CFO Insights & Analytics
Automized Management Reporting

PwC Consulting & Strategy

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Agenda

- *What we do and why*

- *Our process*

- *Example project from 2024*

- *Showcase Power BI report*

Our understanding of our client's situations

Company Name seeks support in assessing the reporting requirements in their management reporting

Our understanding

The **main challenge** within the finance function today is that too much time is spent on **data preparation and cleaning due to manual data flows** hindering scalability and proper insight

1

Background

Our clients are typically in the **Private Equity** industry, and we are asked from our clients to help with the **following deliverables**:

- Align reporting with **strategic objectives**, e.g. value creation plans, credible data backed story at exit

- **Scalable reporting** e.g. - because of a M&A agenda, easy integrations new companies

- Enhancing **reporting quality and efficiency** in the finance function – (growing without additional cost FTE & Operational)

- **Utilize all available company data** to clearly understand profit margins, volume vs price and act on commercial opportunities

2

Challenges

Our clients typically **operates in different** countries and with different company structures.

- Leading to **different accounting regulations**, **currencies**, **pro forma,** and managing adjustments for **group reporting** e.g. eliminations **of intercompany transactions.**

- Managing **complexity using Excel** and PowerPoint

- **Different operational IT-structures**, e.g. CRM, ERP, consolidation system, data warehouse with varying data quality

What we offer to our clients

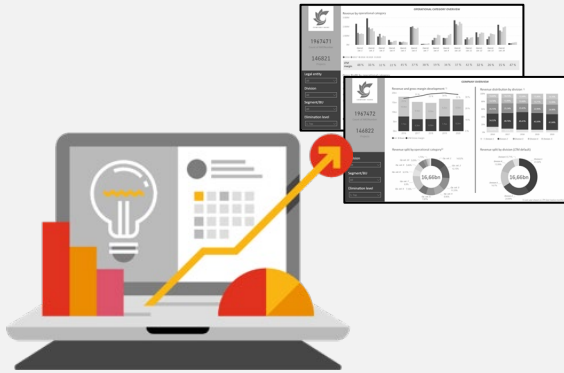**The key to automating financial reports lies in combining the knowledge of the functions within financial reporting:**

Business Control

Data / BI

Financial Control

PwC has expertise in all three areas and can help customers leverage the knowledge from these functions

Start with the end-goal-in-mind
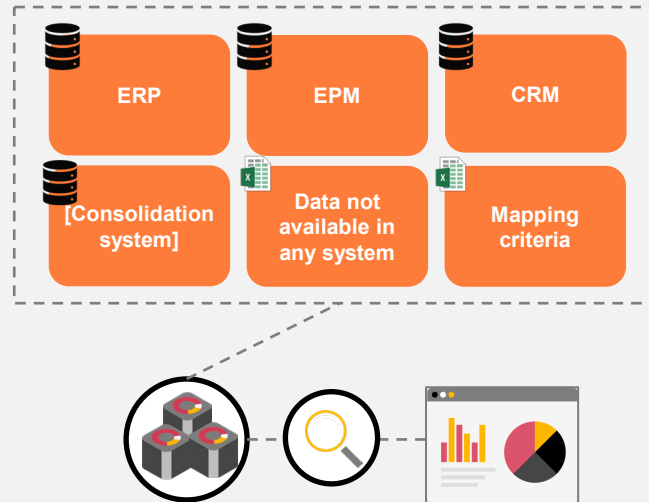*An overview of our approach*

1 Design

- **Current state** analysis & case for change
- **Define the envisioned output** of the report / BI-tool
- Involve all **relevant stakeholders**

2 Data sources / structuring

ERP

EPM

CRM

[Consolidation system]

Data not available in any system

Mapping criteria

- Identify and understand available **data sources**
- Understand **data relationships** and identify necessary mapping
- Build **tailored automated** dataflow from each relevant data source

3 Visualisation

Power BI

+ableau

- **Visualise** the output from the data model in the most relevant BI-tool for your specific organisation
- Creating **DAX structure** in Power BI

Reference case-study –

Helping a niched telecom service provider enhance operational reporting, boost efficiency, and break down data silos with data warehousing and Power BI

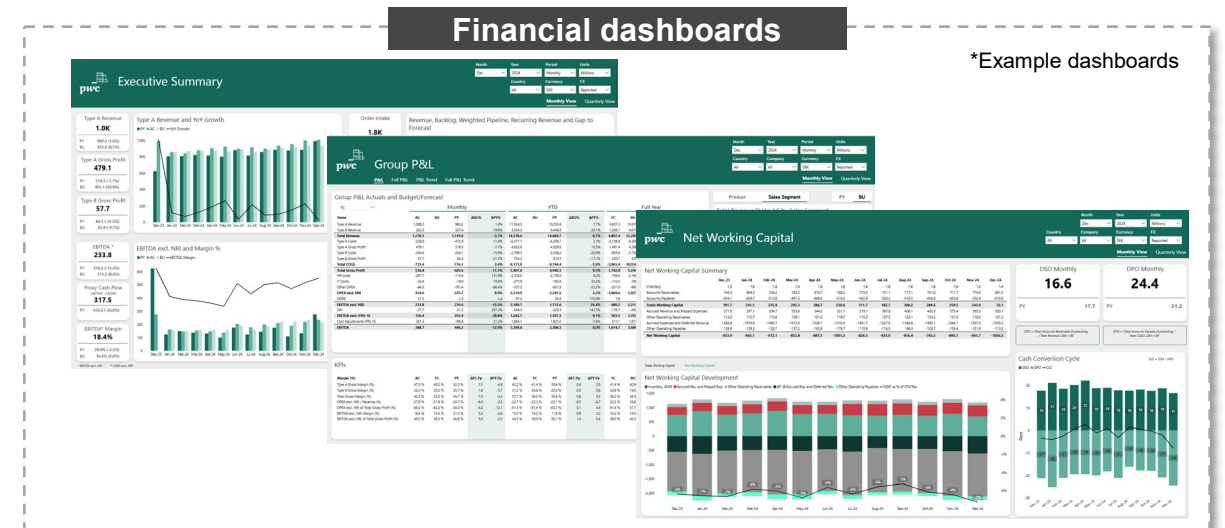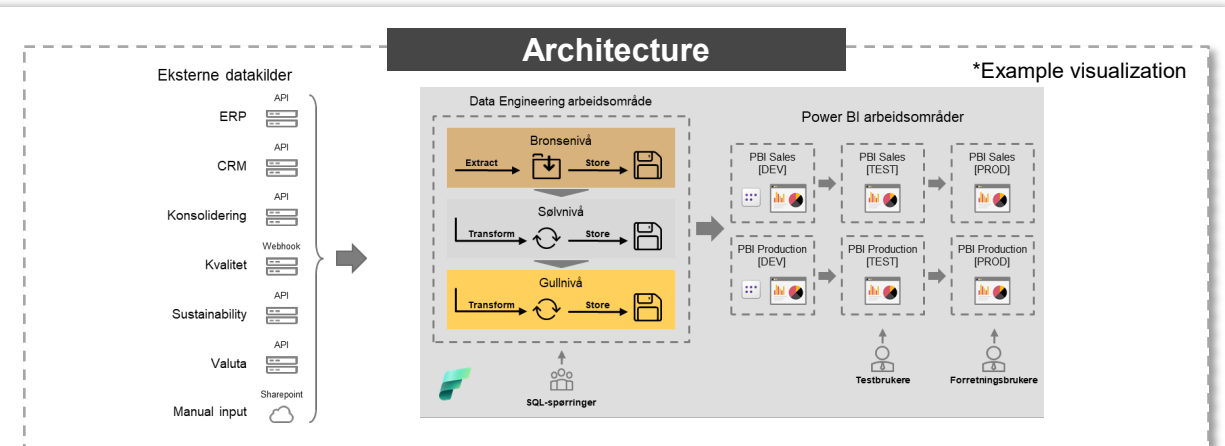| Client:	Confidential
Industry:	Telecom – connectivity service provider
Delivery period:	2024 (~4 months)

Project description

An internet service provider, specialized in internet connectivity, was working with siloed data and static reporting from each individual source, hindering their ability to make data-driven decisions. They had a management **report of 100+ PPT, taking extensive time putting together**

Together with the client we accomplished

- Worked with IT and third-party provider for consolidation system to create a unified data-platform with integrations of current ERP
- Automated KPI reporting and improved data sharing processes
- Rolled out Power BI as the primary reporting tool
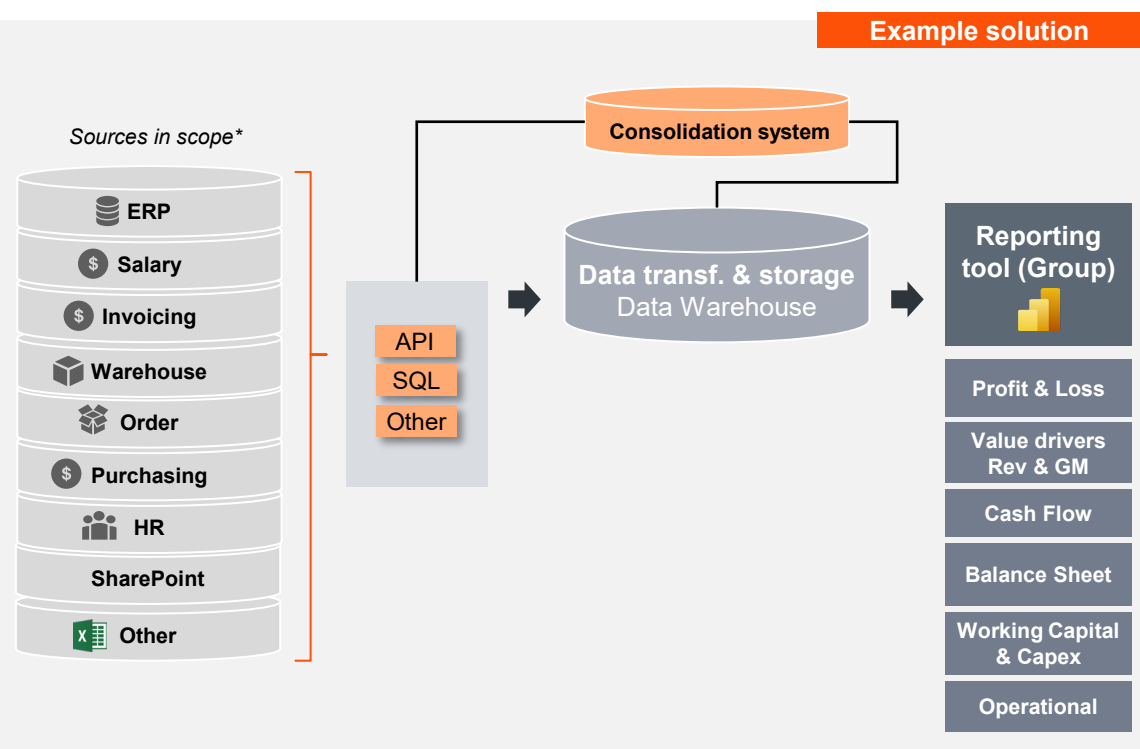- Trained key resources for ongoing management

Architecture

*Example visualization

Financial dashboards

*Example dashboards

Solution overview –
To meet the reporting goals, we propose a data warehouse paired with Power BI; this client uses Snowflake, but if no data platform exists, we recommend Microsoft Fabric

Solution architecture and integrations

Example solution

Sources in scope*

- ERP
- Salary
- Invoicing
- Warehouse
- Order
- Purchasing
- HR
- SharePoint
- Other

API
SQL
Other

Consolidation system

Data transf. & storage
Data Warehouse

Reporting tool (Group)

- Profit & Loss
- Value drivers Rev & GM
- Cash Flow
- Balance Sheet
- Working Capital & Capex
- Operational

Integration: Data-feeds via API. Less frequent data can feed through Teams upload

End-to-end data management: Automated to run daily or more frequent based on availability and APIs

Solution overview

Example

We propose a Microsoft Fabric platform to deliver the on the reporting requirements – starting with a diagnostic and design phase to map out requirements. Key focus is outlined below:
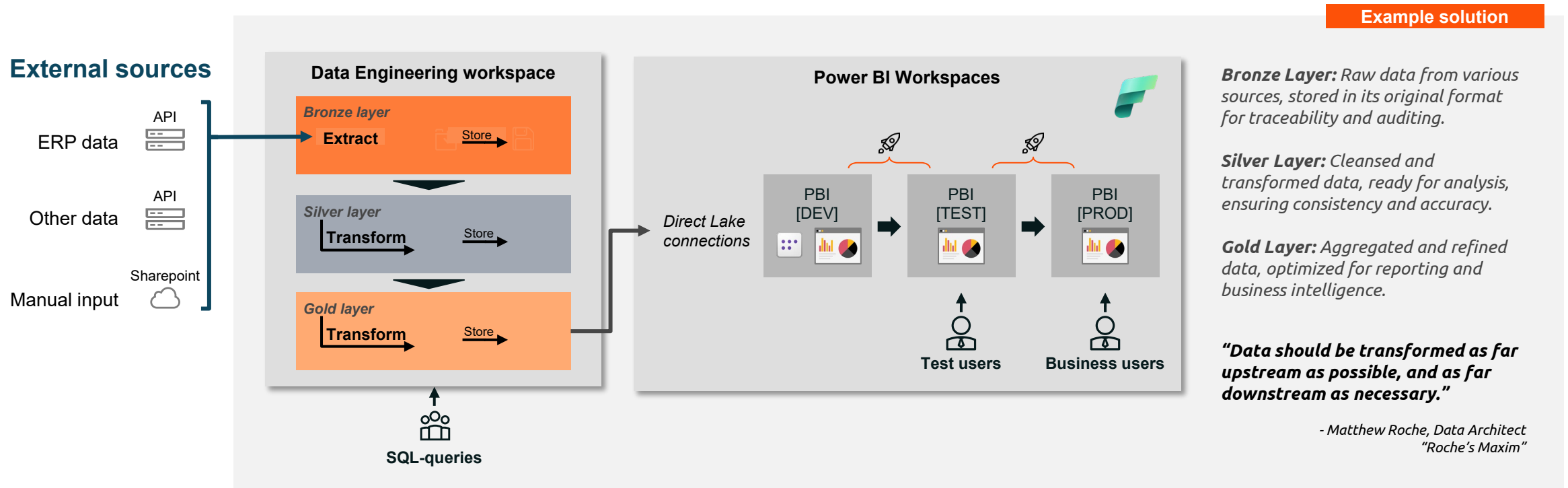
Example

Integrations: Initial analysis indicates at # integrations to bring in operational data from ERP system(s) alongside manual files from SharePoint / teams. Each of these sources need to be reviewed for data access and prioritize the implementation based on business need.

Power BI: We understand the solution will be used to meet operational reporting requirements across both legal entities and departments. As part of diagnostic and design phase we need to clearly define end user(s) – report purpose and design.

Microsoft Fabric: We believe Fabric to very relevant for the case. Its integrated nature means you do not need separate ETL tools to manage ingestion, transformation and visualization. The fabric capacity also powers the PowerBI processing needs.

Data architecture in line with best practice –
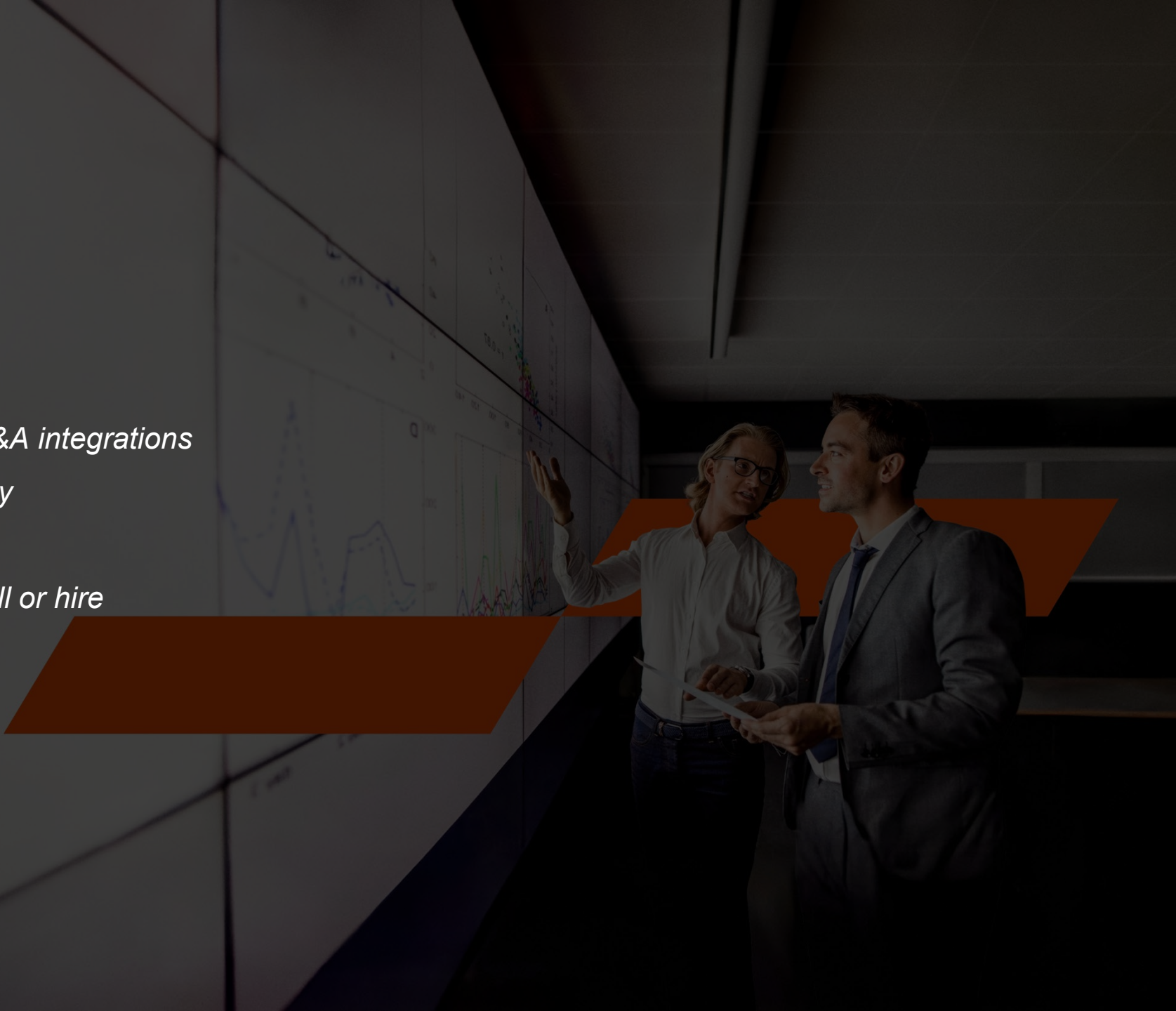## Medallion Architecture ensures robust data management and scalable analytics

External sources

ERP data — API

Other data — API

Manual input — Sharepoint

Data Engineering workspace

Bronze layer
Extract — Store

Silver layer
Transform — Store

Gold layer
Transform — Store

SQL-queries

Power BI Workspaces

Direct Lake connections

PBI [DEV] → PBI [TEST] → PBI [PROD]

Test users   Business users

Bronze Layer: Raw data from various sources, stored in its original format for traceability and auditing.

Silver Layer: Cleansed and transformed data, ready for analysis, ensuring consistency and accuracy.

Gold Layer: Aggregated and refined data, optimized for reporting and business intelligence.

"Data should be transformed as far upstream as possible, and as far downstream as necessary."

- Matthew Roche, Data Architect
"Roche's Maxim"

Showcase *example report*

Key considerations

- Data transparency, equity story and M&A integrations

- Less time spent on transactional activity

- Drive the project from finance

- Tech-savvy business controller – upskill or hire

Tack för att du lyssnat!

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