



Optimizing Finance

Aligning Transformation Goals with Software Solutions

April 2025

Introductions



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Learning Objectives

1. Grasp the key drivers and trends in finance transformation

2. Understand key elements of a successful finance transformation

3. Identify trends and benefits of adopting new finance processes and technologies

Agenda

1. Finance Transformation Overview

2. Finance Transformation Approach

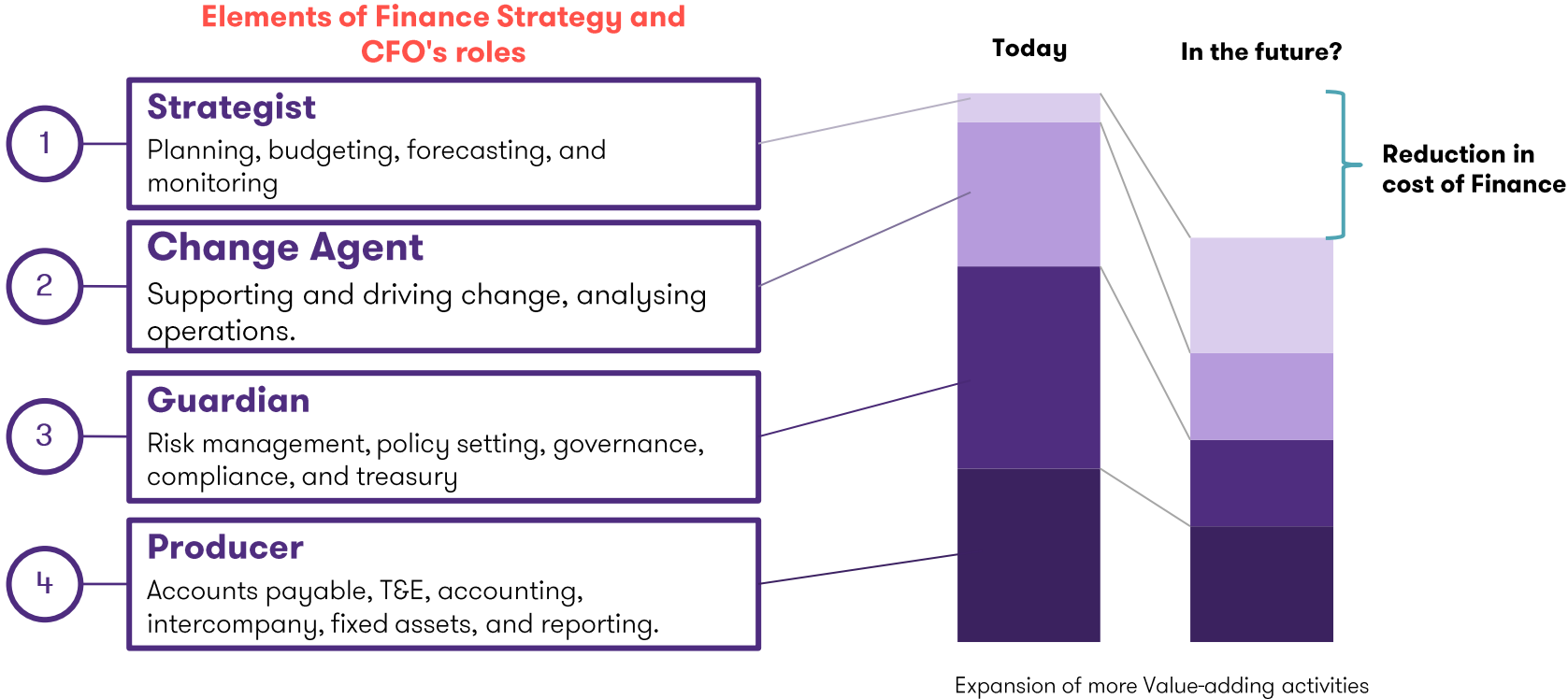
3. Market Trends and Finance Technology Overview – Finance Solutions

Finance Transformation Overview



The shift from being a scorekeeper to a strategic partner

Many Finance organizations are striving to deliver more value-adding activities while maintaining or reducing the overall cost of the Finance function





What drives finance transformations?

The following trigger points can help identify when transforming the finance function can be beneficial

Leadership is focused on day-to-day operations and transactional activities, minimal attention to strategic growth

Many finance processes are manual, excel-based, or non-standard, with minimal KPIs / metrics in place

Organizational structure is not optimal or disparate processes across finance functions

Resources not aligned to proper roles and responsibilities

Outdated ERP and data systems

Common Finance Transformation Trigger Points

Financial data inconsistencies and quality issues

Lack a proper governance and controls framework

Month-end close is long and cumbersome

Limited usage of 3rd party tools to support FP&A and other core finance functions (P2P, O2C, General Ledger, etc.)

Manual processes and absence of automation such as OCR functionality and approval workflows



Key benefits of finance transformation

An optimized Finance Transformation strategy drives business value, and the effects are seen outside of the finance function. Several benefits are included below.

Efficiency Gains & Lower Costs



Reduce time spent on existing activities to drive cost reductions through a **lower cost operating model**

Focus on value added activities



Allow employees to spend more time on strategic value-added activities

Increased agility in operations



Reduce the risk of not being able to keep up, depending on a few key individuals and/or low people turnover

More effective controls and compliance



Reduce control and compliance risk by standardizing, automating, and documenting activities

Data driven decision making



Enhance finance decision making through consistent, transparent, and efficient reporting methods and data quality

Strategic partner



Become a business partner and drive business value by leveraging efficiencies gained through more agile systems, enhanced reporting, and time savings

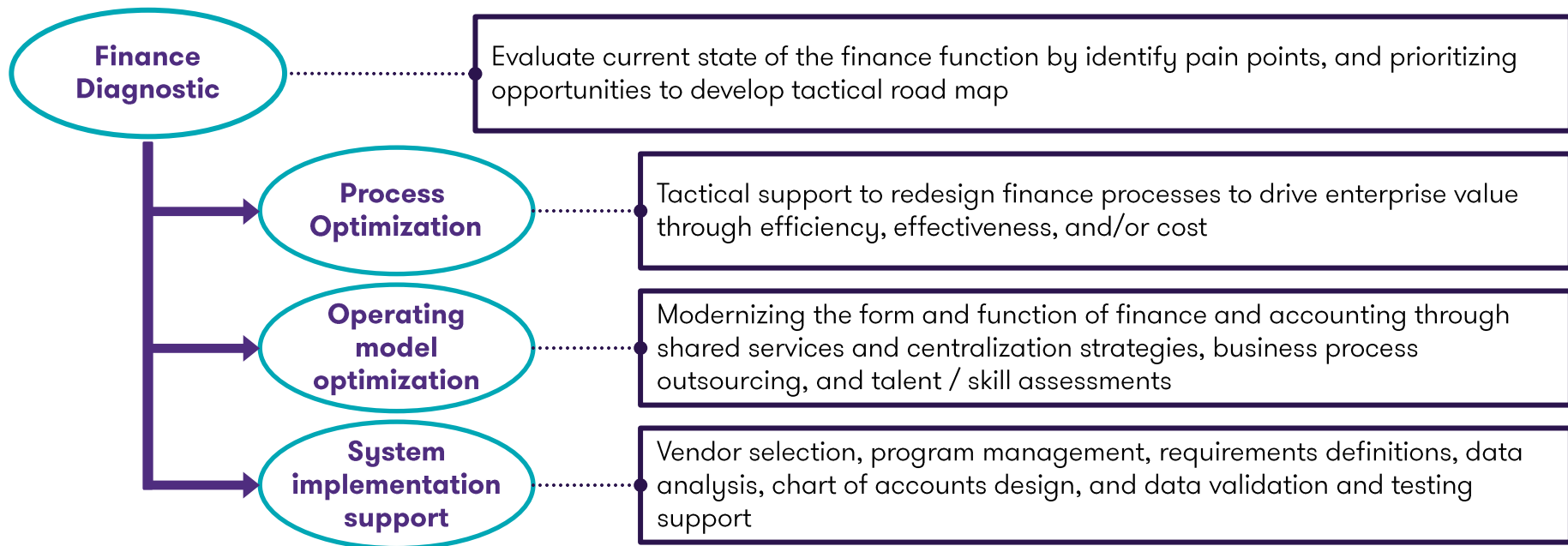
Value Realization



Typical finance transformation solutions

To properly support your organization, your finance processes need to be as effective and efficient as possible. Finance Transformation allows you to drive value across your business by leveraging cutting edge technology to enhance efficiency, optimizing operating models and maximizing ERP systems through data analytics.

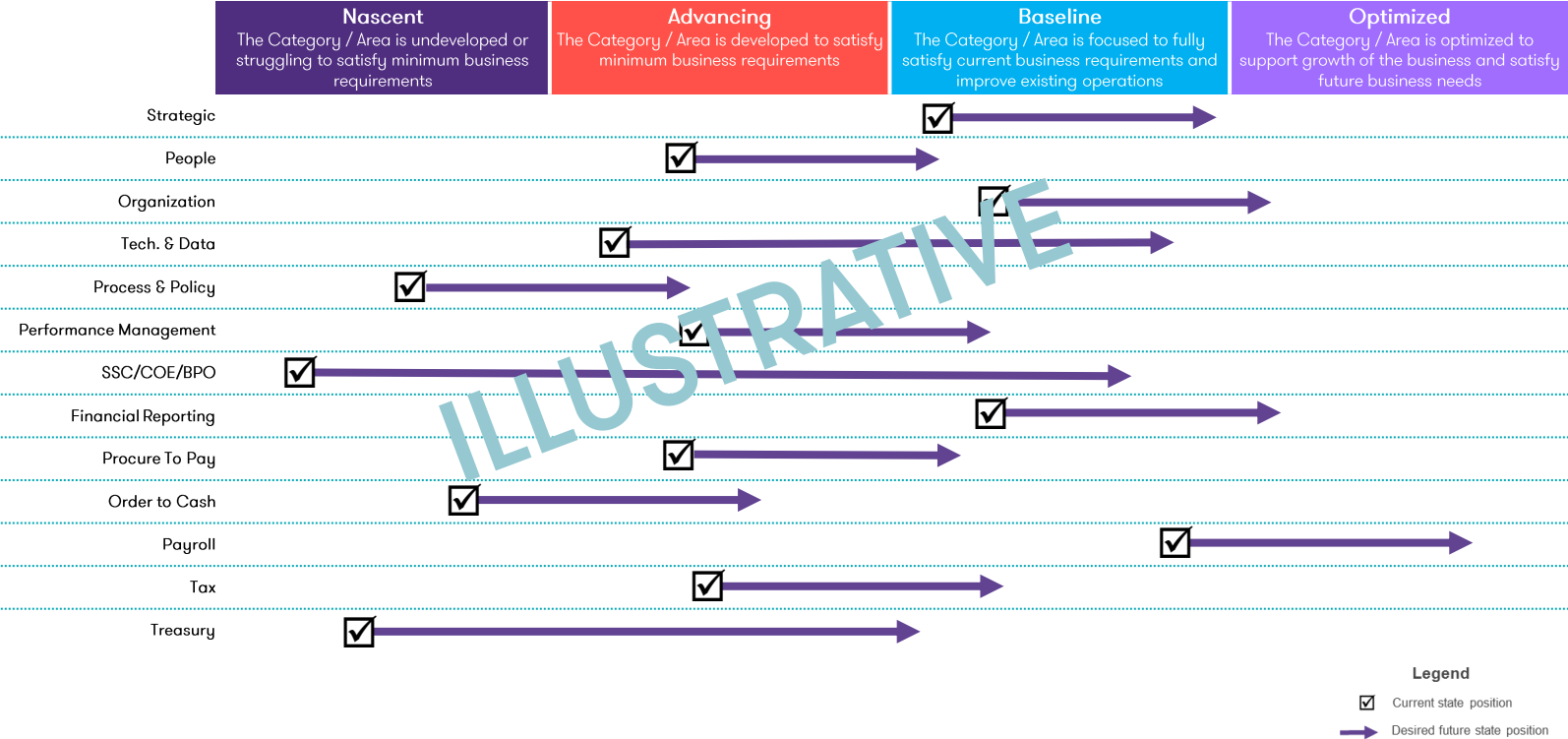
Finance Transformation Solutions





Align investment with value

Not everything must be “best-in-class”; your organizations strategic and tactical needs will inform maturity across Finance





Key components of successful finance transformations

Once you confirm that you have the right support, alignment and other foundational requirements, you need a comprehensive methodology. This methodology will help you see the benefits from a finance transformation.

Planning and execution are equally important, and a proven methodology will address both sufficiently. At a high level, your methodology needs to:

Incorporate best practices throughout the engagement

Provide expertise and leadership to ensure all relevant functions of the transformation are addressed and supported by the system

Align on intended outcome across all impacted stakeholders

Accelerate traditional transformation approaches with deliverable templates and third-party tools

Leverage Agile development principles to help stakeholders visualize and experience the transformation through regular involvement

Integrate change and quality management activities, from day one and throughout the project

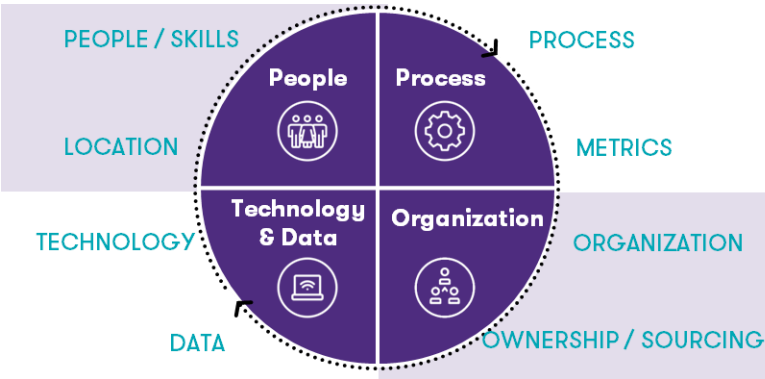
Finance Transformation Approach



Transformation approach

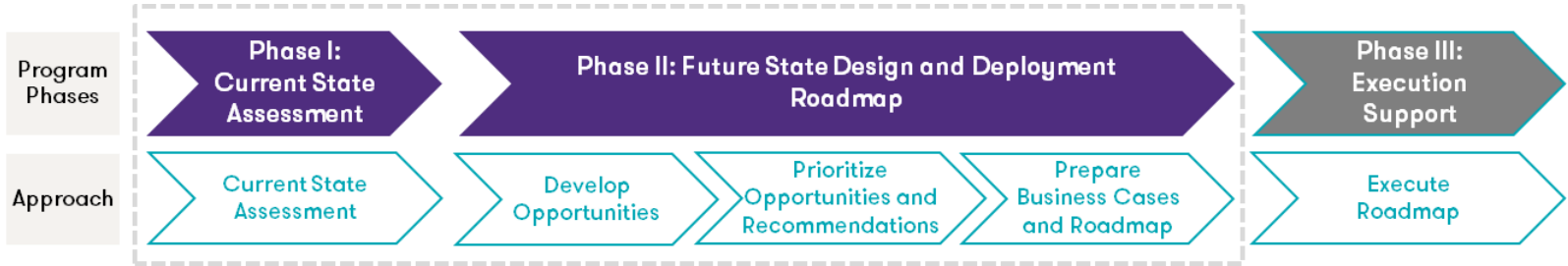
An operating model framework provides a method for selecting the relevant dimensions for a diagnostic

Key functions that are often evaluated and tailored as part of finance transformation projects:



- Record to Report
- Order to Cash
- Procure to Pay
- Revenue Accounting & Reporting
- Plan to Produce
- Project Management

- Asset Management
- FP&A
- Treasury
- Tax
- Travel & Expense
- Hire to Retire



Market Trends and Finance Technology Overview – Finance Solutions



Core Finance Technologies

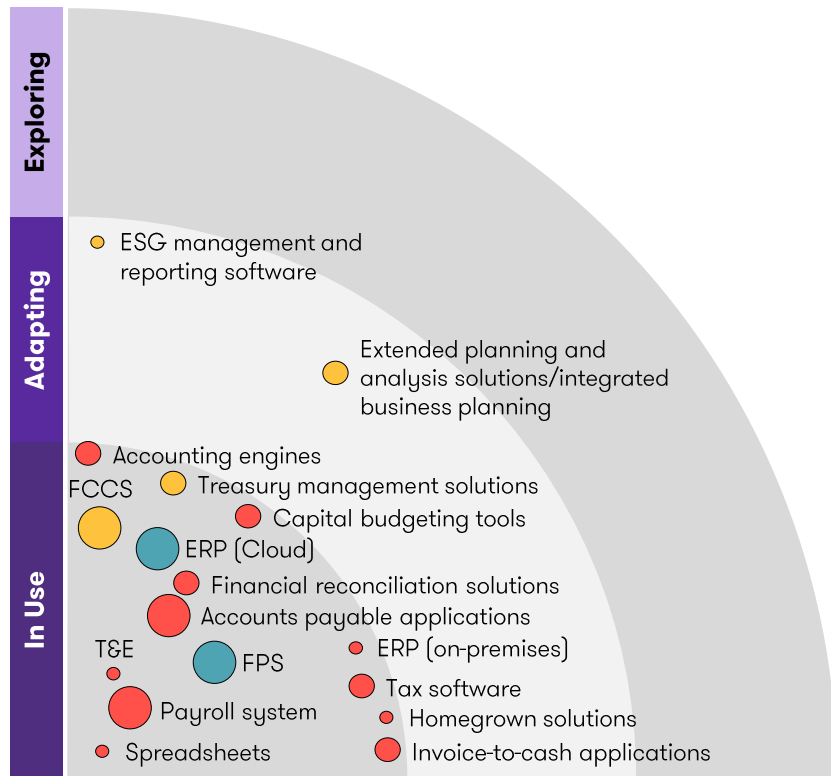


Figure 2, 2025 Finance Technology Bullseye Report, Gartner, 12 February 2025

Adoption Level

Level of adoption measured by the extent of deployment for each technology

Exploring

Adopting

In Use



Value

Depicts the average overall value for each technology



Low



Medium



High

Future Investment

Expected change in investment for each technology over the next two years



Lesser



Similar



Greater

Investment Investment Investment

n = 383 finance leaders

Source: 2024 Gartner Finance Technology Landscape [Bullseye] Survey



Finance Advanced Data Analytics Tools and Technologies

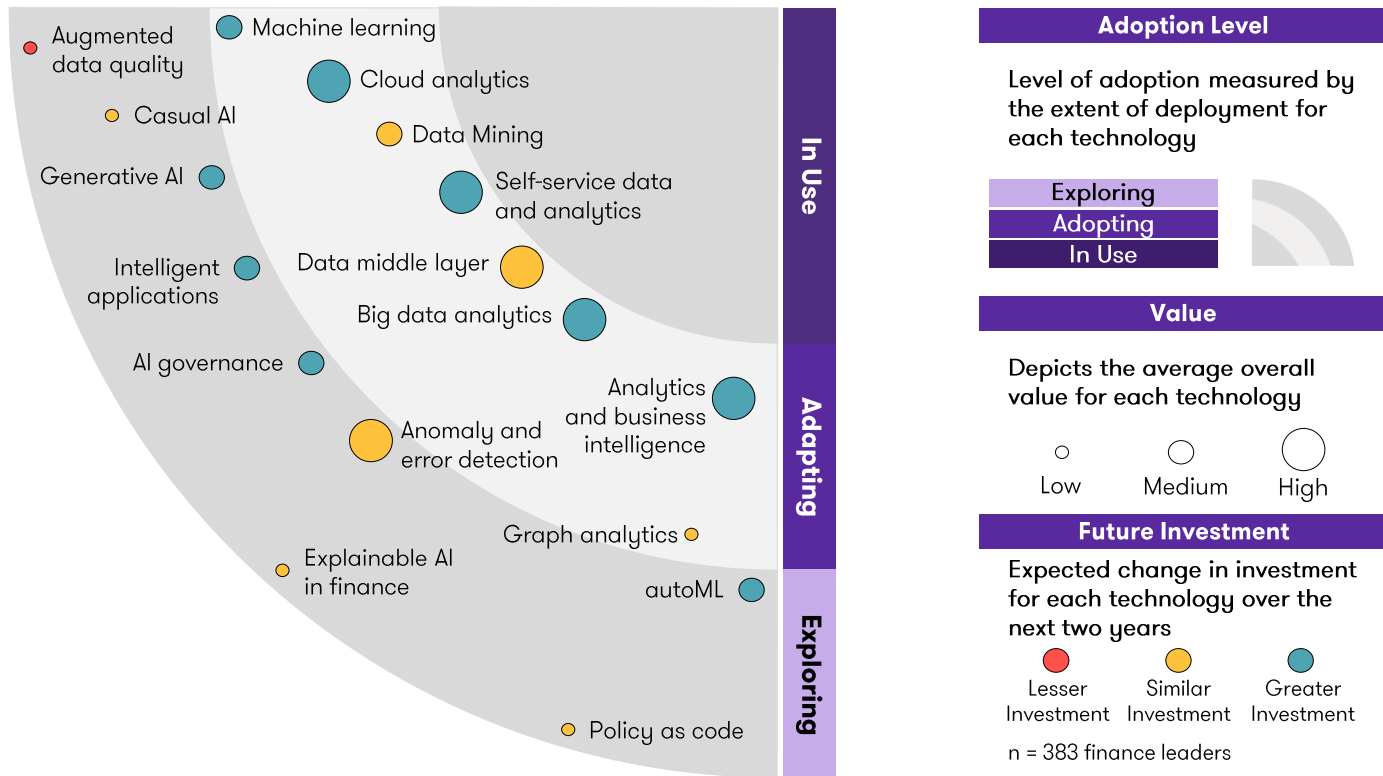


Figure 4, 2025 Finance Technology Bullseye Report, Gartner, 12 February 2025

Finance Process Automation and Optimization Technologies

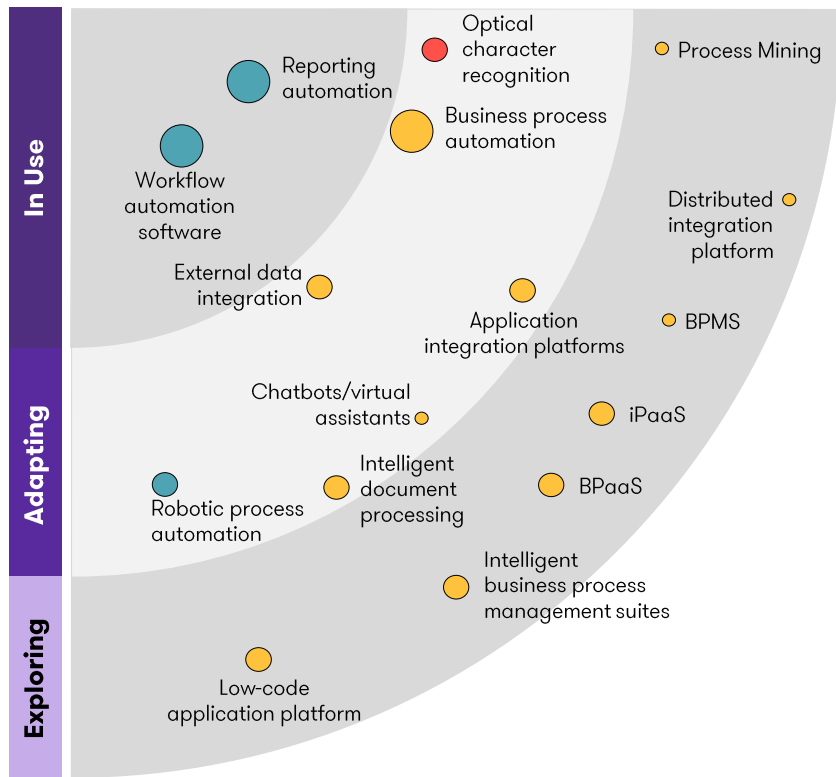


Figure 3, 2025 Finance Technology Bullseye Report, Gartner, 12 February 2025



Top 10 Most Adopted Finance Technologies

Rank	Finance Technology	Adoption Level	Value	Future Investment
1	Spreadsheets	In Use	○	●
2	Payroll System	In Use	○	●
3	Travel and Expense Software	In Use	○	●
4	Accounts Payable Applications	In Use	○	●
5	Financial Planning Software	In Use	○	●
6	Financial Reconciliation Solutions	In Use	○	●
7	ERP (Cloud)	In Use	○	●
8	Customer Relationship Management	In Use	○	●
9	ERP (On-Premises)	In Use	○	●
10	Financial Close and Consolidation Solutions	In Use	○	●

Figure 7, 2025 Finance Technology Bullseye Report, Gartner, 12 February 2025

Adoption Level

Level of adoption measured by the extent of deployment for each technology



Value

Depicts the average overall value for each technology



Future Investment

Expected change in investment for each technology over the next two years



n = 383 finance leaders

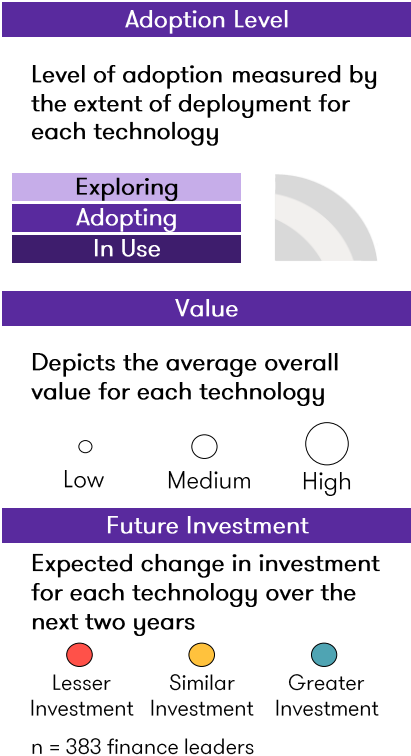
Source: 2024 Gartner Finance Technology Landscape (Bullseye) Survey



Top 10 Most Valued Finance Technologies

Rank	Finance Technology	Adoption Level	Value	Future Investment
1	Customer Relationship Management	In Use		
2	ERP (Cloud)	In Use		
3	Analytics and Business Intelligence (ABI)	Adopting		
4	Big Data Analytics	Adopting		
5	Financial Planning Software	In Use		
6	Financial Close and Consolidation Solutions	In Use		
7	Cloud Analytics	Adopting		
8	Self-Service Data and Analytics	Adopting		
9	Business Process Automation (BPA)	Adopting		
10	Data Middle Layer (Data Lake, Mart, Etc.)	Adopting		

Figure 9, 2025 Finance Technology Bullseye Report, Gartner, 12 February 2025



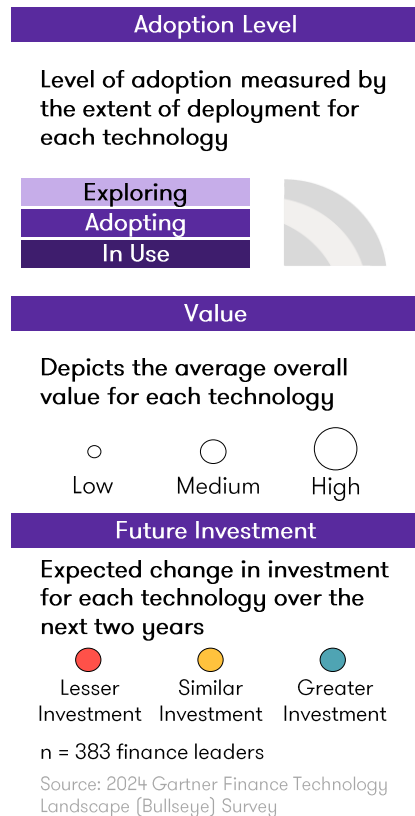
Source: 2024 Gartner Finance Technology Landscape (Bullseye) Survey



Finance Technologies Expected to Receive Most Investment

Rank	Finance Technology	Adoption Level	Value	Future Investment
1	Generative AI (GenAI)	Exploring	○	●
2	Machine Learning (ML)	Adopting	○	●
3	ERP (cloud)	In Use	○	●
4	Intelligent Applications	Exploring	○	●
5	AI Governance	Exploring	○	●
6	Automated Machine Learning (autoML)	Exploring	○	●
7	Analytics and Business Intelligence (ABI)	Adopting	○	●
8	Big Data Analytics	Adopting	○	●
9	Cloud Analytics	Adopting	○	●
10	Reporting Automation	In Use	○	●

Figure 11, 2025 Finance Technology Bullseye Report, Gartner, 12 February 2025





Key questions to consider for finance transformations

The following questions can help identify when transforming the finance function will be beneficial

Does the organization perform highly manual or inconsistent processes with a limited use of automation?

Does the organization have a decentralized functional structure?

Does the company desire to implement any new automation systems (ERP – FIN / SCM / HCM, Budget / Forecasting, Reconciliation, P2P / O2C, FP&A, TMS, etc.)?

Are there unclear roles and responsibilities, a poor organizational design / documentation or a duplication of finance / accounting efforts?

Key Finance Transformation Questions to Consider

Does the organization understand and monitor key performance indicators targeted to your industry and size?

Does the organization lack finance vision (inclusive of forecasting and budget planning) or have a significantly high cost of finance?

Does the organization have difficulty generating reports and accessing data at the desired level of granularity?

Is there a desire from leadership to address pain points, bottlenecks, and accuracy issues in existing finance processes, with a goal of simplifying, standardizing, centralizing, and automating?

Thank you!



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