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The FinanceAI™ Dossier

A selection of high-impact Generative AI use cases in Finance

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Introduction

The advent of Generative AI has delighted and surprised the world, throwing open the door to AI capabilities once thought to be still far off in our future. With a remarkable capacity to consume and generate novel outputs, Generative AI is prompting excitement and stimulating ideas around how this type of AI can be used for organizational benefit. Far more than a sophisticated chatbot, Generative AI has the potential to unleash innovation, permit new ways of working, amplify other AI systems and technologies, and transform enterprises across every industry.

The FinanceAI™ Dossier is a compendium that highlights a handful of the most compelling use cases for Generative AI across the finance organization:

- **Financial Planning & Analysis**
- **Controllership**
- **Internal Audit**
- **Treasury**
- **Transactional Finance**
- **Strategic Finance**
- **Tax**
- **Investor Relations**

For each of these domains, we explore how Generative AI can address enterprise challenges in new ways, permit more and greater capabilities, and deliver advantages in efficiency, speed, scale, and capacity across the finance organization.

As with any type of AI, there are potential risks. We use Deloitte's Trustworthy AI™ framework to elucidate factors that contribute to trust and ethics in Generative AI deployments, as well as some of the steps that can promote governance and risk mitigation. Trustworthy AI in this respect is: fair and impartial, robust and reliable, transparent and explainable, safe and secure, accountable and responsible, and respectful of privacy.

To be sure, this collection of use cases is just a sample among myriad other applications, some of them yet to be conceived. As Generative AI matures as a technology and organizations move forward with using it for business benefit, we will likely see even more impressive and compelling use cases. The applications highlighted here can help spark ideas, reveal value-driving deployments, and set organizations on a road to making the most valuable use of this powerful new technology.

Our Perspective

Generative AI has the potential to transform Finance. Generative AI is powered by data, and Finance creates and relies upon mountains of data. It's a natural fit. Generative AI might start by producing concise and coherent summaries of text, converting existing content to new modes, or generating impact analyses from new regulations. Producing novel content represents a definitive shift in the capabilities of AI, moving it from an enabler of our work to a potential collaborator. Leading organizations have launched pilot programs and are scaling fast.

Generative AI continually adapts and learns. So, too, will the leaders who leverage the technology. At first, Generative AI might support strategic planning—analyzing reports and data to create summaries or proposals. It might augment autonomous finance operations or detailed reporting work. It will replace labor-intensive processes and likely accelerate its own value rapidly. Generative AI might elevate continuous controls monitoring. It could streamline strategic stakeholder communications.

CFOs and Finance leaders should consider today how Generative AI will affect both their functions and their businesses tomorrow. To make sound decisions, leaders must consider the use of Generative AI from an enterprise-wide approach with a clear understanding of where the technology will have an impact on operating expenditures, capital expenditures, market capitalization, and a lot more. The impact is unlikely to stop there, though. With its ability to process vast amounts of data and quickly produce novel content, Generative AI holds promise for progressive disruptions we cannot yet anticipate.

Success will require strategic collaboration among C-suite executives—and return on investment—of Generative AI deployment and adoption. The journey should begin with a sound strategy and a few use cases to test and learn with well-governed and accessible data. It does not have to be perfect, but it should be controlled. In this way, Generative AI can spark the next wave of innovation in Finance.

Generative AI heralds a new frontier for efficiently leveraging data, extracting insights, and creating content that evolves from an enabler of our work to a collaborator.

Six key modalities

One of the primary differences between more traditional AI and Generative AI is that the latter can create novel output that appears to be generated by humans. The coherent writing and hyper-realistic images that have captured public and business interest are examples of Generative AI models outputting data in ways once only possible with human thought, creativity, and effort. Today, Generative AI models can create outputs in six key modalities.

Text

Written language outputs presented in an accessible tone and quality, with details and complexity aligned with the user's needs.

Examples include summarizing documents, writing customer-facing materials, and explaining complex topics in natural language.

Code

Computer code in a variety of programming languages with the capacity to autonomously summarize, document, and annotate the code for human developers.

Examples include generating code from natural language descriptions and autonomously maintaining code across different platforms.

Audio

Much like textual outputs, audio outputted in natural, conversational, and even colloquial styles with the capacity to rapidly shift among languages, tone, and degrees of complexity.

Examples include Generative AI-powered call centers and troubleshooting support for technicians in the field.

Image

Textual or visual prompts lead the model to create images with varying degrees of realism, variability, and "creativity."

Examples include simulating how a product might look in a customer's home and reconstructing an accident scene to assess insurance claims and liability.

Video

Similar to imagery, Generative AI models can take user prompts and output videos, with scenes, people, and objects that are entirely fictitious and created by the model.

Examples include autonomously generating marketing videos to showcase a new product and simulating dangerous scenarios for safety training.

3D/Specialized

From text or two-dimensional inputs (e.g., images), models can extrapolate and generate data representing 3D objects.

Examples include creating virtual renderings in an omniverse environment and AI-assisted prototyping and design in a purely virtual space.

By understanding these modalities, organizations are empowered to think through and better understand the kinds of benefits Generative AI could permit. For each use case described in this dossier, there may be more than one value-driving modality. A chatbot text output could be presented as simulated audio; a generated image could be extended into a video. Ultimately, the Generative AI use case and the value the organization seeks will determine which output modalities can contribute the greatest advantages and outcomes.

Broad categories of value capture from Generative AI

The value that Generative AI use cases can enable can be conceived across six dimensions: cost reduction, process efficiency, growth, innovation, discovery and insights, and government citizen services. To be sure, a single use case can drive more than one value capture, but to help paint the vision for how Generative AI can be used to move the needle on competitive differentiators and operational excellence, the use cases described in this dossier are each associated with a primary value capture.

Cost reduction

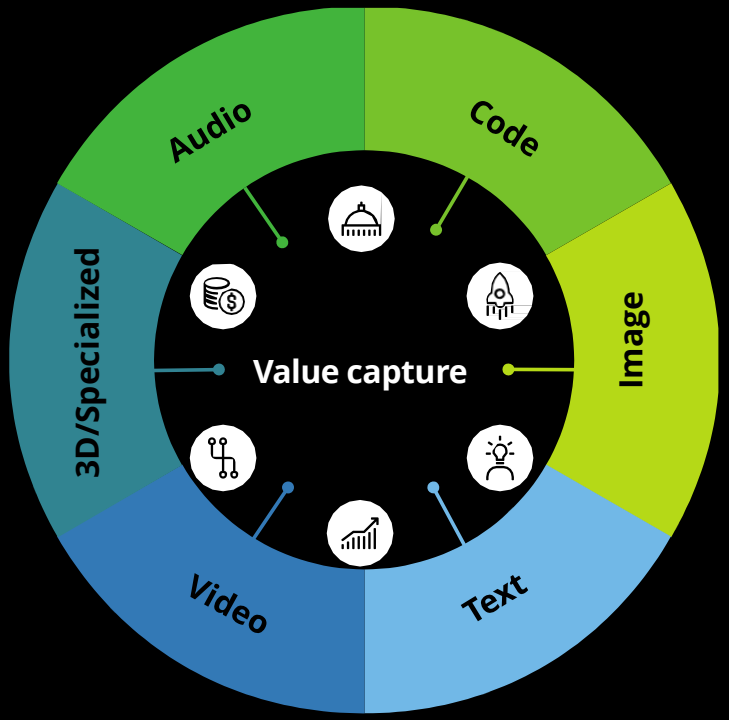
Reduce cost, typically by 30% or greater, primarily through automating job functions and then undertaking job substitutions

Process efficiency

Create process efficiencies through automating standard tasks and reducing manual interventions

Growth

Increase revenue generation through hyper-personalized marketing for target customers



Government citizen services

Increase accuracy of various federal and local programs and create easier access for at-risk populations

New discovery and insights

Uncover new ideas, insights, and questions and generally unleash creativity

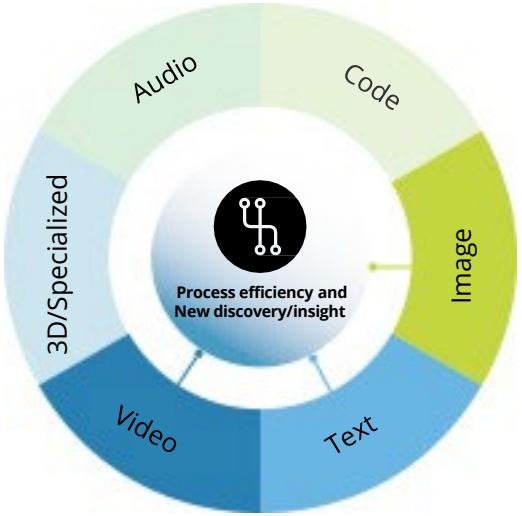
Accelerating innovation

Increase the pace of new product or new service development and speedier go-to-market

Finance Insights Engine

Financial Planning and Analysis

Platforms powered by generative artificial intelligence (Gen AI) can review and analyze data, identify gaps and suggest ways to fix them, and provide leaders with on-demand insights.



Issue / opportunity

Finance work often includes repetitive tasks like pulling reports and reconciling data, much of which is manual and often in spreadsheets. There remain few resources and little time left to focus on the why behind the data or explore multiple what-if scenarios. A generative AI-powered insights platform could serve as a digital analyst, allowing finance professionals to ask questions in plain language, explore unlimited data sets, and receive custom reports that reveal business performance.

How Gen AI can help

Data consumption at scale
Generative AI opens the potential for leaders to leverage data at a depth and speed far beyond today's possibilities. Operational data and financial data are often inconsistent across an organization and lack a uniform structure. Even key economic indicators like inflation, consumer spending, or interest rates can vary substantively across geographies, sources of truth, or interpretations. Generative AI could quickly reconcile disparate data, analyze against company data, and deliver real-time, insight-rich content that drives strategy.

Faster analysis and performance reporting
Finance professionals could leverage a Finance Insights Engine to support, supplement, and accelerate their work. The engine might identify variances between plan and actuals and explain why they exist—eventually learning to tell more complicated stories deep into the financials. For example, when labor expense comes in higher than forecast, generative AI can go multiple layers down in detail—considering geography, operational performance, seasonality, special projects, and more—to identify the root cause. Explanations could then be offered immediately in multimodal formats, including text, graphs, charts, or video.

More productive strategy sessions
Imagine holding a planning session to identify needle-moving opportunities for the upcoming year. Today, analyzing core financial metrics for multiple time periods and business lines is a time-consuming and subjective process. With generative AI-enabled technology at the table, leaders could request and receive ad hoc analyses of operational and financial data from the engine in real time to gain retrospective and prospective insights.

Transformation with speed and confidence

Managing risk and promoting trust

Reliable

The generative AI model is susceptible to erroneous, outputs delivered with complete confidence, even with hallucinated data points or conclusions. Before conducting any analysis, data sets should be confirmed and reviewed for errors.

Transparent and explainable

Confidence in generative AI outputs requires stakeholders to understand how and why the machine reached its conclusions. Human validation and regular audits of generative AI outputs remain essential.

Potential benefits

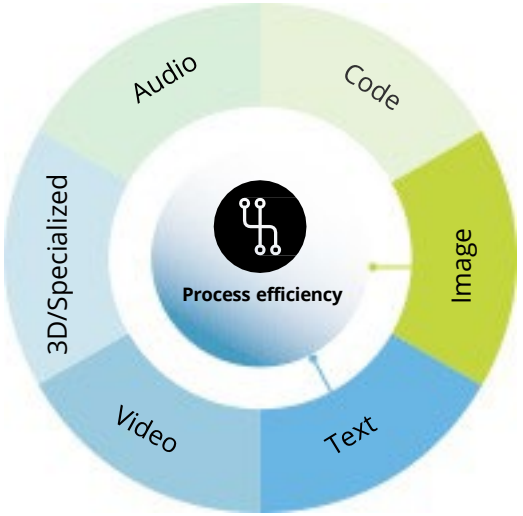
Enhanced decision making
A Finance Insights engine powered by generative AI can dramatically reduce the manual effort to analyze data and deliver consistent, accurate, and up-to-date insights for human analysts to leverage.

Reduced latency
With its ability to analyze data instantly, generative AI can provide on-demand, actionable financial information to guide leaders' business strategies.

Autonomous Close

Controllership

Generative AI could create a true "lights out" close process by improving leader visibility, minimizing rote work, and ultimately managing and completing tasks.



Issue / opportunity

A consistently timely, accurate, and efficient financial close is a challenge. It requires a lot of human power. Short bursts of activity take place throughout the year, but this limits visibility into the close process and often prevents the finance department from focusing on more strategic initiatives.

Generative AI can help eliminate the scramble to get the books closed on time and without errors. It can do the grunt work—categorizing transactions, making journal entries, and generating financial statements—so that finance teams can focus on the bigger picture. With time, it might take a bigger role in managing the close process and provide commentary on how the company performed.

How Gen AI can help

Smart reconciliation
Generative AI could reconcile unstructured or inconsistent journal entries or take on more complicated accounts that require supporting thoughts or significant estimates to reconcile. Conversational, generative AI-powered chatbots might also enable users to input exceptions for remediation at the source, run through next steps, update reconciliations, and consolidate financials.

Perceptive task management
Generative AI could create integrated, automated closing checklists and, in time, it could centrally track and manage all close activities. It could also use prior history to anticipate how journal entries impact others, recognize issues to the close, and proactively reduce or eliminate delays.

Improved variance analysis
Instead of relying solely on quantitative data, human analysts could leverage generative AI to weave in unstructured data, like meeting notes, news stories, and interviews, to gain a deeper understanding of variances between actuals and forecasts.

Interpretative reporting
Finance teams might set up templates from which generative AI could produce initial accounting reports. As the technology develops logic to monitor and interpret new or changing regulations, it might start to provide impact assessments and produce more advanced accounting treatments in response.

Autonomous Close

Managing risk and promoting trust

Robust and reliable

Generative AI is moving from an enabler of human work to a potential co-pilot, but work still remains to ensure accurate, reliable results.

Transparent and explainable

When it comes to the closing process, generative AI-driven processes and content must be clearly understood by finance teams and decision-makers.

Potential benefits

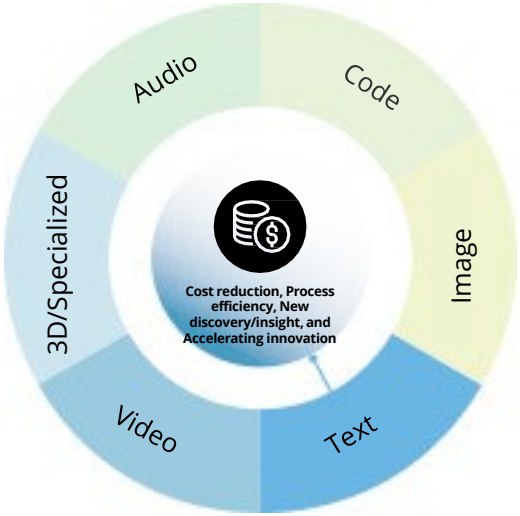
Process efficiency
Generative AI can accelerate the close timeline with reduced effort and increased transparency. In time, generative AI might learn to anticipate barriers to close, predict next steps, and ultimately take a larger role in managing the close process, allowing finance teams to focus on strategic initiatives.

Cost savings
Passing off rule-based processing of routine transactions to generative AI technology can save time by handling repetitive tasks.

Dynamic Risk Assessment

Internal Audit, Controllership, and Compliance, Risk

AI, including generative AI, will continue to elevate risk assessments, driving a streamlined and value-added integrated risk management approach that could transform today's periodic risk assessments into a state of continuous monitoring.



Issue / opportunity

Risk management is critical for an organization's success—from business transformation to ongoing operations. Sophisticated approaches require extensive analyses of processes and data, from qualitative and quantitative sources. The work can be complex, time consuming, and susceptible to human error or unintentional bias.

During risk assessments, leaders in various functions are often interviewed to gain risk-driven insights. However, interview capture and reporting are often performed manually, which could lead to missed or misinterpreted insights and a slow process. Further, new metrics like indicators of cyber risk are emerging that can be more difficult for leaders to grasp.

Risks are also often highly interconnected across organizations, which make monitoring impacts more complex. AI, including generative AI, could help leaders effectively sense and assess risks to strategy, operations, and other areas in a more dynamic and real-time manner.

How Gen AI can help

Key risk indicators and continuous monitoring
Generative AI may enhance risk management processes by enabling unlimited, simultaneous, and continuous anomaly detection and analysis. The technology could analyze transactions and other enterprise-wide risk indicators in real time and generate immediate reports and insights on potential discrepancies and outliers, allowing for timely risk response and mitigation.

Enhancing risk interviews
Generative AI can analyze unstructured data sources, like interviews, to uncover specific takeaways, themes, and insights. Leaders can then rapidly identify and respond to existing and emerging trends.

Cyber risk monitoring
Organizations can leverage generative AI to develop an aggregated depiction of cyber risk. With near real-time data that ranges across various dimensions, leaders could better align their thinking and address critical gaps, threats, and opportunities. With time and development, generative AI-enabled systems might also activate security measures, such as creating action reports, providing recommendations, and notifying users who may be impacted and need to take immediate action.

External risk sensing
Predictive, AI-powered analytics could analyze massive amounts of intelligence—from open sources such as social media, blogs, forums, website reviews, industry newsletters, survey data, and news sources—and then formulate actionable insights. Companies could gain advanced notice of emerging risks, knowledge of potential loss events, and increased awareness of potential threats to their business or industry.

Dynamic Risk Assessment

Managing risk and promoting trust

Reliability
Work remains to ensure that generative AI produces accurate, reliable content. Today, generative AI might confidently produce incorrect output, known as hallucinations

Accountable
Continued risk management requires identifying decision-makers for technology use and the decisions derived from the responses.

Privacy
Interviews and surveys of business leaders may need to be kept anonymous; in which case it will be crucial to ensure that data privacy is maintained.

Accountable
While the use of Generative AI can accelerate the work of developers, without a human in the loop (e.g., validating and debugging code), critical failures may occur. Shoring up accountability may include documenting and communicating standards and expectations for employees using Generative AI.

Potential benefits

Value creation
Generative AI can support an integrated approach to risk management, which includes teaming with the business to help maximize ROI and enabling better business performance through effective controls and governance.

Process efficiency
Business units can receive more timely reports that draw upon massive quantitative and qualitative data sets to inform decisions and strategy.

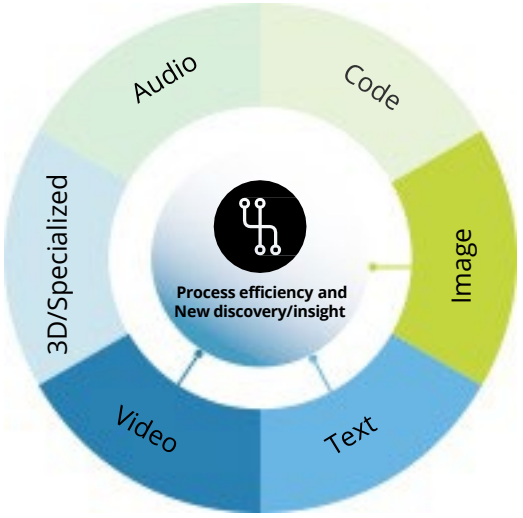
Accelerating insights
Leveraging generative AI solutions throughout the risk assessment life cycle can lead to data-powered insights through end-to-end digital enablement and allows organizations to evolve toward continuous assurance.

New discovery
Companies can identify emerging risks and predict organizational impacts in advance of the marketplace through advanced capabilities of capturing and analyzing massive internal and external data sets.

Cash Flow Forecasting

Treasury

Generative AI can improve the accuracy of cash flow forecasting, reduce manual processes, and provide greater insights to business leaders.



Issue / opportunity

Cash flow forecasting is often a labor-intensive process. And despite the work associated with it, many companies struggle to achieve a reliable forecast. This can lead to companies taking on higher borrowing costs for operations and potentially missing investment opportunities. Generative AI offers the potential to reduce the manual effort of data aggregation and increase the accuracy of the forecast output—ultimately saving costs and enhancing returns.

Data sets often reside across multiple systems in structured and unstructured formats. A generative AI-enabled solution can aggregate all sources into its analyses. It might also begin to own part of the process. When gaps or inconsistencies in the data arise, the technology might research and resolve issues by following a set workflow (e.g., prompting sales representatives with requests for sales forecast confirmation) or leveraging historical trends and probabilities.

Finance teams could access unlimited scenario-based insights and predictions, allowing them to focus less time on generating reports and more time on analyzing potential impacts.

How Gen AI can help

Exponential data consumption
Generative AI can process and interpret data at unprecedented scale and speed. It can ingest and analyze historical company data as far back as it dates and can also factor in external data from various sources, in multiple formats. Collectively, richer data forms the foundation for the cash flow forecast, leading to more robust analyses and more accurate forecasts.

Predictive analyses
Generative AI can identify the biggest drivers of cash flows and utilize a larger sample of parameters to forecast future cash flows more accurately.

For accounts receivable, this might include factoring in customer trends, such as average delay, percentage of payments delayed, average number of invoices per payment, total open amounts, and time between payments. Additionally, it could consider invoice factors, such as previous payment times, month due, day of the week due, invoice value, and total current invoice value. It could also keep a pulse on public data and extract economic patterns and customer activities that might impact future cash flows. This additional level of granularity and ability to predict with precision can offer business leaders more confidence in their plans.

For accounts payable, this might include projecting expected trade payables factoring in specificities related to vendors, based on importance and payment terms. For larger cash outflow drivers, such as taxes or payroll, this could involve correlation of data from other sources (e.g., financial statements projections for taxes or Human Resources (HR) information for payroll) to enhance forecast accuracy.

Foreign exchange assessment
Generative AI can continually monitor international markets, factor volatility into its forecasting, and develop hedging strategies. Armed with this information, leaders can gain more confidence that their associated decisions are rooted in reliable data.

Variance reduction
With manual processes, forecasting relies on different perspectives to provide, review, and analyze historical financial data. Generative AI can streamline and standardize the process, leading to a significant reduction in potential for error variance to actual results. Forecasts could be further enhanced with integrated visualizations to improve interpretation and confidence, quickly and with less overall effort.

Cash Flow Forecasting

Managing risk and promoting trust

Transparent and explainable

Important decisions are made from cash flow forecasting; therefore, it is critical for decision-makers to have visibility and accountability into how generative AI works. Forecasts will also improve over time, as the models have more opportunities to run larger data sets.

Safe and secure

The financial information that will form the basis of the data models for generative AI must be invulnerable to unauthorized access or unintended uses outside of the intended purpose for which the model is built.

Robust and reliable

Generative AI will require early manual input and tuning of data and tools to realize the benefits of automation. Companies will need to identify how granular to get, as well as guidelines and guardrails.

Potential benefits

Timely market analyses
Generative AI can conduct real-time, ongoing reviews of multiple media sources and internal data that inform forecasts and potentially improve accuracy and reliability.

More accurate forecasting
The more data that generative AI can leverage, the greater the possibility for reliable, accurate information for planning purposes.

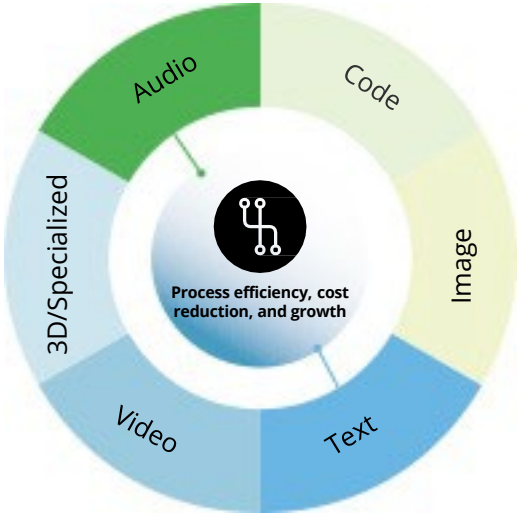
Reduced borrowing costs
Better visibility into cash flows and more confidence in forecasts could reduce the need to tap into revolving credit lines and reduce associated borrowing expenses.

Enhanced investment returns
Companies with a strong cash position can confidently take advantage of longer-term, higher-yield investment opportunities.

Order to Cash

Transactional Finance

A mix of AI can fundamentally transform traditional order to cash processes. AI, generative AI, and machine learning can automate and improve tasks and work flows across the order to cash cycle, resulting in cost savings and faster collections.



Issue / opportunity

Order to cash is the backbone of a business and a critical component of the working capital value chain. The order to cash cycle is made up of several sub-cycles, many of which are highly manual today. This workflow is ripe for generative AI-powered transformation, through which companies can better understand customer credit risk, shorten sales cycles and days sales outstanding, and increase overall process efficiencies.

How Gen AI can help

Automated orders
AI and machine learning (ML) can eliminate most of the manual tasks across the order to cash cycle. Automated data collection, collation, and interpretation can reduce the time spent on customer onboarding, data management, and deal closing. ML-driven smart quote generation can significantly reduce processing time on quotes and renewals. Once a sale has been approved, AI can create an invoice and order fulfillment request based on customer contract terms and standard policies and procedures.

Customer credit risk analysis
Businesses want to know who they are selling to and how likely that person is to pay on time, with accuracy. Generative AI can evaluate credit risk by analyzing customer data and credit history to help identify high-risk customers, improve credit decision-making, and reduce costs associated with bad debt. Based on the risk analysis, generative AI can tailor sales offers based on the risk category of customers.

Faster collections
Collections today is labor intensive—phone calls and emails with invoice questions, overdue reminders, and other dispute intervention, often repeatedly. Leading organizations are already leveraging AI-enabled virtual assistants that use natural language processing (NLP) to enable self-service customer payments and collection activities by phone and chat, in some instances pairing it with ML-enabled recommendation engines to offer customized offers and payment plans. Generative AI and ML are likely to further expand the capability of these virtual assistants in the near future by tracking collections and work lists, automating dunning letters and calls, making and documenting collectors' calls, providing collections agents with recommended next actions in real time, running potential discount analyses, and automating cash postings. They could also understand payment trends and predict exceptions to get in front of them proactively.

Order to Cash

Managing risk and promoting trust

Robust and reliable

As the heart of the business and cash flow generator, it is important that order to cash technology produces consistent and accurate outputs and withstands errors. And since this technology is in front of customers, potentially around sensitive subjects like collections, it is important that the agent script is carefully curated and on brand to avoid reputational risk.

Accountable

Finance professionals will continue to be in the loop for reviews and exception processing. Policies that determine who is responsible for the decisions made or derived with the use of order to cash technology will be necessary.

Fair and impartial

Particularly as it relates to credit decisions, sales terms, and discounts, the technology must be designed and operated inclusively for equitable application, access, and outcomes.

Potential benefits

Accelerated time-to-value
Integrating generative AI across the order to cash cycle can expedite orders by reducing processing time and improve days sales outstanding through faster collections. The efficiencies gained across the cycle can improve working capital.

Reduced collections efforts
Digitization and predictive analysis can help create a better understanding of customer credit risk, allowing companies to make smarter decisions around credit limits and increasing the likelihood that payments will be made in full. This reduces the effort to collect payments or give up accounts receivable in disputes.

Enhanced accuracy

Automating processes and operations can improve accuracy and help reduce the risk of human errors. Humans will remain in the loop for exception processing but can spend more time focused on strategic activities.

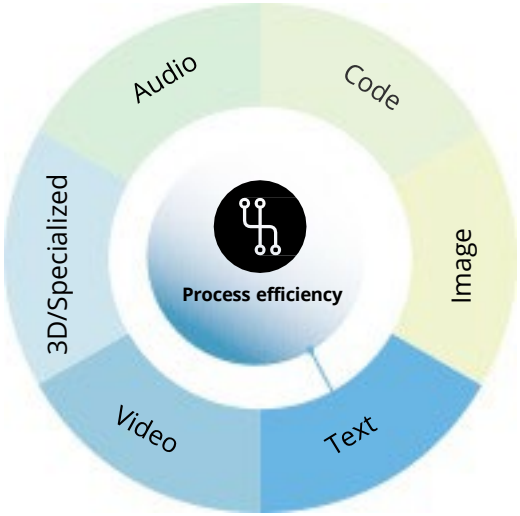
Procure to Pay

Transactional Finance

Generative AI can boost efficiencies and unlock value across the procure-to-pay processes.

Issue / opportunity

Despite having historically been at the forefront of technological disruption, many sourcing and procurement functions continue to struggle to optimize efficiency, manage risk, and manage costs. Generative AI can make the procure to pay process simpler, cheaper, smarter, predictive, and more accurate—lowering the cost of doing business and unlocking growth opportunities.



How Gen AI can help

Enable efficiencies across procurement
Generative AI can enable efficiencies across procurement, with the greatest potential in process automation, proactive risk and compliance management, and strategic decision-making and negotiations around suppliers and pricing. In an increasingly uncertain world, instant access and ability to process information is vital for mitigating and managing risk and empowering organizations.

Touchless invoicing and strategic supplier management
Generative AI accelerates the drive toward touchless invoice processing. Today's automation is smart enough to process, match, and pay—acting as a 'digital employee.' 'Traditional employees' will likely only need to intervene upon exception and can shift their focus to more strategic, value-adding tasks. Additionally, generative AI can help manage suppliers, interacting directly through a chatbot feature that could, for instance, answer questions about payment timing, or clarify disputes in payments received. It can also develop supplier payment strategies based on things like the likelihood the supplier to deliver on time, given any term changes.

Automated insights and growth driver
Generative AI unlocks the ability for insights, reducing the effort for knowledge-based, value-add work. AI can now create models that are learning and predictive in a manner that can give companies the first cut of insights, giving employees a kickstart into their analyses, their 'so-what's'. Companies can get smarter about managing inventory by leveraging generative AI to analyze historical fulfillment rates. They can better understand what they ordered, received and paid for to demand plan more accurately and know when to place orders. Companies can know when they need to have product to help generate revenue and be in a better position to grow.

Procure to Pay

Managing risk and promoting trust

Accurate

The procure-to-pay process starts by initiating a financial commitment and ends with cash leaving the company. Errors in amounts or elsewise could be detrimental and, as such, it is critical that any automation around these processes is accurate.

Reliable

Using a generative AI-powered predictive model can enable organizations to make fact-based and data-driven decisions. Organizations can compare products and services and rationalize them across their supplier base, based on factors that drive value for the company. Supplier performance becomes defendable, rather than just opinion based. The analysis can involve complex trade-offs, strategic considerations, and tacit knowledge that the AI models may not fully capture. As such, human judgment and validation is central to the interpretation and augmentation of generative AI outputs.

Potential benefits

Optimize efficiency
Automating creation, risk management, and strategic analysis across the procure-to-pay cycle helps reduce costs and improve overall operational efficiency.

Hold onto cash longer
Generative AI can develop supplier and payment strategies that extends payments out as far as possible.

Increase profitability
In addition to process efficiencies, the insights generative AI can provide around inventory management can help companies plan better to be in an effective position for growth.

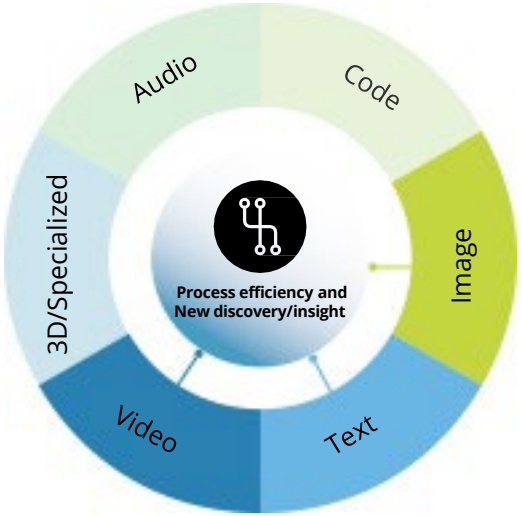
Working Capital Optimization

Strategic Finance

Generative AI can help companies keep a pulse on their working capital by continuously monitoring asset efficiency and identifying opportunities for a company to free up trapped capital and create shareholder value.

Issue / opportunity

Efficient working capital management is central to an organization's financial and operational health. Companies are often challenged when cash gets tied up in operations and look to improve their working capital by pulling levers across the value chain. Generative AI can help companies continuously monitor their working capital and drive efficiencies across working capital cycles to optimize cash.



How Gen AI can help

Data prep and real-time monitoring
Today, even the most sophisticated treasury management systems are burdened by data. Data is pulled from multiple systems across the organization and the prep required to standardize the data to run analysis is a significant undertaking. But generative AI can change that. Generative AI can ingest data from multiple sources in various formats and standardize it instantly. Future treasury management systems can be linked directly into accounts payable, accounts receivable, and inventory systems. And with automatic data standardization, generative AI could continuously feed working capital management dashboards for real-time continuous monitoring. and enhanced cash visibility.

Continuous insights and alerts
With a continuous pulse and connection across all parts of the working capital value chain, generative AI-powered management systems can generate insights and alert companies to anomalies, risks, and opportunities to improve working capital efficiencies. These future systems can be trained on industry benchmarks, ingest contracts and understand terms, monitor inventory, billings, collections, payments, and help companies improve efficiencies across the entire working capital value chain by alerting them when risks (e.g., noncompliant processes and leakage) and opportunities arise. Imagine receiving an alert indicating a large payment is due that might require a credit line drawdown, but can be avoided by moving inventory or incentivizing customers for early payment at a cost less than short-term borrowing.

Automated reporting
On set periodic cadences, automatically generated reports can provide an overall view of working capital and suggest levers to pull to increase cash through working capital efficiencies (e.g., prioritizing collection efforts, monitoring inventory purchases vs company performance, and payment frequency) and reduce increased costs associated with inefficient processes. These reports can also break the boundaries of traditional formats and can deliver insights through video with visualizations that are easier to digest and increase transparency of operations.

Working Capital Optimization

Managing risk and promoting trust

Robust and reliable

Professionals generally expect their technology to be consistent, accurate, and adaptable. While this is often the case with generative AI, the models are susceptible to erroneous outputs delivered with complete confidence, known as hallucinations. Leaders should seek to mitigate risks of inaccurate or false generative AI-derived insights influencing decision-making and leading to poor outcomes.

Explainable

Confidence in generative AI outputs requires that stakeholders understand how and why the machine reached its conclusions. Human validation of generative AI outputs remains essential, and associated models must be explained to a range of stakeholders.

Potential benefits

Operational efficiencies
Automating data preparation, insight generation, and reporting can save time and resources to produce insights faster with lower costs.

Unlock trapped capital
Cash released from effective working capital programs can be instrumental for companies in fueling growth, transforming their operating model and technology, or—alternatively—as needed for survival.

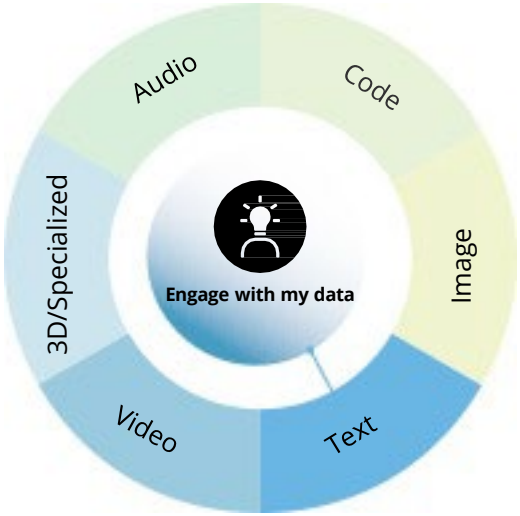
Understanding what matters most
Working capital improvements are usually made up of many little things that can be hard for those not deeply engrained in the processes to understand. Generative AI can help synthesize all the small factors that move the needle along with the financial impacts so executives can understand where to focus to improve their cash position.

Engage with my Tax Data

Tax

Generative AI can enable tax professionals to access, analyze, and gain insights from their tax data by automating the process of data extraction, transformation, and loading. This can reduce the time spent on routine tasks, thus allowing professionals to focus on deriving insights from the data.

Additionally, generative AI can help compare organizational tax data against publicly available industry data for benchmarking. This comparative analysis can provide valuable insights to assist with strategic decision-making.



Issue / opportunity

Tax data users rely on structured and unstructured data and face challenges in accessing, cleansing, reconciling, and getting data fit for purposes for tax analysis. These steps add lead-time and knowledge requirements necessary to locate and prepare the data.

Generative AI can offer tax professionals real-time and efficient insights into their tax data and delivers a more personalized experience by integrating with existing systems. User-friendly interfaces provide nontechnical users with means to understand complex tax data. It also enables standardization of operational tax data, which can make tax processes more efficient and provide a basis for strategic advice to other business areas.

How Gen AI can help

Streamlined data access
Generative AI can automate the process of data access through chatbots and applications. It can quickly locate specific data points or reveal key gaps, like undetected research and design (R&D) credits or nexus states, within the company's vast tax databases, ensuring that users get accurate information without the need for manual searching. Leveraging AI to rapidly process vast amounts of data and knowledge reduces the time required to go from question to answer.

Comparative analysis
By linking generative AI with a company's tax data, it can run analyses like flux or period-over-period provision in seconds, while simultaneously linking into publicly available competitor tax data from public financial statements to help guide internal financial strategy adjustments. AI can highlight disparities, trends, and opportunities, providing valuable insights for strategic decision-making.

Generate draft tax memos
AI can generate initial draft tax memos like controversy responses, tax-planning memos, and provision footnotes by automating research of relevant tax precedents, regulations and standards, analyzing and considering tax sensitivity, and then summarizing findings with citations and documentation. This can result in expedited writing processes, time savings, and improved consistency between documents as it can adhere to predefined guidelines.

Engage with my Tax Data

Managing risk and promoting trust

Responsible

When it comes to governance and control, while granting more data access to a wider segment of the workforce, organizations may face a more complex challenge of restricting who in the organization is permitted to access sensitive business data.

Privacy

When dealing with sensitive and proprietary information, the organization must contend with securing the data, remove or obscure it in training and testing sets, and evaluate the model to determine whether protected information could be leaked, either due to faulty function or a targeted attack.

Categories of uses cases - tax reporting and analytics

- Research and development tax credit analysis
- Withholding tax / exemption
- Account flux analysis
- Trial balance / tax sensitivity
- Provision footnote disclosure drafting
- Transfer pricing country-by-country reporting
- Multistate Nexus studies
- Cost of performance vs. market sourcing tax apportionment
- Reporting packages across tax processes (analytics)
- Refund recovery analysis

Potential benefits

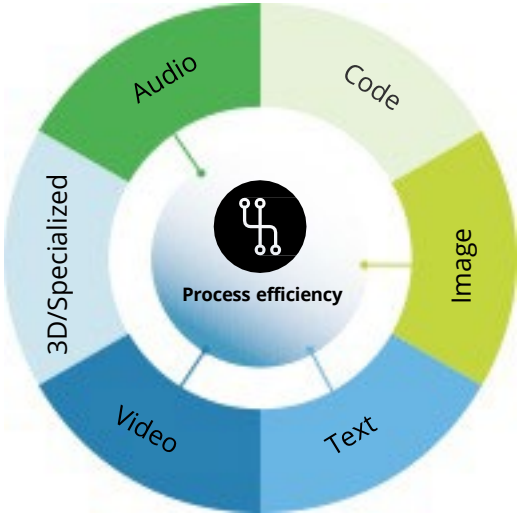
Accelerate informed analysis AI can rapidly access and process knowledge when generating responses resulting in reduced time going from question to answer and better leveraging the knowledge and data that your organization has access to.

Proactively analyze and respond Real-time automated data analysis allows AI to process vast tax data, identify anomalies, and generate immediate alerts for tax professionals, enabling proactive response to tax trends and issues.

Investor Communications

Investor Relations

Generative AI can be used to create consistent, standardized investor communications in multiple formats with minimal manual effort.



Issue / opportunity

Investor relations (IR) is complex and dynamic. Beyond just earnings call preparation, IR teams prepare for investor conferences, field calls from institutional investors and analysts, assist with corporate strategy and public relations, and more.

The future of IR with generative AI is spending minimal time drafting communications—instead focusing on getting the message right for the audience.

How Gen AI can help

Pull in more data, quickly
Generative AI can process and index large volumes of financial data to identify and extract crucial key performance indicators, such as a particular fund manager's moves in or out of your stock versus your peers. It can then recognize key topics to emphasize, create a storyline flavored with public data like SEC filings and economic reports, and produce materials that convey intended messages.

Ensure consistency
Drawing from historical communications and guidelines, generative AI can produce investor communications that maintain a company's style and tone. Packages might include draft scripts for a company's quarterly earnings calls, investor day presentations, analyst responses, SEC filings like 8-K and 10-K, annual reports, or strategic announcements that follow a consistent narrative.

Predict analyst and market responses
As generative AI advances, it might be used to gather intelligence from the market. The technology might identify influencers, examine the types of questions they tend to ask, and prepare draft responses. A Gen AI-enabled digital assistant might be used to listen live to analyst questions and suggest a response in real time, complete with a visual like chart or graph to visualize the answer.

Prepare targeted messages
Today, teams of analysts pore over data to prepare leaders for investor presentations. Generative AI could assist and tailor messaging for key audiences by continually scanning publicly available sources. The result? Leaders arrive prepared with up-to-the-minute, customized, and detailed materials.

Stay ahead of the curve
Business moves quickly. It is important that leaders monitor their companies' and their competitors' investor bases—over time and in the moment. Are activist investors seeking influence? How best to protect market share? Generative AI could increase the capacity to scrub transcripts and quarterly releases, identify trends, and produce objective insights.

Investor Communications

Managing risk and promoting trust

Fair and impartial

Since communications affect public perception of a company, generative AI should be designed with an eye toward ensuring inclusive and equitable application, access, and outcomes.

Robust and reliable

Content created must be consistent and accurate, free from errors, and able to recover quickly from unforeseen disruptions and misuse.

Potential benefits

Minimize manual labor
Generative AI can create basic narratives that human teams edit and review. As the technology learns and gains access to more data, it will increasingly create more robust, final-stage content—freeing up teams to focus on strategy.

Ensure standardization
Investor communications should maintain consistency in tone and style, across all media types and channels. The model could also adapt communications for cultural or language differences.

Increase scalability
With generative AI's ability to produce a volume of content with ease, IR team could ramp up their communications to key audiences without needing to consider resource constraints

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