

Smoothing the Curve: AI Leveraged Scaling for Finance & Accounting

Shivang Patel
VP, Product Marketing
April 9, 2025



The Association of
Accountants and
Financial Professionals
in Business

ORACLE
NetSuite



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About Presenter's Organization

Accounting Transformation

Platform created by accountants,
for accountants **to automate**
Accounting using AI.



FloQast was
founded in
2013



~80%
of front line
FloQasters are
Accountants



3,000+
Customers



Regions:
NA EMEA ANZ

98%

of customers achieve target
business value or higher*



G2

Highest rated of all
Financial Close
software



TrustRadius

Top rated software

Poll Question 1:

How would you describe your organization's current approach to scaling finance and accounting operations?

- a. We primarily rely on manual processes and additional headcount
- b. We have some automation but still face scalability challenges
- c. We leverage AI-driven solutions to optimize operations
- d. A little bit of everything

Poll Question 1 Results: (Placeholder)

Learning Objectives



Difference in growth

Understand how revenue growth is generally smooth while operational growth requires investment “steps.”



GenAI as a unique tech

Learn how most are applying GenAI in a superficial capacity and how AI Agents are changing the game.

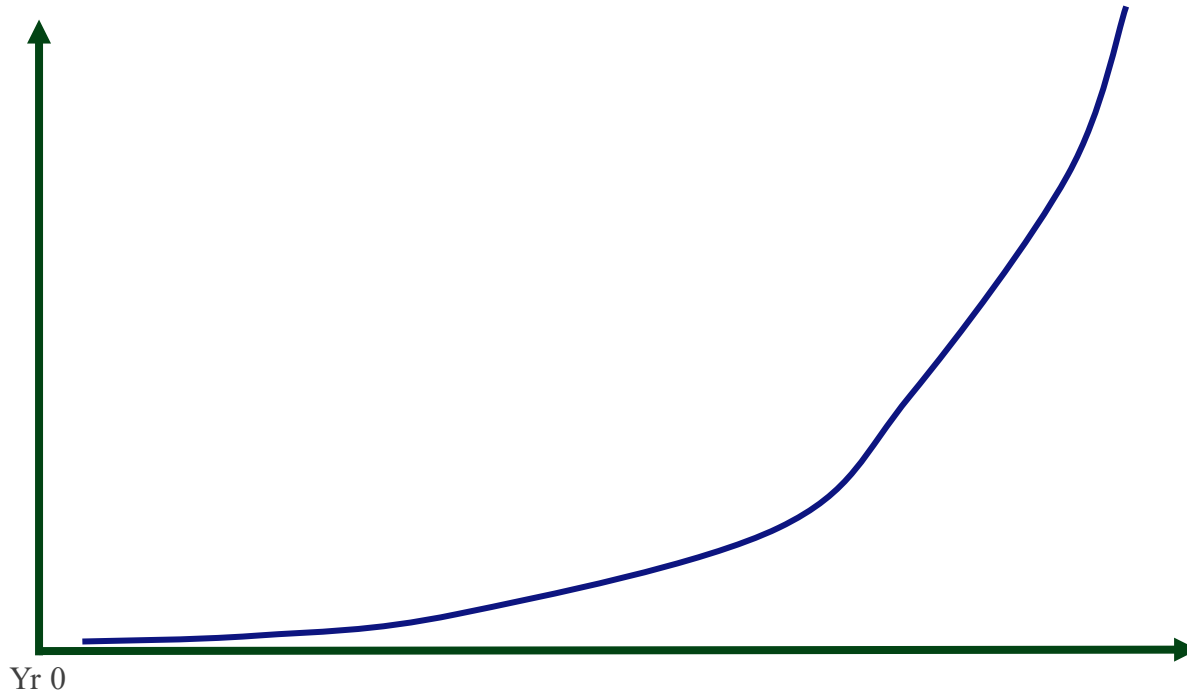


Smoothing the curve

Uncover how to unlock GenAI agents to “smooth” your operational growth curve.

Difference in Growth Structures

Revenue Growth



Generic **revenue growth model** indicative of most industries of a viable company.

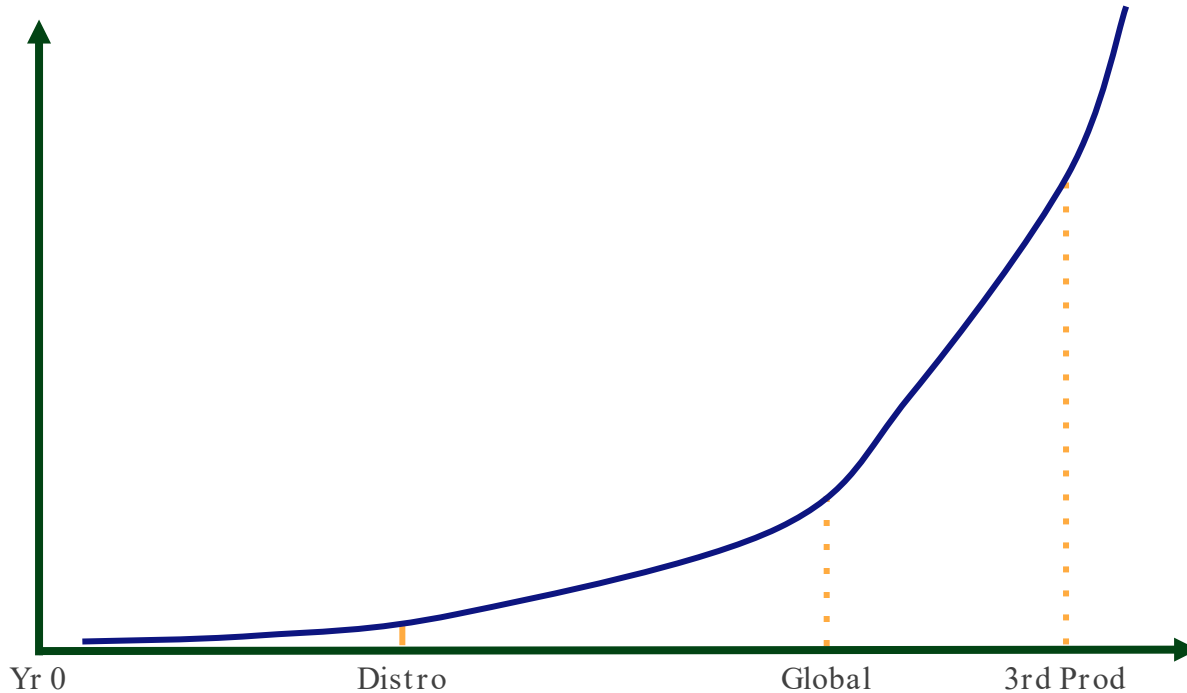
Many view this model as a general company growth model as well.

But is this right?

— Revenue

Difference in Growth Structures

Events Impacts



Revenue growth originates from a myriad of **operational factors** including:

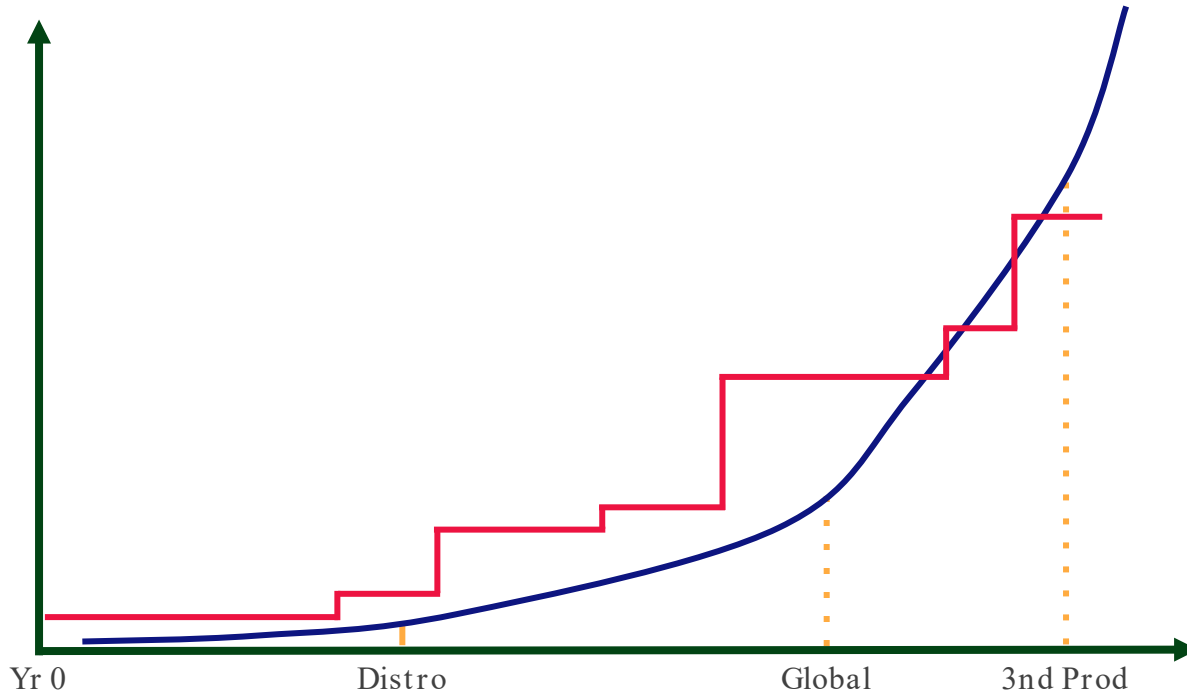
- 1st distribution channel
- Entering global/new markets
- Successful follow-on products
- Etc.

However, each one of these requires **operational investment**.

— Revenue
- - - Events

Difference in Growth Structures

Operational Expense Growth



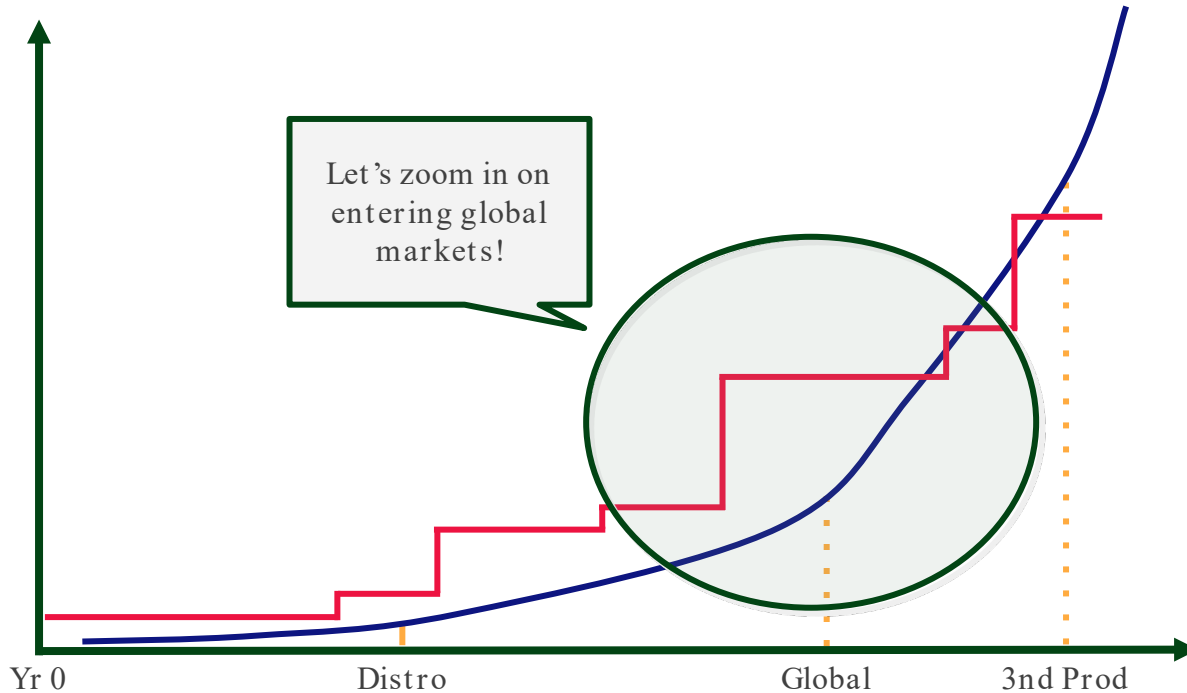
What growth **really** looks like. Operational investments are generally required to happen **before revenue growth can occur**. It happens in 'steps' and investment varies.

This is the same for OCFO scaling as well, **except investment in cost centers isn't tied to revenue** leading to uphill battles.

— Revenue
... Events
— OpEx

Difference in Growth Structures

Operational Expense Growth



What growth **really** looks like. Operational investments are generally required to happen **before revenue growth can occur**. It happens in 'steps' and investment varies.

This is the same for OCFO scaling as well, **except investment in cost centers isn't tied to revenue** leading to uphill battles.

Poll Question 2:

What is your biggest operational challenge when scaling finance and accounting?

- a. Hiring and retaining qualified accountants
- b. Reducing manual workloads and inefficiencies
- c. Keeping financial processes accurate and compliant
- d. Integrating new technology into existing workflows

Poll Question 2 Results: (Placeholder)

Clash of Reality vs. Expectations

Scenario

Your company is expanding in 2 new global markets, which is a new exercise for the organization:

- GmbH in for EMEA
- Pte. Ltd. for APAC
- Both require specialized accounting
- Both require language translation

OCFO Needs:

- 1 Part-time AP specialist per region
- 1 part-time AR specialist per region
- 1 International Controller

Clash of Reality vs. Expectations

Scenario

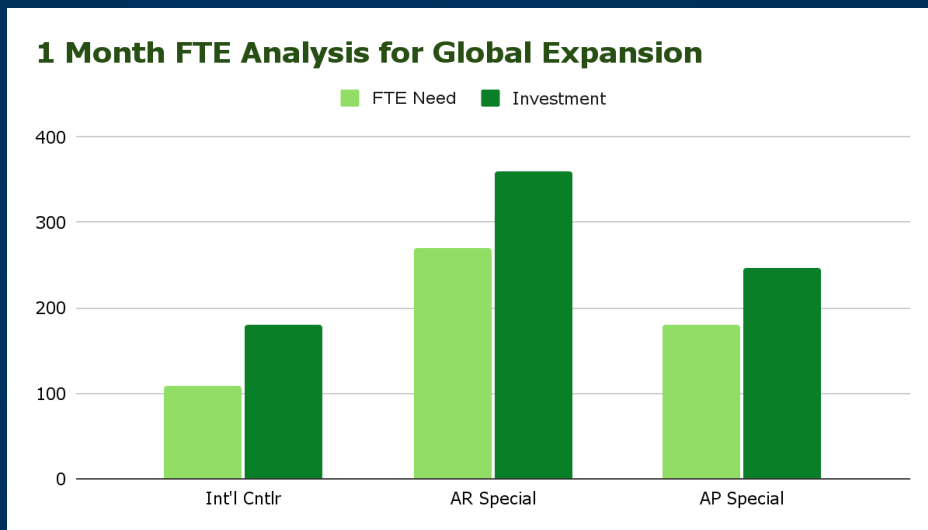
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Reality vs. Expectations



Accountants are Disappearing

#FloQast

THE WALL STREET JOURNAL.

CFO JOURNAL

Tupperware Delays Filing Annual Results Amid Accountant Shortage

The reusable-container maker said its accounting department is experiencing 'significant attrition'

THE WALL STREET JOURNAL.

CFO JOURNAL

The Accountant Shortage Is Showing Up in Financial Statements

Advance Auto Parts and others have cited a lack of skilled accounting personnel for material weaknesses in their financial-reporting controls, a key predictor of restat

FORTUNE

FINANCE · ACCOUNTING

The U.S. is short 340,000 accountants—just look at the wave of earnings report mistakes

Est.

160k CPA

labor deficit in 2025

75% of CPAs

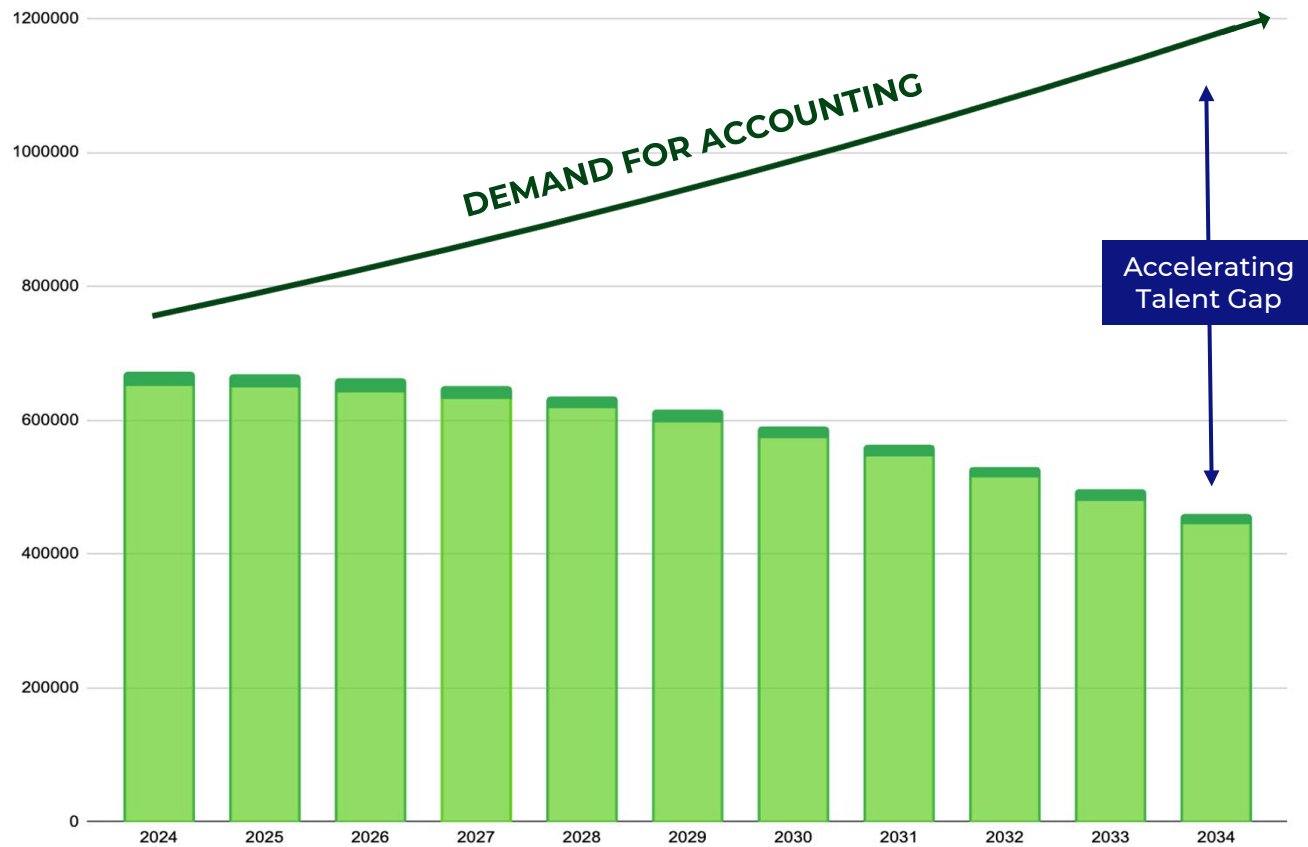
set to retire in the next 10 years

Est.

30% fewer

accountants available in 10 years

- New CPAs
- Number of CPAs
- Demand for Accounting



Challenge of 'Stepping' Growth

Burnout or Burned Capital

Results?

You get one of two realities:

1. Lose the full investment - 2 FTEs
2. Win the investment - 4.25 FTEs when 3.1 FTE was needed

Likelihood to get option 1 with 1 Intn't Cntrl and 1 Staff Accountant.

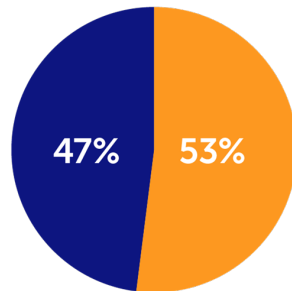
Overwork leads to burnout, burnout leads to errors, errors cost \$\$\$ from poor financial decisions, staff turnover, and general inefficiencies.

Burnout

An increase in burnout drove as much as an:

80% ↑

in the # of months the books had to be re-opened.



● Not sure
● Definitely will



65%
reported not sure

Path Forward?

GenAI Agents ✨

The 'Problem' with GenAI today

Vendor Landscape

- Most common application of GenAI is to layer onto existing processes
- Highest use case is providing natural language analysis of data sets
 - History of hallucinations requiring double-checking
 - Results in unfounded trust and lazy results
- Helps resolve “blank page syndrome”
- Limited coaching and interaction with base LLM model (i.e. appears, but isn't truly customized to your company)

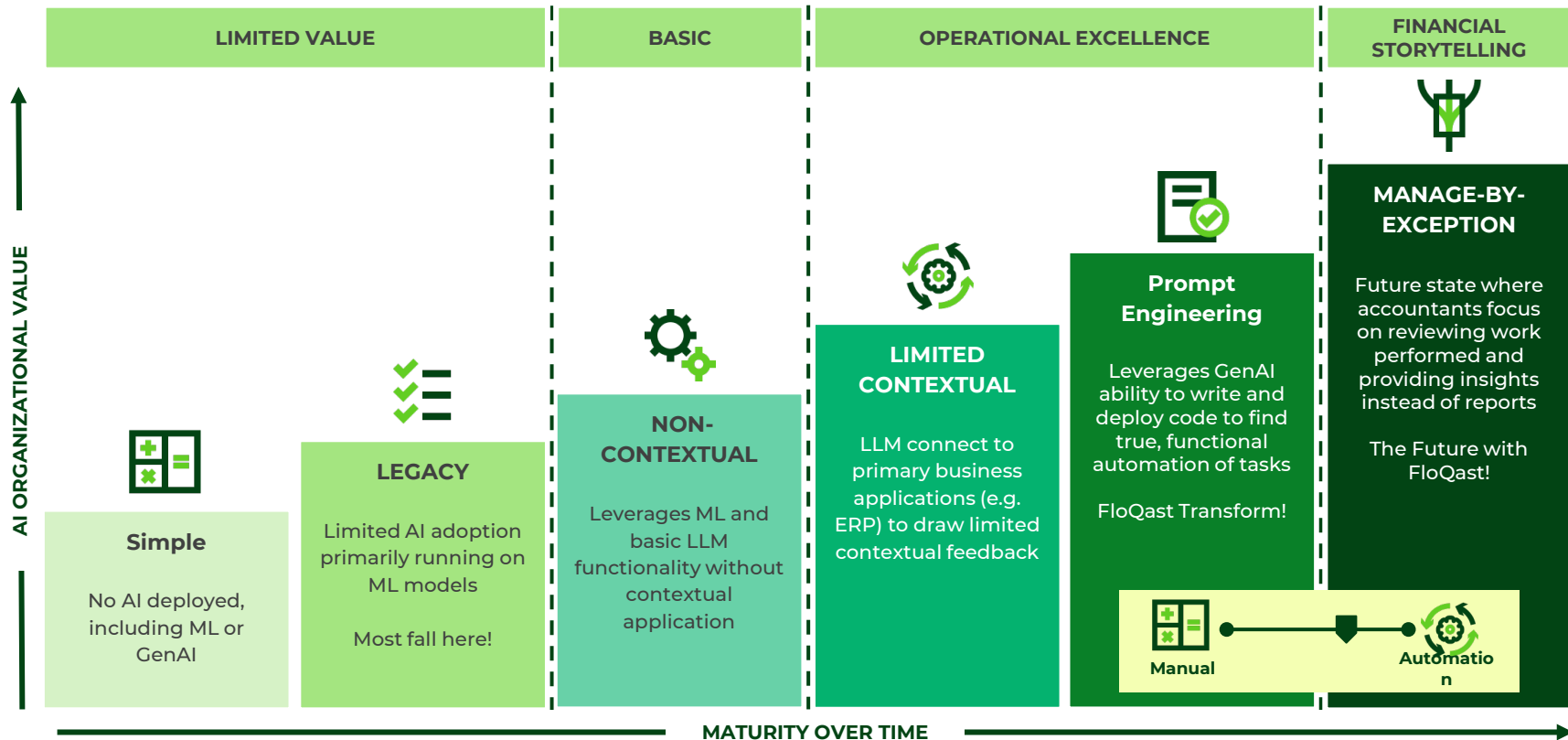
Results

- While helpful to an individual, we aren't seeing organizational impact (i.e. lack of ROI)
 - Individual ROI is low, aggregate ROI is there, but hard to assess
- Long-term ROI has no upside as tool doesn't allow “teaching,” a key component of GenAI true use
- Leaves organizations with cost, but no tangible impact

We call this “superficial” application of GenAI

Future with GenAI

AI Transformation Maturity Model





GenAI

- Superficial application to existing workflows
- Non-contextual application to the organization
- Tool has limited adaptability and is NOT auditable
- Isolated deployment to segment of existing task
- Individual ROI low, aggregate ROI hard to assess

Versus



FloQast Transform

- Application that promotes the creation of new workflows
- Contextual application to your organization
- Tool is adaptable with built in review and auditable results
- Automation from initiation to completion of a task
- Significant task RIO that is measurable

Empowering accountants to automate workflows as

Transformation Engineers

Built in Natural Language

No background required - if you can train a staff you can train GenAI

Repeatable yet Dynamic

Intelligent enough to adjust to business changes



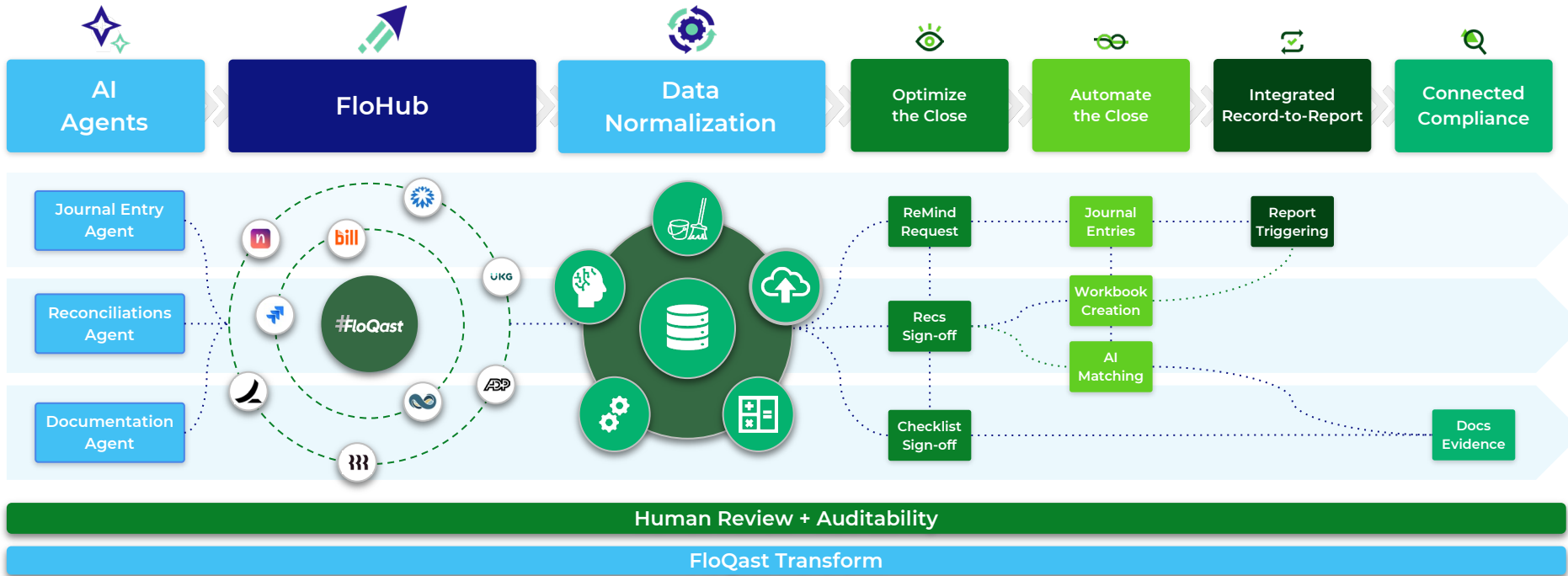
Customizable

Broadly adaptable for unique customer use cases

Deployed Code (no open-source)

AI is 'teachable' but doesn't require data. It updates and deploys code based on fee

Transform + AI Agents: ATP Journey



Poll Question 3:

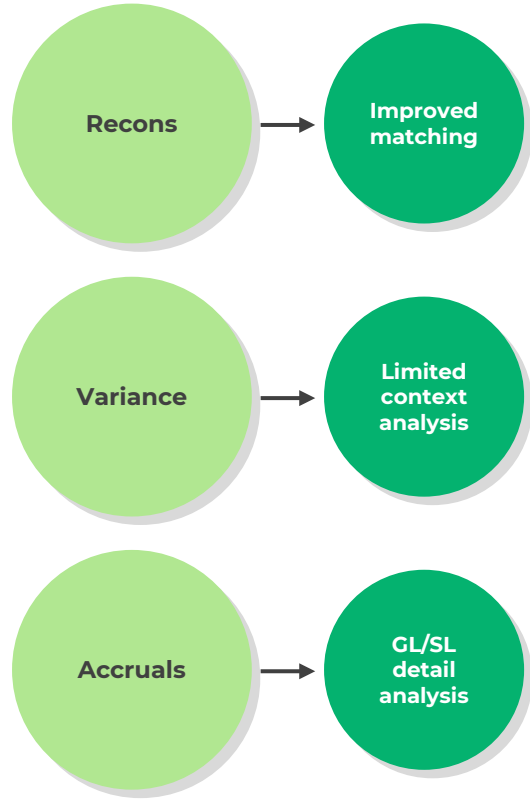
Is AI automation currently part of your 2025 roadmap?

- a. Very likely—we actively use AI for automation
- b. Likely —we have started to deploy AI automation
- c. Somewhat Likely —we are exploring AI-driven solutions
- d. Not likely —AI is not currently part of our operations

Poll Question 3 Results: (Placeholder)

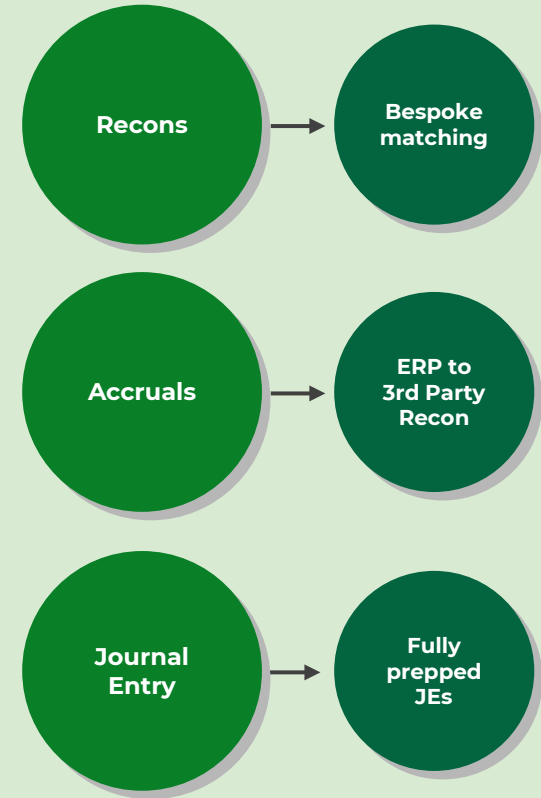
Agents in action!

Task Automation



Versus

Agentic Automation



Future with GenAI

What does this mean for the future?

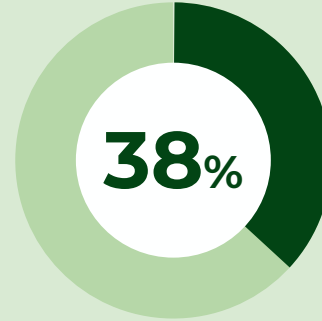
Accountants → Transformation Engineers

→ Re-Allocation of Work

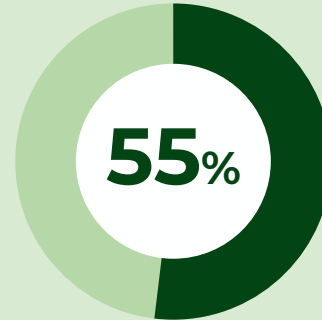
- Accountings will ONLY review traditional work
- Shift will FOCUS on deploying automated workflows throughout the business

→ True Automation

- FQ Accounting Transformation Platform will lead the charge
- Manage-by-exception will be the new normal



38% of CFOs are excited about the future of AI*



55% of organizations are piloting or in production of GenAI (up 36% YoY)**

Poll Question 4:

Where do you see the greatest opportunity for AI agents to add value in your close process?

- a. Automating reconciliations and tie-outs
- b. Managing task assignments and follow-ups
- c. Identifying anomalies in flux/variance analysis
- d. Preparing audit-ready documentation
- e. Monitoring close progress and bottlenecks in real time

Poll Question 4 Results: (Placeholder)



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Thank you!

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