



Gartners' Top Priorities for Finance Leaders in 2021

Digitalization: The CFO mandate for 2021

Seven out of 10 board directors say the COVID-19 impact has already accelerated digital business initiatives. That acceleration is designed to deliver continuous value through hyper-automation (any process that can be automated should be automated)

Support investment in new technology and new business models to drive growth and digitalization

- IT/technology
- Mergers & acquisitions
- Corporate restructuring
- Product development
- Research & development

Reduce the cost of operations

- Finance
- Marketing and Sales
- Human resources
- General & administrative

A range of Digitalization initiatives feature among the wide range of CFO priorities for 2021

- Artificial Intelligence
- Cloud Based AI Models
- Enterprise-wide Digital Investment Review and Governance
- Managing of Digital Business Performance
- Advanced Data Analytics
- Accelerating Digital Skills and Automation of Financial Processes
- Robotic Process Automation

CFOs also hope to drive functional improvement

- Employee Performance
- Financial Organization Structure
- Bringing Back the Right Costs to Support Growth
- Staff Engagement & Retention (Skills)

Always-on Finance Priorities 2021

- Enterprise Cost Reduction Initiatives
- Restructuring Business/Portfolio
- Growing and Adapting the Shared Service Portfolio
- Data Storage
- Working Capital Improvement
- Communicating with the Board
- Rightsizing the Real Estate Footprint

Areas where CFOs expect to spend time and effort in 2021 (>55% time/effort)

- Advanced Data Analytics Technologies and Tools (in Finance)
- RPA and other workflow automation technologies (in Finance)
- Accelerating Digital Skills (in finance)
- Enterprise-wide Digital Investment Review and Governance

These top priorities are derived from Gartner's Survey of 173 Chief Financial officers, 79 Controllers and 48 FP&A Leaders.