We're living in a time of relentless, current business models. The never normal presents unique challenges. CFOs need to avoid the considerable cost of talent loss and embrace technology, helping the whole organization remain agile, resilient, and profitable – whatever happens in the Never Normal.

The new digital edge: Rethinking strategy for the middle market

- 75% of middle-market companies report a high ratio of non-ERP-reliant companies手工报告和透明度的衡量指标。标准化的指标能够识别机会并跟踪性能。
- 64%的中型市场公司已经开始了他们的ERP之旅，13%的公司说他们将在未来五年内扩大其ERP的使用。
- 78%的私营公司已经开始了他们的ERP之旅，而只有13%的公司说他们将在未来五年内扩大其ERP的使用。
- 61%的中型市场公司表示，他们与客户和利益相关者保持联系，了解他们的需求和期望。
- 64%的中型市场公司表示，他们可以更有效地利用他们的资源，以实现更高效、更透明的管理。

Looking to the future

- 36% of middle-market companies expect to hire more staff in the next 12 months.
- 42% of middle-market companies plan to increase their staffing levels by 5-10%.
- 27% of middle-market companies plan to increase their staffing levels by 11-20%.
- 5% of middle-market companies plan to decrease their staffing levels by 5-10%.
- 13% of middle-market companies plan to decrease their staffing levels by 11-20%.

The never normal:

1. 65% of middle-market companies are focused on driving growth.
2. 64% of middle-market companies are focused on developing new products or services.
3. 62% of middle-market companies are focused on improving customer experience.
4. 59% of middle-market companies are focused on improving employee engagement.
5. 57% of middle-market companies are focused on improving financial performance.

CFOs can respond to ever-changing market conditions

- 11% of companies see technology as a hindrance to innovation.
- 61% of companies view aging technology as a hindrance to innovation.
- 63% of companies view aging technology as a hindrance to innovation.
- 65% of companies view aging technology as a hindrance to innovation.
- 67% of companies view aging technology as a hindrance to innovation.

CFOs need to:

1. Offer objective analysis to support decision-making.
2. Support people-centric organizations.
4. Implement enterprise solutions.
5. Keep pace with technology.

Forward-thinking CFOs empower digital finance transformation by:

1. Lifting the project journey.
2. Connecting systems to project complexity.
3. Controlling costs and enhancing billing.
4. Providing insights and transparency for the C-suite and business leaders.
5. Creating trusted reports with meaningful commentary.

CFOs can benchmark and evaluate their organizations through technology. They can also technology initiatives to improve their workday efficiency and adaptability workflows and robust remote access to technology like project language assistants to enhance billing.