

SYNCHRONISE

The Future of Finance Starts with Better Alignment

Today's finance leaders are expected to connect decisions across technology, operations, procurement and strategy, helping their organisation move forward with greater alignment and agility. The challenge isn't advancing these initiatives individually; it's bringing them together in a way that drives measurable business value.

Top Priorities for Finance Leaders

- 1

Security and privacy of data
- 2

Financial planning and profitability analysis and reporting
- 3

Enhanced data analytics
- 4

Process improvement
- 5

Strategic planning
- 6

AI
- 7

Changing demands and expectations of internal customers
- 8

SaaS and cloud-based applications
- 9

Change management
- 10

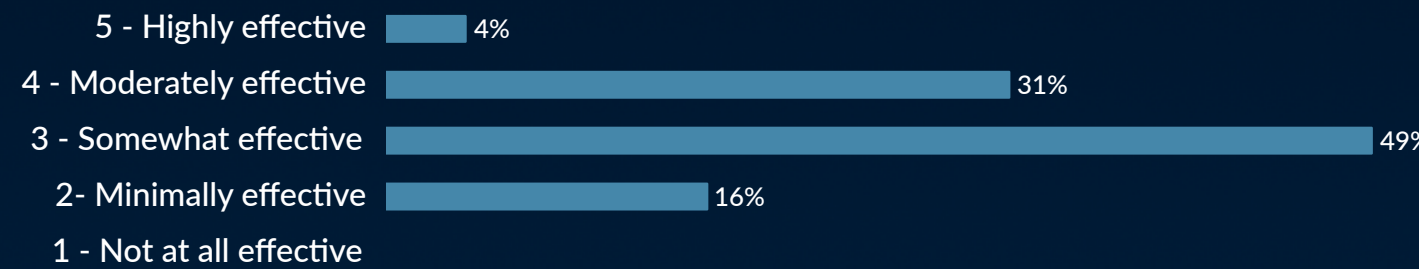
Leadership (within your organisation)

Key Findings



Organisations' Effectiveness in Measuring AI ROI

There's still room for improvement in how finance organisations assess their ability to measure returns on AI investments.



Market Volatility Remains a Key Challenge for Planning and Forecasting

These are the finance areas requiring the most attention due to ongoing economic, monetary and trade policy changes.

