

Future-Ready Financial Operations: Accurate, Efficient, and Intelligent

Dominick Fatibene

Jessica McKeon

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The Association of
Accountants and
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in Business



Featured Presenters



Dominick Fatibene
Senior Product Marketing Manager
BlackLine



Jessica McKeon
Senior Solutions Marketing Manager
BlackLine

Agenda

- The F&A Landscape
- The Challenges of Digital Transformation
- The Keys to Successful Transformation
- Enabling Future-Ready Financial Operations
- Revolutionize the oCFO with BlackLine
- Artificial Intelligence
- Q&A



The F&A Landscape

A shift has occurred,
requiring Finance & Accounting to
drive the business
forward.

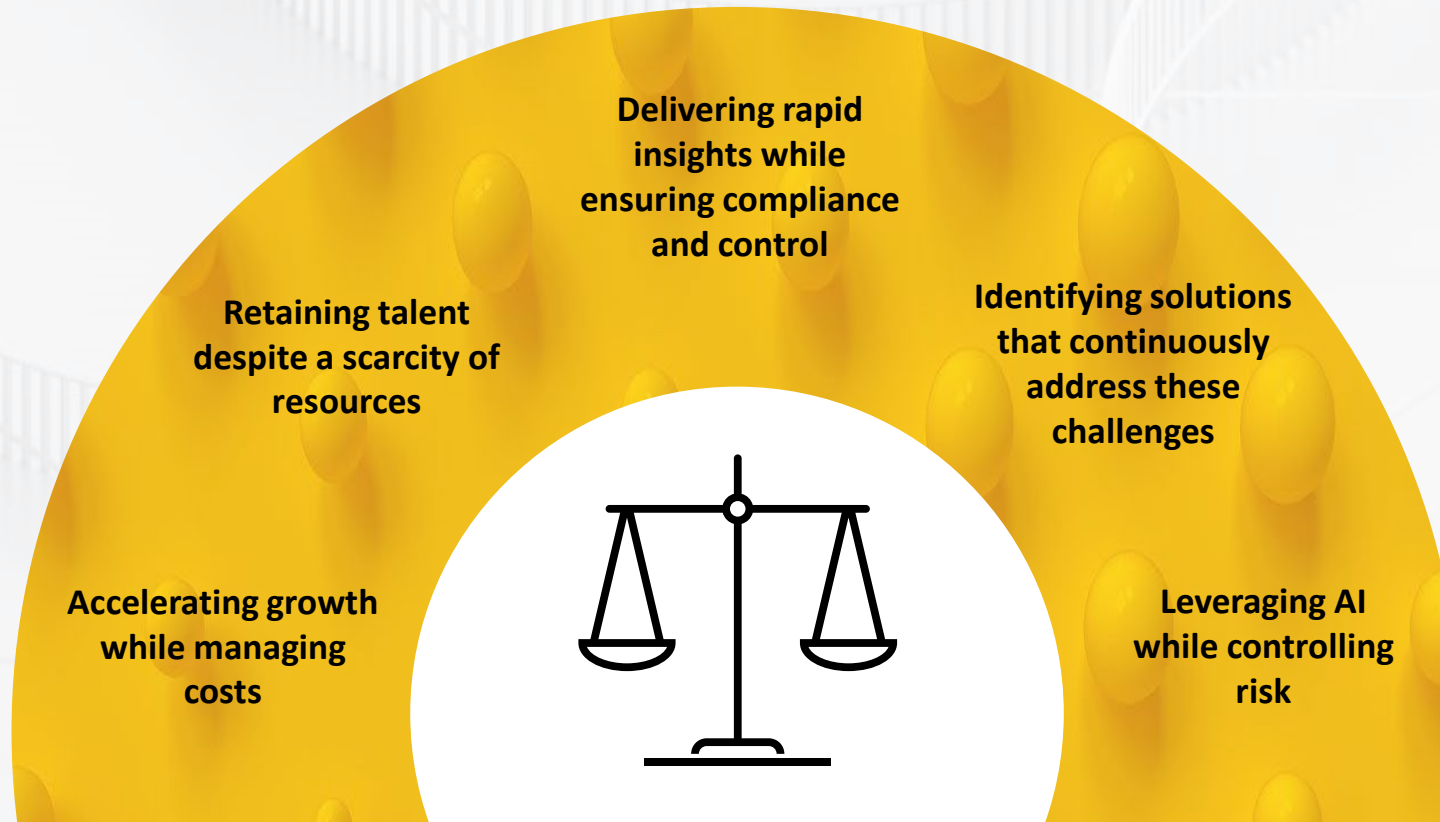
90%

of executives said the CFOs importance to the organization has been significantly elevated.

Source: IDC

The Office of the CFO is facing an **unmanageable** balancing act.

Teams are tasked with many priorities that often conflict.



Poll Question 1:

How would you describe your organization's current finance and accounting processes?

- a. Fully automated
- b. Mostly automated, but with some manual processes
- c. Balanced between manual and automated processes
- d. Mostly manual



The Challenges of Digital Transformation

**The Office of the CFO has
embraced digital
transformation to address
these difficulties.**

**Yet, digital
transformations
have largely
failed to deliver.**

70%

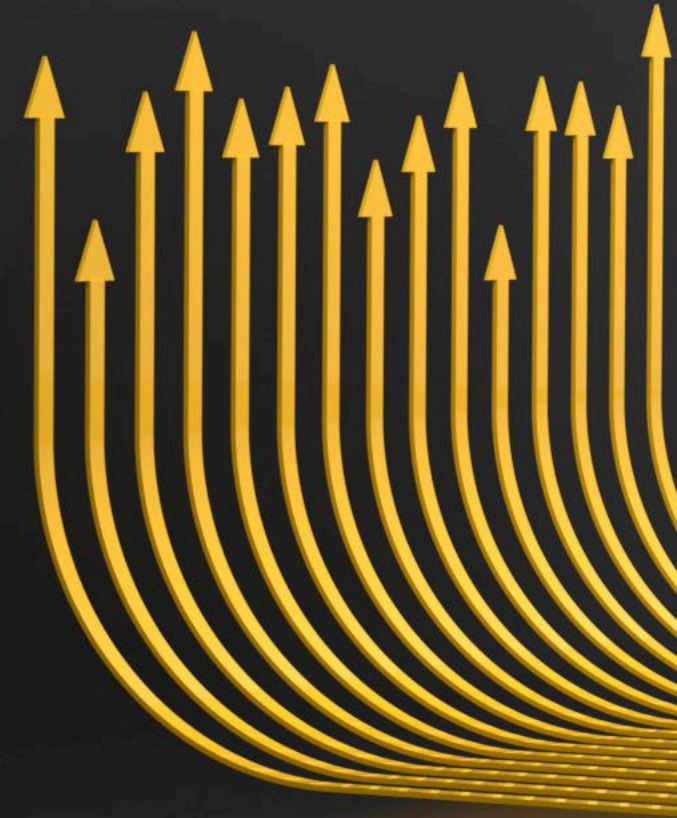
**of transformation initiatives fail to
meet their objectives.**

Source: Gartner

\$2.3T

**is wasted globally on failed
transformation programs.**

Source: Taylor & Francis Group

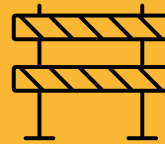


What is the
root cause?

Common Digital Transformation Pitfalls



**Lack of Alignment and
Governance**



Cultural Barriers



**New Technology, Old
Processes**

Poll Question 2:

What is the biggest barrier to your organization's digital transformation in finance and accounting?

- a. Lack of budget
- b. Resistance to change
- c. Lack of skilled resources
- d. Legacy systems and infrastructure
- e. Other (please specify)



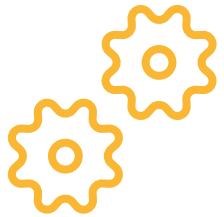
**The pace of innovation is faster
than ever before.**

**The stakes are higher
in F&A
transformation.**

**You need to be
future-ready.**

The Need for Digital Ambition

F&A Leaders Can Unlock Potential with Transformation



**Set a digital
ambition**



**Build a culture of
innovation**



**Pick the right technology
partners**



**Align with IT
partners**



The Key to Successful Transformation

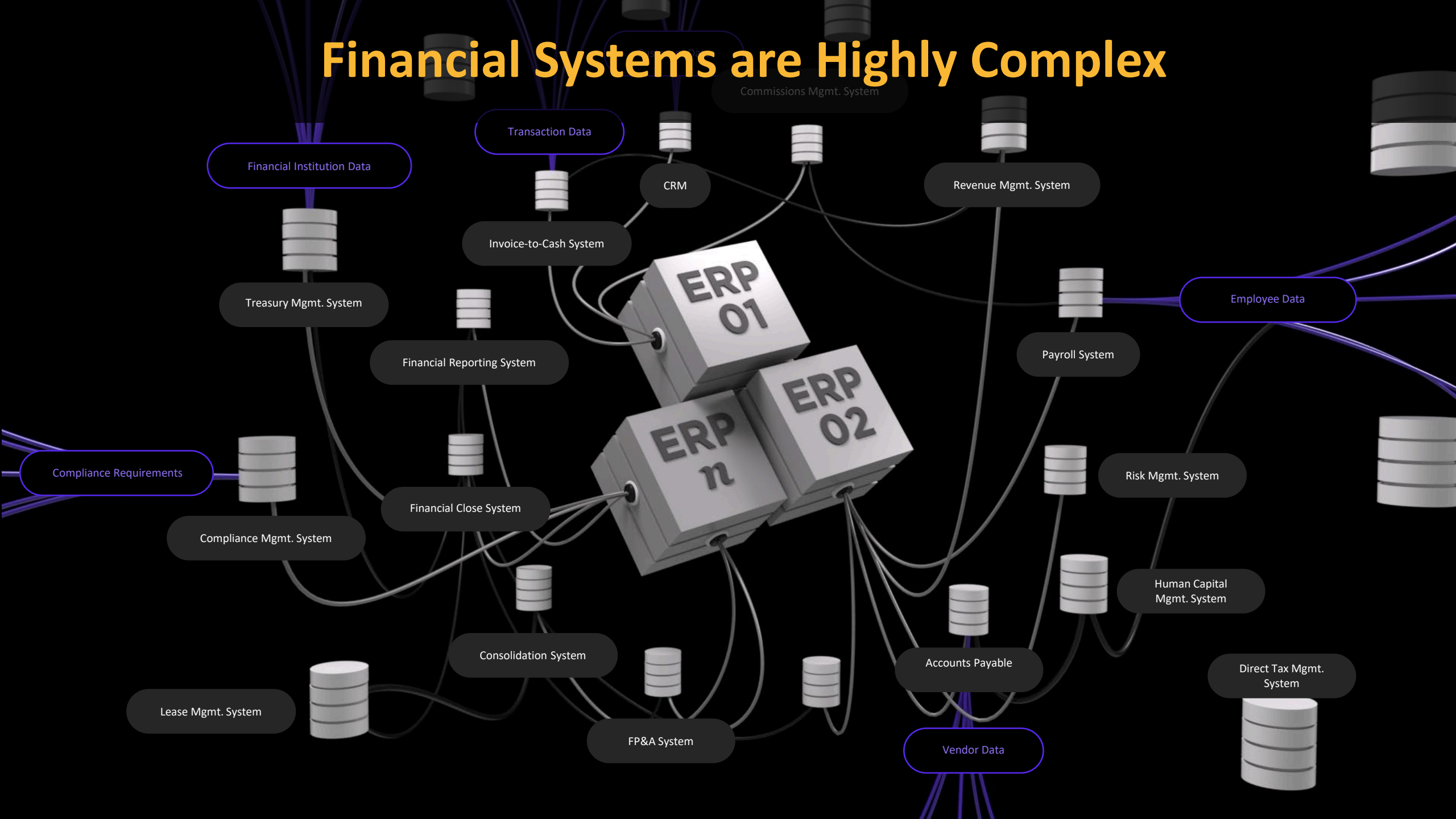
What drives
successful
transformation?

Successful
transformation
requires **innovation.**

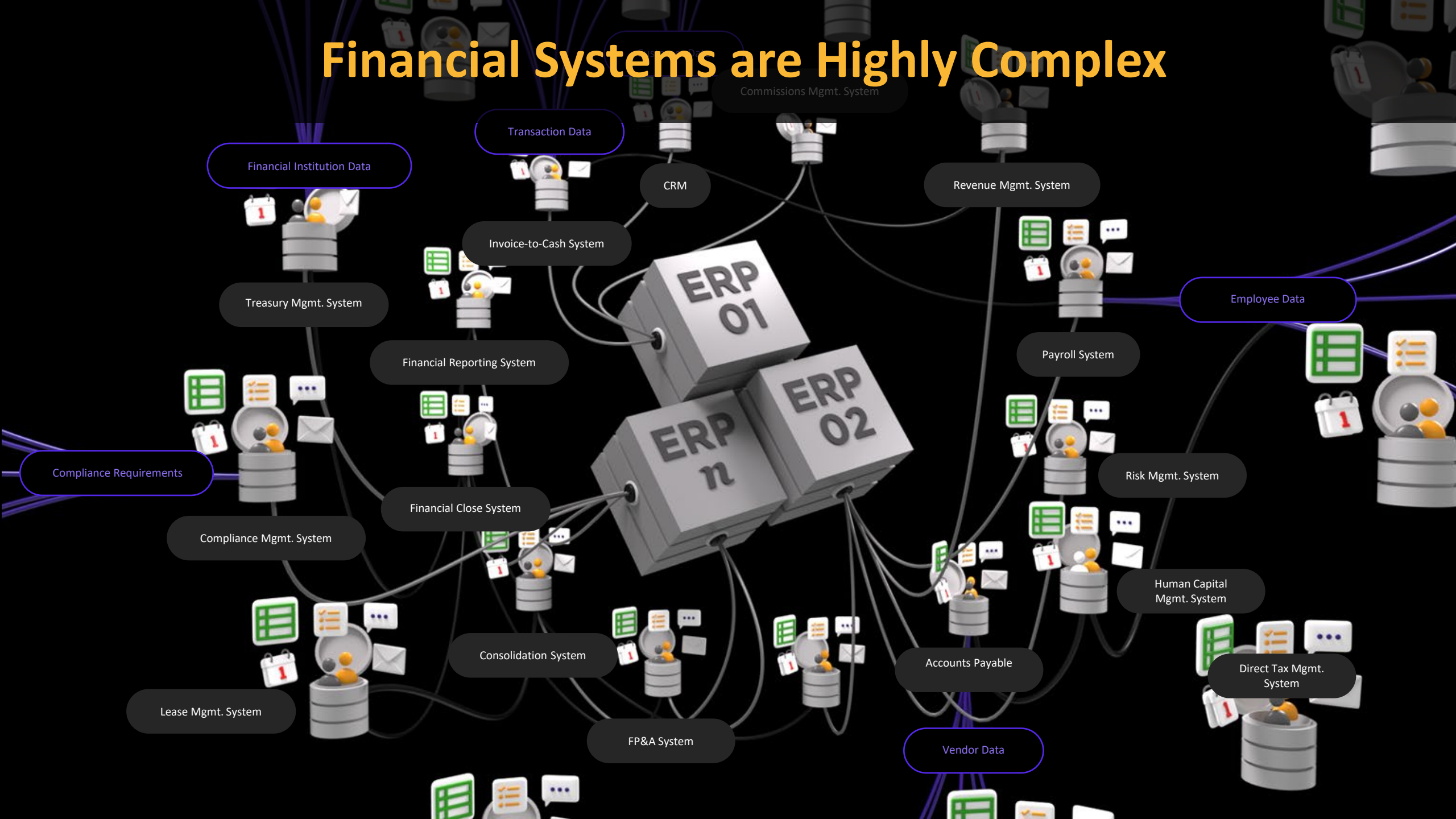
“A successful transformation project has output that includes **good compliance, lower costs, and seamless real-time information.**”

Chief Accounting Officer, Fortune
500 Company

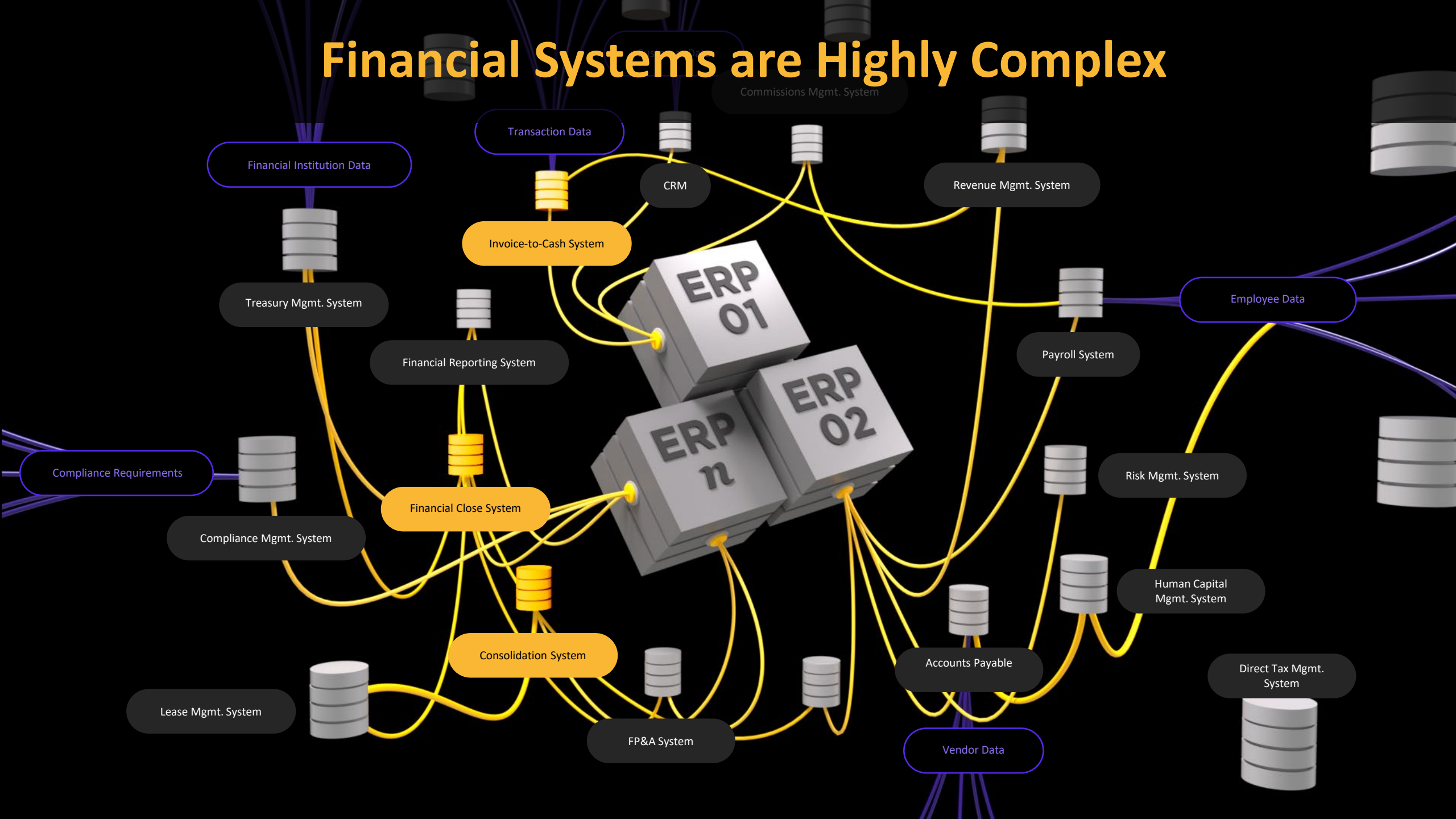
Financial Systems are Highly Complex

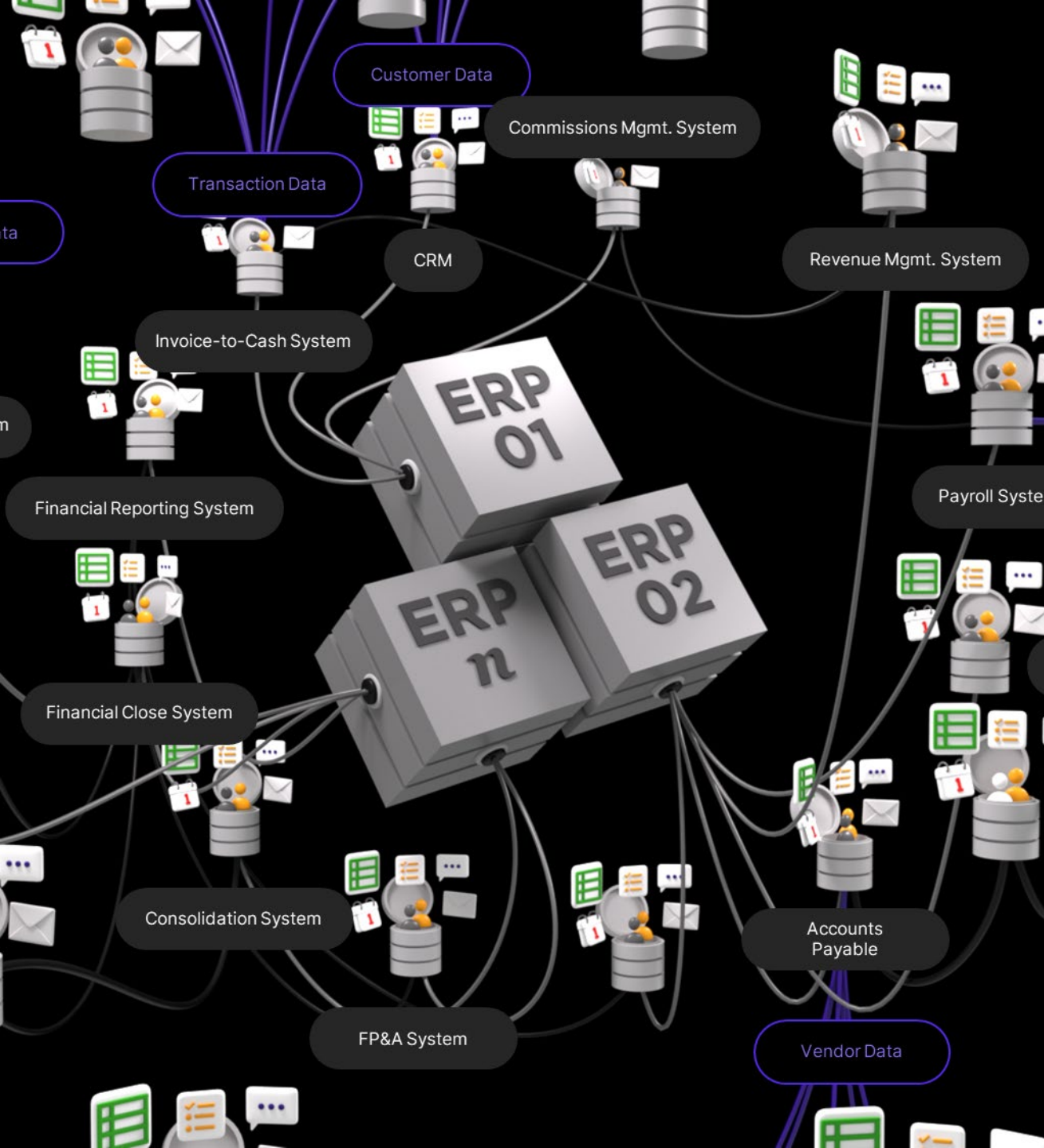


Financial Systems are Highly Complex



Financial Systems are Highly Complex





System and process complexity continues to be a major challenge for CFOs and CIOs.

Inefficiency costs companies anywhere from **20%-30%** of their revenue each year.

Source: IDC

Poll Question 3:

How essential is the adoption of emerging technologies for driving innovation in your organization's finance and accounting functions?

- a. Critical
- b. Important but not urgent
- c. Nice to have but not a priority
- d. Not important at all



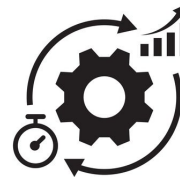
Enabling Future-Ready Financial Operations

Future-Ready Financial Operations



Accurate

A solid foundation
built on trustworthy
data



Efficient

Processes that are streamlined
and automated



Intelligent

Continuous transformation with
immediate impact AND sustained
value over time

Transformation starts with the Office of the CFO.

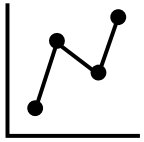
Finance & Accounting are now leading the charge – breaking boundaries, driving business evolution, and redefining success.

72%

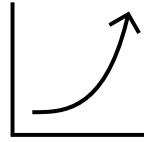
**of CFOs identified metrics,
analytics, and reporting as a
critical priority for 2025.**

Source: Gartner

2025 Executive Priorities: Top 5 Focus Areas for CFOs



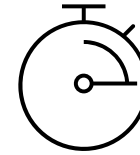
**Data, metrics, and
analytics**



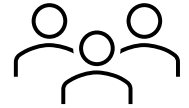
**Efficient
growth**



**AI adoption in
finance**



**Time allocation &
leadership capacity**



**Sourcing & retaining
digital talent**

Real-Time Data: The Speed to Business Value



Companies operating in “real-time” had
more than

62%

higher revenue growth

97%

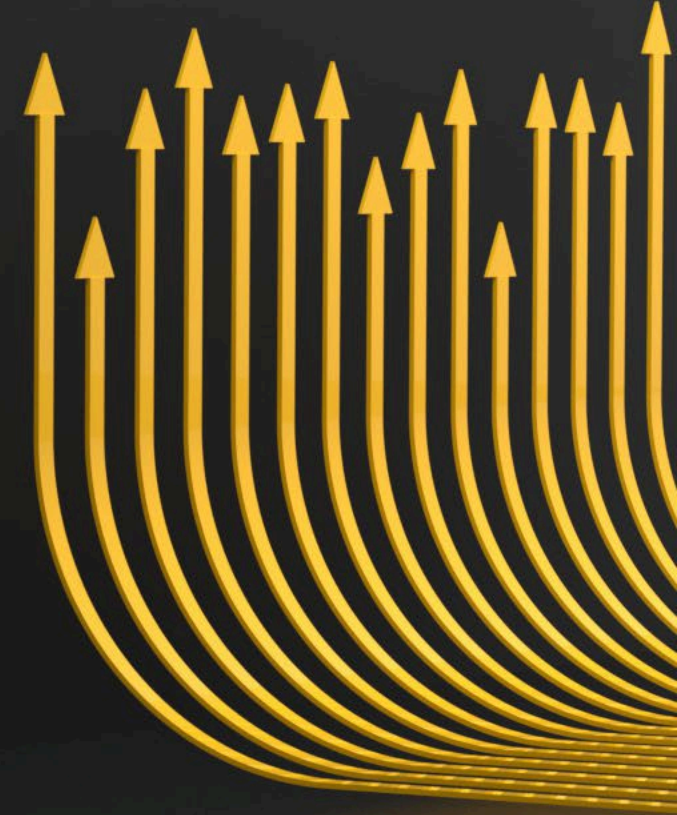
higher profit margins

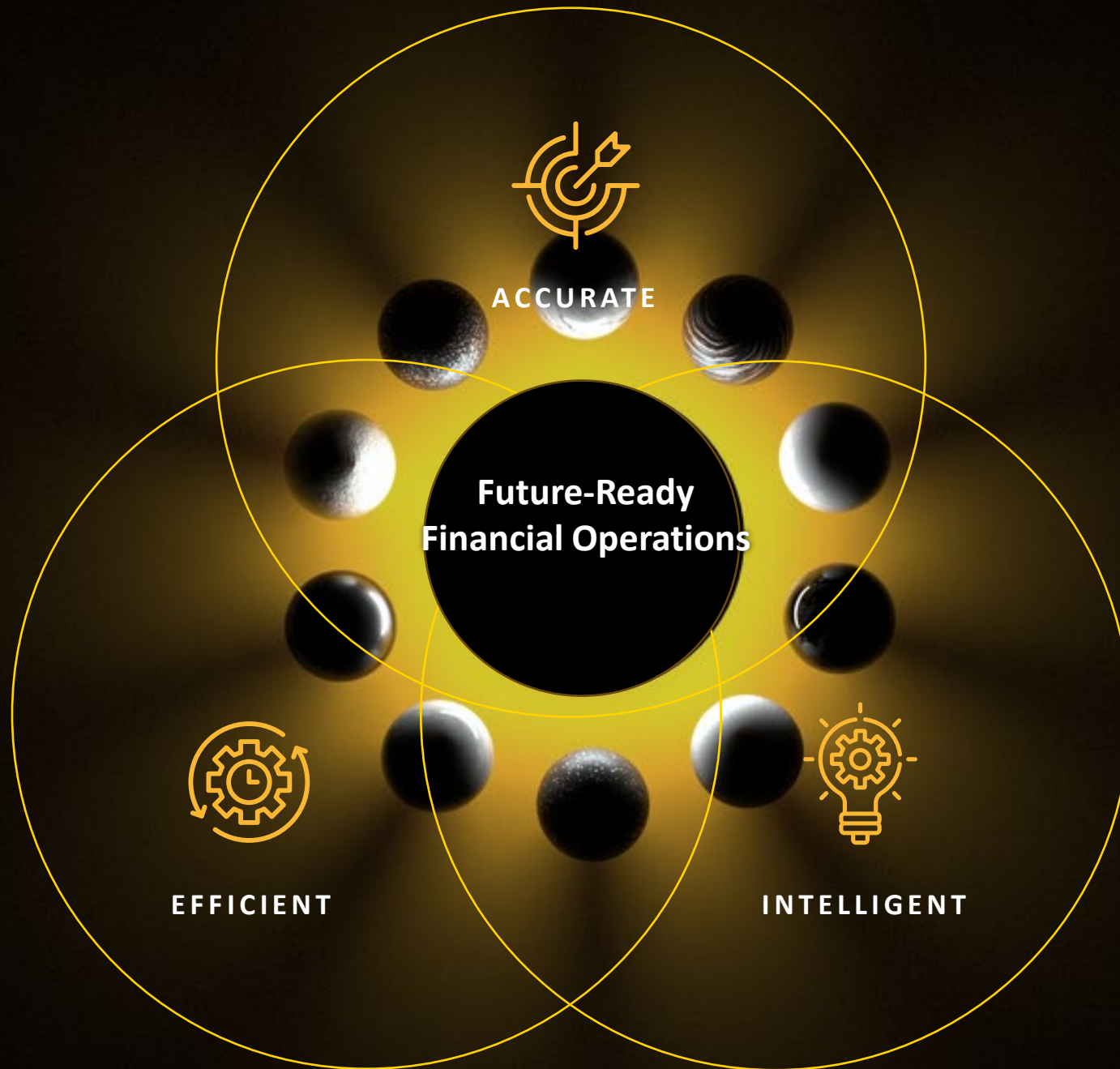
Source: MIT

“Your solutions and processes define your speed to value — and the success of your solutions is often determined by your implementation and management.

Some people think that it's too costly and time-consuming to implement enterprise solutions and platforms. It doesn't have to be and shouldn't be. It's pretty simple — pick the right tool, prepare for it, and govern it.”

-Principal, Technology Modernization
Grant Thornton





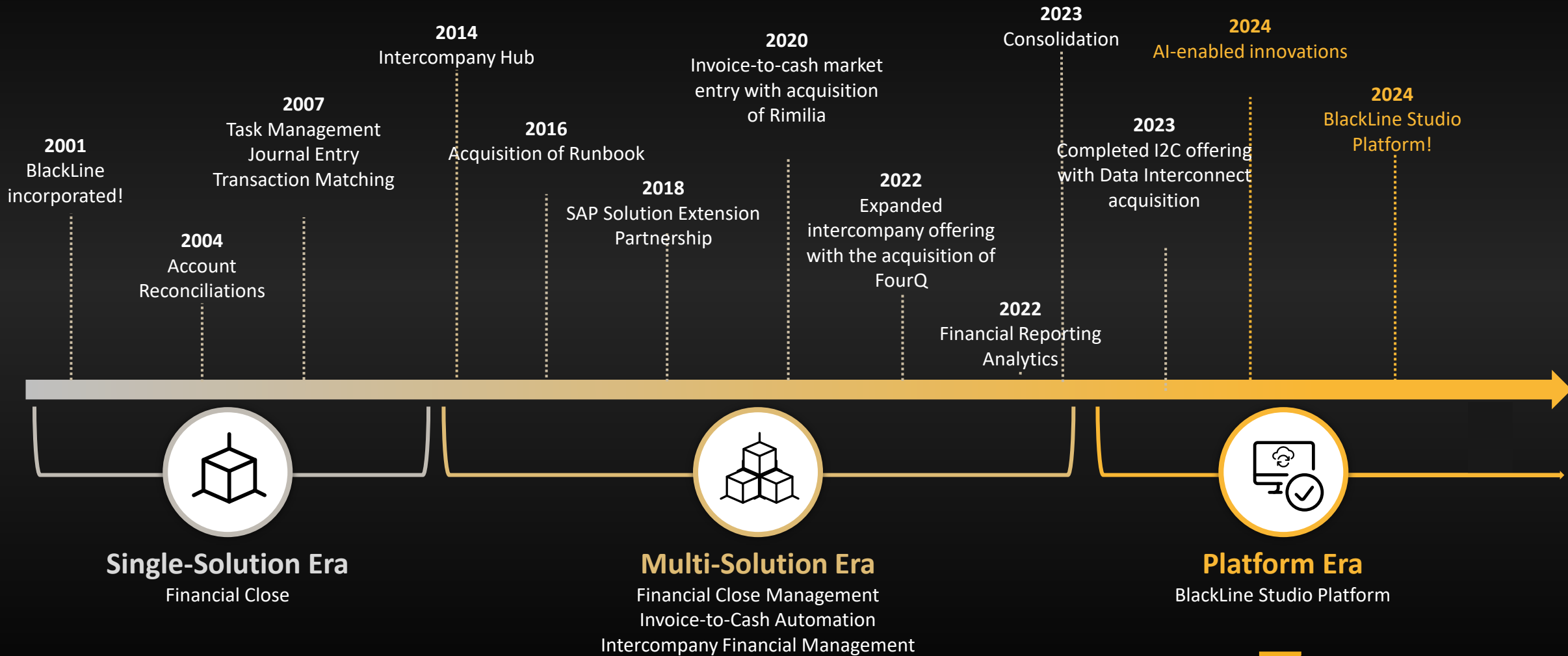


Revolutionize the oCFO with BlackLine

Realize **Future-
Ready** Financial
Operations with
BlackLine

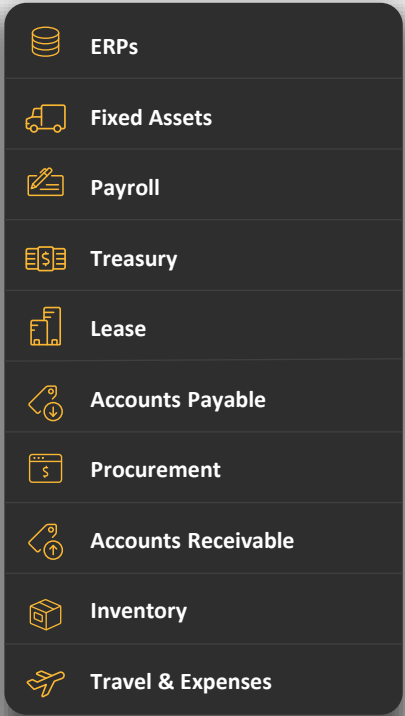


BlackLine's Innovation Journey



BlackLine: The Future-Ready Platform for the oCFO

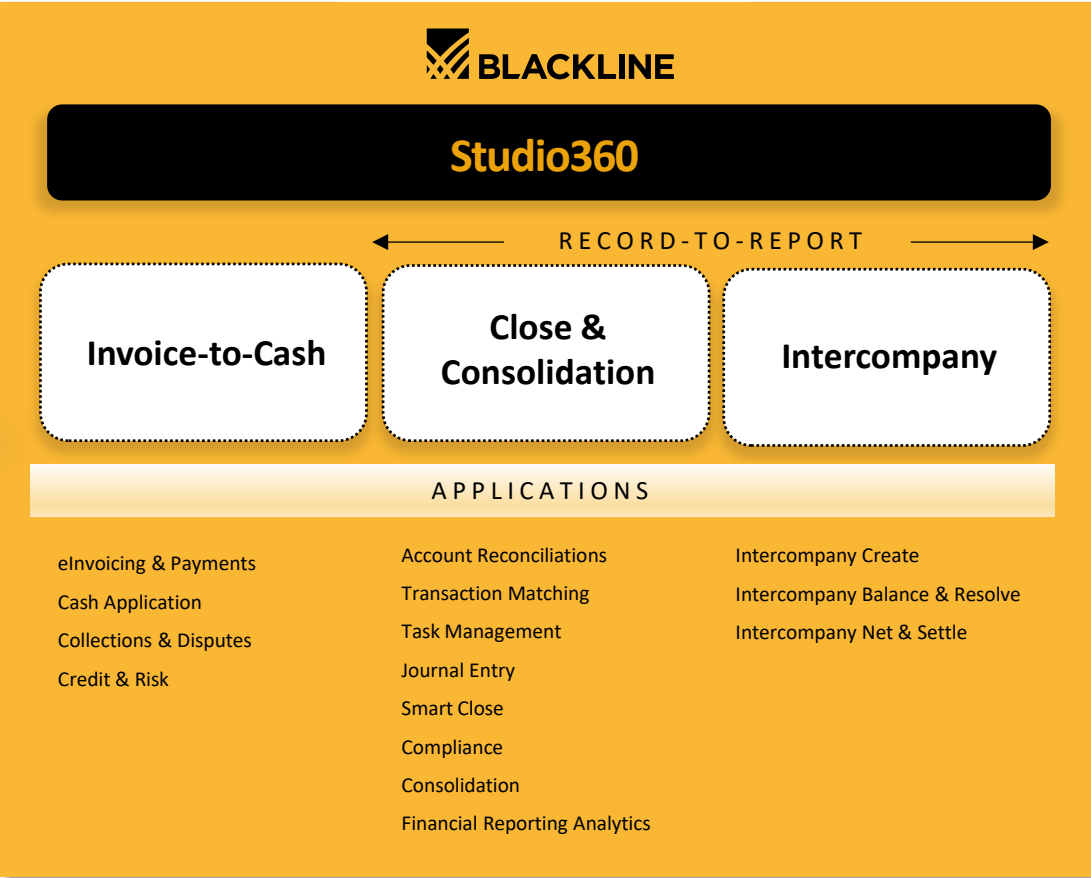
DATA SOURCES



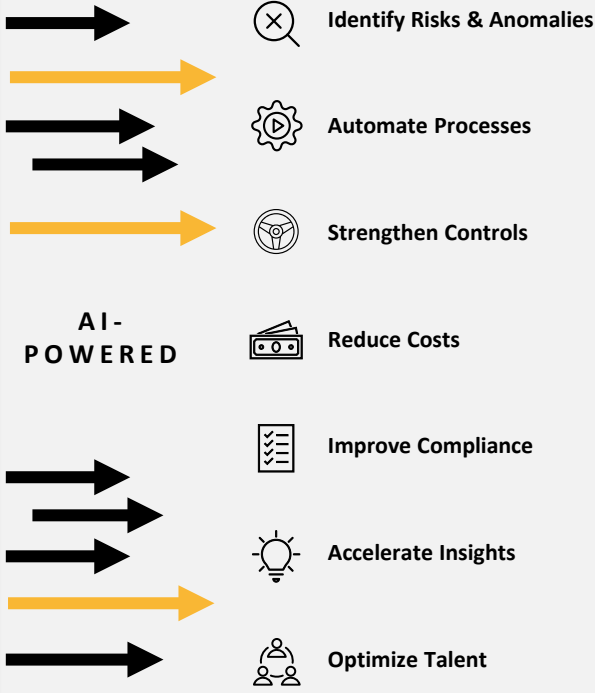
And more data sources



BLACKLINE PLATFORM



OUTCOMES





BLACKLINE

+



snowflake



Artificial Intelligence

The integration of AI in accounting is not merely an enhancement;
it's a radical reinvention that is shaping the future of the industry.

Source: Forbes

Poll Question 4:

Where is your organization in its adoption of AI and machine learning for finance and accounting?

- a. We are fully utilizing AI/ML
- b. We are in the process of implementing AI/ML solutions
- c. We are exploring options but haven't started implementation
- d. We haven't considered AI/ML yet

BlackLine will put **users in control** of their AI decision-making, allowing users to **build trust** to leverage AI technologies to **optimize and streamline** their future-ready financial operations.

Generative AI will redefine the CFO's office.

Harnessing agility, collaboration and **future-ready capabilities**, F&A is expected to reinvent itself with CFOs leading the charge.

Source: Accounting Today

Questions and Answers



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Thank you!

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