

How do midmarket finance executives meet the challenges of change across the enterprise?



FINANCE PROFESSIONALS AS MIDMARKET CHANGE AGENTS



NEW STUDY FINDS FINANCE TAKING A MORE STRATEGIC ROLE IN MIDDLE MARKET BUSINESSES

HOW DO YOU STACK UP?



#1. WE'RE DRIVING TRANSFORMATION

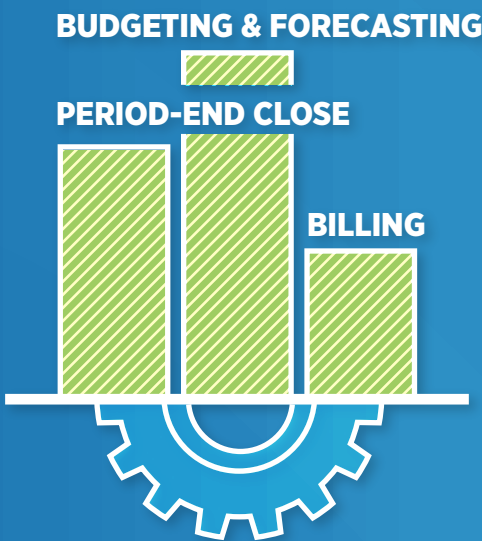
The need at middle-market organizations to simplify and improve decision-making processes is driving finance transformation



66%

Over 66% of survey respondents cited efforts to improve the access and assessment of enterprise data for use by line-of-business decision-makers

Ask yourself what you can do to make enterprise data readily available to decision makers.



#2. WHAT ABOUT RESOURCE LIMITATIONS?

Despite shrinking finance teams curtailing the adoption of tools, strategic finance executives continue to invest in IT solutions



50%

The top processes being automated by more than 50% of respondents are budgeting and forecasting and the period-end close

If you haven't automated these processes already, this may be an area where you can achieve quick wins.



#3. THE CLOUD BEST MEETS OUR NEEDS

One common denominator when implementing effective change is the growing impact of cloud computing on middle-market organizations



50%

Over 50% of middle-market executives agreed that cloud-based applications can help their organizations reduce cost and time

If you haven't looked into cloud-based applications for automating your financial processes, you should consider this.

FIND OUT MORE

DOWNLOAD THE MIDDLE MARKET EXECUTIVE REPORT, "MIDMARKET
CHANGE AGENTS: FINANCE EXECUTIVES AND THE FLOW OF ACTIONABLE
DATA IN MIDDLE-MARKET FIRMS" TO LEARN MORE.

READ THE REPORT