Finance needs a new operating model to support business agility in the digital era.

Research from Oracle and the American Institute of CPAs (AICPA), Agile Finance Revealed: The New Operating Model for Modern Finance, identified an emerging operating model for modern finance with a clear link to revenue growth. This model can propel the finance organization to become a strategic co-pilot for the business.

The pace and depth of change engulfing the financial services industry today is greater than ever before. Customer demands are shifting, technology advances are disrupting longstanding business models, and the compliance burden keeps growing. The industry's decision makers need the finance function to evolve its mission: finance must become the business co-pilot, using predictive analytics and modeling to uncover insights that guide strategy.

To deliver on that, finance will need a dynamic new operating model.

A Dynamic New Operating Model:

Automate transactional processes using cloud, machine learning, artificial intelligence, and robotic process automation.

Unleash potential in big data, advanced analytics, and artificial intelligence. Turn FP&A into a powerhouse for business insight.

Cross-functional teams with multidisciplinary and business partnering skills. Rapid decision support.

Agile Finance Leaders Stand Apart:

A group of our senior respondents – “agile finance leaders” – are further advanced toward the new operating model:

Cloud
They are using cloud technologies to accelerate finance modernization.

Centers of Excellence
They have established shared services centers and centers of excellence.

Cross-functional teams
They have created specialized cross-functional teams to support business decision makers.

KPIs
They are taking the lead on measuring non-financial KPIs to improve value creation.

Our research shows a clear link between businesses with more advanced finance functions and revenue growth:

- 89% of agile finance leaders report some level of earnings before interest, taxes, depreciation and amortization (EBITDA) growth last year, versus just 60% of others.

“It’s important for people to feel comfortable with what we’re doing, why we’re doing it, and how we’re doing it. If you can do that, your team feels like they are involved in the change and that the change is working for them.”

DAVID PIPES, EVP AND CFO, ARBY’S
AGILE FINANCE REVEALED Focus on Financial Services

Greater Efficiency
In its drive for efficiencies, the financial services industry is a leader in implementing cloud-based enterprise resource planning (ERP), enterprise performance management (EPM) and migrating accounting processes to shared service centers.

Cloud and Robotics Drive Next-Level Efficiencies
- Standardized our accounting & related processes using cloud ERP
- Migrated our end-to-end accounting processes to shared service centers
- Implemented robotic process automation to automate routine processes
- Implemented cloud-based EPM to perform continuous planning & forecasting

More Influence
Senior leaders are developing finance’s skill set in areas such as data analysis and data visualization, to provide better guidance to the business.

“Business leaders want finance professionals to interpret data within their unique business context…”
IVGEN GUNER, SENIOR VICE PRESIDENT, GLOBAL BUSINESS FINANCE, ORACLE

Better Information
Financial services organizations are ramping up investment in artificial intelligence (AI) to drive better business insight — such solutions could support activities such as pricing strategy or fraud detection.

Unleashing the Potential of Analytics
- Artificial intelligence/Cognitive computing
- Business intelligence dashboards
- Social media analysis tools

How Can Financial Services Organizations Adopt an Agile Finance Model?
- Build on early-stage robotic process automation for next-level efficiencies
- Ensure uptake of business intelligence dashboards to elevate insight
- Combine non-financial KPIs with financial KPIs to better allocate capital
- Implement AI to support decision making
- Participate in training academies and targeted development of talent.

How Agile is Your Organization?
Visit oracle.com/agile-finance-revealed or call 1.800.633.0723 to find out.