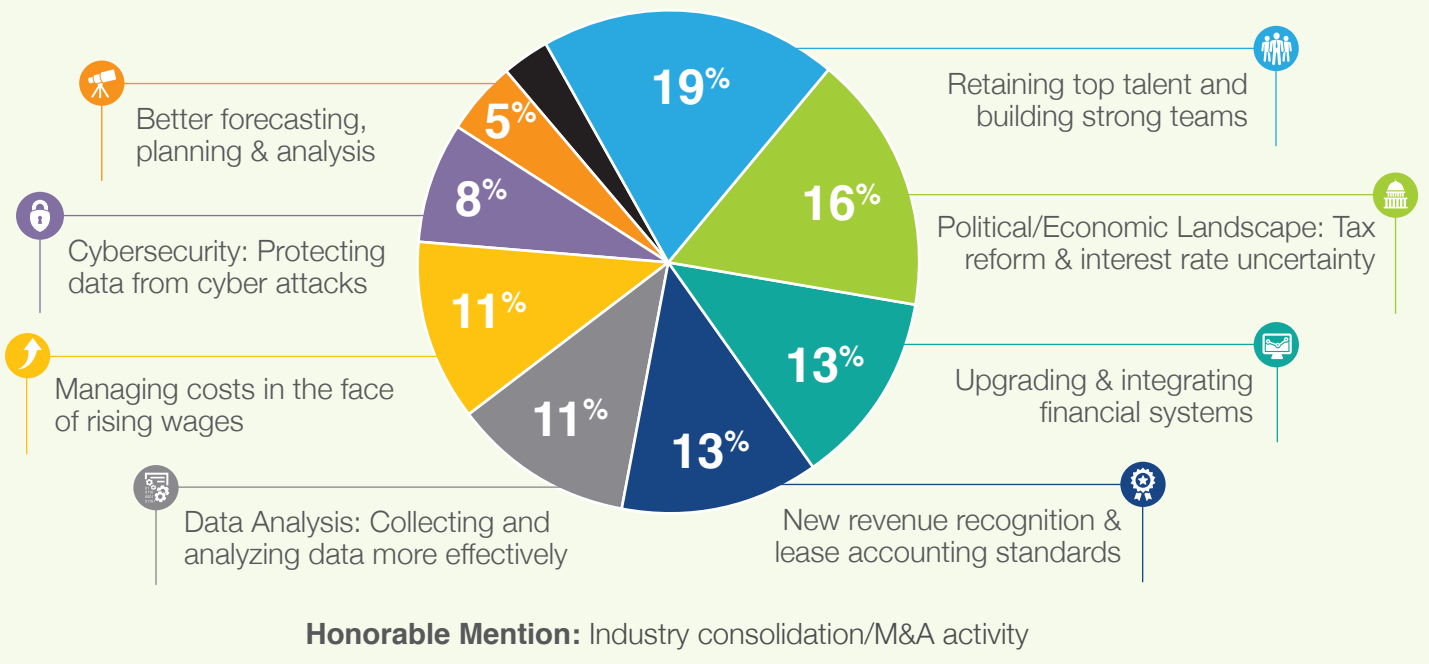


# TOP CFO/CAO CHALLENGES for 2018



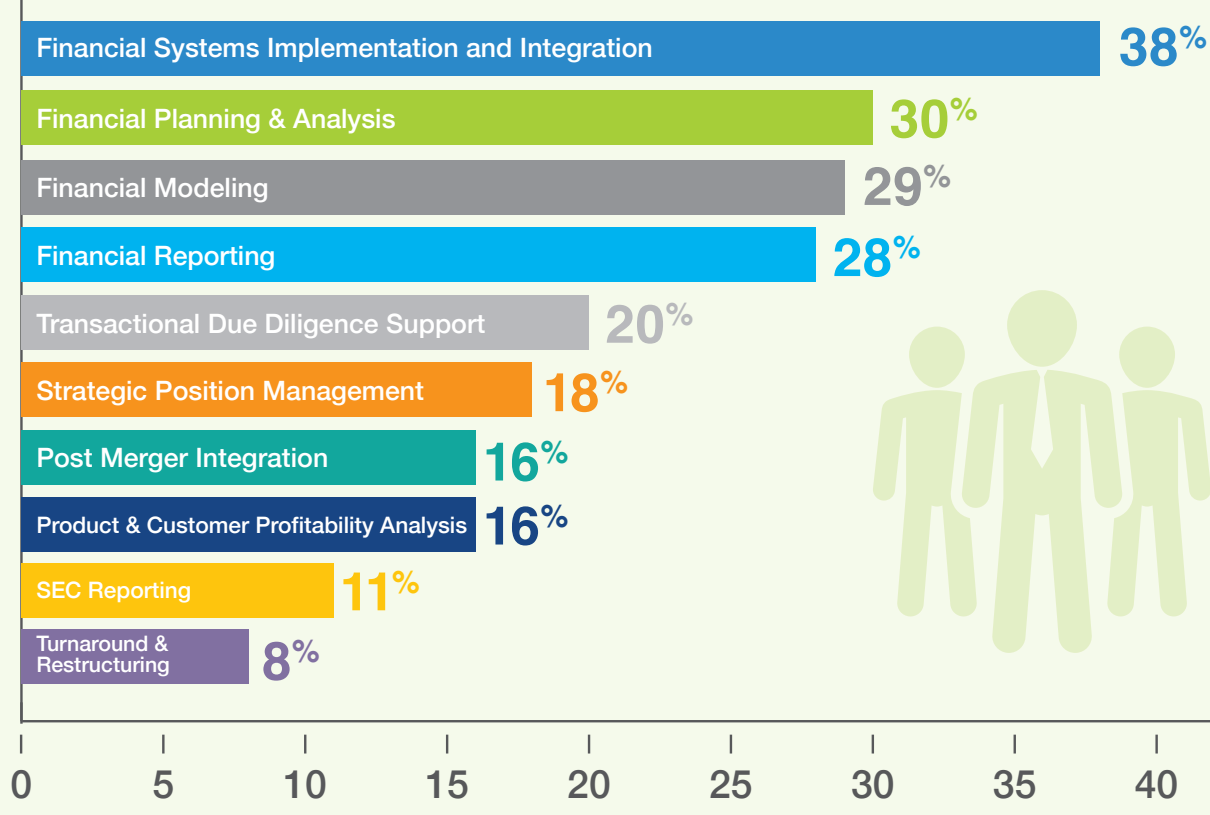
At **8020 Consulting**, our work impacts every aspect of business operations—extending the reach of finance from compliance fulfillment reporting and incrementalist budgeting activity to critical analysis of business issues. To get a sense of the challenges that Chief Financial and Accounting Officers face in the New Year, we asked our consultants to weigh in. Here's the list of challenges they think CFOs and CAOs will struggle with in 2018:



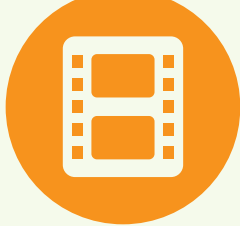
## Predicted Demand for FINANCE/ACCOUNTING SERVICES



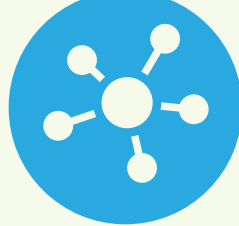
Our financial consultants also answered questions related to the services they expect CFOs and CAOs to need in 2018.



*This infographic is based on responses from 70% of our consulting staff. The majority of respondents are currently working in:*



ENTERTAINMENT



TECHNOLOGY



INTERNET



REAL ESTATE

## Here's What Our Consultants Are Saying:

*As consumers continue to use social media, businesses need to use social platforms to understand customer needs and then provide products and services to meet demand.*

*The fast-changing political landscape today will have a big influence on investment strategies.*

*CFOs will look to digital innovation to improve finance operations.*

*With competition heating up in all sectors and technology changing the landscape, companies need very good forecasting practices to be able to react to change.*

*In many companies, turnover will increase since millennials have little incentive to stay at one company for more than 2 years.*

*Finance will move more towards operational finance and data analysis to manage the digital transformation.*

*We will see the integration of automation and block chain technology and the corresponding shift in human capital to more proficiency in IT knowledge.*

*More and more finance and accounting teams will utilize artificial intelligence to increase company value.*

*Strategic planning and forecasting will become an even greater priority given the rapid pace of change in the economy and innovation.*

*SEC scrutiny should be lower than the recent past due to current administration (as fines are at a four-year low). This could also spur more M&A activity, based on the multi-year run in corporate profits and stock market trends.*

