

wipro

# CFO ++

The Future Of CFO: Beyond Finance



# Horizon Shifts.

Strategy is "here & now" vs 10 ring binders and 5-year plans. Thinking strategically still has a place, but distancing such thinking from the value of real time action and operational on-goings is to deny the production of insights that can be important to survival and growth.





**70% of CFOs  
are now shouldering  
responsibilities  
beyond Finance.**

What strategies are CFOs adopting to deliver more enterprise value.

**53% Drive Digital**

aim to accelerate digital transformation with data analytics, AI, automation, and cloud solutions.

**61% Mitigate Risk**

of finance leaders and professionals rate data security and privacy as a high priority for the coming year.

**85% Re-engineer Strategy**

of FP&A leaders are prioritizing redefining the strategy for planning, budgeting, and forecasting.

**77% Focus on Talent**

of CFOs report that a lack of technical skills within finance is a critical reason their function has not yet adopted AI.

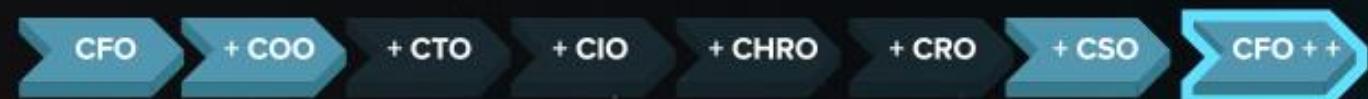


# The Evolving Role of the CFO.



## Leading Strategy

Steer strategy through cross-functional collaboration, leveraging forecasting, predictive modeling, and business intelligence, while championing cost management and enterprise-wide scenario planning.



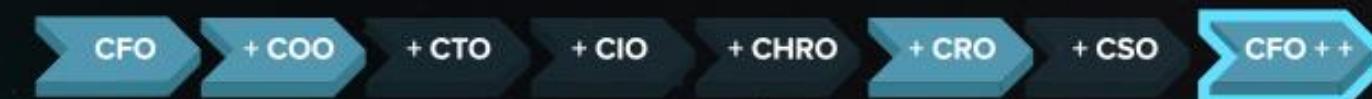
## Driving Digital

Champion digital strategy by linking tech investments to clear business value and tangible outcomes while mitigating digital risks and embracing emerging technologies to create new opportunities.



## Building Resilience

Navigate beyond compliance, orchestrate enterprise and business risk management by addressing financial, supply chain, and governance risks, integrating sustainability for future value.



## Shaping Workforce of the Future

Nurture talent and pilot digital change by promoting adaptability, articulating a clear vision, forming robust alliances, and setting an example. This enables teams to embrace transformation and meet strategic objectives.



# Leading Connected Strategy.

Insights aren't just collected but effectively communicated.

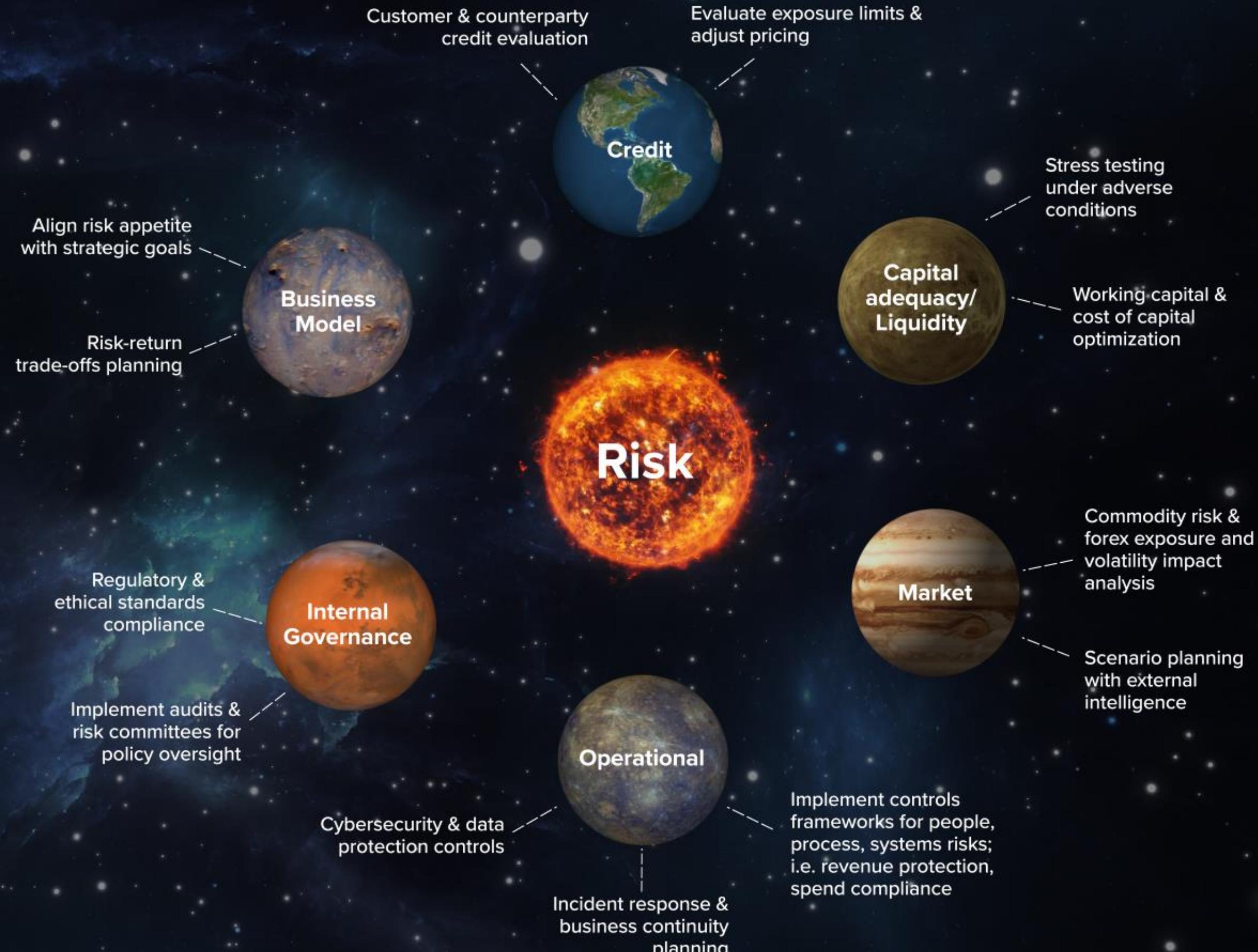
Information syndication is not merely to inform but to inspire action, drive change, and foster a culture of informed decision-making, turning individual efforts into a collective force.

Technology is used not as a crutch but as a catalyst, ensuring that analytics processes are resilient, adaptable, and aligned with the broader context in which the organization operates.



# Building Resilience.

Beyond compliance, CFOs tackle strategic gambles and external shocks by fostering discussions on risk interactions. Through connected data & using advanced technology, scenario planning, war-gaming, and stress testing, they transform risk management into a proactive and strategic endeavor.





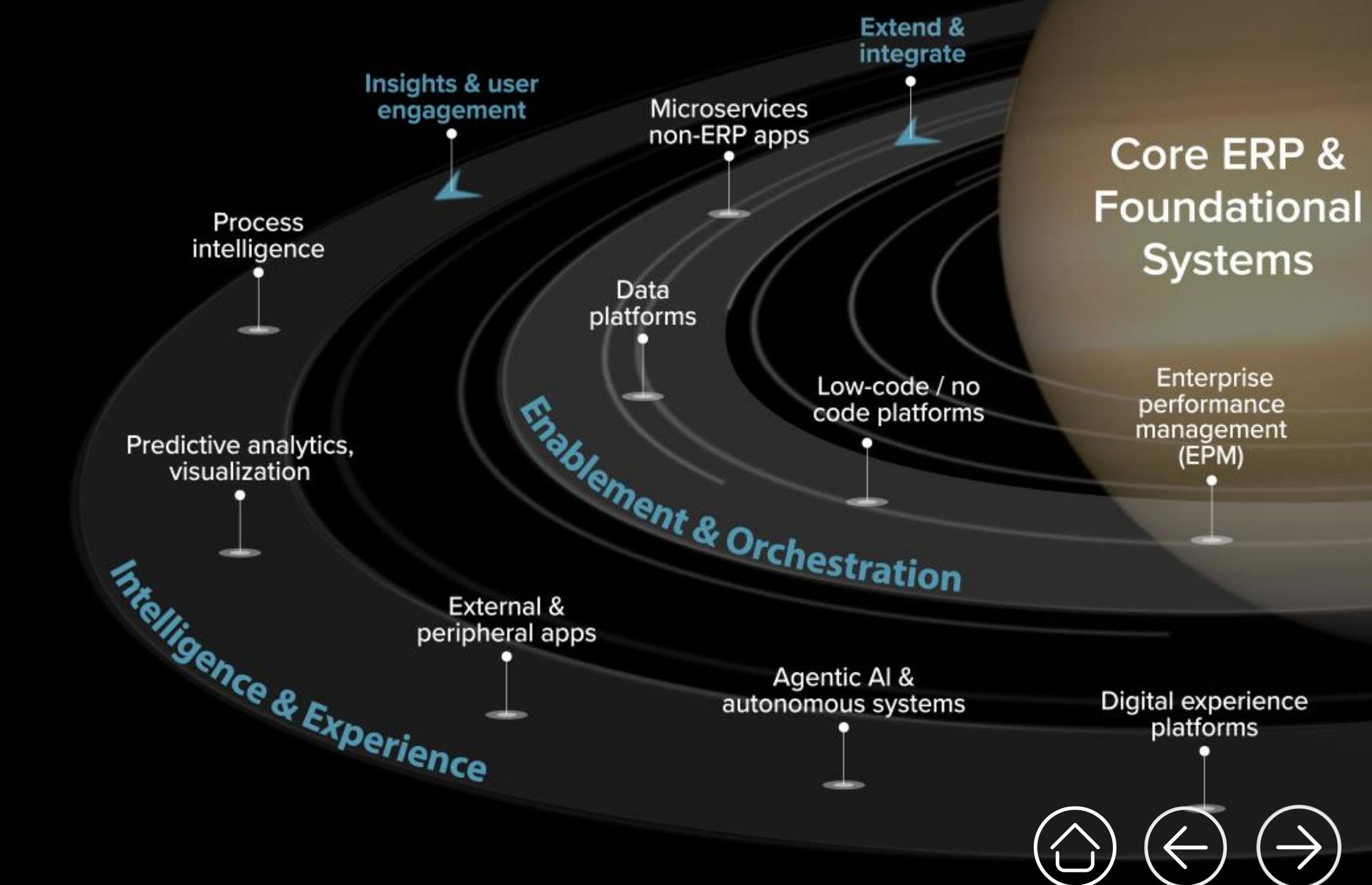
API - first architecture

Security & Governance:  
IAM, audit, compliance

Sustainability &  
ESG Tracking

# Driving Digital Strategy

Co-architect enterprise-wide digital infrastructure from static ERPs and siloed workflows, giving way to intelligent, integrated, connected technology fabric. GenAI, Agentic AI, and real-time data orchestration redefine how the business operates. End-to-end transformation—not isolated pilots—unlocks exponential value, positioning CFOs as stewards of scalable, trusted, and future-fit digital ecosystems.



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## Digital Marketplace & Management

Curated & connected quality data & information marketplace from internal & external sources, from structured or unstructured inputs.

## Speed to innovate

Efficiency in "concept to execution" & "request to production", MVP mindset, iterative, fail fast, flow design, systems thinking.

## Composable Architecture

From rigid stacks to fluid AI-infused platforms, ready to adapt continuously to business changes and evolution.

## Connected Enterprise

Real-time, cross-functional and cross-system orchestration from insight to action at the speed of intent.

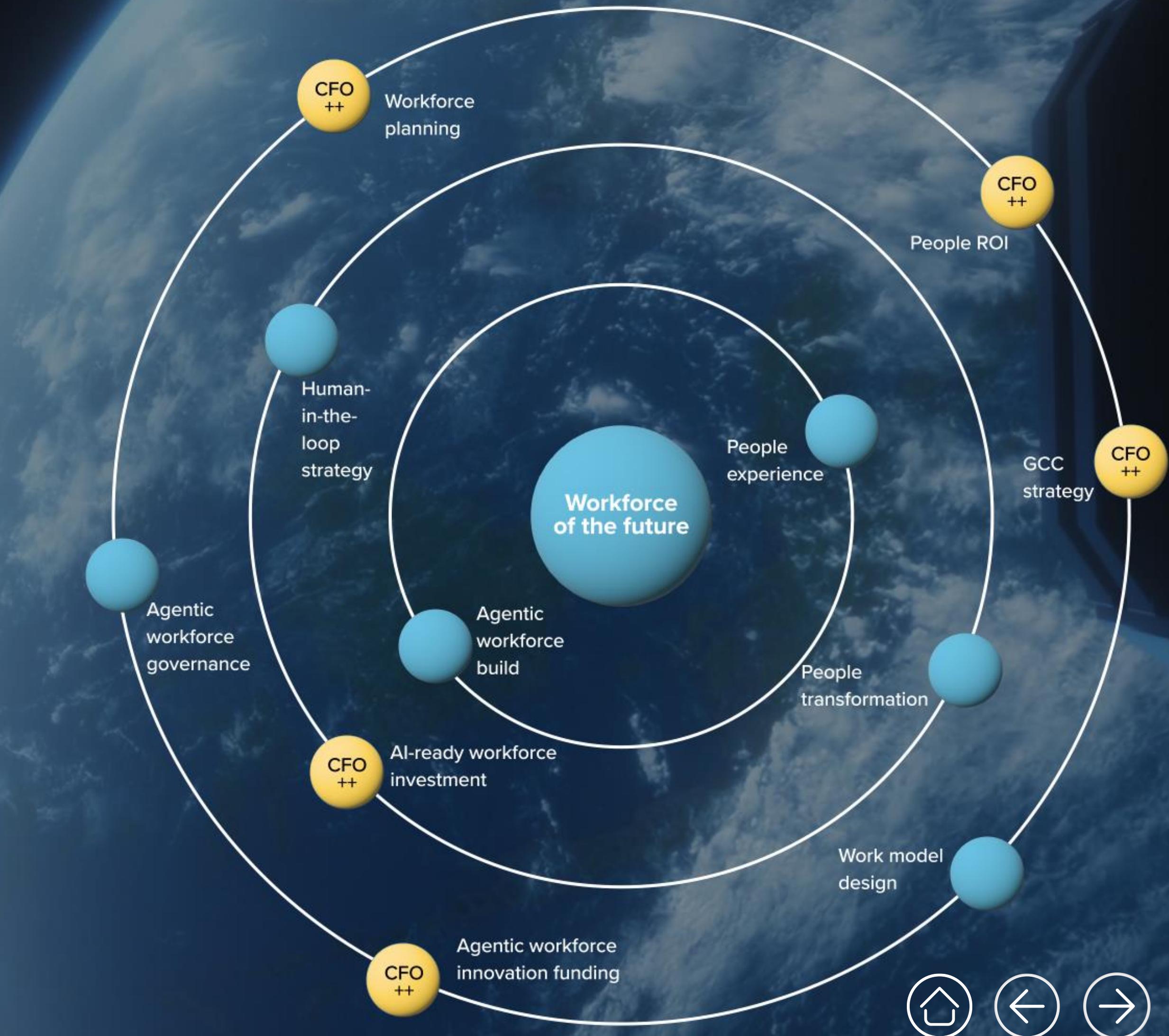


# Shaping Workforce of the Future.

Championing AI in the finance office & expanding to other enterprise functions. Fund experimentation, rethink structures, and drive skill-building at scale. Turn curiosity into capability, backing blended teams and AI fluency as core to how work gets done. It's not about adoption—it's about acceleration.



CFO collaborating with CHRO, CSO & CIO



# CFO ++

## Addressing Impact Areas.

Value realization- beyond the CFO office.

**>4-6%**

### **Sustainable Growth**

Improve forecasting accuracy, optimize pricing strategies and monetize ESG impact.

**~5%**

### **Free Cash Flow**

Accelerate revenue, rationalize supplier terms and optimize material resource planning.

**2-5%**

### **Revenue Protection**

Customer loyalty, operational risk management and improving sales conversion.

**>2%**

### **Margin Improvement**

Optimize COGS, optimize inventory and improve fixed assets turnover.



# Zooming in some examples.

## 5%

### Revenue increase

by using ML driven “Adaptive Pricing” from own and competitor pricing & reviews.



\$9 Bn revenue US automotive after market parts provider

## €500Mn

### Working capital savings

through end-to-end O2C process re-engineering.



Global B2B Telecom provider – Fortune 500 company

## \$49Mn

### Revenue protection

Chargeback recovery & prevention through digitization, automation & analytics.



\$85Bn revenue Japanese electronics MNC

## 1-3%

### Margin increase

using ML-based revenue forecasting and generating insights around discounts, inventory & promotions.



170-year-old, established Global Fashion brand



# Clients Speak.

Alcatel-Lucent



## Empowering Global Growth

“Wipro has been a pivotal partner in ALE's journey towards international success and operational excellence”

Chief Financial Officer

NOKIA



## AI-powered partnership

“Wipro is investing more than \$1 Bn in R&D, in AI, and from a Nokia perspective it's important to have a partner that is invested in the early development, to make GenAI as a reality”

Former CTO & VP – Business Services

VALARIS



## Customer Service Focus

“We have been really happy with the work done with Wipro over the last 4 years, and that's a key reason for our decision to extend it for another six”

VP for Strategy & Sustainability

FALCK



## Superb cooperation

“Wipro is helping us build tremendous transparency in our processes with a lot of capabilities in digital technology”

Head of Finance Operations and Global Procurement



# Deep Space.

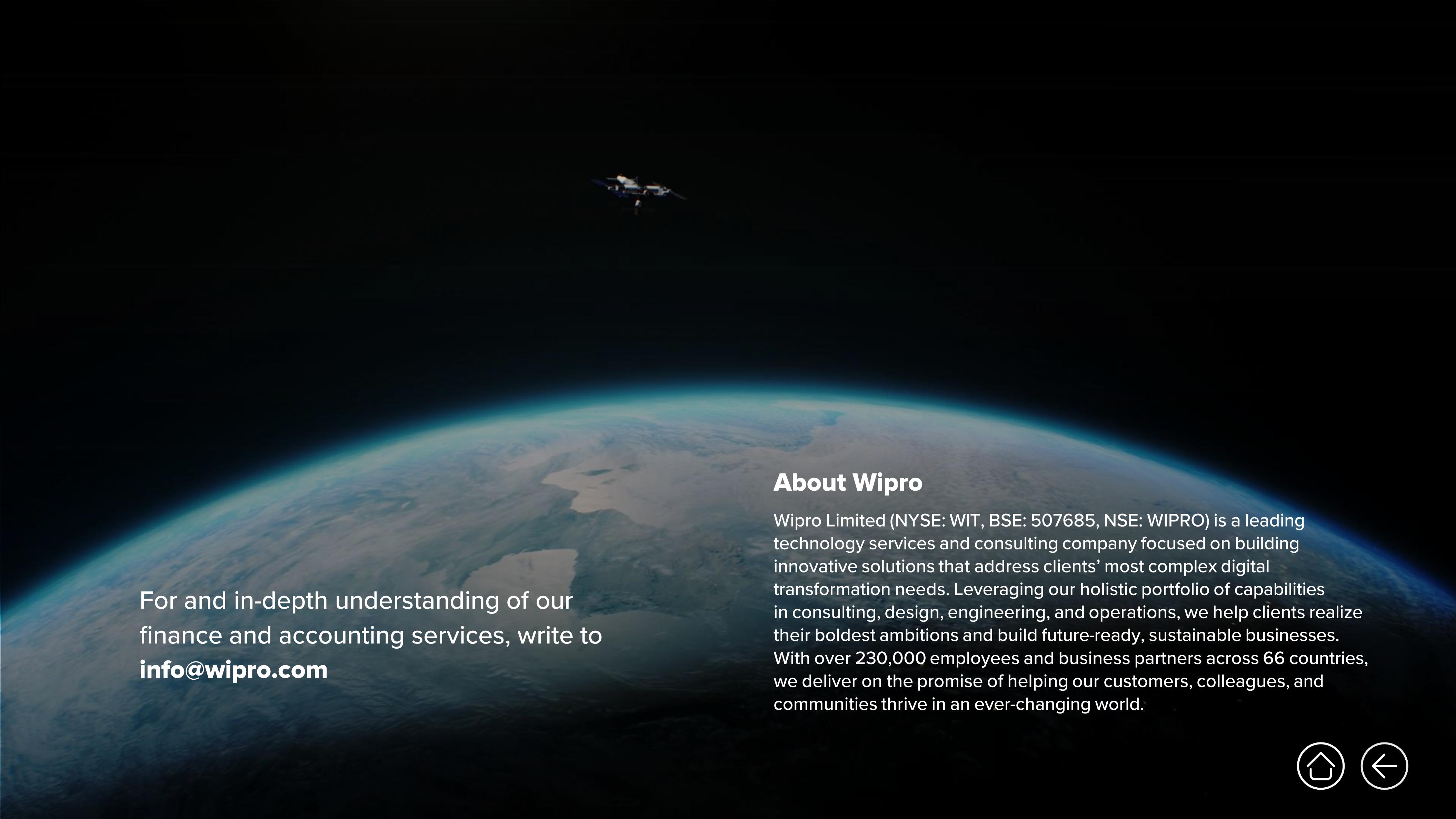
Wipro has been at the forefront of IT services capabilities for over 4 decades. Through Wipro Intelligence™ suite of AI-powered platforms, solutions, and transformative offerings we have designed and enhanced our finance and accounting solutions, becoming one of the pioneers in this domain. We are among the top 10 companies in the world offering robust finance and accounting process services and solutions that cater to diverse industries.

**220+**  
F&A Customers

**1,200**  
AI Solutions & Accelerators

**100%**  
Leadership position across  
Analyst Reports for Finance  
Transformation





For an in-depth understanding of our  
finance and accounting services, write to  
[info@wipro.com](mailto:info@wipro.com)

## About Wipro

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