



# Buyer Personas

# Miria Buyer Personas



CFO – Decision Maker  
Bachelors degree  
MBA with usually 15+ years in the field  
Reports to CEO or President



Controller – Decision Maker or Top Influencer  
Bachelors degree  
Possible CPA usually 10+ years in the field  
Reports to CFO or President



AP Director – Decision Maker or Top Influencer  
Bachelors degree  
Usually 7+ years in the field  
Reports to Controller or CFO



IT Manager/Leader- Influencer  
Bachelors degree  
Usually 5+ years in the field  
Reports to CIO, CTO or directly to President

	<b>CFO Decision Maker</b>	<b>Controller Decision Marker or Top Influencer</b>	<b>AP Director Decision Maker or Top Influencer</b>	<b>IT Manager Decision Maker or Top Influencer</b>
<b>Role</b>	The chief financial officer (CFO) or chief financial and operating officer (CFOO) is a corporate officer primarily responsible for managing the financial risks of the corporation. This officer is also responsible for economic strategy, financial planning / forecasting and record-keeping, as well as financial reporting to higher management.	A company's controller is the chief accounting officer and heads the accounting department. The controller is responsible for the company's financial statements, general ledger, cost accounting, payroll, accounts payable, accounts receivable, budgeting, tax compliance, and various special analyses.	Responsible for all activities in Accounts Payable function including vendor relations. Acts as liaison between company, government and auditors.	An Information Technology (IT) Manager is responsible for implementing and maintaining an organization's technology infrastructure. Businesses rely on a central information processing system to support efficient data management and communications.
<b>Profile</b>	Influences big decisions and leads strategy to support long term business growth. High business acumen. Challenges status quo and owns the entire finance function.	Experienced, high business acumen, low risk by nature, likes things in order / methodical; not IT dominant in decision making, very business process oriented.	Experienced, high business acumen, low risk by nature, strong ERP experience; IT not dominant in decision making, very business process and cost oriented.	Technically astute, changes to infrastructure is a risk, likes things to run without incident; revenue is not dominant in decision making.
<b>Goals</b>	CFO is the key person in supporting management teams to make strategic decisions on how the organization will sustainably create value. Provides financial and non-financial information, reporting and analysis. Expected to contribute to strategic and management thinking as the partner to the business unit heads. At the end of the day, the organization and CFO are judged on the success or failure of the strategic choices made.	Ensure compliance, accuracy and efficiency. Managing all financial and accounting operations. Coordinating and directing the preparation of the budget, financial forecasts and report variances. Preparing and publishing timely monthly financial statements.	Ensure timely payment of vendors invoices and expense vouchers and maintains accurate records and control reports. Coordinating and directing the preparation of the department budget.	Provides leadership for the IT department staff. Sets clear and achievable goals with IT Team; demonstrates collaboration, excellent communication, enforces IT policies and procedures and safeguards information and technological assets. Prepares accurate and timely information for clients and users. Takes an active role in the development and meeting of planning strategies, coordinates the annual budget planning and preparation process for IT unit. Recruits, selects, hires, orients, and supervises IT staff.

	<b>CFO Decision Maker</b>	<b>Controller Decision Marker or Top Influencer</b>	<b>AP Director Decision Maker or Top Influencer</b>	<b>IT Manager Decision Maker or Top Influencer</b>
<b>What's important</b>	Meet regulatory demands; now have aging systems, cannot meet requirements efficiently unless automate. One source of data and truth. Improve controls and reduce costs. Data governance / shareable data. Need vendors / suppliers that get their strategic vision; flexibility to change so do not have to start over when priorities change. Comply with evolving regulations. Demonstrated / timely ROI.	Finding and developing talented people. Improved / integrated reporting. Adding value to the business. Improving efficiencies. Ensure compliance. Getting the basics right.	Finding and developing talented people. Improved / integrated reporting. How it "fits" within infrastructure. Improving efficiency. Reduced CFO / Controller impact. Ensure compliance / Reduce risk of fraud.	Security, scalability, code quality, processing speed and availability. Partner reliability. Timely project delivery. Improving efficiency.
<b>Concerns/ fears</b>	Project overruns impacting scope, budget and timeline. Disruption to business / project failure. Lack of demonstrated ROI. Vendor / supplier contractual issues.	Business disruption. IT integration issues. Lack of transparency / blind sided. Project overruns (scope, budget, timeline).	Business disruption. Problems with integration. Lack of transparency. Increase in expenses.	Disruption / downtime. IT integration issues. Project overruns / delivery issues.
<b>Trusted Resources</b>	Consultants Corporate Executive Board	Consultants Client testimonials / case studies Proven ROI samples Peer recommendations 3 <sup>rd</sup> party certifications 3 <sup>rd</sup> party comparative analyses	Peer company recommendation Proven ROI samples CEO / CFO buy in	Demonstrated, reliable IT Discussions with other IT organizations who implemented
<b>What's Expected</b>	On-time, on-budget, minimal disruption and ROI.	Expect a 30% operational cost reduction, real time accrual reports, reduced cycle time.	Reduced data entry errors, captures invoices on receipt, online tracking, audit trail/compliance.	Leverages IBM Digital Business Automation Platform, supports any ERP system, on premise or cloud.
<b>Why buy?</b>	Demonstrated costs reduction / quick ROI. Competitors success / "industry is doing it." Can look good to CEO / Board.	Proven ROI, the price and demonstrates risk management.	Proven ROI, demonstrated efficiencies and low risk.	Low risk on disruption to infrastructure. Confidence in IT provider performance. Ease of integration.