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### The Road to a Resilient Accounting Function

Manual, uncontrolled data and accounting processes stifle business continuity and the ability to proactively address changing demands and complexities. Coupling workflow automation with human oversight allows your business to act with agility.

### Business Leaders Seek Agility & Controls

#### **TOP 3 OBSTACLES**

for U.S. Senior Finance Executives in growing their business:



1) Combating Market Changes

### ÷ 39%

2) Digital Transformation

### > 39%

3) Staffing / Hiring / Retention



Less than half have automated, standardized finance & accounting processes

\*See methodology below

### **Become** R-E-S-I-L-I-E-N-T

See how business systems and controller leadership work in tandem to build an accounting function positioned to adapt as your environment changes.

# Review & error recognition

Controller identifies errors, inefficiencies in current processes & tech stack.

# ERP & software implementation

Controller supports implementation of systems to manage & integrate data.

# Streamlined & standardized processes

Software automates repetitive, error-prone tasks. Controller standardizes processes for current, future talent.

### Increased bandwidth (expansion)

Standardization and efficiency lead to scalability of the finance team.

### Leadership strategic support

Increased efficiency frees time for accountants to become strategic advisors.

## Integrated communication

Faster data accessibility makes modern workspaces & remote collaboration

### Employment & staffing flexibility

Controller supports hiring for remote/hybrid teams. SOPs lead to process & data continuity.

#### Navigation of risk

Stronger systems aid compliance. Greater flexibility allows expansion/retraction as business demands fluctuate.

### Timely reporting

Timely & reliable data enables agile, proactive decision making.

### Get faster insights & smarter oversight with business system & accounting leadership support.

FIND YOUR SOLUTIONS

\*METHODOLOGY

\*The Paro Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 500 U.S. Senior Finance Executives, with a minimum seniority of Director at companies with \$1M to \$100M in annual revenue from qualifying industries between June 6th and June 15th, 2022, using an email invitation and an online survey.

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