



# The Future CFO

3 key trends for tomorrow's  
industry leaders

# Contents

From driving profitability to slashing costs, CFOs have always been at the forefront of the next big business decision. But as the commercial landscape continues to evolve, your insight is only going to become more valuable. In this report, you'll find out why.

Introduction .....	3
Trend #1: Automation .....	4
Trend #2: Data .....	5
Trend #3: Integration .....	6
Bringing the future forward .....	7

# A message from Soldo's CEO

A recent Dun & Bradstreet survey found 91% of CFOs felt their role had become dramatically more challenging over the last three years.

After all, business leaders are increasingly looking to finance teams to enhance productivity across the whole of the organisation – not just in their own department. But traditional technologies are no longer as effective as they once were, and that's why the most forward-thinking teams are starting to turn to fintech startups like Soldo.

When we founded Soldo, we had a vision of a 'bank' that would be the perfect partner for businesses. We're focused on offering not just services that are already on offer from traditional banks, but those that fall beyond their scope. Our mission, in short, was to completely redefine the relationship between banks and businesses.

This report shows you why this has never been more important. You'll discover three key trends that will be second nature to market-leaders by 2025. We'll show you how you can expect your role to evolve, as well as that of your business around you. And we'll take a look at the importance of technology and the new opportunities pioneered by fintech startups.

As CEO of Soldo, I for one can't wait to see what's next for global finance teams. I'm excited to be a part of the change, and I hope you are, too.

Kind regards,



**Carlo Gualandri**  
Founder & CEO, Soldo



# Trend #1: The future CFO will embrace automation

There's a new wave of artificial intelligence set to arrive in the next few years, and by 2025 it will be in full swing.

According to McKinsey, as many as 25% of bank tasks will be automated. Chief among them will be the most time-intensive of processes, such as reporting and identification, and this could have a revolutionary impact on efficiency across the business. Finance teams will instead find they have the space to focus on projects that truly add value – and become more engaged, more productive and more valuable as a result.

Strategic decisions will come to underpin the role of CFO. It will be their responsibility to decide where automation can most effectively be leveraged, and to roll out new processes across the organisation. They'll also need to navigate the hype of AI and develop an understanding of what it can and can't achieve for the business. Above all, they'll need both the discipline to adopt new strategies and the confidence to admit when they're not coming together.

**25%** The percentage of bank tasks that  
will be automated by 2025

**L. Willcocks,  
London School of Economics**

# Trend #2: The future CFO will expect more from their data

Even as new technology makes exponentially more data available, it will also give finance teams the tools to implement it far more effectively.

For one, financial information will be accessible in real time. This improves the odds of picking up on variances and anomalies before they start to snowball into something more problematic. It will also serve to accelerate close and reporting processes, and give executive teams everything they need to make informed decisions ahead of time.

Data won't just be faster, it will have more integrity, too. Each individual department across the business will have processes tailored more closely to their own needs, while feeding into a centralised data repository. This will mean there are no gaps or blind-spots: all the information relevant to the project at hand – whether internal or relating to adjacent industries that may impact the business – will be available in one place.



**We throw bodies at problems to deal with this massive amount of data. We can't keep up with it today. Without the right technology, we certainly will not be able to keep up with it tomorrow.**

**Manny Korakis,  
Global Corporate Controller at American Express Global Business**

# Trend #3: The future CFO will rely on an integration ecosystem

Market-leaders will look for a frictionless experience in everything they do, and integrations will provide just that.

Businesses have already started to capitalise on an network of integrated services, from managerial tools to communication platforms. But as those services develop their own partnerships, the movement between these individual integrations will continue to improve. This will streamline every aspect of workflow, from the sharing of internal information to identifying red flags.

Finance teams, in particular, will use multiple technologies to gain a wider field of oversight and deliver personalised solutions. They won't just have control over core banking services such as payments and tracking: they'll be able to send and collect invoices, manage inventories, evaluate data and more. And all from a single interface with cross-functional data collection, migration capabilities and advanced analytics.



**Financial institutions too often deal with fintech in an inefficient, fragmented and tactical manner.**

**Murray Raisbeck,  
Global Co-Leader of Fintech, KPMG International and Partner**

# Bringing the future forward

There are already a number of tools which leverage automation, data and integration to offer functionality beyond the scope of traditional banks. For the future CFO, these will be key to gaining a competitive advantage and maintaining a market-leading reputation.

Soldo is pioneering the future of finance technology. Our multi-user expense account enables finance teams to manage payments and derive insights from company spending via Mastercard® cards, a web console and mobile app.

In short, Soldo enables finance teams to:

- **Automate** repetitive tasks, from expense reconciliation and cash top-ups
- **Collect** data in real time, and instantly create company-wide spending reports
- **Integrate** accounting software with our spend management software

# Try Soldo today

Soldo's mission is to simplify the entire business expense cycle, from beginning to end. We use the smartest financial technology to solve the three key business spending problems: delegation, control, and reporting. Soldo was created by entrepreneurs and banking experts united by the search for a simple and effective way to manage the flow of money inside organisations of any size.

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