

# Today's CFO is far more than just the head of finance.

They are operational leaders, planners, and visionaries who must lead their organizations through changing times. But what keeps them up at night? A recent survey<sup>1</sup> reveals what's on the top of mind of today's CFOs, and where they think the future is headed...

## Challenges

CFOs face a multitude of challenges every day. But one common thread entwines them – lack of resources. Constraints hinder future growth opportunities, which can ultimately impact the bottom line.



**70%** of CFOs are concerned about their day to day responsibilities interfering with the ability to plan strategically.



Nearly **one third** cite a lack of IT system support as a prevalent challenge.

## Transformation

Businesses are constantly evolving. While change is ever present, the more the change, the more businesses are impacted and need to respond accordingly.

Data management is one area undergoing significant change -from the various data sources and how information is stored, to the way we process and analyze it. Having a clear picture of your business has never been more important to success.



## Technology

With limited resources, businesses must innovate and invest in their future – or risk being left behind. Now more than ever, technology is playing a pivotal role in how CFOs are transforming their organizations to continually add value.



**74%** said Data Analytics would have the greatest impact to their firms over the **next 3 years**.



Nearly **half** believe **Automation, the Cloud, and AI** will change how business is done.

High performing organizations plan to spend, on average, nearly **60% more** on technology than low performing over the next 12 months<sup>2</sup>. The risk of not investing in the future is great – can your organization afford to wait?



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<sup>1</sup> Anticipatory CFO Report  
<sup>2</sup> Survey -Business Learning Institute

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