



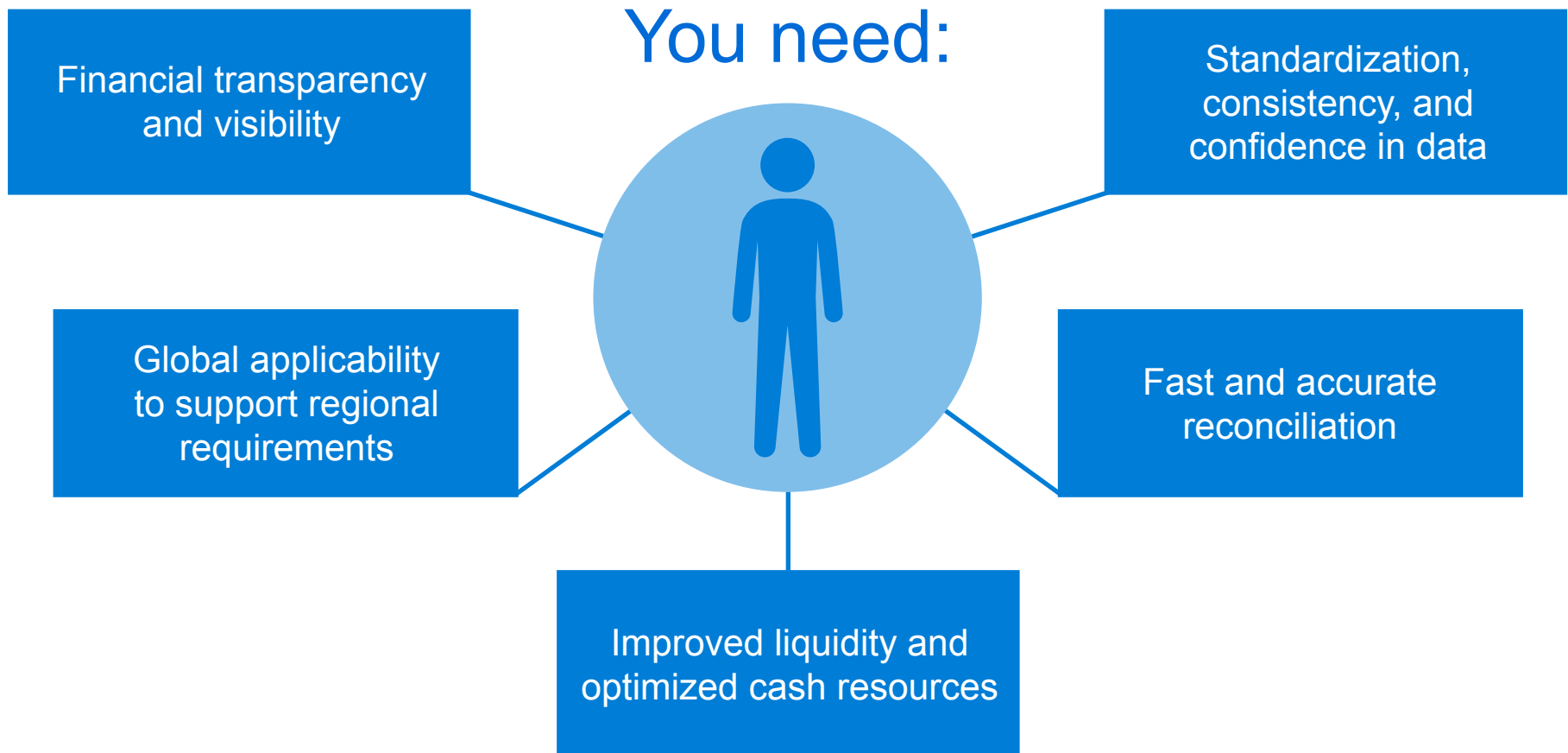
Empowering Finance

With Self-Service BI



CITO Research
Advancing the craft of technology leadership

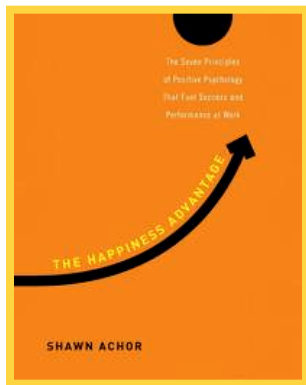
Finance Tracks the Lifeblood of Business



The Foundation of Self-Service BI

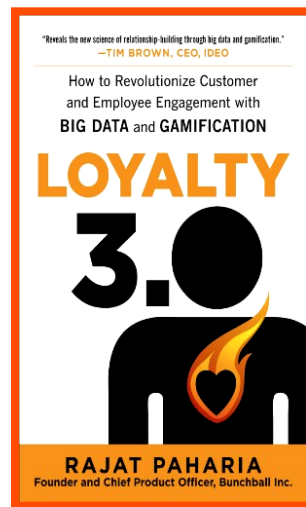
Information in this presentation inspired by these four books:

The Happiness Advantage



by Shawn Achor

Loyalty 3.0



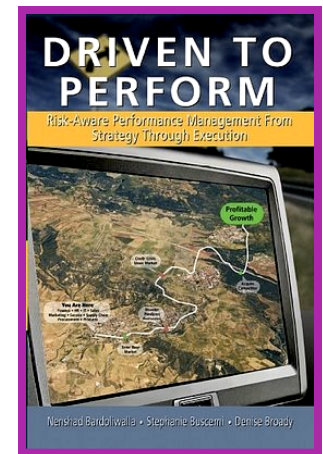
by Rajat Paharia

The Sources of Innovation



by Eric von Hippel

Driven to Perform



by Bardoliwalla,
Broady, & Buscemi

The Principles of Self-Service BI

Each of these books contain powerful, transformative ideas.

The principles of **happiness**, **loyalty**, **innovation**, and **strategy** derive from tested knowledge about how to improve performance.



By selecting principles from each book, we have developed a theory of how self-service BI empowers finance.



Happiness



Loyalty



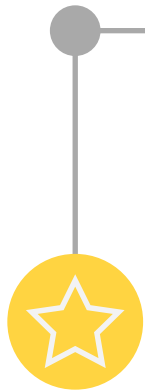
Innovation



Strategy

Self-Service BI Makes You Happier and More Productive

Self-Service BI



Happiness

Is based
on positive
psychology



Loyalty

Is driven by
motivation



Innovation

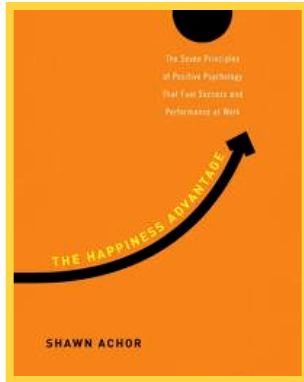
Enables users
to invent and
evolve



Strategy

Drives
performance

The Happiness Advantage



In *The Happiness Advantage*, Harvard Professor Shawn Achor shows how positive psychology leads to improved performance.

People who are happy, who have a vision, who focus on creative problem solving, and who can collaborate quickly and easily get better answers.

To be happy, finance needs tools that enable them to make a difference, without having to wait for others.



Happiness



Loyalty



Innovation



Strategy

Happy Financial Analysts Keep the Ship on Course

If you

Are happier, your performance improves

Envision goals, you can accomplish them

Focus on solutions, setbacks don't stop you

Collaborate, you solve problems faster

Self-service BI enables you to

Be creative in uncovering new business opportunities

Gain visibility into and shape forecast and budget—flexibility and adaptability

Manage compliance and risk complexity

Share insights with shareholder/
stakeholders

With self-service BI, finance can rapidly adapt to changing business conditions.



Happiness



Loyalty



Innovation



Strategy

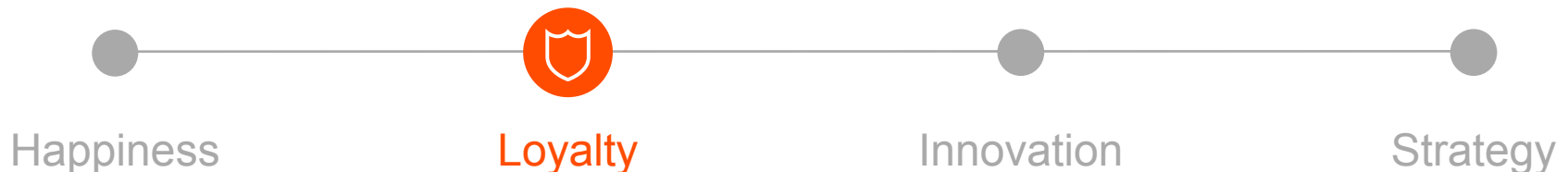
Loyalty 3.0



If happy employees strive for the right answer, fully engaged employees are more productive and effective. That's the point of *Loyalty 3.0* by Rajat Paharia.

By infusing autonomy, progress, mastery, and collaboration through self-service BI, finance teams enjoy work and see their progress.

Loyalty encourages best practices.



Infuse Finance with Loyalty

Use intrinsic human motivations to increase loyalty. Loyalty is driven by autonomy, progress, mastery, impact, and collaboration.

Self-service BI enables you to

Autonomy

Ask and answer questions faster

Progress

Analyze the numbers that matter, when they matter

Mastery

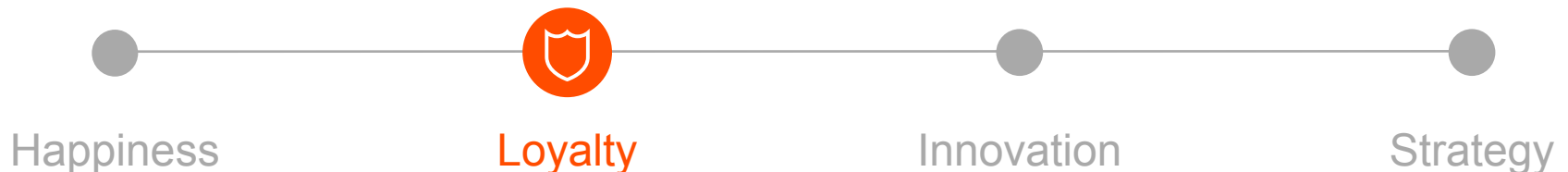
Stay ahead of regulatory requirements

Impact

Get rewards for honing predictive models

Collaboration

Share financial picture with stakeholders

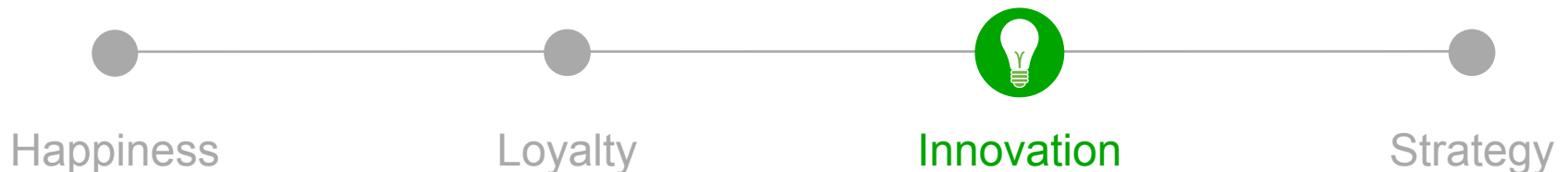


User-Driven Innovation



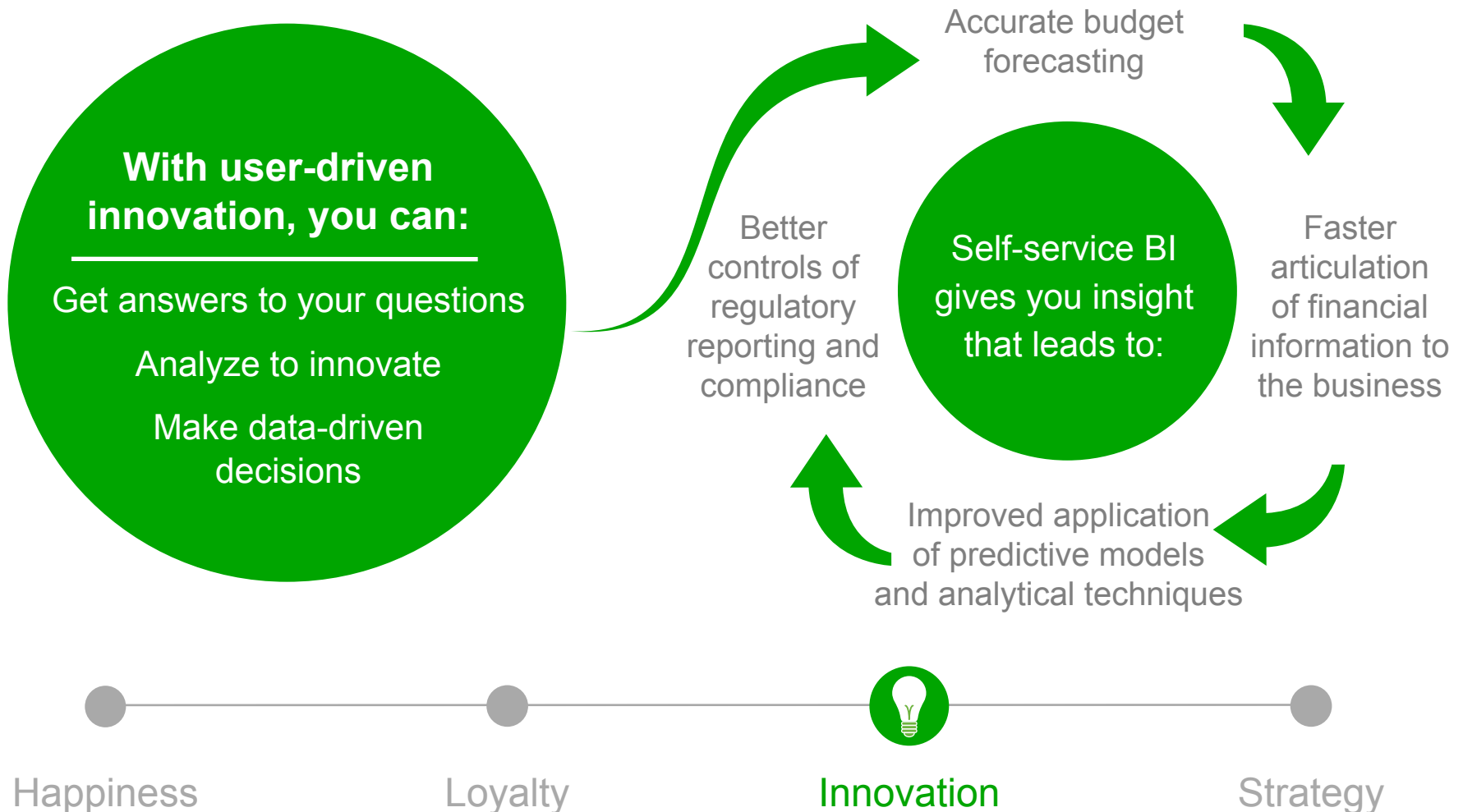
In his book, *The Sources of Innovation*, MIT professor Eric von Hippel found that when people build their own solutions, innovation flourishes. What people want doesn't have to be explained to someone else. Von Hippel calls this user-driven innovation.

Self-service BI empowers finance teams to solve their own problems and creates the optimal conditions for user-driven innovation.

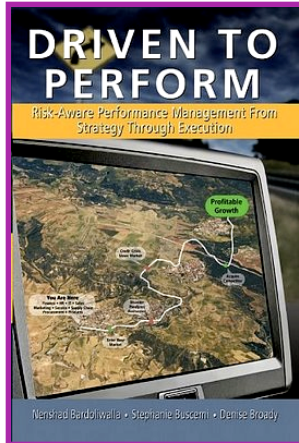


Financial Health

People with the right tools innovate. No one knows what you need better than you.

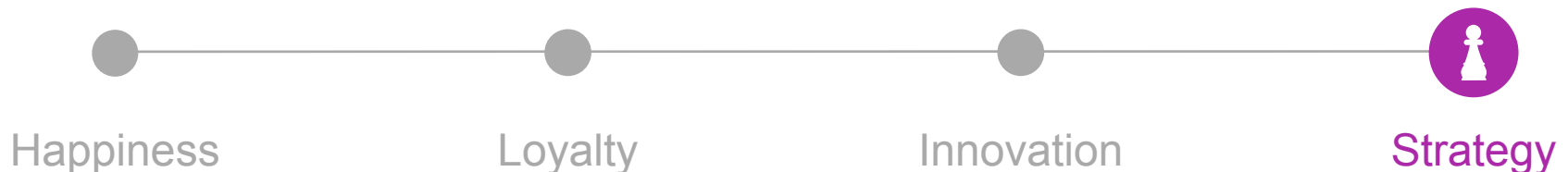


From Strategy to Execution



Driven to Perform points out that to make an organization effective, you not only need motivated players; you need them working together across all lines of business to support your strategy.

Performance management connects the dots from business strategy to execution. With self-service BI each finance person can understand how they contribute to the organization's strategy.



Strategic Modeling for Everyone

Self-service BI strategic initiatives include:



Improvement of the reconciliation process, the “Last Mile of Finance”



Creation of a high resolution model of financial activity and business processes



Exploration of revenue data supplemented with external big data to identify new opportunities



Increased visibility that leads to confident business decision-making and problem solving



And much more...



Happiness

Loyalty

Innovation

Strategy

Self-Service BI Empowers Finance

Empowered to be happy

happiness drives success
(not the other way around)

Empowered to innovate

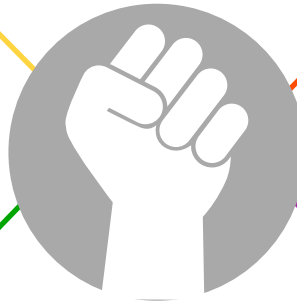
create accurate model of expense
and cost activity to grow the business

Empowered to be loyal

explore market sizing and
profitability to drive new initiatives
and optimize existing programs

Empowered strategically

adapt long-range financial picture
to changing business conditions



The principles of positive psychology, inherent motivators, user-driven innovation, and strategic vision transform finance from simple recordkeeping to a purveyor of vital information about the business and its future.



Happiness



Loyalty



Innovation



Strategy

An abstract graphic featuring a large, thick blue circle. Inside the circle, there is a jagged blue line that trends upwards from left to right, ending in an arrowhead. A second, lighter blue jagged line is visible behind the first one. The text "Created by CITO Research" is centered within the circle.

Created by CITO Research



CITO Research
Advancing the craft of technology leadership

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