



Attention: Webinar / Podcast
That Today's Business Management Can't Miss:

Surviving the Downturn: A Corporate Guide for Finance



Agenda:

1. **Introductions**
 - a. **Thomas Antunez – CEO, Percentix**
 - b. **Chris DeBeer – Managing Director, Percentix**

2. **Headlines and Background**
 - a. **FT Article – CFOs peer into bleak future**
 - i. <http://www.ft.com/cms/s/0/e3331124-b0d8-11dd-8915-0000779fd18c.html>
 - ii. Monitor Cash
 - iii. Make Finance Visible
 - iv. Rethink Bonuses
 - v. Stress-Test the Business
 - vi. Think Ahead / Do What-ifs
 - vii. Understand your Primary Drivers
 - viii. Think Strategic but Act Tactical
 - ix. Be Brutally Honest

 - b. **WSJ Article – Economists See No Growth Until 2nd Half of 2009**
 - i. <http://online.wsj.com/article/SB122651067485621191.html>

3. **A Framework for Addressing the Crisis**
 - a. **Strategy**
 - i. Revisit and revise your “strategic” plan to address “tactical” constraints
 - ii. Focus energy on your core business and your cash-generating assets (people and property)

- iii. If strong, be ready to acquire weaker players/competitors; if weak, be ready to merge or be acquired

b. People

- i. Be a “player” not a “referee”
 - ii. Know who your “A” players are and be ready to make changes regarding “B” and “C” players
 - iii. Be on the lookout for “upgrades” to your existing staff
1. WSJ Article - *M.B.A.s Veer Off Path to Big Finance Jobs*
<http://online.wsj.com/article/SB122697125541435813.html>

c. Process

- i. Understand your current processes
1. Cash & A/R – Cash is King!
 2. CapEx for Committed and New Requests – It’s not musical chairs
 - a. Quantitative vs. qualitative rankings
 3. Forecasting – Be fast *AND* accurate
 4. Strategic Financial Modeling – Let’s Make A Deal

d. Tools & Technology

- i. Do you have the right tools/technology to stress-test, think ahead and do what-if scenarios?
Do you understand your business drivers and can you monitor changes to see if they’re having the desired impacts?
 - ii. Oracle’s EPM Software Offerings
1. Reporting & Analytics
 - a. Dashboards
 - b. Standard Reports
 - c. Ad-hoc Queries
 2. Planning & Budgeting
 - a. Driver-based models
 - b. Rolling forecasts and continuous budgeting
 3. Financial Consolidation
 - a. ERP vs. EPM
 - b. Actuals –but faster...