

On the Road to Business 4.0: The U.S. CFO as Digital Transformation Leader

372 U.S. senior finance executives rated their firms across four areas of digital competency

Digital Enablers

Real-time integrated solutions,
multi/omni-channel enabled



Digital Strategy

Measurable objectives, funding allocated,
innovation-based



Business Structures, Ecosystems and Culture

Collaborative processes, expanded partnerships



Digital Leadership

Digital accountabilities, social activity/recognition



■ 1 - Cautious Follower ■ 2 ■ 3 - Competent User ■ 4 ■ 5 - Industry Leader

Finance Investments in Digital Transformation



62%

of respondents devote at least 20% of their current **finance budget** to digital transformation initiatives

Spending

60%

of respondents plan to increase their total spending on digital transformation initiatives by at least 5% in their **next-year budget**

82%

of **Industry Leaders** (scoring 4-5) plan to increase their total spending on digital transformation initiatives by at least 5% in their **next-year budget**



56%

of respondents devote at least 20% of current finance **FTE time** to digital transformation initiatives

Staffing

54%

of respondents plan to increase their total **FTE time** spent on digital transformation initiatives by at least 5% in the next twelve months

76%

of **Industry Leaders** (scoring 4-5) plan to increase their total **FTE time** spent on digital transformation initiatives by at least 5% in the next twelve months



85%

of respondents say that their finance leadership can effectively engage on digital topics, sponsor digital initiatives, and move the organization to the **desired level of digital competency**.

