

# AI-Accelerated Finance Transformation

The role of the CFO has evolved significantly. From financial expertise to strategic decision-making, risk management, and stakeholder engagement, today's CFOs must possess a diverse skill set to navigate complex business landscapes and financial and regulatory environments. As technology drives business innovation and transformation, finance leaders are now tasked with a packed agenda that requires a blend of business acumen, strategic insight, and technological proficiency. Embracing this new mandate, CFOs are positioned to drive smarter decision-making and enable their companies to thrive in an ever-changing environment.

## What's keeping a CFO up at night?

- ⊙ Balancing cost-cutting and growth investments: Reducing costs while investing in growth opportunities.
- ⊙ Navigating regulatory changes: Keeping up with evolving financial and regulatory environments.
- ⊙ Driving sustainability initiatives: Aligning profitability with sustainability goals.
- ⊙ Enhancing data-driven decision-making: Leveraging data and predictive analytics to make business decisions.
- ⊙ Embracing technology: The adoption of new technologies like AI and cloud computing to improve efficiency.



**Copilot** is a vital enabler on the journey towards **Autonomous ERP**

## Copilot can:

- ⊙ Integrate multiple sources of internal and external data sources to generate contextual insight.
- ⊙ Automatically execute labour intensive tasks.
- ⊙ Generate summaries of data and documents.
- ⊙ Create professional content and communications.
- ⊙ Perform editorial and quality control roles.
- ⊙ Offer direct, in-application support, guidance and prompting.
- ⊙ Advise on best practice and generate creative solutions to problems.

## Financial Planning and Analysis

Copilot can enhance analytical capabilities and improve efficiency of the FP&A function by:

- ☑ Automatically analysing variances inside familiar tools such as Excel and PowerBI.
- ☑ Spotting trends in historic data and intelligently highlighting important data points.
- ☑ Combining third-party input with existing business data to generate context-aware insight and improved forecasting accuracy.
- ☑ Automating the production of report packs and professionally written commentary.
- ☑ Integrating multiple data sources into existing communication tools such as Teams, as well as facilitating, recording, and summarising meetings.

## Reconciliations

Copilot can safeguard and automate traditional finance reconciliations by:

- ☑ Automating the analysis and reconciliation of subledger and corresponding general ledger balances in purpose-built workspaces.
- ☑ Providing recommendations on issues and executing self-learnt resolutions.
- ☑ Automatically tracking point-in-time periodic balances and actions taken.

## Accounts Payable

Copilot can automate labour-intensive aspects of the purchase invoicing workstream by:

- ☑ Intelligently capturing and coding invoices, automatically matching to purchase orders, and initiating workflows.
- ☑ Self-learning how to handle exceptions investigating root causes of mis-matches.
- ☑ Intelligently automating transaction settlements.



## Accounts Receivable/Collections

Copilot can streamline the collections process by:

- ☑ Combining insight on company policy and customer information to automate the creation of written collections letters.
- ☑ Assisting collections clerks with live information and scripting during customer calls.
- ☑ Generating professional written communications with embedded data.
- ☑ Automatically recording, recalling and analysing collections history.

## Globalisation

Copilot can safeguard ongoing compliance in supported regions through:

- ☑ Automating the creation of electronic reporting datafiles and reconciling declarations.

## Growth and Profitability

Copilot can identify opportunities to optimise and grow a business through:

- ☑ Identifying cross-sell and upsell opportunities within the existing client base, based on analysis of business data.
- ☑ Categorising clients based on costs-to-serve, willingness to pay, industry, size and needs, to help business tailor their approach to the market.
- ☑ Identifying areas for expansion based on multiple inputs of data such as corporate strategy, organisational strengths and weaknesses, internal business data, external market and demographic analysis.
- ☑ Automatically identifying over/underperforming regions, departments, services, products and resources, and generating creative actions.
- ☑ Identifying process bottlenecks and inefficiencies and suggesting improvements.



## Recruitment and Retention

Copilot can assist with attracting and retaining the best staff by:

- ⌚ Automating the generation of professional quality job descriptions.
- ⌚ Suggesting interview questions and identifying the best candidates in the recruitment process.
- ⌚ Creating new roles and opportunities for finance team members in data sciences and analytics, AI strategy and consulting, algorithm development, prompt engineering, customer experience, and AI ethics and compliance analysis.
- ⌚ Significantly reducing burdensome administration time to free up Finance team members to partner with the business in more challenging and rewarding ways.
- ⌚ Implementation of new technologies such as AI presents an opportunity to upskill the current workforce in line with the latest technology and industry best practice.

## Client Focus

Most businesses must adapt to evolving market dynamics and changing client needs. To help an organisation maintain agility in its marketplace Copilot can:

- ⌚ Analyse an organisation's service offerings, client base and positioning and can interactively explore strategies to optimise an organisation's positioning in its market.
- ⌚ Improve customer satisfaction through proposing best practices in service delivery, project management, and customer experience. Copilot can assist with a focus on providing innovative solutions and compelling value to clients.
- ⌚ Assist in categorising and segmenting an organisation's client base, considering various criteria to help tailor their approach to different client types.
- ⌚ Act as an editor to ensure quality output in deliverable documentation and communications with customers.



## Organisations that are looking to deploy AI-accelerated finance solutions must overcome numerous challenges:

### User Readiness

The impact of integrating AI capabilities on roles and individuals within the organisation on processes and users must be considered. Are users knowledgeable about how to make best use of new technology and do they understand how their roles may need to change?

### Regulatory Compliance

Copilot's actions could inadvertently violate data protection regulations (such as GDPR). Organisations must ensure compliance.

### Data Structure and Solution Landscape

To make best use of Copilot and AI innovation in general, organisations need to have appropriate solutions, applications and data structures in place to provide a foundation of information for AI to work with.

### Misuse or Misrepresentation

There's a risk of Copilot generating incorrect or misleading content. In the early days of AI deployment, human oversight is crucial to validate responses.

### Data Security and Privacy

Copilot interacts with sensitive data within Microsoft Dynamics 365. Ensuring proper data hygiene and sensitivity labelling is critical. Organisations need to strike a balance between granting access to Copilot and safeguarding data.

### Dependency on Copilot

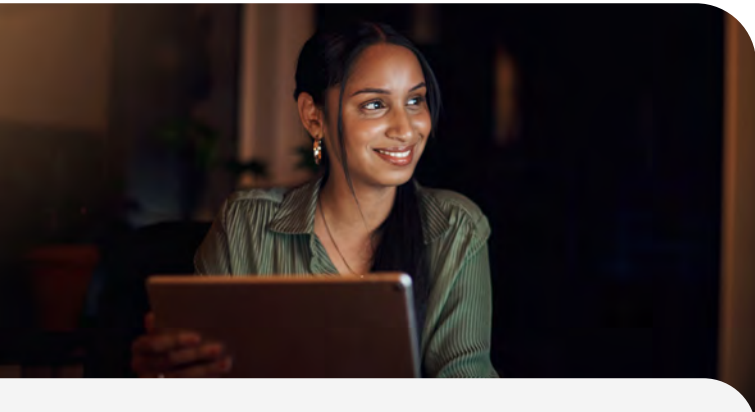
Overreliance on Copilot without critical thinking could lead to misinformation or poor decision-making.

### Overly Permissive Access

Copilot may have broader access than necessary. Robust access controls and permissions are essential to prevent unintended data exposure.

### Integration Challenges

Integrating Copilot seamlessly into existing workflows and processes requires careful planning and change management.



## What can Hitachi Solutions do?

- ☑ Identify bite-size areas for implementation of AI-accelerated solutions. Enhancement of existing processes could represent immediate, easily achievable gains.
- ☑ Assist with developing AI adoption roadmaps, to enable organisations to visualise and plan for longer term gains.
- ☑ Assist with assessing readiness, planning change, educating, and managing adoption.

## Copilot deployment activities could consist of:

### Solution readiness

- ☑ Business process analysis and re-definition.
- ☑ Identifying and understanding business needs that can be enhanced through AI.
- ☑ Mapping needs to functional areas of solution that can be enabled with Copilot and AI.

### Technical readiness

- ☑ Enabling Copilot and deploying foundational tools such as Project Ops, BPA, BPP.
- ☑ Configuration of Copilot studio/copilot bots.
- ☑ Licencing guidance.
- ☑ Data structuring/re-structuring.
- ☑ Security audit and reconfiguration.

### User readiness

- ☑ AI adoption readiness assessment.
- ☑ Change messaging.
- ☑ Direct education and functional training.
- ☑ Adoption support.
- ☑ Stakeholder management.

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