

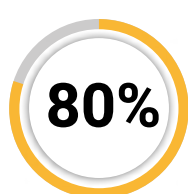
# F&A Industry Optimistic About the Use of AI



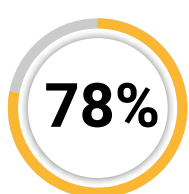
Research commissioned by BlackLine reveals that C-suite executives and finance and accounting (F&A) professionals are positive about the emergence of AI and new technologies, but many anticipate significant challenges with industry adoption.

## GLOBAL RESPONDENTS REVEAL THE EMERGING TECHNOLOGIES THAT COULD BEST HELP THEIR ORGANIZATIONS RESPOND TO UNPREDICTABLE EVENTS

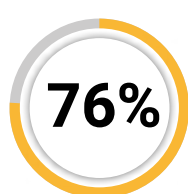
When asked which emerging technologies could help their organization respond to future instability, the top answers were:



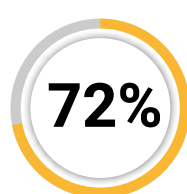
cloud computing



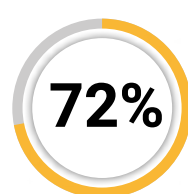
generative AI



new kinds of AI



blockchain



digital currencies

## EXECUTIVES AND F&A PROFESSIONALS NOTED THAT THERE WILL BE CHALLENGES WITH THE ADOPTION OF AI, WHICH COULD LEAD TO NEGATIVE DISRUPTION THROUGHOUT THE INDUSTRY

36%

of respondents think training AI models to understand and interpret complex financial data accurately will be the biggest challenge

34%

admit the biggest challenge will be trusting the outputs of AI

As a result, 36% think it will lead to decreased trust in the reliability of financial data

39%

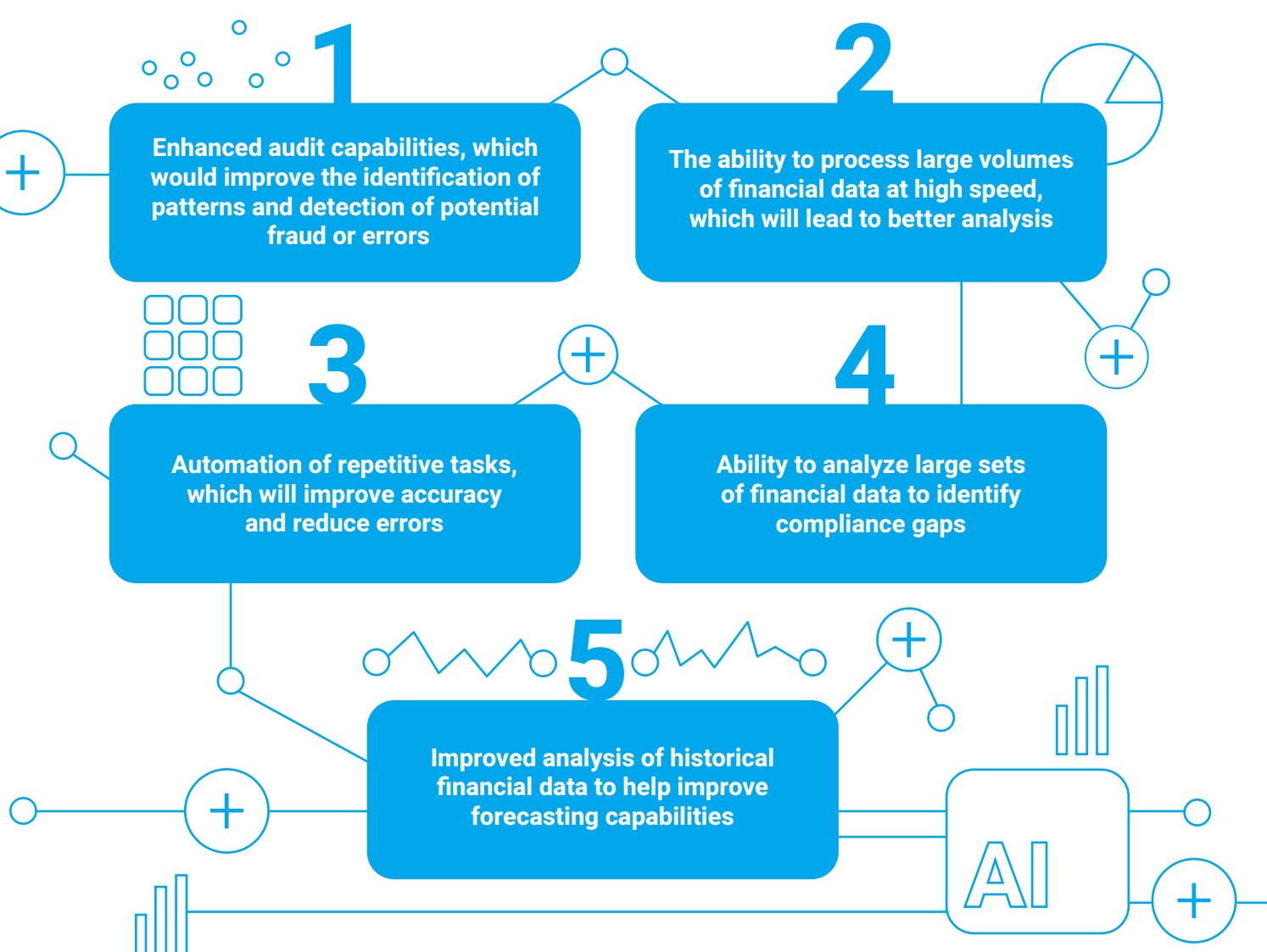
say inequitable access is the most significant way the adoption of AI would disrupt the F&A industry

Just 36%

of respondents think that the adoption of AI would leave them out of a job

## HOWEVER, RESPONDENTS ARE STILL POSITIVE ABOUT WHAT AI WILL BRING TO THE F&A INDUSTRY

When asked about ways the adoption of AI could positively impact the F&A industry, the top five benefits were:



### KEY TAKEAWAY



AI is advancing at a rapid rate, and it won't be long before it plays a significant role in the F&A industry. Overall, there is wide acknowledgment that the adoption of AI and other technologies will have a positive impact on the F&A industry. However, businesses must act now to put the right skills and frameworks in place to ensure effective integration and limited disruptions.

#### About This Research

The research was conducted by Censuswide, with 660 C-level and 679 F&A professionals in seven markets (US, Canada, UK, France, Germany, Australia, and Singapore), with minimum annual revenues as follows:

- US: 150m USD
- Canada: 50m CAD
- UK: 50m GBP
- France: 50m EURO
- Germany: 50m EURO
- Australia: 20m AUD
- Singapore: 20m SGD

The survey was conducted online between August 11–21, 2023. The survey included a breakdown of respondents by job title.

