012323, CB, v1

Oracle TechScore

Topic: Finance management

Strategy and Introduction

The Tech Score will have users self-select into the three personas listed below. The labels in front of each response below are for internal use only and will not be shown publicly in front of each answer. The actual personas will be revealed after the user completes the quiz.

|  |  |
| --- | --- |
| [125 points or less]  You want to balance growth and profitability  **You are a finance champion!** | [Oracle for Finance: Profit, Growth, or Both?](https://www.oracle.com/a/ocom/docs/applications/erp/oracle-solutions-for-finance-emea.pdf) |
| [126 to 175 points]  You want to be a partner to the business  **You are a finance hero!** | [5 Actions CFOs Can Take Now to Fuel Growth and Profitability](https://app.box.com/file/1419544682044) |
| [176 points or more]  You want to implement a fully managed ERP solution  **You are a finance visionary!** | [What](https://www.oracle.com/uk/erp/gartner-magic-quadrant/) are Analysts Saying About Oracle Fusion Cloud ERP? |

* Each response in the Tech Score (a, b, c) will map to the three personas listed above, with “a” being finance champion, “b” being finance hero, and “c” being finance visionary
* These personas and buying drivers were determined from the assets, the website, and the questions sent to us
* We will randomize the order of the responses on the live page so they don't always follow a specific order
* Proofreading will occur as a final step right before we go to market

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Email copy:

[Header/Subject] **Transforming Finance Management Quiz | Take the Quiz!**

The role of the CFO is evolving. An uncertain economy, global politics, and rapidly changing business priorities have put finance leaders in the spotlight. Stakeholders look to them for guidance on identifying strategic investments with long-term payoffs, managing the company’s ESG performance, and reducing overall costs.

Take this Transforming Finance Management quizand identify the issues that are most important to you. We’ll instantly deliver content to help you achieve your keyfinance management goals!

**Explore how you can transform finance management. Take the quiz to find out!** [link to quiz LP]

[CTA button with link to quiz LP] **Take the Quiz**

[Oracle logo]

[Biz Tech Insights logo]

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100 Montgomery St, Suite 1650  
San Francisco, CA 94104*[*Privacy Policy*](https://biz-tech-insights.com/privacy-policy/)

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Main page Abstract:

**Take the Transforming Finance Management Quiz!**

The role of the CFO is evolving. An uncertain economy, global politics, and rapidly changing business priorities have put finance leaders in the spotlight. Stakeholders look to them for guidance on identifying strategic investments with long-term payoffs, managing the company’s ESG performance, and reducing overall costs.

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**Tech Score Quiz Begins [10 Questions]**

1. What's your primary pain point when considering a finance management solution?
   1. [5] Inflexible legacy tech
   2. [15] Lack of real-time insights
   3. [25] Too many manual processes
2. What is your main goal in improving finance management?
   1. [15] Build predictive models and scenario analyses
   2. [5] Track and evaluate capital allocation
   3. [25] Analyze data for risk management
3. What’s your biggest finance management challenge?
   1. [5] Balancing profit and growth
   2. [25] Risk mitigation
   3. [15] Long-range planning
4. Why is improving finance management important to your team?
   1. [15] Lead the business through periods of uncertainty
   2. [25] Leverage cloud-based technologies
   3. [5] Drive sustainable growth
5. What would be the biggest benefit of a cloud-based ERP platform?
   1. [15] Leverage automation and AI
   2. [10] Security and scalability
   3. [20] Leverage a complete application suite
6. Which area of your finance management strategy needs the most improvement?
   1. [5] Risk management
   2. [15] Forecasting and planning
   3. [25] Resource optimization
7. What do you wish your current finance management system could do differently?
   1. [15] Utilize AI and ML for forecasting
   2. [5] Balance capacity against demand
   3. [25] Leverage composable architecture
8. How does your organization need to improve its finance management?
   1. [10] Maximize returns through capital allocation
   2. [20] Manage risk and compliance
   3. [15] Develop accurate financial forecasts
9. What would you most appreciate in a provider of financial management solutions?
   1. [15] Industry-specific support
   2. [10] A complete enterprise cloud
   3. [20] Analyst recognition as a market leader
10. What would suffer by maintaining the status quo?
    1. [10] Profitability and growth
    2. [15] Credibility among business stakeholders
    3. [20] Identifying and mitigating risk

**[Registration Pages]**

**[Asset 1]**

**You are a finance management champion!**  
  
You don’t believe in trade-offs—you want to transform finance management by identifying smart opportunities that enhance profitability ***and*** foster growth. And now you can.   
  
Read “Oracle for Finance: Profit, Growth, or Both?” for insights on how the right tech toolkit can enable finance leaders to navigate the complexities of financial management and chart a successful course for their organization.

Download the resource below to learn how a complete cloud suite can help you streamline processes, deliver insights, and make data-driven decisions for profitable, sustainable growth.

Asset/Link: [Oracle for Finance: Profit, Growth, or Both?](https://activatems.app.box.com/file/1419518930197?s=tzq4h4fes4c5zwrifk5g3kuekxp7duio)

**[Asset 2]**

**You are a finance management hero!**

You want to become a strategic partner to the business. Read the eBook from Oracle to learn how the right combination of strategies, data-driven insights, and technology can help you influence the organization for growth and profitability.

Download the resource below to learn five strategies and specific actions you can adopt to help your organization emerge stronger from today’s uncertainty and shape business success.

Asset/Link: [5 Actions CFOs Can Take Now to Fuel Growth and Profitability](https://activatems.app.box.com/file/1419511468279?s=a3rdfpoupx2mkesqmg66pdjfdsrtf2ej)

**[Asset 3]**

**You are a finance management visionary!**

You want to implement a fully managed ERP solution from a trusted market leader. Good news: The choice is clear. A large community of thousands of Oracle Fusion Cloud ERP and Oracle NetSuite customers trust Oracle to run their mission-critical business functions.

Download the analyst report below to learn why Gartner® named Oracle (Fusion Cloud ERP) a Leader in the 2023 Magic Quadrant™ for Cloud ERP for Service-Centric Enterprises.

Asset/Link: [What are Analysts Saying About Oracle Fusion Cloud ERP?](https://www.oracle.com/uk/erp/gartner-magic-quadrant/)

**BANT Questions**

**Authority**

When it comes to purchasing ERP solutions for your organization, what is your role?

* Key stakeholder
* Member of the decision committee
* Evaluator
* Recommender
* Influencer
* Not involved [Disqualify]

**Need**

How important is improving finance management to your organization?

* Very important
* Somewhat important
* Not very important
* Not important at all [Disqualify]

**Budget**

Which is your budget status for this investment? Is it:

* Available
* Approved
* Planned
* None of the above [Disqualify]

**Time**

What’s your time frame for implementing a finance management solution?

* Immediately
* 0-3 months
* 4-6 months
* 7-9 months
* 10-12 months
* 12+ months
* No plans [Disqualify]

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