



VENTANA RESEARCH

2021

Market Agenda

Office of Finance

Actionable insight on business and technology



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Office of Finance

Market Assertion

Nine in ten executives say their finance organization should be a strategic partner to their company, but by 2025 fewer than one-third will evolve into this role, limiting their company's performance.



Robert Kugel
SVP & Research Director



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Office of Finance: Expertise Overview

After a decade of limited technology innovation, significant change is underway. Artificial intelligence, machine learning, bots, RPA, enterprise data management, blockchain distributed ledgers, cloud computing and restructured architecture will transform how the office of finance will work, including accounting, planning and analytics, budgeting and closing.

Office of Finance: Areas of Focus

Business Planning

Digital Finance

ERP &
Continuous Accounting

Financial Performance
Management

Profitability
Management

Revenue, Lease &
Tax Accounting

Office of Finance Research

Benchmark Research

- Business Planning
- Office of Finance
- ERP

Dynamic Insights

- Fast Close

Value Index

- Business Planning





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