



## SEMINAR ON PARADIGM SHIFT IN BUSINESS FINANCE

Diplomatic Club, February 23, 2012

### ASIM MUHAMMAD

#### Senior Solutions Consultant – SAP Financials, SAP MENA

Asim is Senior Solution Consultant looking after SAP's Financial Solutions for the MENA region. Asim Joined SAP in 2010 having worked with ATOS Origin, HP in Middle East and PwC Pakistan. He has over 13 years of experience working with different ERP solutions largely with SAP focusing on system architecture and design, Business process reengineering, quality assurance, project management. He has vast experience in system implementation and business process definition focusing on optimizations and operational improvement through process re-design and re-engineering. Asim has conducted several training sessions and seminars for SAP covering end-to-end business processes across different modules. Asim is based out of SAP Dubai and is also part of SAP Localization team, which is actively working on global level to bring SAP at par with local business requirements and regulatory compliance with special emphasis on Financials.



#### Topic: The Office of the CFO: Running an Efficient and Proactive Finance Function

In today's highly regulated environment, CFOs are increasingly pressured by governance, risk and compliance (GRC) concerns while at the same time needing to drive business performance, predictability and stakeholder confidence. The current approach to serving the office of the CFO is marked by two sets of problems: highly fragmented business processes and systems that compound the cost of managing GRC; and little or no investment in identifying and mapping out a phased approach to comprehensive financial GRC management and corporate performance management (CPM). Within this context, the role of CFO has moved from corporate controller to having a strategic role in managing business performance and profitability and providing critical information and analysis for business decision-making. CFOs want to transform the finance function from its traditional transaction processing and reporting role to that of a strategic advisor to the business. As part of this transformation, CFOs must improve efficiencies around finance processes, freeing time and resources to focus on higher value-added activities, influence and manage business performance and support growth strategies -- while also strengthening process controls, minimizing risks for the company and meeting regulatory and compliance requirements.

### RAJA SEKHAR CHINTHAPATLA

#### Practice Leader Business Intelligence & Analytics, Mahindra Satyam

Raj joined Mahindra Satyam in August 2008. Raj has more than 16+ years of Sales, Pre-sales and Business Development experience in Technology, Outsourcing and Business Analytics. In his current role as Practice Leader for BI & Analytics he is responsible for Practice Development, Pre-Sales, Alliances and Delivery Oversight. Prior to Mahindra Satyam, he was Vice President, Sales at EXL Service responsible for revenue generation & pre-sales for outsourcing (BPO) and transformation (High End Analytics and Process Re-engineering) services. He has worked with organizations such as Inductis LLC (Data Analytics Company), Xansa Plc (UK based FTSE 250 Organization) and InfoTech Enterprises Europe Limited selling ADMS and GIS (Geographic Information Systems) to US and UK Businesses as part of his early career. Raj is a graduate in commerce and post graduate honors in systems management.



**Topic: Driver Based Performance Management (Strategy Management, Business Planning and Consolidation)**

Delivering comprehensive financial management capabilities require applications that cover the continuum from initial planning and forecasting of business transactions to consolidating and reporting results. Throughout this cycle, decision makers require real-time analytics to quickly spot trends, investigate anomalies, and forecast results. Raj will dwell into best practices and technology espoused by leading businesses to meet these requirements.

**MUTHU RANGANATHAN**

**Director - Enterprise Performance Management in Global Business Development/Center of Excellence at SAP.**

Muthu is an Associate member of The Institute Of Chartered Accountants of India and The Institute Of Cost and Works Accountants Of India. His experience spans over 16 years and includes a combination of industry (as business user in finance and planning areas) and product management experience (conceptualizing application in ERP and EPM areas) working for leading multinational companies such as Pepsi, Ford, other software product companies such as Hyperion, Keane and now at SAP. He was rated a top contributor in Business Objects area community for 2007-2008.



**Topic: Closing the Last Mile of Finance (Disclosure Management, Note Management & XBRL)**

In today's volatile economic climate, there are internal and external drivers that compel finance departments to re-engineer their reporting and disclosure management processes. Globally adopted disclosure requirements (including XBRL) and the evolving role of the CFO in strategy formulation and execution requires that the Finance function be more agile and responsive to requests for timely and accurate performance reports and analysis. Muthu will provide insights into best practices and technology adopted by leading organizations to meet these challenges.

**MATTHEW WHITE**

**Risk Assurance ERP Leader for the Middle East – PwC, Dubai**

Matthew is a Chartered Accountant from UK and is the PwC Risk Assurance ERP leader for the Middle East region which spans 13 countries including Qatar, UAE, Saudi Arabia, Egypt and Oman. Matthew has spent almost 10 years in the Risk Assurance practice focusing on providing assurance and advisory services over enterprise risks and controls. He has specialised in technology related risk and controls management and this includes ERP systems and Governance, Risk and Compliance ("GRC") technologies. Matthew is based in Dubai and is currently providing assistance to a wide range of Middle East organisations in the area of ERP assurance and GRC technology integration. Matthew is a member of PwC's global GRC team and participates in the knowledge collection activities of PwC's global best practices in this area.



**Topic: Driving Performance through Continuous Risk, Controls and Compliance management**

According to the PwC 15th Annual Global CEO Survey 2012, 67% of CEO's anticipate some or significant change to their approach to managing risk during 2012. Since 2008, CEO's have crafted new approaches to risk and compliance management in response to unprecedented volatility in global conditions and a portfolio of unrelated high-impact risks. More importantly, CEO's have formulated new strategies that embed their risk, controls and compliance management approaches, designed to drive performance and manage risk simultaneously. Underpinning the risk, controls and compliance management activities is the growing use of technology to automate and standardise processes, break down silos of risk related information and ultimately drive improved business performance. This performance improvement manifests itself in different ways depending on the activities in question but the fact remains that technology is becoming a key enabler of performance improvement in risk, controls and compliance management. In this session, Matthew will explore a series of experiences and research that outline pragmatic approaches to addressing the problems companies are facing in today's ever changing environment, supported by technology.