



2010 CFO SURVEY

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Survey Month: September 2010

Conducted for: 2nd Annual CFO Asia Summit

Survey Process

This Survey was conducted by SuperCFO for 2nd Annual CFO Asia Summit.

After thorough analysis, Survey Questions were drafted in such a way to ensure that respondents, who comprised of CFO's & Controllers, could complete the survey in about 60 seconds.

Responses were received from professionals across 32 countries (Australia, Bahrain, Belgium, Brazil, China, Costa Rica, Denmark , France, Great Britain, Hungary, India, Israel, Italy, Macau, Netherlands, Nigeria, Norway, Peru, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, Slovakia, Switzerland, Thailand, Turkey, UAE, USA ,Vietnam, Others)

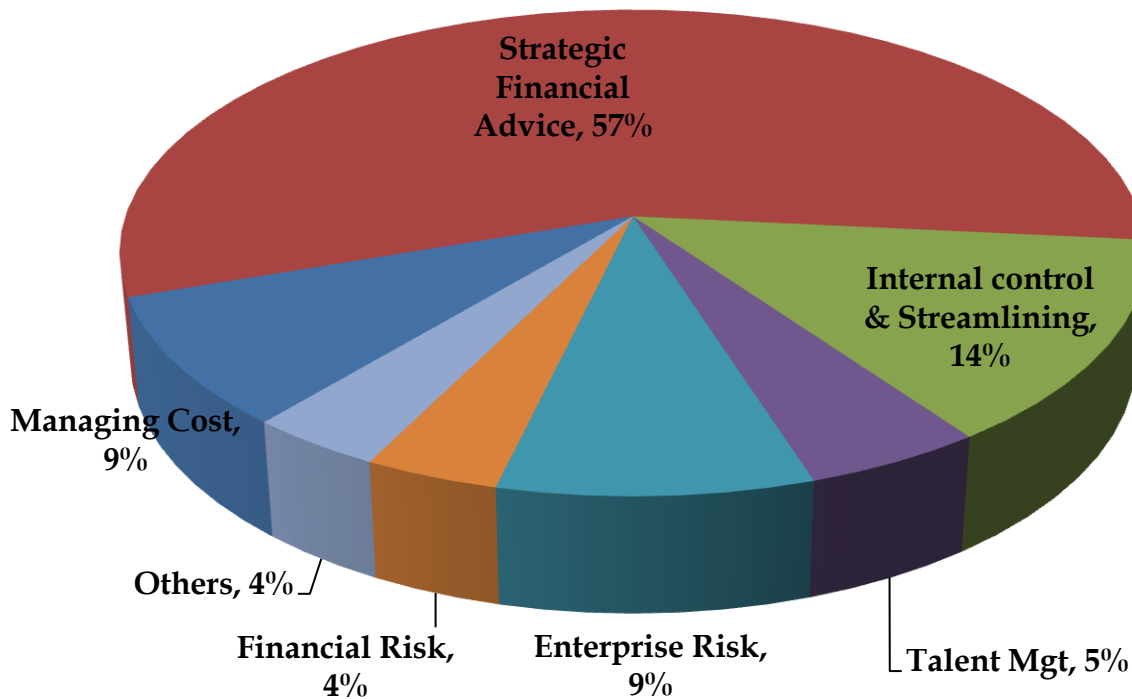
The Survey was conducted over a 3 weeks period in the month of September 2010 and thereafter results were carefully reviewed and analyzed, to present a detailed report as herein below.

We hope you find Survey Results useful. In case of any feedback/suggestions, please write to us at Surveys@SuperCFO.com

Disclaimer

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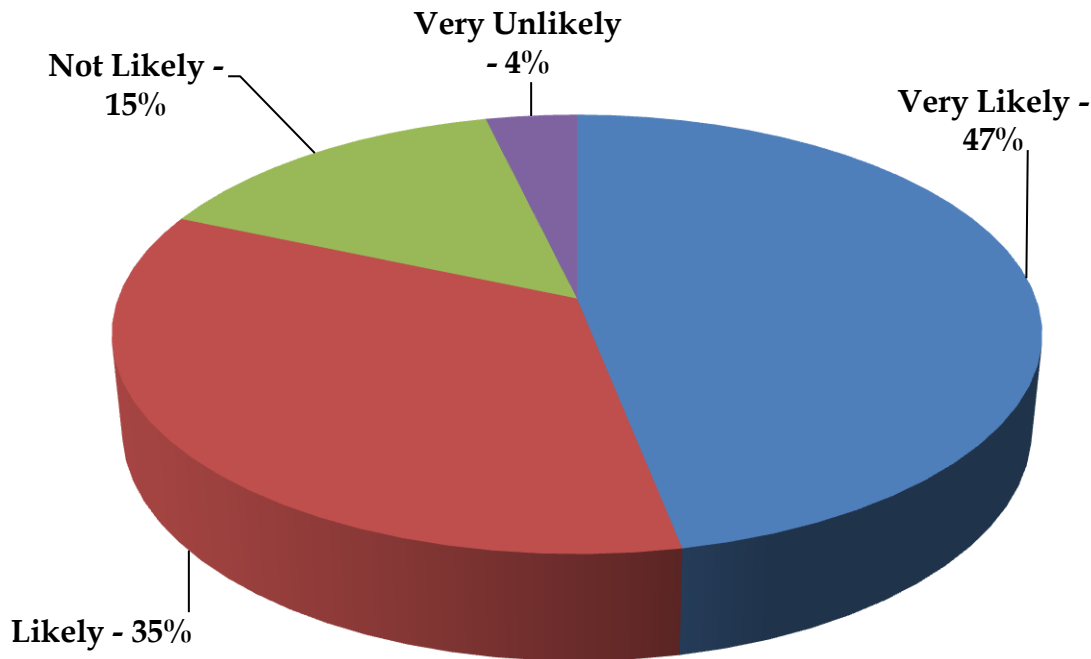
What is your top challenge as a CFO?



CFO's today play multiple roles and handle many critical portfolios. Managing Costs and Financial Risks seem to be the least of their issues, and that is quite right too. If Strategy, Controls, Talent and Enterprise Risks are well managed, everything else would fall in place.

It is quite a challenge to handle all these challenges on your own. CFO's are increasingly networking with fellow professionals to share best practices and practical insights to handling various challenges effectively.

How likely are you going to implement business intelligence technology into your organization?

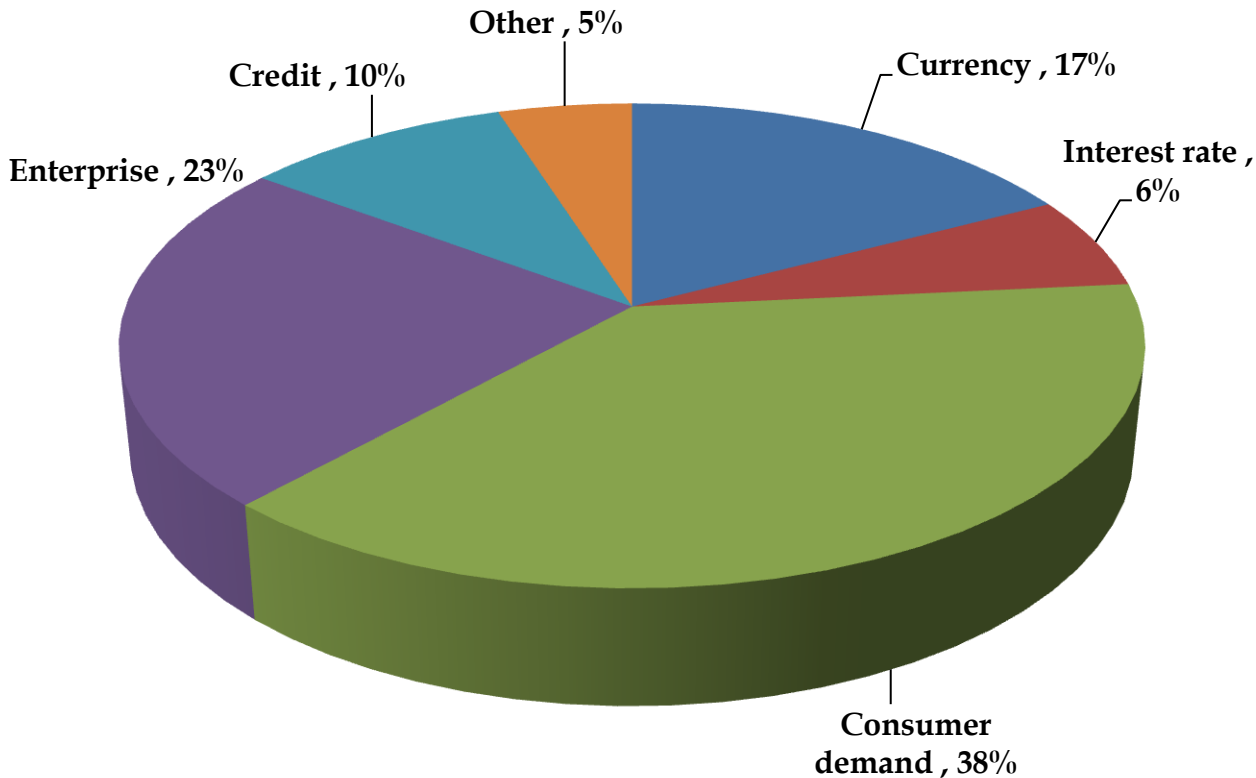


Clearly, vast majority of respondents (82%, comprising of likely + very likely) are planning to implement Intelligence Technology.

But what is impressive is that 47% respondents have said that this is Very Likely.

Thanks to Business Intelligence Tools that are now available on pay-per-use basis, companies across all sizes are able to implement smart, intelligent and accurate business & finance reporting dashboard tools.

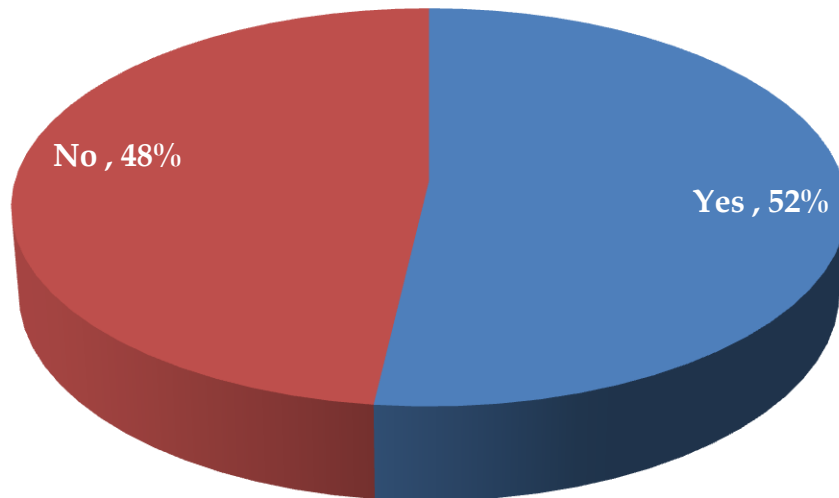
What Risk do you find the hardest to manage?



It is interesting to see that Consumer Demand ranks highest, followed by Enterprise Risk. This seems to be the after-effect of the recent recession, when no one was able to control or predict these two aspects, which led to many Industry Giants vanishing in thin air.

It now needs to be seen as to how companies report all these risks in IFRS reporting.

Are you currently looking at merger & acquisition opportunities?

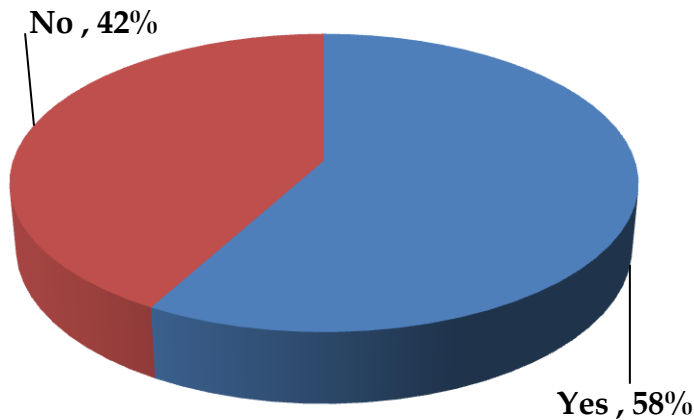


There seems to be an equal divide for interest in M&A.

It has been proven time & again that while M&A helps in growing the company exponentially, unless there is a well thought-out funding as well as business strategy for post transaction integration; most M&A transactions result in eventual shrinkage in Valuations of the acquiring company.

Always undertake detailed due diligence and plan for worst case scenario for your cashflow purposes. Also setup a dedicated Integration team comprising of best team members.

Do you think the concept of business process outsourcing is beneficial to your organization ?

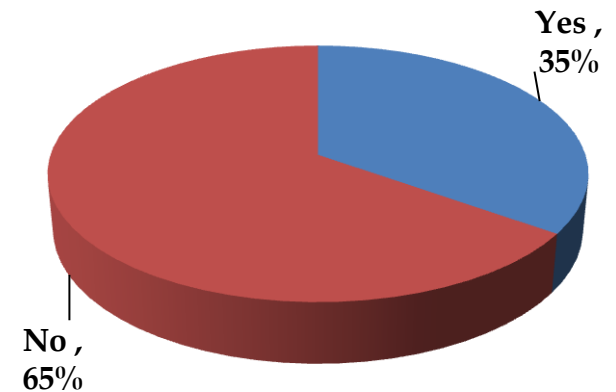


Clear majority of CFO's are in favor of Business Process Outsourcing. Outsourcing of non core activities to expert vendors not only helps in reducing costs, but also allows you to engage subject matter experts, thereby enabling you with quality results.

BUT

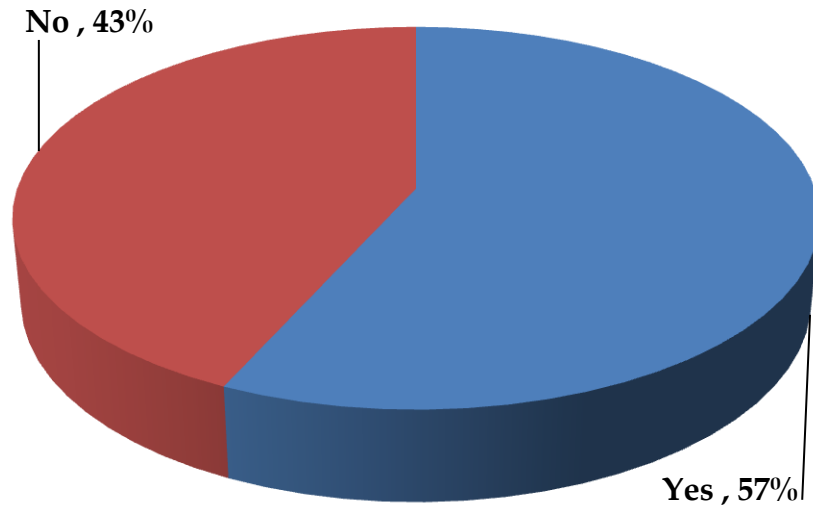
CFO's in the US seem to be having a different opinion. Majority CFO's there are thinking against this.

Looks like Obama administration is influencing these CFO's who once favored Outsourcing.



US CFO's Opinion

Do you have a detailed Accounts Manual for your Organization?



There seems to a marginal majority of CFO's who do have a detailed Accounts Manual.

But it is surprising to see a very high 43% of the companies not having a detailed Accounts Manual. Having one substantially improves systems, processes, controls and makes Accounting Function process driven vs. being people driven.

While it is quite a task to build an Accounts Manual, SuperCFO has built a world-class standalone Accounts Manual that a CFO can quickly make few customizations and implement.

Contact us at info@SuperCFO.com for details.

If there is one thing you want to improve within your organization, taking away the consideration of cost of implementation, what will it be?

Most Popular:

- a. ERP
- b. IPO
- c. Internal Controls
- d. Business Controls
- e. Human Talent
- f. Transparency
- g. Decision Support System
- h. Robust IT and Business Continuity Planning

Others:

A lot of my clients biggest challenges is being able to partner with the business effectively at all levels in relation to analysis, value add and advice. This is an area most clients are looking at improving by up skilling and off-shoring to create capacity for staff to partner effectively.

Communication and understanding of financial issues with every operating department or segment that involves financial resources and how each person's or department's decision or direction can effect the company as a whole.

Realigning the roles of each individual to allow them to perform with full energy in the area in which they are masters.

Thank You

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