



# The New Era of Financial Planning: Is Your Forecast Intelligent?

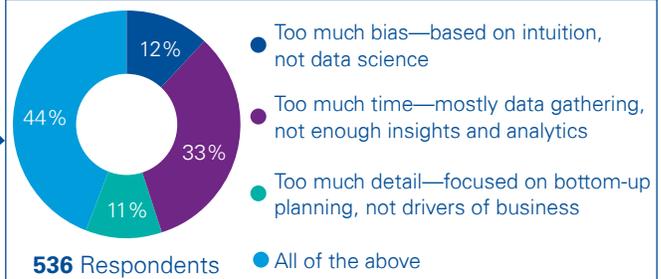
## CFO Real Insights Webcast

### On September 13, 2019, KPMG LLP held a webcast titled *The New Era of Financial Planning: Is Your Forecast Intelligent?*

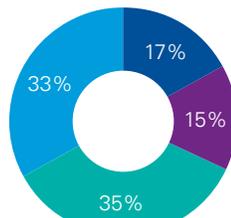
This webcast featured a discussion with KPMG speakers who explored intelligent forecasting, the different types of advanced technology-driven financial planning capabilities, and the value they can deliver. Throughout the webcast more than 530 finance and business leaders were polled on their views. Below are the results from each question.

#### “What do you see as the biggest drawback of your financial planning process today?”

The majority (44%) of respondents reported that too much time, bias, and detail are the biggest drawbacks they currently face.



- Advanced predictive techniques—using data science to back financial plans
- Better data and signals—leveraging untapped data sources versus today
- Forecast customization—capturing nuances of each business, customer, or product
- Continuous learning and evolution mechanism—keeping up with changes

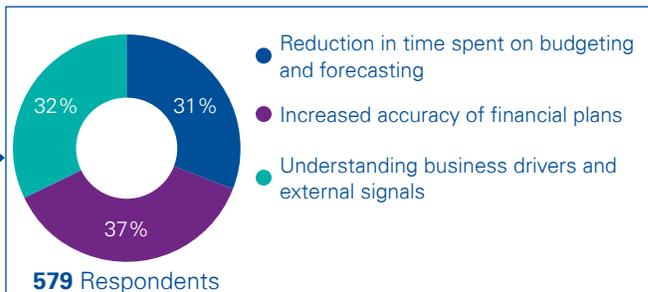


#### “Which of the following intelligent forecasting components is the most important to you?”

35% of those polled indicated that forecast customization is the most important feature of intelligent forecasting.

#### “What do you consider to be the greatest potential benefit of intelligent forecasting for your organization?”

Most respondents (37%) identified increased accuracy of financial plans as the greatest potential benefit.



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## About the CFO Real Insights Webcast series

CFO Real Insights Webcasts provide the latest research, market trends, and analysis of key issues pertinent to the CFO. Explore the series for insights and real life examples from KPMG advisors, CFOs, and other subject matter specialists: [read.kpmg.us/cfowebcasts](http://read.kpmg.us/cfowebcasts).

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