

# Global Process Owners DACH – Finance Transformation

Agenda - 24 August, 2021

Digital Conference

## The strategic, tactical and digital roadmap to accelerate end-to-end finance excellence in the DACH region

Strong leadership in finance has never been so critical in today's unprecedented disruptive times, as businesses turning to finance for answers on stability, recovery and how to best position the organisation to thrive in the new normal.

Finance leaders need to rise up quickly to the extraordinary new challenges of uncertainty, surging workload, on top of driving their transformational agenda with improved financial planning, cashflow management and end-to-end operational excellence.

In order to deliver these expectations, finance transformation and digitisation is firmly back on top of the CFO's agenda.

As Global Process Owners and Finance Transformation professionals, you have the responsibility and accountability for this transformation. It has never been more important to ensure you are equipped with the right framework, technology and skillsets to drive and advance this ambitious transformation roadmap.

The **Global Process Owners DACH** has been carefully designed for regional CFO's, Finance Transformation and Global Process Leaders, and allows a deep dive into the three processes that are key to the success and delivery of your finance function.

This allows you to participate in a comprehensive review of the most important issues, complexities, challenges and solutions facing each process.

You will gain critical insights on:

- Creating world-class finance operations through finance transformation and GPO leadership
- Addressing key challenges and the GPO approach in delivering end-to-end process excellence
- Driving meaningful business value through integrated automation
- Gaining deeper process intelligence by scaling process mining and process discovery
- Delivering tangible results in your P2P, O2C, R2R processes
- Pushing deeper into digital finance transformation to do even more with less
- Establishing finance leadership through business partnership
- Curating an effective framework, governance model and metrics to get the most out of your GPO model

Tuesday 24 <sup>th</sup> August, 2021	
Part 1 – Finance Transformation Strategy and GPO Vision for 2022	
12:00 - 12:45  CET	<p><b>General Strategy Panel Discussion: Creating world-class finance operations through finance transformation, technology adoption and GPO leadership</b></p> <ul style="list-style-type: none"> <li>Reaching our potential to create world-class finance operations: outlining current objectives, priorities and foreseen challenges in end-to-end finance transformation</li> <li>Leading the move towards digitisation and automation: why are we still spending more time on traditional finance activities than new digital trends?</li> <li>Becoming advanced with data analytics: what steps must be taken to actively investigate how we must be using sophisticated, forward-looking analytics to enhance finance and organisational performance</li> <li>When coming up against the brick wall of organisational resistance, what incentives systems are needed to encourage adoption?</li> <li>Is GPO model the answer to unlock organisational collaboration?</li> </ul> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li><i>Isabelle Gilibert, Regional Finance Controller Europe and Australasia, General Mills</i></li> <li><i>Mirta Hegedusic, Managing Director &amp; Head of BPM Operations and Center Functions, Thyssenkrupp Group Services</i></li> <li><i>Liesel Rautenbach, Global Process Owner - Order to Cash, Lonza</i></li> <li><i>Vladimiro Ferreira, Head of Automation CoE, SEG Automotive</i></li> <li><i>Eduardo Serrano-Lobelo, Head of Global Finance Shared Services, Sulzer</i></li> </ul>
12:45 - 13:15  CET	<p><b>Industry Presentation: Finance as the strategic leaders of the process centre of excellence</b></p> <ul style="list-style-type: none"> <li>How finance can lead process innovation across the organisation</li> <li>6 step strategy for driving operational success with a process centre of excellence</li> <li>Real world results from Toyota Financial Services and Equilibrium Financial Planning</li> </ul> <p><b>Speakers:</b></p> <p><i>Luke Richardson, Account Executive, Nintex</i>  <i>Kieran Coughlan, Principal Consultant, Nintex</i></p>
13:15 - 13:45  CET	<p><b>Transformation at Scale – Maersk Case Study</b></p> <ul style="list-style-type: none"> <li>The various challenges faced by the enterprise transformation</li> <li>The core themes of the transformation</li> <li>The value generated for the organization</li> </ul> <p><b>Speaker:</b> <i>Saurabh Arora, Global Finance Order-to-Cash Head, A.P.Moller Maersk</i></p>
13:45 - 14:30  CET	<p><b>General Strategy Panel Discussion: GPO role and impact on customer experience - Reaching customer demand to drive a competitive advantage for your business.</b></p> <ul style="list-style-type: none"> <li>Collaboration and process challenges faced by the GPO to drive a successful customer experience.</li> <li>How GPOs influence business models that define customer experience</li> <li>Implementing a customer centric approach to drive continuous improvement</li> </ul>

	<p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <i>Carin Santos, Associate Director, Head of GBS Global Process Owner, Grünenthal Group</i></li> <li>• <i>Mirta Hegedusic, Managing Director &amp; Head of BPM Operations and Center Functions, Thyssenkrupp Group Services</i></li> <li>• <i>Anna Nowak, GBS Director Invoice to Cash Process Excellence, Adidas</i></li> <li>• <i>Joe Craughan, Head Global Process &amp; Service Owner O2C, Novartis</i></li> </ul>
Conference Break – Virtual teas and coffees!	
<b>Part 2 – Best practices and lessons learned, OTC – P2P - RTR</b>	
14:45 – 15:30  CET	<p><b><u>O2C Panel Discussion:</u></b> How to build a world class global cash collection operation – O2C perspective</p> <ul style="list-style-type: none"> <li>• What's changes since the beginning of the pandemic</li> <li>• The Importance of creating a cash culture throughout the organization</li> <li>• How do digitization and automation technologies like RPA and AI contribute to delivering a world-class order-to-cash</li> </ul> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <i>Saurabh Arora, Global Finance Order-to-Cash Head, A.P. Moller Maersk</i></li> <li>• <i>Artur Rodrigues, Global Process Owner, Order-to-Cash, Grünenthal Group</i></li> <li>• <i>Joe Craughan, Head Global Process &amp; Service Owner O2C, Novartis</i></li> <li>• <i>Eduardo Serrano-Lobelo, Head of Global Finance Shared Services, Sulzer</i></li> </ul>
15:30 – 16:15  CET	<p><b><u>P2P Panel Discussion:</u></b> Lessons from the Frontline: Drive tangible value to your business through your P2P process</p> <p>Join industry practitioners as they share their top tips, ideas, and solutions on driving tangible value to your business through P2P. Packed with tangible take-aways, and no-hold-barred insight into the challenges of establishing, improving and revolutionising P2P within a business, this is the finance professional discussion which will give you the roadmap to innovation in 2021.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <i>Antonio Almodovar, Global Process Owner, Procure-To-Pay, Sulzer</i></li> <li>• <i>Ana Pereira, Global Process Owner, Purchase-to-Pay, Grünenthal Group</i></li> </ul>
16:15 – 17:00  CET	<p><b><u>RTR Panel Discussion:</u></b> 5 key steps to R2R best practice. The advice the experts have for you</p> <p>We all want to achieve best practice, and the most effective, efficient R2R process – but with so much to get right, what do you need to focus on to get it right, right now? The experts give their take on the top 5 for 2021:</p> <ul style="list-style-type: none"> <li>• Taking the global approach – minimising local procedures for true standardisation</li> <li>• Effective data set up and the right analytical tools</li> <li>• Striving for excellence – deriving more value, more insight and more information for your financial reporting</li> </ul>

	<ul style="list-style-type: none"><li>• Technology tactics – getting down to what your process really needs</li><li>• Getting the team right – developing and promoting the champions to reinforce processes and best practice</li></ul> <p><b><i>Panellists:</i></b></p> <ul style="list-style-type: none"><li>• <i>Juergen Artschwager, Global Process Owner Record-To-Report, Sulzer</i></li><li>• <i>Luca Condosta, Group Finance Process Owner Record-to-Report, ABB</i></li></ul>
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