



DiviPay

Automating Finance: Wins, challenges, and what's next



We'd like to extend our thanks to our contributors:



Alex Millar CPA, Co-founder & CEO for Hudled
hudled.com



Cait McGowan, CFO for Global Operations at High Rock Accounting
au.highrock.co



Chris Chan CA, Financial Controller at Fitstop
<https://www.fitstop.com/>



Darrin Day, Finance Manager at the Infoxchange Group
www.infoxchange.org



Matthew Larkin CA, Financial Strategy Manager, Superhero
superhero.com.au



Naomi Heritage FCCA, Director of Finance at Western Hospital SA
<https://www.westernhospital.com.au/>



Rob Brint CA, Principal at Outsource CFO
outsourcecfo.com.au



Russell Colbourne FCCA GAICD, CFO at CFO Centre Australia
<https://www.cfocentre.com/au/>



Soonah Walkom, Outsourced CFO at Astute Administration Services
astuteadmin.com.au



Tyler Caskey CA, Partner at TheBeanCounters
thebeancounters.com.au



Overview

It's a rare organisation that doesn't have some level of financial automation in place. Whether it's payroll, accounts payable and receivable, or expense management – automation has permeated all areas of the finance function.

But are finance teams focusing on automating the right tasks?

And are they implementing automation in the right way?

This report delves into what CFOs have already automated, what they intend to automate this year, and the tools they are using. Based on survey responses from over 500 CFOs worldwide, the paper contains unique insights into the current state of play in finance teams across the world.

While it's easy to recognise some of the obvious benefits of automation: efficiency, accuracy, better reporting, etc. this paper also looks at the less tangible impact of automation.

Are automation tools increasing happiness and job satisfaction?

Has automation helped CFOs progress in their careers?

What's actually being achieved with all the time that automation saves?

In addition to survey insights, the thoughts and experiences of leading finance experts on automation are also shared throughout the paper.

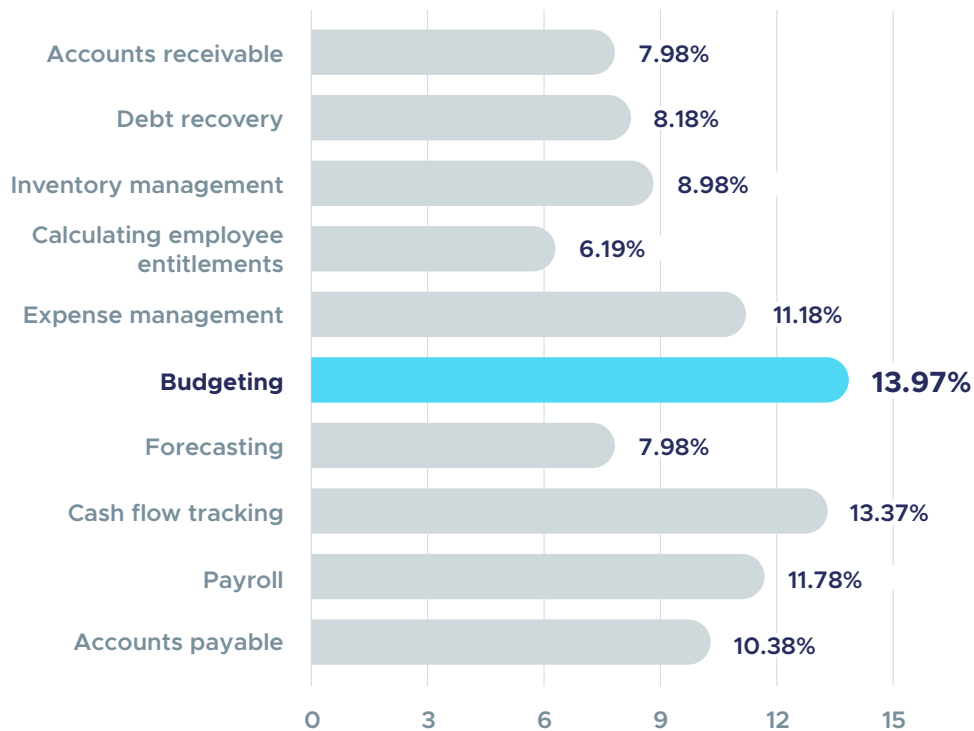
Automation priorities



Automation in 2022

When asked about their priority for automation this year, the highest response from CFOs was **budgeting** (13.97%), closely followed by **cash flow tracking** (13.37%).

What area of the finance function is your top priority to automate this year?



501 respondents, 1 selection each

The survey results show that CFOs are wanting to keep a tight grip on the purse strings this year, maintaining accountability for how much is spent, where, and when. Given the uncertainties caused by COVID-19, keeping a close eye on spend is a sensible approach for finance and business leaders.



Calculating employee entitlements was bottom of the finance automation survey list for CFOs. Given the competitive landscape recruiters are operating in to find and attract talent, finance and their HR colleagues might want to reconsider the priority they give to this area as retaining talent should be a key concern in 2022.

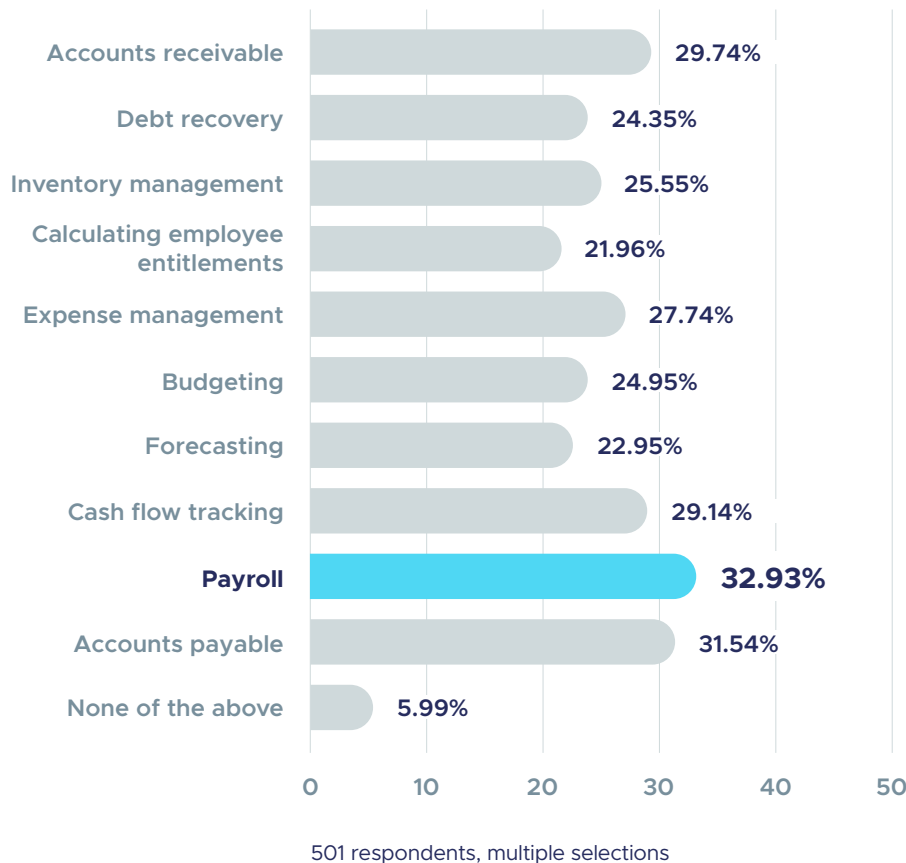


When looking at male versus female CFO responses, the results showed that men are prioritising **expense management** (13.53%) just after **budgeting** (13.91%), whereas women are prioritising budgeting and **cash flow tracking** equally (14.04%).

Automation to-date

With the critical role it plays in keeping a business running, it's no surprise that the top response for what CFOs have already automated is **payroll** (32.93% of respondents). **Accounts payable** came in a close second (31.54%), followed by **accounts receivable** (29.74%). **Calculating employee entitlements** was worryingly at the bottom of the survey list again (21.96%).

What areas of the finance function have you already automated?



A note on this report: where respondents had the option of multiple selections, the percentage in the included data table is the percentage of respondents who selected that option.



When considering responses from Australia only, the area that's been most automated is **accounts payable** (43.24%), followed equally by **accounts receivable** and **calculating employee entitlements** (both on 37.84%). It's encouraging to see that Australia has prioritised employee entitlements – this may elevate Australian employers above those in other countries in the ongoing war for talent.

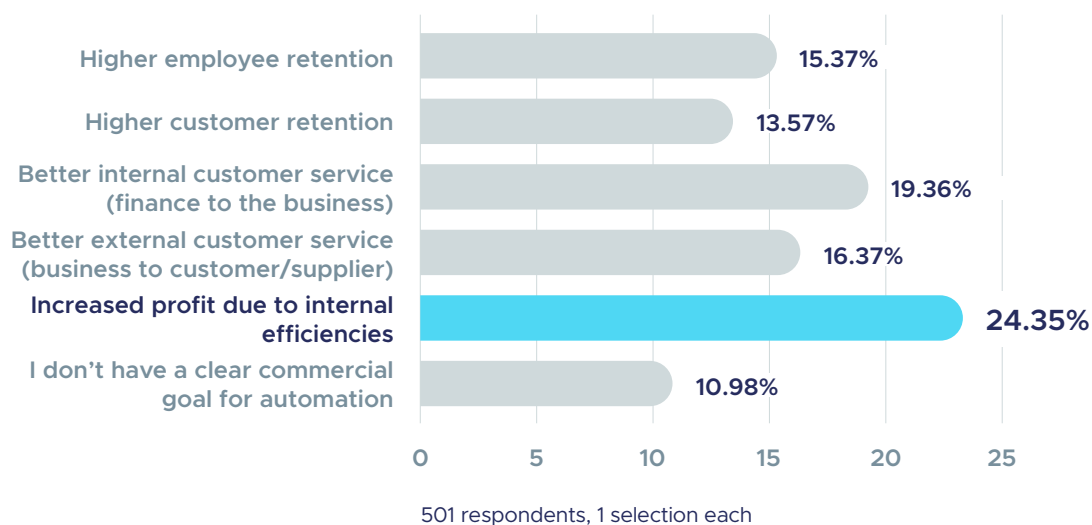


India's list of what had already been automated was different again. Top of this list is **accounts receivable** (30%) followed by **cash flow tracking** (28.33%).

Commercial goals for automation

Profit is at the forefront of CFOs' minds when considering finance automation. When asked what commercial goal finance automation could help with this year, **increased profit due to internal efficiencies** came out on top (24.35%). This was followed by **better internal customer service** (19.36%) and **better external customer service** (16.37%).

What's the top commercial goal you think finance automation could help with in 2022?

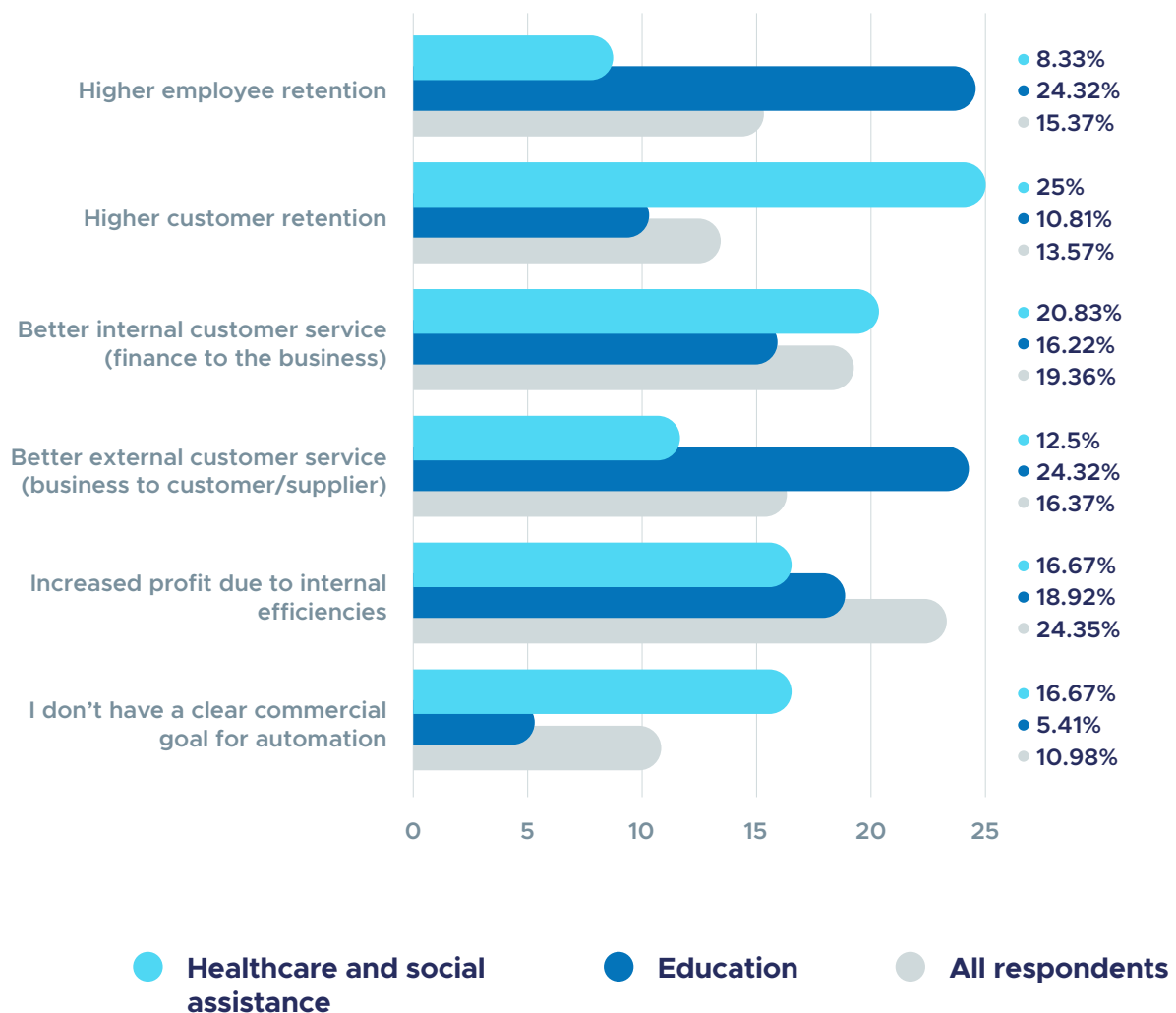




When looking at the responses to this question, focusing on the healthcare and social assistance industry shows a different picture. **Higher customer retention** (25%) is the top commercial goal they are hoping for for finance automation.

And respondents from the education industry selected **higher employee retention** and **better external customer service** as their joint top goal (24.32%).

Top commercial goal finance automation could help with in 2022 - sector comparison



What's automation achieving?



How has time saved by automation been used?

One of the top goals for automation is to save time. But *how* are CFOs using the time that they're saving? And *who* is benefiting from the saved time?

When asked how they've previously used time saved via automation, the top answer from the surveyed CFOs was **managing business growth and increased workloads** (39.92%). This was followed by **better work-life balance for employees** (35.93%). These top two results show that automation can be positive for both a business and its people.

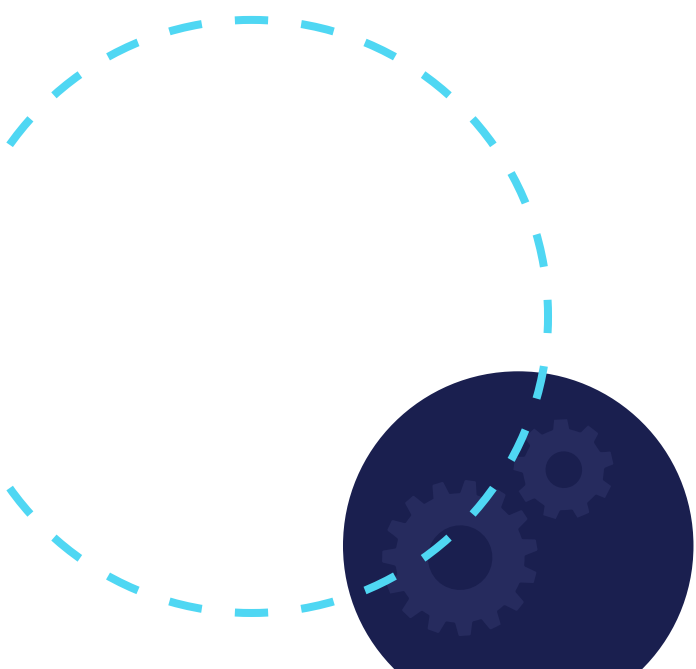
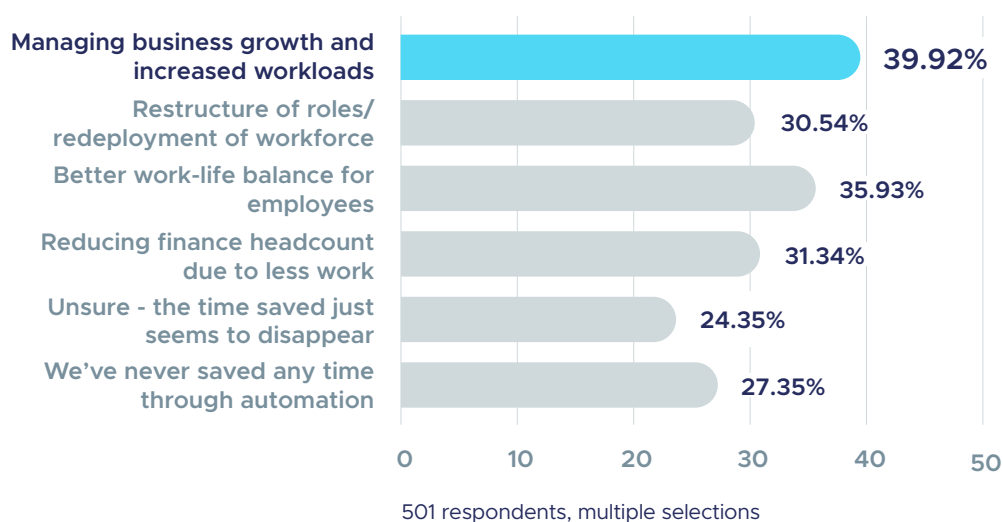
Soonah Walkom, Outsourced CFO at Astute Administration Services says:

‘Automation has allowed my business to grow. Things that used to take a day to do are taking an hour.’





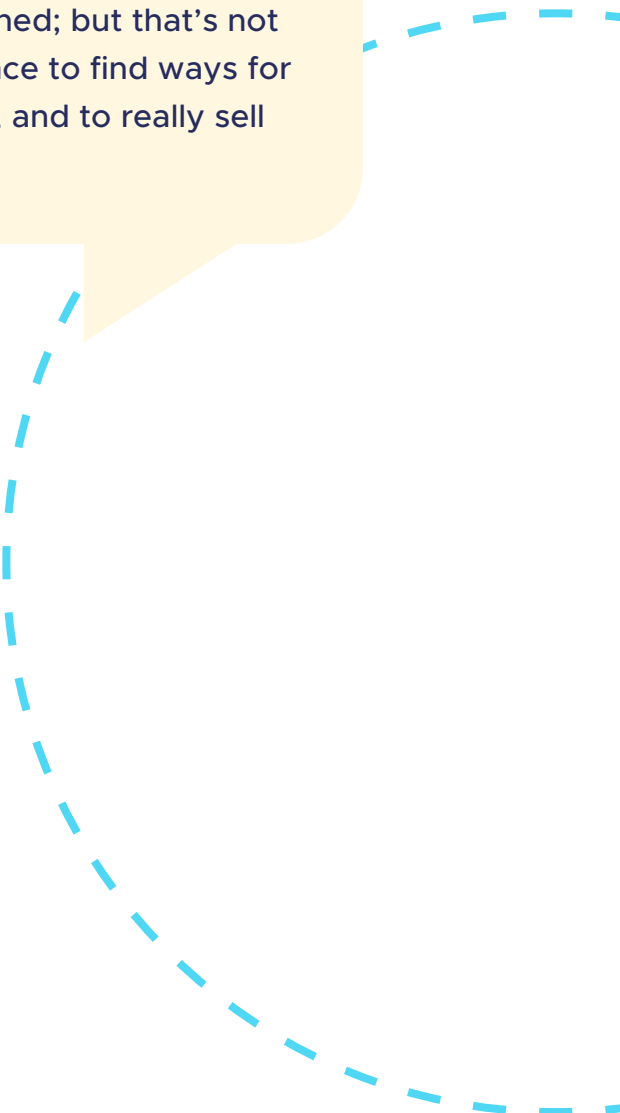
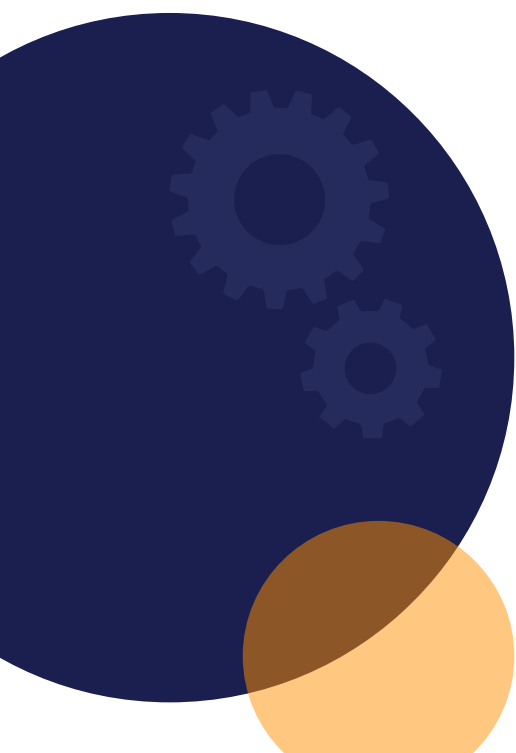
How have you previously used any time that you've saved through automation?





Russell Colbourne FCCA GAICD, CFO at CFO Centre Australia says that it's also important to show the business how it will save *them* time, if you want them to support finance automation:

‘When finance wants to introduce a new system, resistance can be felt when the wider business thinks, why would I want to spend time learning something new to do the same job? Because that’s effectively what we’re asking them to do. In the background, the administration is much more streamlined; but that’s not their problem. So, it’s critical for finance to find ways for finance automation to help everyone, and to really sell that into the business.’



Protecting jobs

The third most popular response to how time saved via automation has been used was to **reduce finance headcount**. This is a sensitive area when it comes to automation.

McKinsey addresses the fear about job losses in its report: [Jobs lost, jobs gained: What the future of work will mean for jobs, skills, and wages](#).

If businesses want their employees to support automation projects, then most people will want reassurances that they won't be losing their jobs; and on the flip side, it's a shame for a business to lose talent due to a more efficient process.

Naomi Heritage FCCA, Director of Finance at Western Hospital SA comments:

'I've definitely noticed in my career as a finance professional that people can be scared that they'll lose their jobs because of automation. That's often been something that I need to help staff to overcome, especially when I can see so many areas of a business in need of automation.'

Ideally, when scoping out an automation project, finance leaders might **anticipate time savings and plan how they will retain valued workers**. Perhaps this is a good opportunity to speak with staff about their career aspirations to discover if they could be transitioned into new roles, maybe even with other departments if the workload exists.

Keeping track of saved time

Another challenge with automation is that almost a quarter of CFOs surveyed (24.35%) said they **weren't sure how they've used the time they've saved** – that it just disappears, and over a quarter **don't think they've saved time at all** (27.35%).

These challenges could be addressed in the project planning stage, too. When finance leaders look at a new automation tool, that's a good time to ask how many hours the new tech might save them. Starting the project with this figure in mind makes it easier to track how much time is actually being saved, and where it's being redirected to.

Tyler Caskey, Partner at TheBeanCounters observes:

'It's important to onboard new financial software well. If you get the set up and any needed integrations done nicely and cleanly, there is a lot of benefit to the business down the road.'

Rob Brint CA, Principal at Outsource CFO agrees:

'I've seen the different outcomes between organisations who have a clear scope of work for an automation project as well as those who just implement the first tool they find (which results in a mess). If you don't onboard and implement tools correctly, you're really not setting them up for success.'

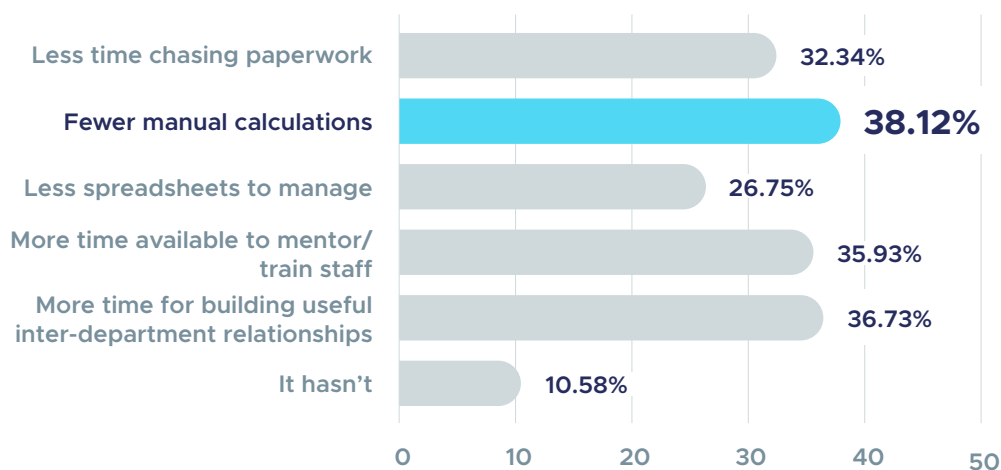
Automation and efficiency

Following on from understanding how the time saved from automation is helping finance, the survey also asked CFOs how automation has made them more efficient.

The top reasons given by CFOs were **fewer manual calculations** (38.12%), **more time for relationship building** (36.73%) and **more time to mentor/train employees** (35.93%).

The strong focus on people-related benefits from automation are a great selling point for finance when they want to get support from the business for an automation project. Relationship building, and training and mentoring help everyone, not just the CFO, to be more efficient in the workplace.

How has automation made you a more efficient CFO?



501 respondents, multiple selections

Naomi Heritage FCCA, Director of Finance at Western Hospital SA says:

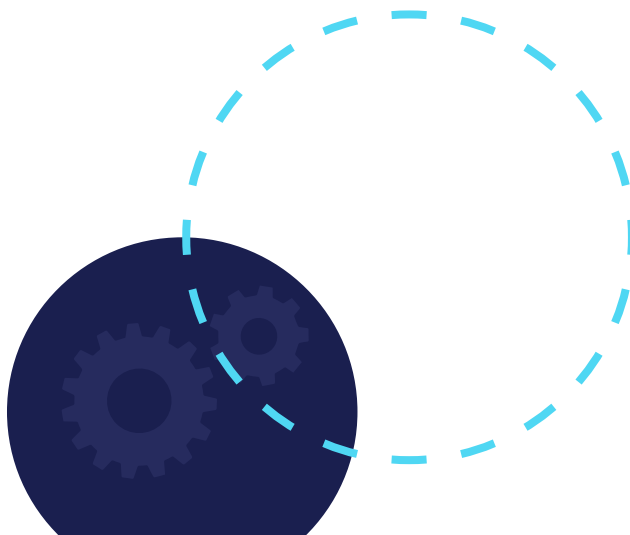
‘Automation saves me from having to deal with data entry from old-fashioned carbon copy paper. I don’t understand why I’d ever be given finance information on physical paper in this day and age!’

Darrin Day, Finance Manager at the Infoxchange Group affirms:

‘I am totally in support of finance automation. Anything which improves the speed and accuracy of financial processes is useful!’



How automation has increased efficiency for a CFO varies depending on whether the CFO is employed for wages or self employed, with a bit more emphasis given to relationships, and training and mentoring by those CFOs who are self employed.



How automation makes more efficient CFOs - comparison



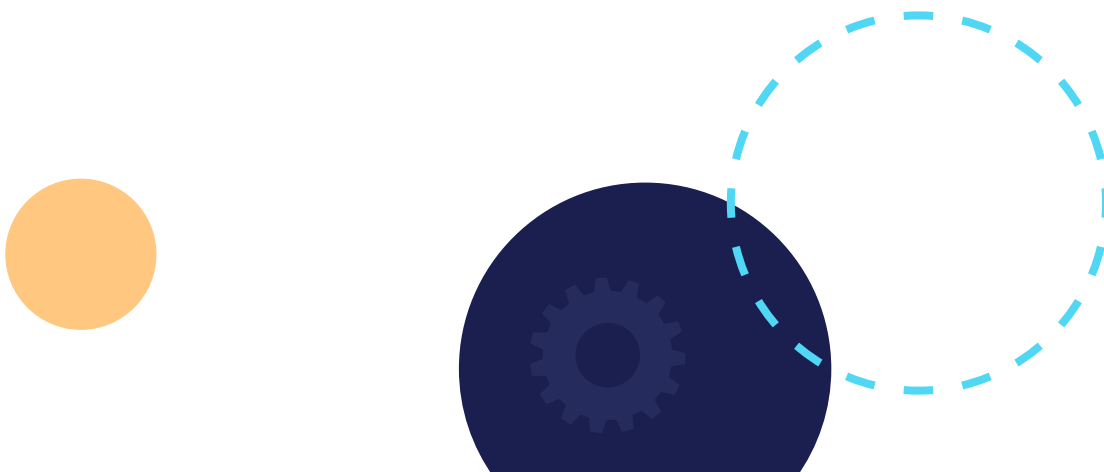
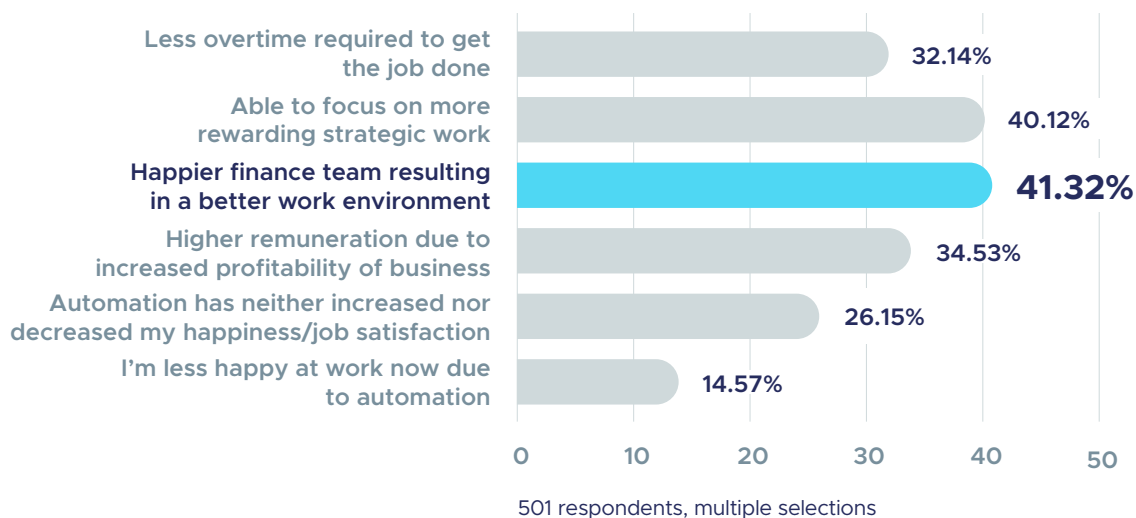
Is automation making life better?

If automation didn't increase people's happiness and job satisfaction, it wouldn't be a very popular tool!

Understanding how it's achieving these positive results is important for CFOs so they know how it will impact their own roles, and others. And this knowledge is crucial when seeking emotional and financial buy-in from the business for finance automation.

The 500+ CFOs surveyed indicated that their happiness/satisfaction has been increased by automation because of a **happier finance team** (41.32%), closely followed by being able to **focus on more strategic work** (40.12%). This reveals that CFOs are highly motivated by both the happiness of their team and their ability to focus on meaningful work.

How has automation increased your happiness/job satisfaction?



Tyler Caskey, Partner at TheBeanCounters frames up how a lack of automation affects an employee's happiness:

'People hate doing manual expense claims – this sort of admin just makes life hard. The employees don't like it, and finance doesn't like having to be mean chasing the paperwork. The scanning, the chasing of sign offs – doing it manually is just bad business. People have poor employee experiences because of things like endless photocopying and dealing with annoying manual expense claim processes.'

And Cait McGowan, CFO for Global Operations at High Rock Accounting adds:

'The robots are coming! Let's embrace it, let's get ready. And let's actually follow our passion. No one's passion is data entry. No one's passion is a little mundane task that technology can now make redundant. Automation allows us to focus on the things that inspire us, that fire us up, rather than other tedious tasks.'





What's impacting job satisfaction and happiness for CFOs changes depending on the size of the survey respondent's organisation.

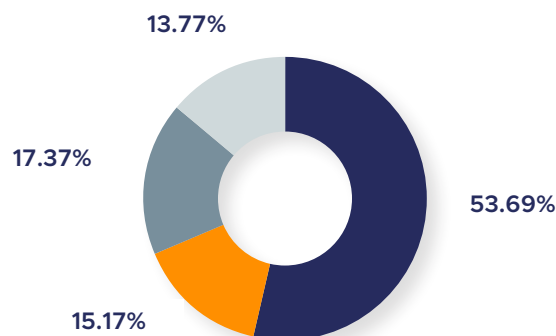


For those working at very small businesses with 1-10 employees, the top response was **less overtime required to get the job done** (37.50%). For those with 11-100 employees, being able to **focus on more strategic work** was the top response. And interestingly, those with 1001-5000 employees said **higher remuneration due to increased business profitability** was their top factor (44.90%).

What's in it for the CFO?

If CFOs need further convincing about the benefits of finance automation, over half (53.69%) of CFOs surveyed said that championing/implementing an automation project has **helped them progress in their career**.

Has championing/implementing an automation project helped you progress in your finance career?



501 respondents, 1 selection each

- Yes
- No
- Unsure
- I've never had the opportunity to implement automation

It's not surprising that **automation projects** have **helped** so many **CFOs**.

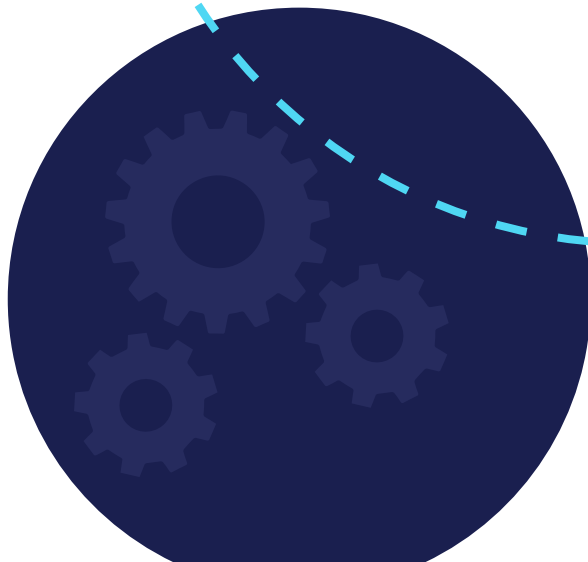


An automation tool like [DiviPay](#) saves time and money, gives finance better control over spending, and provides real-time insights enabling CFOs to make better decisions.

For those CFOs who, like 13.77% of our respondents, haven't had an opportunity to implement automation, 2022, with all its challenges would be a good year to consider how an automation tool can make your, and your team's work, easier.

Chris Chan CA, Financial Controller at Fitstop highlights an important consideration:

‘You need to be very mindful of how an automation solution benefits the end customer. If I’m trying to implement a new technology, and it only helps me and my team, I don’t think that’s enough. Benefits for internal and external customers include being able to process things faster and provide insights and information more quickly. If you present your new solution in terms of how it benefits others, you’ll gain more support, and highlight that you and your team are valuable assets to the business.’



Who else cares about finance automation?

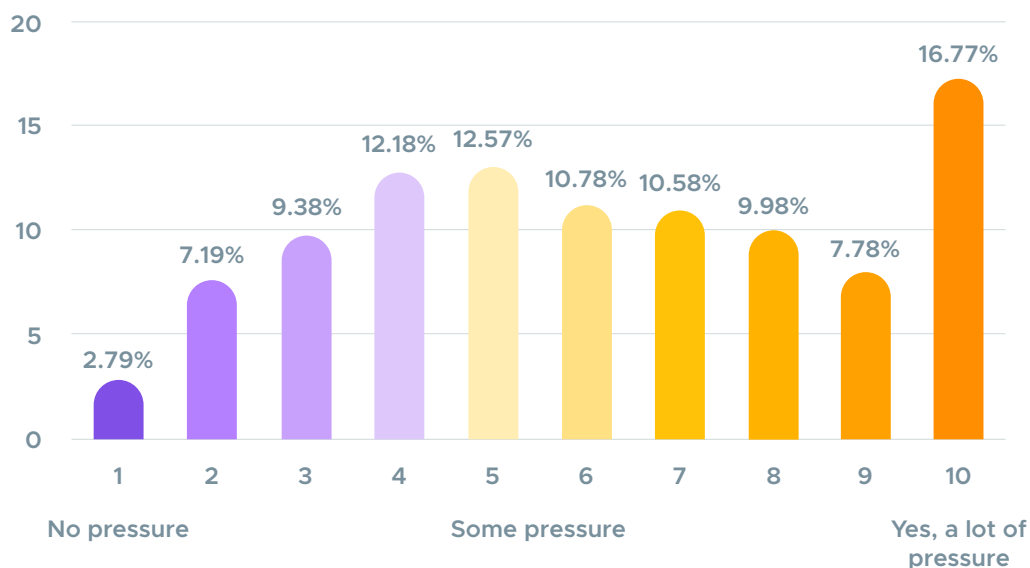


Managing the pressure to automate from the business

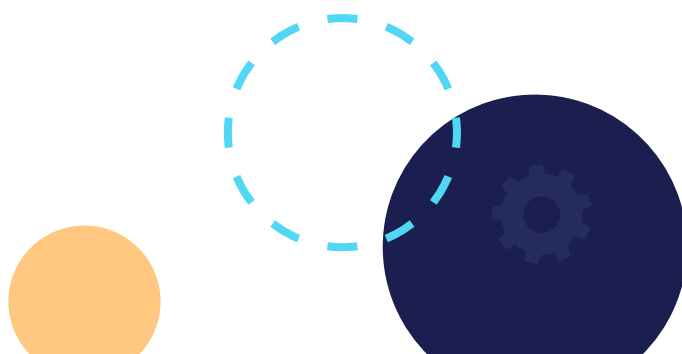
Financial processes touch many departments within a business, if not all! So, finance is likely to get **opinions from across an organisation** on what they can do to improve and where they should introduce automation.

When asked if they felt pressure from other departments to automate parts of finance, a significant amount of survey respondents selected that they'd felt some pressure to a lot of pressure.

Do you feel pressure from other departments to automate areas of finance?



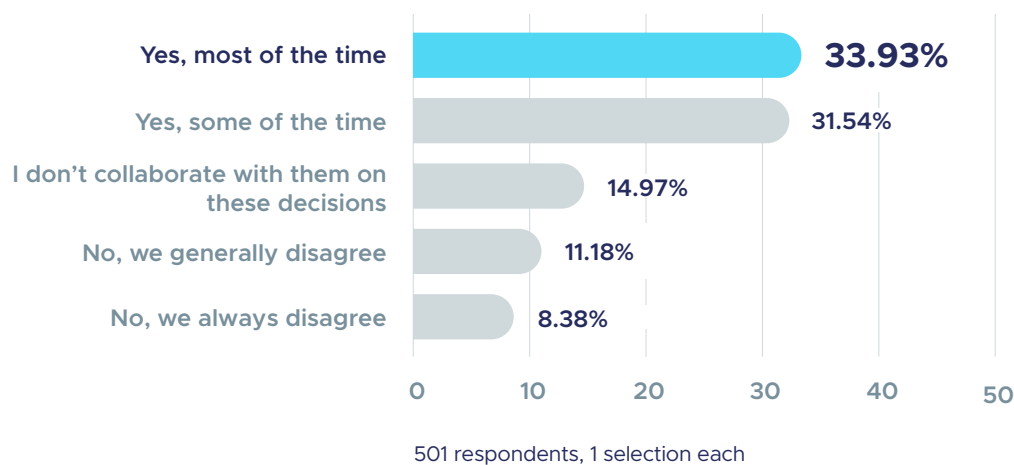
To manage pressure from other areas of the business around automation, finance leaders need to be a step ahead. Staying informed about the latest developments for existing financial products, as well as keeping an eye out for new fintech in the market is very important if finance wants to lead the way for automation within their own department.



What does the rest of the C-suite think about finance automation?

Almost two thirds of CFOs surveyed (65.47%) said that their fellow C-suite agreed with them some or most of the time on what to automate in finance. This is a positive result that shows **good alignment** in businesses about fintech decisions.

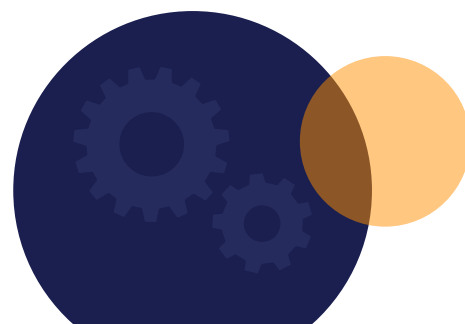
Do your fellow C-suite agree with you on what to automate in finance?



For the **14.97%** who **don't collaborate** with others in the C-suite on financial automation decisions, and the **19.56%** of CFOs who **disagree with others** in the C-suite on this point, introducing important financial automation might feel like an uphill battle. As mentioned, financial processes and tools impact so many employees that it's really important for finance to bring everyone on the automation journey with them.



If resistance is experienced, finance needs to have a strong business case behind them to support their automation decisions. Most diligent fintech firms, like [DiviPay](#), will happily help in pulling such a business case together, understanding that overcoming objections from the business early in the process can save a lot of obstruction from employees later on.



Cait McGowan, CFO for Global Operations at High Rock Accounting notes:

‘There can be disagreement about adopting new technology due to the upfront costs. But this is actually going to save time and money down the track. Our most valuable resource is our time – the right tech gives us the ability to do the things that require a deeper level of focus as opposed to losing time to mundane tasks that can be completed by robots.’

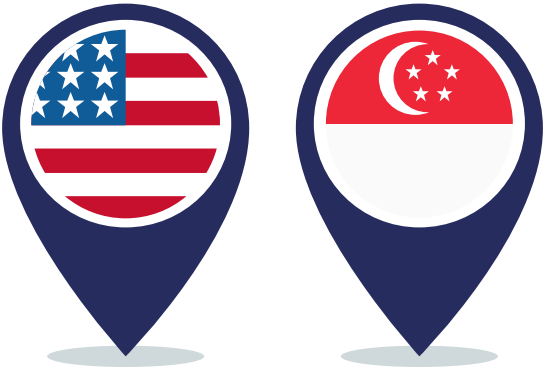
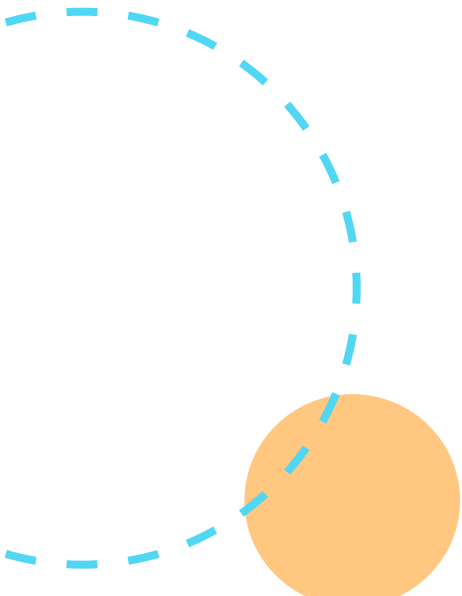
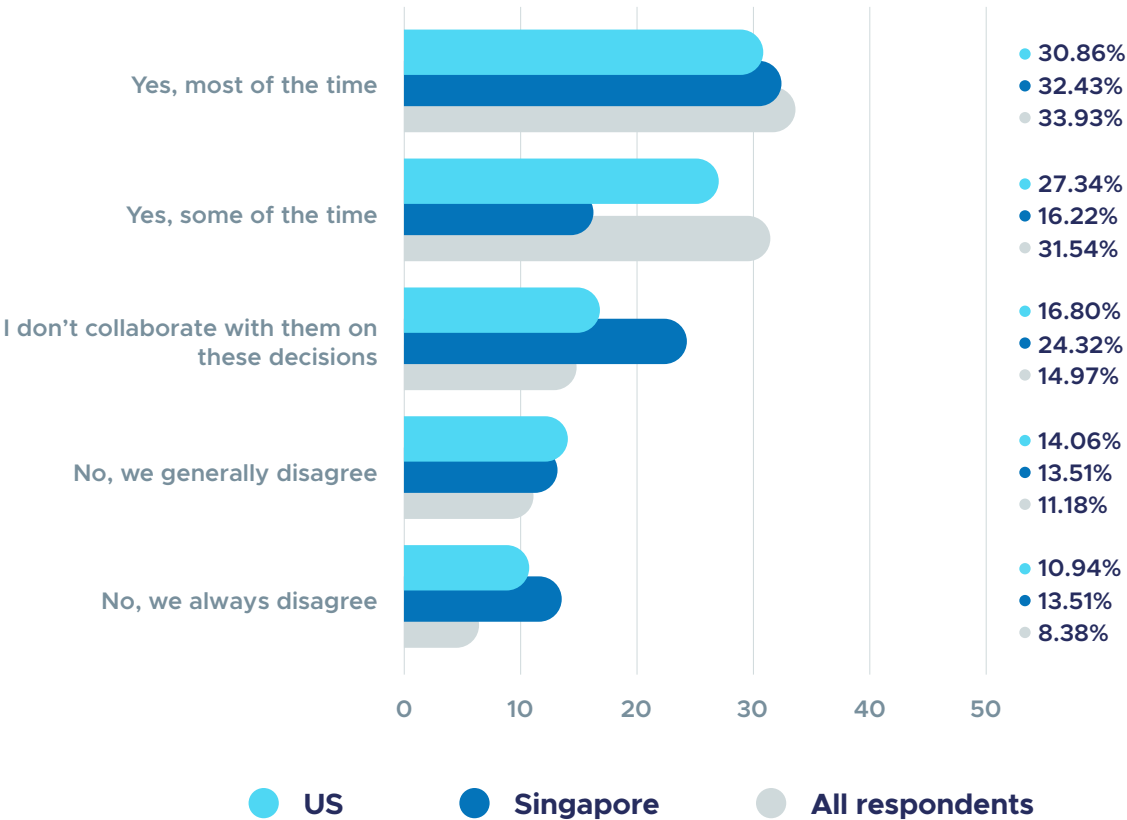
When pitching digital corporate cards to your fellow C-suite, Soonah Walkom, Outsourced CFO at Astute Administration Services suggests:

‘It’s useful to explain that virtual cards mean you don’t need to apply to the banks, and you can easily turn a card on and off at the touch of a button with a tool like DiviPay. This benefit is a key selling point for automation that includes digital cards, especially for small businesses that find it really hard to get cards through banks.’



The above considerations are especially important for both Singapore and the US, where surveyed CFOs showed higher percentages for disagreeing with their fellow C-suite about finance automation.

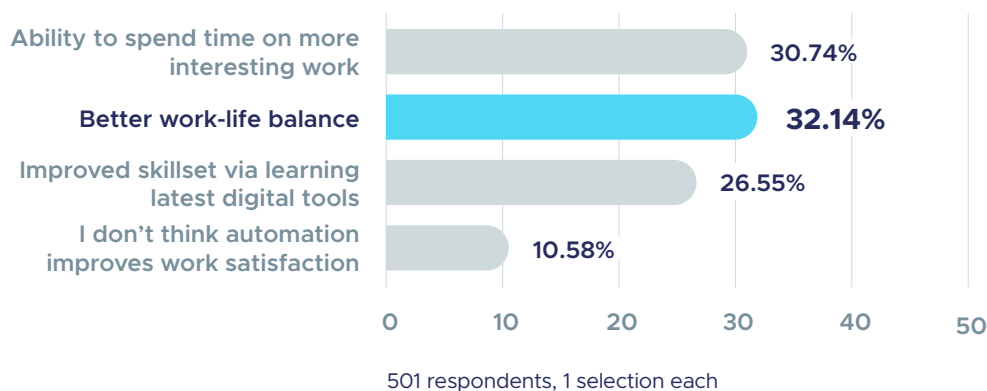
Fellow C-suite agreement on what to automate in finance - comparison



How does finance automation impact the finance team itself?

Better work-life balance (32.14%) is the number one way that CFOs think finance automation improves work satisfaction for their team. This is closely followed by being able to devote time to **more interesting work** (30.74%).

How do you think finance automation can improve work satisfaction for your team?



Rob Brint CA, Principal at Outsource CFO points out that working with great automation tools can be fun, too:

‘It goes without saying that efficiency is an important automation outcome. But the other benefit for me is that automation can improve the experience you’re having when doing something. If you need to sell fintech into your team, I think anybody would jump at the opportunity to use software that makes it more pleasant and easier to do something that was previously very onerous. To accomplish the same task but enjoyably, and in a fraction of the time!’

Soonah Walkom, Outsourced CFO at Astute Administration Services highlights how finance automation has made her job more enjoyable:

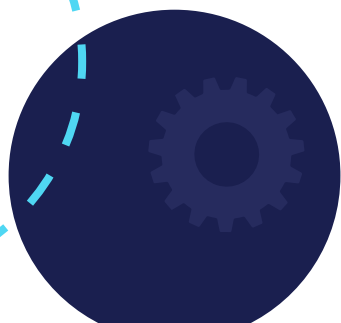


‘The right tech has allowed me to do the work that I like to do. Automation and integration just take away the monotonous tasks. Repetitive work is now done by my tech so I can jump in at the end, and just review it to sign off that it’s all okay. This is much more enjoyable for me, and more exciting than sitting there doing the data entry.’

But over 10% of surveyed CFOs don’t think automation improves work satisfaction. This perhaps indicates a lack of vision and clear planning around how automation tools can help in a workplace. If automation is used to look after tedious repetitive tasks, then employees can be freed up for more challenging creative work.

[Adecco’s report: Humans versus Robots](#) talks about:

‘creativity being the one thing that robots cannot emulate ... In the future (and in most workplaces already), employers will prize creative thinkers above all else. These are the people who will effectively control the future of our working world – coming up with new concepts; designing ever new and improved machines; finding that perfect harmony between human and robot. These are the roles that people will crave – precisely because they’re creative, and incredibly fun.’





Drilling into the age of the surveyed CFOs shows different views on how finance automation might improve work satisfaction for finance teams.



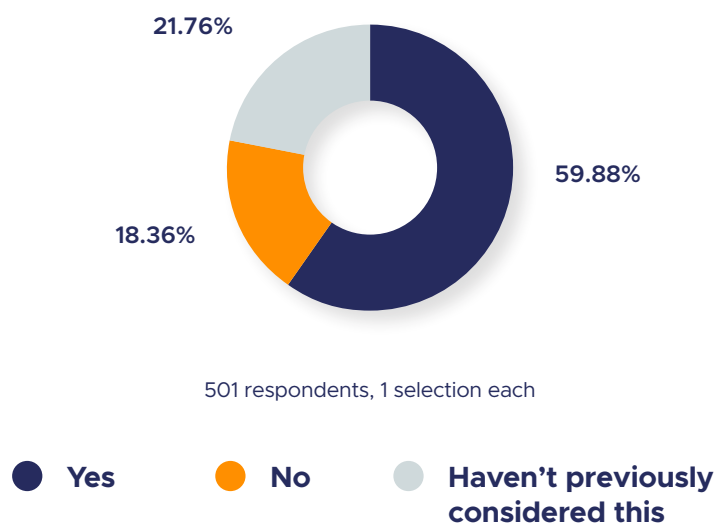
Younger CFOs (18-24 years) put **'improved skillset via learning latest digital tools'** at the top of their list, whereas the 25-34 years bracket has **better work-life balance** in number one place. And respondents who were 35-44 years old think finance automation can improve work satisfaction via being able to **spend time on more interesting work**.

Understanding that different generations might have varying expectations from finance automation is important when a new tool is implemented. CFOs can be more aware of their own bias in what they anticipate as positive results, while understanding that other members of the team might have different expectations.

Is skills development being considered?

Alongside being mindful that people worry about automation costing them their job, skills development can also be a concern. Luckily, almost 60% of survey respondents do make an effort to **safeguard future skills development** for their team in the face of automation.

Do you try to safeguard future skills development in your team if entry-level tasks get automated?



Tyler Caskey, Partner at TheBeanCounters doesn't think that future skills in the finance industry are in danger, rather, it's just easier for junior staff to get things done:

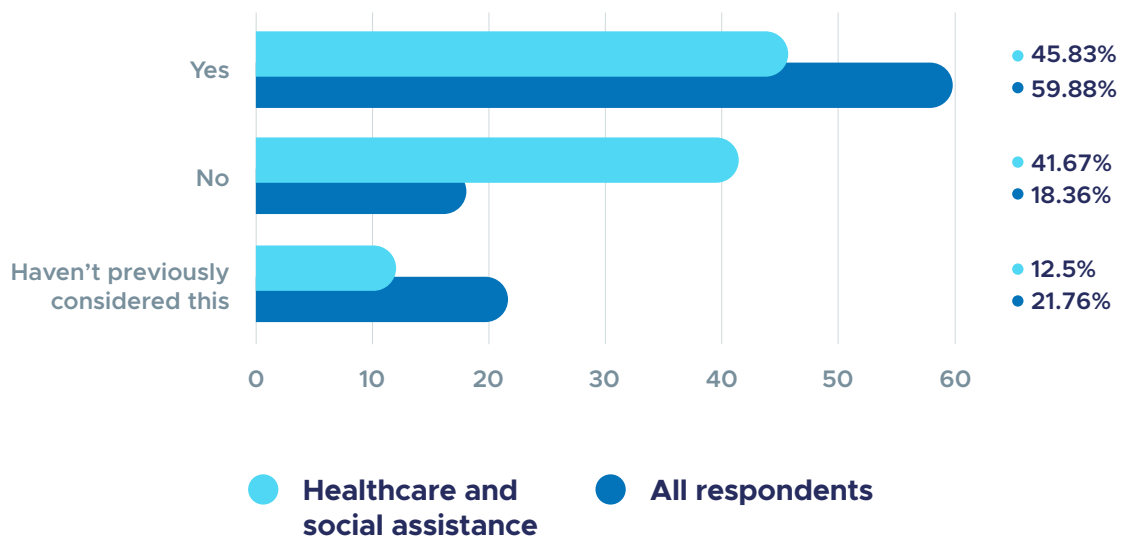
'For grad accountants these days, they're not coming in and having to fix things all the time. In my first job when I was about 21 or 22, I did 60 journals to get the job right. Now, they can do less work to get to the right answer. It just makes things so much easier when starting a career in finance. And you feel more valuable to the team straightaway!'

A significant portion of survey respondents (**40.12%**) **haven't considered how they'll tackle protecting skills development, or just don't try**. This is an area that finance may want to give further consideration to. If skills development isn't prioritised, then future internal talent pools may be weak, and employee engagement may also suffer.



The healthcare and social assistance industry may wish to give this particular consideration, with 41.67% of respondents from that industry saying they **don't try** to safeguard skills development if entry-level tasks are automated.

Safeguarding future skills development in team if entry-level tasks get automated - comparison



Top automation challenges

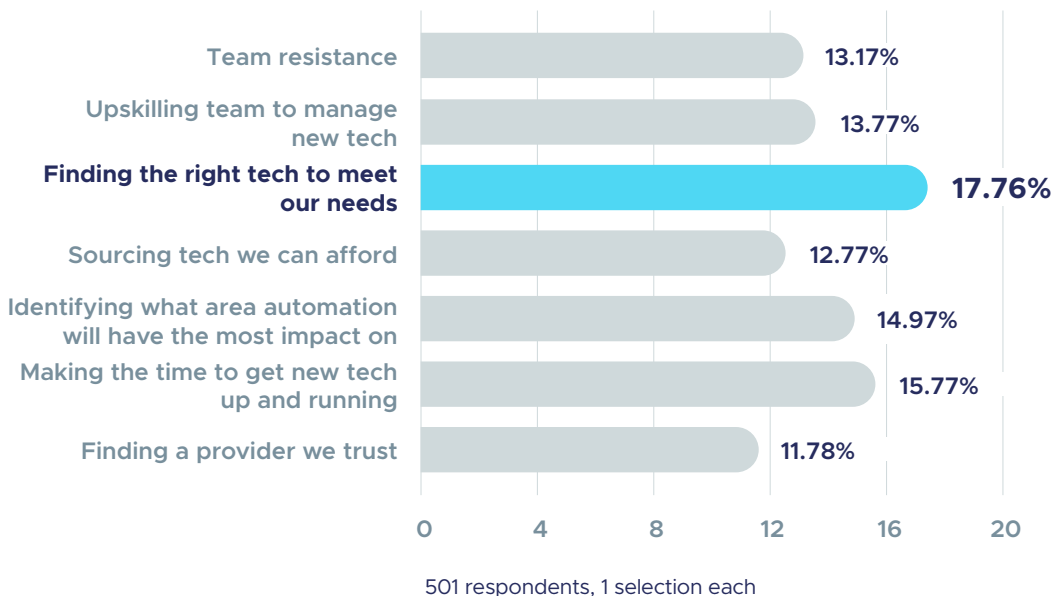


CFO challenges around automation

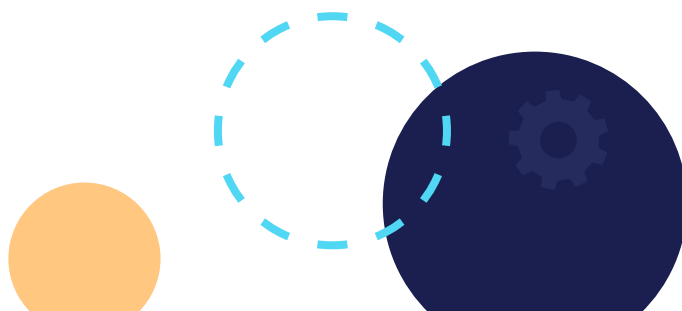
For many CFOs, their biggest challenge when trying to automate aspects of finance is **finding the right technology** to meet their needs (17.76% of respondents). Given the plethora of fintech currently on the market, this challenge needs to be probed to understand what lies at its core:

- Does the technology not exist?
- Are the solutions that are available too expensive?
- Is the tech aimed at larger or smaller organisations?
- Is the organisation being too specific in what it needs?

What's your biggest challenge when trying to automate aspects of finance?



The second top challenge that CFOs listed when trying to automate aspects of finance was having the **time to get new tech established**. This is a classic case of, 'A stitch in time saves nine'. The sooner a finance department gets on top of its automation needs, the easier it will be for them to stay up to date with the latest fintech on the market, and to remain competitive with other organisations.



Managing team resistance

If team resistance is your biggest challenge when it comes to automating finance, Chris Chan CA, Financial Controller at Fitstop has some advice:

‘I’ve always had a rule for all my teams: if a task is really unpleasant, find a way to automate it. So, I get my team onboard with the idea of automation and I haven’t had issues implementing it with my teams. I also stress to them that the more manual things are, the riskier they are. This helps to get support for automation, too.’

Tyler Caskey, Partner at TheBeanCounters recommends:

‘Try to get a group of people to start talking positively about your new finance automation tool, starting with yourself, perhaps your accountant, and then two or three others. Drop a name with positive feedback at a board meeting or something like that. Because if you’re just standing there by yourself saying, “I want to save myself time,” the likely push back you’ll get is, “But this is what you’re paid to do”. A groundswell of support is really important to get a new system going.’

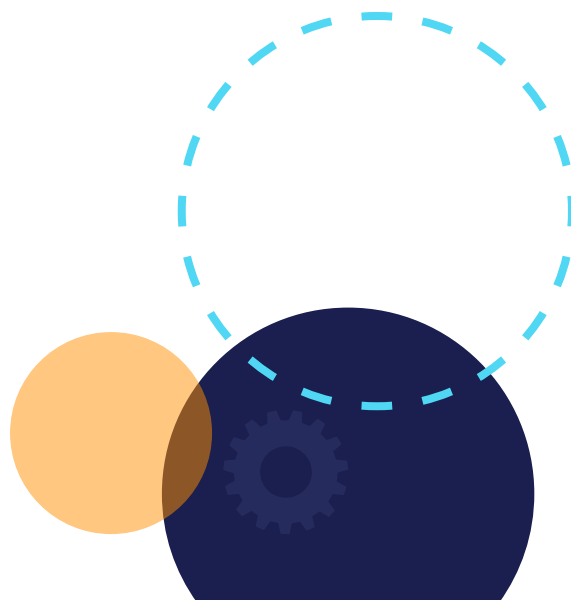


Darrin Day, Finance Manager at the Infoxchange Group states:

‘To get staff to cooperate with a new system, they need to be part of the solution, rather than changes being forced on them. Staff need to understand the rationale and benefits of change.’

Matthew Larkin CA, Financial Strategy Manager, Superhero says:

‘Implementing DiviPay was easy. We were solving a pain point of staff reimbursements while saving time. It was a win-win for everyone.’

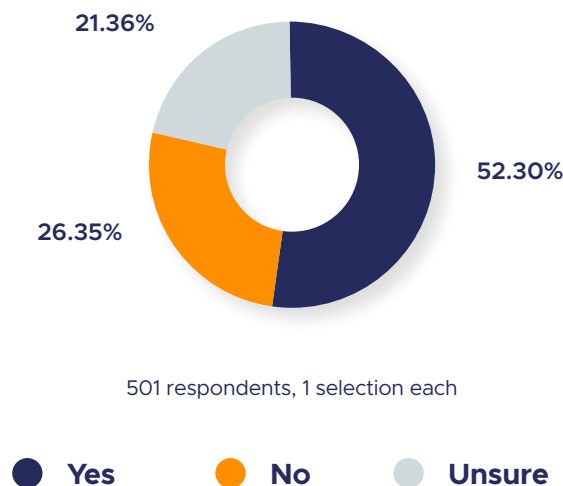


Is money being wisely spent on automation?

Paying for any sort of technology that isn't being used sets a dangerous precedent. It makes it so much harder to get future tech projects across the approval line when past solutions have proven wasteful.

Worryingly, **52.3% of surveyed CFOs say that yes, their finance team currently pays for finance automation tools that aren't being used.** And if this is happening to finance, whose job it is to spend money wisely, how much wastage is then going on in the rest of the organisation?

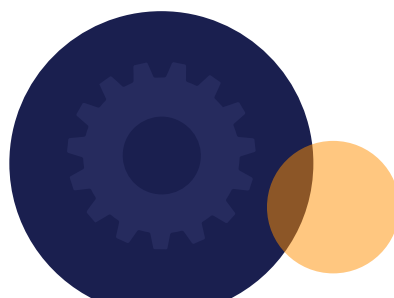
Does your finance team currently pay for finance automation tools that aren't being used?



A simple way to eliminate wastage on fintech is to have clear visibility of what's being paid for.



[DiviPay's subscription management](#) tool helps organisations stay on top of their tech stack by giving business leaders a clear view of all the subscriptions the organisation is paying for. This insight can then be used to decide whether a tool needs to be better utilised or dropped from the techstack in favour of something more suitable.

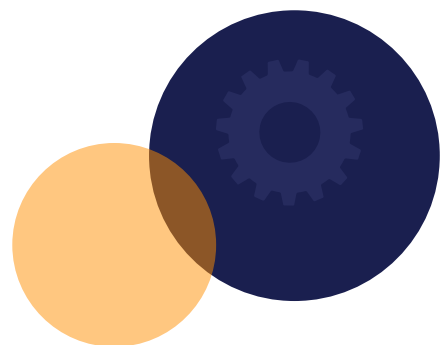


Soonah Walkom, Outsourced CFO at Astute Administration Services advises that businesses should be regularly reviewing all of their automation tools:

‘A key part of my role is to help businesses look at their profits. Instead of this always being about increasing sales, I get them to think about expenses. And one of the big areas that we look at is subscriptions. It’s really easy now to just subscribe to lots of things. But it’s so important to revisit subscriptions on a regular basis because these expenses seem to jump quite high.’

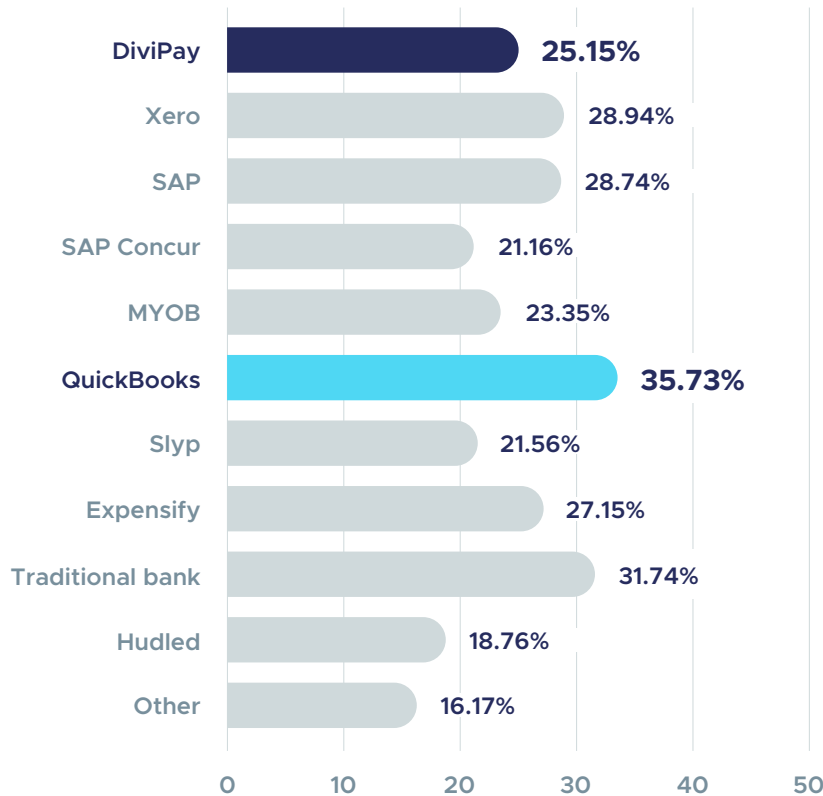
Russell Colbourne FCCA GAICD, CFO at CFO Centre Australia observes that there might now be one solution instead of using many systems that have been added over time:

‘I’ve found some businesses are using half a dozen systems, put in place over the past 10 or 15 years, but they can now be replaced by one – or a few – key piece of software. What I find very interesting is that if an organisation has spent the money on software, they seem to think they’ve made the investment, and that they don’t need to review or change things going forward. But often there’s a new, superior, brighter thing out there that would serve them better.’



What does the fintech stack look like for CFOs?

What finance automation tools do you currently use?



501 respondents, multiple selections

With so many fintech solutions available on the market, organisations might sometimes struggle to know what's right for them.

Russell Colbourne FCCA GAICD, CFO at CFO Centre Australia, counsels:

'I like to frame discussions about implementing systems with finance teams, not as a single one-off process, but an ongoing endeavour. They'll regularly need to review what they've got, thinking about the future and where the company is going, checking their tech back against their strategy, and then buying and investing in the systems that will help execute that strategy.'

Why automate expense management?



The benefits of automating expenses

CFOs showed their strategic thinking when selecting what aspect of automating expense management they find the most attractive.

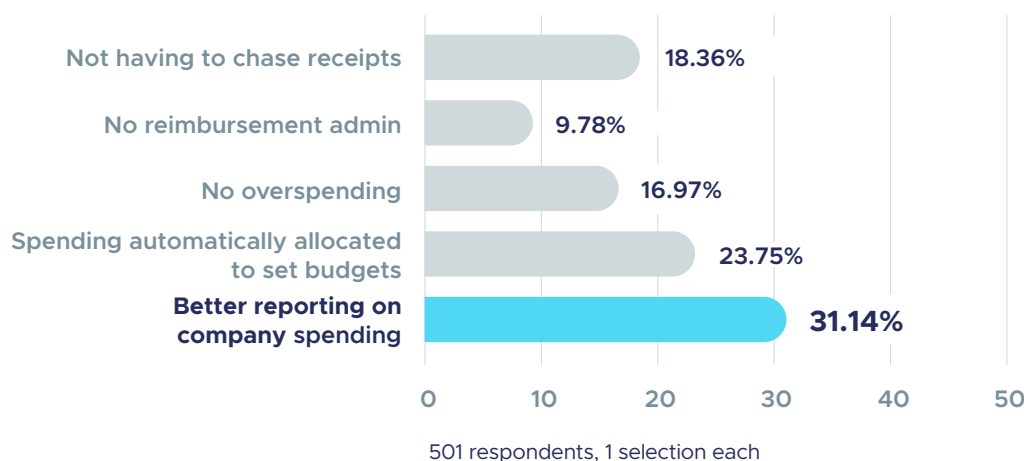
The top response (31.14%) was **better reporting on company spending** (improving reporting is a common reason for organisations to take up new technology).

As Cait McGowan, CFO for Global Operations at High Rock Accounting states:

‘A financial software’s level of detail is important to us. We need to be able to provide audit trails and insights to the business, as well as drilling down into an individual transaction if necessary, without having to dig around too much.’

Efficiency was then a consideration. 23.75% of CFOs selected spending being automatically allocated to set budgets as the most attractive aspect of automating expense management, and 18.36% chose not having to chase receipts.

What aspect of automating expense management do you find the most attractive?

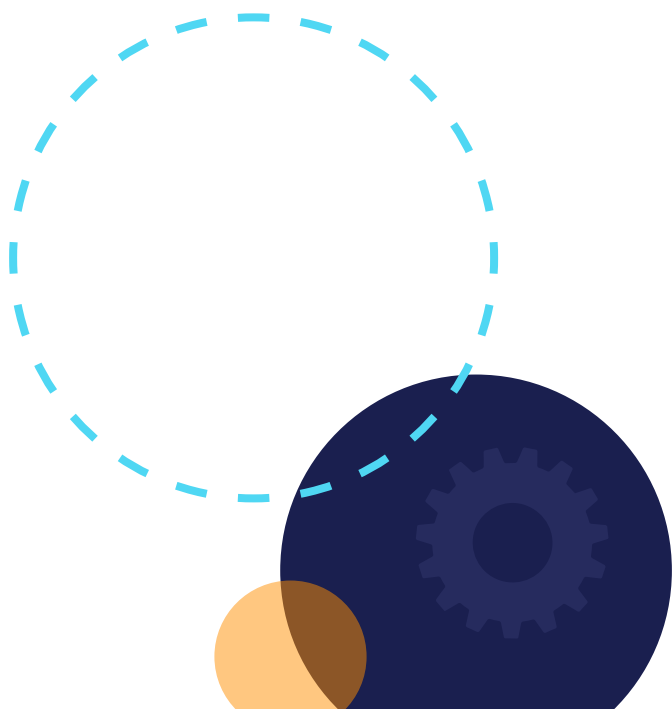


Alex Millar CPA, Co-founder & CEO for Hudled says:

‘Our investment in virtual cards over the last 18 months has been hugely valuable. We set dedicated budgets for each team, and we encourage employees to create a dedicated card per SaaS tool they sign up for. This gives me greater control and it also prevents us being charged for things we aren’t aware of.’



Countries where the top response differed from the whole survey pool include Singapore, which selected **not having to chase receipts** as the most attractive aspect of automating expense management. **No overspending** was the UK’s most attractive aspect, and Australia’s was spending being **automatically allocated to set budgets**.



Some final words on automation

Russell Colbourne FCCA GAICD, CFO at CFO Centre Australia:

'I couldn't actually do the job I have today without automation. I'm able to work with four different companies across a week, spending limited time with each, because of automation. I couldn't do it the old fashioned way – there simply wouldn't be enough time. And I think that's part of the gig economy ... the gig economy is only here because of automation. It makes me so much happier that automation is here, because otherwise I wouldn't be doing a role that I enjoy so much!'

Chris Chan CA, Financial Controller at Fitstop:

'Automation has definitely made me and my team a lot happier. I can't imagine life without it. One thing I would also like to recommend is that, as leaders, we have to show finance professionals who are used to demonstrating their value through 'tick and bash' work how to add value in other ways. I think it's on me to teach my staff who feel like this that there's a better way to work, that the finance profession doesn't have to be about the hard slog and that there's so much more we can do!'

Matthew Larkin CA, Financial Strategy Manager, Superhero:

'Automation is essential at Superhero as it allows us to use our time more effectively. By automating finance processes such as expense reporting, accounts payable and bank reconciliations, we're able to use the time and resources it previously would have taken and put this into growing our business. The costs we've saved through automating financial processes are then able to be reinvested into enhancing our product suite for customers.'

Rob Brint CA, Principal at Outsource CFO:

‘Finance automation has created efficiencies for both practitioners and business finance teams. It is also an enabler that supports the commoditisation of a number of finance services. It creates a level playing field as it allows small business access to tools that were previously reserved for big business with large IT development budgets.’

Alex Millar CPA, Co-Founder and CEO for Hudled:

‘Finance automation takes many shapes and ultimately, every finance team must invest in some way. Centralising your invoices and expense reimbursements through one tool e.g. Dext, DiviPay, Hubdoc etc. saves you many hours come audit time. Personally, I’m very for automation (like most people), but the challenge is always *when* to make the investment.’

Cait McGowan, CFO for Global Operations at High Rock Accounting:

‘It doesn’t matter the generation, it doesn’t matter the industry, everyone’s goal is to work less, spend less and earn more, right? The human centric approach, which is becoming such a widely accepted concept, is that a happy employee equals a more efficient employee. More efficient work equals higher dollar value, more dollar value equals a more profitable business. Ultimately, by implementing efficiencies and automation, I can focus on the things I enjoy and where my passion lies.’

Resources

[Adecco's report: Humans versus Robots](#)

[AI, automation, and the future of work: Ten things to solve for](#)

[Bots, algorithms, and the future of the finance function](#)

[Economists Pin More Blame on Tech for Rising Inequality](#)

[Five Ways Automation Can Help Businesses And Society](#)

[Jobs lost, jobs gained: What the future of work will mean for jobs, skills, and wages](#)

About DiviPay's survey

DiviPay surveyed 501 female and male CFOs, from Australia, UK, Hong Kong, Indonesia, India, Japan, Malaysia, New Zealand, Philippines, Singapore, and the US. The respondents were from organisations ranging in size from 1 to 5,000+. The survey was conducted in January 2022.



DiviPay



Get in touch

Got a query? Or want to know more about the **DiviPay** platform? Drop us an email.

info@divipay.com

www.divipay.com

DiviPay is an all-in-one digital corporate card and expense management platform that enables finance teams to better manage, control and streamline spending across their organisation. DiviPay's easy-to-use web and mobile app comes with instant virtual expense cards, bill pay, card controls and budgeting, a real-time transaction feed, automated expense reports, powerful accounting integrations, subscription spending management, reimbursements and exclusive rewards. Businesses have used the DiviPay platform to process over \$110 million in business payments.

ABN 39 617 434 607

©DiviPay 2022

February 2022