

Introducing the Firefly Integrated Reporting Graph

Are you already encouraging a sustainable future through integrated reporting?

There is no way out to think holistically about what is happening in your business – no matter from what angle you look at it. Today’s volatile and competitive business environment drives the demand for an integrated reporting approach. Reporting needs span not only the internal demand of the leadership and board but also stakeholders and analysts for a clear, forward-looking grasp on objectives and measurable milestones, that bring the business strategy to life. Satisfying the various audiences’ demand for appropriate reports with diverse require-

ments creates an increasing complexity that poses a challenge for any company’s approach to enterprise data management. Growth, new markets, product and service innovation, regulatory requirements, sustainability as well as corporate responsibility drive a new and growing form of reporting. And these reports have to be created efficiently and yet provide all level of details and validity to support decision-making. Additionally, not only data from internal sources but also from customers, competitors, providers and the web need to be factored in.



Gaining a 360° perspective on business reporting through semantically linked internal and external data sources:

To enable a 360° perspective and meet all internal and external stakeholder’s demand for reports, four simple steps are required:

1. Availability: Identification of relevant sources – internal and external
2. Accuracy: Validating and portraying the relevant data models
3. Consistency: Linking all data points and enable same formats across all data sources
4. Easy to access: Apps that allow each business function to pull its own required data from all sources to create the respective report – without the need of IT or finance to be engaged.

The Firefly Integrated Reporting graph provides a simple, structured yet doable approach that allows for quick wins and risk mitigating scalability, while driving IT savings. It reduces the complexity of data analysis and time required for the creation of the respective reports.

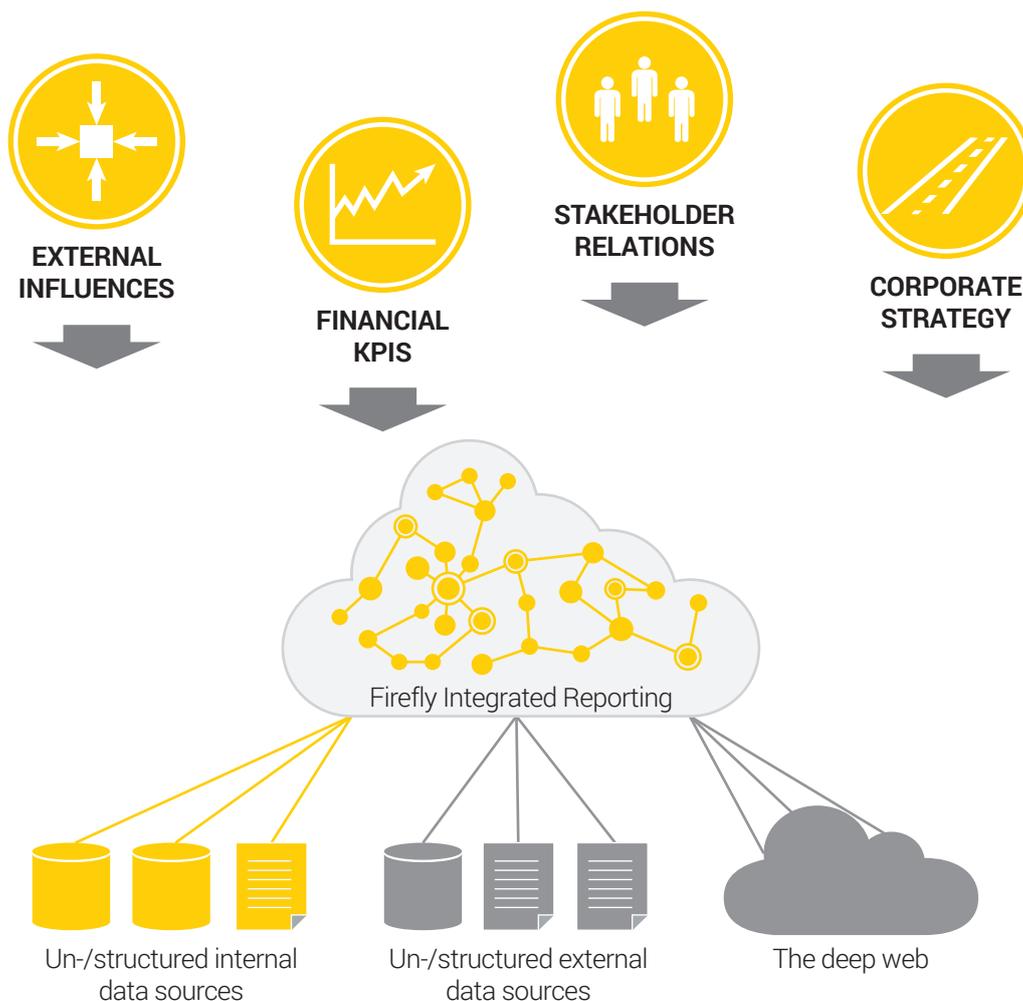
Integrated reporting allows bridging the gap between internal and external demand, delivering the respective reports more frequently, including forward-looking insights and information. Integrated reporting enables reports on your fingertips to serve any requirement companies have to meet today’s ever increasing demand for accurate and timely data to validate business operations as wells as financials, sustainability and corporate responsibility.

Introducing the Firefly Integrated Reporting Scheme

Link all your reporting assets in one place.
Even those you do not have.

Tangible benefits – right from start:

1. Coherent and consistent transparency across the whole value chain (end to end traceability)
2. New forms of collaboration and synergies between business regions, units and divisions – additionally connecting the board with the leadership, allowing educated decisions on each side
3. Streamlined processes for greater efficiency, enabling real time data to support immediate business demand and required decisions
4. Business intelligence enabled through Bid Data that can be set into context through predictive analytics – allowing for forward looking reporting
5. Reduced complexity eliminates current trade offs between speed of reporting and accuracy of data
6. Simplified IT structures while bridging the gap between time of pulling the right data and its accuracy



Firefly Information Management AG provides world-class innovative enterprise data management cloud solutions. We enable organizations to multiply the value of their data across all enterprise applications, processes and entities that require timely and accurate data through cloud based semantic data management.

Firefly Information Management AG operates across Europe with its headquarter in Zug, Switzerland and offices in the Czech Republic, Portugal and Germany.

Learn more at www.fireflyim.com.

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