

4 Imperatives for the CFO's Office to Achieve Before 2030

Kiran Rana

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Q&A

Asking Questions



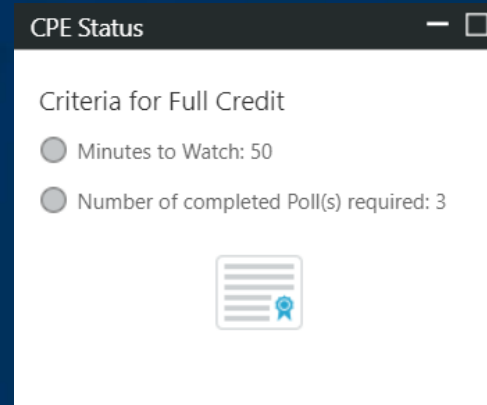
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Moderator

Steve Shannon

**Director of Partnership Marketing,
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Featured Presenter

Kiran Rana
General Manager, Mid-market
HighRadius



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Kiran Rana's Biography

- Kiran is the General Manager, Mid-market at HighRadius. In this role, he works with customers across multiple industries to solve complex order-to-cash problems.
- Kiran is involved in performing upstream assessments and recommends modernizations and is dedicated to educating industry practitioners about the applications of autonomous software in the order-to-cash space.

Learning Objectives

1. Examine how standard accounting methods limit your finance function.
2. Recognize four imperatives that your team may use to develop a hyper-growth finance function for long-term business resilience.
3. Explain how digital transformation has become a 'must have' in the mid-market Office of the CFO.

About HighRadius



Order To Cash



Treasury



Record to Report



6 countries
US, UK, France, Germany, Netherlands,
India



Valuation
\$450M Raised



Transactions annually
across 90+ countries

Invoice to Cash Market Leader



Preferred CFOTech Software Partner

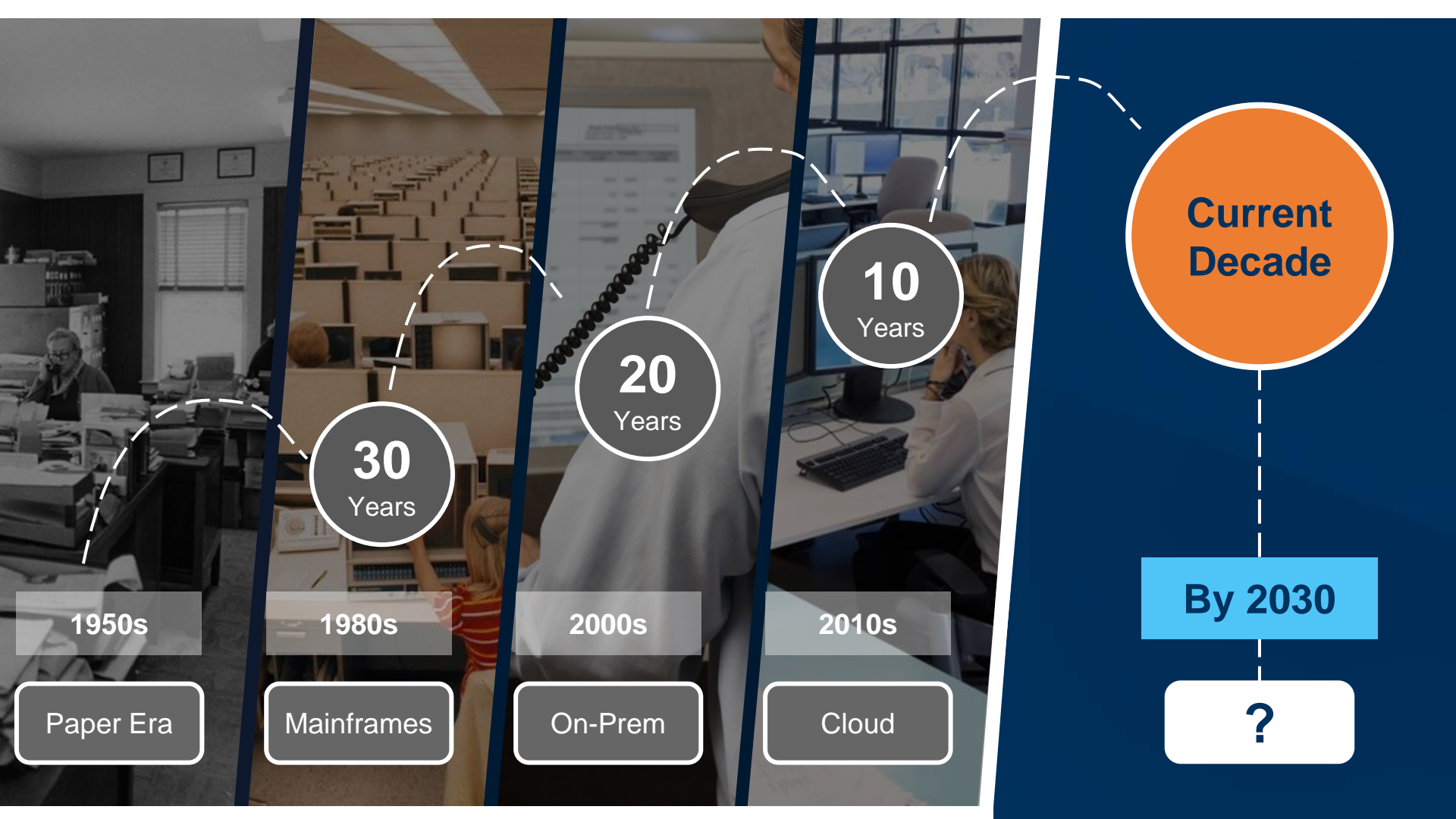


Agenda

1. The Evolution of Accounting Software
2. Mid-Market Finance Landscape
3. Business Preconceptions and Reality Checks
4. 4 Imperatives to Build a Hyper-Growth Finance Function
5. Up Your Working Capital Game with Intelligent AR Automation



The Evolution of Accounting Software



1950s

1980s

2000s

2010s

Paper Era

Mainframes

On-Prem

Cloud

30

Years

20

Years

10

Years

Current
Decade

By 2030

?

Mid-Market Finance Landscape

Under the Lens: Mid-Market Office of the CFO



Constrained Budget for Back-Office Functions

Limited cash reserve to meet short-term and long-term needs



Small or No Internal IT Support

Limited IT support to develop technology solutions or resolve technical issues



Lean Finance Team

Juggling through multiple finance functions with blurred roles and responsibilities

Poll Question 1:

What is the biggest challenge in achieving your 2022 business goals?

- a. Slow manual processes and outdated technology
- b. Limited access to capital
- c. Lack of real-time insights into cash flow positions
- d. All of the above
- e. A different challenge

Poll Question 1 Results: (Placeholder)

Is Your Finance Function Ahead of the Curve?

Here Are a Few Business Preconceptions and a Reality Check to Help You Out

Preconception #1



Traditional accounting software is scalable enough for growing business requirements

Reality

- System of information record to create-read-update-delete (CRUD)
- Lack of end-to-end process automation
- Lack of data intelligence: No advanced capabilities to analyze and derive insights for quick course corrections
- Lack of access to real-time information

Preconception #2



Simple reports and Excel-spreadsheets are enough to manage overwhelming data problems and derive business insights

Reality

- Disparate data sources & data silos
- Manual re-keying of the same data in multiple systems
- Lack of real-time visibility into KPIs such as customer performance metrics, business value metrics, analyst performance metrics
- Lack of data-driven decision making across finance functions

Preconception #3



**Finance teams
can make the best
out of traditional
accounting tools**

Reality

- Time-intensive, manual, paper-based, and repetitive processes
- No focus on high-dollar value functions
- Lack of a collaborative ecosystem to access customer's historical data and track KPIs
- High OpEx leakage owing to additional resource requirements for a scaling business

Preconception #4



**New-age technologies
are an expense, not
an investment**

Reality

- Digital transformation is inevitable for fast-growing companies
- Better speed to value with tailored solutions for specific business needs
- New-age technologies leverage self learning capabilities to analyze data and perform better over time
- Latest tools and technologies act as a catalyst to revamp data, processes, and people

4 Imperatives for CFO's Office to Achieve before 2030

1. Re-Define The Finance Factory: A Postmodern ERP Strategy

70% of businesses will use multiple forms of AI in their postmodern ERP Strategies by 2021

- Gartner

Ingredients of a Postmodern ERP

- Cloud-based
- Supports API integration
- Easily customizable as per business needs
- Integrated with Business Intelligence tools

What's in it for you?

- Ensure your system scales alongside your business growth
- Reduced OpEx with minimal IT support for integration with new systems

2. Adopt Intelligent Automation Solutions

68% CFOs say that driving cost efficiency is their number one focus of automating processes over the next five years

- EY

Ingredients of an intelligent automation solution

- Robotic Process Automation (RPA) to automate repetitive tasks
- Harnessing data intelligence powered by Artificial Intelligence (AI) to enable actionable data-driven decision making
- ML-enabled intelligent Optical Character Recognition (iOCR) technology to automate the extraction of financial data from documents

3. Get More from Your Workforce

More than **84%** of businesses are adopting process management/workflow technology and digital workforce enablement tools

- The Hackett Group

Deriving value from finance teams

- Reduce manual and clerical work for your staff using automation
- Break traditional hierarchies into flat networks of teams
- Aim for optimized resource allocation
- Enable the growing hybrid workforce
- Re-skill and upskill top talents

4. Lead with Data-Driven Insights and Visualization Tools

86% of businesses plan to improve their analytical, modeling and reporting capabilities in 2022

- The Hackett Group

Call-to-action to fix the data gap

- Create a single source of truth that provides real-time information
- Adopt automation solutions with dashboards to improve visibility into real-time business metrics in simplified graphical formats to fast-track reporting and analysis
- Track KPIs to set targets and enable proactive course-corrections
- Convert CRUD based systems into dynamic workflows that provide actionable insights

The Future of B2B Software

B2B Software

Will Be Dead

By 2030

Poll Question 2:

What is your top priority to revamp the CFO's office in 2022?

- a. Operational cost optimization
- b. Data-driven decision making
- c. Hire, retain, and develop digital skills in finance
- d. Increase adoption of advanced technologies
- e. Something else

Poll Question 2: Results (Placeholder)

Staying Ahead of the Curve:

Up Your Working Capital Game with Intelligent AR Automation

Intelligent AR Automation

Unlocks

Faster Cash Conversion

Credit Automation

Lower bad-debt

e-Invoicing

Lower OpEx



Cash Application Automation

Faster invoice-to-cash conversion

Automated Collections

Lower Days Sales Outstanding (DSO)

End-to-end automation of Order to Cash

Poll Question 3:

What is your #1 focus area for improvement in Accounts Receivable (AR)?

- a. Collections Management
- b. Cash Application
- c. Credit Management
- d. Invoicing and e-Payments

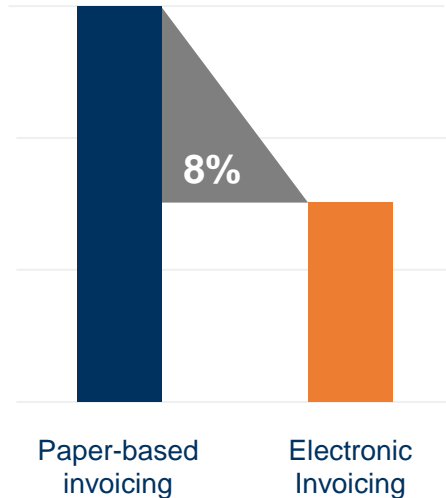
Poll Question 3: Results (Placeholder)

Benchmark Focus with Best-in-Class Finance Teams

What an Ideal Intelligent AR Automation Tool Could Do for You

Efficiency Metric: Invoicing

Process Cost of Invoicing



Source: The Hackett Group

How to lower invoicing costs by **8%**?

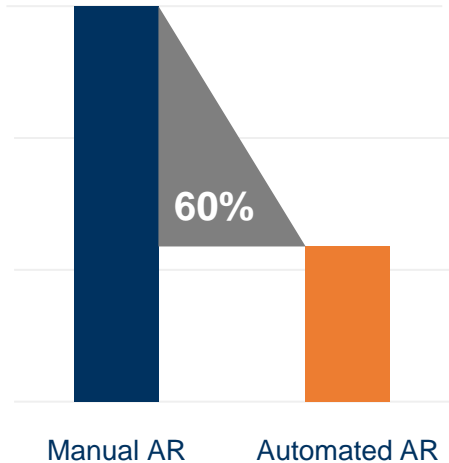
- Create a self-service customer portal to view invoices easily and save on print and mail costs
- Automate invoice delivery to customer preferred channels such as portals and e-mail

Unlocked Value

- Reduced OpEx
- Improved cash flows

Efficiency Metric: Collections

Average Days Delinquent (ADD)



Source: The Hackett Group

How to lower ADD by **60%**?

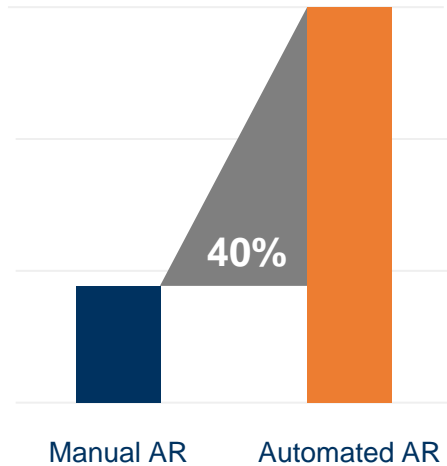
- Send proactive reminders to customers before the payment due date
- Prioritize collections process based on risk categories
- Provide multiple digital payment options for customers to make payments easily

Unlocked Value

- Lower DSO
- Maximized cash flow

Efficiency Metric: Cash App

Automatic Remittance Posting Matching Rate



Source: The Hackett Group

How to achieve **2x**
hands-free cash posting?

- Auto aggregation of remittances from multiple sources (mails, EDI, web-portals)
- Automate payments & remittance linking, customer identification and invoice matching
- Leverage AI-enabled payment matching and exception handling

Unlocked Value

- More focus on high-dollar value functions
- Faster cash conversion

Poll Question 4:

44.4% of mid-sized firms plan to adopt AR automation in 2022. Would you like to talk about your AR challenges with a HighRadius expert to start your digital transformation journey?

If you check yes, please note that this will nullify any previous requests you've made to IMA to not share your contact information with HighRadius.

- a. Yes, sign me up for a demo
- b. Yes, connect me to an expert
- c. No thank you, not at this time

Questions and Answers



Kiran Rana
General Manager, Mid-market
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Steve Shannon
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Thank You to Our Presenter!

Kiran Rana
General Manager, Mid-market
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Final Reminders

- ▶ **Complete the Evaluation poll** – 2 options
 - On your screen
 - Evaluation Survey icon at the bottom of your console
- ▶ **Access to your CPE Certificate** – 2 options
 - Click the “CPE” icon at the bottom of your console
 - or
 - Click the link in your post-event e-mail
- ▶ Please print a copy of the CPE certificate for your records.
- ▶ Your CPE credit will be automatically recorded in your transcript.

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