



2024 Market Agenda for Office of Finance

Providing insights on software industry and providers



Robert Kugel
Executive Director



VENTANA
RESEARCH

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PART
OF



Our Commitment

Providing independent and objective research without bias.

Ventana Research: Providing market research and insights for two decades.

- Authoritative research and insights on business and IT aspects of the \$800b software industry.
- We provide a portfolio of consulting, advisory, research and education (CARE) services for enterprises, software and service providers, and investment firms.

Office of Finance

After a decade of limited technology innovation, significant change is underway to transform how the office of finance will work, including accounting, planning and analytics, budgeting and closing.

Business Planning	Consolidate & Close Mgt
Digital Finance	ERP & Continuous Accounting
Order-to-Cash	Procure-to-Pay

Areas of Focus

Our area of expertise explores focus areas of coverage with research and advisory to guide value from insights on software industry.

Opportunities for Finance Leaders



1. Attracting and retaining the best talent and building skills.

2. Shortening process cycles for enterprise agility.

3. Actionable intelligence to improve performance.

4. Reducing overhead and administrative frictions.

5. Greater effectiveness in using digital technology like AI.

Office of Finance

Market Assertion

By 2027, only one-third of finance departments will have achieved a level of technology competence to be described as "digitally transformed," while the CFOs of those that do will have greater influence in their organization's management.



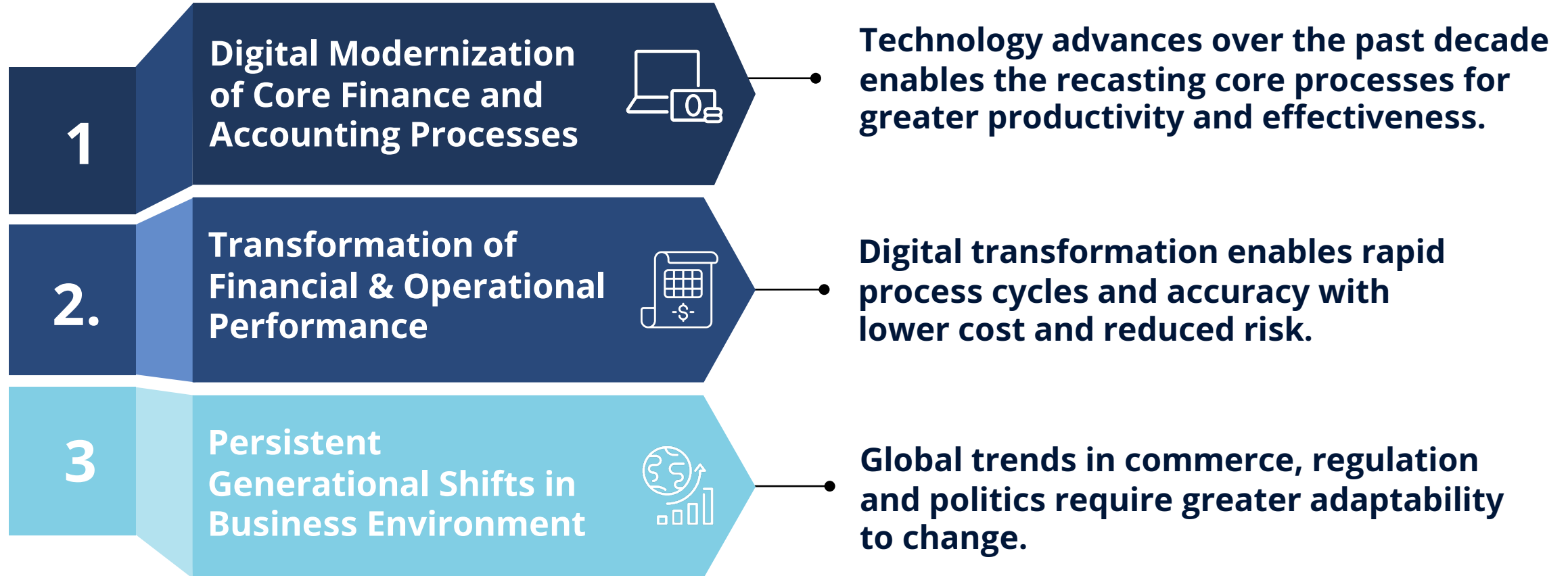
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Robert Kugel, CFA
Executive Director, Business Research

Business Trends in Office of Finance



Office of Finance

Market Assertion

By 2027, a majority of finance and accounting departments will use GenAI to facilitate the creation of documents and communications to improve productivity.



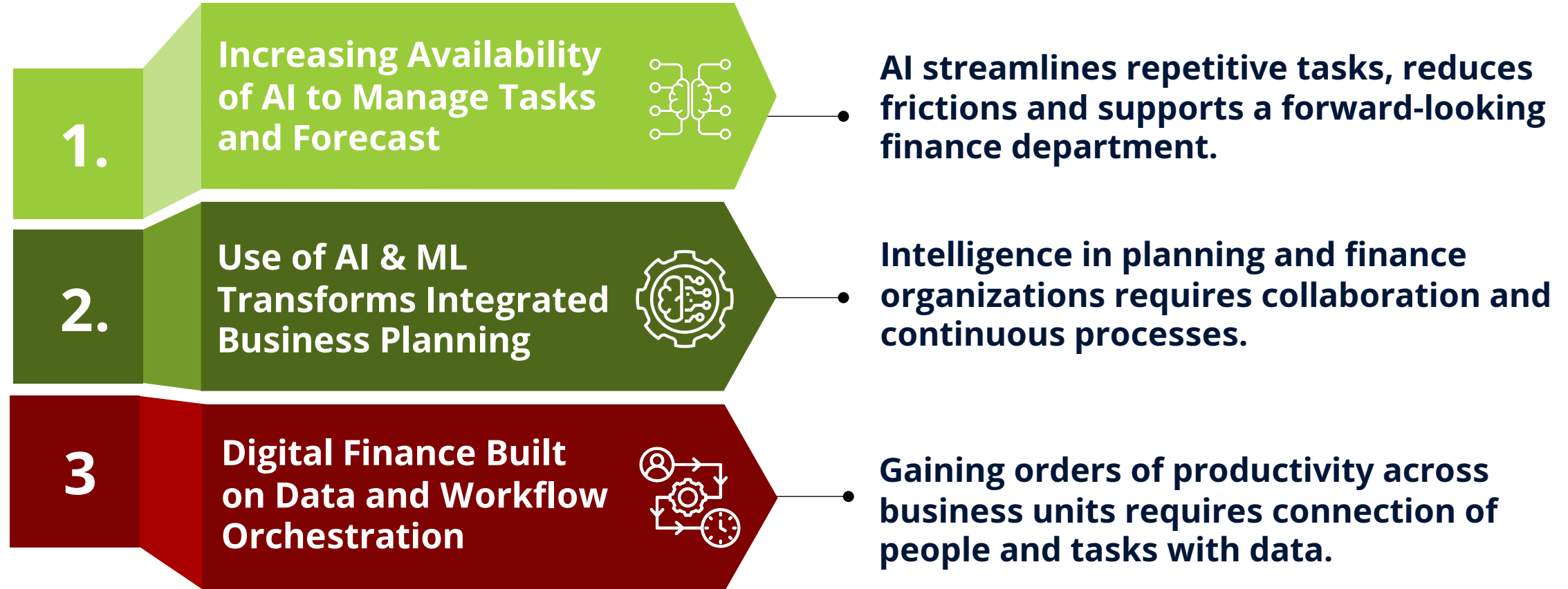
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Technology Trends in Office of Finance





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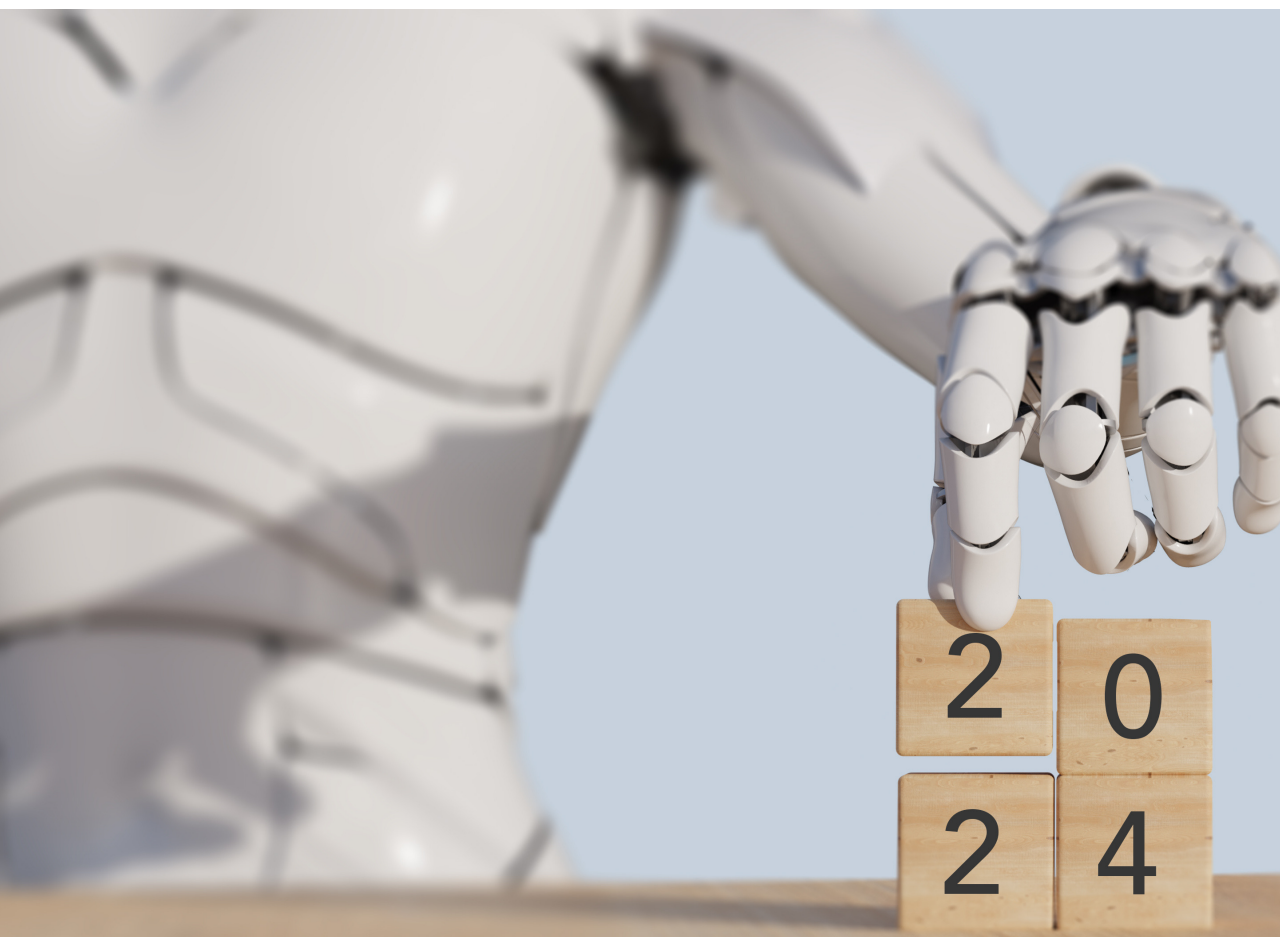
Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- Research simulates RFI evaluation of software providers using Value Index methodology.
- Rating and classification of software providers using proprietary Value Index methodology.
- Provides objective analysis of the product experience across five evaluation categories.
- Examines the customer experience that is available to enterprise buyers.
- Software providers have opportunity to earn prestigious Exemplary and Leader badges.

Buyers Guides

The utilization of Buyers Guide software research guides decisions by enterprises and is essential to ensure maximum business impact from technology investments across business and IT.

Buyers Guide Research Plan for 2024



Topics

- **Business Planning (4)**
 - Financial Planning, S&OP & Supply Chain
- **Consolidate and Close (3)**
 - Consolidate, Close Automation
- **ERP & Accounting (3)**
 - Manufacturing
 - Services
- **Procure-to-Pay**

(*) Number of Buyers Guide Editions Per Topic



About ISG and ISG Research

Global research and advisory services firm with annual influence on over \$200b of technology spend.



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