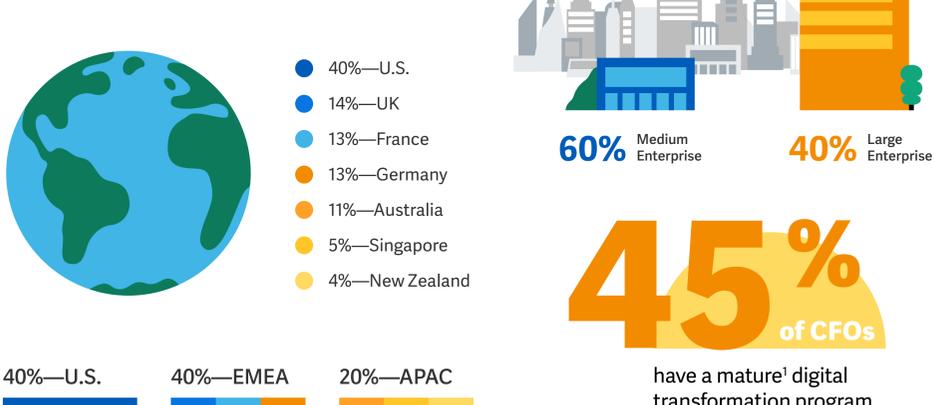


How Finance Can Build a Data Foundation to Fuel Frictionless Finance



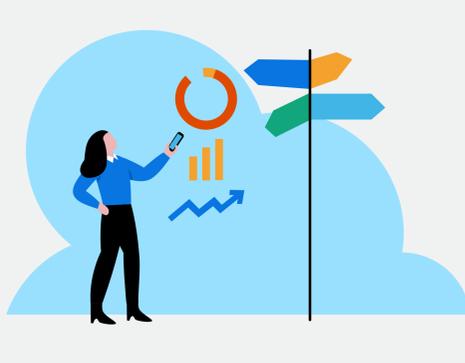
The past year has highlighted the importance of timely, decision-ready data for enterprises to accelerate growth, transform ways of working, and future-proof operations—and CFOs have recognized the need to prioritize internal investments accordingly.

We surveyed 267 CFOs globally at medium and large enterprises.

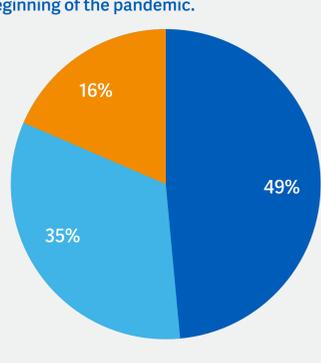


45% of CFOs have a mature¹ digital transformation program

¹ Mature organizations are those that have been steadily transforming processes, or have nearly all processes automated and reported digitally.



Being decision-ready was the biggest challenge at the beginning of the pandemic.



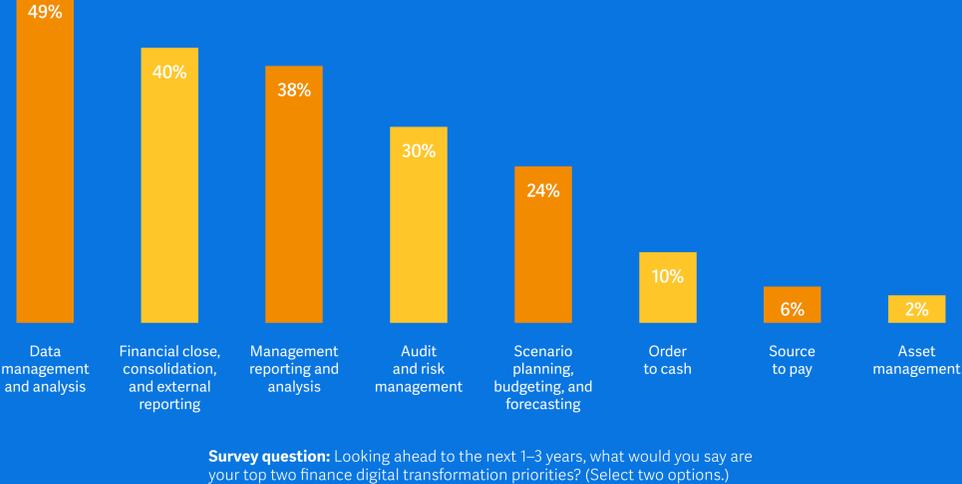
51% of CFOs are investing in an intelligent data foundation

- Being decision-ready with accurate, timely data to help management assess, plan, and execute quickly in a rapidly changing environment
- Being automation-ready, with touchless transactions and capabilities that supported virtual work and digital commerce
- Being change-ready with the right people, technology, and analytical skill sets in place to manage through the pandemic

Survey question: Looking back one year to when the pandemic first started, select the biggest gap your finance team faced in terms of its ability to execute in response to the crisis.

CFOs agree data and financial close are top priorities for the future.

Data is the key digital transformation priority over the next three years. Curating the right data—and turning it into actionable insights that are well organized, easily understood, and shared with the right stakeholders—remains important for digital acceleration.



Survey question: Looking ahead to the next 1–3 years, what would you say are your top two finance digital transformation priorities? (Select two options.)



33% of CFOs plan to prioritize investing in AI and machine learning

CFOs with a mature transformation model are prioritizing AI and machine learning investments.



45% of businesses have a mature¹ digital transformation

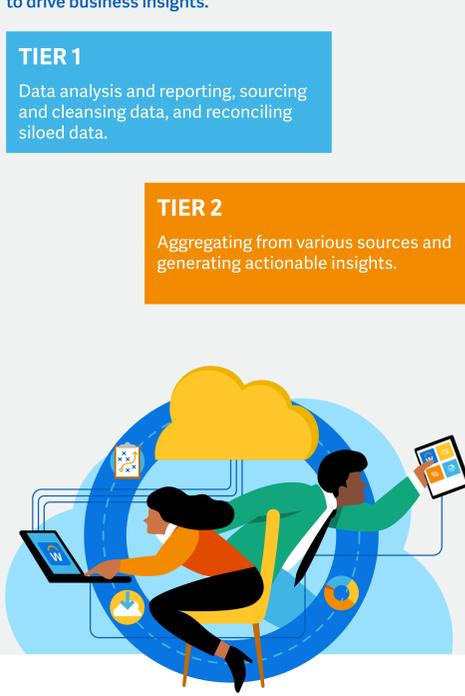
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Getting data in order.

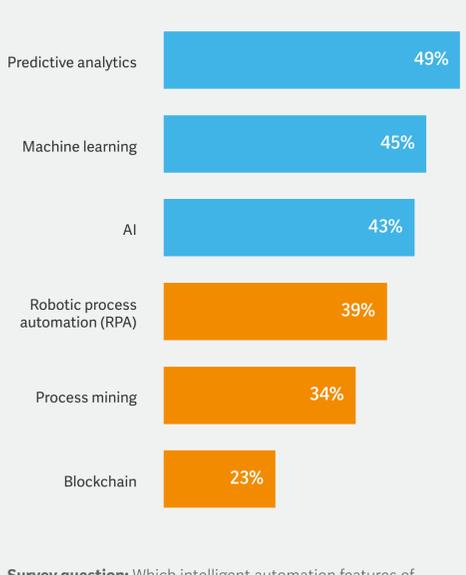
As enterprises shift from legacy to the cloud, the survey makes it clear that data stands out as a central element in making frictionless finance a reality.

Among CFOs, 28% say data analysis and reporting need the greatest amount of investment.

CFOs focusing on data foundation to drive business insights.



CFOs investing across emerging technologies.

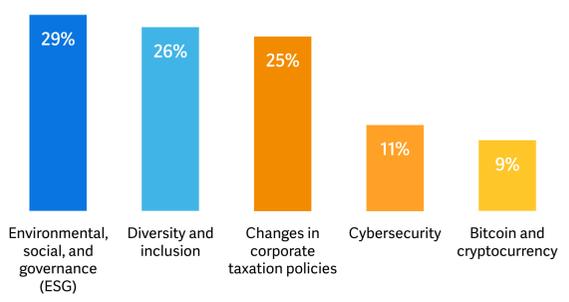


Survey question: Which intelligent automation features of cloud financial technology do you intend to invest in?

Bridging the gaps in finance.

Without the right intelligent data platform in place, the finance function can find itself relying on siloed data that fails to provide a holistic view of the organization.

CFOs are focused on environmental, social, and governance (ESG); and diversity and inclusion.



Survey question: Which of these emerging topics is your business most focused on prioritizing?

52% of CFOs say that delayed product launches and missed financial forecasts were the result of not having the necessary data.

Looking to accelerate growth, transform ways of working, and future-proof operations?

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