

TECH CFOs IN 2024 Focusing on the Fundamentals

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With You Today



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Agenda



Research Overview



Tech's Trust Problem



Building Resilience



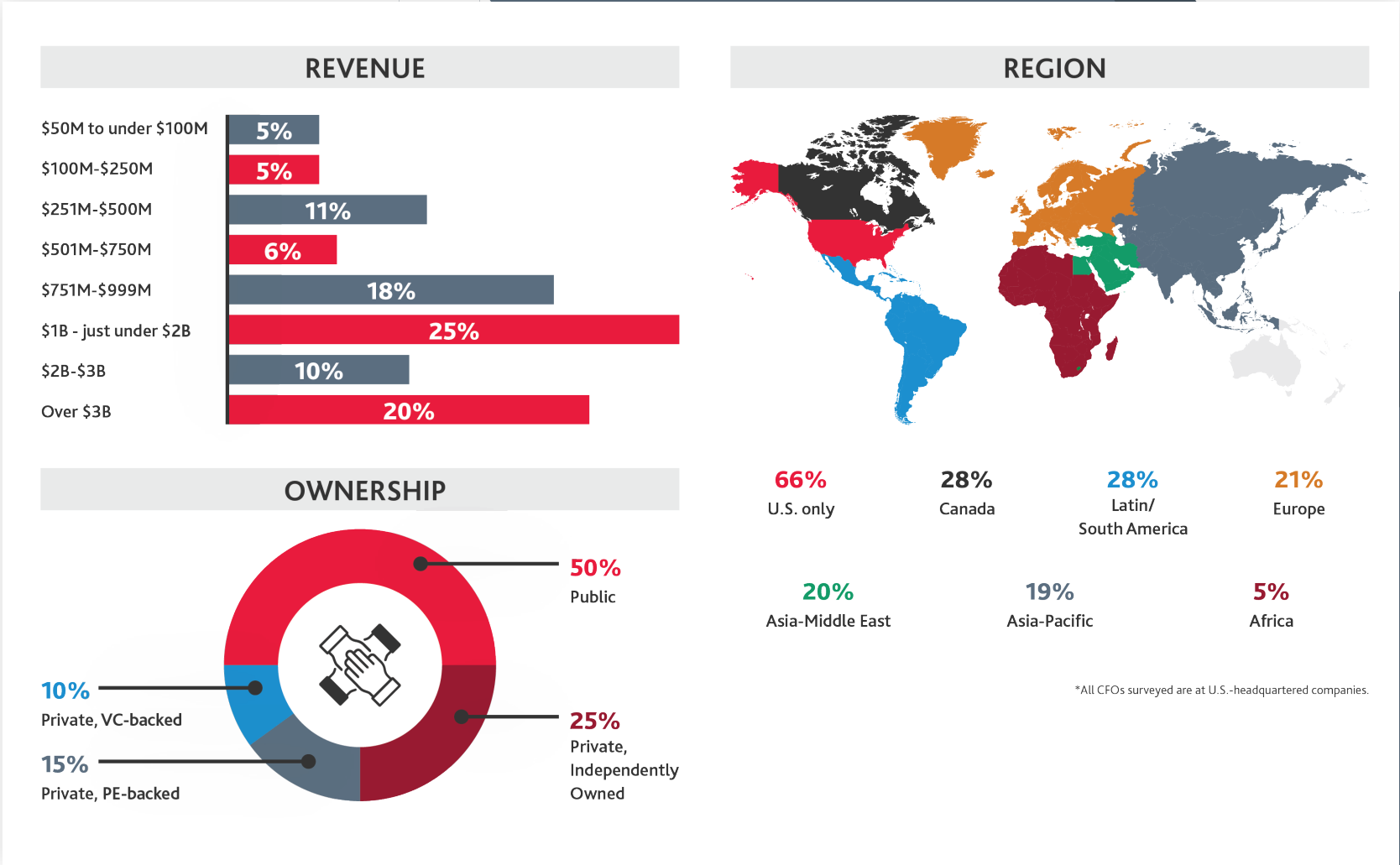
How to Uncover Tax Opportunities

Research Overview



Methodology

The *2024 Technology CFO Outlook Survey* polled 100 tech CFOs from businesses with revenues from \$50 million to \$3 billion or more in October 2023. The survey was conducted by Rabin Roberts Research, an independent marketing research firm, using Op4G’s panel of executives.



Tech's Trust Problem

- ▶ Tech CFOs are increasingly confident in their data privacy practices - but consumer trust in tech is declining. What's causing the disconnect?
- ▶ Tech companies need to ensure they're deploying the right tactics to safeguard data. Right now, only **51%** of tech CFOs say they're deploying data mapping and inventory management, which is crucial to getting an accurate picture of the data they manage.

88%

Their company is transparent with consumers about their data collection and processing practices

82%

Consumer data is only used in ways that fully adhere to their data privacy policies

79%

Their employees have a clear understanding of data collection and processing policies and processes

77%

They only collect the customer data they need

74%

Protecting consumer data is a priority for their company

DISCUSSION QUESTION #1

How Confident Are You
That Your Company's Data
Privacy Practices Satisfy
Consumer Expectations?



A

Very Confident

B

Somewhat Confident

C

Not Very Confident

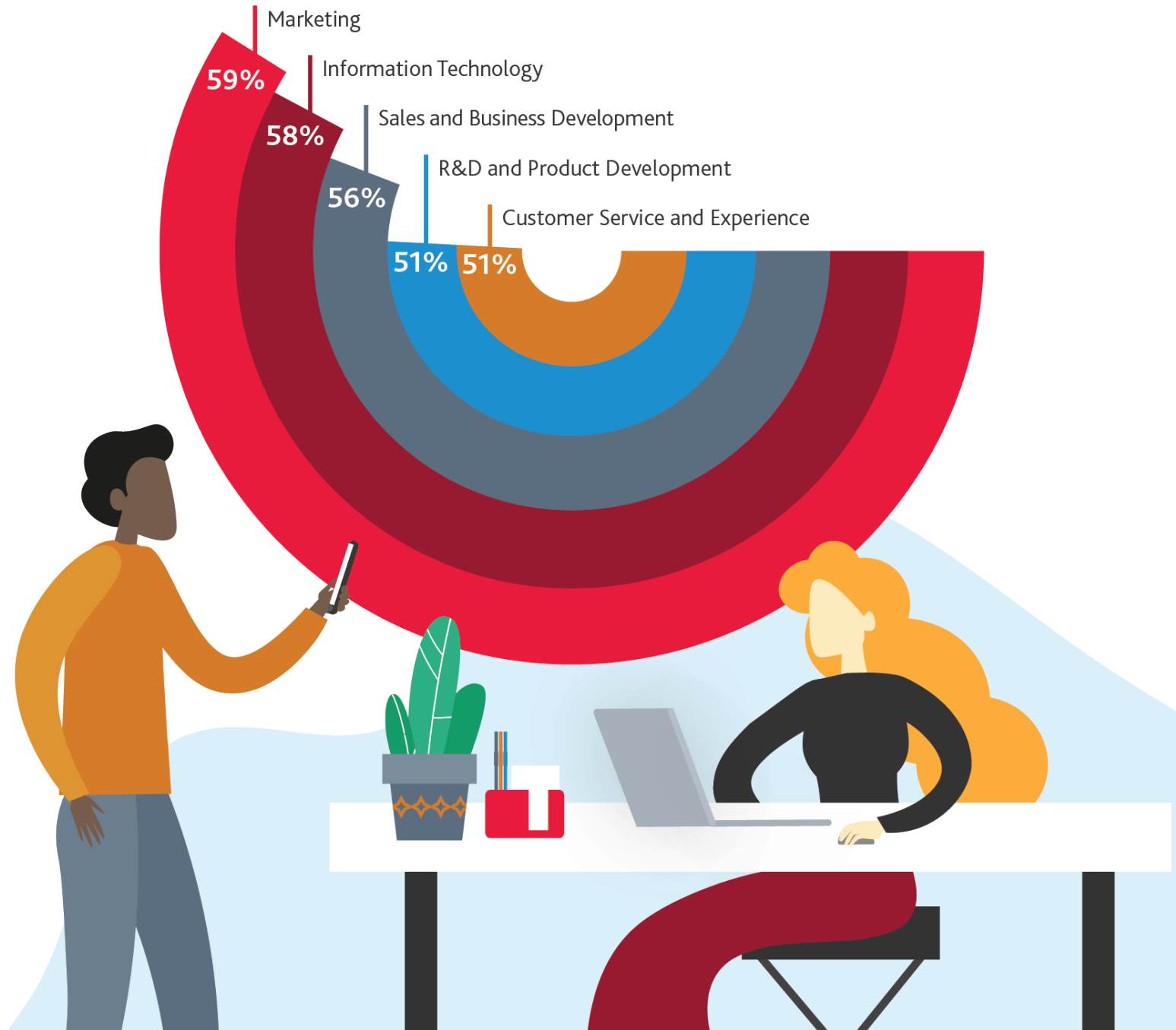
D

Not At All Confident

Building Resilience

PLANNED HEADCOUNT INCREASES

- ▶ Tech CFOs report that performance remains steady, however since we released our last survey in early 2023, we have seen a **10%** decrease in CFOs saying they expect revenue increases in 2024.
- ▶ In effort to weather the choppiness, **51%** of CFOs plan to pursue product or service expansions; **49%** plan to pursue a pricing strategy adjustment; and **49%** plan to reevaluate sourcing strategies.



Building Resilience

ACTIVITY ACCELERATIONS
DUE TO MARKET VOLATILITY

47%

Improving the Customer Experience



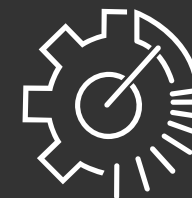
43%

Upgrading Products or Services



42%

Increasing Operational Efficiencies



DISCUSSION QUESTION #2

How Do You Expect Your Revenue to Change in 2024?



A

Cash Increase over 10%

B

Increase 1-10%

C

Stay about the same

D

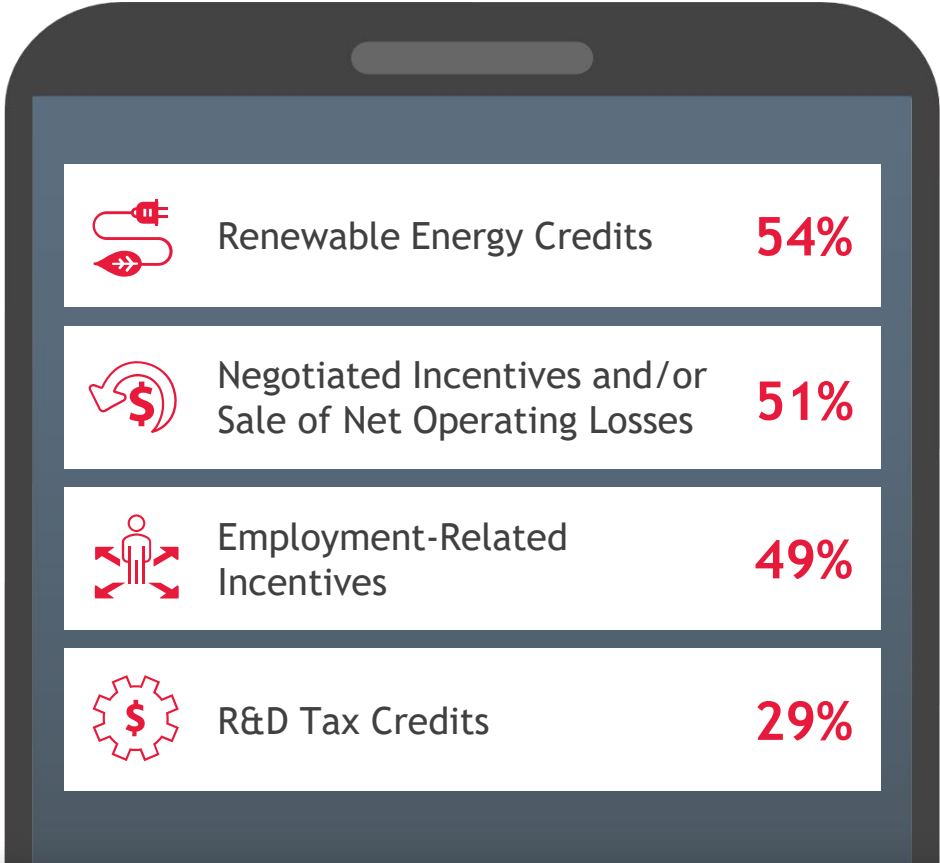
Decrease 1-10%

E

Decrease over 10%

How to Uncover Tax Opportunities

- ▶ **82%** of tech CFOs say their tax function provides strategic value to the broader business. However, many tech organizations aren't taking advantage of the tax opportunities available to them.
- ▶ **78%** say their tax function is adequately resourced to meet their needs. At the same time, 64% say their tax function has no issues meeting compliance deadlines.
- ▶ Are tax functions truly adequately resourced? If not, outsourcing and automation may be able to help.



Tax-Related Interstate Expansions

48%

We plan to make a tax-related interstate expansion in the next 12 months

37%

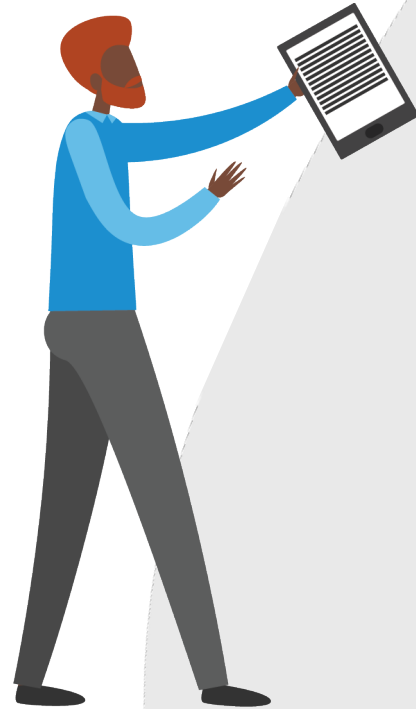
We made a tax-related interstate expansion in the last 12 months

15%

We're not planning to make a tax-related interstate expansion

DISCUSSION QUESTION #3

To What Degree Is Your Tax Function Involved in Strategic Business Discussions and Decisions?



A

Very Involved

B

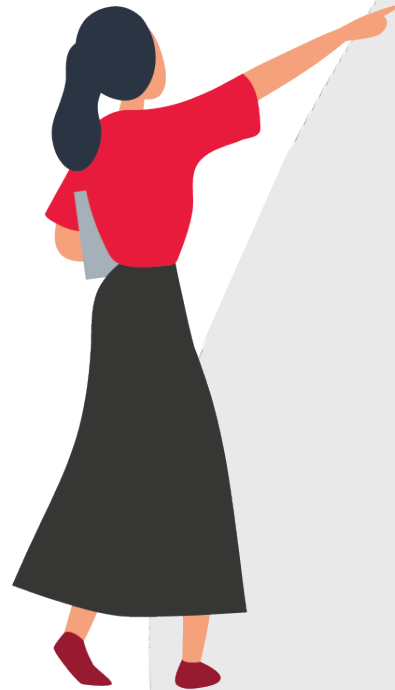
Somewhat Involved

C

Not Very Involved

IMMEDIATE FOLLOW UP

Would You Like to Speak to Any of Our Presenters on the Content From Today's Webinar?



A

Yes, I'd like to speak to **Karen Schuler's team** on trust in tech

B

Yes, I'd like to speak to **Stephanie Hewlett's team** on building resilience

C

Yes, I'd like to speak to **Matt Dymont's team** on how to uncover tax opportunities

D

No, thank you

A modern office interior featuring a wide staircase with a glass railing, a lounge area with a curved sofa and a small table, and a reception desk with a large window overlooking a city skyline. The reception desk has the BDO logo on it. The overall atmosphere is professional and contemporary.

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