

CFOs Poised for Innovation in 2020

The 2020 BillingPlatform Trends in Finance Report surveyed 300 finance leaders who reported how their businesses will invest for growth this year. They demonstrated their businesses are focused on adapting new revenue streams and innovating product and pricing practices.



Budgetary Outlook

50%
of Budgets Increasing



How Will Companies Grow?

To Increase Revenue, Finance Leaders Identified the Following Strategies

60%

Launching New Products and Services

56%

Adapting New Business Models

35% Offering Modern Pricing Tactics (Recurring and Usage-based Billing)

Technology Focus

Technology Was Often Listed as a High Priority Among Finance Leaders

47%

10%
Transition to Cloud-based Systems

10%
Artificial Intelligence

9%
Data Transparency

9%
Maintain Legacy Systems

9%
Train Staff for New Tech

Obstacles to Growth

Finance Leaders Identified Their Challenges



28% Competitive Disruption



23% System Constraints



22% Disparate Financial Systems



18% Legacy Infrastructure

Download a copy of BillingPlatform 2020 Trends in Finance Report

BillingPlatform Delivers the Freedom to Innovate

Our agile, cloud-based billing software solution helps enterprises monetize disruptive products in any industry and supports any business model—recurring, usage-based, and complex pricing.

... with Total Financial Control

Our flexible data model ensures that innovation never means “unsecure.” Finance leaders can maximize productivity while maintaining control over financial processes.

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