

# CFO Tech Agenda

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IDC's *CFO Tech Agenda* advises technology and services suppliers on the new offerings, competencies, and go-to-market approaches needed to effectively reach the CFO. By studying tech and services spending and financial buyer preferences, the program reports on the evolving dynamics of the financial business leadership as it relates to technology and services objectives, priorities, programs, and investments.

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## MARKETS AND SUBJECTS ANALYZED

CFO dynamics and influence on technology, business processes, and services within the business:

- Technology Budget Priorities and Dynamics for the CFO
- Technology Leadership Structures and Roles for the Future Enterprise
- Digital World CFO and Finance Driving Performance Changes with New Investments

Technology preferences of the CFO:

- Modular Applications Versus Monolithic Applications
  - Platform-Based Portfolios
  - Digital Innovation Versus Industrial Software
  - Rapid Development Models and Services
  - Business Processes and Results
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## CORE RESEARCH

- Digital-First World Requires Enlightened CFOs
- IDC's Worldwide CFO Survey
- Impact of Governance, Risk, and Compliance on Technology and Services Investment in the Digital World
- IDC MaturityScope: Financial Maturity Matters in the Digital World Performance 1.0
- IDC Forecast Based on the LOB Spending Guide

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [CFO Tech Agenda](#).

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## KEY QUESTIONS ANSWERED

1. How does the CFO guide the organization to better financial outcomes? What pain points are encountered with technology, business processes, and services?
  2. What business strategies and technologies are being utilized to improve the overall financial business performance of the organization?
  3. In the digital world, what is the influence of the CFO and how does this influence from the CFO shape the buying behaviors of technology and services for the organization?
  4. What are the CFO's characteristics as he/she evolves within the organization and into the digital enterprise? And how do these characteristics shape the organization's maturity, strategy, and organization structure for the foreseeable future?
  5. What metrics does the CFO use to gauge the maturity and future outcomes of the business as it evolves into the digital-first world? How will these change and evolve over time?
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## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the office of the CFO market, including:

Accenture, Amazon Web Services, Anaplan, Bamboo Rose, Bill.com, Capgemini, Celonis, Deloitte, Epicor, Google Cloud, IBM, IFS, iTradeNetwork, KPMG, Kinetic, Kissflow, Kyndryl, Microsoft, Oracle, Pega, Planful, Plex, PWC, Sage, Salesforce, Salisfy, SAP, ServiceNow, Stripe, SupplyOn, TCS, Trimble QAD, Unit4, Workato, Workday, and others in the digital commerce space (both B2B and B2C)