2026 GLOBAL FINANCE TRENDS SURVEY REPORT

SYNCHRONIZE

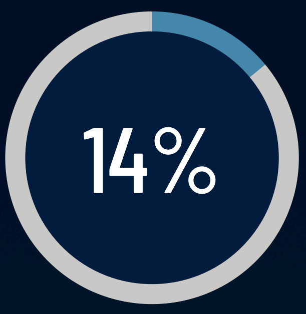
The Future of Finance Starts with Better Alignment

Today's finance leaders are expected to connect decisions across technology, operations, procurement and strategy, helping their organization 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 organization)

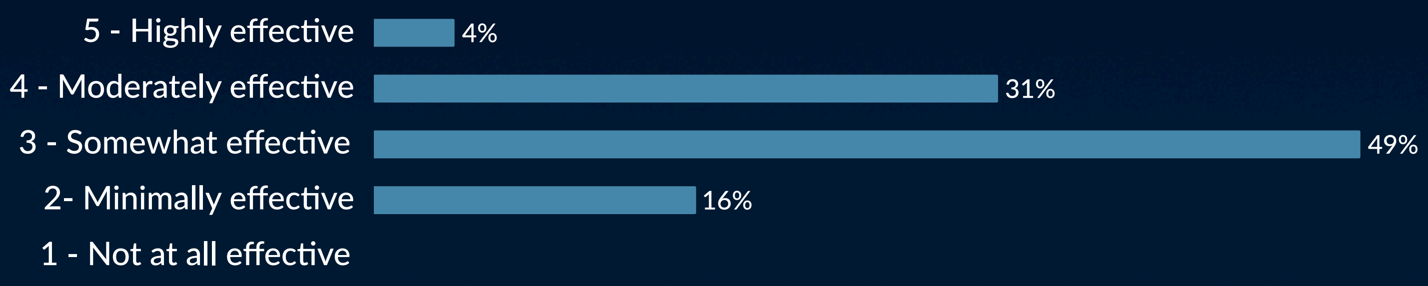
Key Findings

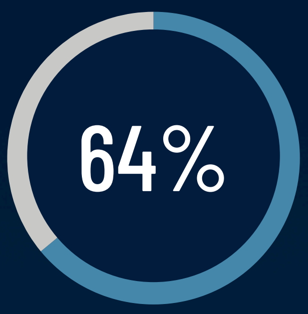


AI adoption has accelerated, but strategy hasn't kept pace. While 77% of finance organizations are using AI, just 14% of those organizations have a defined AI strategy.

Organizations' Effectiveness in Measuring AI ROI

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

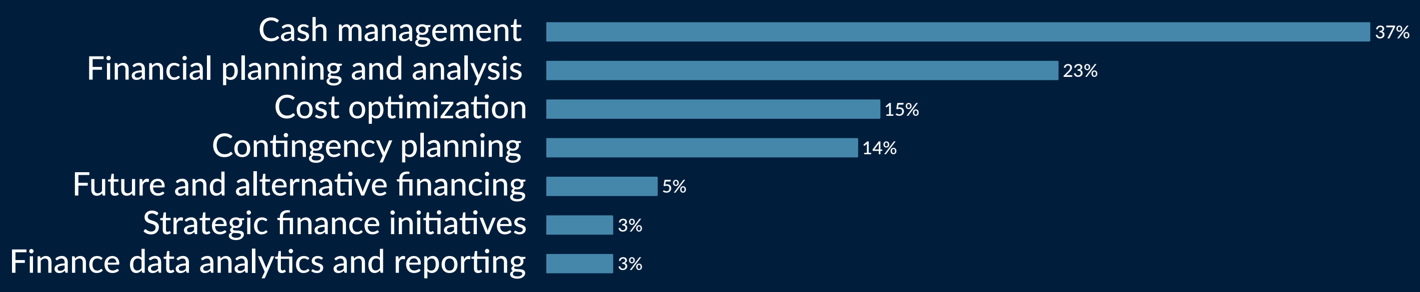




But organizations are taking a more disciplined approach to measuring technology investments beyond AI. Nearly two-thirds (64%) have a formal approach to measuring ROI across all technology investments.

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.



(Shown: All responses – percentage of areas ranked first)

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