

# What CFOs are saying in 2025



AI adoption is accelerating

80%

of finance teams have moved beyond AI research and are actively using it



Leadership is driving AI forward

50%

of AI initiatives are triggered by the CEO or Board – not IT or finance teams alone

AI is a high strategic priority with active investment

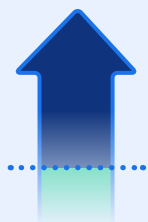
Only 7% of those surveyed indicated AI was not currently a focus

AI is delivering results



83%

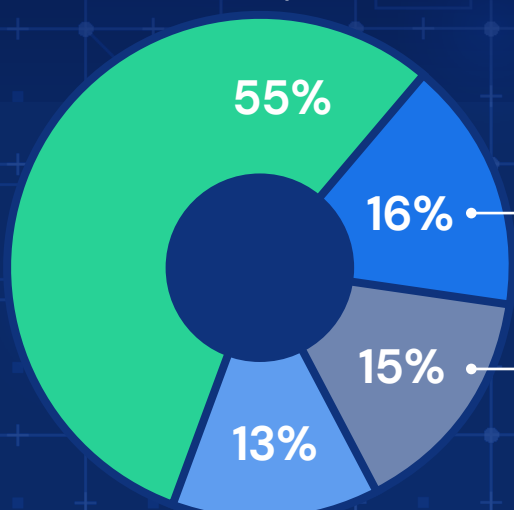
report measurable improvements in financial process efficiency



35%

say the improvements have been significant

When asked about the primary impact they're targeting:



Chose improved analysis, forecasting, and decision-making

Chose cost reduction

Targeted risk and compliance

Focused on boosting EBITDA

CFOs want strategic intelligence – not just automation

The ROI is real

AI is delivering financial value at scale. 77% report at least 5% cost savings from AI and 10% report savings over 30%

77% report 5% cost savings



10% report +30% cost savings



What's stalling AI adoption?



High implementation cost



Data quality challenges

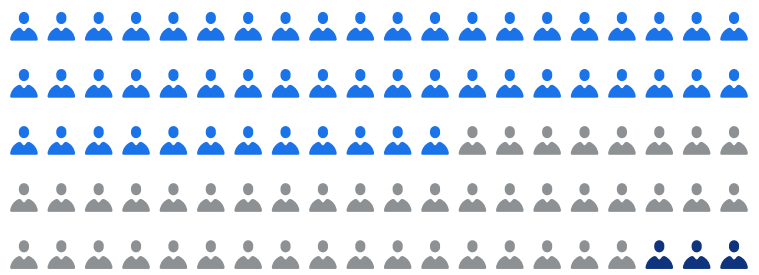


Change management and organizational readiness

Adopt or fall behind: the next 5 years will reshape finance

52%

say AI will be very critical or absolutely essential to maintaining a competitive advantage over the next 3-5 years, and only 3% believe AI adoption is "not critical"



CFOs are using AI to stop EBITDA leakage and protect the bottom line

Gartner estimates that



3-8%

of EBITDA is lost due to poor decision-making

Of those surveyed

91%

agree the EBITDA loss is real

60%

of CFOs plan to use AI to solve this