

# Tech- drivers for outsourced controllers



**WIPFLI**

# How technology integration is reshaping outsourced controller roles

In today's fast-paced business environment, the integration of technology is fundamentally transforming the roles of outsourced controllers.

By automating financial processes, tools such as cloud-based accounting software not only enhance the efficiency and accuracy of accounting, reconciliations and cash flow management but also significantly reduce human error. This shift is not just about keeping pace with digital transformation; it's about leveraging technology to secure data integrity and streamline accounting services, helping to ensure outsourced controllers remain at the forefront of financial management.

As we delve deeper into how these emerging technologies are reshaping controller roles, it becomes clear that the adoption of innovations such as robotic process automation (RPA) and secure encryption algorithms is setting a new standard in the industry.

This evolution promises not only heightened data security and confidentiality but also a more strategic approach to accounting that supports data-driven decision-making. Through the strategic integration of these technologies, outsourced controllers are better equipped to guide businesses through the complexities of modern financial management, heralding a new era of efficiency and strategic insight in outsourced accounting services.



Technology has revolutionized the accounting industry by introducing automation for processes such as **data entry and reconciliation**. This has led to significant **time savings** and a **reduction in the likelihood of errors**, enhancing the **reliability of financial data**.



## Chapter 1:

# The drive for digital transformation in controllership

The imperative for digital transformation in controllership is driven by several key factors that collectively enhance operational efficiencies and strategic capabilities within organizations.

Here's a detailed look at the elements propelling this shift:

1. **Enhanced efficiency and productivity:** The automation of routine tasks reduces manual labor, freeing up time for strategic activities that add more value to the organization.
2. **Improved data analysis:** Digital tools allow for the effective analysis of large volumes of data, which supports more informed decision-making and superior financial management.
3. **Risk management:** Real-time insights into financial data help in identifying and managing risks promptly, allowing for quicker responses to potential issues.
4. **Interdepartmental collaboration:** Enhanced collaboration tools improve financial reporting and management by facilitating better communication between departments.
5. **Adaptability to change:** Digital tools can be quickly updated or modified, helping organizations remain agile in a rapidly evolving business landscape.
6. **Cost efficiency:** Significant savings from automated processes can be reinvested to drive growth and innovation.





Increasingly, the impact of disruptive technologies is surfacing in the role controllers play. Traditional controller practices are evolving to absorb new technologies, such as AI and blockchain. The advancements are also creating new opportunities for controllers to make operational improvements, manage risks and controls, and drive overall enterprise performance.

To fully maximize the impact, a controller needs to adopt a more collaborative and strategic mindset, so they are positioned as a key business partner across the organization.

Digital transformation also creates opportunities for standardization and scaling, with controllers leading the way by adapting processes to standardize functions and scale operations so businesses can meet new security and compliance demands critical to their success.

By embracing these drivers and practices, the right controller can enhance their value within the organization, steering leaders toward a more integrated, technology-driven approach to financial management.



The role of a financial controller has expanded beyond traditional tasks to play a more pivotal role in **strategic decision-making**. Financial controllers now contribute to shaping **investment strategies, risk management** and **identifying potential areas for business growth**.



## Chapter 2:

# Emerging technologies reshaping controller roles

Emerging technologies are introducing new tools and methods that enhance efficiency and strategic decision-making. The integration of these technologies not only streamlines existing processes but also opens up new avenues for controllers to add value to their organizations.

Here are the key technologies – and their impact – that we see impacting the controller role:

1. **Artificial intelligence (AI) and machine learning (ML):** AI and ML are at the forefront, automating complex processes such as data interpretation and financial forecasting. These technologies enable controllers to focus on strategic decision-making rather than routine tasks.
2. **Cloud computing:** With cloud computing, financial data is accessible anytime and anywhere, which enhances flexibility and supports the growing trend of remote work environments.
3. **Advanced automation:** Automation tools are increasingly sophisticated, handling tasks from invoicing and payroll to complex financial management and reporting, thus freeing up valuable time for strategic planning.
4. **Cybersecurity solutions:** As data breaches become more common, investing in advanced cybersecurity solutions is crucial. Technologies like blockchain enhance data integrity and security, providing transparent and immutable recordkeeping.



5. **Digital currencies:** The rise of digital currencies, including central bank digital currencies (CBDCs), is reshaping financial landscapes, requiring controllers to navigate new regulatory and compliance challenges.
6. **Multicloud chaos management:** As organizations use multiple cloud services, managing these efficiently becomes critical to help ensure seamless financial operations and data management.

Organizations today need controllers to play a front-line role by establishing guidelines and continuously updating security practices so they can protect the financial interests of their organization.

Often outsourced controllers can bring a fresh perspective to operations by reviewing:

- **Technical controls:** Implementing firewalls, encryption technologies and intrusion detection systems to protect data integrity.
- **Organizational controls:** Establishing roles and responsibilities clearly to help ensure accountability and minimize risks.

- **Physical controls:** Securing physical access to systems where financial data is processed and stored.
- **Human resources policies:** Conducting regular security training and background checks for employees handling sensitive financial information.
- **Regular audits and incident response:** Developing comprehensive audit programs and incident response strategies to promptly address any security breaches.



Emerging technologies such as **AI and machine learning** are reshaping the accounting field by **automating repetitive tasks** and **enhancing data processing capabilities**.

When utilized effectively, these technologies can **reduce the risk of human error** and **streamline business operations**, potentially rendering manual bookkeeping obsolete.



## Chapter 3:

# Leveraging automation and AI for efficiency

AI is impacting every role in organizations, including controllers. While AI can automate many tasks, it also creates new opportunities, requiring a shift in skills and roles within the financial services sector.

By leveraging AI and automation, outsourced controllers can both enhance efficiency and play a pivotal role in transforming financial management into a more strategic, data-driven practice.

Your in-house or outsourced controller should be leveraging AI for:

1. **Custom AI-powered dashboards:** Tailored to highlight key metrics aligned with a company's objectives, these dashboards offer real-time data, predictive analytics and trend analysis, enhancing decision-making processes.
2. **Comprehensive risk management:** AI plays a transformative role in risk management by automating and refining risk assessment procedures, significantly improving the precision and effectiveness of financial strategies.
3. **Streamlined financial operations:** Outsourced controllers utilize advanced AI tools to automate routine tasks, such as accounts payable and accounts receivable. This automation minimizes human error and frees up time for strategic decision-making.



4. **Enhanced forecasting and planning:** AI technologies predict future financial trends, offering actionable advice that is crucial for navigating unpredictable economic conditions.
5. **Business intelligence optimization:** Through AI, business intelligence becomes smarter, enabling automated data analysis and providing real-time insights that are crucial for timely business decisions.
6. **Automation of nonfinance tasks:** AI assists in automating repetitive tasks, such as email drafting and research, allowing finance professionals to focus on more complex financial strategies.
7. **Improvement in efficiency and cost reduction:** AI-driven tools automate and optimize controlling and reporting processes, leading to significant reductions in costs and enhanced operational efficiency.
8. **Advanced data analysis for strategic decisions:** AI's capability to sift through and analyze large datasets reveals patterns and trends that inform strategic financial decisions, driving business growth and innovation.



The list is just the beginning. As AI and technology get smarter and we utilize them better, controllers will be greater drivers in predictive analytics for financial forecasting, which will improve financial planning and risk management.

# Conclusion

Through the strategic integration of technologies such as AI, cloud computing and blockchain, outsourced controllers have taken on a pivotal role in transforming financial management into a more efficient, secure and insightful practice.

This evolution not only maximizes data integrity and facilitates informed decision-making but also propels outsourced controllers into strategic partnership positions, allowing them to guide businesses through the complexities of modern financial landscapes with precision and strategic foresight.

As businesses continue to navigate the fast-paced changes of the digital era, the significance of adapting and leveraging such technological advancements cannot be overstated.

The future of outsourced controllership lies in its ability to harness these innovations to enhance efficiency, help ensure data security and provide strategic insights, ultimately steering organizations toward sustainable growth and operational excellence.

This journey underscores the indispensability of continuous learning, strategic IT collaboration and a proactive stance on emerging technologies and regulatory demands, helping to ensure outsourced controllers remain indispensable drivers of business success.



**Wipfli's outsourced controllers deliver results using modern accounting methods and cutting-edge technology.**

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