit www.dnb.com/cfo to learn more.

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