

2023 Predictions for Finance and Accounting

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Jessica McKeon

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Asking Questions



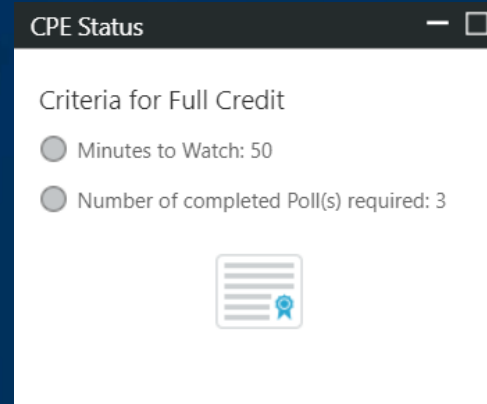
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Moderator

Sue Khawaja

**Business Development Manager
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Featured Presenters



Molly Boyle

Head of Solutions Strategy & Marketing
BlackLine



Jessica McKeon

Senior Manager of Solutions
Strategy & Marketing
BlackLine

Molly Boyle's Biography

- Molly is a finance transformation expert with 15 years of experience in public and corporate accounting. She is currently head of Solutions Strategy and Marketing for the finance close at BlackLine.
- Prior to joining BlackLine, Molly led the Corporate Accounting group at Under Armour where she coordinated the global accounting close process and lead the financial close optimization efforts. She started her career the Assurance practice at Ernst & Young where she coordinated and oversaw the financial statement audits of a variety of clients in the technology and manufacturing industries. During her time at EY Molly was also a leader on the implementation of a new firm-wide auditing software.

Jessica McKeon's Biography

- Jessica McKeon is a finance transformation leader with experience in accounting-related research, content development, and product marketing. Jessica has worked in the industry for nearly ten years and serves as a subject matter expert for core accounting-related products and thought leadership.
- As a Senior Manager of Solutions Strategy & Marketing at BlackLine, Jessica is responsible for guiding companies on their path to modern accounting by understanding their business challenges and identifying solutions that save time and reduce risk.

Learning Objectives

1. List 2023 critical trends impacting finance and accounting.
2. Explain how technology improves accuracy, saves time, and benefits everyone, especially during uncertain times.
3. Identify leading practices for optimizing and automating despite disruption.

Agenda

1. Leadership Priorities
2. Transformation Trends
3. Emerging Technologies



SAFE HARBOR

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First....

BACK
TO THE FUTURE



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What they said we'd have.....



What we actually have....



Leadership Priorities

**What are your
top priorities?**

*PRIORITY #1

PRIORITY #2

PRIORITY #3

PRIORITY #4



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What's on Leadership's Mind?



Economic Conditions

Prepare for where
we go next



Cost Control

Tighten for our future
and resilience



Workforce Effect

Attract and retain
top talent



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Top Priorities on Leadership Minds

Economic Conditions

- COVID waning
- Inflation rising
- Energy costs and supply chain

Cost Control

- Cost Optimization
- Liquidity
- Access to Capital

Workforce

- Cybersecurity
- Supply Chain
- Talent Retention

Poll Question 1:

What is your top priority for 2023?

- a. Braving economic uncertainty
- b. Cost control and productivity
- c. Workforce optimization
- d. Other

Poll Question 1 Results: (Placeholder)

Priorities by the Numbers...

Tailwinds and headwinds affecting Finance & Accounting

65%

see the impact of
COVID waning

47%

plan to invest in OTC (AR)
Solutions in the next 12 months

62%

expect challenges related to
attracting and retaining talent

C-Suite Thoughts on Other Challenges



Most businesses are focused on growth

80%+ can't be wrong



Cutting back on real estate

Hybrid work = less space



Inflation remains

2/3 think it will remain high well into 2023



Redeploy workforce

Balance the workforce with increasing and competing demands

2023 Predictions for Leadership Priorities



Economies will continue to fluctuate

Interest rates will determine where we go next



Prudent spending abounds

Less travel, more focus on technology for efficiency



Focus on the workforce

Offices look different, new benefits, to attract and retain



Transformation Trends

Transformation Today



Process Transformation

Invest in technology



Talent Upskilling

Enhance skillsets for retention



Finance Agility


Becoming a better business partner

“If you’re leading the finance function, this may be the moment to ask yourself whether your team is no longer resigned to working the **way they always have.**”

- Forbes



Process Transformation



“When digital transformation is done right, it’s like a caterpillar turning into a butterfly, but **when done wrong, all you have is a really fast caterpillar.**”

GEORGE WESTERMAN

MIT Sloan Initiative

Transformation is Top of Mind

82%

of CFOs report investments in Transformation
are accelerating

Source: Gartner Top Priorities for Finance Leaders in 2022

70%

of CFOs felt they'd be at a disadvantage
without financial transformation

Source: EY



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Transformation Across the Business

Digital Transformation delivers value across every aspect of an organization



**Increase
Revenue**

Price optimization



**Improve
Margins**

Efficient spending



**Elevate
Productivity**

Work automation



**Satisfy
Customers**

Connected
experience



**Optimize
Assets**

Business analytics

Area of Focus

Hyperautomation

Analytics and Reporting

Self Service Tools

Master Data Management



Talent Upskilling

Workforce Initiatives

80%

Projected remote workforce end of 2022

Source: Hackett 2022

48%

of Finance organizations with a talent
upskilling initiative

Source: EY



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“The only thing worse than training your employees and having them leave, **is not training them and having them stay.**”

HENRY FORD
Founder, Ford Motor Company

Digital Skills Required

Figure 1. Finance leaders' perception of the current digital talent gap

34%
Stable or
shrinking



66%
Increasing

Source: Hackett 2022

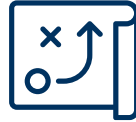
Digital Skills to Close the GAAP 😊

F&A needs to become proficient in financial technology



Techno-Literacy

Understanding new capabilities



Digital Translation

Translate how capabilities solve specific needs



Digital Ambition

The desire to build digital skills

49%

of organizations increased Learning and
Development spending in 2022.



Finance Agility

Improving Contributions



Mission Accomplished

3

Role Requirements

Experience working outside the finance function in addition to role needs

2

Specific Assignments

Collaboration with business ops on projects such as profitability

1

Learning

Influence decisions through ownership and discussions

2023 Predictions for Leadership Priorities



Transformation Continues

New technologies continue to impact organizations



COEs for CFOs

More Center or Excellence use in the organization to align F&A with the business



Continued Upskilling

F&A will need to continue to train the organizations to keep pace with change

Poll Question 2:

How is your organization achieving their finance agility goals?

- a. Expanding Role Requirements
- b. Taking on new strategic assignments
- c. Continuous learning
- d. Other

Poll Question 2 Results: (Placeholder)



Emerging Technologies

CIO Agenda

53%

will increase investments in digital transformation technologies

49%

are looking to drive efficiency with digitization

41%

rank data analytics as a top workforce skillset

Three Categories of Transformation



Foundational

Applications to keep the Enterprise running



Scalable

Applications to help the organization grow



Accelerating

Technology to maximize value



Foundational

Applications that are at the core
of everything we do – **namely**
Data Management

Applications of Interest



Data Fabric

Integrates data across platforms and users, making it available everywhere needed



Cloud Native

Uses scalability of cloud computing to deliver faster time to value



Cyber Security Mesh

A security approach that extends across the foundation of IT services



Privacy Enhancing

Can include encrypting, splitting or preprocessing sensitive data without compromising confidentiality



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Scalable

Technologies that allow organizations to ramp and **scale digital efforts**

Applications of Interest



Composable

Packaged business capabilities
(PBCs) that can be reused for faster time to
market



Hyperautomation

Business-driven approach to automate
processes



Decision Intelligence

Supports and automates decisions through a
framework



AI Engineering

Delivers consistent value from AI models



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Accelerating

Exemplify the force multipliers
that will **increase market share.**

Applications of Interest



Distributed Enterprise

Virtual and remote first architecture



Autonomic Systems

Self-managed systems that can learn with no software updates



Total Experience

Better experience for employees and consumers



Generative AI

AI that learns from sample data to generate new artifacts



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Poll Question 3:

Which type of emerging technology are you most interested in?

- a. Foundational – I need data management
- b. Scaling – I want hyperautomation
- c. Accelerating – I should be flying my DeLorean

Poll Question 3 Results: (Placeholder)

2023 Predictions for Emerging Technology



Cybersecurity remains
forefront

Hybrid and remote work keep
security needs high



Hyperautomation in
vogue

More tools for automation means
more efficiency



Smart technology for
Autonomy

Smarter systems will make more
decisions for faster innovation

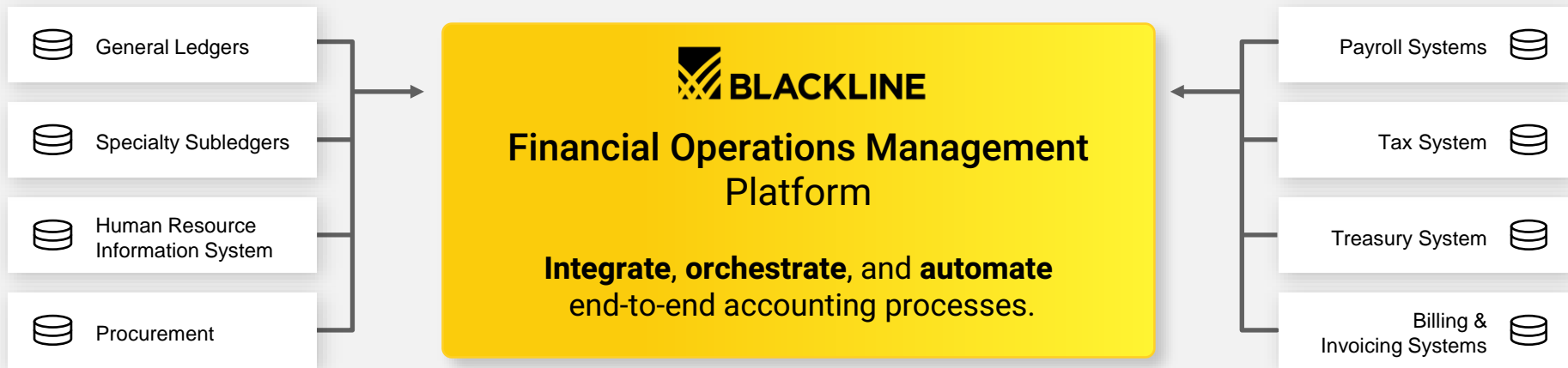


Empower Your Organization to Thrive in 2023

BlackLine streamlines, automates, and increases critical capacity across Finance and Accounting processes

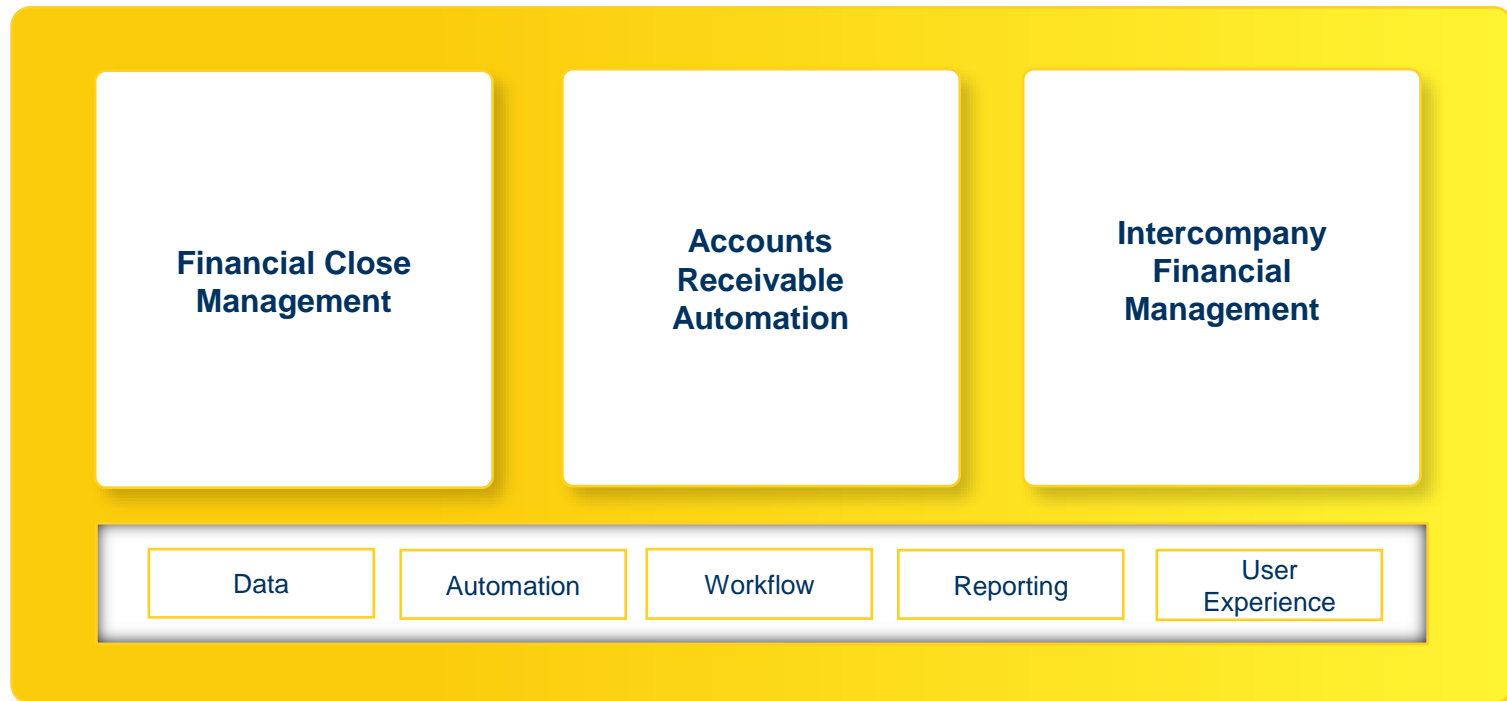
The Financial Operations Management Platform

BlackLine delivers strategic business value by focusing on foundational and scalable technology



BlackLine's Financial Operations Management Platform

Enables F&A to focus on what matters most.



Poll Question 4:

What area do you consider to be the most impactful to Finance and Accounting in 2023?

- a. Continuing to enable a hybrid workforce
- b. Offering opportunities to upskill our workforce
- c. Investing in technology to streamline our processes
- d. Other

Poll Question 4 Results: (Placeholder)

Key Takeaways



A hybrid workforce will continue to dominate 2023, with new ways of working



Workforce upskilling will be paramount for Digital Transformation



New technologies are the key to obtaining long term business goals

Questions and Answers



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Thank You to Our Featured Presenters!



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Final Reminders

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 - 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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