



Topping the CFO's Agenda: Security, Analytics and Customer Service

CFOs and finance leaders are focused as much on strategic matters as operational issues, according to Protiviti's 2019 Finance Trends Survey

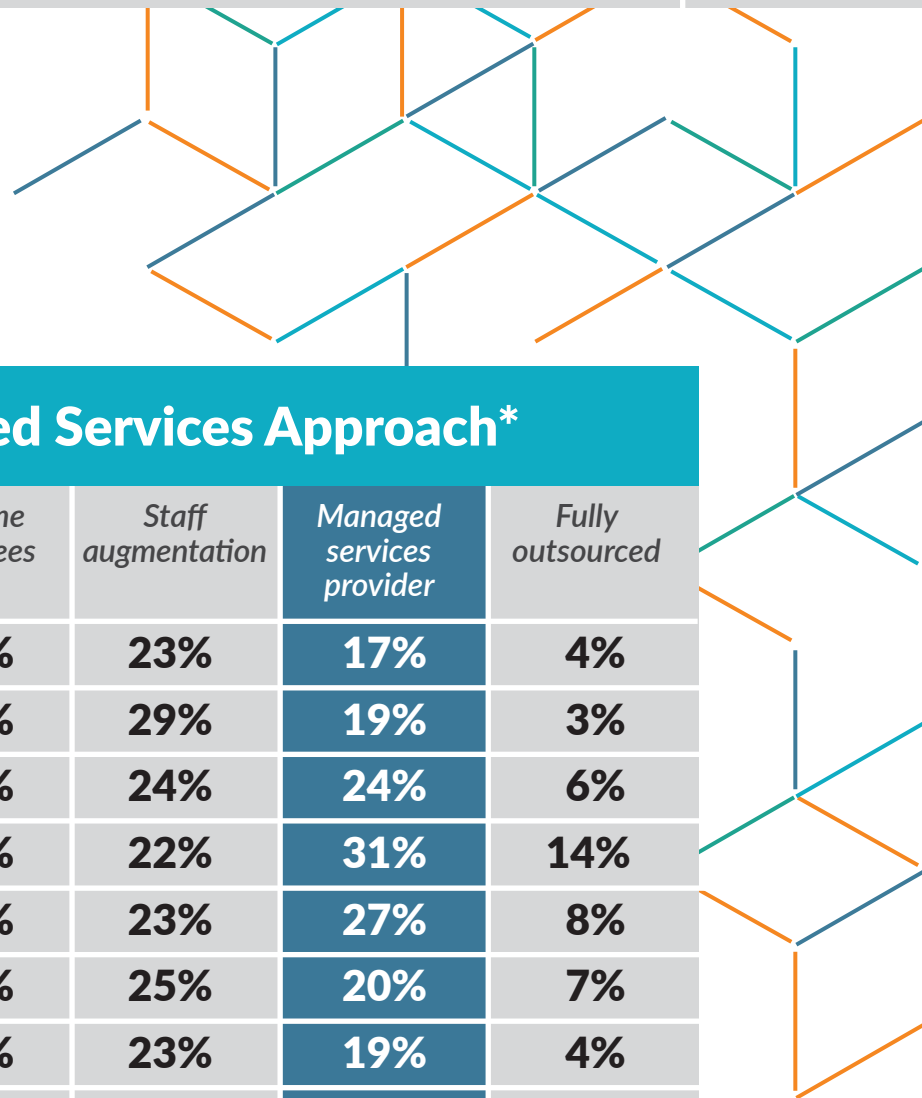
Top 10 CFO Priorities*

Security and privacy of data	84%
Enhanced data analytics	79%
Process improvement: process and data analytics	75%
Changing demands and expectations of internal customers	73%
Embracing new technologies	73%
Internal controls	73%
Accounting and finance implications of IT	72%
Financial planning and analysis	71%
Strategic planning	71%
Profitability reporting and analysis	70%

Respondents were asked to rate 40 different finance areas based on a 10-point scale, where "1" reflects the lowest priority and "10" reflects the highest priority for the finance function to improve its knowledge and capabilities over the next 12 months. Rankings are based on percentage of respondents who scored these areas at "8" or higher.

Top 5 Priorities for Budget Increases

	Increase in 2019 Budget*
Changing demands and expectations of internal customers	64%
Security and privacy of data	62%
Data visualization	58%
Cloud-based applications that support finance	58%
Enhanced data analytics	56%



More Organizations Turning to a Managed Services Approach*

	Full-time employees	Staff augmentation	Managed services provider	Fully outsourced
Accounting Operations (AR, AP, GL, etc.)	81%	23%	17%	4%
Financial Reporting	68%	29%	19%	3%
Financial Planning & Analysis	70%	24%	24%	6%
Tax	54%	22%	31%	14%
Risk Management	61%	23%	27%	8%
Strategic Finance (M&A)	64%	25%	20%	7%
Treasury	67%	23%	19%	4%
Finance PMO	68%	25%	14%	7%

* CFO/VP Finance responses

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