

# Potential Research Topics

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STILL HAVEN'T FOUND WHAT  
YOU'RE LOOKING FOR?  
HARNESS THE POWER OF  
JOINED UP BUSINESS REPORTING

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# Potential Research Topics

Here are several potential research topics for consideration:

- Third Party Data Quality – how significant are third party data aggregator error rates
- Reporting Quality Errors – what are the implications of errors in XBRL reports for analysis
- Analytical Insights – with low cost access to more granular disclosures; what incremental insights are also now more available?
- Visual Representations – what visual representations are most effective
- Effectiveness of Disclosure Management implementations – how effective have companies been in realizing process and control benefits
- What is the status of XBRL within Academic Curriculum

# Third Party Data Quality

Disclosures reported are not necessarily accurately, completely, timely or cost effectively captured by third party aggregators.

What is the degree of distortion, normalization and omission currently provided by third party data aggregators? And thereby also represents the value of high quality XBRL company disclosures.

# Third Party Data Quality

## Microsoft vs. MSN (Income)

(In millions, except per share amounts)

Year Ended June 30,	2012
Revenue	\$ 73,723
Operating expenses:	
Cost of revenue	17,530
Research and development	9,811
Sales and marketing	13,857
General and administrative	4,569
Goodwill impairment	6,193
<b>Total operating expenses</b>	<b>51,960</b>
Operating income	21,763
Other income	504
Income before income taxes	22,267
Provision for income taxes	5,289
<b>Net income</b>	<b>\$ 16,978</b>

Revenue	73,723.0
Other Revenue, Total	0.0
<b>Total Revenue</b>	<b>73,723.0</b>
Cost of Revenue, Total	17,530.0
<b>Gross Profit</b>	<b>56,193.0</b>
Selling/General/Administrative Expenses, Total	18,426.0
Research & Development	9,811.0
Depreciation/Amortization	0.0
Interest Expense (Income), Net Operating	0.0
Unusual Expense (Income)	5,895.0
Other Operating Expenses, Total	0.0
<b>Operating Income</b>	<b>22,061.0</b>
Interest Income (Expense), Net Non-Operating	0.0
Gain (Loss) on Sale of Assets	0.0
Other, Net	1.0
<b>Income Before Tax</b>	<b>22,267.0</b>
Income Tax - Total	5,289.0
<b>Income After Tax</b>	<b>16,978.0</b>
Minority Interest	0.0
Equity In Affiliates	0.0
U.S. GAAP Adjustment	0.0
<b>Net Income Before Extra. Items</b>	<b>16,978.0</b>
Total Extraordinary Items	0.0
Accounting Change	0.0
<b>Net Income</b>	<b>16,978.0</b>

# Third Party Data Quality

## Microsoft vs. MSN (Balance Sheet)

Current assets:	
Cash and cash equivalents	\$ 6,938
Short-term investments (including securities loaned of \$785 and \$1,181)	56,102
<b>Total cash, cash equivalents, and short-term investments</b>	<b>63,040</b>
Accounts receivable, net of allowance for doubtful accounts of \$389 and \$333	15,780
Inventories	1,137
Deferred income taxes	2,035
Other	3,092
<b>Total current assets</b>	<b>85,084</b>
Property and equipment, net of accumulated depreciation of \$10,962 and \$9,829	8,269
Equity and other investments	9,776
Goodwill	13,452
Intangible assets, net	3,170
Other long-term assets	1,520
<b>Total assets</b>	<b>\$ 121,271</b>
Liabilities and stockholders' equity	
Current liabilities:	
Accounts payable	\$ 4,175
Current portion of long-term debt	1,231
Accrued compensation	2,875
Income taxes	789
Short-term unearned revenue	18,653
Securities lending payable	814
Other	3,151
<b>Total current liabilities</b>	<b>32,688</b>
Long-term debt	10,713
Long-term unearned revenue	1,406
Deferred income taxes	1,893
Other long-term liabilities	8,208
<b>Total liabilities</b>	<b>54,908</b>

Assets			
▶ Cash and Short Term Investments	68,312.0	66,644.0	63,040.0
Cash & Equivalents	6,017.0	5,036.0	6,938.0
Short Term Investments	62,295.0	61,608.0	56,102.0
▶ Total Receivables, Net	14,317.0	9,871.0	15,780.0
▶ Accounts Receivable - Trade, Net	14,317.0	9,871.0	15,780.0
Accounts Receivable - Trade, Gross	14,609.0	10,136.0	16,169.0
Provision for Doubtful Accounts	-292.0	-265.0	-389.0
Receivables - Other	0.0	0.0	0.0
Total Inventory	1,661.0	1,624.0	1,137.0
Prepaid Expenses	0.0	0.0	0.0
Other Current Assets, Total	5,284.0	5,912.0	5,127.0
<b>Total Current Assets</b>	<b>89,574.0</b>	<b>84,051.0</b>	<b>85,084.0</b>
Property/Plant/Equipment, Total - Net	8,698.0	8,329.0	8,269.0
Goodwill, Net	14,727.0	14,466.0	13,452.0
Intangibles, Net	3,341.0	3,423.0	3,170.0
Long Term Investments	10,707.0	10,038.0	9,776.0
Note Receivable - Long Term	0.0	0.0	0.0
Other Long Term Assets, Total	1,636.0	1,569.0	1,520.0
Other Assets, Total	0.0	0.0	0.0
<b>Total Assets</b>	<b>128,683.0</b>	<b>121,876.0</b>	<b>121,271.0</b>
Liabilities and Shareholders' Equity			
Accounts Payable	4,356.0	3,631.0	4,175.0
Payable/Accrued	0.0	0.0	0.0
Accrued Expenses	2,942.0	2,666.0	3,875.0
Notes Payable/Short Term Debt	0.0	0.0	0.0
Current Port. of LT Debt/Capital Leases	2,241.0	2,236.0	1,231.0
Other Current Liabilities, Total	22,371.0	22,869.0	23,407.0
<b>Total Current Liabilities</b>	<b>31,910.0</b>	<b>31,402.0</b>	<b>32,688.0</b>
▶ Total Long Term Debt	11,947.0	9,714.0	10,713.0
Long Term Debt	11,947.0	9,714.0	10,713.0
Capital Lease Obligations	0.0	0.0	0.0
Deferred Income Tax	2,394.0	2,209.0	1,893.0
Minority Interest	0.0	0.0	0.0
Other Liabilities, Total	9,856.0	9,715.0	9,614.0
<b>Total Liabilities</b>	<b>56,107.0</b>	<b>53,040.0</b>	<b>54,908.0</b>

# Third Party Data Quality

## Google vs. Google Finance (Balance Sheet)



	As of December 31, 2011	As of December 31, 2012		As of 2012-12-31
<b>Assets</b>			<b>In Millions of USD (except for per share items)</b>	
<b>Current assets:</b>			Cash & Equivalents	8,066.00
Cash and cash equivalents	\$ 9,983	\$ 14,778	Short Term Investments	33,310.00
Marketable securities	34,643	33,310	Cash and Short Term Investments	48,088.00
Total cash, cash equivalents, and marketable securities (including securities loaned of \$2,778 and \$3,180)	44,626	48,088	Accounts Receivable - Trade, Net	7,886.00
Accounts receivable, net of allowance of \$133 and \$581	5,427	7,885	Receivables - Other	-
Inventories	35	695	Total Receivables, Net	8,585.00
Receivable under reverse repurchase agreements	745	700	Total Inventory	505.00
Deferred income taxes, net	215	1,144	Prepaid Expenses	2,132.00
Prepaid revenue share, expenses and other assets	1,710	2,132	Other Current Assets, Total	1,144.00
Total current assets	52,758	60,454	Total Current Assets	60,454.00
Prepaid revenue share, expenses and other assets, non-current	499	2,011	Property/Plant/Equipment, Total - Gross	17,697.00
Non-marketable equity securities	790	1,469	Accumulated Depreciation, Total	-5,843.00
Property and equipment, net	9,603	11,854	Goodwill, Net	10,537.00
Intangible assets, net	1,578	1,469	Intangibles, Net	7,473.00
Goodwill	7,346	10,537	Long Term Investments	1,469.00
Total assets	\$ 72,574	\$ 93,798	Other Long Term Assets, Total	2,011.00
<b>Liabilities and Stockholders' Equity</b>			Total Assets	93,798.00
<b>Current liabilities:</b>			Accounts Payable	2,012.00
Accounts payable	\$ 588	\$ 2,012	Accrued Expenses	6,968.00
Short-term debt	1,218	2,549	Notes Payable/Short Term Debt	2,549.00
Accrued compensation and benefits	1,818	2,239	Current Port. of LT Debt/Capital Leases	-
Accrued expenses and other current liabilities	1,370	3,258	Other Current liabilities, Total	2,808.00
Accrued revenue share	1,168	1,471	Total Current Liabilities	14,337.00
Securities lending payable	2,007	1,673	Long Term Debt	2,968.00
Deferred revenue	547	895	Capital Lease Obligations	-
Income taxes payable, net	197	240	Total Long Term Debt	2,968.00
Total current liabilities	8,913	14,337	Total Debt	5,937.00
Long-term debt	2,988	2,988	Deferred Income Tax	1,872.00
Deferred revenue, non-current	44	100	Minority Interest	-
Income taxes payable, non-current	1,693	2,046	Other Liabilities, Total	2,888.00
Deferred income taxes, net, non-current	287	1,872	Total Liabilities	22,083.00
Other long-term liabilities	506	740		

# Third Party Data Quality

## Google vs. Google Finance (Income Statement)



	Year Ended December 31,		
	2010	2011	2012
<b>Revenues:</b>			
Google (advertising and other)	\$29,321	\$37,905	\$46,039
Motorola Mobile (hardware and other)	0	0	4,136
<b>Total revenues</b>	<b>\$29,321</b>	<b>\$37,905</b>	<b>\$50,175</b>
<b>Costs and expenses:</b>			
Cost of revenues—Google (advertising and other) <sup>(1)</sup>	10,417	13,188	17,176
Cost of revenues—Motorola Mobile (hardware and other) <sup>(1)</sup>	0	0	3,458
Research and development <sup>(1)</sup>	3,762	5,162	6,793
Sales and marketing <sup>(1)</sup>	2,799	4,589	6,143
General and administrative <sup>(1)</sup>	1,962	2,724	3,845
Charge related to the resolution of Department of Justice investigation	0	500	0
<b>Total costs and expenses</b>	<b>18,940</b>	<b>26,163</b>	<b>37,415</b>
<b>Income from operations</b>	<b>10,381</b>	<b>11,742</b>	<b>12,760</b>
Interest and other income, net	415	584	626
<b>Income from continuing operations before income taxes</b>	<b>10,796</b>	<b>12,326</b>	<b>13,386</b>
Provision for income taxes	2,291	2,589	2,598
<b>Net income from continuing operations</b>	<b>\$ 8,505</b>	<b>\$ 9,737</b>	<b>\$10,788</b>
Net loss from discontinued operations	0	0	(51)
<b>Net income</b>	<b>\$ 8,505</b>	<b>\$ 9,737</b>	<b>\$10,737</b>

In Millions of USD (except for per share items)	12 months ending 2012-12-31
Revenue	50,175.00
Other Revenue, Total	-
Total Revenue	50,175.00
Cost of Revenue, Total	20,505.00
Gross Profit	29,670.00
Selling/General/Admin. Expenses, Total	9,741.00
Research & Development	6,593.00
Depreciation/Amortization	-
Interest Expense(Income) - Net Operating	-
Unusual Expense (Income)	576.00
Other Operating Expenses, Total	-
Total Operating Expense	37,415.00
Operating Income	12,760.00
Interest Income(Expense), Net Non-Operating	-
Gain (Loss) on Sale of Assets	188.00
Other, Net	58.00
Income Before Tax	13,386.00
Income After Tax	10,788.00
Minority Interest	-
Equity In Affiliates	-
Net Income Before Extra. Items	10,788.00
Accounting Change	-
Discontinued Operations	-
Extraordinary Item	-
Net Income	10,737.00



# Third Party Data Quality

## Yahoo vs. Yahoo Finance (Income)

	Years Ended December 31,		
	2010	2011	2012
	(In thousands, except per share amounts)		
Revenue	\$6,324,651	\$4,984,199	\$ 4,986,566
Operating expenses:			
Cost of revenue—Traffic acquisition costs	1,736,423	603,371	518,906
Cost of revenue—Other	945,651	983,626	1,101,660
Sales and marketing	1,263,992	1,122,193	1,101,572
Product development	1,028,716	919,368	887,824
General and administrative	487,762	497,288	540,247
Amortization of intangibles	31,626	33,592	33,813
Restructuring charges, net	57,957	24,420	236,170
Total operating expenses	5,552,127	4,183,858	4,420,198
Income from operations	772,524	800,341	566,368
Other income, net	297,869	27,175	4,647,839
Income before income taxes and earnings in equity interests	1,070,393	827,516	5,214,207
Provision for income taxes	(221,523)	(241,767)	(1,940,043)
Earnings in equity interests	395,758	476,920	676,438
Net income	1,244,628	1,062,669	3,950,602
Less: Net income attributable to noncontrolling interests	(12,965)	(13,842)	(5,123)
Net income attributable to Yahoo! Inc.	\$1,231,663	\$1,048,827	\$ 3,945,479

Period Ending	Dec 30, 2012
Total Revenue	4,986,566
Cost of Revenue	1,620,566
<b>Gross Profit</b>	<b>3,366,000</b>
<b>Operating Expenses</b>	
Research Development	885,824
Selling General and Administrative	1,641,819
Non Recurring	236,170
Others	35,819
<b>Total Operating Expenses</b>	<b>2,799,632</b>
<b>Operating Income or Loss</b>	<b>566,368</b>
<b>Income from Continuing Operations</b>	
Total Other Income/Expenses Net	4,647,839
Earnings Before Interest And Taxes	5,214,207
Interest Expense	-
Income Before Tax	5,214,207
Income Tax Expense	1,940,043
Minority Interest	(5,123)
<b>Net Income From Continuing Ops</b>	<b>3,945,479</b>
<b>Non-recurring Events</b>	
Discontinued Operations	-
Extraordinary Items	-
Effect Of Accounting Changes	-
Other Items	-
<b>Net Income</b>	<b>3,945,479</b>



# Third Party Data Quality

## Yahoo vs. Yahoo Finance (Balance Sheet)

	December 31,	
	2011	2012
(In thousands, except par values)		
<b>ASSETS</b>		
Current assets:		
Cash and cash equivalents	\$ 1,562,390	\$ 2,667,778
Short-term marketable debt securities	493,189	1,516,175
Accounts receivable, net of allowance of \$30,142 and \$32,635 as of December 31, 2011 and 2012, respectively	1,037,474	1,008,448
Prepaid expenses and other current assets	359,483	460,312
Total current assets	3,452,536	5,652,713
Long-term marketable debt securities	474,338	1,838,425
Alibaba Group Preference Shares	—	816,261
Property and equipment, net	1,730,888	1,685,845
Goodwill	3,900,752	3,826,749
Intangible assets, net	254,600	153,973
Other long-term assets	220,628	289,130
Investments in equity interests	4,749,044	2,840,157
Total assets	\$ 14,782,786	\$ 17,103,253
<b>LIABILITIES AND EQUITY</b>		
Current liabilities:		
Accounts payable	\$ 166,595	\$ 184,831
Accrued expenses and other current liabilities	846,044	808,475
Deferred revenue	194,722	296,926
Total current liabilities	1,207,361	1,290,232
Long-term deferred revenue	43,639	407,560
Capital lease and other long-term liabilities	134,905	124,587
Deferred and other long-term tax liabilities, net	815,534	675,271
Total liabilities	2,201,439	2,497,650

Period Ending	Dec 30, 2012
<b>Assets</b>	
Current Assets	
Cash And Cash Equivalents	2,667,778
Short Term Investments	1,516,175
Net Receivables	1,008,448
Inventory	-
Other Current Assets	460,312
<b>Total Current Assets</b>	<b>5,652,713</b>
Long Term Investments	4,678,582
Property Plant and Equipment	1,685,845
Goodwill	3,826,749
Intangible Assets	153,973
Accumulated Amortization	-
Other Assets	1,105,391
Deferred Long Term Asset Charges	-
<b>Total Assets</b>	<b>17,103,253</b>
<b>Liabilities</b>	
Current Liabilities	
Accounts Payable	993,306
Short/Current Long Term Debt	-
Other Current Liabilities	296,926
<b>Total Current Liabilities</b>	<b>1,290,232</b>
Long Term Debt	124,587
Other Liabilities	-
Deferred Long Term Liability Charges	1,082,831
Minority Interest	45,403
Negative Goodwill	-
<b>Total Liabilities</b>	<b>2,543,053</b>

# Reporting Quality Errors

Which of the common reporting quality error types have the most adverse impact on analytical processes and outcomes?

## Fact problems

- Inconsistent or Missing Values
- Incorrect Negative Values and Signage
- Inconsistent Element selection, including Members
- Inconsistent unit of measure/data type
- Inconsistent decimal precision
- Inconsistent date
- Duplicate values
- Values not in financials
- Textblock inconsistencies
- Missing footnotes
- Inaccurate Labels

## EDGAR Filer Manual validation errors

## *Extension problems*

- Unnecessary extensions
- Incorrect extension meta-data (period, balance, type)

## *Calculation problems*

- Missing calculations
- Calculation errors

## *Linkbase problems*

- Axis-domain-member construction
- Missing elements
- Negated labels
- Missing or incorrect labels

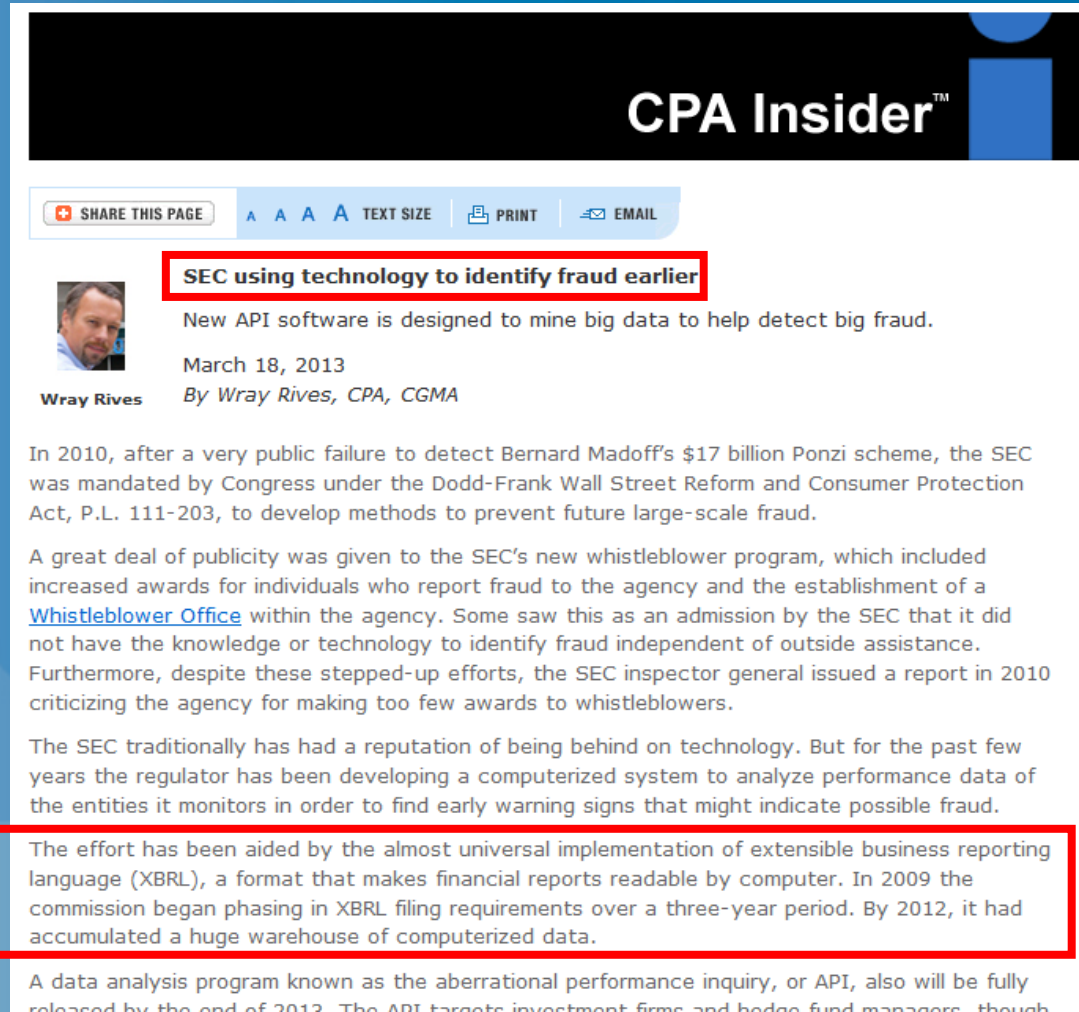
# Reporting Quality Errors

Examples of Report Quality Errors in Company Reports:

Error type	XBRL Report	Correct
Fact Problems	UFE \$4.3B	UFE \$17.2B
Fact Problems	Public Float \$6.3 Quintillion (17 zeros)	Public Float \$6.3B
Fact Problems	Accumulated Amortization - \$28.5B	Accumulated Amortization \$28.5B
Extension Problems	xxx.Cash and Cash Equivalents	US GAAP Term: Cash and Cash Equivalents
Calculation Problems	Net Cash Generated from Operations \$1.3B	Net Cash Generated from Operations \$1.B

# Analytical Insights

Granular disclosures provide low cost access to reusable data that may provide new insights on reporting risks & frauds. Are there new analytical insights available via new business rules / analytics?



The screenshot shows a webpage from CPA Insider. At the top right is the logo "CPA Insider™". Below it is a navigation bar with "SHARE THIS PAGE", "TEXT SIZE", "PRINT", and "EMAIL" options. The article title "SEC using technology to identify fraud earlier" is highlighted with a red box. The author is Wray Rives, dated March 18, 2013. The article text discusses the SEC's new whistleblower program and the use of XBRL data for fraud detection. A paragraph about the universal implementation of XBRL is also highlighted with a red box.

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**SEC using technology to identify fraud earlier**

New API software is designed to mine big data to help detect big fraud.

March 18, 2013  
By Wray Rives, CPA, CGMA

In 2010, after a very public failure to detect Bernard Madoff's \$17 billion Ponzi scheme, the SEC was mandated by Congress under the Dodd-Frank Wall Street Reform and Consumer Protection Act, P.L. 111-203, to develop methods to prevent future large-scale fraud.

A great deal of publicity was given to the SEC's new whistleblower program, which included increased awards for individuals who report fraud to the agency and the establishment of a [Whistleblower Office](#) within the agency. Some saw this as an admission by the SEC that it did not have the knowledge or technology to identify fraud independent of outside assistance. Furthermore, despite these stepped-up efforts, the SEC inspector general issued a report in 2010 criticizing the agency for making too few awards to whistleblowers.

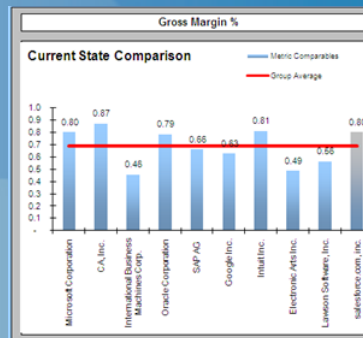
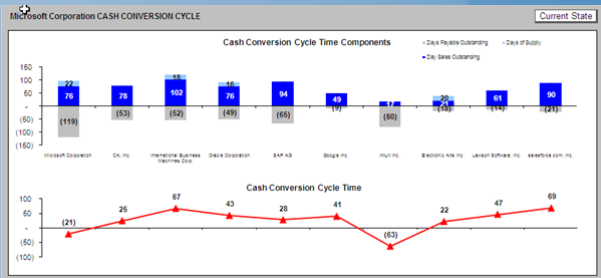
The SEC traditionally has had a reputation of being behind on technology. But for the past few years the regulator has been developing a computerized system to analyze performance data of the entities it monitors in order to find early warning signs that might indicate possible fraud.

The effort has been aided by the almost universal implementation of extensible business reporting language (XBRL), a format that makes financial reports readable by computer. In 2009 the commission began phasing in XBRL filing requirements over a three-year period. By 2012, it had accumulated a huge warehouse of computerized data.

A data analysis program known as the aberrational performance inquiry, or API, also will be fully released by the end of 2013. The API targets investment firms and hedge fund managers, though

# Visual Representations

Basic heat map and basic graphs.



Microsoft Corporation

Industry Annual Peer Rank Trend Summary

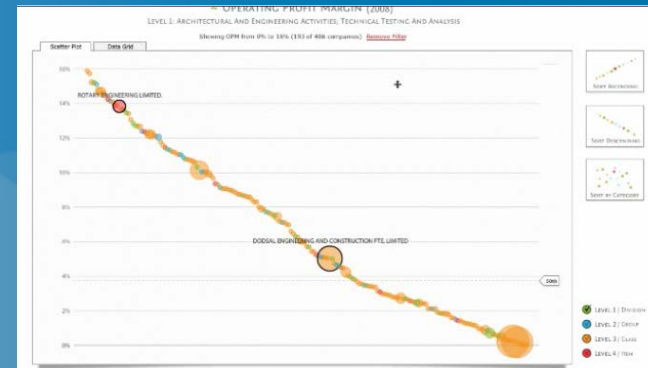
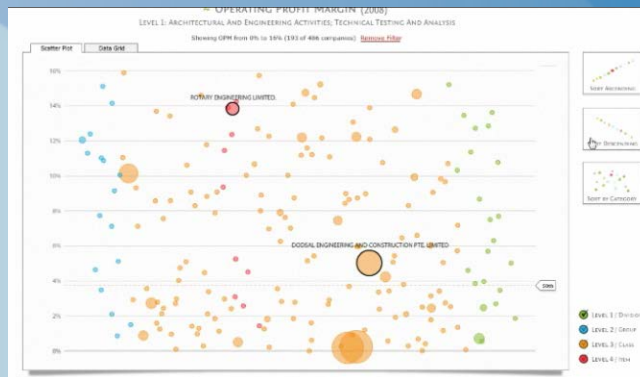
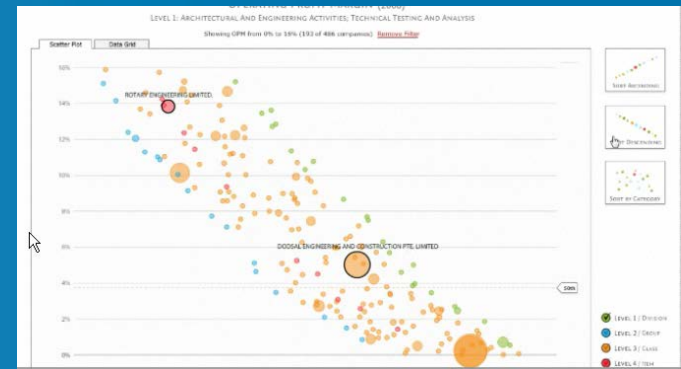
Fiscal year ending December 2010

	2010	2009	2008	2007	2006	Avg
<b>Profitability Metrics</b>						
Gross Margin	Q2	Q2	Q1	Q1	Q1	Q1
Operating Margin %	Q1	Q1	Q1	Q1	Q1	Q1
EBITDA %	N/A	N/A	N/A	N/A	N/A	N/A
Operating (EBIT) Margin	Q1	Q1	Q1	Q1	Q1	Q1
NOPAT Margin	Q1	Q1	Q1	Q1	Q1	Q1
Return on Invested Capital	Q1	Q1	Q1	Q1	Q1	Q1
ROCE %	Q1	Q1	Q1	Q1	Q1	Q1
Effective Tax Rate	Q1	Q1	Q1	Q3	Q2	Q2
Cash Tax Rate	Q2	N/A	N/A	N/A	N/A	Q3
<b>Growth Metrics</b>						
Net Sales Growth	Q2	Q4	Q3	Q3	Q3	Q3
EBIT Growth	Q2	Q4	Q2	Q3	Q3	Q3
R&D %	Q2	Q1	Q2	Q2	Q2	Q2
<b>Efficiency Metrics</b>						
COGS %	Q2	Q2	Q1	Q1	Q1	Q1
SG&A as a % of Sales	Q2	Q3	Q3	Q3	Q3	Q3
Sales per Employee	Q1	Q1	Q1	Q1	Q1	Q1
Sales per Employee Growth	Q1	Q4	Q3	Q3	Q3	Q3
Inventory Turnover	Q3	Q3	Q4	Q4	Q4	Q4
Working Capital Turnover	Q4	Q3	Q2	Q2	Q3	Q3
Capital Velocity	Q1	Q2	Q1	Q2	Q2	Q2
Return on Assets	Q1	Q1	Q1	Q1	Q1	Q1
<b>Liquidity Metrics</b>						
Quick Ratio	N/A	N/A	N/A	N/A	N/A	N/A
Current Ratio	Q1	Q2	Q3	Q2	Q2	Q2
Days Sales Outstanding	Q3	Q2	Q2	Q2	Q2	Q2
Days Inventory Outstanding	Q3	Q3	Q4	Q4	Q4	Q4
Days Payable Outstanding	Q1	Q1	Q1	Q1	Q1	Q1
Cash Conversion Cycle	Q1	Q1	Q1	Q2	Q3	Q1
Interest Coverage Ratio	Q1	Q1	Q1	Q1	Q1	Q1
Net Debt/EBITDA	N/A	N/A	N/A	N/A	N/A	N/A
Operating Cash Flow Ratio	Q1	Q2	Q1	Q1	Q2	Q1
Free Cash Flow to Sales	Q1	Q1	Q1	Q1	Q2	Q1

Cash Conversion Cycle Section 2 RaisingTheBar Heat Map Prof

# Visual Representations

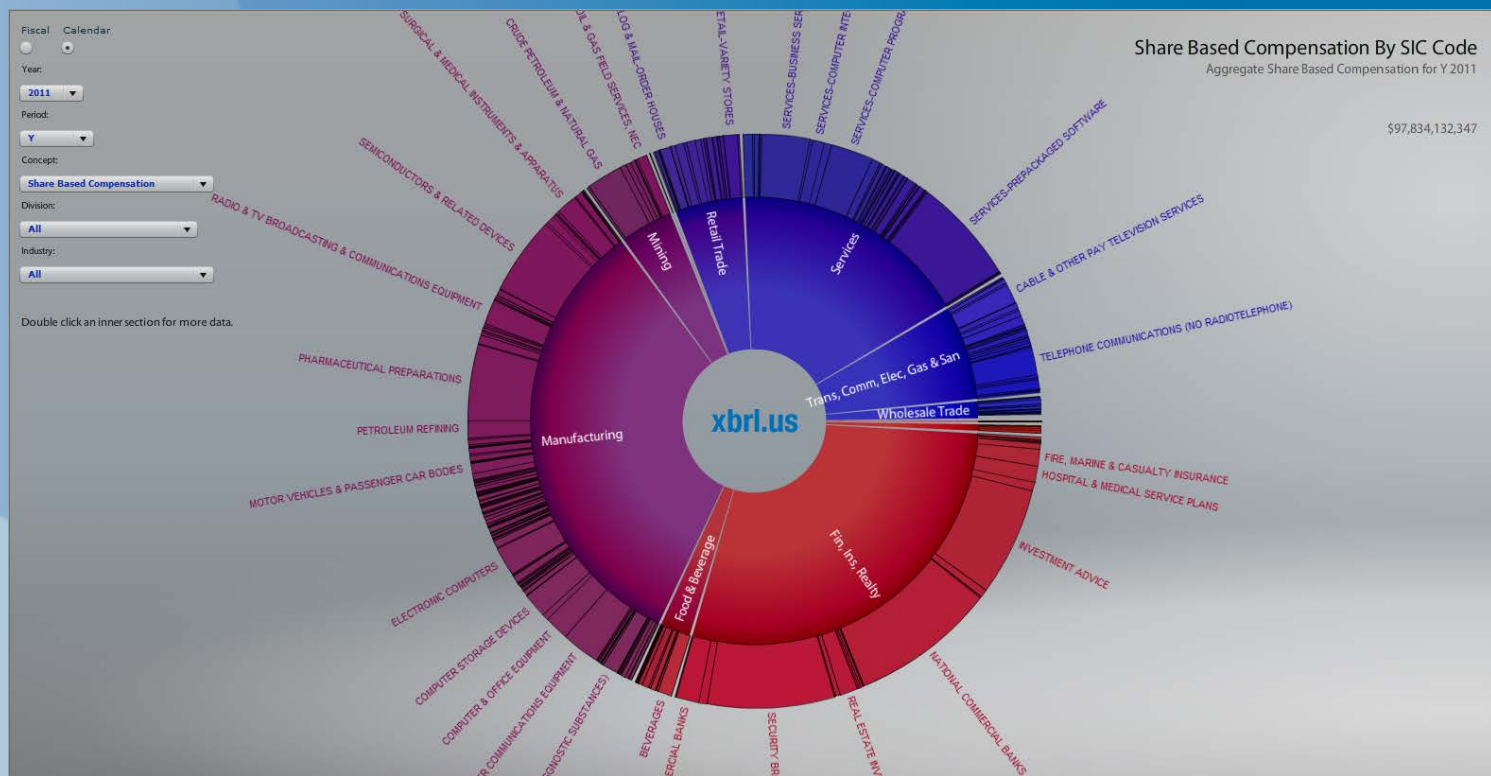
## Open Analytics at ACRA in Singapore





# Visual Representations

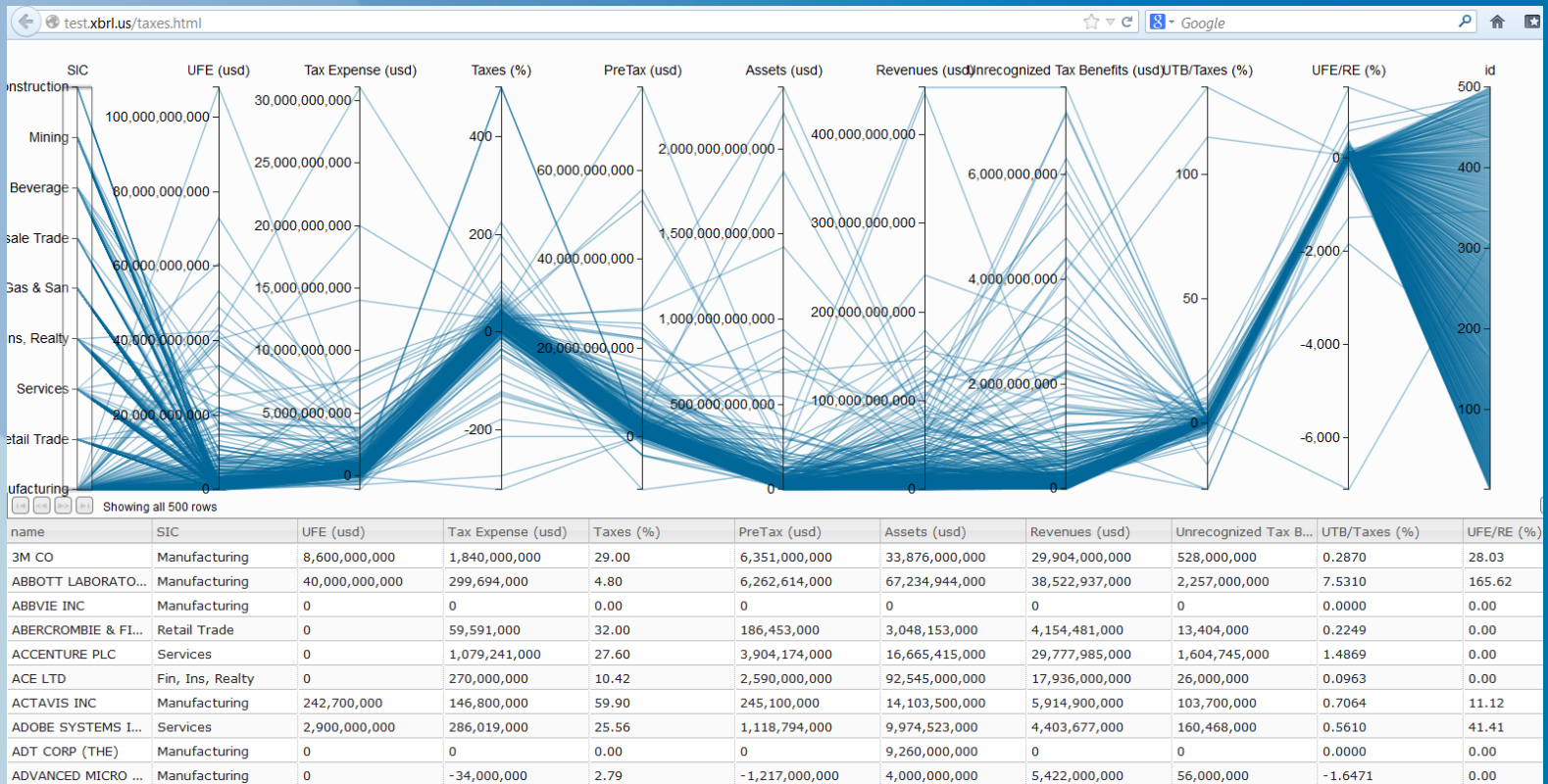
Market Summary w/ drill down to details for broad range of granular disclosures.





# Visual Representations

'Snake' chart on specific granular disclosures correlated to other relevant items.



# Other Analytical Apps

Following are some commercial applications that may be useful for analyzing the content within XBRL formatted documents:

[BlueMatrix Researchware](#)

[EDGAR Online's Imetrix](#)

[Rivet Crossfire \(video\)](#)

[XBRL Analyst](#)

[Sector3](#)

[XBRL US Consistency Suite](#)

[LogixData SEC Analyzer](#)

[9WSearch](#)

[RS Regulator Portal](#)

[XBRL Data in Use](#)

[Calcbench](#) (Open source)

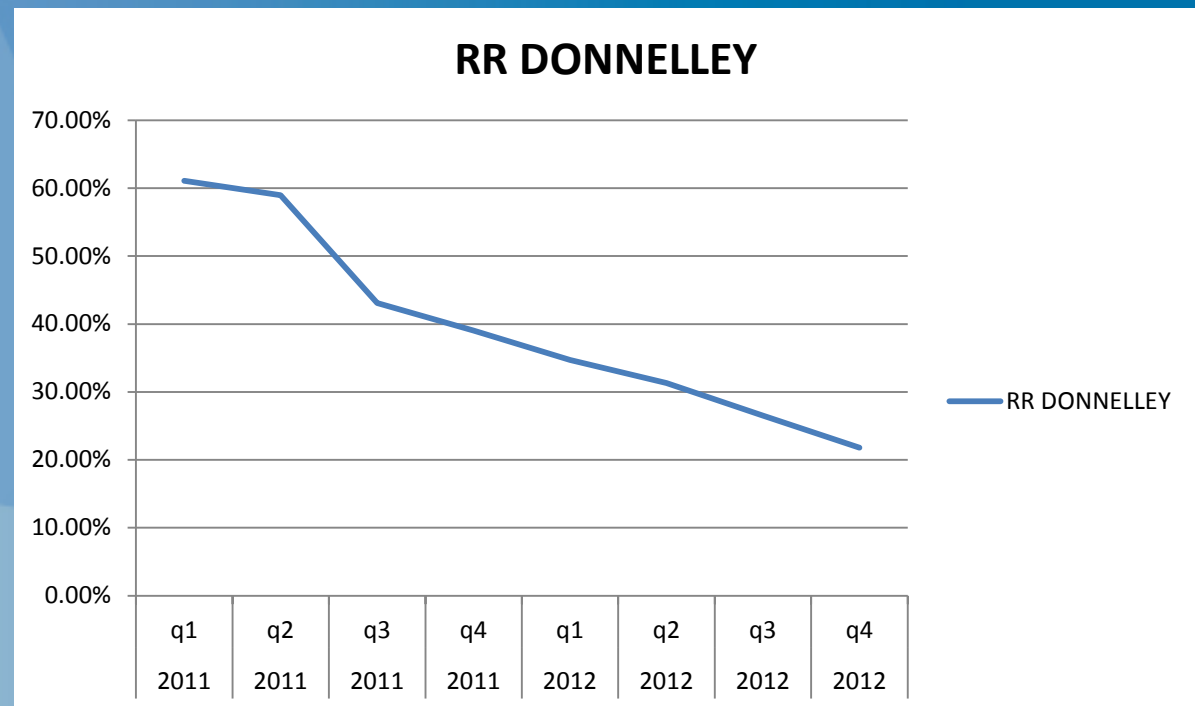
[Arelle](#) (Open source)

[XBRL US Brix](#) (Open source)

Others listed in the [2013 XBRL Challenge](#)

# Disclosure Management Effectiveness

The trend in reporting from outsourcing to in sourcing is pretty obvious.



# Disclosure Management Effectiveness

Recent FEI survey confirms the trend.

**CFO.com**

Regulation | January 14, 2013 | CFO.com | US

## Many CFOs Moving to Insource XBRL

A survey of finance executives found that most intend to stop outsourcing XBRL filings and increase the size of their internal XBRL team in the next year.

[Taylor Provost](#)

Not many CFOs may actually enjoy the process of filing their company's financials by way of eXtensible Business Reporting Language (XBRL). But many have concluded it's a job best done within the walls of one's own company, according to a [recent study by the Financial Executives Research Foundation](#).

"Usually the trend is to outsource what is not your core competency, whether it's payroll or AP or whatever, but XBRL seems to buck that trend," says Bill Sinnett, senior director of research at FERF and author of the study.

To determine how companies are handling Securities and Exchange Commission reporting and compliance with XBRL tagging, FERF surveyed 416 finance executives from small, medium, and large companies in 2012 and found that organizations across the board expect to take greater responsibility for their XBRL filings. The percentage of respondents not planning to outsource XBRL at all over the next year jumped 16% year-over-year among large accelerated filers (those that had to comply with XBRL requirements starting in 2009).

# Disclosure Management Effectiveness

Implementations vary wildly with many companies realizing either no or negative benefits. Common implementation issues include:

- 'webmaster' vs. Social process
- No 'flow through' of source content updates
- No / limited analysis and validation rules
- No automation of content development
- No contextual review of disclosures
- No collaborative review of draft reports
- Narrow reporting applications
- No transparency of supporting transaction level information
- No risk or comparative analysis of peer disclosures
- No automated reference links
- Others

# Potential Research Topics

Here are several potential research topics for consideration:

- Third Party Data Quality – how significant are third party data aggregator error rates
- Reporting Quality Errors – what are the implications of errors in XBRL reports for analysis
- Analytical Insights – with low cost access to more granular disclosures; what incremental insights are also now more available?
- Visual Representations – what visual representations are most effective
- Effectiveness of Disclosure Management implementations – how effective have companies been in realizing process and control benefits
- What is the status of XBRL within Academic Curriculum

# Potential Research Topics

## Questions?



# Potential Research Topics

## Contact Information

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