

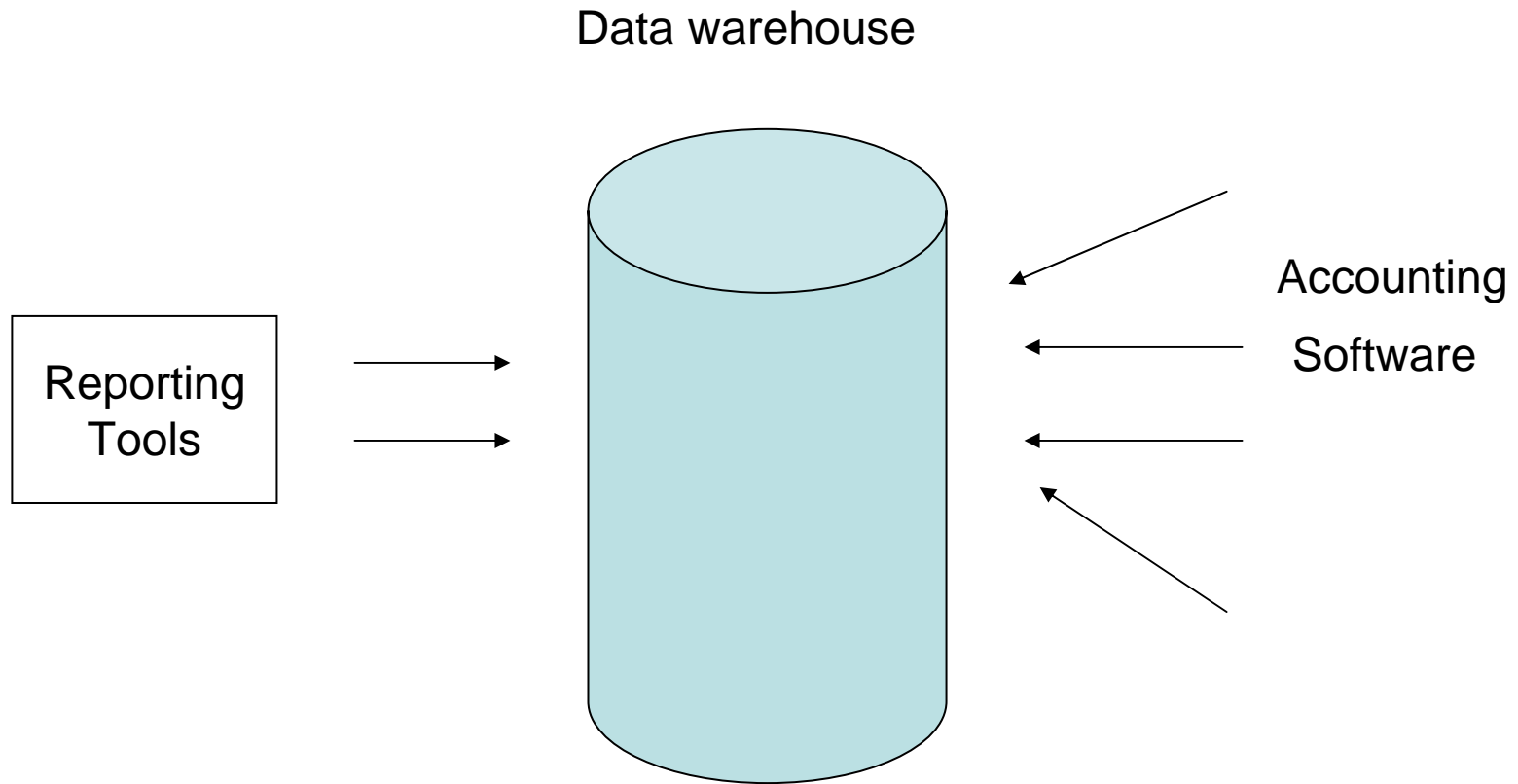
We Save, We Spend in Business  
intelligently  
– Positioning for the future

Susanna Chiu

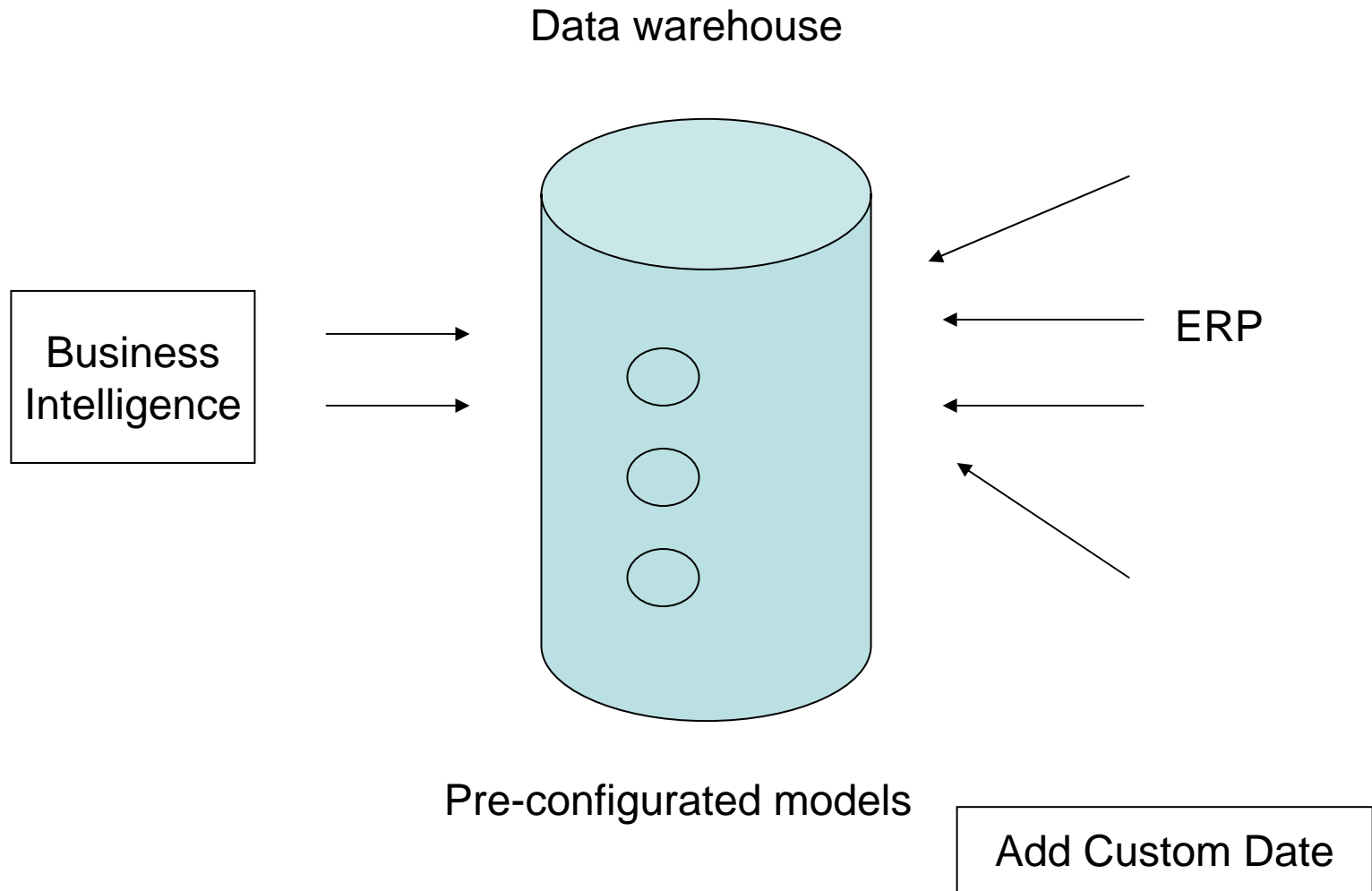
Vice President

HK Institute of Certified Public Accountants

# Old



# New



# Benefits

- Timeliness
- Quick start
- Data that matters
- Case examples

# Timeliness

- Cost of 'real time data'
- Practicality of business
- Data turnover rate:
  - Merchandising order – average 2-3 months
  - Retail – average 1 day
  - Banking - realtime

# Quick Start

- Enable a quick start to reporting analysis
- Dependent factors:
  - No of ERP platforms
  - No of data sources
  - Extent of customization
- Facilitate integration of foreign ERP during business acquisition

# Data that Matters

- Generic BIs
- Benchmarking?
- Multiple levels
  - Dashboard (executive summary)
  - Reporting (details)
- Strategic planning tools
- Exception handling
  - Turnover fallen below prior year
  - Exceeding credit exposure
  - Cost higher than prior year

# Case Examples

- Corporate strategic planning
- Mobility – Manpower cost monitoring for multinationals
- Segmentation in business modeling – analysis on Top tier of customers vs business volume generated