



FACTOR

# Wave of Change

CFO Technology Trends in Australia

10 MINUTE READ

MARCH 2025

Quarterly Tech Decision Maker Survey Extract



# BALANCING GROWTH & PROFITABILITY ARE KEY FOR CFOs

## Insights and Strategic Directions from 50 Australian CFOs

This Wave of Change report is based on a pulse survey of almost 50 CFOs across Australia, conducted in April 2025. It identifies their challenges, strategic priorities, investment opportunities, and digital focus areas. These insights offer a glimpse into Tech leaders' current investments, departmental challenges, and how industry participants are navigating the complexities of the modern landscape to develop effective strategies and drive sustainable growth.

## CFOs FACE MORE COMPLEX CHALLENGES IN 2025



### KEY BUSINESS CHALLENGES

CFOs and finance leaders face a complex set of challenges, from managing the impacts of geopolitical disruptions, shifting compliance requirements and increased scrutiny from regulatory bodies and public sector entities.

The topmost challenge is of course balancing growth and profitability, followed by aligning cross-functional teams with financial objectives. All of these can be framed in the context of an increased focus on leveraging data, AI & emerging technologies whilst also maintaining a rigorous cyber security posture.



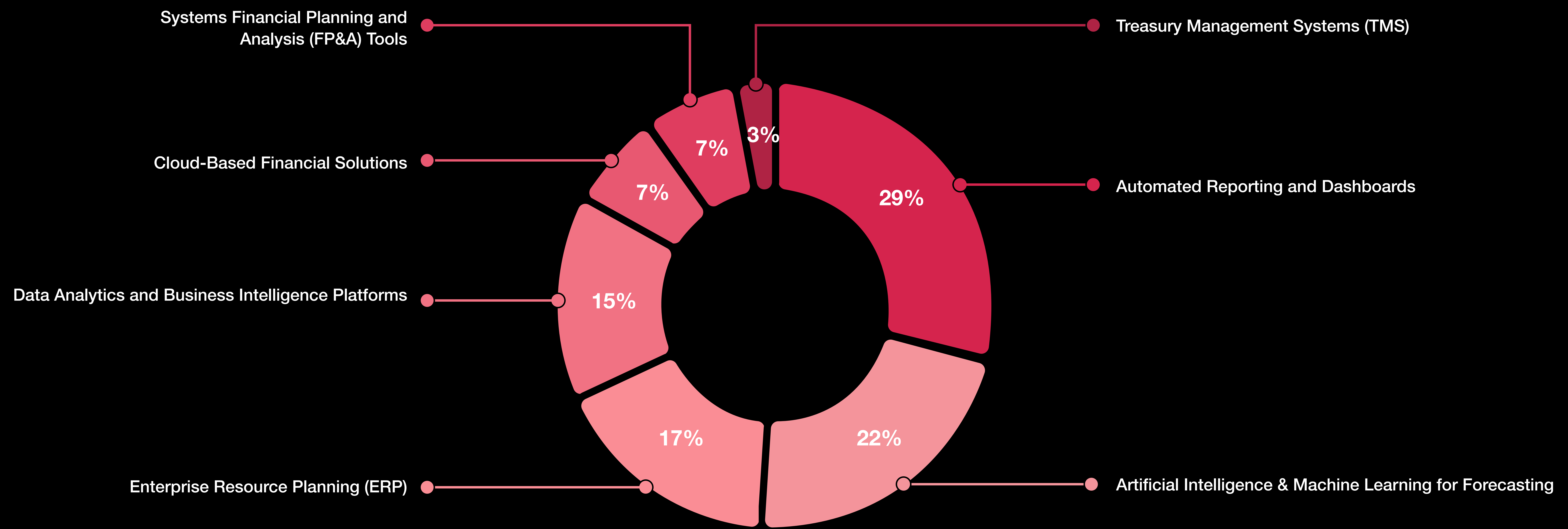
# FACTORS INFLUENCING ICT SPENDING OVER THE NEXT YEAR – MARKET TRENDS

- Organisations are closely monitoring financial stability, inflation and market conditions to adjust
- Changes in regulations and government funding policies significantly affect ICT spending. This impact is especially strong in industries which depend on public funding or operate in highly regulated environments.
- The need for stronger security frameworks, compliance, and threat response mechanisms.
- AI adoption is a growing driver of ICT spending.
- As businesses expand, ICT spending aligns with scalability, digital transformation, and maintaining competitive advantages.
- Political stability, global economic conditions, and policy changes.

Key External Factor Impacting ICT Spend – Next 12 Months

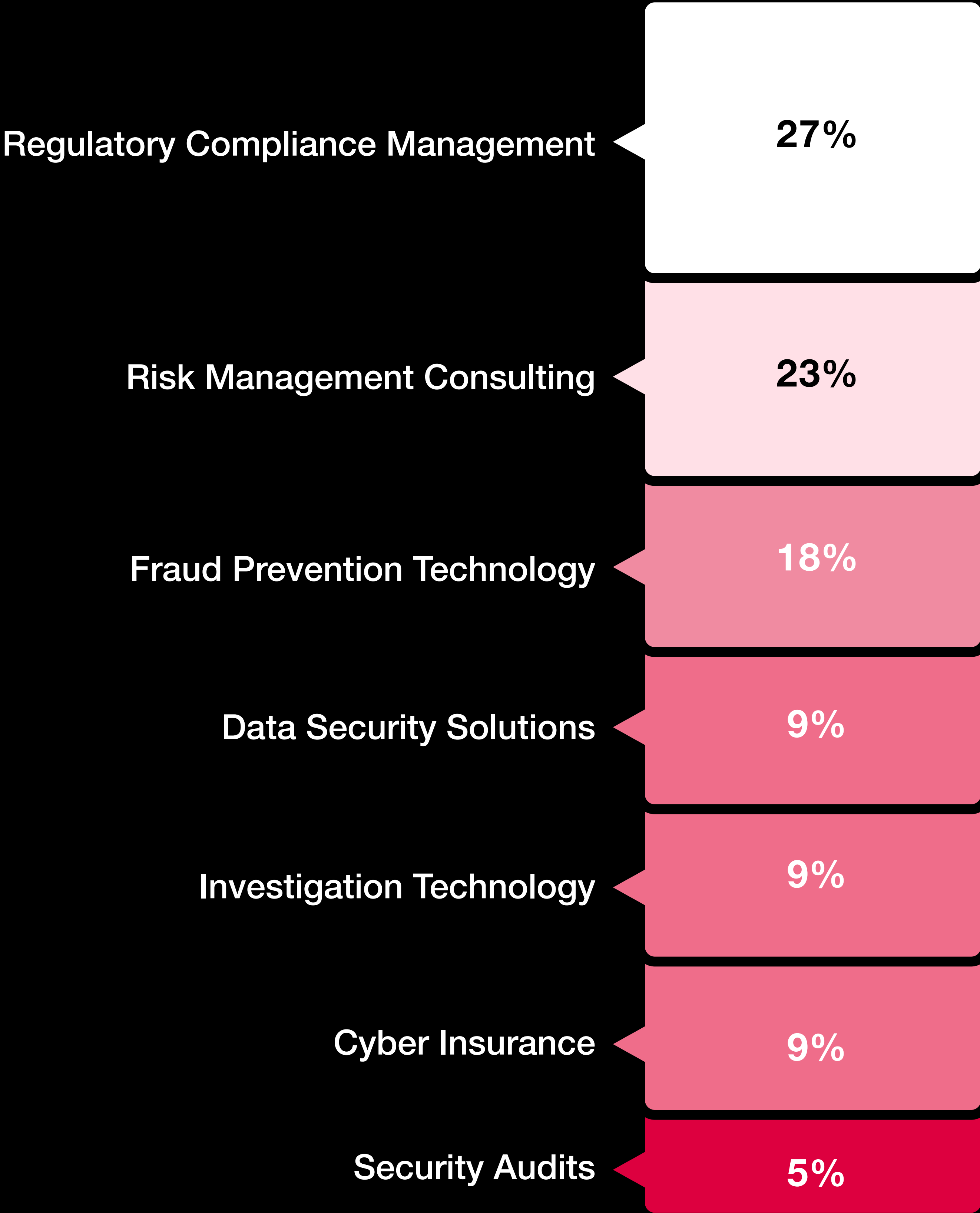


# ADVANCED ANALYTICS AND REPORTING CAPABILITIES ARE SHAPING NEW FINANCIAL MANAGEMENT TECHNOLOGY STRATEGIES

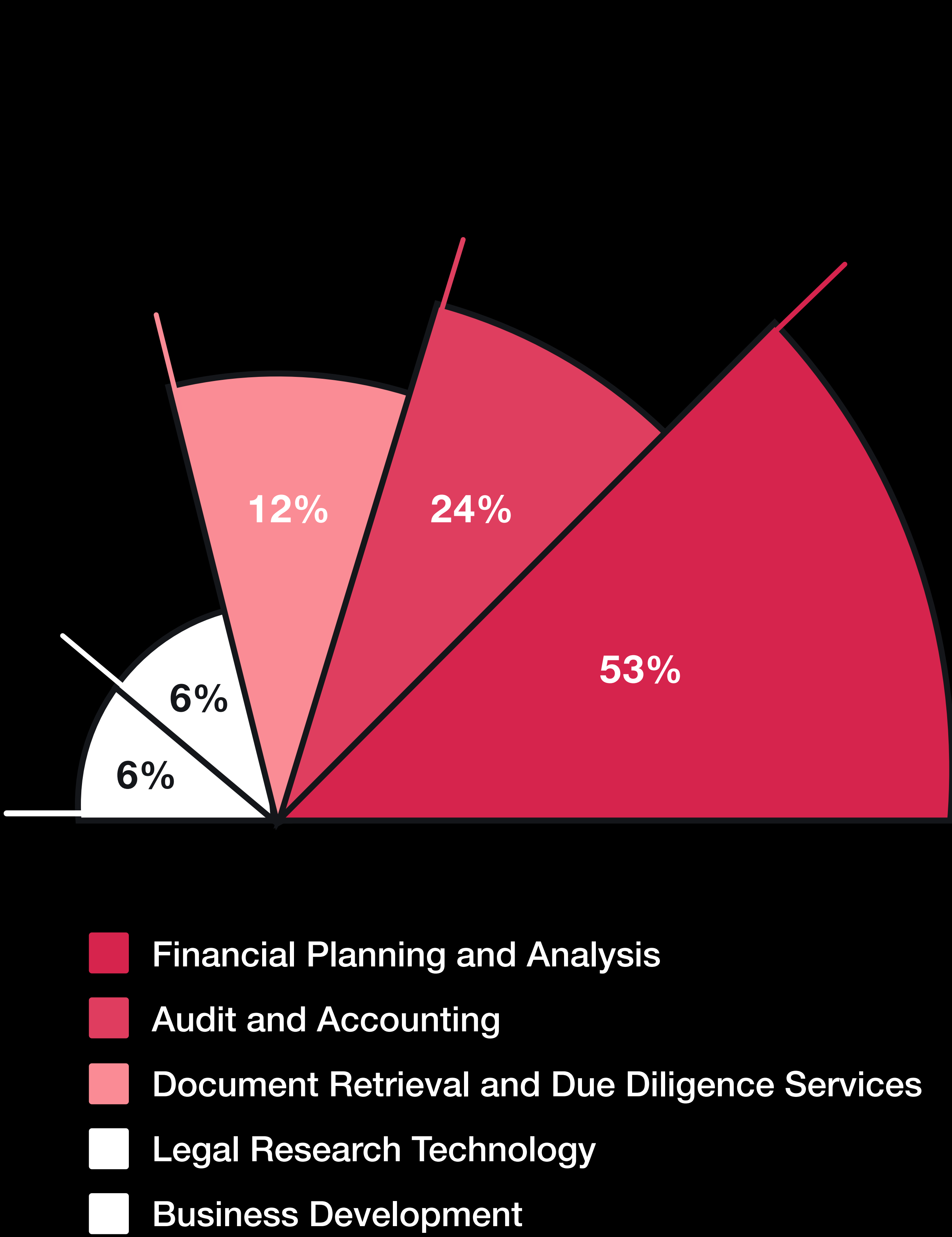


# KEY TECHNOLOGY PRIORITIES FOR CFOs

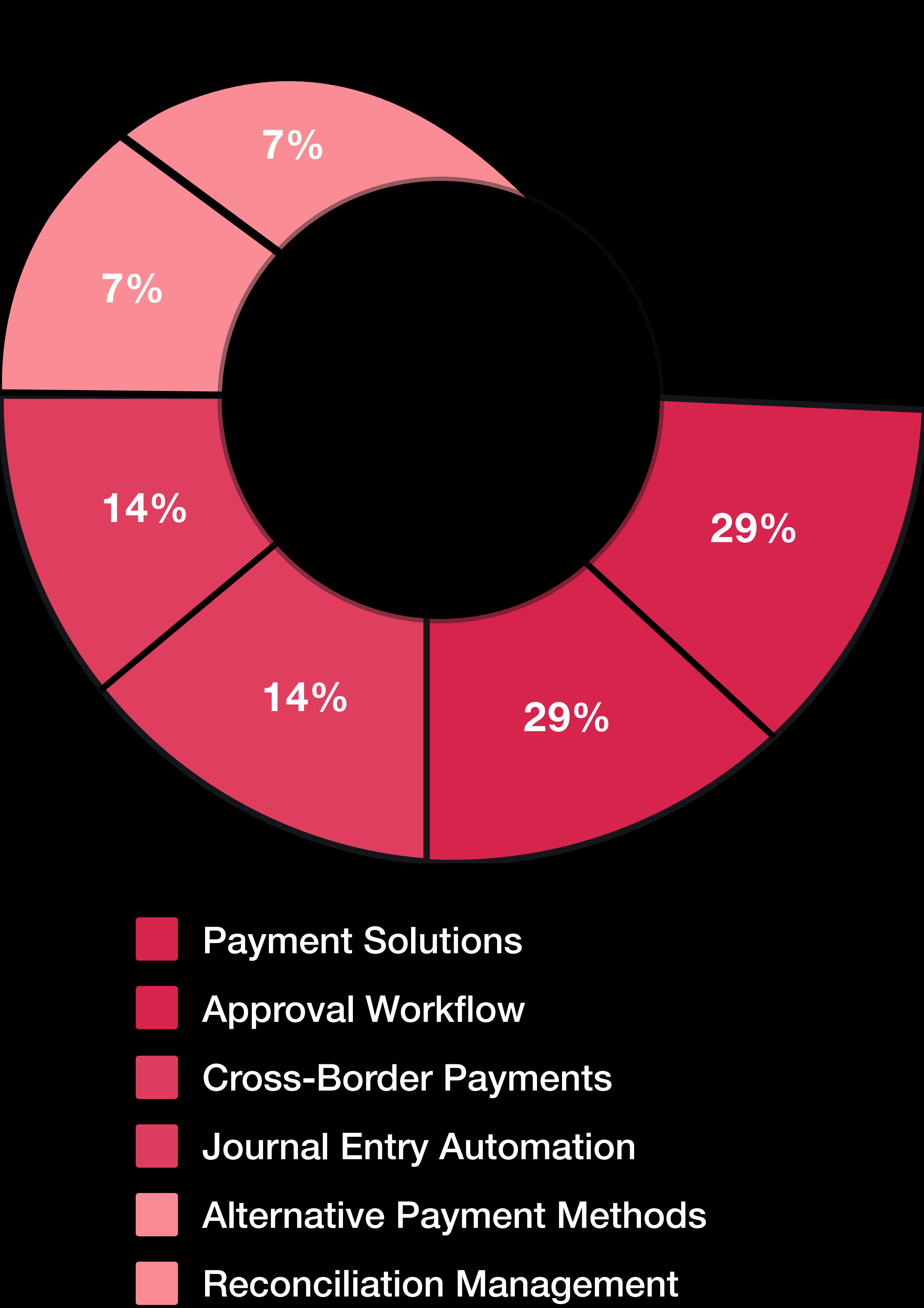
Risk Management



Legal & Tax Solutions

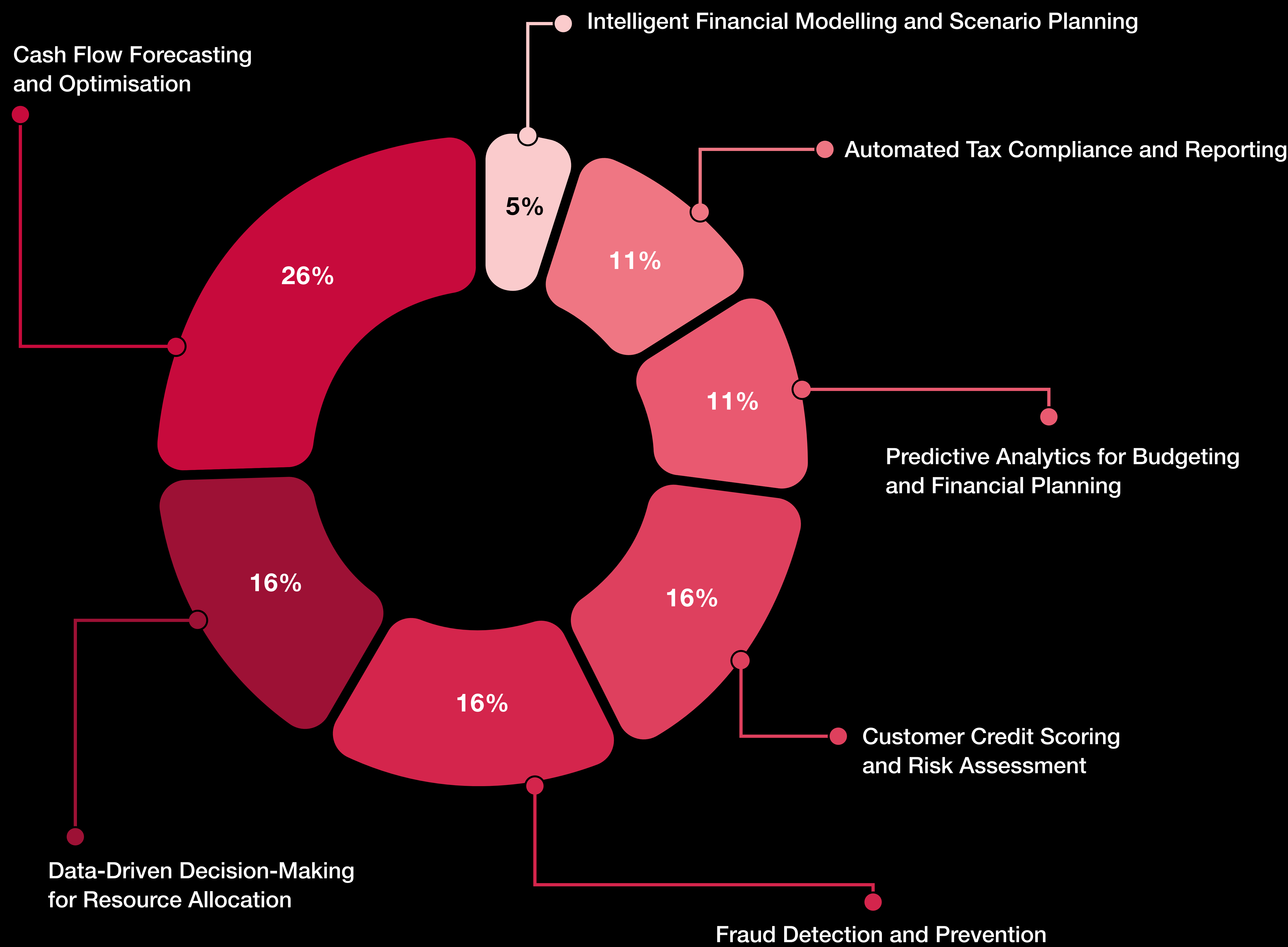


Payment Processing & Financial Workflow





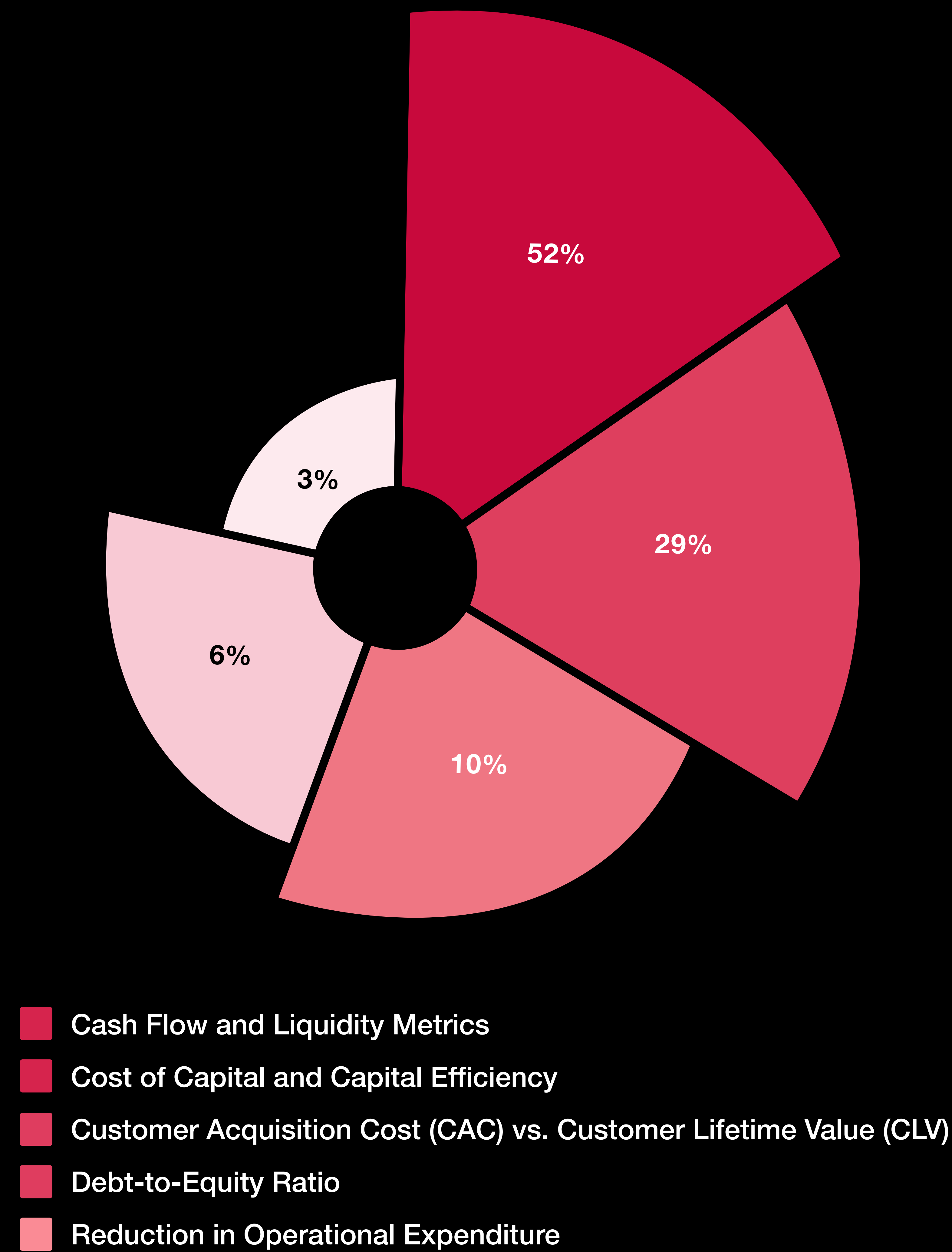
# USE OF AI OR AUTOMATION IN YOUR ORGANISATION



AI use across Financial operations is predominately focused on cash flow forecasting and optimisation. The next most common uses were for data driven decision making, fraud detection and prevention, and customer credit scoring.

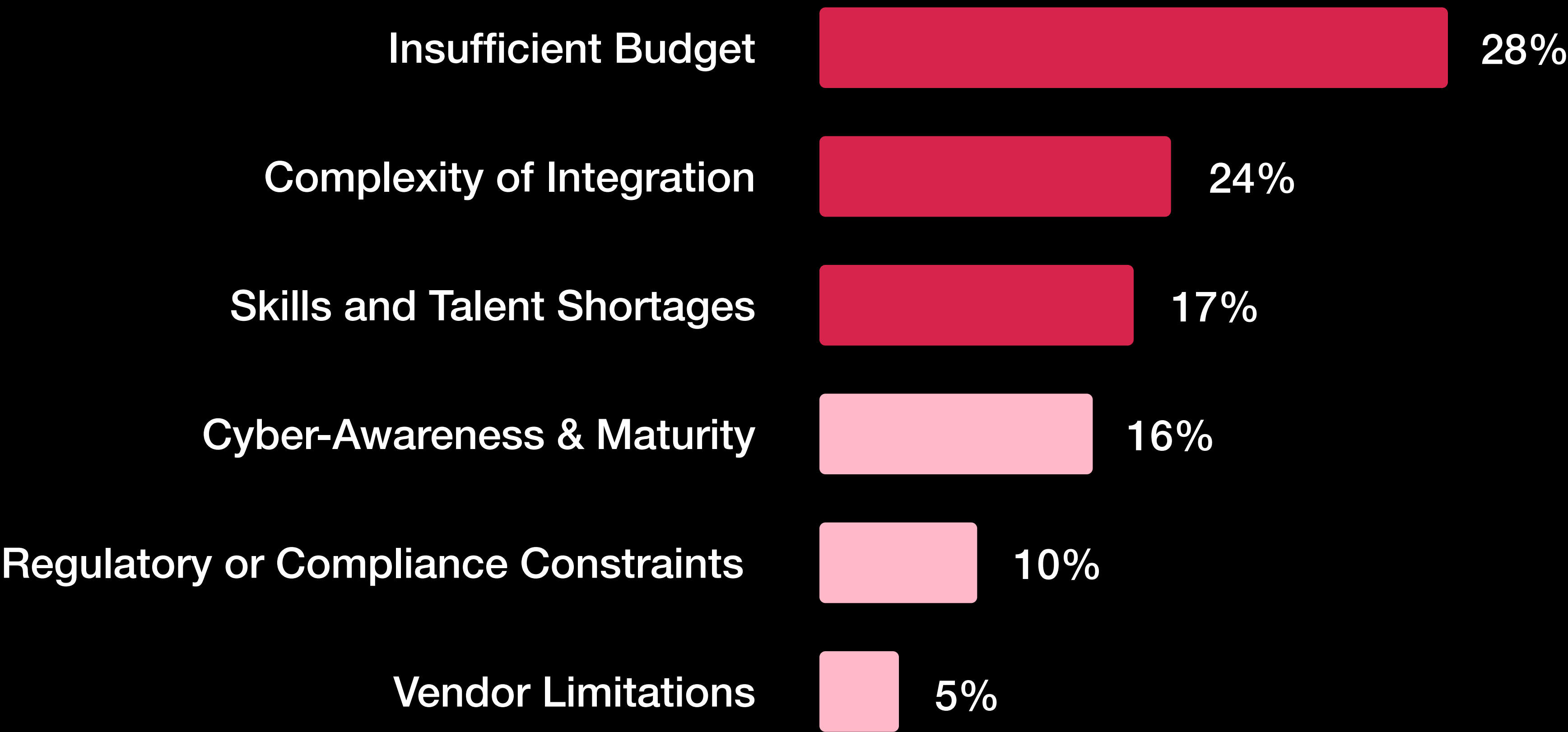
AI use in general is still in it's nascent stages in most organisations, as leveraging the true value of AI whilst mitigating risk, and ensuring an appropriate level of 'humans-in-the-loop' has created some challenges, especially in highly regulated processes such as financial operations

# CFO KPIs AND BARRIERS TO ACHIEVEMENT



## CFOs & FINANCIAL LEADER BARRIERS IN SCALING ICT INITIATIVES TO ACHIEVE KPIs

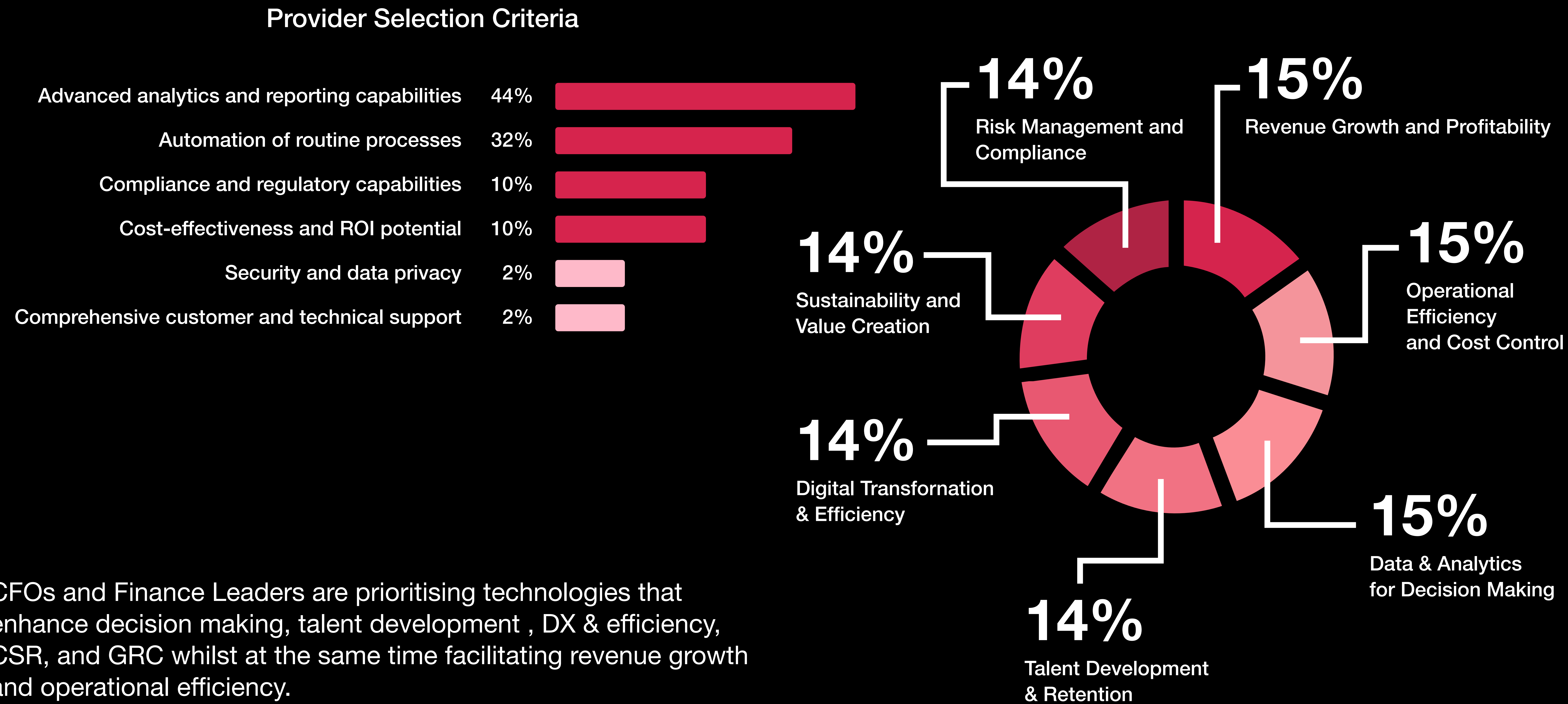
### Key Barriers Preventing CFOs from scaling ICT Initiatives





# PROVIDER AND TECHNOLOGY SELECTION CRITERIA

## WHAT ARE CFOs AND FINANCIAL LEADERS LOOKING FOR FROM PROVIDERS?

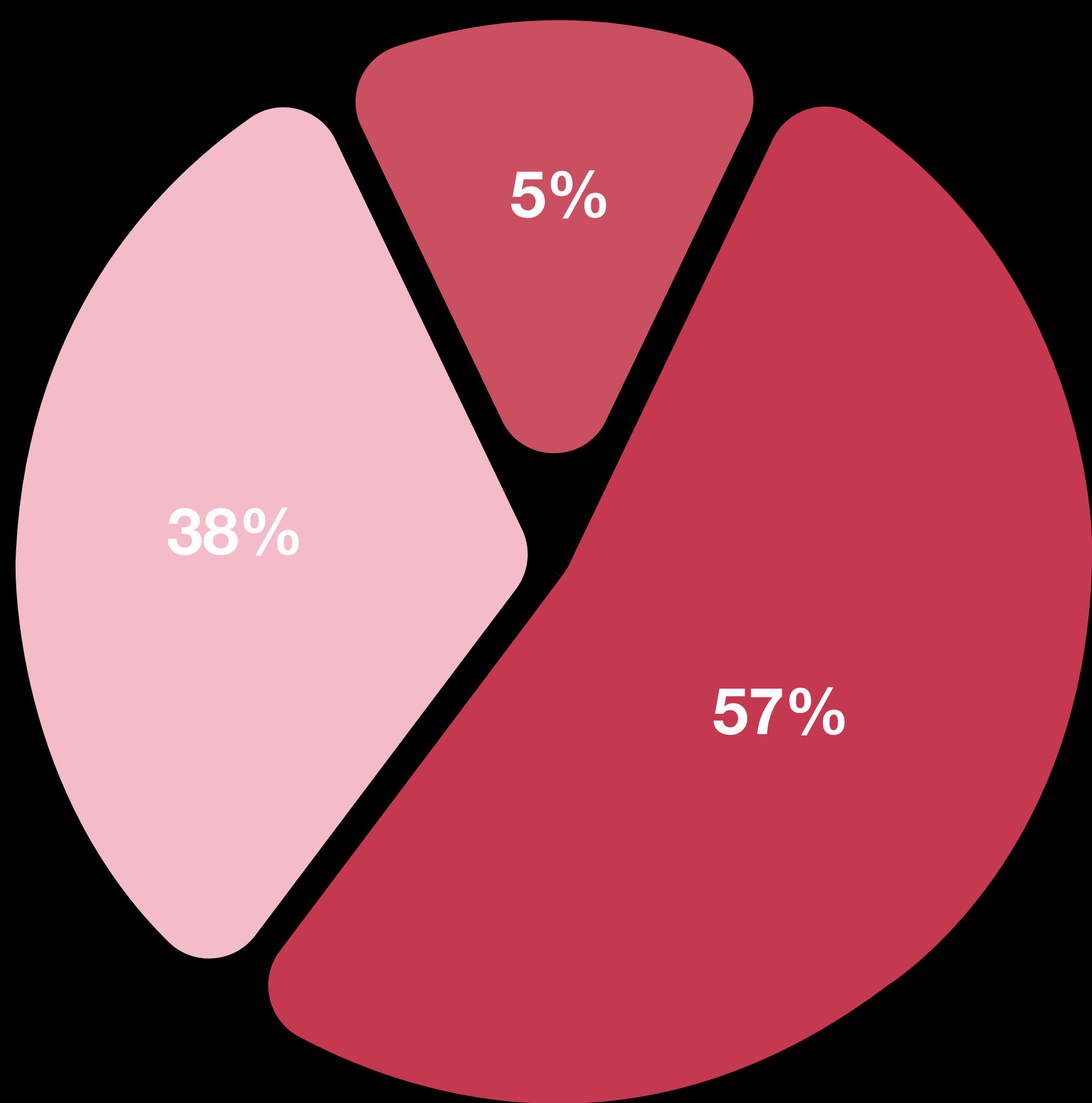




# AUSTRALIAN CFO DECISION MAKING & TECHNOLOGY ADOPTION

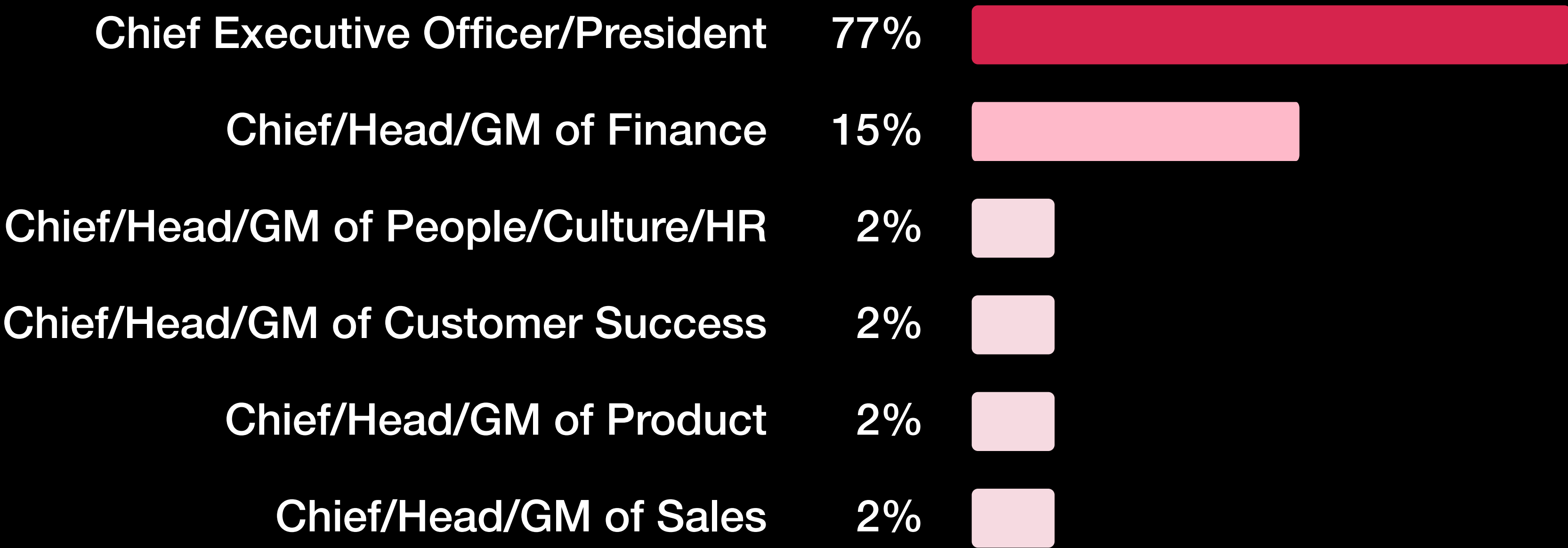
## OPPORTUNITY TO BRIDGE THE GAP

Respondent Decision Making Role

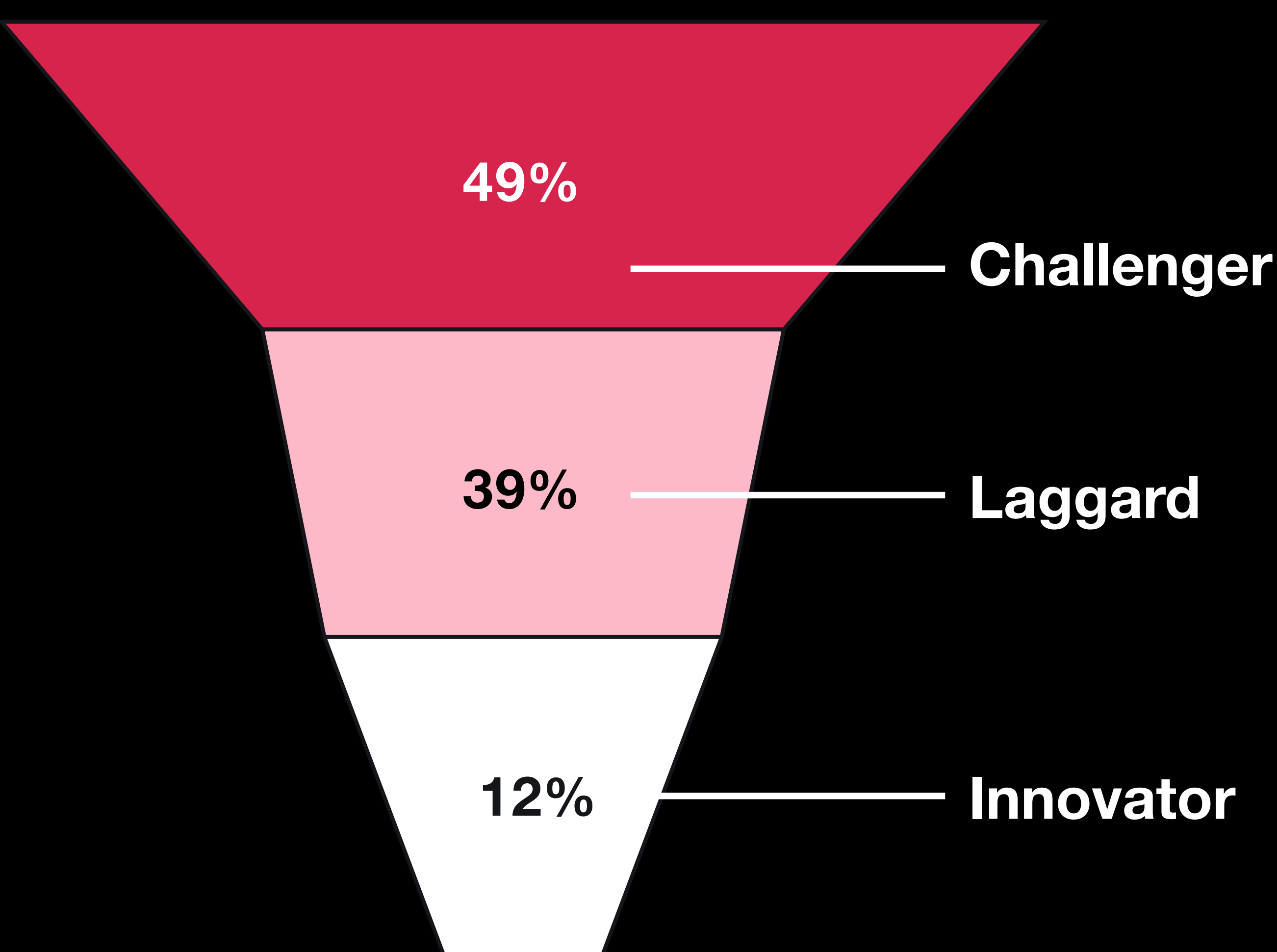


- Stakeholder
- Influencer
- Decision Maker

Other Decision Makers & Influencers



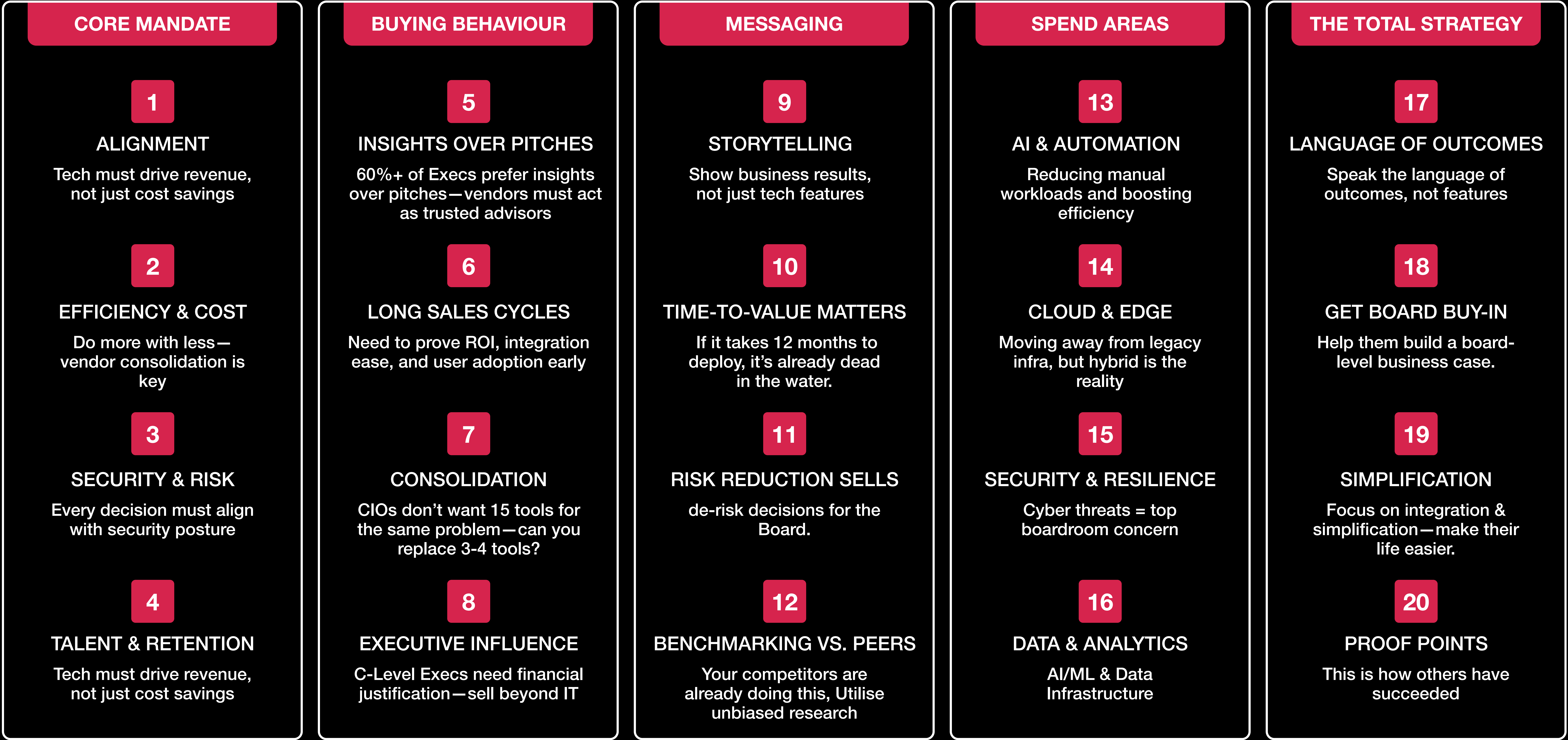
Technnnology Adoption Profile



ICT decision-making is largely influenced by multiple stakeholders, leading to complex approval processes and delays



# 20 STEPS FOR INFLUENCING INTERNAL STAKEHOLDERS





# Thank you

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