

# Customer-Obsessed Finance In The Age Of Data

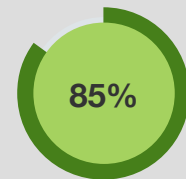
Finance executives who leverage their data expertise and strategic relationships can lead their companies to growth.

## CUSTOMER OBSESSION REQUIRES A DATA-DRIVEN STRATEGY

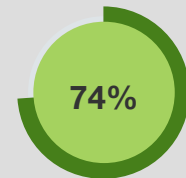
To be customer obsessed, master these seven key data competencies.



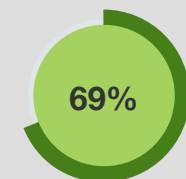
## CUSTOMER-OBSESSED CFOs ARE:



Leading change to a data-driven culture



Engaging external data and analytics resources



Investing in self-service data and insight tools

## DATA TRANSFORMATION OBSTACLES

CFOs identified disparate data, organizational silos, and inconsistent metrics as data transformation impediments.

37% Departmental silos that make it difficult to get insight

35% Lack of data integration

32% Difficulty aggregating data from different sources

22% Disparate ways of calculating and looking at KPIs

## INVEST IN DATA FOR BUSINESS SUCCESS

Accelerate and elevate data competencies with a sound data investment strategy.



Invest in customer obsession technologies



Modernize and consolidate tools



Leverage third-party data to fill in insight gaps



Read the full study

Source: A commissioned study conducted by Forrester Consulting on behalf of Dun & Bradstreet, April 2017  
Base: 250 CFOs and EVPs of finance familiar with their organization's use of data/analytics to inform decisions and strategy