

ARE YOU READY TO BE A DATA-DRIVEN EXECUTIVE?

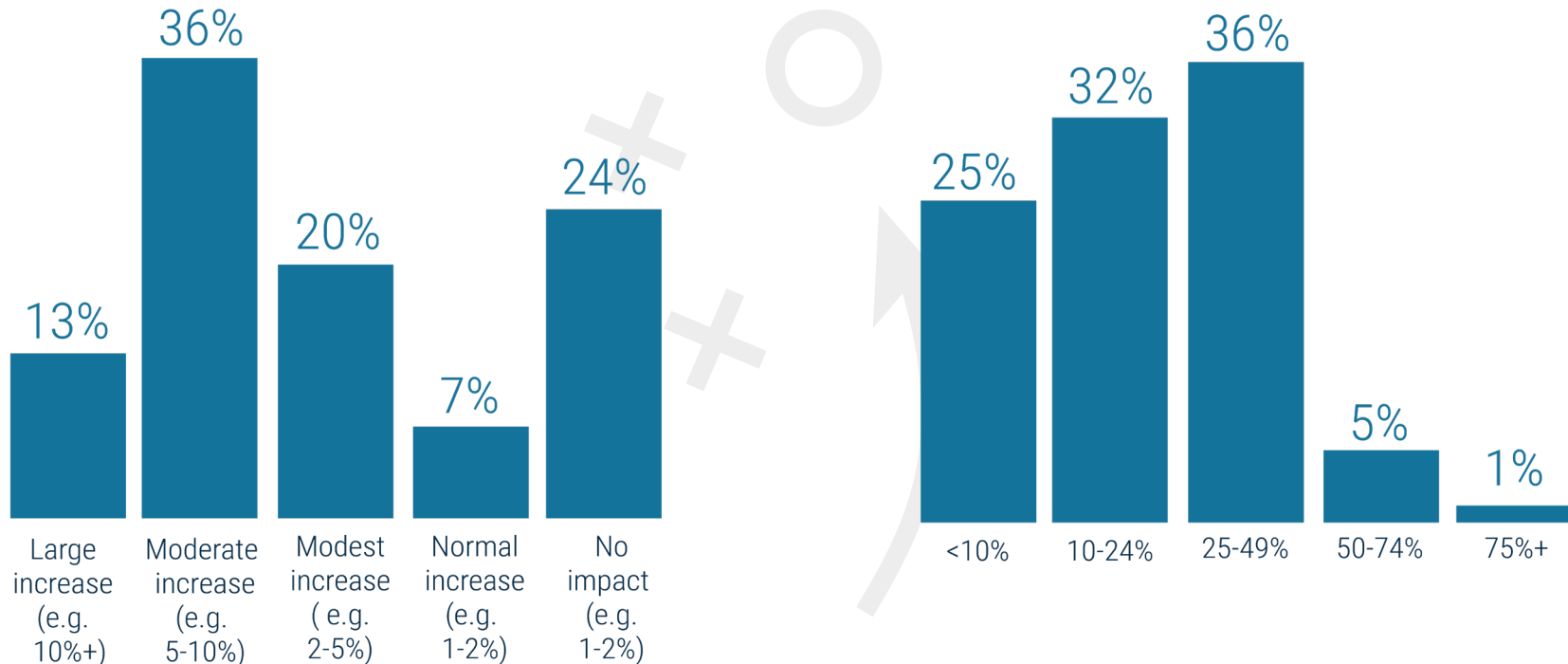
In April of 2018, 75 U.S.-based senior finance executives were surveyed regarding best practices for becoming a data-driven CFO. The survey sought to discover insights into what drives major process and technology decisions by CFOs, and how technology enables finance transformation.



76% of CFOs believe they could have positive impact on enterprise profitability if they devoted more time to strategic initiatives

If you were able to spend an **optimal percentage** of your time on strategic initiatives or activities, what impact would it have on your organization's profitability?

What percentage of your time is **currently occupied** with strategic initiatives or activities?



CFOs admit their finance functions need better visibility into the state of the business.



64%

Say their finance function **is not proactive enough in using data/analytics** to identify, prioritize, and address critical issues in the business.

The **biggest challenges** in creating a data-driven finance function



Our data isn't structured in a way that makes it easy to analyze



Our data isn't current/real-time



Our finance function lacks a rigorous, proactive, analytical process (e.g., monitor, prioritize, isolate, hypothesize, test)



Our finance function lacks experience in connecting data trends with critical business issues



Our finance team lacks the required skill set (e.g., analytical, creative, curious, intuitive)



Our data isn't reliable/accurate

CFOs know that their finance functions must be more “data-driven.”



77%

Say their organization requires a data-driven finance function to achieve its strategic and profitability improvement goals.

81%

Say that, over the next two years, the pressure on their finance function to become more data-driven will increase substantially.

CFOs see cloud-based financial management systems as a path to becoming more effective in their jobs.

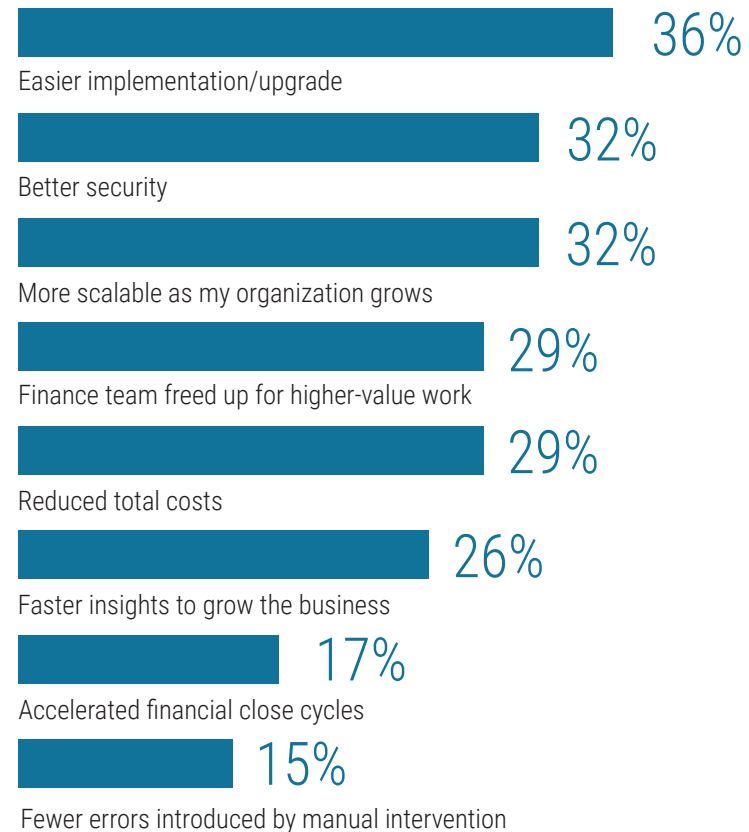
89%

Have a clear, functional understanding of what “The Cloud” is and why organizations like theirs are using it to host financial management solutions.

77%

Believe that a best-in-class, cloud-based financial management solution would make their job easier.

The **most important benefits** of a cloud-based financial management system



CFOs can be more data-driven with the right set of reporting tools



"Performing analytics against big data sets needs **state-of-the-art database and analytics technology** that runs close to the data in the cloud."

Ian Howells, Head of Marketing, Sage Intacct

The **report-creation features** that are most important



Automatically aggregating data across multiple systems



Completing analysis without exporting data to spreadsheets



Conducting multi-dimensional analysis easily to meet ad-hoc requests



Connecting to a real-time dashboard displaying key metrics

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