

The connected finance professional

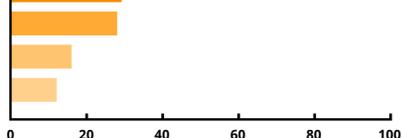
Connecting the finance professional to customers, systems and the organisation

i Human connection has proven to be a challenge during the Covid-19 pandemic, especially as 79% of finance professionals have worked from home for at least 50% of the time over this period, according to Visma | Onguard's Fintech Barometer 2021. This disconnect has naturally extended to feelings around the wider organisation, with 54% feeling somewhat connected and 12% feeling a low level of connection to their company's goals and ambitions. When you add in the challenge of remaining connected with customers and systems, it's a delicate balance to get right. Placing equal focus on each is the core ensuring the wellbeing of individuals whilst providing value to the business.

Connection with the client



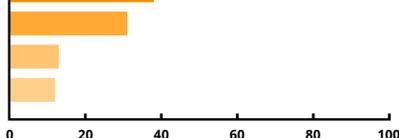
What brings finance professionals the most happiness in their working life?



- 29% creating the best solution for clients
- 28% positive feedback from customers
- 16% contact with clients
- 12% returning customers

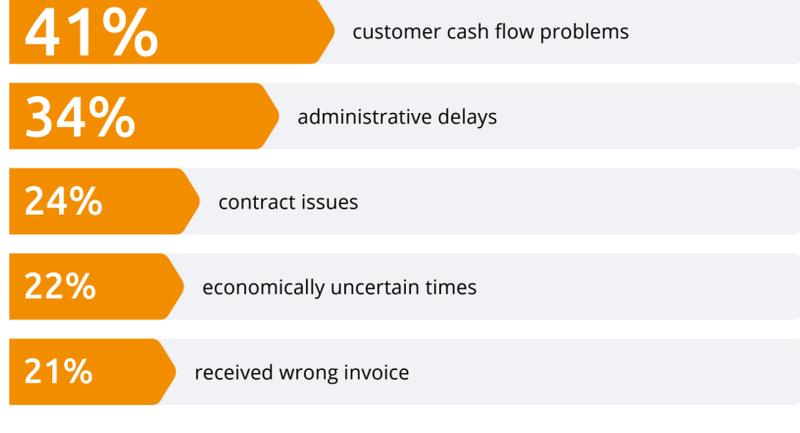


Are organisations already using fintech to improve their services or in-house processes?



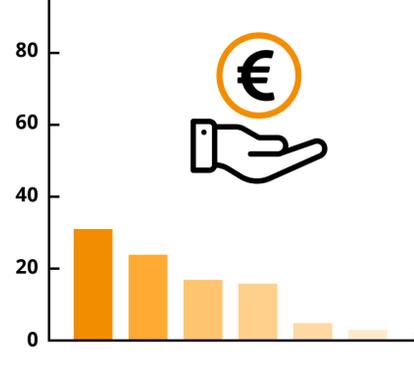
- 38% are fully engaged in the internal development of innovative financial software
- 31% are working closely with an innovative fintech start-up
- 13% do not use fintech
- 12% closely monitor developments around fintech

What are the main reasons for late payment from customers?



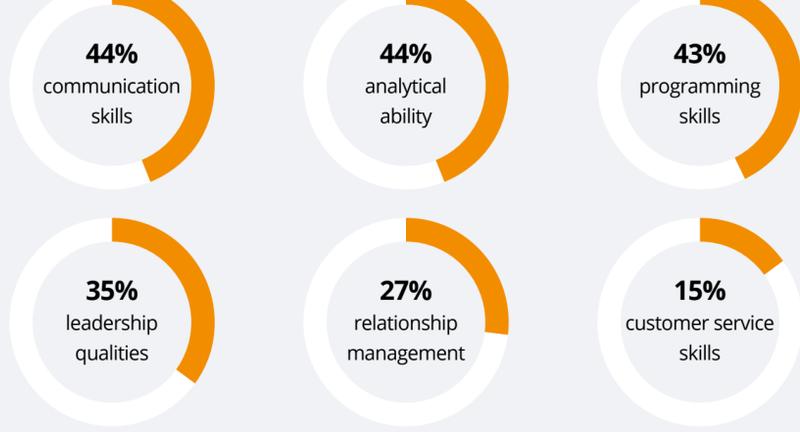
How do finance professionals work to ensure that payments are made immediately?

- 31% take a personal approach
- 24% offer a range of payment options
- 17% use factoring
- 16% call in a debt-collection agency after sending a reminder
- 5% have customers that pay periodically at fixed times
- 3% have no standard procedure

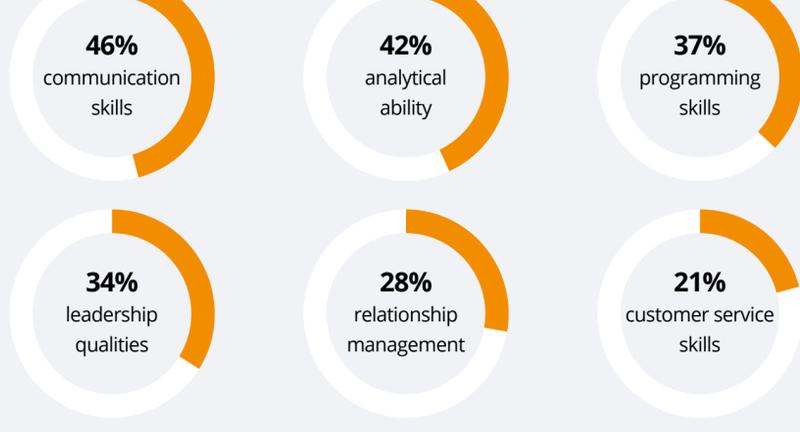


Connection with the organisation & colleagues

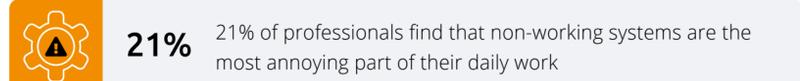
To continue to provide value to their organisation, developing skills is crucial for finance professionals. Which do they currently consider to be most important in a data-driven business?



What skills will be needed in the future?

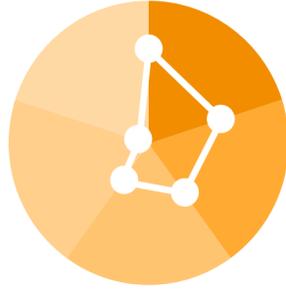


Connection with data & technology

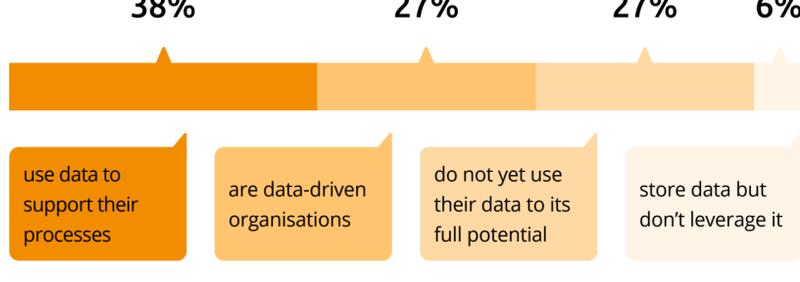


What software is currently used mainly for accounts receivable management?

- 46% Excel
- 38% special credit management software
- 30% Numbers
- 23% ERP system
- 5% no dedicated program used



How important is data within organisations?



About Visma | Onguard

The continued evolution of automation, digital transformation and customer experience are keys to a business' success. Visma | Onguard has been supporting its customers for over 25 years with advanced solutions within the order-to-cash chain. Our solutions are focused on connecting data to a single centralised platform and linking internal and external systems and services. To do this, we use intelligent and intuitive automation to deliver valuable insights. This creates an optimal connection between all processes in the order-to-cash chain. At the same time, this ensures improved and personalised communication resulting in stronger and long-term customer relationships and tangible results in order-to-cash and credit management.

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