



AI in finance

How CFOs can lead with AI


What are the characteristics of a successful CFO?

✓ Searching for: **what are the characteristics of a successful CFO**

✓ Generating answers for you...

- General management understanding
- Intensely entrepreneurial
- Thriving in ambiguity and chaos
- Risk takers as well as risk managers
- Highly collaborative

Other qualities: excellent financial acumen, honesty/integrity, balance, people skills and adaptability/flexibility/agility

 Stop Responding

 New topic

 What are the characteristics of a successful CFO?



Traditional AI



Simple model

Purpose-built
for one use

“Narrow”

Next generation AI



Massive model

Generalized intelligence
with many applications

“Generalized”

Where does opportunity sit?

Business strategy and priorities

Processes

Record to report

- General accounting
- Intercompany accounting
- Fixed Asset Accounting
- Period-end Close
- Revenue recognition
- Financial & Statutory reporting

Quote to cash

- Order entry and fulfillment
- Billing
- Credit & Collections
- Cash applications
- Contact and data services

Tax & treasury

- Cash forecasting and management
- Direct taxes
- Tax compliance
- Tax reporting and statutory compliance

Planning & analysis

- Enterprise performance management
- Investment optimization
- Planning & forecasting
- External reporting
- Business development

Procure to pay

- Sourcing strategy
- Invoice capture and processing
- Disbursements
- Spend analysis
- Master data management

Risk management & compliance

- Internal audit
- Business conduct investigations
- Compliance
- Enterprise risk management
- Fraud

Data estate

Culture

AI in finance

Traditional AI examples from Microsoft

Finance process	AI integration	Efficiency
Record to report Scaling commercial contract reviews	Reads 10K contracts and provides risk scoring to tag 30% that require an assessment by a technical accountant and to zero in on flagged terms	↓ 50% less time reviewing standard contracts
Order to cash Augmenting collection prioritization	Identifies accounts receivable customers deemed high risk of delinquency then generates a prioritized workflow list to speed up cash collection calls	↑ 10% collection efficiency
Tax & treasury FX cash collection forecast	Centralizes FX cash collection forecast, frees up time for subsidiary to prepare and submit forecast, improves forecast accuracy by 6% and reduces FX impact on other income by 25%.	↓ 25% FX impact on other income
Planning & analysis Forecasting with machine learning	User-friendly tool that applies 25+ models to thousands of time series in parallel, automatically handling feature engineering, back testing and model selection to deliver results in minutes	↓ 50% less time on forecasting
Procure to pay Streamlining invoice approvals	Assigns real time risk scores in order to automate more than 1M low-risk invoices and cutting manual effort for the rest by 50%	↓ 125K hours saved per year
Risk management & compliance Journal entry anomaly detection	Machine learning algorithms built to review thousands of journal entries to detect anomalies in order to reduce financial reporting risks of fraud or misstatements	↓ 15% time savings

Where we are starting with generative AI



Summarize information

- Summarize earnings scripts to identify significant trends and highlights
- Recap meeting transcripts to capture key points and assign actions
- **Distill collection agents' call notes into actionable plans**
- Flag important terms from customer contracts related to payments, pricing, and discounts
- Synthesize complex workflow documents to highlight handoffs and commonalities



Recommend actions

- Analyze financial close variances and recommend areas of the business to investigate variance drivers
- **Define collection strategy based on customer payment history**
- Evaluate audit workpapers and resolution disputes against audit controls
- Guide users in setting up purchase orders, invoices, expenses, and payments
- Recommending policy adherence within workflows



Generate content

- Draft monthly financial close review deck and write analytical comments and insights
- Produce market sentiment analysis using transcripts from corporate earnings calls and central banking authorities
- Write contractual language based on simple notes
- **Draft collection call follow up emails in different languages with payment plans details**
- Write initial internal audit reports and investor relations earnings call scripts



Simplify tasks

- Accelerate financing requests by automating credit checks and policy reviews
- Review sourcing contracts to ensure compliance and reduce human error
- Automate Sarbanes-Oxley Act (SOX) operational controls and summarize insights
- **Prioritize collection emails, tag disputes, and identify resolution owners**
- Streamline tax and customs procedures by identifying compliance obligations from different global jurisdictions

AI in finance

Getting started

Culture • Data estate • Processes • Business strategy and priorities



Embrace agility and constant change

Foster growth mindset

Fall fast

Iterate rapidly



Continuous learning

Build AI center of excellence

Train non-technical personnel

Foster collaboration



Build required data foundation

Assemble rich training data

Assess data estate

Establish governance



Get the processes right

Return to drawing board

Stop low-value work

Reimagine ideal workflows



Focused AI integration

Improve employee experience

Boost efficiency

Mitigate risk

Resources available for your CFO and team



Learning resources

Getting started with traditional AI

- [Making Friends with Machine Learning](#)
(YouTube)
- [Kaggle Courses](#)
(kaggle.com)
- [Use AI Builder in Power Apps](#)
(Microsoft Learn)
- [Use AI Builder in Power Automate](#)
(Microsoft Learn)

Traditional AI tools

- [Microsoft Finance Time Series Forecasting Framework](#)
(GitHub)

Build with traditional AI

- [Interpretable Machine Learning - Christopher Molnar](#)
(GitHub)
- [Introduction to Azure Machine Learning](#)
(Microsoft Learn)
- [Build and operate machine learning solutions with Azure Machine Learning](#)
(Microsoft Learn)

Getting started with generative AI

- [Get ready for generative AI](#)
(LinkedIn Learning)
- [How generative AI is different than other types of AI](#)
(LinkedIn Learning)
- [How generative AI works](#)
(LinkedIn Learning)

Generative AI tools

- [What processes and products can be transformed by AI?](#)
(LinkedIn Learning)
- [What is prompt engineering?](#)
(LinkedIn Learning)
- [ChatGPT text generation](#)
(LinkedIn Learning)

Build with generative AI

- [What Are Transformer Models and How Do They Work?](#)
(cohere.com)
- [Azure OpenAI Service – Advanced Language Models](#)
(azure.microsoft.com)
- [ChatGPT Prompt Engineering for Developers](#)
(deeplearning.ai)
- [microsoft/semantic-kernel: Integrate cutting-edge LLM technology quickly and easily into your apps](#)
(GitHub)



Case studies in finance

- [Scaling contract reviews at Microsoft with Microsoft Azure AI Services](#)
- [Learning to Listen: OneFinance Improves Customer Service with Microsoft LUIS Tool](#)
- [Detecting anomalies at Microsoft with unsupervised machine learning in Microsoft Azure](#)
- [Key SOX control at Microsoft is transformed through AI](#)
- [Transforming Microsoft's audit practices with Microsoft Azure DevOps](#)

