

CFO Executive Briefing:

Empowering Dynamic Retailers and CPGs with Data

Optimize Data at Scale to Become a Finance Team of the Future

CFOs and finance teams are responsible for analyzing revenue and operating expenses (OPEX), performing consolidations, closing the books, and reporting to the board and external stakeholders—amongst many other activities. They also play a significant role as business partners and advisors to the CEO, while serving as key contributors in financial forecasting and long-term planning activities.

Finance teams are constantly being asked to do more, or more quickly, with fewer resources, tighter margins, and tighter revenue controls. Most teams are even expected to be able to improve the predictability of their business operations and limit disruptions based on the most granular predictive and prescriptive data and analytics.

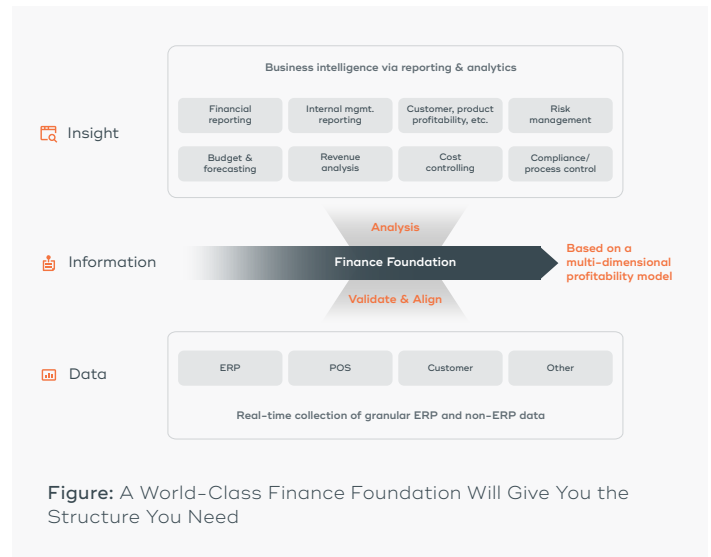
At the same time, competitive forces dictate the need for finance teams to survey market trends and study disruptive business models, in order to keep their companies relevant and ahead of the market.

In the end, whether your role is the CFO, senior finance leader, controller, or financial analyst, today’s finance teams at retail and consumer packaged goods (CPGs) organizations are seeking to improve operational efficiencies and harness increased business value from both enterprise resource planning (ERP) and non-ERP data.

What Can Teradata Help You Accomplish?

Teradata enables CFOs and finance functions to eliminate silos for reporting, analytics, and predictions by establishing the world’s most advanced Finance Foundation (see Figure). This foundation provides finance teams with the information and tools needed to analyze data at the level of detail that’s required today.

Everyone benefits from the Finance Foundation by gaining insights that are timely, relevant, and trusted. Everyone across finance, and across the entire organization, can use the insights for decision making.



Overcoming Problems and Seizing Opportunities

With Teradata, finance teams can gain new insights and a deeper level of understanding into all areas of the business. This includes being able to:

- Understand the true cost and value drivers behind profitability:
 - Which customers are/aren’t profitable, why/why not, and what to do as a result?
 - What baskets are/aren’t profitable, why/why not, and what to do as a result?
 - What products are/aren’t profitable, why/why not, and what to do as a result?
 - What channels are/aren’t profitable, why/why not, and what to do as a result?

- Understand cost to serve per activity across the entire value chain
- Understand each supplier's performance and their impact on profitability
- Drive volume, value, and margin through enhanced activities and discounts
- Close the books faster and with more automation
- Replace all the silos in finance, creating one integrated financial insights data set that becomes the input for:
 - Financial reporting
 - Advanced cost management
 - Fraud analytics
 - Super ledger
 - Multi-dimensional profitability
 - Advanced finance modelling

Empowering Retailers and CPGs Through Data

Once the solid foundations and a single version of the truth are in place, Teradata works with finance teams at retailers and CPGs to enhance the quality of all forward-looking activities and processes. Gaining a very accurate and granular view on what has happened means finance teams won't need to spend time and money on data acquisition and data preparation before forward-looking activities and processes can be done.

The ability to capture this view improves overall forecasting, sales and operations planning, modelling, what-if analyses, and all other value-adding activities.

Increase Revenue and Drive Efficiency

Teradata offers advanced retail/CPG analytics, operationalized at scale, for high-impact business outcomes. These analytics help boost revenue and increase efficiency at a time when unprecedented changes in consumer behavior, intensified pressure on margins, the changing role of stores, and a radically changed competitive landscape is driving transformation.

The most successful organizations deploy world-class analytics, artificial intelligence (AI), and an enterprise data architecture so future operating models are empowered to:

- Grow omnichannel revenue by optimizing customer journeys
- Crack the final mile and deliver the promise to customers
- Improve efficiency and automation across multichannel processes
- Combat the dual threats of decreased store footprints and increased competition

About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. The Teradata Vantage architecture is cloud native, delivered as-a-service, and built on an open ecosystem. These design features make Vantage the ideal platform to optimize price performance in a multi-cloud environment.

Learn more at [Teradata.com](https://www.teradata.com).