







1

Ufinity Group: what's in a name?

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Who's talking?

“
Working hard for something we don't care about,
is called **stress**.
Working hard for something we love,
is called **passion**.”



Ine Meeussen

HR Expert for Finance

- ▬ 19+ Y recruitment
16+ Y finance
13+ Y entrepreneur
- ▬ sales – marketing – HR
- ▬ WYSIWYG – passion – honesty
- ▬ proud mom of Ish (*2011) & Julian (*2013)

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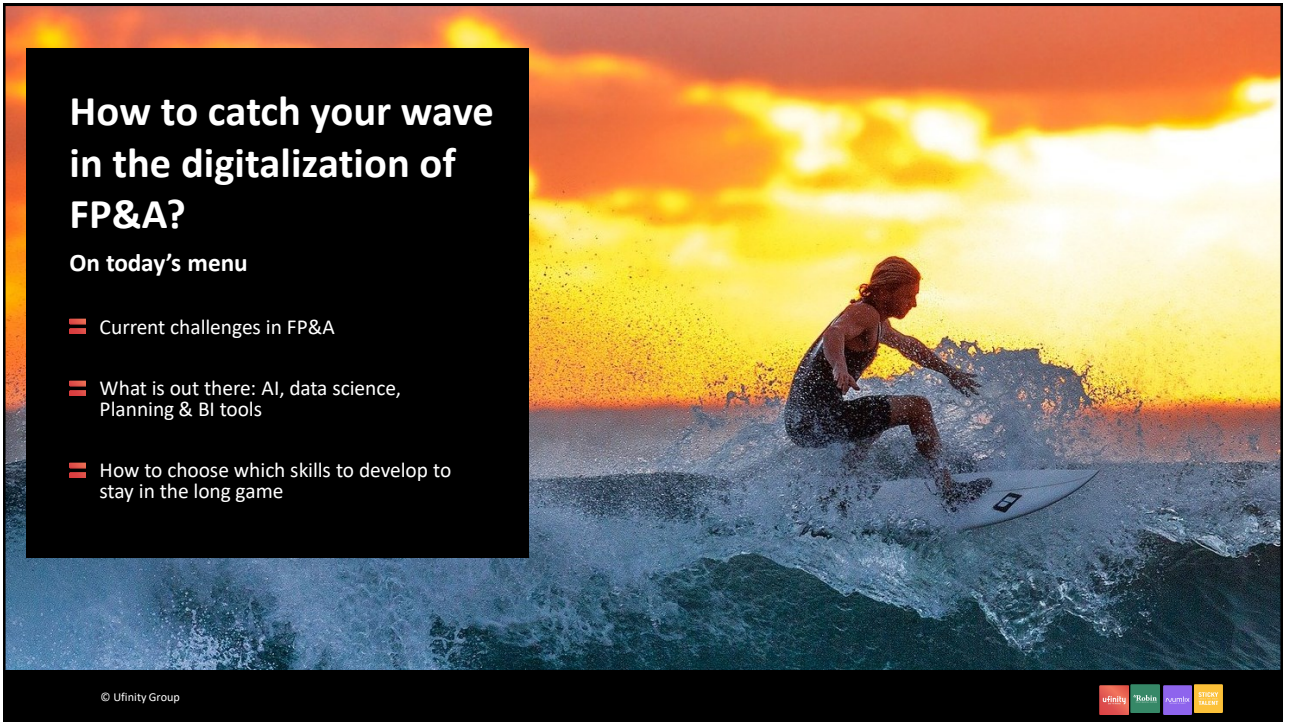
Finance professionals at work 10 years from now...



© Ufinity Group



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How to catch your wave in the digitalization of FP&A?

On today's menu

- ▣ Current challenges in FP&A
- ▣ What is out there: AI, data science, Planning & BI tools
- ▣ How to choose which skills to develop to stay in the long game

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Ufinity | Robo | AI | Sticky (L&A)

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Market wants more from **Business**

↓

Business wants more from **Finance**

↓

CFO wants more from **FP&A team**

Ufinity | Robo | AI | Sticky (L&A)

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Finance jobs will be affected by AI

- ≡ 5% can be fully automated
- ≡ 60% of tasks which can be automated
- ≡ There will not be a shortage of jobs but a shortage of skills to perform those jobs



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“Skill sensing” approach




- ≡ Continuously “sense” for new, job-relevant skills that enable finance employees to perform their jobs more efficiently or effectively.
- ≡ Continuously evaluate the prioritization of skills.
- ≡ Prioritize newly “sensed” skills if they better address the function’s imminent needs and employees can develop them at the time of need.


© Gartner Fen 2021



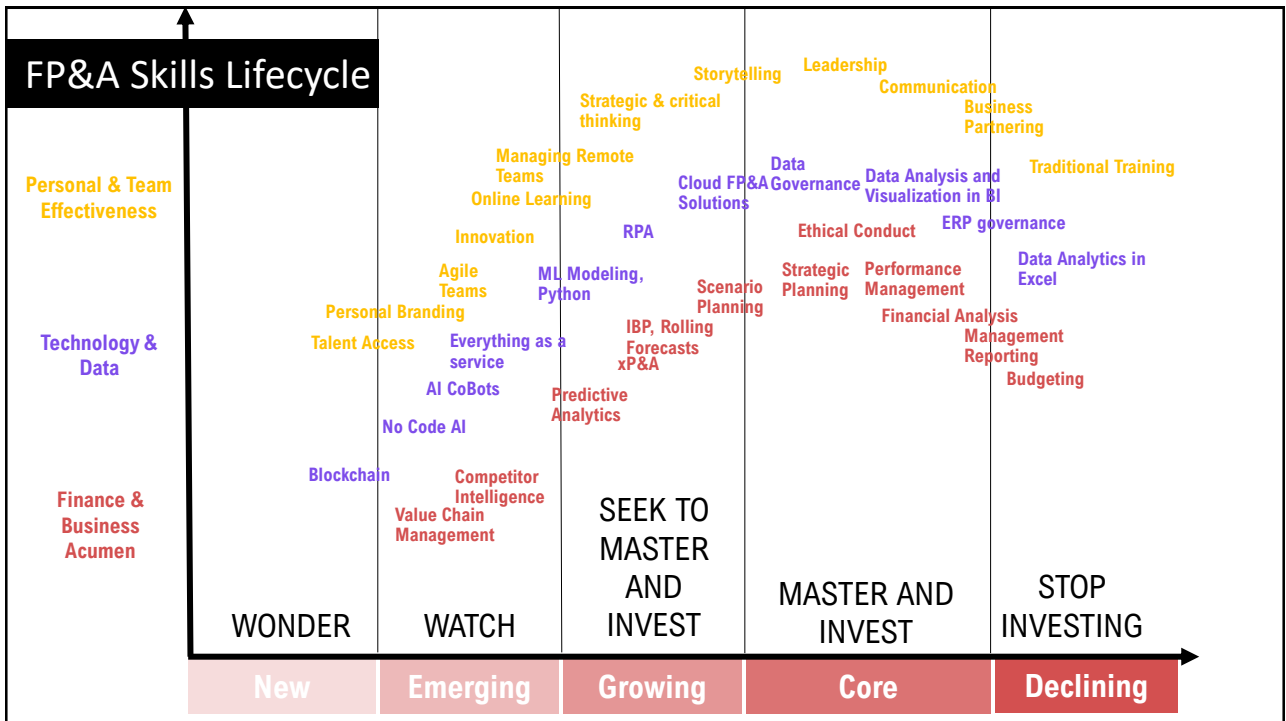
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FP&A skill areas finance professionals need to develop to stay on top

 <h2>Finance & Business Acumen</h2> <p>FP&A must translate strategy into a financial plan and support implementation through capital decisions</p>	 <h2>Technology & Data</h2> <p>FP&A requires a technological infrastructure of hardware and software to manage data.</p>	 <h2>Personal & Team Effectiveness</h2> <p>FP&A staff need the skills and emotional intelligence to work effectively across the business</p>
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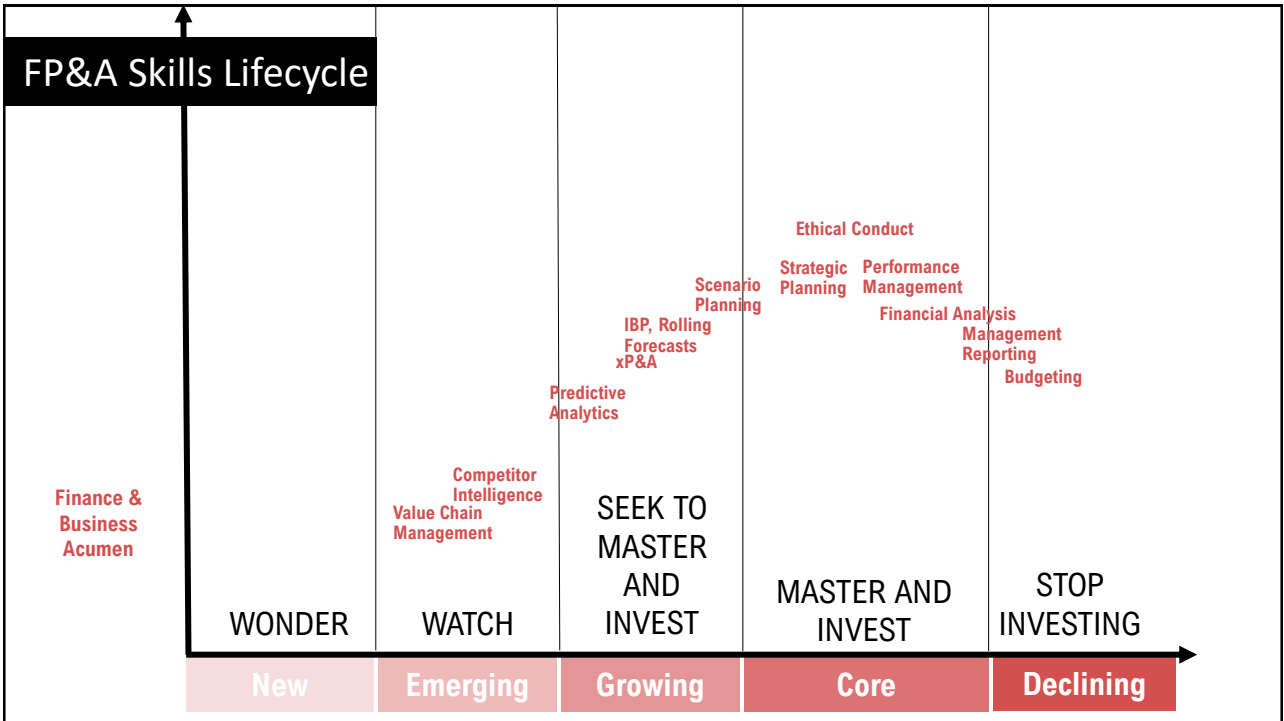
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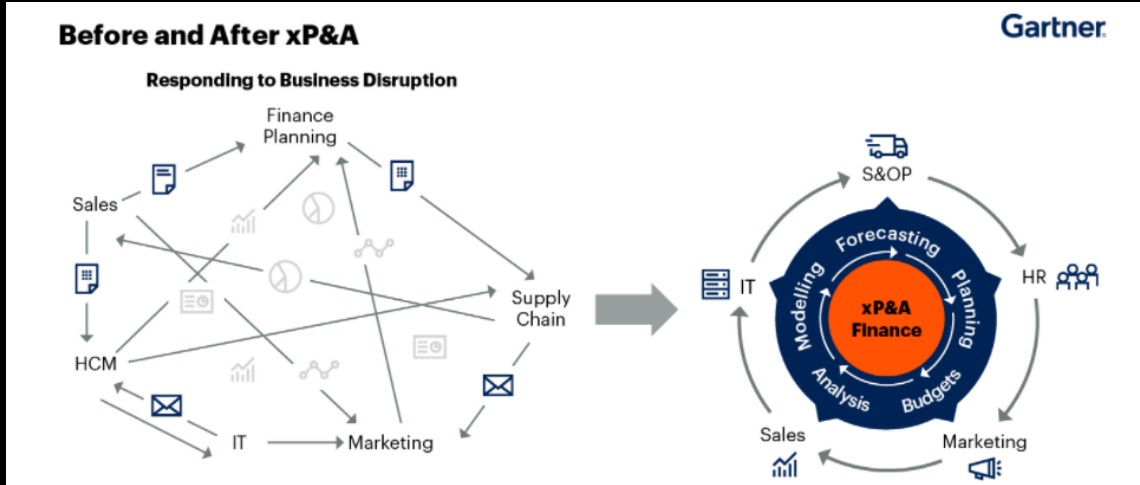


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Rise of xP&A



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71%
of Financial Professionals
complain about
Budget Process

“We are currently in a budget cycle”

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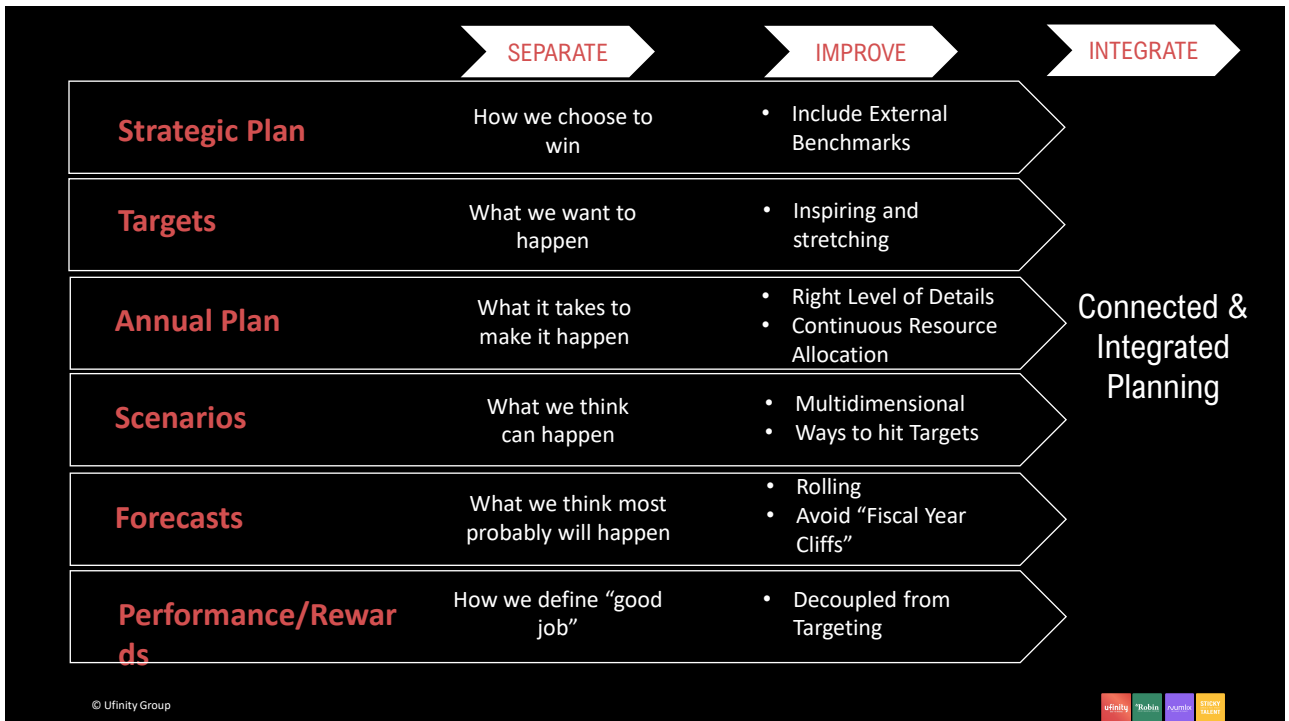


“Multifunctional” Budget Process

- = Strategic Plan
- = Annual Plan
- = Targets
- = Forecast
- = Scenarios
- = Performance/Rewards
- = Integrated Business Plan



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xP&A Digital Platforms (Gartner 2022)

Vendor ↓	Sales Performance Planning ↓	Workforce Planning ↓	S&OP Planning (S&OP) ↓	Marketing Planning ↓	IT Planning ↓	Vertical or Specialty xP&A Solutions ↓	Primary xP&A Regions Served ↓	Primary Targeted Enterprise Size ↓
Anaplan	✓*	✓*	✓*	✓*	✓	Commercial revenue planning, sourcing and procurement planning	NA, EMEA, APAC	Large, Global
Board International	✓*	✓	✓*			Fashion retail	EMEA, NA, APAC	Upper-Mid, Large, Global
Jedox	✓	✓				Manufacturing and retail accelerators	EMEA, NA, APAC	Upper-Mid, Large
Oracle	✓*	✓*	✓*	✓	✓	Healthcare provider planning, ESG planning and analytics	NA, EMEA, APAC, LATAM	Upper-Mid, Large, Global
SAP	✓*	✓*	✓*			Consumer product sales target planning, high-tech	EMEA, NA, APAC, LATAM	Large, Global

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The Honeycomb Effect of Connected Planning

across the enterprise for faster, better decision-making

- Finance
- Sales
- Supply Chain
- Marketing
- Human Resources



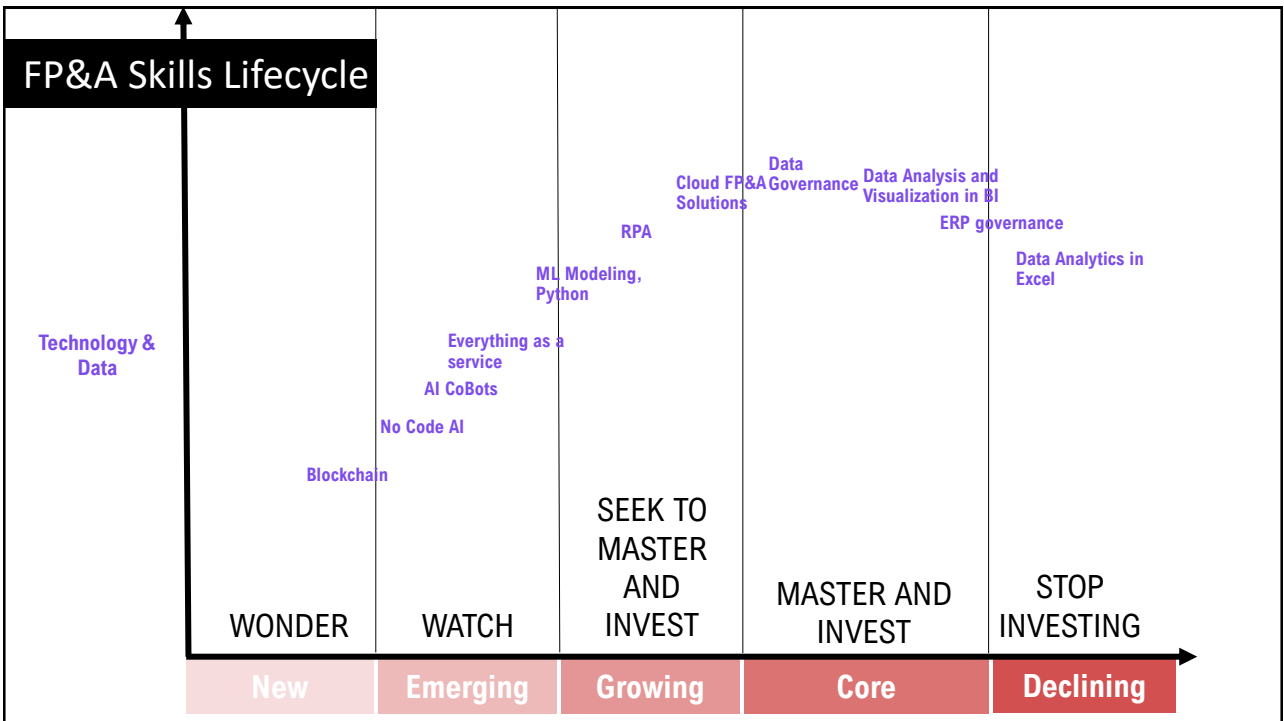
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What Data can Do

Describe the current state of an organization or process

Detect anomalous events and Understand patterns in data

- ▣ Group transactions into segments based on their attributes to understand which segments are the most profitable
- ▣ Group readings from machine sensors and identify anomalies for potential manufacturing malfunctions
- ▣ Text Recognition – automated processing of invoices

Diagnose the causes of event and behaviors

- ▣ What are the causes for the payment to be delayed?
- ▣ What are key transaction attributes that indicate a potential fraud?

Predict future events

- ▣ Which payments are likely to be delayed?
- ▣ Predict which customers will default on their loan payments?
- ▣ Predict which machines are likely to break and need maintenance?



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Artificial Intelligence

- A program that can sense, reason, act and adapt

Machine Learning

- Algorithms whose performance improve as they are exposed to more data over time

Deep Learning

- Subset of Machine Learning in which multilayers neural networks learn from vast amounts of data



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Harvard
Business
Review

Data Scientist: The Sexiest Job of the 21st Century

Meet the people who can coax treasure out of messy, unstructured data. by Thomas H. Davenport and D.J. Patil

From the Magazine (October 2012)



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Venn diagram of Data Science Skills



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Example of Python code

```
#Load in the packages
import pandas as pd
import numpy as np
from sklearn.model_selection import train_test_split
from sklearn.linear_model import LogisticRegression
from sklearn.preprocessing import LabelEncoder,
StandardScaler
#let's change categories to numbers
le = LabelEncoder()
dataset['Departments'] =
le.fit_transform(dataset['Departments'])
dataset['salary'] =
le.fit_transform(dataset['salary'])
#preprocess your data
y=dataset['left']
features = ['satisfaction_level', 'last_evaluation',
'number_project', 'average_monthly_hours',
'time_spend_company',
'Work_accident','promotion_last_5years',
'Departments', 'salary']
X=dataset[features]

#let's scale the data
s = StandardScaler()
X = s.fit_transform(X)

#split and train the dataset
X_train,X_test,y_train,y_test =
train_test_split(X,y)

#Let the model predict results
log = LogisticRegression()
log.fit(X_train,y_train)
y_pred = log.predict(X)
y_prob = log.predict_proba(X)

# Lets add the columns back to the dataframe
dataset['predictions'] = y_pred
dataset['probability of leaving'] = y_prob[:,1]
```

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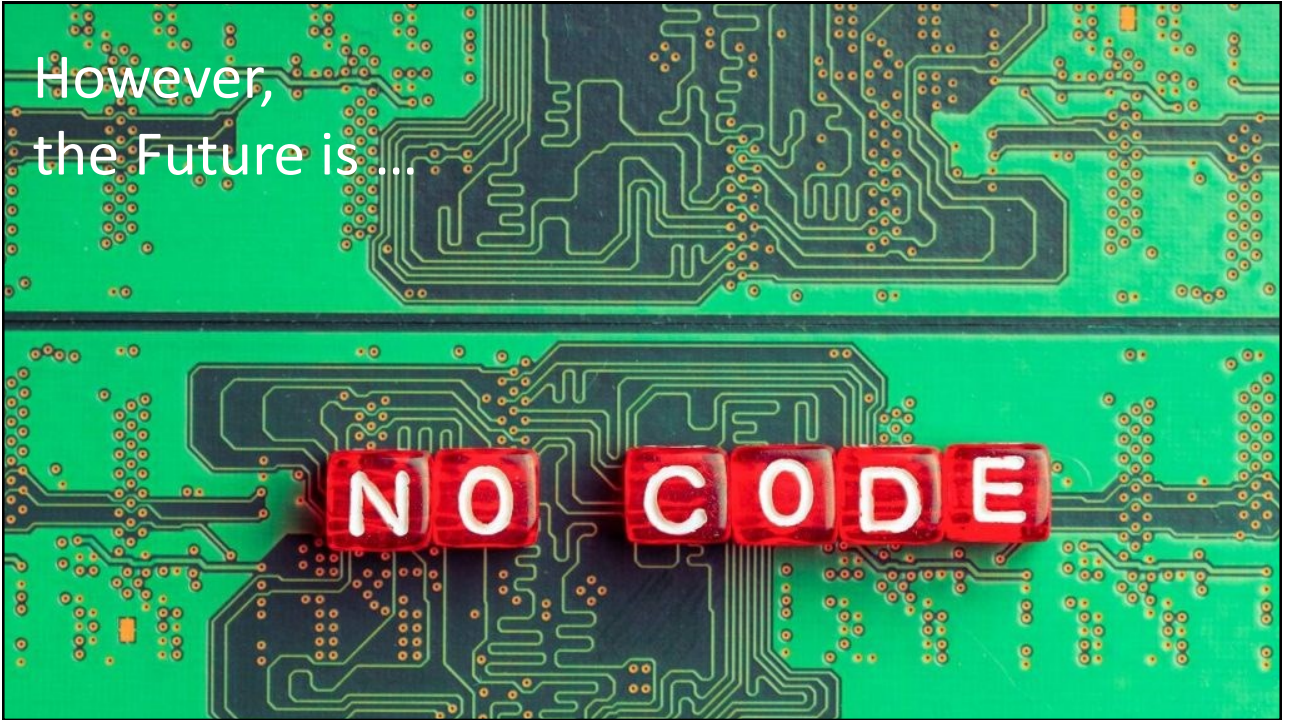
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Machine Learning Algorithms + Python

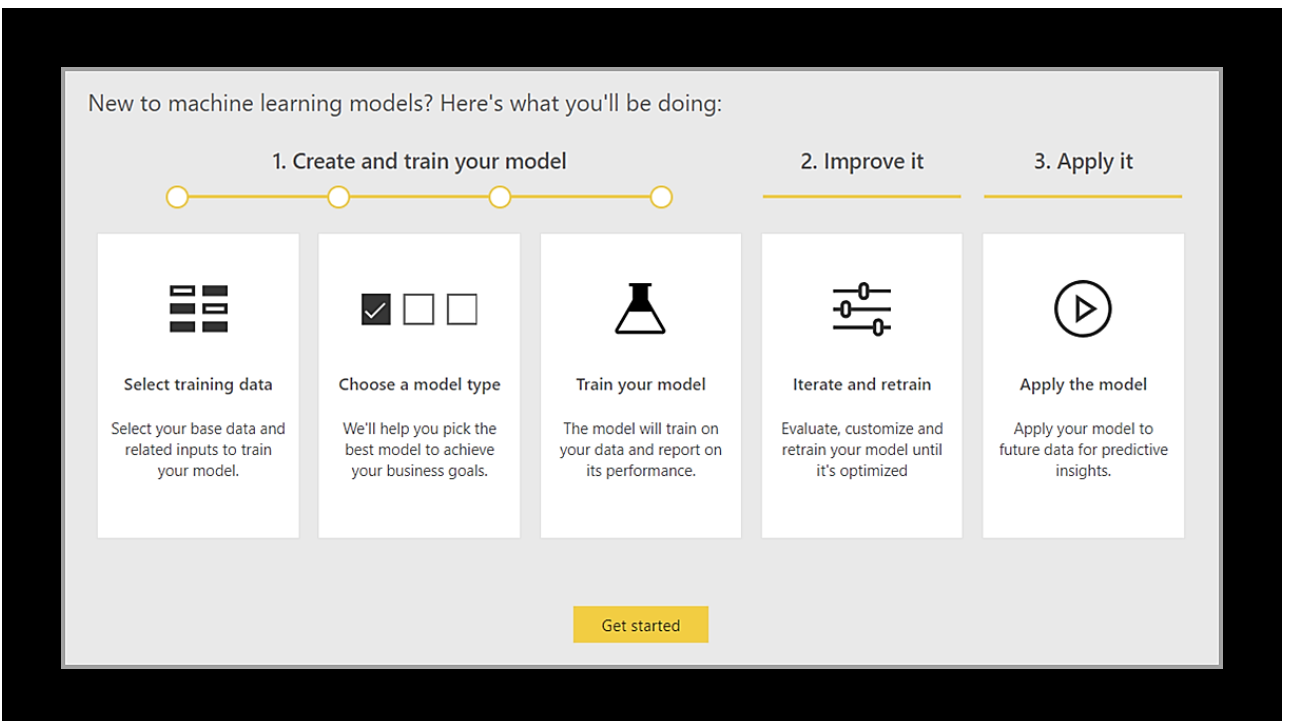
- ▣ Simple and beautiful
- ▣ Flexible
- ▣ Versatile
- ▣ The most popular language among Data Scientists

```
print "Hello World"
```

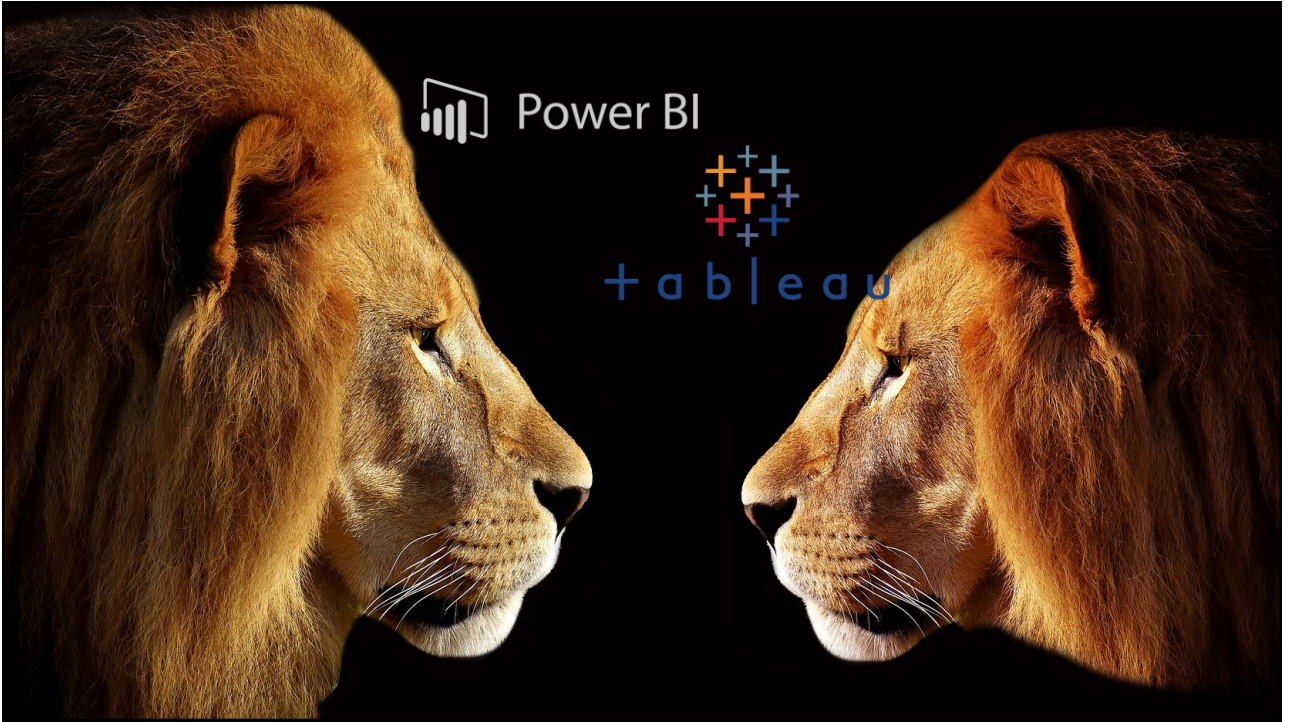
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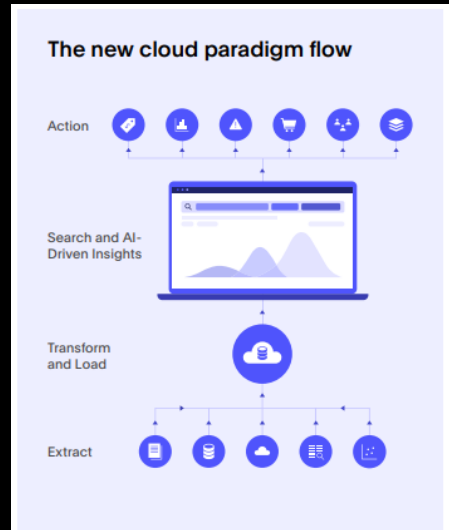
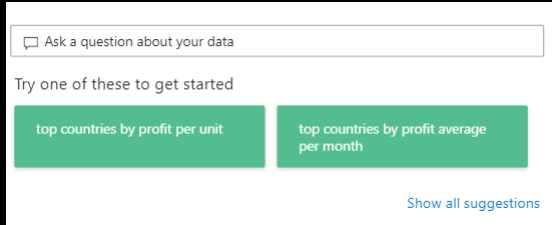


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Dashboards are **STATIC**



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RPA now!

RPA: Desired End State

A robot FTE works for at least:

20 hours per day	7 days per week	52 weeks per year
-------------------------------	------------------------------	--------------------------------

Source: Gartner
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Gartner.

80% of Finance Leaders have implemented or consider implementation of RPA

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Ro-Bots cv in Finance

McKinsey & Company

<p>Accounting</p> <ul style="list-style-type: none"> Automating complex journal entries Performing and documenting account reconciliations Calculating and applying allocations Maintaining fixed-asset accounts 	<p>Accounts payable</p> <ul style="list-style-type: none"> Entering nonelectronic-data-interchange invoices Performing 2- and/or 3-way invoice matches Processing expense-approval requests Completing audits (eg, duplicate supplier payments) 	<p>Accounts receivable</p> <ul style="list-style-type: none"> Generating and validating invoices Applying cash to outstanding balances Analyzing and processing disputes Creating reports (eg, accounts-receivable aging, credit holds)
<p>Financial planning and analysis</p> <ul style="list-style-type: none"> Building standard management reports Consolidating and validating budget and forecast inputs Gathering and cleaning data for analysis 	<p>Payroll</p> <ul style="list-style-type: none"> Flagging time-sheet errors and omissions Auditing reported hours against schedule Calculating deductions Harmonizing data across multiple timekeeping systems 	<p>Other</p> <ul style="list-style-type: none"> Preparing external-reporting templates Conducting transaction audits of high-risk areas Preparing wire-transfer requests

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Meet your new colleague! It's a robot.

Before Hyper Anna

100% reliance on analyst



More than 5 days to answer a single question

After Hyper Anna

20% analyst effort
80% automated by Anna



Less than 10mins to answer hundreds of questions



founded in 2013

funded in 2017

acquired by Alteryx in October 2021

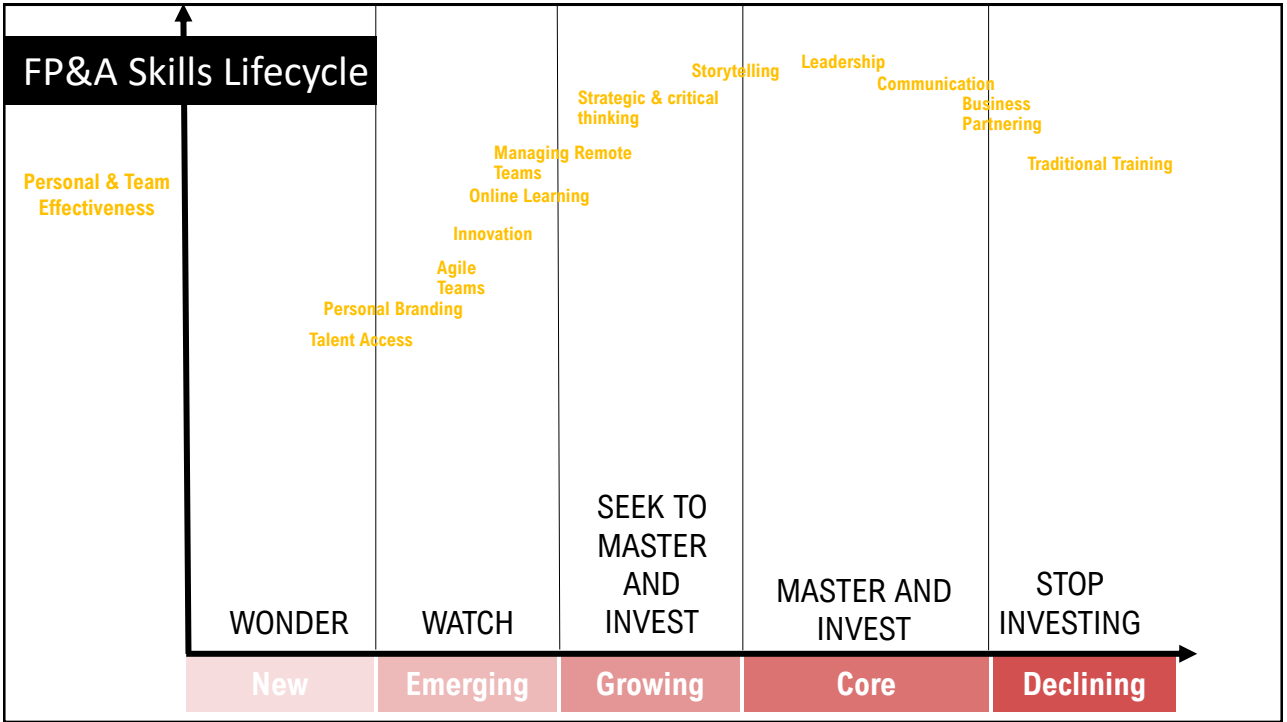
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Branding YOURSELF as FP&A professional

Informed

You know what is going on

Learning

You are adding new skills and capabilities

Inspired

You are confident that you will change with the rapid changes in the workspace

Connected

You build relationships

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Branding YOURSELF as FP&A professional

- ≡ Register for classes and pursue certifications
- ≡ Attend conferences or local networking events
- ≡ Deliver presentations at webinars or conferences
- ≡ Write articles or blogs that demonstrate thought leadership or reflection on experiences
- ≡ Volunteer/mentor to demonstrate compassion and concern for others.



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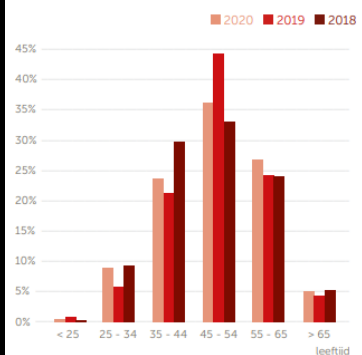
Meet your new colleague! It's a **freelancer** and a **gig worker**.

TABEL 1 Aantal freelancers in Vlaanderen en Brussel en jaar-op-jaar evolutie (%)

	2020	2019	2018	2017	2016
Vlaanderen	142.446 (5,0%)	135.710 (6,6%)	127.277 (6,6%)	119.435 (9,0%)	109.539 (5,6%)
Brussel	33.360 (4,4%)	31.945 (5,0%)	30.420 (7,3%)	28.362 -	-
Totaal	175.806 (4,9%)	167.655 (6,3%)	157.697 (6,7%)	147.797 -	-

Bron: Graydon Belgium nv, bewerking door UNIZO

GRAFIEK 3 Leeftijd freelancers, 2018-2020



Bron: UNIZO



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The New Universities

LinkedIn Learning



lynda.com

coursera



UDACITY

Khan Academy

udemy



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The New ways of learning

DataCamp logo

- Jonathan Cornelissen
 Martijn Theuwissen
 Dieter De Mesmaeker
- Started in 2013 in Leuven
- From 2018 focused on
 Data Science skills



© Ufinity Group



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The **New ways** of learning



- ≡ **Founded in 2012 by scientists from MIT and Harvard**
- ≡ **In 2013 it reached 1m students from 162 countries and became an open source**

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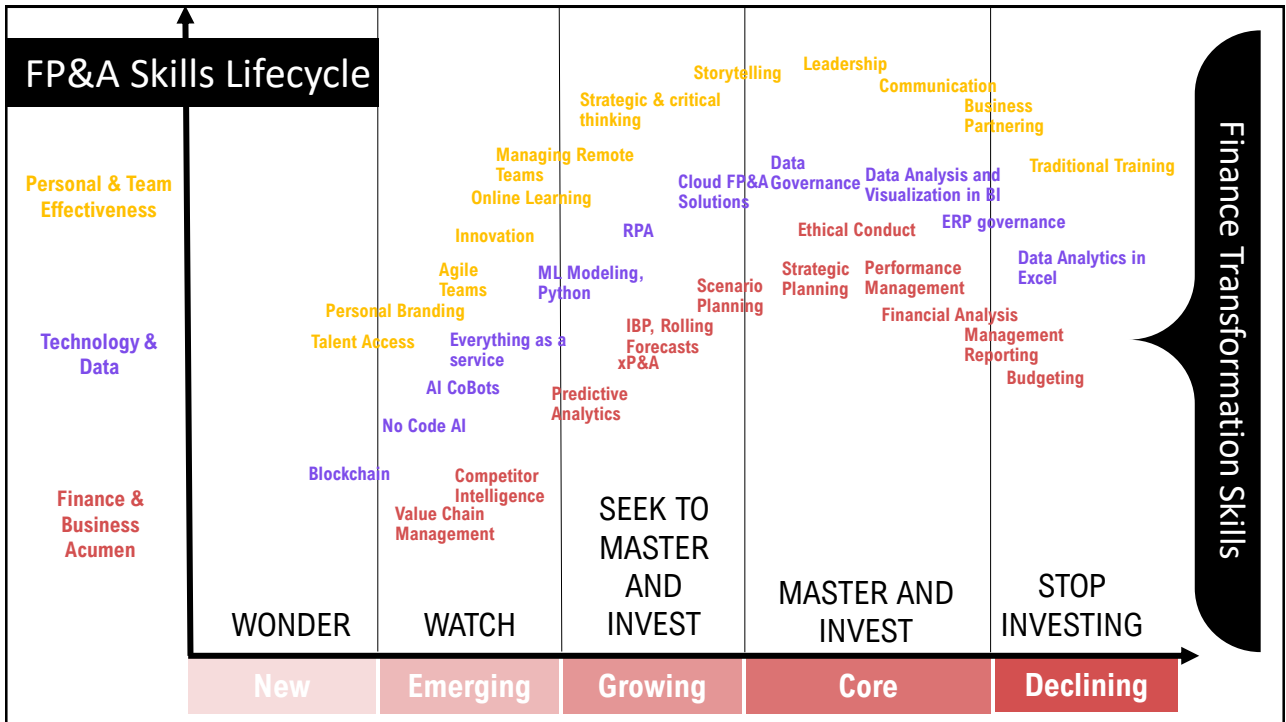
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Finance Transformation Manager CV

1. Qualification in a relevant accounting, business or finance discipline.
2. Experience developing a vision for the Finance organization and realizing the vision through large scale transformations encompassing finance process redesign, service delivery model development, and technology implementations.
3. Experience with Finance in a Digital world technologies such as process automation through robotics, predictive analytics and visualization etc.
4. Experience with budgetary responsibilities related to projects or resources.
5. Exceptional interpersonal, team-building, and communication skills.
6. Ability to build consensus and foster change in ambiguous settings.

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Let's count together?



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www.numlix.be

Or let's just meet for coffee? ;-)

