# The Future of Finance Functions

**Taimur Abdaal**
CEO @ Causal

# The Status Quo

### Cryptic Financial Modelling

Corporate model is centrally owned in Excel/Google Sheets

### Manual Data Load and Transformation

Data updated once a month using manual CSV exports/imports

### Surface-level collaboration

Finance teams hand-hold department heads with 1:1 meetings to answer basic questions

### No Process Management

Project managing via slack and email extends processes and increases risk of missed deadlines

### No Security and Data Control

Emailing reports and budgets to users is manual and risks data breaches

The real job of FP&A:
Drive profitability and efficiency in the business.

# The Shift to Strategic Finance

## Strategic Planning

Finance teams are being encouraged to plan more frequently and more collaboratively

## Provide Insights

Generate on-demand dashboards and insights across the company

## Inform Strategy

Must have the tools and modelling capabilities to inform important decisions (pricing, offers)

## Own fundraising

Build models, data rooms and investor decks quickly and correctly

The Challenge: Many finance teams aren't armed with the tools and processes necessary to be that strategic partner

# Why is it so Important?

Make business decisions quickly

Pro-actively support business changes and growth

Empower and inform business leaders

Sell company progress and vision

The question to keep asking:
Does this task require expert judgment?

# What does future state look like?

Automation of all manual tasks (reporting/analytics) → Reduce risk of manual errors and improve planning/analysis ability

Department leaders own their budgets and spend → Provide secure, real-time data so finance teams can keep track of budget vs actuals and team performance

Move towards a rolling forecast planning process → Hedge against changing market conditions by empowering company wide, connected planning

Proactive, not reactive finance teams → Finance teams time are freed up to analyze and provide recommendations on the direction of the business
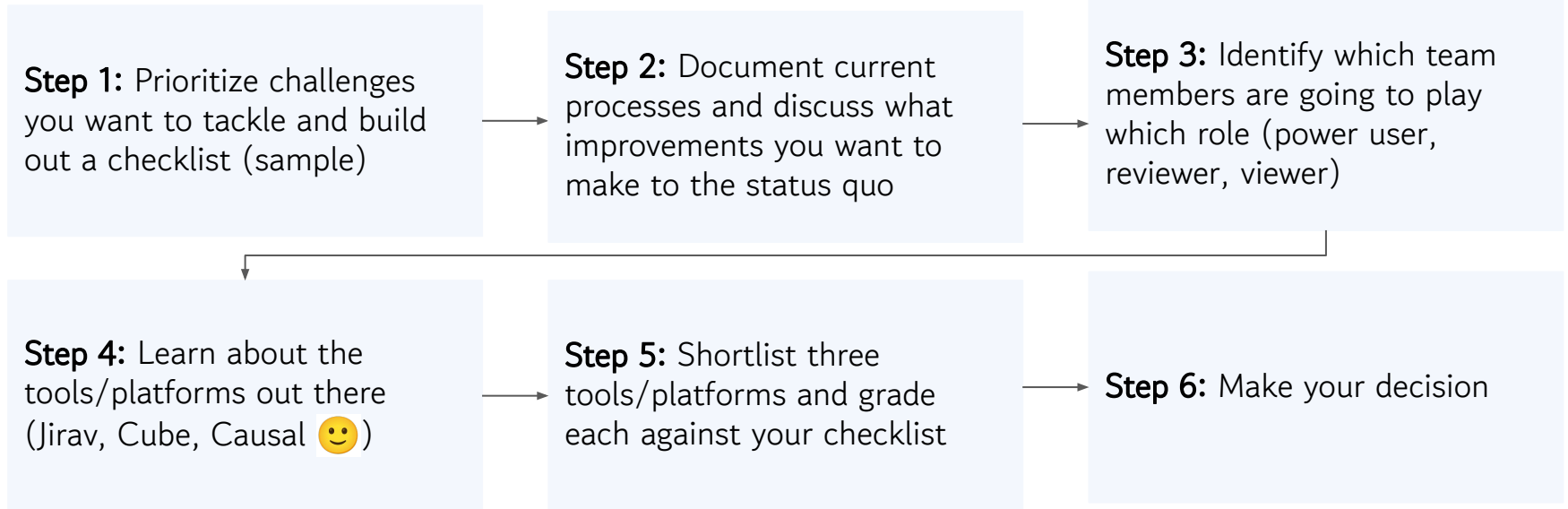
The work flywheel:
The more low-value work you do, the more you'll get.
The more high-value work you do, the more you'll get.

# How do you make the transition?

**Step 1:** Prioritize challenges you want to tackle and build out a checklist (sample)

**Step 2:** Document current processes and discuss what improvements you want to make to the status quo

**Step 3:** Identify which team members are going to play which role (power user, reviewer, viewer)

**Step 4:** Learn about the tools/platforms out there (Jirav, Cube, Causal 🙂)

**Step 5:** Shortlist three tools/platforms and grade each against your checklist

**Step 6:** Make your decision

Tip: Ensure you also look beyond the tool. Evaluate the quality of community and support/implementation teams

# Who we are



CAUSAL

> Causal has become a core part of our company's toolkit. The automation and visualisation features let me focus my time on high-value projects and save countless hours when building and updating models. My colleagues love the interactive dashboards, and Causal's team is great — they're super responsive and are constantly shipping new features to the product.

**DAVID KAY**
FINANCE DIRECTOR AT unmind

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PREFECT    Duffel    Life360

TAXDOO    ClassDojo    AAVE