Transformation of the CIO/CFO partnership: Shared opportunity through technology

Sustained business growth begins with the CIO/CFO sharing a vision of success

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Limited Visibility and Awareness Can Adversely Impact Planning

No matter what industry your business is in, inefficiency stemming from inconsistent communication is a challenge. Even though every member of your team may sincerely focus on the goal of business growth, in practice, the disconnected approach used by separate teams creates a lack of internal coordination. Team success is the focus—not overall enterprise growth.

In many cases, this begins at the top, with executives and VPs having limited visibility of the full picture. Their vision is limited because they don't understand their individual teams' strategic goals and targets. They need to see the whole picture to avoid making decisions based on limited data and processes.

When organizational hierarchy limits visibility, the remedy can be found in two C-suites —specifically, the Chief Information Officer (CIO) and the Chief Financial Officer (CFO). Each of these roles has evolved as digital transformation—for example, cloud migration and operation working with providers like Amazon Web Services (AWS)—has become a top priority for their business.

Traditional Role of the CIO and CFO

Today, CIOs are under pressure—they own the overall technology infrastructure and must possess the business acumen to understand business challenges, and weigh the needs of the business against the available technology capabilities, including cost, deployment, and maintenance.

Similarly, CFOs have long held dominion over enterprise financial planning and risk management, but they're under pressure to provide visibility into processes. As they collect and analyze data, they need to share that information so that the business makes informed and insightful decisions. Today, increasing numbers of CEOs expect their CFOs to leverage new, sophisticated finance technologies and solutions to formulate strategies that directly impact short- and long-term planning.

The age of the "Strategic CIO/CFO alliance" is here— and with it comes a need for them to work in tandem.

Desired Outcomes

CIOs and CFOs traditionally own the line of sight across enterprise-wide data and systems. They both contribute to an enterprise's strategies, planning, and decisions that have daily and long-term impacts on the entire enterprise. It makes sense that these leaders share more goals than any other C-suite leaders. They are achieving modernization across the enterprise that aligns with strategic targets and business goals.

Developing this shared vision can center on reducing or eliminating disparate data sources and data silos with the Anaplan Platform on AWS

When all teams operate on the same platform, visibility and awareness of other teams' needs will increase. As a result, each team will see how shared accountability can help fuel sustained growth. For example, when revenue targets are accessible by sales leadership, they can better forecast sales activity to align with targets. Additionally, when those sales targets are made available to supply chain management, it enables an open dialog about constraints and other demand and supply challenges.

The Anaplan Platform on AWS creates a valuable resource for CIOs and CFOs. The CEO and other executives need to realize how Anaplan puts them on the shortest path to cloud adoption without disrupting business operations.

A compelling business case for deploying a centralized Anaplan solution can be made to each executive by illustrating the benefits that apply to them. These benefits include improved performance/productivity, streamlined access to significant data volumes, more comprehensive availability and simplified analysis of that data, increased workflow/process agility and efficiency, and a commitment to cost-effective operations based on guidance from transformative best practices.

As modern analysis and planning methods are implemented, more users become comfortable working in the cloud, improving how they see and make planning decisions for their business. The Anaplan Platform seamlessly integrates with more cloud-native AWS products and services. Based on the specific needs of each enterprise customer, Anaplan optimizes the user experience by automating compute, storage, and application processes, procedures and policies to accelerate innovation and subsequent operation.

Realize the Benefits of Adopting Anaplan on AWS

Consolidated data make strategic business decisions stronger

Bringing the shared vision of the CIO/CFO to life with Anaplan on AWS results in centralized data that align with processes and decision-making to ensure all concerned parties are working in unison under a shared system.

Anaplan on AWS revolves around the enormous challenge of applying a process that can be supported by systems and using the best data to make better business decisions. Unfortunately, most legacy systems don't support an end-to-end process, ending up in an environment where disparate systems are forced into being integrated (often using manual spreadsheets). The result is that at any point along that process, the systems (and spreadsheets) access data in different ways from each other, at different points in time, and from various data sources. This legacy method causes data to become out of sync, leading to misleading conclusions.

- The CIO and CFO promote this by presenting their shared vision as it applies to business outcomes and accelerating time to value. When the adverse impact of working independently is defined for each team, they can more clearly see how it disrupts business outcomes.

- The unified approach created by the CIO and CFO helps ensure that data-driven decisions are aligned with the overall business strategy. Increased collaboration provides enterprise-wide awareness of actionable items and accountability around results.

- When everyone works from the same planning data sources—delivered by Anaplan on AWS—and real-time data is the basis for planning and business decisions, the value of modernization becomes evident.

Unified Efforts Bring the Value of Accountability into Focus

Working toward a common goal

It can be a heavy lift for CIOs and CFOs to work together to unify their data on a common platform like Anaplan on AWS, but it can have a tremendous payoff. Using the same platform enables the CIO and CFO to understand and present a unified view of the business based on robust data and analysis that's consistent and trustworthy. That leads to better decisions and better outcomes. And when the CIO and CFO can negotiate the details of this cooperation, it sets a pattern for mutual respect and accountability that can be repeated through their organizations.

When two C-level leaders set an example of a truly collaborative approach, it allows other executives to start thinking along the same lines. Confidence in the data and the fosters stronger relationships in the C-suite and at different levels throughout management. Rather than the CIO or the CFO making decisions on their own, this approach inspires open-minded discussions about decisions based on a shared understanding of the data. The trickle-down effect of this approach can create a similarly collaborative mindset throughout the organization.
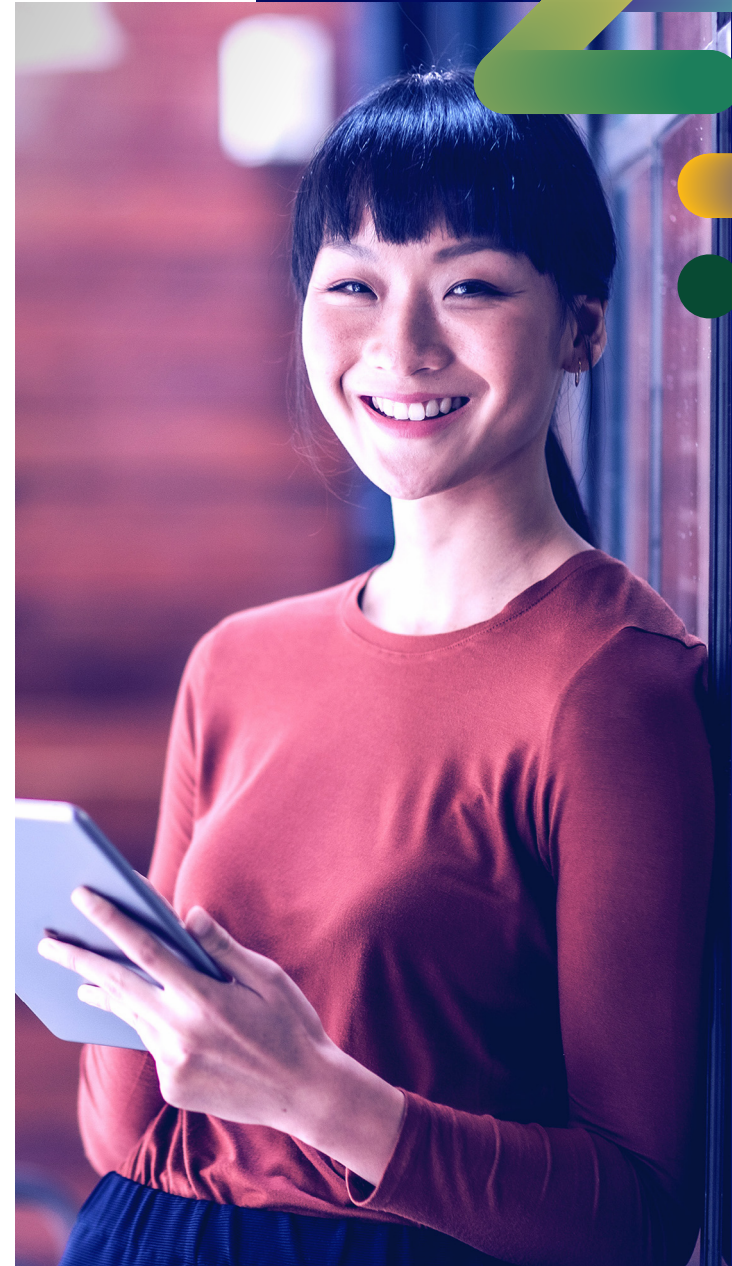
With Greater Focus Comes Greater Benefits

CIO Benefits

The CIO, embraces this approach because it replaces point planning applications with an enterprise planning platform that enables decision-making across lines of business. Anaplan provides an enterprise-connected platform with common security and data management guardrails that result in a single source of planning truth supported by the CIO.

This allows the CIO to focus on updating existing processes and, when necessary, developing new ones instead of fretting over system management, data integration, and maintenance schedules. In some ways, this can change the perception of a CIO as they are no longer seen as technology czars committed to controlling every aspect of data collection, storage, and management. When this perception changes, the CIO is viewed as a strategic leader within the company whose contributions drive better outcomes for the business.

CFO Benefits

The same perceptions can apply to the CFO. They can be seen as rigid in their control of budgets, spending priorities and allocations, purchase orders, and more. Instead of accelerating activities through the organization, the CFO is seen as a brake and a hindrance to agility and responsiveness. The CFO must own all these processes, even at the expense of productivity and the business cadences of different units in the company.

That perception is usually inaccurate. The CFO can't control the technology; decisions about technology must be made in conjunction with the CIO. And when the two roles are misaligned, this itself creates a roadblock to agility and transformation.

When the CFO works collaboratively with the CIO, the perception of the CFO as a role that gets in the way of progress changes, and the CFO's position becomes more strategically important and influential across the organization.

Evidence:

The CFO doesn't control the technology, and the CIO can't independently decide what technology to use

Adopt the Shared Vision: Lift All Boats

By initially finding common ground from which to work on adopting Anaplan on AWS—the CIO and CFO can then begin collaboration on delivering more to the business than each was previously able to provide independently.

As an example, this collaborative effort may progress as something along these lines:

They would create and conduct presentations for their C-suite/executive peer group. The presentation will provide details on the benefits and value of adopting Anaplan on AWS. Special attention will be paid to highlighting components, services, and capabilities that will appeal to most, if not all, in attendance.

With the initial presentation well received, the CIO and CFO must present the Anaplan on AWS solution to each decision maker. Achieving this will require much greater attention to detail and only include information relevant to each decision-maker's success.

The bottom line is that if the CIO and CFO are willing to go through all that to extoll the virtues of adopting a given solution or technology, it would seem the CIO is ready to justify its cost to the CFO and beyond.

Strategic CIO/CFO solution planning comes to life in the comprehensive Anaplan Platform on AWS

The Anaplan honeycomb represents commonly deployed and connected use cases for Finance, Supply Chain, Sales and Marketing, and HR planning.

- **Sales Planning Management**
- **Supply chain**
- **Finance**
- **HR**

Honeycomb diagram with hexagonal cells:

- Incentives & Rewards
- Workforce Planning
- Quota Modeling
- Talent Strategy
- Compensation Modeling
- Territory Planning
- Revenue & OpEx Planning
- Sales Forecasting
- Long Range Planning
- Marketing Performance
- Income Statement Forecasting
- Demand Planning
- CapEx Planning
- Sales & Operations Planning
- Pricing & Promotions
- Balance Sheet & Cash Flow
- Supplier Collaboration ™
- Supply Planning

Customer Success

Global Athletic Apparel Company

Challenge:

This manufacturer was experiencing unprecedented shifts in consumer demand from physical stores to e-commerce. The resulting supply chain and merchandising challenges required business planning systems improvements. They needed to replace an IBM Planning Analytics (TM1) planning and forecasting tool due to its lack of flexibility and inability to adapt to changing business needs. The old system caused the mass adoption of spreadsheets, which lacked standardization and needed to be more effective in managing the business.

Solution:

Through the use of Anaplan on AWS for a corporate-wide finance transformation initiative, the enterprise expanded the use of AWS services. The company was able to capitalize on Anaplan PlanIQ intelligent forecasting, which is powered by machine learning engines in Amazon Forecast.

Results:

The implementation of the Anaplan solution provided **agile scenario planning** and **decision-making** in near **real-time**. The enterprise gained accurate, flexible planning and analysis and greatly improved collaboration.

Customer Success

Lendi and Aussie Home Loans

Challenge:

The Lendi Group, an Australian financial lending company, has multi-dimensional requirements. Their aggregate planning and budgeting processes were not well coordinated across the corporation, limiting their decision-making visibility. They also required ongoing compliance with Australia's data sovereignty requirements.

Solution:

Anaplan on AWS was able to create a single source of truth about the performance of the Lendi Group. The solution improved collaboration and transparency in their internal decision-making.

Results:

Overall productivity was improved across the entire Lendi organization. This resulted in **cost allocation improvements** and **cost savings** due to **increased transparency**. Running Anaplan on AWS aligned the business's planning needs with their IT leaders' infrastructure requirements. The company now has a scalable, secure digital backbone, allowing confidence in making better decisions.

Customer Success

Global Healthcare and Research Enterprise

Challenge:

This corporation wanted to be a more decisive leader in their active markets. They sought improvements to their ERP vision, wanting to establish a world-class, end-to-end process. They sought to continue their company's Global Finance competitive advantage. Simply put, they wanted simplification of their processes, better integration, value-driven insights, and a fundamental change to their culture.

Solution:

Anaplan provided four models to mark improvements to the enterprise processes. Integrated Business Plan (IBP) was adopted to manage gross trade product sales, the standard cost of goods sold (COGS), and marketing samples. Gross-to-Net (GTN) was enabled to control sales discounts and revenues, sales incentives, and promotional-related adjustments. Revenue and COGS were put in place to handle alliance revenues.

Results:

The corporation realized **significant improvements to their ERP processes** by enabling greatly **improved insights** into their data. The simplified method they applied updated their team's ability to make more **informed decisions**.

Anaplan on AWS

Anaplan addresses enterprise digital transformation needs using cloud-native technologies that empower organizations to accurately understand and manage the operation of all their processes through automation. Through its modern solutions and flexible models, AWS optimizes infrastructure and focuses on simplifying how disparate data sources can be consolidated to reveal actionable insights that will benefit the entire enterprise. Enabling that type of outcome requires a coordinated solution that addresses the strategic needs of the CIO and CFO, along with those of other relevant teams in the enterprise, in alignment with established business goals, and yields data-driven decisions to be made in sync with organizational strategy.

Engage the full predictive capabilities of Anaplan in AWS Marketplace

Use AWS Marketplace to start your Anaplan journey and unlock new capabilities within your organization. Accelerate the adoption and initiation of Anaplan solutions by using AWS Marketplace. AWS Marketplace is a curated digital catalog that makes it easy for customers to find, buy, and deploy third-party software, data products and services that customers need to build solutions and run their businesses.

- Decrease transaction friction with customized terms and flexible payment options

- Unlock innovation with features that streamline procurement

- Standardized license terms govern software usage and define obligations provided by each AWS participating partner

- Find, test, buy, and deploy easily by choosing from thousands of third-party software, professional services, and data listings

- Discover centralized governance and launch products that align with your organization's policies

AWS Marketplace is an online software store designed to help customers find, buy, and immediately start using the software and services that run on AWS.

Visit Anaplan in AWS Marketplace

aws marketplace

Getting Started

Anaplan brings a business-friendly approach to any line of business-planning use-case, enabling organizations to account for cloud initiatives accurately and ultimately improve ROI and rationalize actual costs. Read more on how Anaplan on AWS can help CIOs and CFOs collaborate to formulate business plans for the enterprise developed with a focus on consistently achieving desired outcomes.

Learn more about Anaplan on AWS for CIO and CFO collaboration

Request a free demo

Anaplan on AWS

About Anaplan

Anaplan is a transformative way to see, plan, and lead your business. Using our proprietary Hyperblock™ technology, Anaplan lets you contextualize the real-time performance and forecast future outcomes for faster, confident decisions. Anaplan enables connected strategy and planning across your enterprise to move your business forward. Based in San Francisco, Anaplan has over 200 partners and more than 2,000 customers worldwide SPM is included in the Anaplan comprehensive solutions platform.

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