



Cloud P2P Automation. Easy. Powerful. Smart.

# How to Become a Top Performer in Finance

Discover 2022 CFO  
Best Practices



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## 1. Main Trends in Finance for 2022

### The rules have changed

In 2022, faced with a rapid return to activity, finance and accounting departments must adapt to new rules and ways of operating: digitalization of financial processes, growing employee skills, new approaches to budgeting and cash management, remote work, environmental impact... To address these challenges, it is more important than ever for CFOs and their teams to position themselves as top performers.

For CFOs, there is one priority that consistently stands out: performance management. With the rapid return to and changes in the business environment, this will remain a main focus over next three years. After all, the stakes are high in terms of operational efficiency and growing competitiveness.<sup>1</sup>



### Of financial departments surveyed...<sup>1</sup>

74%

say they are ready to face the challenges of the post-crisis world.

87%

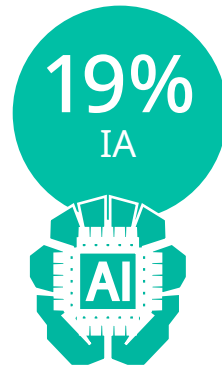
are either confident or very confident about their 3-year growth prospects.

55%

believe that organizational structure was the most impacted during the crisis.

## Thoughts and expectations for financial decision-makers in 2022

### A change in accounting practices after COVID



One in three companies plan to switch to the cloud and to SaaS within the next 12 months.

This trend was already noticeable before the pandemic, but the change to a primarily remote work style has highlighted the immediate benefits that can be gained by from using Software as a service (SaaS) including flexibility, cost control, increased functionality, agile adaption to needs, pay-as-you-go invoicing, etc. All help to streamline the process for employees working remotely.<sup>4</sup>

## 2. Main Challenges Faced by Top Financial Performers

### New Ways to Operate

**36%** of CFOs see cybersecurity as a priority in 2022.<sup>4</sup>

### Talent Management

**70%** of CFOs see a gap between employee skills and business needs.<sup>3</sup>

### Automation is Becoming the New Standard for Finance and Accounting Functions

**70%** of companies plan to increase spending on technology based on performance requirements: secure solutions that are compatible with other software (such as accounting, ERP, etc.), capable of extracting and analyzing large amounts of real-time data while remaining easy to use.<sup>4</sup>

### Integration of CSR

**90%** of CFOs believe that Corporate Social Responsibility (CSR) will reach the same level of importance and accountability as financial data over the next 5 years.<sup>5</sup>



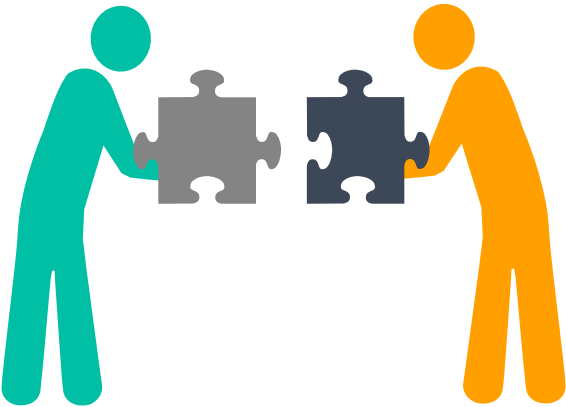
*"CSR, soft skills, leadership, innovation...  
The CFO must continue to reinvent himself  
over 2022 in order to manage the new  
rules in the post-crisis environment.  
He or she will not only have to be an  
expert in figures but also become a  
true Top Performer in finance."*



**Xavier Lecaille**  
Partner, Business Process Outsourcing



### 3. Who Will be a Top Performer in 2022?



#### The Business Partner

More than **50%**<sup>3</sup> of CFOs believe that the crisis has strengthened the finance department's positioning as a Business Partner within the company.

This makes perfect sense as the challenges of growth, competitiveness, and performance are largely based on both the creation of financial value on one hand and on strategic alignment between business lines on the other. One encouraging sign: 65% of CFOs see themselves as a driving force behind digital transformation programs.<sup>3</sup>

#### The Data Analyst

The most successful finance departments spend **75%**<sup>2</sup> of their time on data analysis.

Data is the very foundation of companies. This idea is certainly not new, but it is taking on particular importance now with the new emphasis being put on Big Data, process automation, artificial intelligence, and automation tools. CFOs in particular are dependent on leveraging data for decision-making, forecasting, and managing uncertainty.<sup>2</sup>





## The Communicator

The promotion of soft skills has become a major trend in talent management and recruitment. These skills are characterized by flexibility, team spirit, creativity, open-mindedness and willingness to learn, the ability to solve complex problems, leadership, and communication.<sup>5</sup>

## The Geek

Influenced by the increasing use of technology across all business functions, it is interesting to note that **20%**<sup>3</sup> of CFOs consider themselves to be “Geeks” with a specific appetite for technology and its potential.

Curious and clever, the Geek in particular is interested in new technologies and their potential for changing internal processes/tools/work methods to improve efficiency. Technology will have a major effect on his job.<sup>3</sup>



## 4. How to Easily Crack the Code

### Automated Account Processing: the ideal quick win to become a Top Performer.

Having the desire to become a Top Performer is good but taking action is even better. Don't wait or you risk losing your role as a leader!

How to start? The best approach is by getting "Quick Wins". In other words, making investments that quickly generate value.

**The ideal place to generate rapid gains remains streamlining processes using automation.**

Financial management will notice immediate and significant gains in productivity. By eliminating the need to re-enter invoices, streamlining processes using automation not only frees employees from a time-consuming and tedious task but also from dealing with the delays and disputes that result from inevitable manual errors.

The inherent costs of sorting, storing, or losing paper documents – as well as their environmental impact – are also drastically reduced.

Finally, an additional benefit is the increased agility resulting from automating the validation and control processes throughout the entire "procure to pay" (P2P) chain, from purchase request to payment.

**In total, cycle times will be 5x faster with an 80% reduction in processing cost per invoice.**



## 5. Our Top Performers Give You Their Best Practices



**Frédéric Rivierre,**  
Chief Financial Officer



*“Over the course of our history, we have several times shaken up the norms of the profession, for example by opening the kitchens to the dining room or by deciding to stop using tablecloths in our three-star restaurants. It was a challenge, almost a provocation. Before bringing in benefits, changing habits naturally has a cost and you must be ready for it.”*



**Pascal Bigard,**  
Information Systems  
Manager/Digital Director

*“Carrying out quick wins makes it easier to gain acceptance for changes and to get employees on board: the process of streamlining invoices is typically one of them.”*



**Frédéric Garo,**  
Chief Financial Officer



*“On the surface, there has been no revolution at Five Guys, no new displays or ways of doing things. But now data is central to driving the business and improving the way we welcome our customers and manage our teams every day.”*

# About Yooz

Yooz provides the smartest, most powerful and easiest-to-use cloud-based Purchase-to-Pay (P2P) automation solution. It delivers unmatched savings, speed and security with affordable zero-risk subscriptions to more than 4,000 customers and 200,000 users worldwide.

Yooz's unique solution leverages Artificial Intelligence and RPA technologies to deliver an amazing level of automation with extreme simplicity, traceability and end-to-end customizable features. It integrates seamlessly with more than 250 financial systems, exceeding any other solution on the market.

Yooz North America is headquartered in the Dallas, Texas metropolitan area with global offices in Europe.

## References

1. [PwC - DFCG Study: "2022 Priorities for Finance Departments"](#)
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