



Alta Via Consulting, LLC

# TOP TAKEAWAYS FROM IMA'S ANNUAL CONFERENCE — LOS ANGELES 2015



This year's IMA National Conference held in Los Angeles, California, was a professionally produced practitioner's gathering living up to the high-quality standards set by previous years' conferences. Three of the sessions I attended were outstanding, with the first two applying directly to what we do at Alta Via.

The first session was titled "ENTERPRISE COST REDUCTION: TRANSFORMING THE COST STRUCTURE FOR SUSTAINED BENEFITS", presented by Paul Dunn at Montgomery Coscia Greilich, LLP, CPA's. Much of the talk was on implementing advanced costing systems, and the speaker believes the number one reason these implementations fail is poor communications from senior management to the rank-and-file.

Another outstanding session was titled "DARWINIAN BUSINESS – THE EVOLUTION OF BIG DATA AND ANALYTIC – CONCEPTS FOR MANAGEMENT ACCOUNTANTS", presented by John Lucker, Principal at Deloitte. This presentation discussed the evolution of data and analytics into powerful business tools, with about a third of the presentation revolving around visualization of data. There is an interesting website with many different data visualization techniques presented in a periodic table layout: [http://www.visual-literacy.org/periodic\\_table/periodic\\_table.html#](http://www.visual-literacy.org/periodic_table/periodic_table.html#)

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The third outstanding session was on economics titled "COMPETING IN A CHAOTIC ECONOMY", presented by Todd Buchholz. One of his observations, paraphrased here, was "China is done. Unexpected consequences from their one-child policy have led to 65 million young Chinese men juiced-up on Red Bull who cannot find a date. That's dangerous." He admitted the done part might be a bit of an exaggeration at this point, but he sees serious problems ahead in China's economy.

Overall it was a good managerial accounting conference where I learned new things, renewed old acquaintances and made new contacts. It was a privilege attending this year's conference, and I would encourage those interested in managerial accounting to attend next year's annual IMA [2016] Conference in Las Vegas. ☐

By Dan Hill

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ALTA VIA CONSULTING, LLC

"A BETTER USE OF INFORMATION"

## About Us

Alta Via Consulting's practice focuses on management processes that include *blueprinting, planning, analysis, control* and *decision support tools* to meet our customers costing needs. We thrive on addressing specific challenges related to advanced cost management, highlighting solutions and best practices to help managers achieve their optimization objectives.

Our consultants are passionate about adding value to each project, bringing to the client a greater understanding and transparency of their business processes. This allows the client to become more responsive to business changes and thus more profitable.

Whether the path to success requires an integrated ERP solution, a stand-alone modeling tool, or enhancements to existing functionality – Alta Via's forte is to serve as *solution architects* to prove there is 'a better use of information'.

## About Dan Hill

Dan Hill is a Senior Consultant at Alta Via Consulting, LLC, responsible for designing and implementing advanced costing and corporate performance management systems.



Prior to joining Alta Via in 2012, Dan spent 7 years with CorePROFIT Solutions, a consulting firm that specializes in performance management in the financial services industry. Prior to CorePROFIT Dan spent 25 years at Bank of America, where he designed their enterprise-wide customer, product and organizational profitability information system and worked with Activity Based Costing, Funds Transfer Pricing, managerial costing, branch performance modeling, and capital investment modeling.

Dan has a BS in Economics, MBA, Certified Management Accountant (CMA) and Certified Financial Manager (CFM) accounting certifications. He coauthored the Institute of Management Accountant's 2010 Statement on Management Accounting titled "Customer Profitability Management," as well as published articles in *Strategic Finance* and *The Journal of Bank Cost Accounting* magazines. Dan is a current member of the Institute of Management Accountants, Charlotte NC Chapter. He speaks frequently on costing and customer profitability systems and their strategic significance, including IMA's 2012 National Conference, Carolinas' Council IMA Conferences, and MBA guest lecturer.

ALTA VIA'S COSTING EXPERTS LOOK FORWARD TO BEING YOUR TRUSTED ADVISOR TO HELP WITH ALL YOUR TRAINING, DOCUMENTATION, INSTALLATION AND CONFIGURATION NEEDS.

## Mission Statement

Alta Via Consulting is a niche provider of advanced cost management solutions, planning and simulation, business intelligence and decision support services with a clear goal of helping clients achieve enterprise optimization. Our consulting practice continues to expand to support the growth of your organization's costing needs.



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