

Data intelligence

CFO Agenda for Elevating Finance

2023

The finance landscape is rapidly changing. seamless integration of technology, data, and people is more important than ever.

Leading finance organizations are:

Prioritizing investments in digital, data, and people



70%+ automation of transactional processes and reporting

>60% have adopted predictive forecasting and analytics

Leveraging data as their competitive advantage



Spend **2–3X** more time on analytics and decision support

>80% integrate external data into strategic planning and decision-making

Making faster, more informed decisions



75% enable organization agility with specialized CoEs (e.g., Digital)

5X faster planning and financial close cycles

Elevating digital fluency and empowering teams



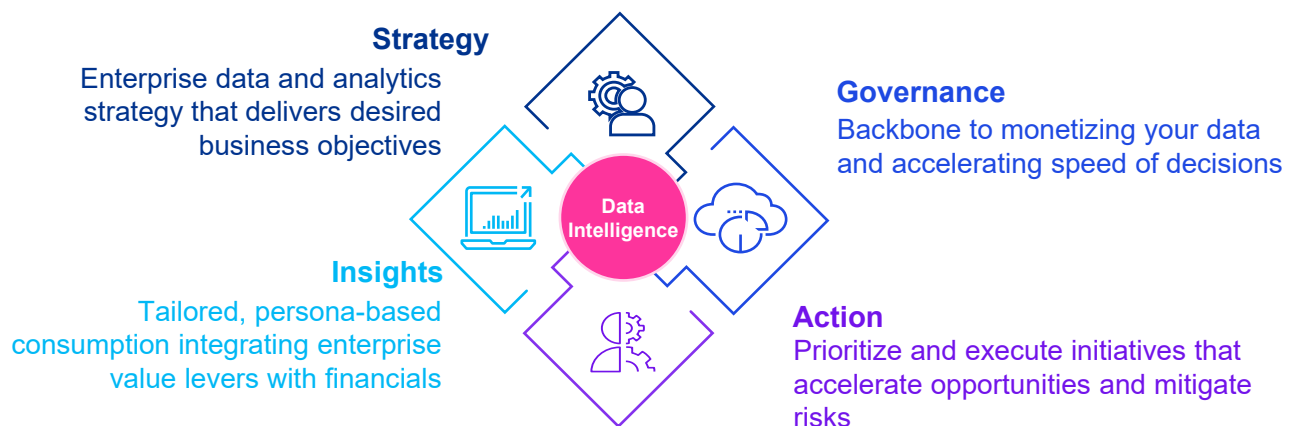
-80% are including ESG metrics in their data and reporting strategy

50%+ more accurate forecasts

Source: KPMG 2022 Elevating Finance Survey and KPMG 2021 EPM Survey.

Data intelligence

Finance leads enterprise performance through delivery of connected, cross-functional intelligence and actions that enables the business strategy and financials.



Unlocking intelligence from data

An agile, scalable data platform aligned with enterprise strategy and controlled through robust governance is required to accommodate evolving information needs of the enterprise.

An enterprise data and reporting strategy must consider:

- 1 Data acquisition**
Business applications, operational systems, devices, external sources
- 2 Ingestion**
Stream processing and batch processing
- 3 Storage**
Data lakes and/or data warehouses
- 4 Augmentation and refinement**
Data cleansing and quality, data unification and modeling, data normalization, anomaly detection
- 5 Analytics and visualization delivery**
Dashboards, reports, scenario forecasting, finance as a service

Next steps

To learn more about our point of view on market trends, industry disruption, and how your finance function can be best equipped for the future:

- Review additional collateral on [read.kpmg.us/ FutureFinance](https://read.kpmg.us/FutureFinance)
- Schedule an immersive Client Experience Day session with our team to help you shape a plan that turns ideas into action.

Where does this happen? KPMG has flexible delivery options—virtually, anywhere, anytime.

Where do you go from here?

The scale and speed of transformation required to keep up is unprecedented.

The key to success is taking the first step by developing a blueprint for how your finance organization can turn disruptors into opportunities for value creation and growth.

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