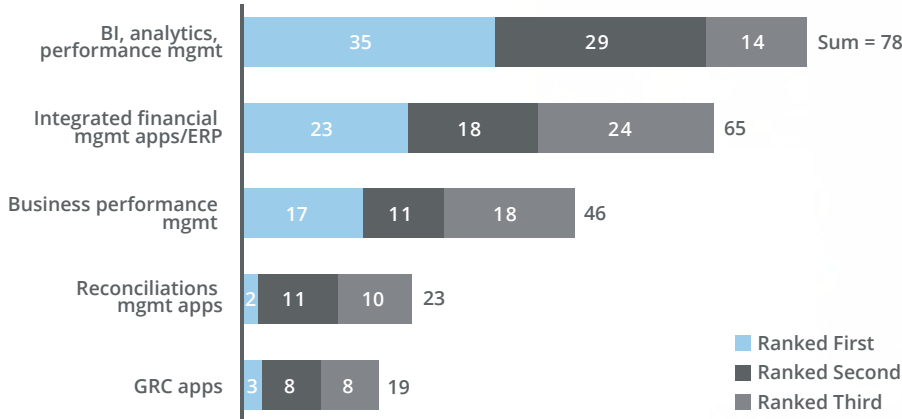


3 Reasons Why BI & Analytics Is the Top CFO Initiative

CFOs' Top Initiatives



According to Gartner, 78% of CFOs have labeled BI and analytics as their top tech initiative for their departments—beating out even financial management applications. So what's driving the CFO demand for BI and analytics?

1. CFOs Need More Accurate Reports

When a BI system pulls data directly from your finance tools, it keeps all your data completely updated and perfectly accurate. Instead of exporting data to spreadsheets and reporting manually, a BI system tells you exactly what you want to know, when you need to know it.

2. CFOs Want to Save More Time

Between the automatic alerts and pre-built analysis that some BI and analytics tools provide, CFOs spend far less time gathering and analyzing data, and more time using it to make accurate and informed decisions.

3. CFOs Need to See the Entire Organization

Marketing statistics, sales reports, operations metrics—it's all in one place where CFOs can see it in conjunction with their finance data. And if CFOs need to know more about a specific key performance indicator (KPI), they can drill into any data source to get all the details they need without leaving the dashboard.

The Top Choice for CFOs' Top Tech Investment

With Domo, CFOs are able to manage data from all their sources—even from multiple departments—in one easy-to-use interface. Domo is a business management dashboard that gives CFOs all their data in place, and updates it straight from the data source in real time. The result is more accurate information, in one place, whenever you need it.

Request a demo today and see how Domo can give CFOs can get better access to the data they need.

