



# VENTANA RESEARCH

# 2023

## Market Agenda

## Office of Finance

Actionable insights on business and technology



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# Office of Finance

## *Market Assertion*

By 2026, 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.



**Robert Kugel**  
SVP & Research Director



VENTANA  
RESEARCH



# Opportunities Ahead For Finance Leaders



**1.** Attracting and retaining staff suited to transformed tasks

**2.** Shortening process cycles for enterprise agility

**3.** Actionable intelligence to improve performance

**4.** Reducing overhead and administrative frictions

**5.** Greater effectiveness in using technology for the above



# Business Trends in Office of Finance

1.

**Digital Transformation  
of Core Finance and  
Accounting**



Technology advances over the past decade enables recasting core processes for greater effectiveness.

2.

**Modernization of  
Financial & Operational  
Performance**



Generating the timely financials requires applications to plan and close effectively.

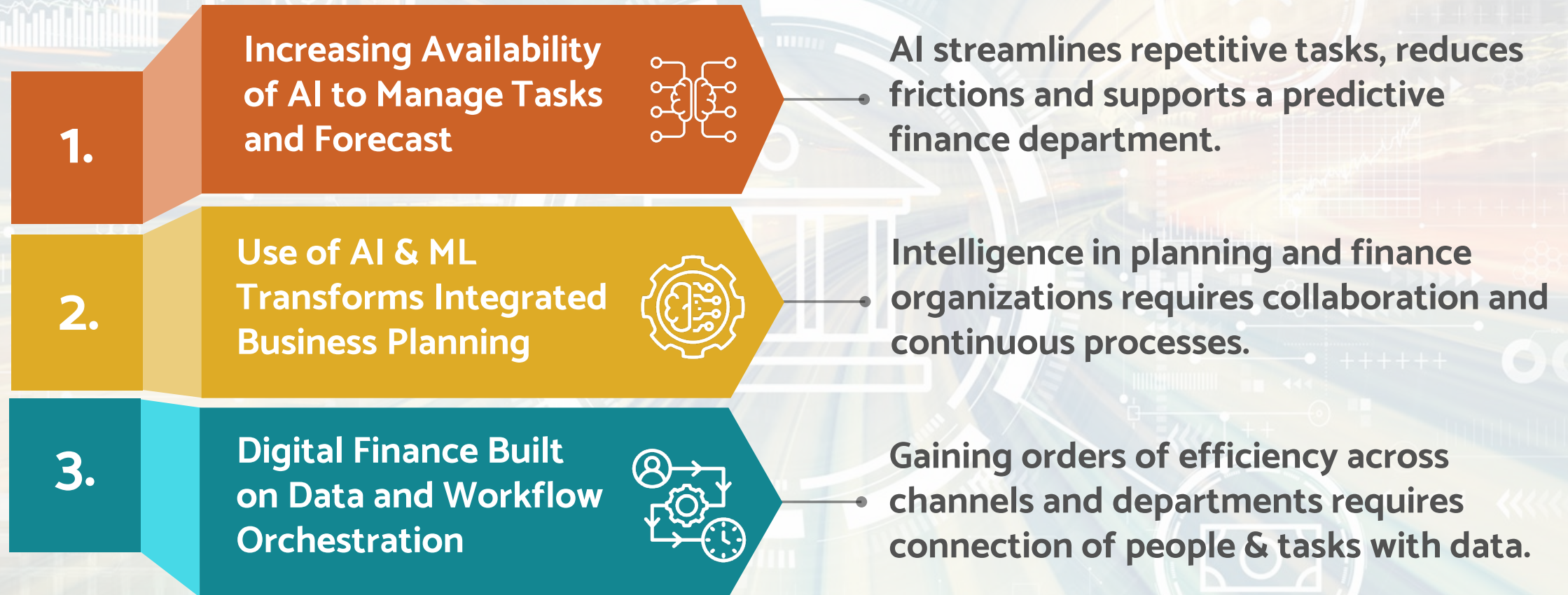
3.

**Persistent  
Generational Shifts in  
Business Environment**



Global trends in commerce, regulation and politics require greater adaptability.

# Technology Trends in Office of Finance





# Office of Finance: Areas of Expertise

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.

Business Planning

Consolidate, Close &  
Report

Digital Finance

ERP &  
Continuous Accounting

Purchasing, Sourcing &  
Payments

Revenue, Lease &  
Tax Accounting



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# Office of Finance Research

## Benchmark Research

- Business Planning
- Office of Finance
- ERP

## Dynamic Insights

- Fast Close

## Value Index

- Business Planning







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