

## 2021 CFO Survey Insights Over 1,500 Global Finance Leaders:

CFOs are Prioritizing IT Investments to Fund the Digital Enterprise

Dimensional Research, an independent market research firm, conducted a global survey\* of 1,500 finance leaders which reveals that CFOs are leading the charge in leveraging digital to spur business growth and drive transformation. Survey findings indicate that CFOs and CIOs jointly need to determine the economic viability and ROI of each IT initiative, and actively partner to prioritize and invest in the right technologies.

### CFOs are bullish about digital transformation



80%

of CFOs cite that digital transformation initiatives are a top-five corporate priority

59% state it is a top-three priority

71%

of finance leaders believe that digital transformation is key to their company's success



### IT spending priorities must be tied to business value and ROI

CFOs prefer IT projects that:



Optimize existing investment **(44%)**



Generate revenue **(40%)**



Improve business process and efficiency **(39%)**

67%



of CFOs refuse to waste precious dollars on IT investments that don't 'move the needle'

### The global disruption in 2020 has strengthened the CFO-CIO relationship



77%

of CFOs improved their relationship with their CIO in 2020

47%

of CFOs view their CIO as a partner who connects the dots between technology and business



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\* Survey was sponsored by Rimini Street