



TURNING DATA INTO INSIGHT

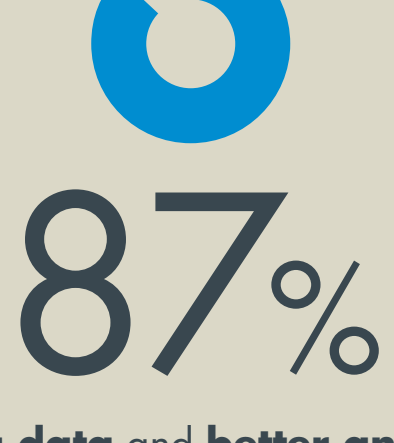
A new business era is dawning as organisations use new and powerful tools to assess vast volumes of data.

CIMA and the AICPA asked over 2,000 CFOs and other finance professionals around the world about the role of finance in turning data into insight to maximise commercial opportunities.

THE OPPORTUNITY FOR FINANCE

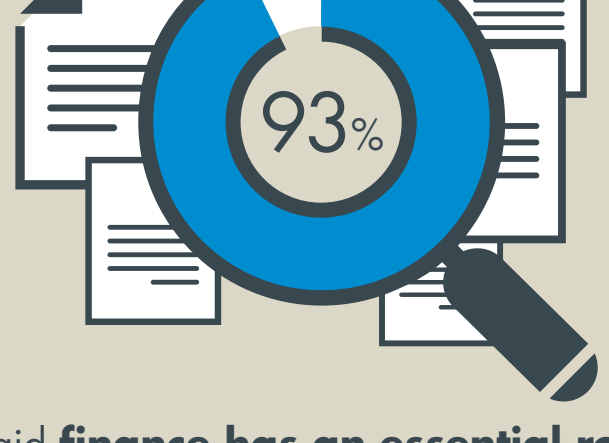
Data has become a key focus for corporate leaders today, and CGMA professionals recognise its potential to change the way we do business in a new data-driven era.

CHANGING BUSINESS



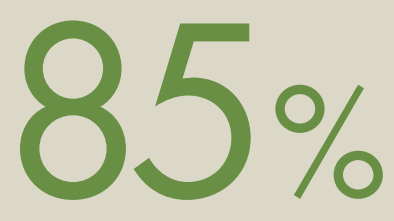
said **big data** and **better analytics** will change the way business is done over the **next ten years**

DRIVING DECISION MAKING



said **finance has an essential role** to play in helping your organisation **benefit from big data projects**

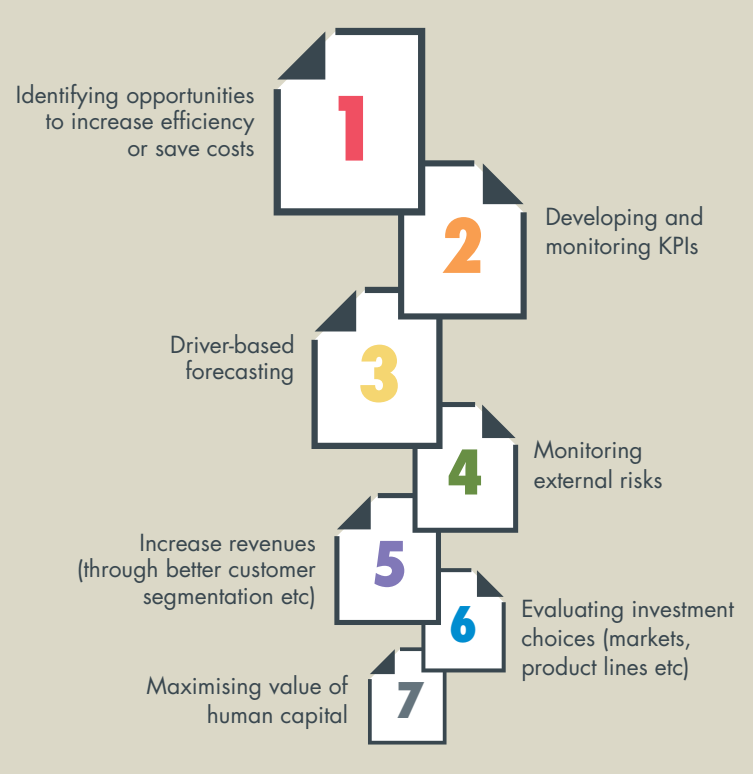
CAREER OPPORTUNITY



agree that having the **skillset to gain more insight from data** (analytics, big data, business intelligence etc) **enhances your career** and **your employability**

BUSINESS PERFORMANCE

Improvements in the **quality of data** and its **analysis** will help improve:



THE CHALLENGE FOR BUSINESS



said business is **struggling to turn growing volumes of data** into **valuable insight**



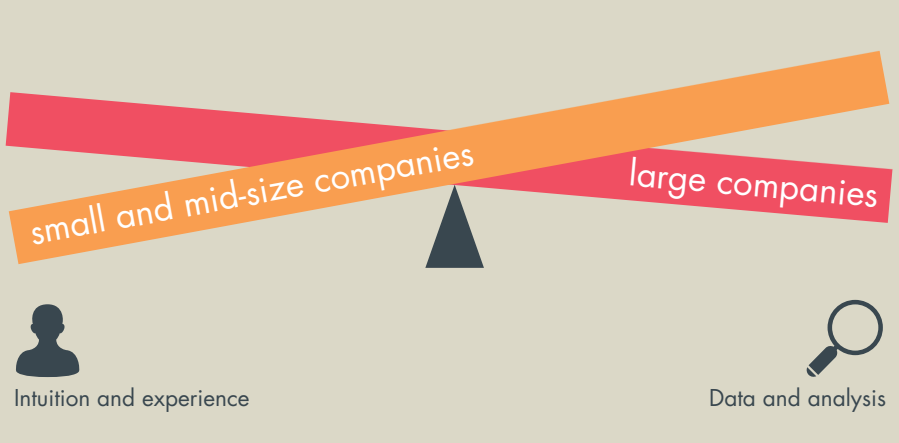
reported that their organisation is **investing in technologies to harness the power of big data**

Why?

Here are some of the challenges and barriers they cited.

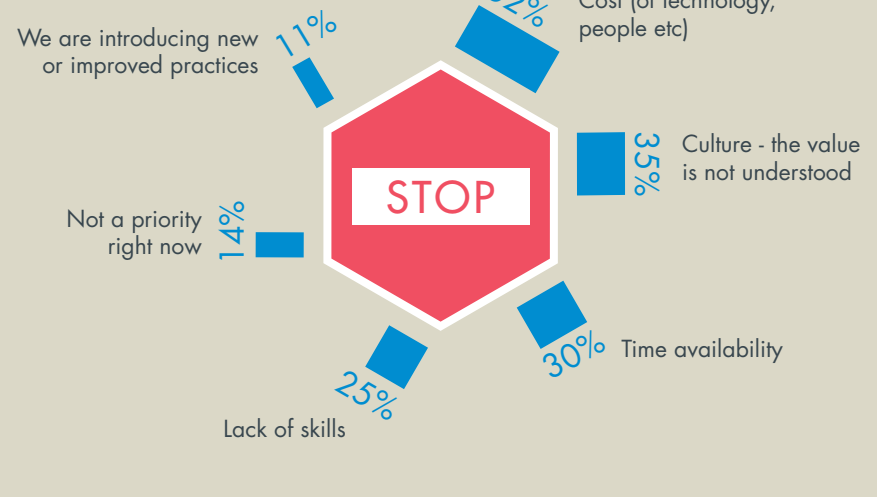
DATA VS INTUITION

When asked which sources of information they rely on most when making strategic decisions, small companies said they rely more on intuition but larger companies chose data and analysis



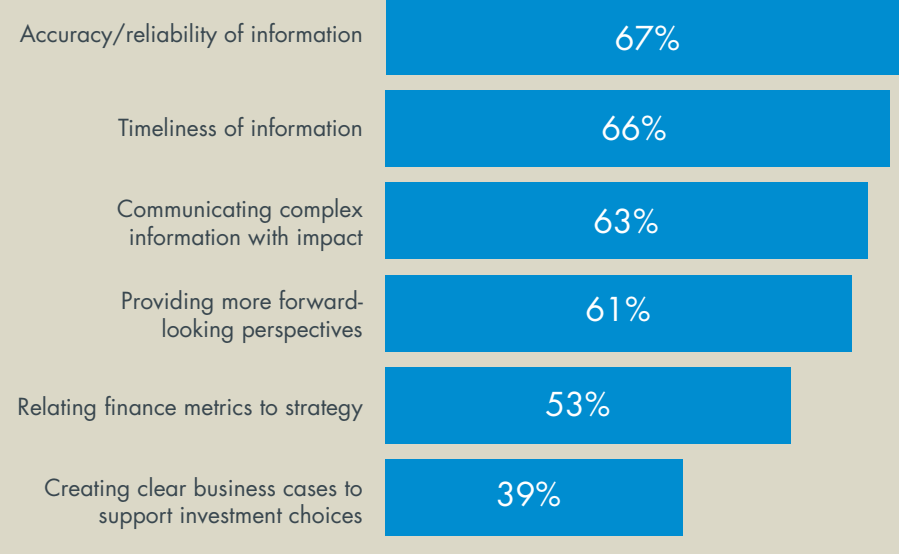
BARRIERS TO INVESTMENT

Among respondents the biggest reasons for not introducing new or improved practices around data management and analysis are:



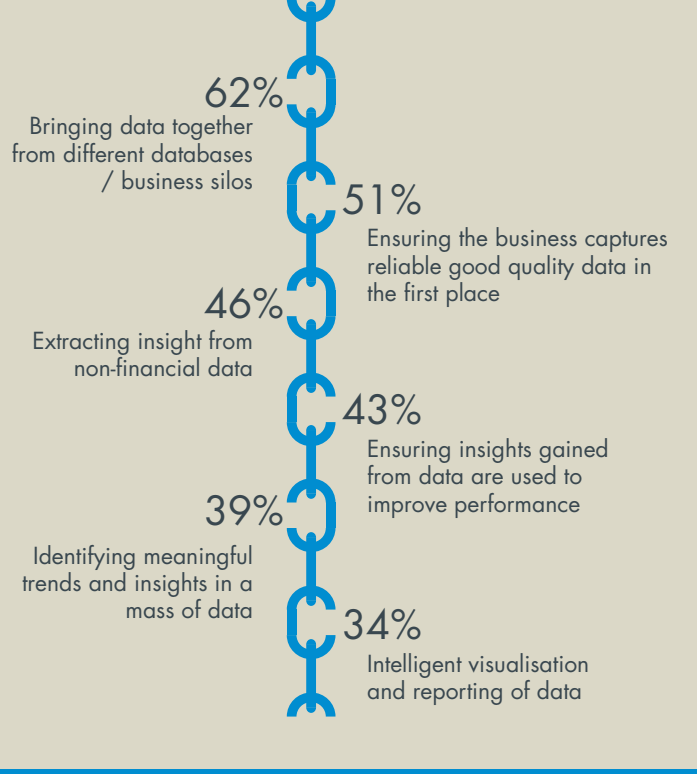
INFORMING DECISION MAKING

When providing information to inform decision making or performance management organisations need to improve:



EXTRACTING INSIGHT

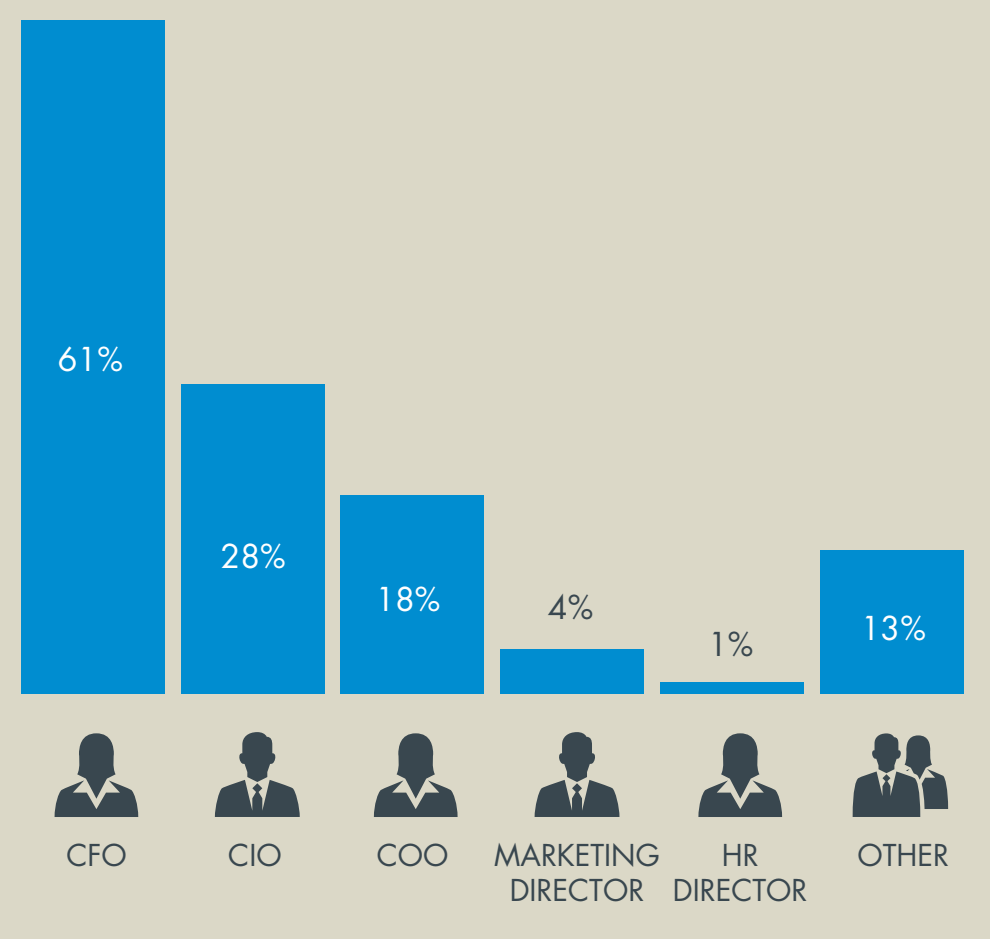
CGMA professionals see the following weak points in their organisations' ability to extract valuable insight from data:



WHO DOES DATA BELONG TO?

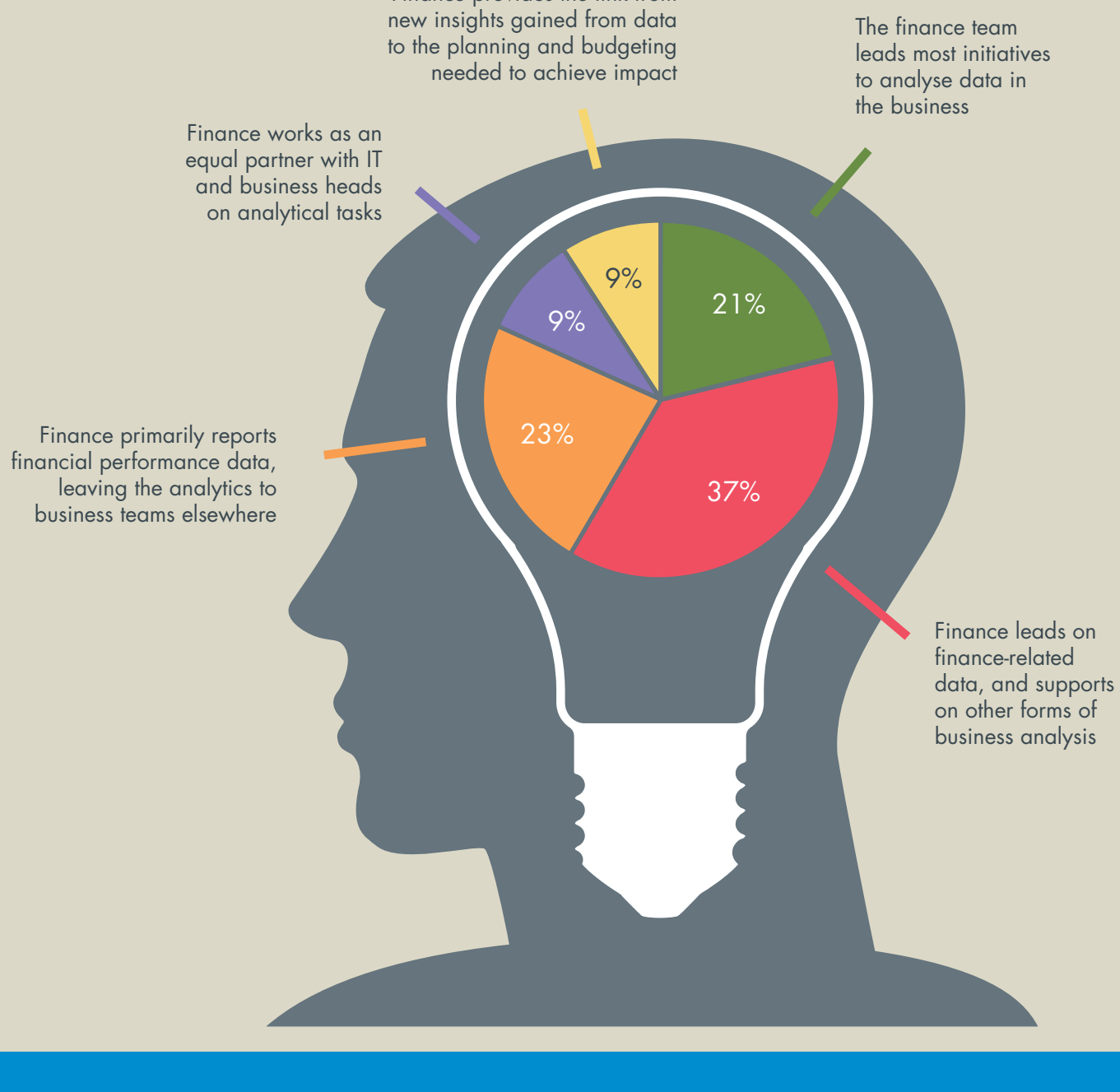
RETURN ON INVESTMENT

When asked **who is responsible** for ensuring their **organisation gains a return on investment** in **data management technologies**, respondents said:



THE ROLE OF FINANCE

The role of finance in **extracting insight out of data**



This infographic is based on a survey conducted by CIMA and the AICPA from 15 to 27 August 2013, which received responses from 2,093 CGMA designation holders in over 80 countries. Figures may not add up to 100% in some charts where numbers were rounded or where respondents were asked to select all that apply.