

CFO SENIOR EXECUTIVES ENDORSE DIGITIZATION TRENDS

↑ **97%**^{+7*}

SHIFT IN CORPORATE
PERFORMANCE MANAGEMENT FROM
REACTIVE ANALYTICAL
TO PROACTIVE PREDICTIVE

↑ **92%**^{+18*}

NEW STEERING OPTIONS
THANKS TO GREATER
DATA AVAILABILITY

↑ **88%**^{+5*}

RADICAL CHANGE IN THE
ROLES AND RESPONSIBILITIES
OF THE FINANCE FUNCTION

↑ **83%**^{-11*}

STREAMLINING
ROUTINE PROCESSES

*Change compared to 2017 in %