

# Tech CFOs Plan to Thrive in 2025

MARCH 12, 2025



# With You Today



**HANK GALLIGAN**

National Technology  
Practice Leader

[hgalligan@bdo.com](mailto:hgalligan@bdo.com)



**TARYN CRANE**

Privacy & Data Protection  
Practice Leader

[tcrane@bdo.com](mailto:tcrane@bdo.com)



**MATTHEW DYMENT**

Managing Principal, State  
& Local Tax National  
Practice Leader,  
Technology Industry  
National Tax Leader

[mdyment@bdo.com](mailto:mdyment@bdo.com)



**STEPHANIE HEWLETT**

National Technology  
Industry Assurance Leader

[shewlett@bdo.com](mailto:shewlett@bdo.com)

# Learning Objectives



Discuss what's fueling tech CFOs' optimistic outlook for the year ahead



Review how tech CFOs view the state of their trust and security practices in 2025



Examine why neglecting the tax function within your organization could cause tech companies miss out on opportunities





# Our Agenda Today

- 1 Research Overview
- 2 Taking Trust to the Next Level
- 3 Investing in the Tax Function
- 4 An Optimistic Outlook for 2025
- 5 Q&A

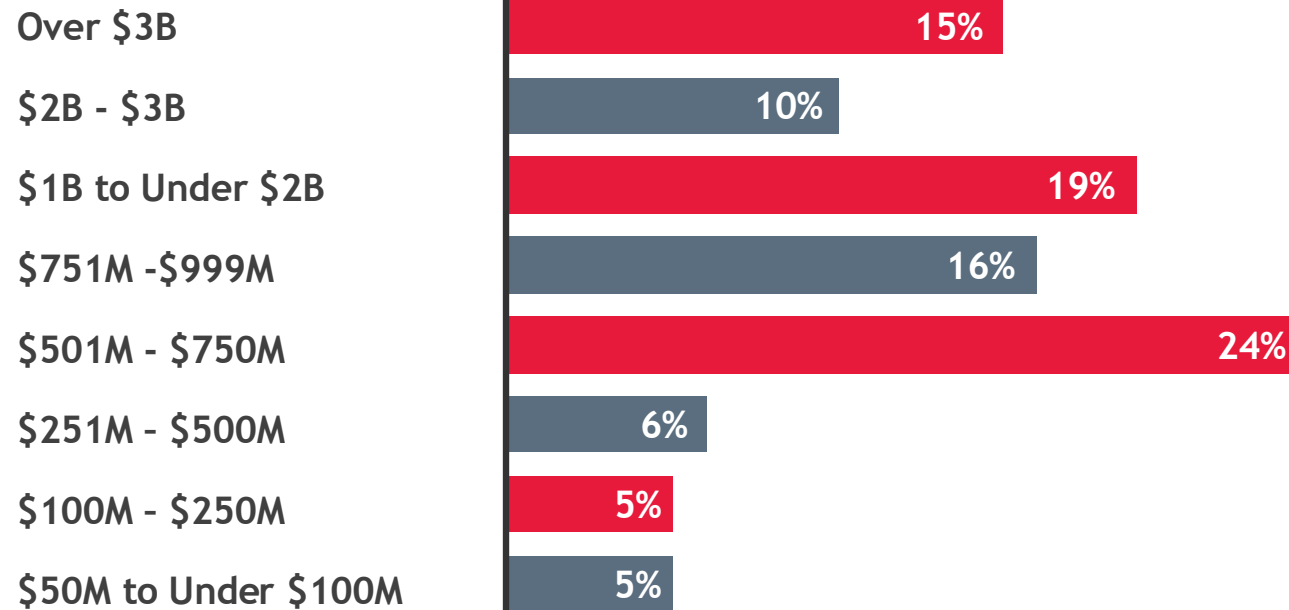


# Research Overview



# 2025 Tech CFO Outlook Survey

## Revenue

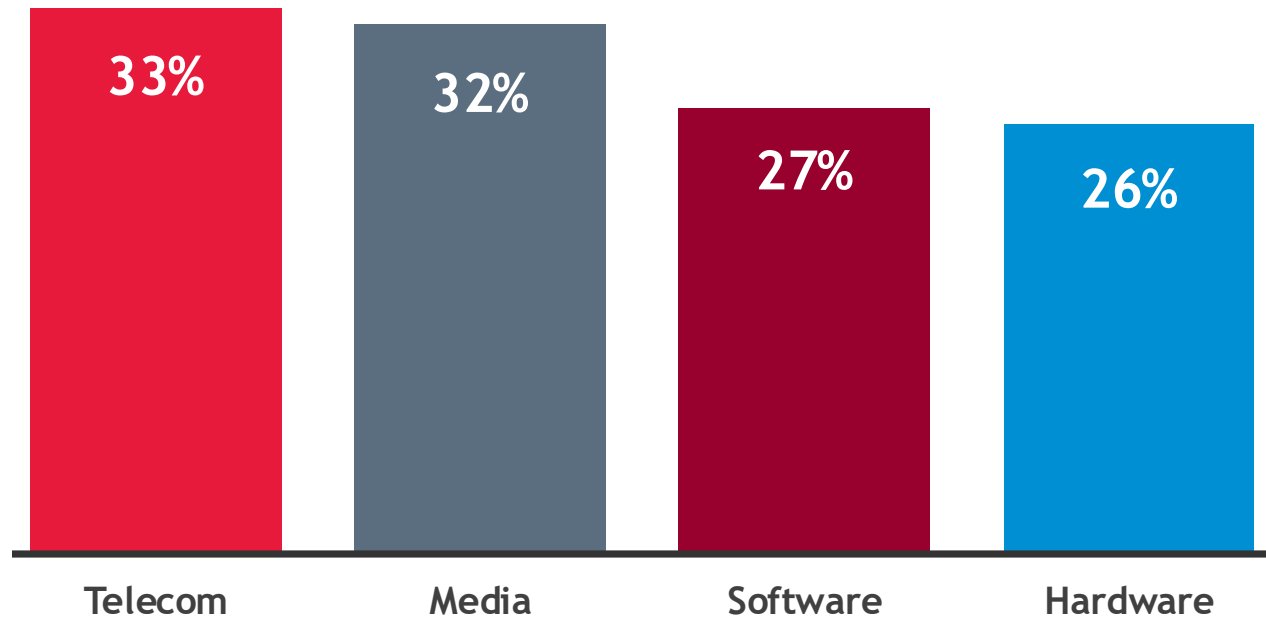


Source: 2025 Technology CFO Outlook Survey

- ▶ Annual survey of 100 tech industry CFOs
- ▶ Conducted by independent market research firm, Rabin Roberts Research Company
- ▶ Fielded in November 2024 after the presidential election

# 2025 Tech CFO Outlook Survey

## Subsegment



Source: 2025 Technology CFO Outlook Survey

- ▶ Annual survey of 100 tech industry CFOs
- ▶ Conducted by independent market research firm, Rabin Roberts Research Company
- ▶ Fielded in November 2024 after the presidential election

# Taking Trust to the Next Level

2





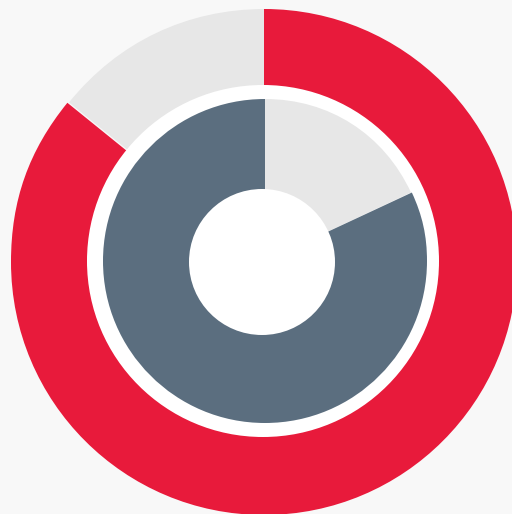
# Taking Trust to the Next Level

## Tech CFOs Claim ...



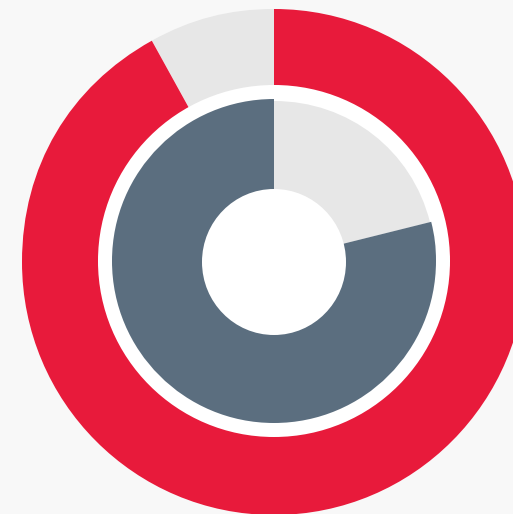
**88% 90%**

Their company is transparent with consumers about their data



**82% 86%**

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



**79% 92%**

Employees have a clear understanding of data collection

● 2023 ● 2024

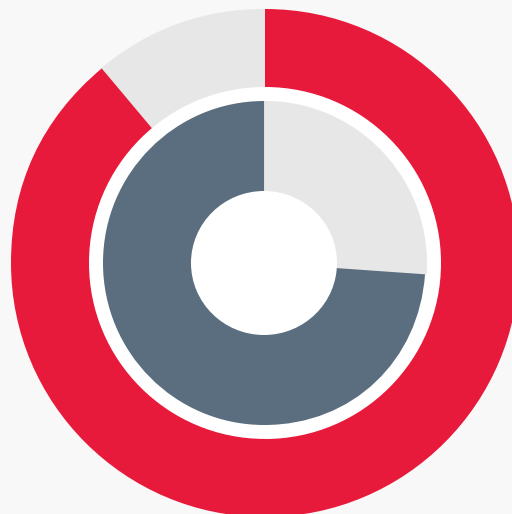
# Taking Trust to the Next Level

## Tech CFOs Claim ...



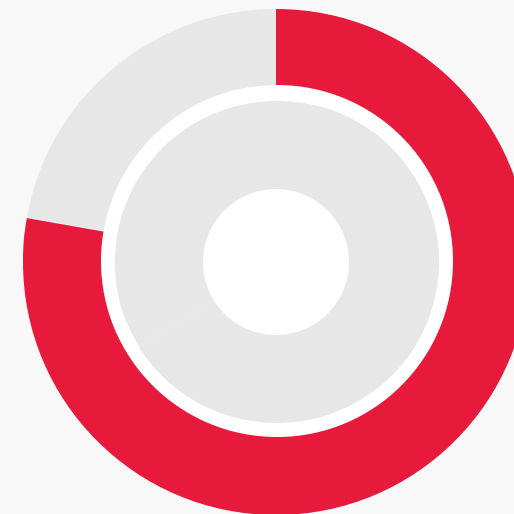
**77%** **88%**

They only collect the customer data they need



**74%** **89%**

Protecting consumer data is a priority for their company



**--\*** **78%**

They update their privacy policies and notices on an annual basis or as laws evolve

● 2023 ● 2024

# Investing in the Tax Function

3



## Investing in the Tax Function

### Tax Technology Investment Plans

Technology	Increase Investment	Decrease Investment	No Change to Investment	Not Investing
Artificial Intelligence	57%	5%	37%	1%
Tax Reporting Software	57%	10%	32%	1%
ERP Software	55%	12%	30%	3%
Data Analytics/Visualization/ Predictive Modeling	54%	8%	37%	1%
Tax / Accounting Software Related to Digital Assets	54%	8%	37%	1%
Data Management System / Data Warehouse	49%	11%	40%	0%
Migration to Fully Cloud Computing	41%	9%	48%	2%
Robotic Process Automation	26%	12%	56%	6%

# An Optimistic Outlook for 2025

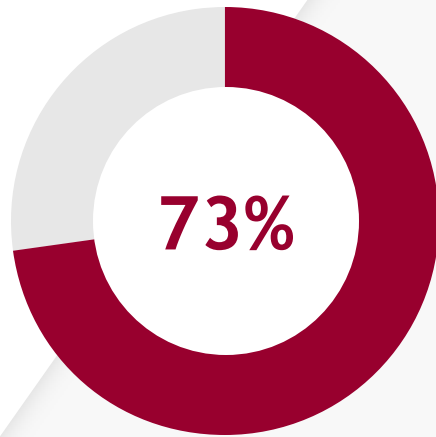
# 4



# An Optimistic Outlook for 2025

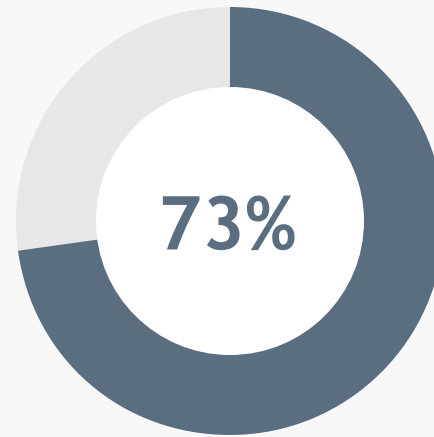
## Tech's Financial Performance

In 2023 ...



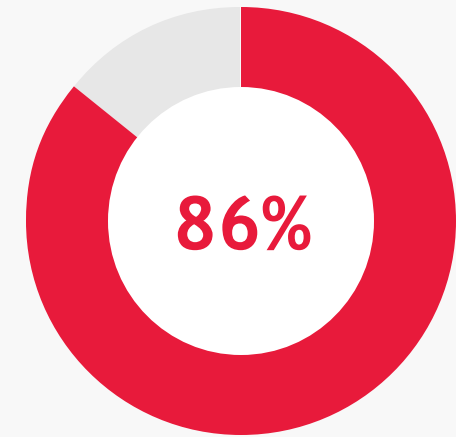
Saw revenue increases

In 2024 ...



Saw revenue increases

In 2025 ...



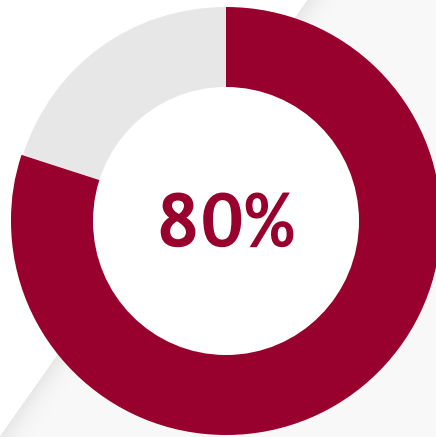
Expect revenue increases



# An Optimistic Outlook for 2025

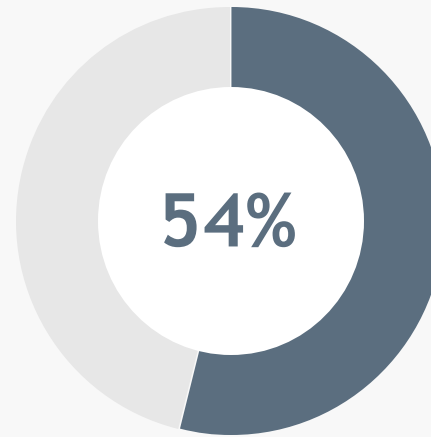
## Tech's Financial Performance

In 2023 ...



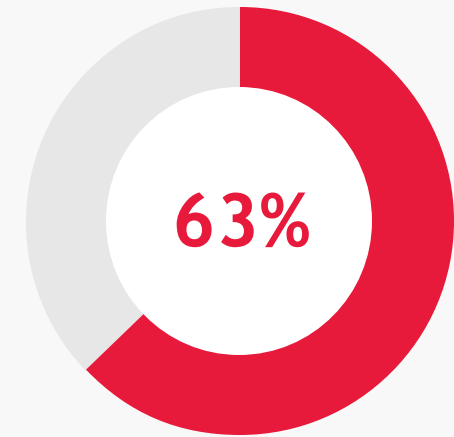
Saw profitability increases

In 2024 ...



Saw profitability increases

In 2025 ...



Expect profitability increases

# An Optimistic Outlook for 2025

## Tech's Top 2025 Strategies



**52%**

Product or Service  
Rationalization or  
Expansion



**51%**

Restructuring or  
Reorganization



**48%**

Pricing Strategy  
Adjustment



**46%**

Enterprise Sale  
to a Strategic  
Buyer / Competitor

# An Optimistic Outlook for 2025

## Tech's Top 2025 Strategies



**24%**

Joint Venture or  
Alliance



**23%**

Geographic  
Expansion



**14%**

M&A  
(Buy-side)



**13%**

Carve-out or  
Divestiture

# Q&A

5



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 the BDO logo. Large windows in the background offer a view of a city skyline.

## About BDO USA

Our purpose is helping people thrive, every day. Together, we are focused on delivering exceptional and sustainable outcomes and value for our people, our clients and our communities. BDO is proud to be an ESOP company, reflecting a culture that puts people first. BDO professionals provide assurance, tax and advisory services for a diverse range of clients across the U.S. and in over 160 countries through our global organization.

BDO is the brand name for the BDO network and for each of the BDO Member Firms. BDO USA, P.C., a Virginia professional corporation, is the U.S. member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms. For more information, please visit: [www.bdo.com](http://www.bdo.com).

Material discussed is meant to provide general information and should not be acted on without professional advice tailored to your needs.

© 2025 BDO USA, P.C. All rights reserved.

