

TRANSFORM

2024 GLOBAL FINANCE TRENDS SURVEY REPORT

A tale of transformation for the CFO

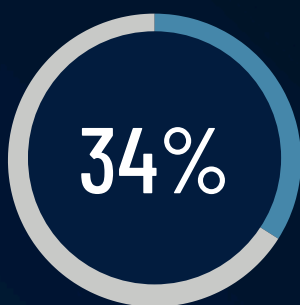
With new cyber concerns, the need for more accurate and timely forecasting, increasing investments in AI, and sustainability disclosures rising across the globe, the finance team's role continues to widen. Results from our latest Global Finance Trends Survey highlight the importance of leveraging technology and automation to support the growth and success of the organization.

Top overall finance priorities* Prior-year rank shown in parentheses

*In this year's survey, we consolidated and reduced the number of finance areas that respondents rated from 24 to 15.

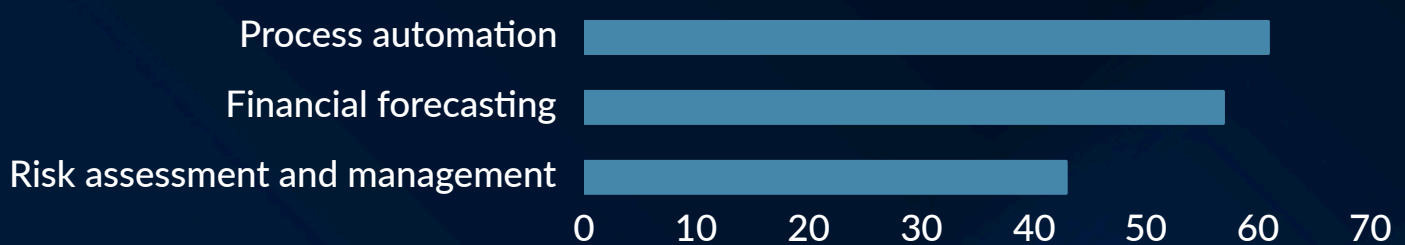
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|--|---|
| 1 Security & privacy of data (5) | 6 Leadership (within your organization) (23) |
| 2 Financial planning and profitability analysis and reporting (NA) | 7 Enhanced data analytics (7) |
| 3 Strategic planning (6) | 8 Cloud-based applications (9) |
| 4 Routine reporting and closing activities (10) | 9 ESG metrics and measurements (1) |
| 5 Process improvement (11) | 10 Changing demands and expectations of internal customers (15) |

Key insights

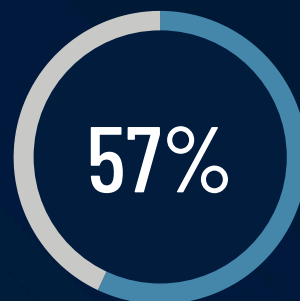


Finance organizations currently employing generative AI

Top ways in which the finance organization currently employs generative AI*



*Our survey indicates that 34% of finance organizations are currently using generative AI.



A majority of CFOs and finance leaders report achieving meaningful, measurable progress in cost optimization in both technology rationalization and utilization of cloud-based systems.

Organizations employing generative AI in finance

