



New reality planning: Can your forecast keep up?

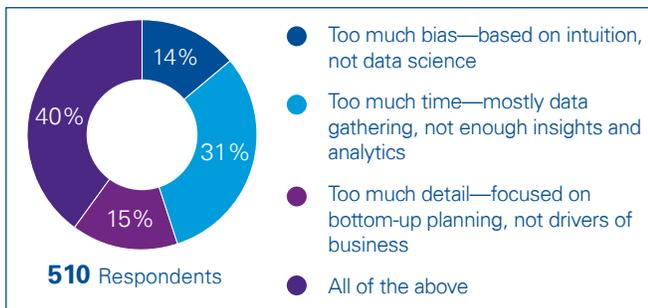
Road to New Reality: CFO Real Insights Webcast

On July 16, 2020, KPMG LLP held a webcast titled *New reality planning: Can your forecast keep up?*

This webcast featured a discussion with KPMG subject matter specialists who uncovered the critical information you need in the short-term to make decisions amid COVID-19, and how to chart a plausible path through the current economic situation. Throughout the webcast approximately 600 finance and business leaders were polled on their views. Below are the results from each question.

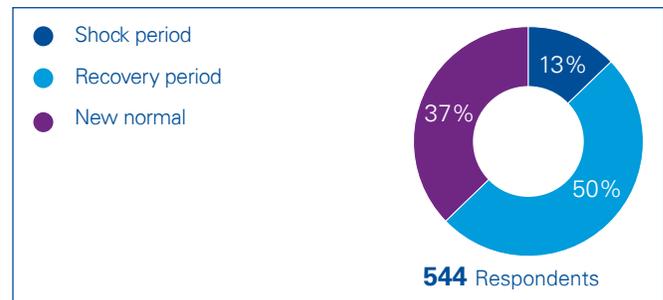
What do you see as the biggest drawback of your financial planning process today?

The majority (40%) of respondents reported that too much time, detail, and bias are the biggest drawbacks they currently face.



Which of the following COVID-19 phases is your organization currently in?

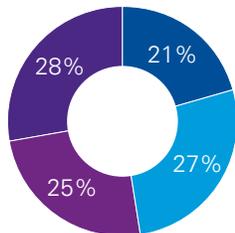
Half of those polled revealed that their organization is currently in the recovery period.



Note: Percentages may not total 100 percent due to rounding.

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

1 in 3 business leaders pointed to continuous learning and evolution mechanisms as the factor that matters most.

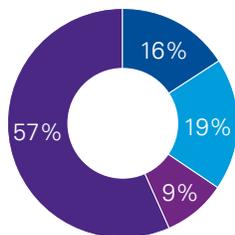


533 Respondents

- 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 priority are you most interested in?

Most respondents (57%) indicated they are most interested in supporting strategic decisions, enhancing year-to-go forecasts, and expanding forecasting models.



534 Respondents

- Enhance year-to-go forecasts
- Support strategic decisions
- Expansion of forecasting models
- All of the above

Note: Percentages may not total 100 percent due to rounding.

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.

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

kpmg.com/socialmedia



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2020 KPMG LLP, a Delaware limited liability partnership and the U.S. member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved. The KPMG name and logo are registered trademarks or trademarks of KPMG International. NDP108401-1A

Contact us

Sanjay Sehgal

Principal, Advisory,
Finance Transformation

T: 330-283-6187

E: sanjaysehgal@kpmg.com

Brett Benner

Managing Director, Advisory,
Finance Transformation

T: 412-600-6413

E: bbenner@kpmg.com

Sadaf Majahid

Director, Advisory,
Finance Transformation

T: 631-833-1308

E: smajahid@kpmg.com