

EXCHANGING

PRESENTING PARTNERS



BLACKLINE



RSM

# GETTING AHEAD: ACCELERATING THE PATH TO MODERN ACCOUNTING

*STOP LOOKING BACKWARDS*

10 February 2021



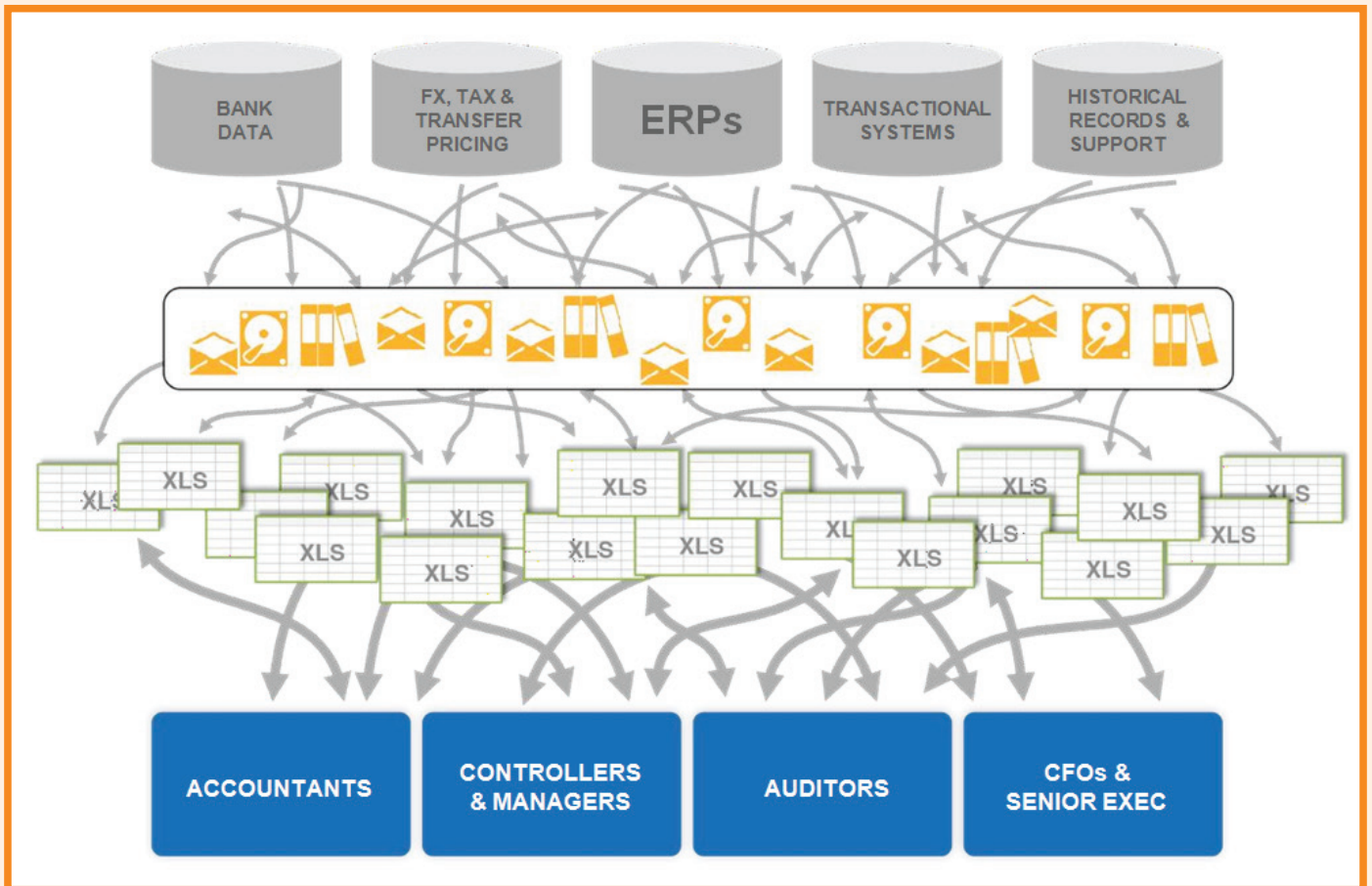
**MENTORME**

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— LET'S BRAINSTORM —



# Xchange Overview

Businesses run on facts and figures, and the best companies in the world have robust measurement and tracking processes in place that supports strategic decision making. But amid the busy, stressful month-end close, measurement, improvement, and strategy get pushed to the side at many organizations. Now is the time to start your journey and accelerate your path to modern accounting.



Presently, the process of financial month-end close is spreadsheet-driven and mostly manual. As companies move away from traditional, highly manual, error-prone accounting processes and shift toward modern accounting, there are easy levers to drive automation and visibility across the financial close. We can all agree that it's time to look forward and turn the page on traditional accounting processes.

This board room session will discuss how to map your journey to modern accounting and followed by a brief software demonstration highlighting the key benefits of automating your close processes.



# Why Attend?

- ▶ Listen to experts who are researching on modernising accounts with an annual **investment of USD 40M+** in research and development
- ▶ Hear from organisation positioned as the **Gartner leader for 4 years** running
- ▶ Opportunity to evaluate the software trusted and used by more than **175 Fortune 500 companies** for financial transformation
- ▶ Accessibility to tools anytime anywhere for productivity and efficiency - benefitting remote financial tasks execution

# Key Takeaways

- ▶ Find out what key areas of the financial close can be automated to improve controls
- ▶ See how visibility and workflow works in real time
- ▶ Awareness on the new technology that helps Financial Automation Processes including Reconciliation, Closing and Consolidation leading to Continuous Accounting and Monitoring
- ▶ Understand how leading organisations are automating tasks like account reconciliation and financial closing and working on strategic focus through up to date information and visibility across the processes

# Who Will Attend?

-  Chief Financial Officer
-  Heads of Finance
-  Heads of Shared Services
-  Group Controller
-  Process Owner R2R



# AGENDA

Wednesday  
10 February 2021

Gulf  
Standard  
Time  
(GMT +4)

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14:00 Opening remarks from **MentorMe Knowledge Advisor**

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14:05 Welcome note  
**Dr Bassam Dahman**, Managing Partner and Regional Leader-MENA, **RSM**

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14:10 **PRESENTATION**  
**Marie de Beco**, Principle Consultant, **BlackLine**

14:35 **Use cases**  
**Ana Minter**, Director, BlackLine Practice Leader, Management Consulting, **RSM**

14:55 **Q&A session**

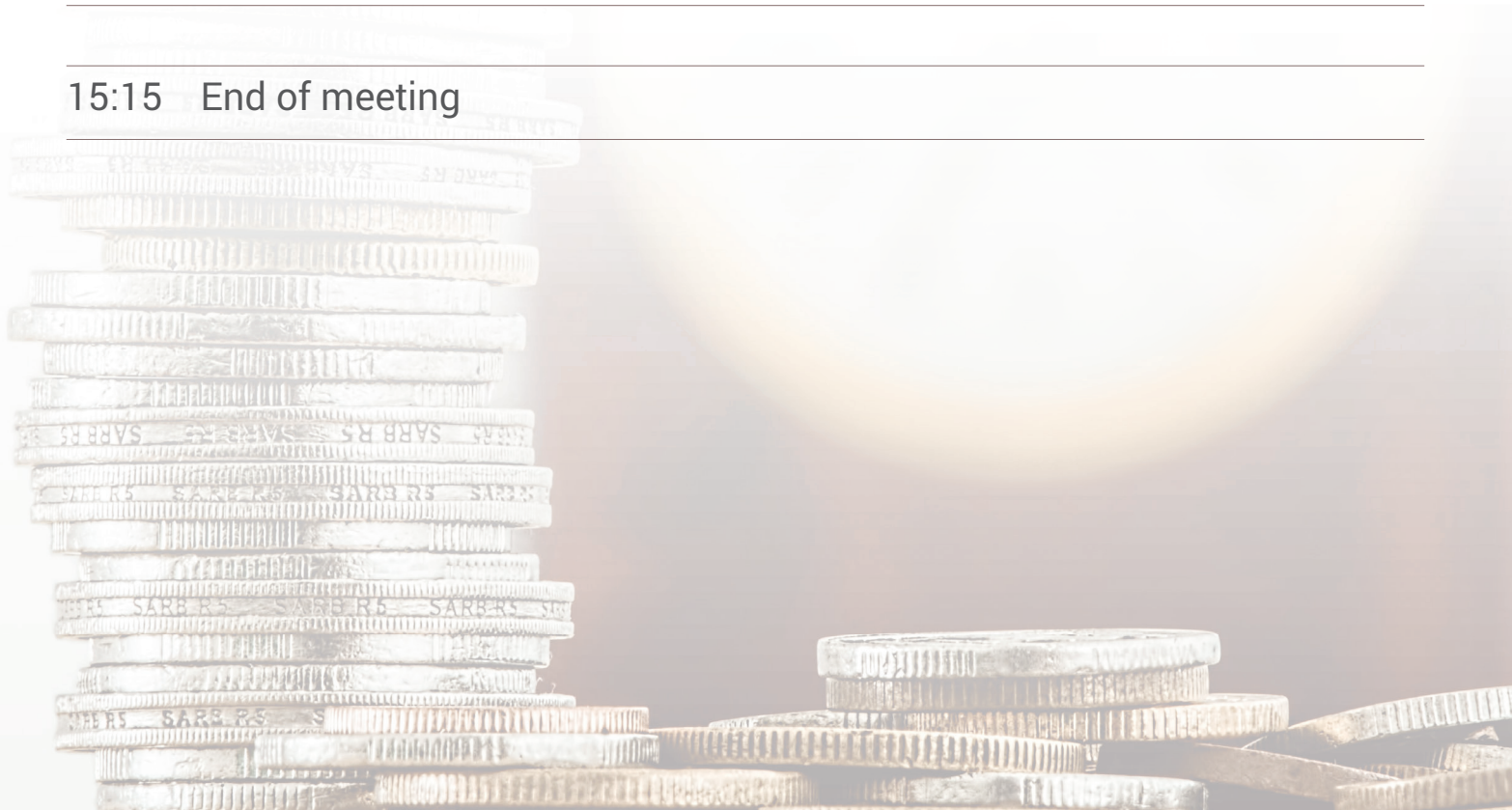
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15:10 Closing remarks  
**Haresh Ahuja**, Partner, **RSM AE Technology**

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15:15 End of meeting

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# Speakers

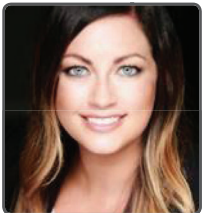


## **Marie de Beco**

Principle Consultant-Partner Engagement

### **BlackLine EMEA**

Marie joined BlackLine 6 years ago as a Principal Solutions Consultant, focused for the past 2 years on partner engagement. Her mission is to help financial teams to achieve financial close efficiency and balance sheet integrity. She has +20 years of consulting experience at software vendors, leading complex sales cycles and worldwide deployments.



## **Ana Minter**

Director, BlackLine Practice Leader, Management Consulting  
**RSM**

Ana Minter is a proven leader in a diverse set of business environments and specializes in finance and digital transformation, large scale implementations, and back office process optimization.

Prior to joining RSM, Ana was the Vice President of Information Technology & Shared Services at Impellam Group – a \$3B+ global provider of contingent workforce solutions. During her tenure she led a multi-year IT and Finance Transformation initiative, as well as headed the integration office of a \$120M acquisition. She also spent 6 years at KPMG as a Manager in the IT Enabled Transformation practice specializing in close automation and reconciliation applications.

Ana has a unique ability to guide organizations through complex change by continuously focusing on the intersection of technology and operations ensuring key processes maximize efficiencies of the applications landscape.



## **Dr Bassam Dahman**

Managing Partner and Regional Leader-MENA

### **RSM**

Dr Bassam is a CPA and Board Member of the International Arab Certified Accountants Association. In UAE, he was the co-founder of RSM Dahman (previously known as Dahman & Co.) and its sister firm RSM Dahman Management Consultancy (previously known as Crescent Management Consultancy) in Dubai in 1996 and launched the RSM UAE IT Consultancy company in 2017. In 2010 he was elected as the Regional Leader for MENA (Middle East & North Africa) to oversee the growth and development of RSM within the region and in 2017 the sub-region of West Africa was added to MENA. Dr Bassam has been the Partner in Charge of several clients in Development projects funded by the World Bank, IDA, IBRD, UNHCR, the Royal Netherlands Government and the Embassy of Japan – Yemen. He also managed and supervised several Finance and Accounting training courses in banks, private sector firms and governmental agencies. Also developed many training materials and presented training courses. As part of raising professional awareness, Dr Bassam has written and translated several articles on Audit, IAS that are published in a professional journal.

# About BlackLine



**BlackLine** solutions for Finance & Accounting (F&A) centralise and streamline financial close operations. Designed to complement ERP and other financial systems, the **BlackLine Finance Controls & Automation Platform** increases efficiency, visibility, control and compliance to ensure end-to-end financial close management.

BlackLine's mission is to continuously improve the quality, accuracy and efficiency of F&A by centralizing key functions within a single cloud platform. Enabling customers to move beyond outdated processes to a **Continuous Accounting** model, where real-time automation, controls and period-end tasks are embedded in day-to-day activities.

More than 3000 companies in over 130 countries around the world trust BlackLine.  
[www.blackline.com](http://www.blackline.com)

## BlackLine by the Numbers



**3,200+**

Customers in 130+ Countries



**\$40M+**

Annual R&D Investment



**4 years**

Gratner Leader for 4 Years Running



**75+**

Strategic Partners



**280,000+**

Users

**FORTUNE 500**

**37%**

Used by 37% of Fortune 500 Companies

**FORTUNE 50**

**56%**

Used by 56% of Fortune 50 Companies



**14**

International Offices & Counting

# About RSM



**RSM** is a powerful network of consulting experts. It is the 6<sup>th</sup> largest network in the world, operating in 120 countries and have presence in each of the top 40 major business centers globally. RSM has a combined staff of over 48,000 in over 820 offices across the Americas, Europe, MENA, Africa and Asia Pacific. RSM has implemented technology solutions for over 30 years with more than 2,000 clients across the globe. Our consultants are handpicked teams with strong experience in all industries.

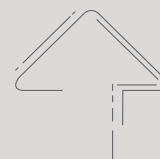
## RSM Financial Year 2020

### GLOBAL HIGHLIGHTS

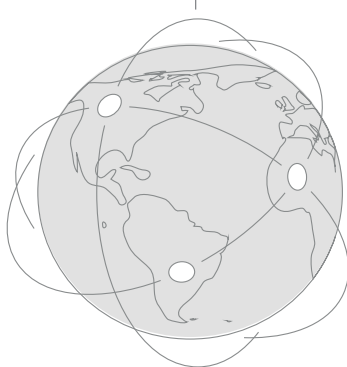


Revenue growth of  
**9.2%** from \$5.7bn to

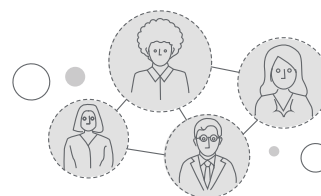
**\$6.3bn**



**820**  
offices



**120+** countries



**48,000**  
people  
internationally

### KEY SERVICE LINE HIGHLIGHTS



**15%** growth in our  
consulting services



**10%** growth in  
audit services



**6%** growth in our  
tax services

### REGIONAL HIGHLIGHTS





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