

Expert working group ,Digital Controlling Competence‘

A photograph of four business professionals in a meeting. A woman with blonde hair and glasses is on the left, gesturing with her hands. A man with a beard and glasses is in the center, looking towards the woman. A woman with red hair is in the foreground, smiling. A man with glasses is on the right, looking towards the woman with red hair. The background is blurred, suggesting an office environment.

**Is MS Power BI the key to effective
planning and standardized reporting?**

Digital Controlling Competence – main topics

ICV expert working group – network of scientists and practitioners

Being aware of modern, value-adding FP&A Technology

Advanced Business Analytics getting out most of your information

Time for proactive, reliable **decision support**

Strengthening new controller's/FP&A expert's competencies



Digital Controlling Competence

<https://www.icv-controlling.com/dcc>

Our Approach

Strengthen skill set in these areas:

**BI & CPM Technology
and Trends**

**New FP&A skill sets
required**

**Online Collaboration &
Communication**



Expert Group Leaders



Alexander Hein
Expert Group Head

Founder & CEO,
smartPM.solutions GmbH



Christian Bramkamp
Deputy Head

ICV Delegate
International Controllers' Association

Expert Group Core Team



Prof. Dr. Uwe Seidl
OTH Regensburg



Dr. Marina Hein
Academic Alliances



Pascal Speicher
prev. Group Controlling
Villeroy & Boch

Agenda

- Why Power BI?

- Usecases & best practise content in PBI
- Tips & Tricks – „how to“ enable PBI for planning (writeback)
- Discussion, Q&A, next steps

Self-service analytics tools are the most commonly evaluated products

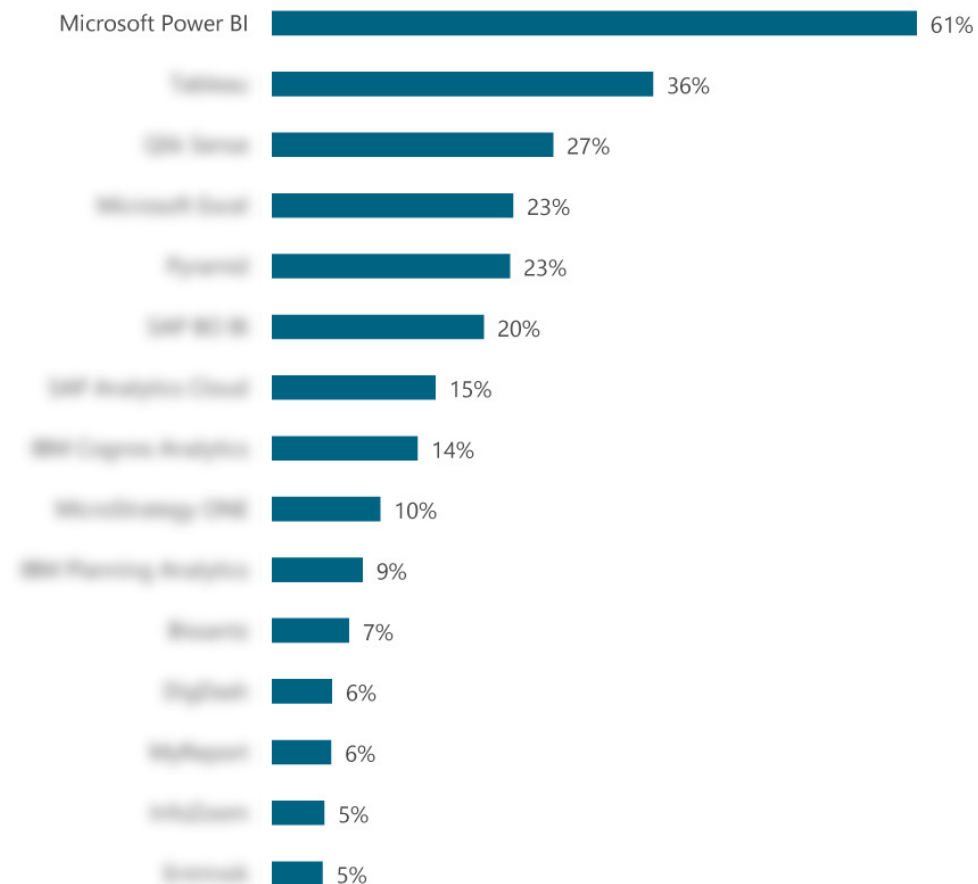


Figure 16: Which BI and analytics products did your organization evaluate for acquisition? Top 15 (n=1,247)

10 good reasons to consider PBI

1. Relevant insights for different stakeholders/user types within one tool
2. BI & Writeback (Budgeting/Forecasting) within the same dashboards (with extensions like Acterys)
3. Technology accepted (by IT AND FP&A departments) / wide spread
4. Microsoft Standard UX – user interface similar to other MS tools
5. Excellent apps for smartphones / tablets („self service BI“)
6. Market leading ad-hoc analysis and BI capabilities (>400 Visuals available)
7. Full-blown MS Office & Teams Integration
8. Very powerful regarding ETL (Extraction, Transformation & Loading), many standard connectors to ERP/CRM and all kind of other sources
9. Microsoft Machine Learning Integration
10. Licencing/Pricing competitive

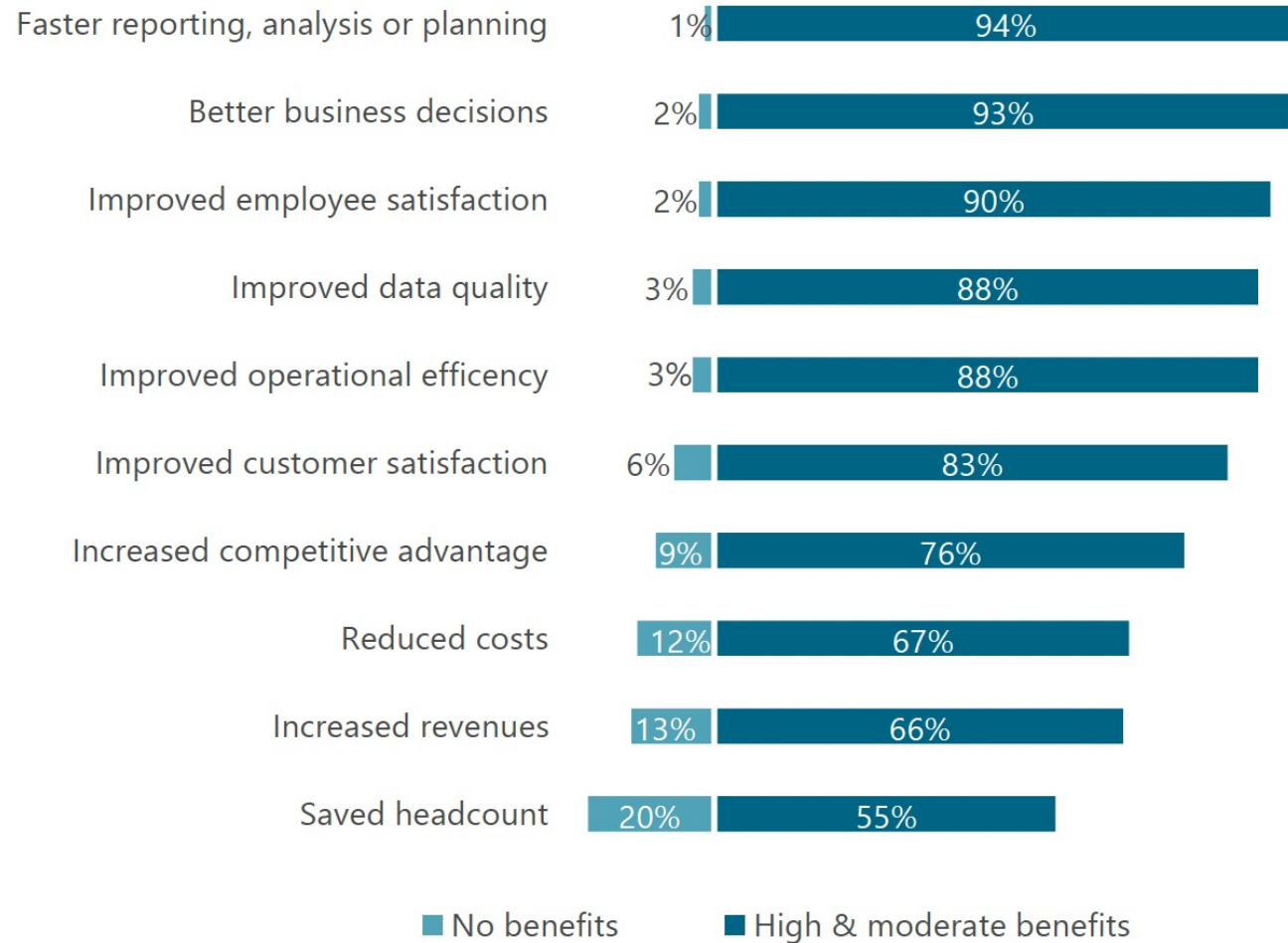


Figure 3: To what level have you achieved the following benefits with BI and analytics? (n=1,179)

Agenda

- Why Power BI?
- **Usecases & best practise content in PBI**
- **Tips & Tricks – „how to“ enable PBI for planning (writeback)**
- Discussion, Q&A, next steps

And what about planning / writeback?



Integrated Financial Planning

Make informed decisions

Project Controlling

Getting the best out of projects and portfolios

Supply Chain Management and S&OP

Bringing supply and demand into balance

Marketing Controlling

Translate marketing efforts into measurable success

Sales Controlling

Optimize sales performance

Compliance

Reliably meet legal requirements

Integrated Financial Planning

HR Planning

- Workflow
- Sales Planning
- Cost Center Planning
- Investment Planning
- Personal Planning
- P&L, Balance Sheet and Cashflow
- Scenario Planning
- Reporting
- Administration

- > Sales Cockpit
- > Top-Down Planning
- > Bottom-Up Planning

Dashboards with Statusinfo, Teams Integration & GANTT chart



DE EN

Integrated Financial Planning HR Planning Go-to-Market Planning

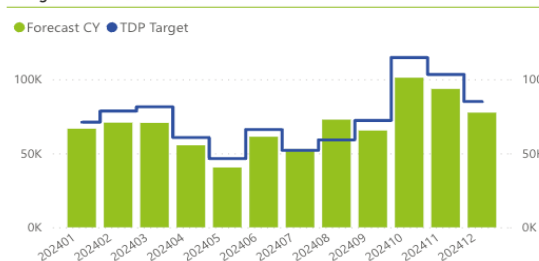
- Period
- 2023
 - 2024
 - 2024 01
 - 2024 02
 - 2024 03
 - 2024 04
 - 2024 05
 - 2024 06
 - 2024 07
 - 2024 08
 - 2024 09
 - 2024 10
 - 2024 11
 - 2024 12

Target vs. Forecast

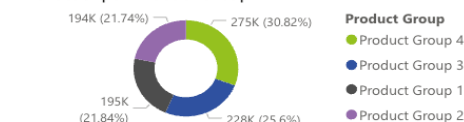
Target	Forecast	Gap
891K	829K	-7.0 %



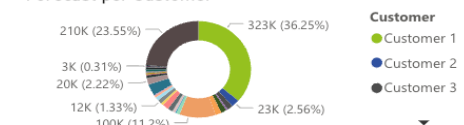
Target & Forecast over time



Forecast per Product Group



Forecast per Customer



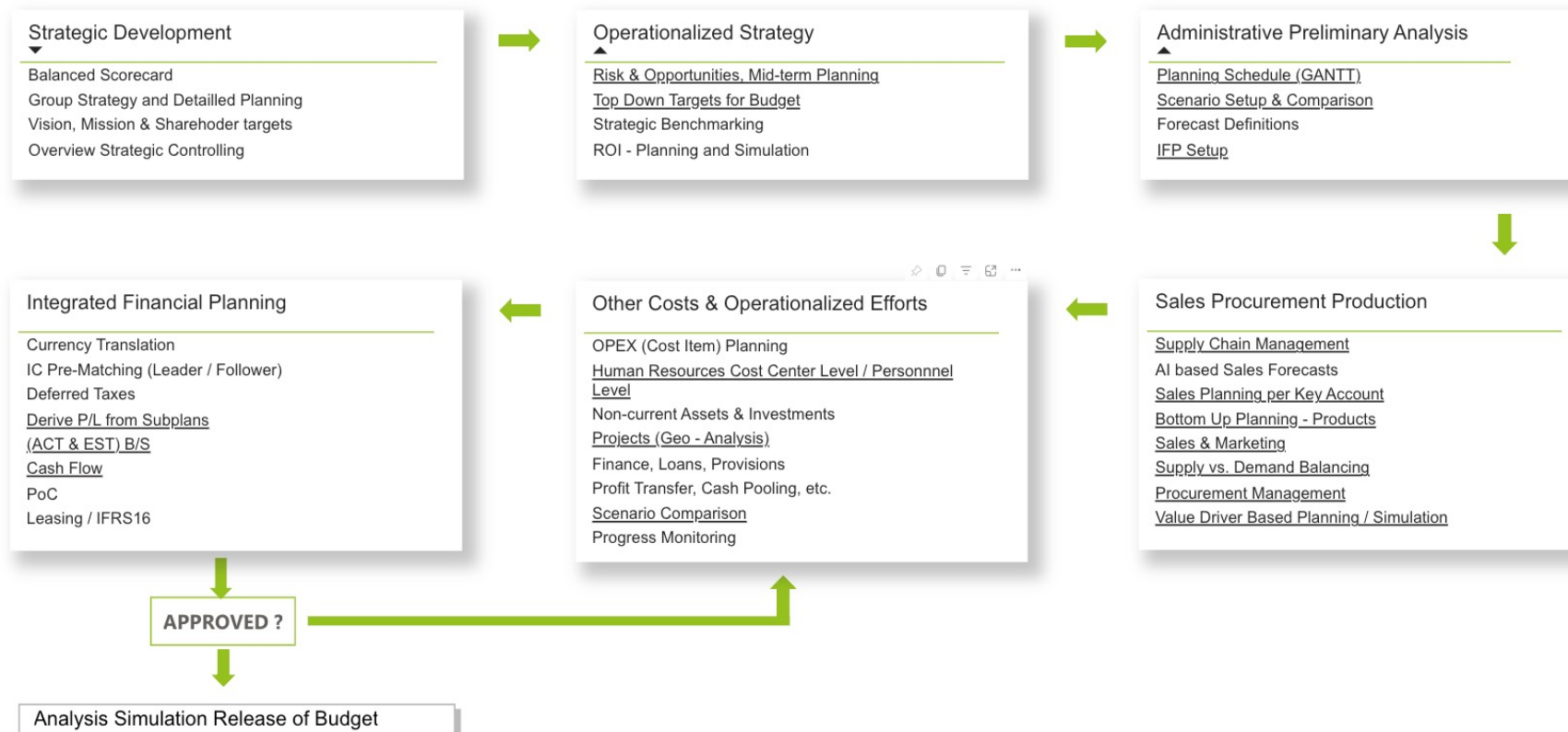
My Tasks

TaskName	Progress	Start Date	End Date	2021											
				September	October	November	December	January	February	March	April	May	June	July	
1. Premises	22	08/04/2020	02/07/2022	[Gantt bars for 2021]											
1.1 Chart of accounts	45	08/04/2020	23/12/2020	[Gantt bars for 2021]											
1.2 Legal Entities & Business Units	10	21/04/2020	21/04/2021	[Gantt bars for 2021]											
1.3 Definition of planning structures	20	11/06/2020	01/07/2021	[Gantt bars for 2021]											
1.4 Review	12	04/09/2020	21/01/2022	[Gantt bars for 2021]											
1.5 Administration	30	27/09/2020	02/07/2022	[Gantt bars for 2021]											
2. Planning	29	09/08/2020	28/06/2022	[Gantt bars for 2021]											
2.1 Top Down Sales Planning	49	09/08/2020	09/08/2021	[Gantt bars for 2021]											
2.2 Top Down/ Bottom Up (Products)	5	23/08/2020	31/12/2020	[Gantt bars for 2021]											
2.3 Loan planning	10	23/08/2020	23/08/2021	[Gantt bars for 2021]											
2.4 Cost planning	20	04/10/2020	10/07/2021	[Gantt bars for 2021]											
2.5 Asset planning	60	22/03/2021	22/03/2022	[Gantt bars for 2021]											
2.6 Personnel planning	10	28/06/2021	28/06/2022	[Gantt bars for 2021]											
3. Integration & Consolidation of Subplans	35	24/06/2022	27/08/2023	[Gantt bars for 2021]											
3.1 Profit & Loss Statement	15	24/06/2022	24/06/2023	[Gantt bars for 2021]											
3.2 Balance Sheet	40	10/08/2022	10/08/2023	[Gantt bars for 2021]											

Name	Email	Teams
Alexander Hein	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Angelika Leopold	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Boris Pejic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Christian Konrad	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cristian Schoipu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
David Pein	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Edgar Avagyan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Emil Tsvetkov	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fabian Gerer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fabian Schauhüber	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Felix Tonauer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Franz Schrattecker	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Jakob Hohenberger	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Jakob Rabel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Planning Workflow with all steps/subplans

>> Hide all



Top Down Planning with ChatGPT Integration



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Integrated Financial Planning HR Planning Go-to-Market Planning

Top-Down Planning

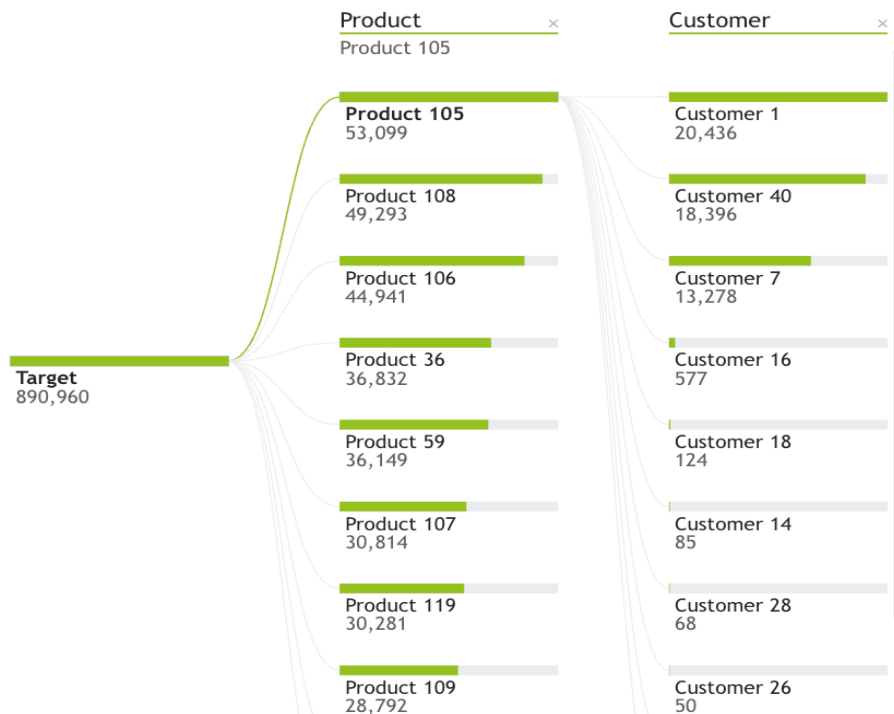
Year
2024

KPIs

Actual PY
785K

Target
891K
% to ACT PY: 13.5 %

Forecast
829K
% to ACT PY: 5.6 %
% to Target: -7.0 %



	Actual PY	Target
2024	785,194	890,960

Find out how Acterys can add unparalleled data model automation, planning and master data management to Power BI

Ask me anything!

i wonder what the gdp development in germany will be from 2024 to 2027?

It is difficult to accurately predict the GDP development in Germany for the years 2024 to 2027, as it is subject to various economic and political factors. However, based on current trends and projections, it is expected that Germany's GDP will continue to grow steadily during this period. According to the International Monetary Fund (IMF), Germany's GDP growth is projected to be around 2.1% in 2024 and 2.0% in 2025. This growth is expected to slow down slightly to 1.8% in 2026 and 1.7% in 2027. Some factors that could potentially impact Germany's GDP development during this period include: 1. Economic Recovery: The COVID-

Talk to me!

Try our other visuals at AppSource

Bottom Up Sales Planning on Product / Region / sales rep level



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Sales Planning

Customer: Customer 1

Year: 2024

Scenario: Forecast

Unit: TU

Product Attributes: All

(in pcs.)

Refresh Edit Multiselect Value Save

		2024 01	2024 02	2024 03	2024 04	2024 05	2024 06	2024 07	2024 08	2024 09	2024 10	2024 11	2024 12	Total
Product Group 1	Actual PY	2,371	5,636	7,183	4,812	4,905	5,100	4,600	4,600	4,600	4,600	4,600	4,600	106
	Actual & Forecast CY	0	0	0	0	0	0	0	0	0	0	0	0	0
Product Group 2	Actual PY	3,152	6,274	7,322	5,660	1,828	6,586	3,600	3,600	3,600	3,600	3,600	3,600	316
	Actual & Forecast CY	3,922	7,804	8,580	7,459	2,738	10000	7,000	7,000	7,000	7,000	7,000	7,000	300
Product Group 3	Actual PY	2,569	5,445	5,335	4,270	2,922	4,692	4,000	4,000	4,000	4,000	4,000	4,000	190
	Actual & Forecast CY	2,826	5,990	5,528	4,698	3,216	5,563	6,723	12,048	5,706	12,203	6,811	8,149	79,461
Product Group 4	Actual PY	4,696	8,505	8,967	3,891	3,729	4,821	3,535	7,346	5,844	9,963	9,195	10,052	80,544
	Actual & Forecast CY	5,166	9,356	9,291	5,000	4,103	5,715	5,799	15,347	6,430	10,473	10,114	11,058	97,853
Grand Total	Actual PY	12,788	25,860	28,807	18,633	13,384	13,384	21,199	16,092	25,851	21,192	40,488	29,522	283,256
	Actual & Forecast CY	11,914	23,150	23,400	17,157	10,057	20,438	20,188	43,975	18,717	34,617	26,013	27,688	277,314

Entry Shortcuts:
a - Additive e.g. a100 or a-100
I - Relative increase e.g. i10%
d - Relative decrease e.g. d10%
c - Repeat entry on every child e.g. c1000
r - Fill right e.g. r1000
s - Spread multiselect total as per distribution e.g. s50000

Numeric Shortcut: Suffix like k/m/b/t is supported e.g. 2k is 2000
Conditional Formatting: Conditions use 'val' variable e.g. val>100
Edit Validation: Conditions use 'val' variable e.g. val>500
Editing Lock: Conditions use 'val1' variable to refer to first value, 'val2' to second e.g. val1>1



Cost Center Planning iwth commentary feature, IBCS compliant



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Integrated Financial Planning HR Planning Go-to-Market Planning

Cost Center Planning

Period: 2025

Legal Entity: 11

Cost Center: Administration (Parent) + 113600 - Cafet...

Currency: LC

	IST FJ	IST	BUD	FC	Δ IST - VJ	Δ IST - VJ %
Personnel Expenses	1.1M	1.2M	1.1M		+68.2K	+6.3%
Salaries & Wages	880.8K	929.1K	905.0K		+48.2K	+5.5%
Other Personnel Expenses	205.8K	225.8K	222.0K		+20.0K	+9.7%
Administrative Expenses	45.0K	47.6K	11.9K		+2.6K	+5.8%
Marketing Expenses	11.5K	12.4K	12.0K		+940.0	+8.2%
IT Costs	35.8K	36.9K	37.0K		+1.1K	+3.2%
Rents	190.6K	207.0K	216.0K		+16.4K	+8.6%
Electricity	87.6K	93.2K	94.0K		+5.5K	+6.3%
Depreciation	45.0K	44.5K	45.0K		-495.0	-1.1%
Financial Result	10.5K	9.9K	10.1K		-552.1	-5.3%
Other	49.7K	50.7K	50.1K		+1.1K	+2.1%
Other Income	22.5K	21.7K	21.0K		-740.0	-3.3%
Other Expense	22.5K	23.8K	24.0K		+1.3K	+5.8%
Other Gains (Losses)	4.7K	5.2K	5.1K		+485.0	+10.3%

Commentary for Cost Center Planning:

- Other Personnel Expenses 225.8K ▲ +9.7%
2 departures, 3 new employees
- Other Income 21.7K ▼ -3.3%
3,5% higher than expected
- Other Expense 23.8K ▲ +5.8%
Higher expenses due to persistent inflation rates
- Other Gains (Losses) 5.2K ▲ +10.3%
Other Gains stagnating

Save Refresh Edit

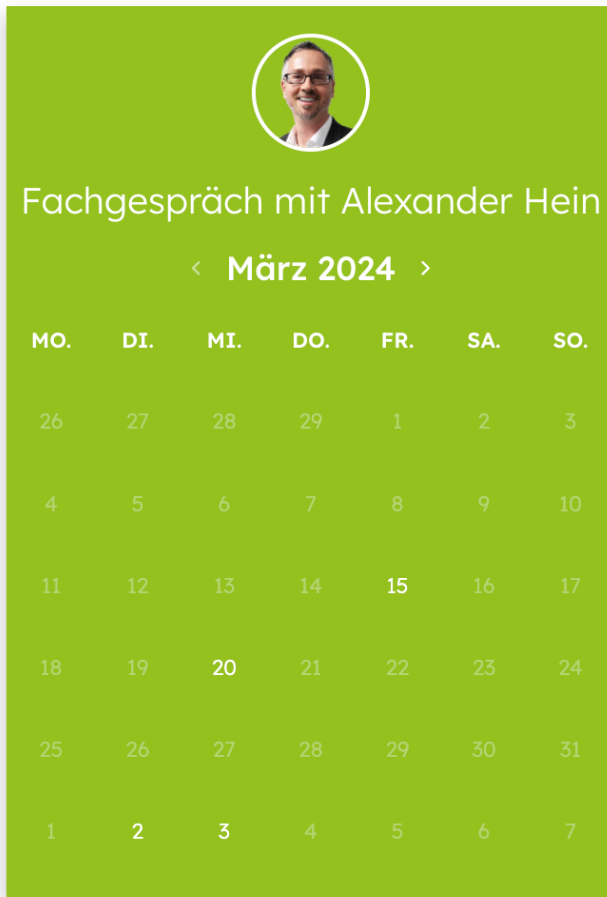
Pre-Allocate BUD

	2025-01	2025-02	2025-03	2025-04	2025-05	2025-06	2025-07	2025-08	2025-09	2025-10	2025-11	2025-12	Grand Total
	BUD	BUD	BUD	BUD	BUD	BUD	BUD	BUD	BUD	BUD	BUD	BUD	BUD
Salaries & Wages	75.000	80.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	905.000
Other Personnel Expenses	18.000	18.000	18.000	18.000	18.000	18.000	14.000	0	0	45.000	35.000	20.000	222.000
Administrative Expenses	993	993	993	993	993	993	993	993	993	993	993	993	11.912
Marketing Expenses	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	12.000
IT Costs	3.080	3.080	3.080	3.080	3.080	3.080	3.080	3.080	3.080	3.080	3.080	3.080	36.960
Rents	18.000	18.000	18.000	18.000	18.000	18.000	18.000	18.000	18.000	18.000	18.000	18.000	216.000



Connect re Power BI

book directly in my calender



Fachgespräch mit Alexander Hein

< März 2024 >

MO.	DI.	MI.	DO.	FR.	SA.	SO.
26	27	28	29	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Connect via LinkedIn:

https://www.linkedin.com/in/alexander-hein-spms/?locale=de_DE

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diary:

<https://meetings.hubspot.com/alexander-hein/alexanderhein-de>

Agenda

- Why Power BI?
- Usecases & best practise content in PBI
- Tips & Tricks – „how to“ enable PBI for planning (writeback)
- **Discussion, Q&A, next steps**



Digital Controlling Competence

We are looking forward to meeting you

<https://www.icv-controlling.com/dcc>

Die nächsten Veranstaltungen:

11.4. von 10.30-11.30: Controlling Software im Vergleich: https://www.vereinonline.org/Int_Controller_Verein_eV/?veranstaltung=93736

28.4. von 14.30-17.00: Den Wechsel meistern – von Excel zu FP&A Software:

https://www.vereinonline.org/Int_Controller_Verein_eV/?veranstaltung=93596

7.5. von 10.30-11.30: Finanzsteuerung: SAP SAC im Fokus: https://www.vereinonline.org/Int_Controller_Verein_eV/?veranstaltung=93595

Key focus areas of the ICV Expert Working Group Digital Controlling Competence

Processes & Optimization

Automation, predefined content for standardized controlling requirements - supporting the journey to fully integrated business planning.

- Sales & Operations
- Optimization algorithms (e.g. production planning)
- initiative planning -> strategic measures / projects
- Project- & program performance management
- Sales planning & controlling
- Marketing controlling
- Go-to-market planning

Fully integrated business planning

State of the art planning methods

- Top-down planning with allocation wizards and "CEO button"
- Value driver-based planning
- flexible countercurrent processes & planning calendar
- scenario planning & rolling forecasts

Technology & Tools

- Multi-dimensional & multi-attribute analysis & planning: state of the art, high-performance and scalable BI & CPM tools
- Make AI decision support, mathematics and statistics easy to grasp and accessible for the controller and apply predictive / prescriptive analytics
- Modern BI functions (dashboards, integrated reporting)
- Office add-ins for live connections to Excel, Word and PowerPoint
- Flexible granularity (operational vs. tactical vs. strategic planning) with different time periods (years, months, weeks, days)
- Ensure compliance with the help of the systems though
 - User rights
 - ICS - SOX 404
 - Audit trails
- Performance optimization - applications for large numbers of user, for all web browsers and devices
- ERP & CRM integration - interfaces vs ETL (extraction, transformation & loading)