

# Understanding AI for Finance Professionals

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The Association of  
Accountants and  
Financial Professionals  
in Business



# Featured Presenters



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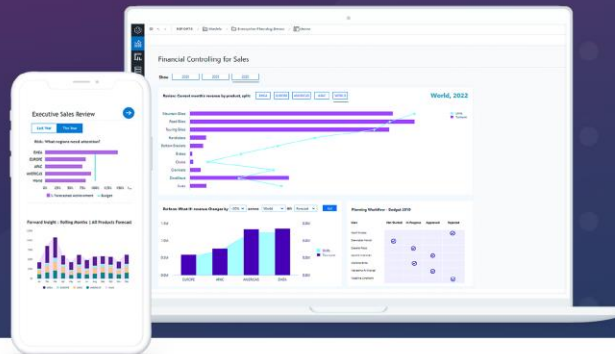
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# Agenda

Introduction to AI in Corporate Finance

Key AI Technologies Shaping Finance

Benefits of AI in Corporate Finance

Challenges and Concerns

Preparing for the Future

Case Study

Conclusion

# Poll Question 1:

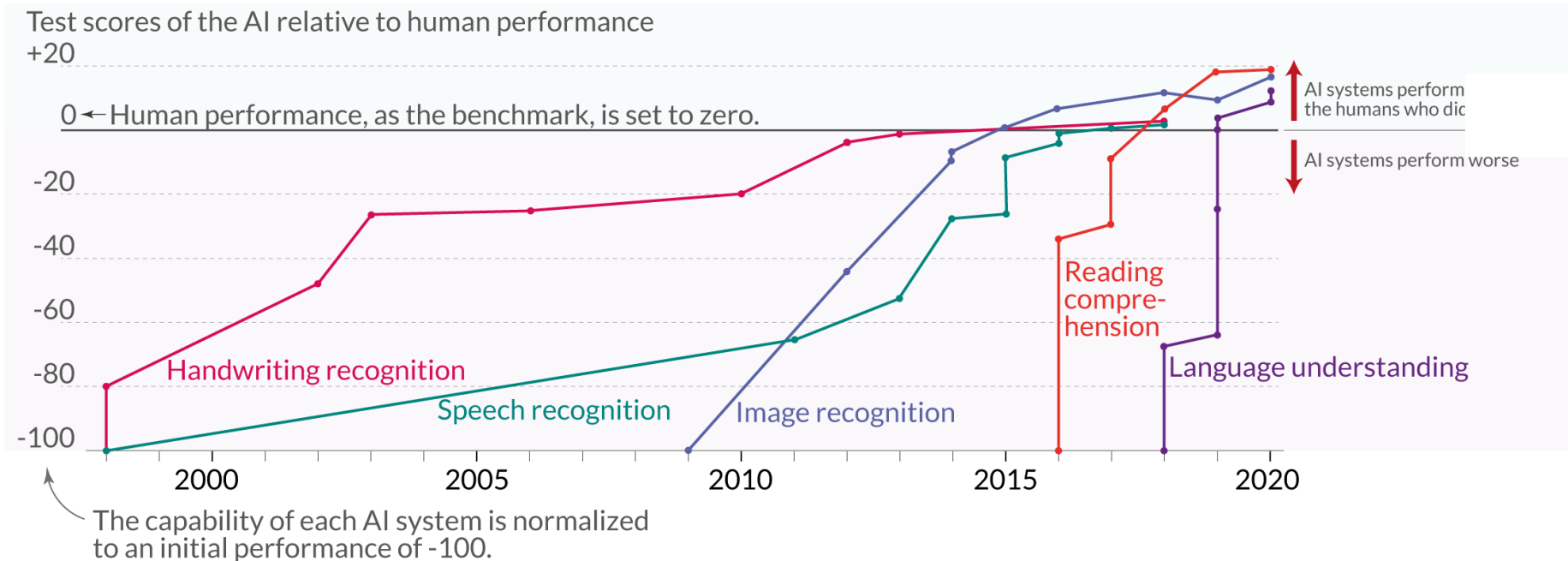
Does your organization use AI?

- a. We use it in multiple applications
- b. We have it but it is not deployed
- c. We do not use AI at all

# Poll Question 1 Results: (Placeholder)

# Introduction to AI in Corporate Finance

# Language and image recognition capabilities of AI systems have improved rapidly



Data source: Kiela et al. (2021) – Dynabench: Rethinking Benchmarking in NLP  
OurWorldinData.org – Research and data to make progress against the world's largest problems.

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N

can you recognize this:



Yes, that is the famous ASCII art representation of the Mona Lisa painting by Leonardo da Vinci.

# Introduction to AI in Corporate Finance

1. Definition of AI
2. Importance of AI in Corporate Finance
3. Historical Context: Evolution of AI in Finance

# Definition of AI

Artificial Intelligence (AI) is an umbrella term for computer software (Machines) that mimic human cognition to perform complex tasks and learn from them.

# Historical Context: Evolution of AI

1. Origins of AI
2. Early Development – 1950's
3. Development issues
4. Real Traction – 1990's through Today
5. Usable Consumer facing AI 2000's

# AI Evolution in Corporate Finance

1. Data science departments
2. Predictive Analytics
3. Machine Learning with PA
4. Driver Correlation
5. NLP Insight Creation

# Key AI Technologies Shaping Finance

# Key AI Technologies Shaping Finance

1. Machine Learning
2. Natural Language Processing
3. Robotic Process Automation
4. Predictive Analytics



## Poll Question 2:

What AI Technologies are currently used most in your organization?

- a. Machine Learning
- b. Natural Language Processing
- c. Robotic Process Automation
- d. Predictive Analytics
- e. None



# Poll Question 2 Results: (Placeholder)

# Benefits of AI in Corporate Finance

# Benefits of AI in Corporate Finance

1. Efficiency and Automation
2. Enhanced Decision-Making
3. Risk Management
4. Fraud Detection
5. Cost Reduction

	Efficiency and Automation	Enhanced Decision-making	Risk Management	Fraud Detection	Cost Reduction
ML	X	X	X	X	X
NLP		X	X		X
RPA	X				X
PA	X	X	X		X

# 1. Efficiency and Automation

1. Streamlining Routine Tasks
2. Accelerating Data Processing
3. Reducing Human Errors

	Efficiency and Automation
ML	X
NLP	
RPA	X
PA	X

## 2. Enhanced Decision-Making

1. Data-Driven Insights
2. Improved Forecasting
3. Real-Time Analysis
4. Portfolio Management

	Enhanced Decision-making
ML	X
NLP	X
RPA	
PA	X

# 3. Risk Management

1. Identifying and Mitigating Risks
2. Predictive Models
3. Regulatory Compliance
4. Stress Testing

	Risk Management
ML	X
NLP	X
RPA	
PA	X

# 4. Fraud Detection

- 1. Detecting Anomalies
- 2. Transaction Monitoring
- 3. Fraud Prevention

	Fraud Detection
ML	X
NLP	
RPA	
PA	

# 5. Cost Reduction

1. Lower Operational Costs
2. Resource Optimization
3. Scalability

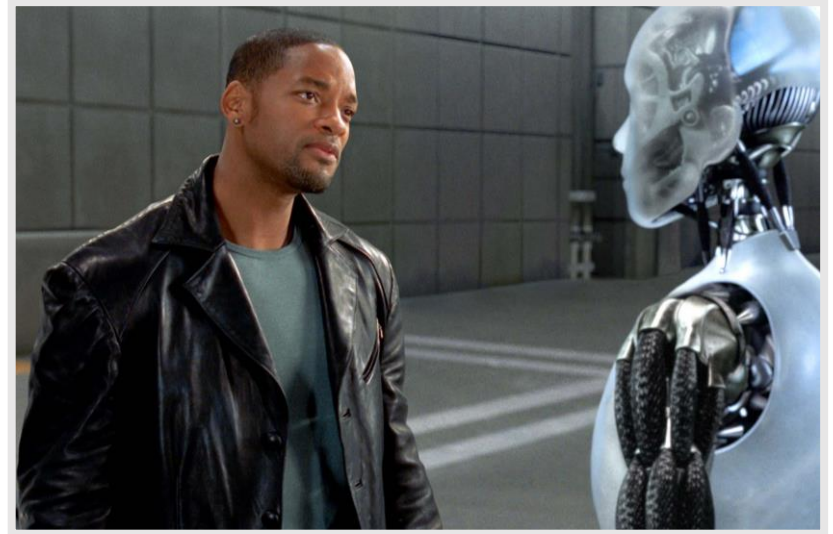
	Cost Reduction
ML	X
NLP	X
RPA	X
PA	X



# Challenges and Concerns

# Challenges and Concerns

1. Job Displacement
2. Ethical Concerns
3. Data Privacy
4. Bias in AI
5. Regulatory Challenges



# 1. Job Displacement

1. Addressing Fears of Automation
2. Upskilling and Reskilling
3. Evolution of Finance Roles

## 2. Ethical Concerns

1. Fairness and Bias
2. Transparency
3. Accountability
4. Ethical AI Development

# 3. Data Privacy

1. Protecting Sensitive Data
2. Compliance with Regulations
3. Security Measures

## 4. Bias in AI

1. Identifying and Mitigating Bias
2. Fair Lending Practices
3. Ethical AI Audits

# 5. Regulatory Challenges

1. Evolving Regulations
2. Regulatory Sandboxes
3. Collaboration with Regulators

## Poll Question 3:

What AI Challenge concerns you the most?

- a. Job Displacement
- b. Ethical Issues
- c. Data Privacy
- d. Bias
- e. Regulatory Challenges



# Poll Question 3 Results: (Placeholder)

# Preparing for the Future

# Preparing for the Future

1. Developing AI Expertise
2. Collaboration Between Humans and Machines
3. Continuous Learning and Adaptation

# Case Study

## Apex Hotels - Hospitality, UK

### Challenge

- › Automate forecast of room revenue and occupancy

### Results

- › Dynamic driver-based forecast: multi-variate prediction with key value drivers
- › Automated forecasting: "Always on" with weekly predictive forecasting (previous: monthly/quarterly)
- › Accurate Forecast: up to 97% accuracy (Average: over 90%)

“

With Jedox Alssisted™ Planning we had amazing forecast results and we see a big opportunity for time savings.

**Flora Sellkirk**

Head of Financial Planning & Analysis  
Apex Hotels

X.



**8-10**

**Hours/Week**

Less Time Spent  
on Forecasting

## Poll Question 4:

Would you invest in an AI tool for your organization?

- a. We already have AI
- b. I would like to invest in AI in the future
- c. Have you even seen Terminator?

# Poll Question 4 Results: (Placeholder)

# Conclusion



# Conclusion

1. AI is here
2. The transformative potential of AI in corporate finance
3. The need for proactive adaptation and responsible AI usage

# Questions and Answers



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# Thank you!

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