

The New Value Integrator

Insights from the IBM 2010 Global CFO Study



The role of today's CFO has expanded dramatically. Find out what over 1,900 CFOs have to say about it.

IBM is pleased to invite local CFOs and Chief Accountants to join us for an IBM-sponsored workshop in conjunction with the **Atlanta Chapter of FEI** (Financial Executives International). IBM will discuss business strategies and ideas for senior finance executives to lever to make your enterprises more competitive and efficient. The agenda will cover such topics as: keys to successful mergers and acquisitions; advanced business analytics and optimization for differentiated financial performance; and IBM's own financial performance transformation story.

We will also reveal insights gained from the newly released **2010 Global CFO Study: The New Value Integrator**. The New Value Integrator is IBM's 4th annual global CFO survey, the largest study of its kind ever done. It includes analysis of the input from over 1,900 interviews with CFOs across geographies, industry and size. The survey focuses on the role of the CFO today to:

- Achieve an optimal mix of resources and capabilities to outperform competitors
- Enable timely and informed decision-making
- Help the enterprise anticipate and shape its environment.

This workshop will qualify for 2 hours of CPE credit for participants.

Date: Tuesday, April 20, 2010
Location: Buckhead Club, 3344 Peachtree Road, Sovereign Building, 26th Floor
Check In: 3:00 pm
Workshop: 3:15 - 5:30 pm

To register go to

ibm.com/events/2010feiatlanta

or contact jennifw@us.ibm.com.

A smarter business needs smarter thinking.
Let's build a Smarter Planet.

Attendees are also invited to attend the FEI monthly cocktail reception and dinner immediately following the end of the workshop.

To learn more about FEI, please visit www.feiatlanta.org/JoinFEI.shtml