

# Supporting the Transformational CFO with The Business Cloud

## The Setting

Over the past 30 years, the role of the CFO and Finance professional in business has undergone a significant transformation. Rapidly evolving revenue models and increasing compliance and legislative requirements have contributed to the transformation, resulting in CFOs and Finance professionals now being called upon to contribute more to the leadership and strategic vision of their organizations than ever before.

Many CFOs and Finance departments struggle to adapt and keep up, while others embrace these challenges to transform their organizations. Trajectory's approach to business solutions supports these transformational CFOs, enabling them with the tools and information they need to make better decisions and effect change faster.

## Today's CFOs & Finance Professionals Face New Challenges

With emerging technologies and evolving business models effecting business at an astounding rate, CFOs and Finance professionals are confronted by a host of challenges and opportunities, including:

- A shift to a strategic leadership role, guiding the business model by overseeing strategy, operations and performance. This is often in the highly scrutinized context of building and delivering on shareholder value.
- Rapidly evolving business and revenue models requiring fast-paced and regular iterations to organizational "best practices," like billing, tax and revenue management requirements.
- Increased involvement in the selection and design of IT systems, including strategic planning and the oversight of implementations.
- The preparation of "real-time" metrics and deep historical trend reporting. This demands an extraordinary amount of data to satisfy today's organizational Business Intelligence requirements, which drive business processes and behavior.

## The "Effectiveness Gap"

In order to achieve success in these expanded roles, CFOs must rely more heavily on business software and systems than ever before. This reliance, however, can create an unforeseen risk as IT systems are typically implemented to satisfy a specific task or need at a particular point of a business's life cycle. The risk emerges when companies over time outgrow the original intent of these systems and require new processes to capitalize on new opportunities and to support evolving business models. Most often, this leads to the adoption of several separate, standalone software applications. Without an integrated approach to their process and functions, CFOs tend to operate in "silos," with information about the organization's finances walled off from the rest of the company. This creates an "effectiveness gap" between the organization's goals and how well they are being satisfied by the IT systems in place.

## The Role of The Business Cloud

As business technology has evolved to include new approaches, new ways to collaborate have emerged. Perhaps the most important of these new developments in the past 10 years has been the emergence of Cloud software and The Business Cloud.

The Business Cloud delivers enterprise business tools like ERP, CRM and Business Intelligence with 100% web-based software, without the added infrastructure and expenses of traditional software. As a result, The Business Cloud has changed the way business tools are purchased, managed and delivered across their organizations. Many companies have turned to

The Business Cloud to bridge the “effectiveness gap” in order to continuously **improve efficiencies, reduce costs and provide strategic leadership, all of which supports the evolving role of the Transformational CFO.** Other key benefits include:

- In contrast to many business software packages, a **large initial investment is not required** with the Business Cloud. Many Cloud applications have a “pay-as-you-grow” model, where the initial investment is lower and additional costs are only incurred as your system usage increases. With the Business Cloud, your cash flow better matches the total system cost.
- Cloud technologies are faster and easier to implement, allowing you to experience **greater time to market value.**
- **Cloud applications are not “one size fits all.”** The Business Cloud offers greater **scalability, flexibility** and **customization** for integration with your existing on-demand or on-premise systems.
- The Business Cloud enables increased **productivity**, as your information is **accessible anywhere, anytime.** All you need is an Internet connection.
- Typically the Business Cloud’s **maintenance is managed by cloud providers, which frees up IT staff** to focus on optimizing your business IT functions.

## The Trajectory Business Cloud Solution

After over 100 deployments with small and mid-sized companies, the Trajectory Business Cloud features **NetSuite, the world’s most used Cloud ERP and CRM suite.** With NetSuite, your **entire organization is supported**, providing each employee with the real-time business intelligence, tools and information they need for enhanced success. In addition, NetSuite users experience the following benefits:

- Comprehensive financials including accounting, budgeting, financial reporting and more
- Visibility into real-time financial and operational performance across your entire company
- Streamlined back office processes across financial management, revenue management, order management, billing and inventory management
- Improved accountability and compliance, with robust, auditable accounting and powerful reporting
- Reduced IT costs and automatic upgrades with an ERP solution delivered completely in the Cloud
- Secure access to financials anywhere, anytime
- Efficient integrated processes from order and cash to procurement and payment

### The average Trajectory client reports the following results from The Business Cloud:

- **Reduced IT costs** by at least **50%**
- Accelerated **financial close** by **20% - 50%**
- **Cut order-to-cash cycle** by **50%+**
- Reduce **invoicing costs** by **25% - 75%**
- **Reduced days sales outstanding** by **10% - 20%**
- **Reduced audit preparation time** by **50%**



Business is what drives technology, and not the other way around. Each of Trajectory’s solutions, recommendations and actions are coordinated based on proven best practices, and are geared toward driving the success of your organization. Our approach to deliver on this promise is what makes us unique among our competitors. Learn more about our proven *people.process.technology* approach at [trajectoryinc.com](http://trajectoryinc.com).

Success, **period.**

**trajectory inc.**