**What is your top finance technology challenge?**

What does it take to meet the strategic needs of an organization? Every company in every industry tries to maximize efficiency, streamline communication, and accelerate growth. Finance leaders must be strategic partners who provide real-time visibility into operational and financial performance and can identify financial risks and opportunities, develop plans to mitigate risks, and capitalize on opportunities.

**Share your top finance technology challenge with us; we will instantly deliver content to help you achieve it.**

I need to support the rapidly changing needs of the business

[Response #1.]

I need to cultivate a strong relationship with my CEO

[Response #2.]

I need to serve as a strategic partner and contribute to growth

[Response #3.]

[Response #1.]

**You want to support the rapidly changing needs of the business**

**Why ERP Flexibility Is Critical for Today’s CFO and CIO**

Business models are evolving, customer needs are changing, and the pace of innovation has accelerated. Businesses need flexible, agile software to support their rapidly evolving needs. For many organizations, the inflexibility of their IT infrastructure is centered on legacy ERP systems. CFOs and CIOs must look strategically at how technology shapes or hinders their company’s future.   
  
**Download the eBook “Why ERP Flexibility is Critical for Today’s CFO and CIO.”**

Asset: <https://www.netsuite.com/portal/assets/pdf/ebook-why-erp-flexibility-critical-for-cfo-and-cio-emea.pdf>

[Response #2.]

**You want to cultivate a strong relationship with your CEO**

**Secrets to a Successful CEO/CFO Relationship**

Research shows that an effective CEO-CFO partnership is crucial to value creation. Knowledge of the whole business—not just the financials—is the foundation of a strong CEO-CFO partnership. Finance leaders need robust enterprise resource planning (ERP) systems to provide real-time visibility into operational and financial performance. Building a successful partnership with the CEO and making time to understand the business from the CEO’s lens will make you a better ally!

**Download the guide “Secrets to a Successful CEO/CFO Relationship.”**

Asset: <https://www.netsuite.co.uk/portal/assets/pdf/wp-secrets-to-successful-ceo-cfo-relationship.pdf>

[Response #3.]

**You want to serve as a strategic partner and contribute to growth**

**What CEOs Want in a CFO**

What are the top traits CEOs seek in a finance partner these days? It’s more than expert-level accounting skills. We talked to top chief executives about the skills they want from their financial partners. They seek strategic partners who provide insights and recommendations, identify financial risks and opportunities, and develop plans to mitigate risks and capitalize on opportunities. CFOs are a part of the growth strategy!

**Download the white paper “What CEOs Want in a CFO.”**

Asset: <https://www.netsuite.com/portal/assets/pdf/wp-what-ceos-want-in-a-cfo.pdf>

**[BANT]**

**Authority**

When it comes to making Accounting/ERP purchases in your organization, do you consider yourself to be:

* A decision maker
* An influencer
* A researcher
* Or, I have no role [Disqualify]

**Need**

What Accounting/ERP system are you currently running on?

|  |
| --- |
| * Acumatica |
| * Deltek |
| * Epicor |
| * FinancialForce |
| * Infor - CloudSuite |
| * Infor - Lawson |
| * Infor - M3 |
| * Infor - Other |
| * Intacct |
| * Other |
| * Sage |
| * SAP |
| * Workday |
| * Microsoft Dynamics |
| * Quickbooks |

**Time frame**

What’s your time frame for implementing an Accounting/ERP software solution?

* Evaluating solutions now
* In the next 6 months
* 6-12 months
* 12+ months [Disqualify]

**Budget**

Has a budget been established for a new solution?

* Yes, we have an existing budget
* Yes, we have a need, but we need to determine a budget
* No [Disqualify]

[END]