



FINANCIAL DECISION-MAKERS OUTLOOK

OneStream Software, LLC

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EXECUTIVE SUMMARY

STUDY OVERVIEW

KEY OBJECTIVES

- ✓ How have financial decision-makers responded to the change in presidential administrations? What changes have they made since the election?
- ✓ Where are financial decision-makers outlooks towards the post-COVID recovery?
- ✓ How are financial decision-makers currently tracking financial recovery? What tools are they using?
- ✓ What is the future outlook of the financial landscape among decision-makers and what steps are they taking? What tools do they plan on adopting, if any?

SURVEY ADMINISTRATION & SURVEY SAMPLE

- The survey was administered online and respondents were recruited via a third-party panel.
- The analysis includes a total of 340 respondents following data cleaning and quality control.
- Due to the limited statistical power of the small sample, results should be interpreted directionally.

RESPONDENT QUALIFICATIONS

- Age 18+
- Employed full-time
- Currently resides in the US, Canada, or Mexico
- Currently holds a management position (C-level executive (CFO), VP, Director, Controller) in finance
- A primary or shared decision-maker in their company's finances

KEY SEGMENTATIONS

KEY SEGMENTATIONS

This analysis includes questions segmented by company size, company 2020 revenue, and industry. Statistically significant differences are calculated at the 95% confidence level and are denoted by superscript letters (e.g., ^A, ^B, ^C) but due to the small sample size, all results should be interpreted directionally. Corresponding letters indicate significant differences between groups.

COMPANY SIZE



Less than 1,000 employees | 66%

More than 1,000 employees | 34%

COMPANY REVENUE



Less than \$1 billion | 76%

More than \$1 billion | 24%

INDUSTRY



IT and Professional/Technical Services | 42%

Finance and Insurance | 19%

All other industries | 39%

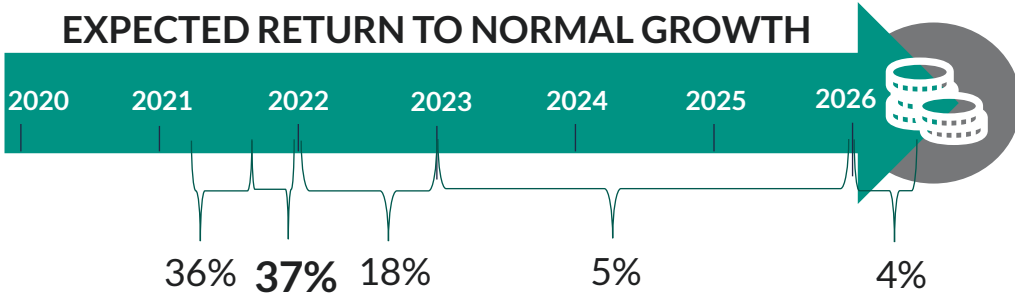
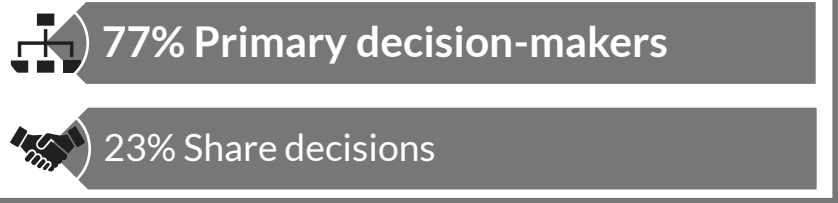
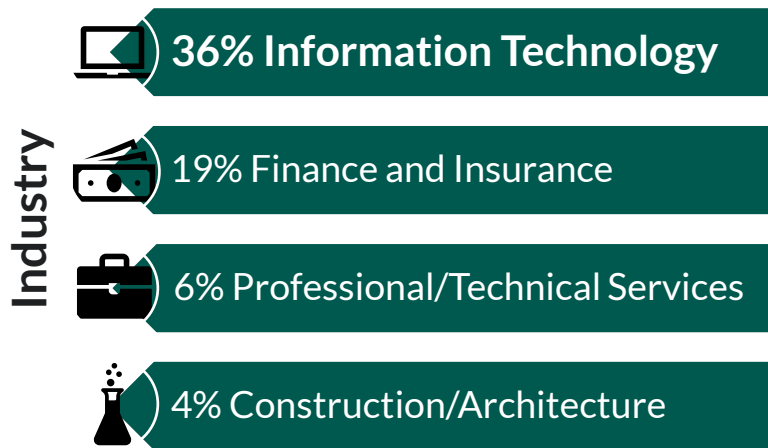
KEY FINDINGS: COVID-19 RESPONSE & RECOVERY

- **Since the COVID-19 pandemic, over half of companies increased their data analysis tool investments and usage.** Specifically, companies most commonly invested in artificial intelligence (59%) and increased their use of cloud-based planning and reporting solutions (65%).
- **Given that more than half of companies have increased their investments in machine learning, it's unsurprising that most are planning to optimize new departments and use cases with the technology.** Specifically, companies are planning to optimize IT/cybersecurity (30%) and are prioritizing customer service (16%) and intelligent process automation (15%).
- **Three-quarters (73%) of companies expect that they will return to normal growth by the end of 2021.** In August 2020, companies reported that they track expected returns to normal growth using consumer spending as financial recovery indicators.
- **Nearly all companies (98%) have made budgetary plans for returning to the office, one-third (36%) of which plan on dedicating over 15% of their budget to reopening the office.** Data privacy tools is the most common (18%) priority for the earmarked return-to-office budgets, with hybrid cloud technologies (18%) and office reconfiguration following closely (18%).
 - Approximately 11% of employees switched from entirely in-office work to fully remote work during COVID-19 but expect to return to the office post-pandemic.

KEY FINDINGS: FUTURE INVESTMENTS

- Despite many companies deferring investments until after the election, over half of companies report that it positively impacted their investment decisions for 2021.
- Most companies (86%) will need to change their financial forecasts in the event of a tax change by the new presidential administration. Similarly, most companies (89%) have already made plans to change hiring and staffing to accommodate wage increases.
- Most companies already use (69%) or plan to use (18%) low-code development platforms. A quarter (22%) of these companies plan on dedicating over 15% of their 2021 budget to low-code development platforms.
- Most companies are increasing, or are planning to increase, investments in ESG management and reporting systems (85%), as well as DEI training (86%).

DECISION MAKERS SNAPSHOT



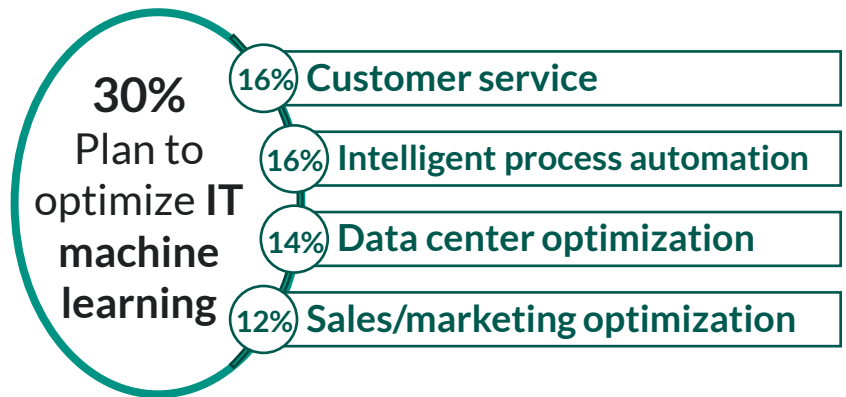
2021 INVESTMENT DECISIONS

Positive Election Investment Impacts (Top 2)

Launching New Products	Launching New Services	Global Market Expansion	Hiring and Staffing	CPM Analytics Software
62%	61%	60%	59%	58%

COVID-19 Increased Investments (Top 2)

Artificial Intelligence	Predictive Analytics	Cloud-based planning and reporting solutions	Machine Learning
59%	58%	57%	54%

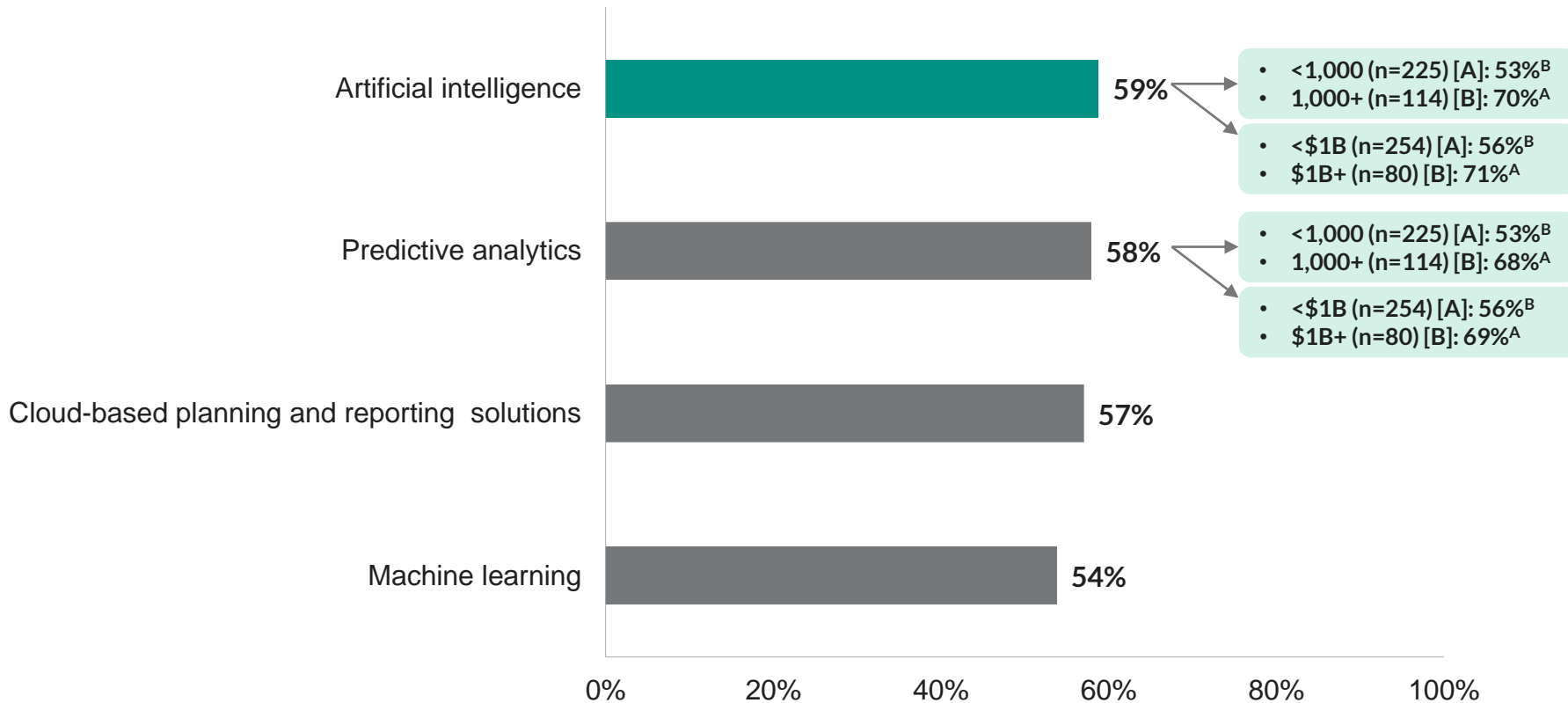


PANDEMIC-RELATED INVESTMENT CHANGES

OVER HALF OF COMPANIES INCREASED THEIR INVESTMENTS IN ALL DATA ANALYSIS TOOLS...

- Despite the high likelihood of deferment according to the 2020 report, over half of companies invest in data analysis tools more than before the pandemic.
- IT and finance industries are investing in data analysis tools significantly more than other sectors.*

INCREASED DATA ANALYSIS TOOL INVESTMENTS TOP 2 INCLUDES "SLIGHTLY" AND "SIGNIFICANTLY MORE THAN PRE-PANDEMIC"



CORPORATE

Q: Which of the following best describes how your company is investing in the following data analysis tools relative to before the pandemic? (n=340)

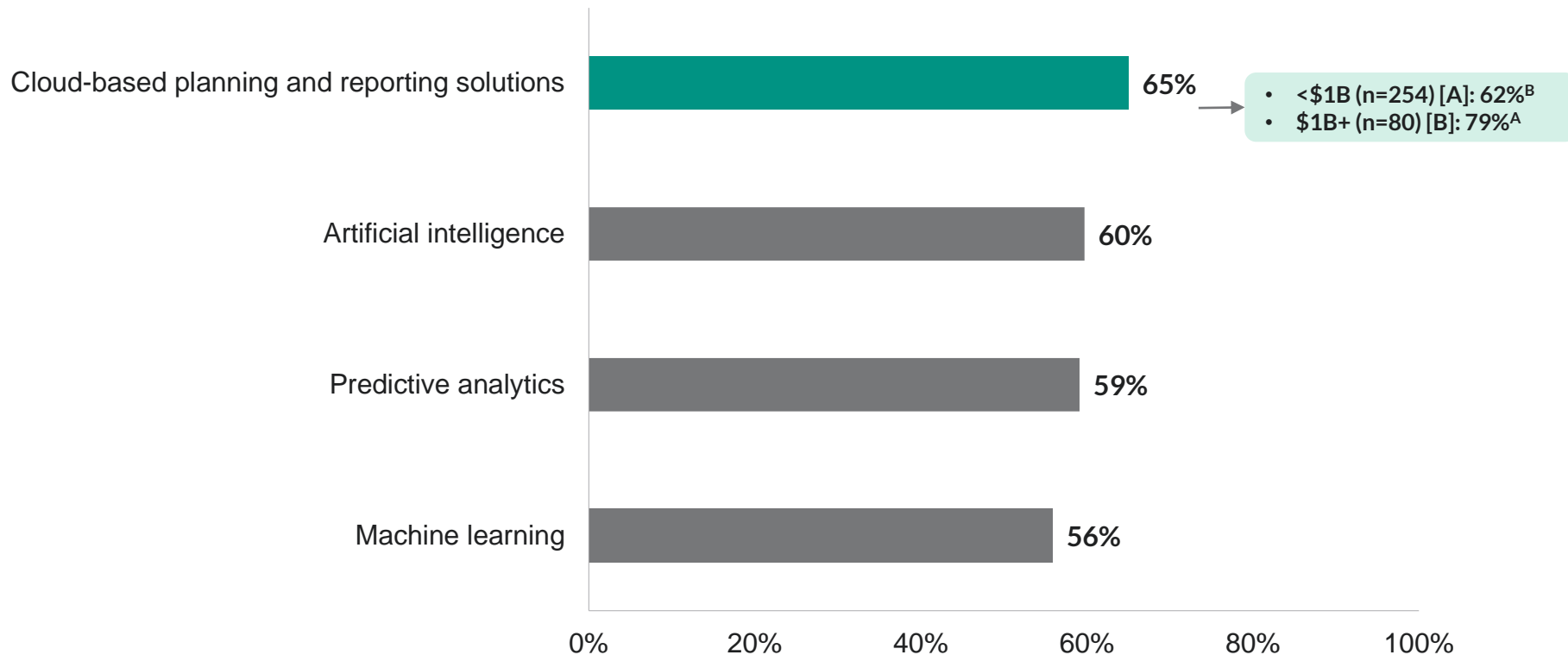
*For additional information, see Data Supplement.

...AND ARE USING DATA ANALYSIS TOOLS MORE THAN BEFORE THE PANDEMIC

- In August 2020, half (46%) of companies reported using cloud-based solutions constantly, while a quarter used predictive analytics (28%), machine learning (21%), and artificial intelligence (20%). Now, over half of companies have increased their usage of each tool.
- Companies in the IT and finance industries, and those with over 1,000 employees, are using data analysis tools significantly more than others.*

INCREASED DATA ANALYSIS TOOL USAGE

TOP 2 INCLUDES "SLIGHTLY" AND "SIGNIFICANTLY MORE THAN PRE-PANDEMIC"



CORPORATE

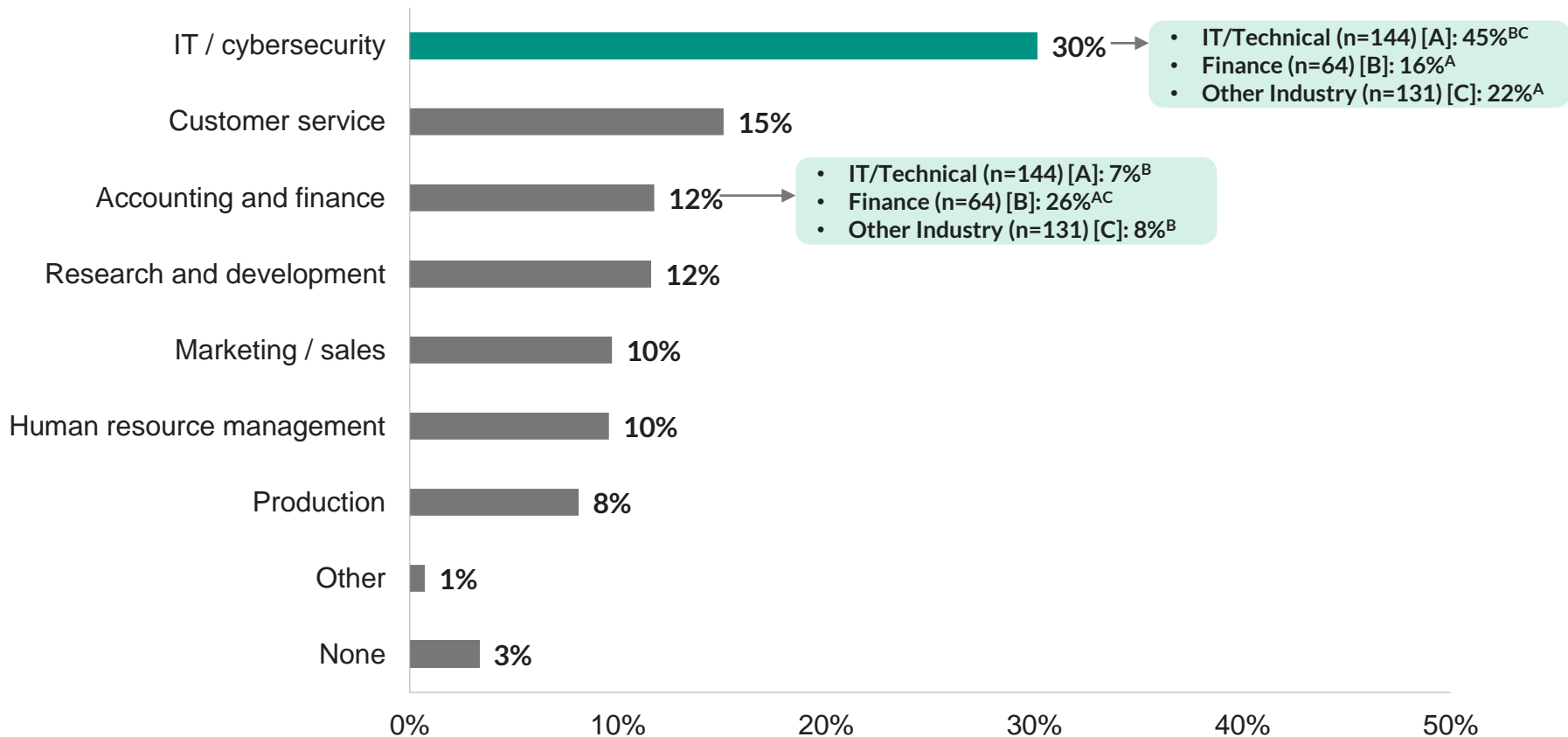
Q: Which of the following best describes your department's usage of the following data analysis tools relative to before the pandemic? (n=340)

*For more information, see Data Supplement.

NEARLY ALL COMPANIES ARE PLANNING TO OPTIMIZE AT LEAST ONE NEW DEPARTMENT WITH MACHINE LEARNING TECHNOLOGY...

- Companies are most commonly planning to optimize IT/cybersecurity with machine learning technologies.

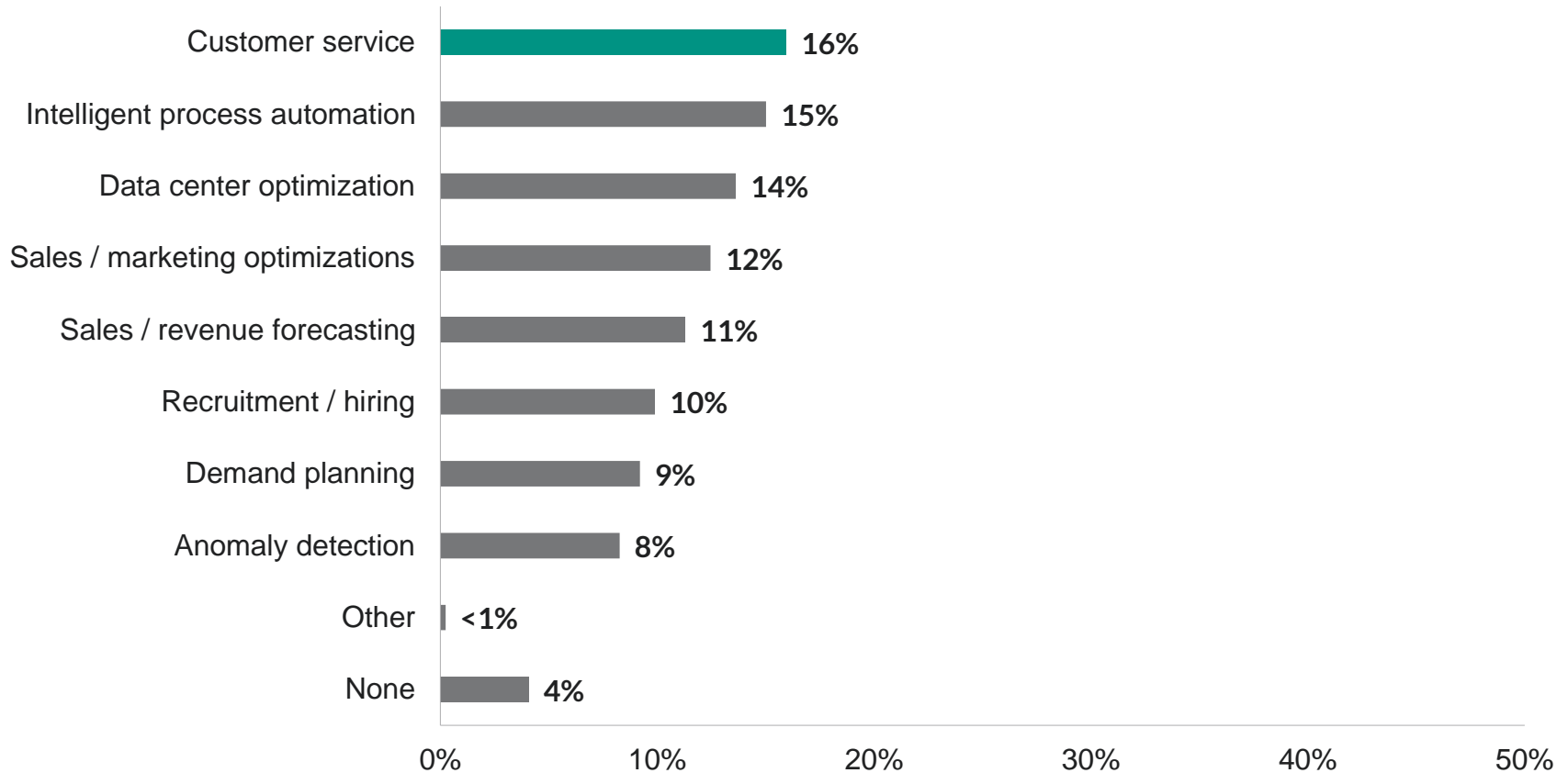
NEW DEPARTMENTS TO OPTIMIZE WITH MACHINE LEARNING



...AND MOST COMPANIES ARE TARGETING NEW USE CASES FOR MACHINE LEARNING TECHNOLOGY

- Customer service and intelligent process automation are the most common new target areas for machine learning.

NEW TARGET AREAS FOR MACHINE LEARNING

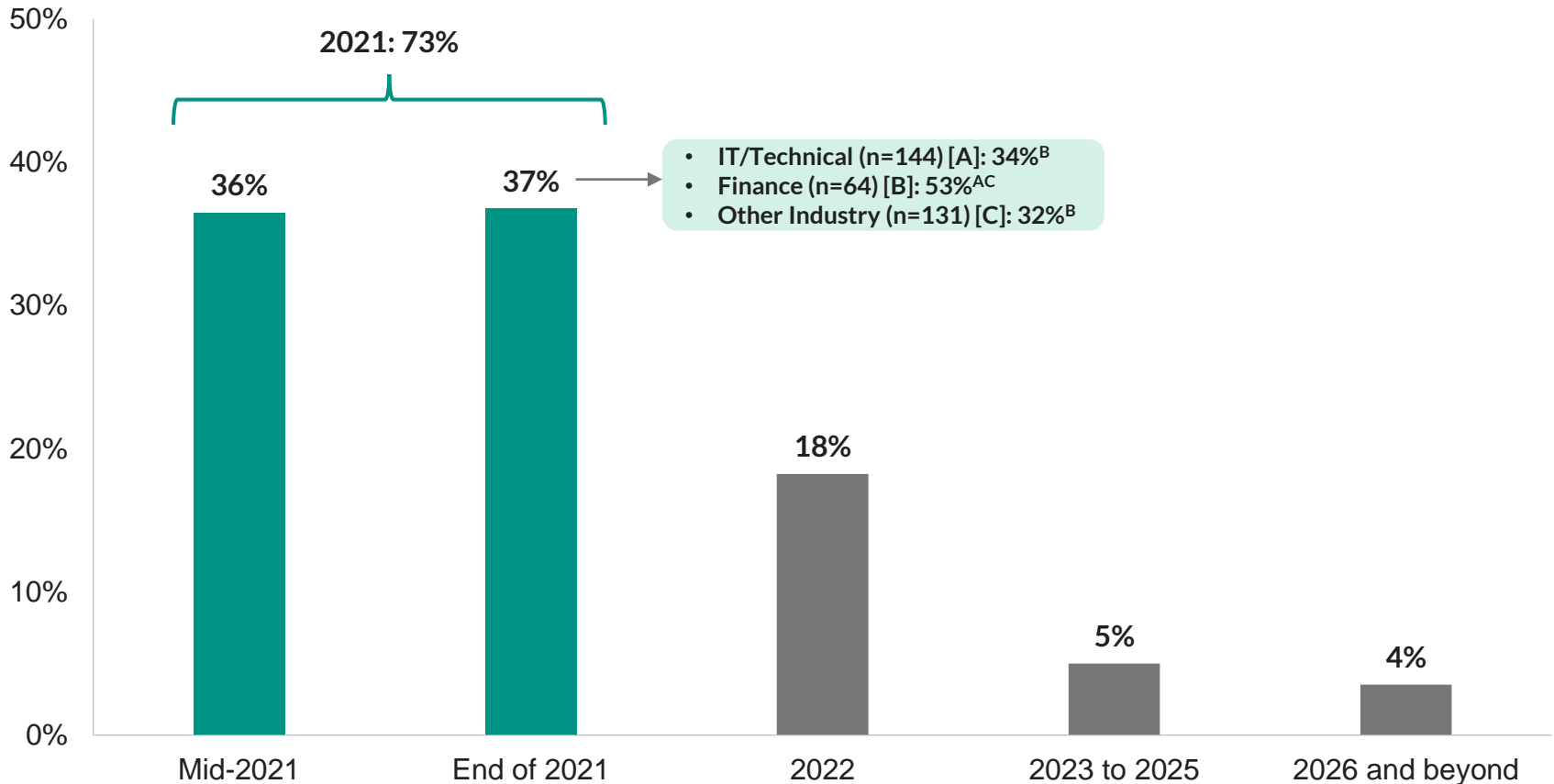


INVESTMENTS FOR RETURN TO NORMAL

THREE-QUARTERS OF FINANCIAL DECISION MAKERS EXPECT A RETURN TO NORMAL GROWTH BY THE END OF 2021

- Few financial decision makers expect that it will take the economy longer than two more years to recover.
- In August 2020, over a third (39%) of companies said they tracked expected returns to normal growth using consumer spending, and nearly half (42%) reported that they were optimistic about 2021 budgets.

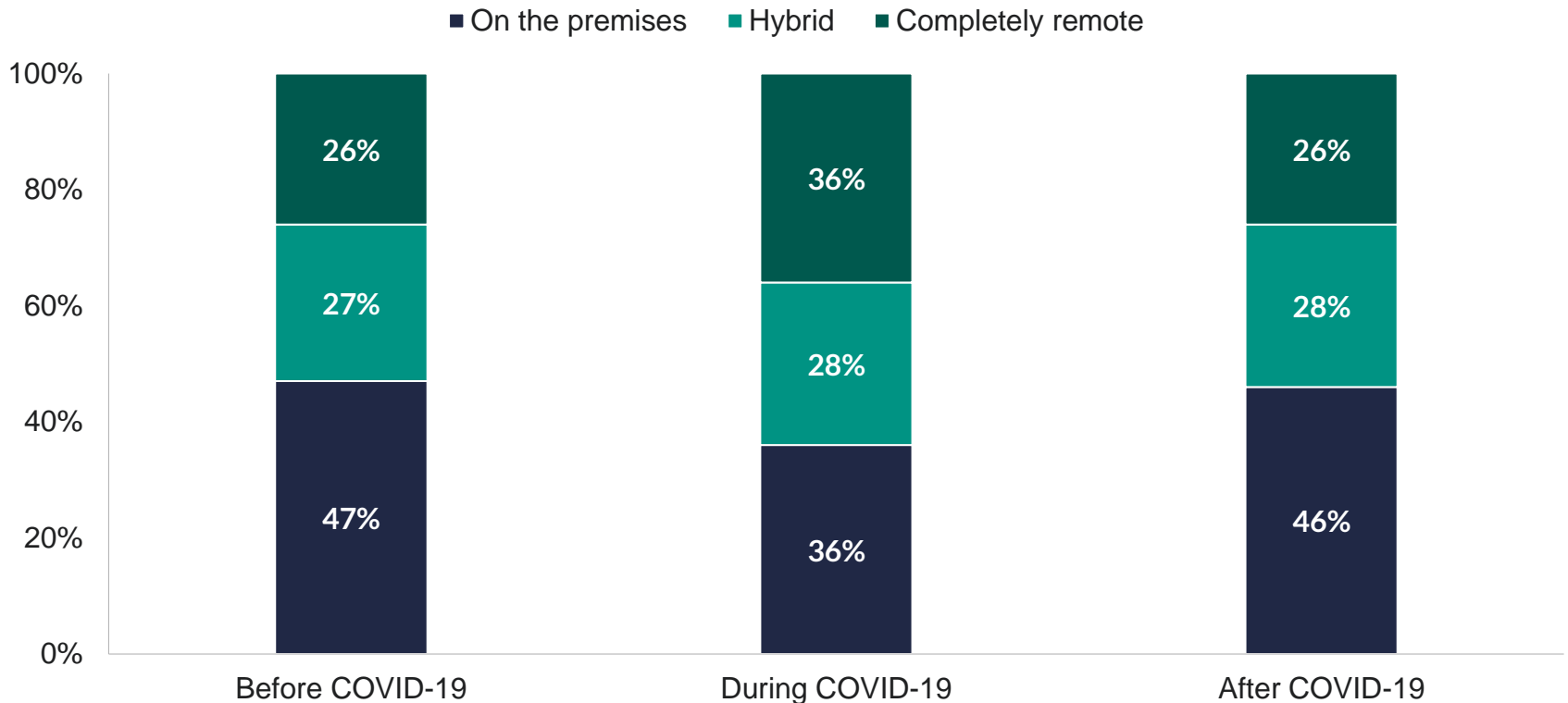
EXPECTED RETURN TO NORMAL GROWTH



COMPANIES PLAN ON RETURNING TO THEIR TYPICAL RATIOS OF IN-OFFICE AND OUT-OF-OFFICE WORK AFTER COVID

- During COVID-19, about 11% of employees stopped working entirely in-office, and nearly all of those employees switched to completely remote work. The number of hybrid employees stayed approximately the same throughout the pandemic and is not expected to change when the pandemic ends.

WORKFORCE LOCATION



Q: Please indicate what percent of your company's workforce was working on the premises, remotely, and hybrid before COVID-19. Total must equal 100%. (n=340)

Q: Please indicate what percent of your company's workforce has been working on the premises, remotely, and hybrid during COVID-19. Total must equal 100%. (n=340)

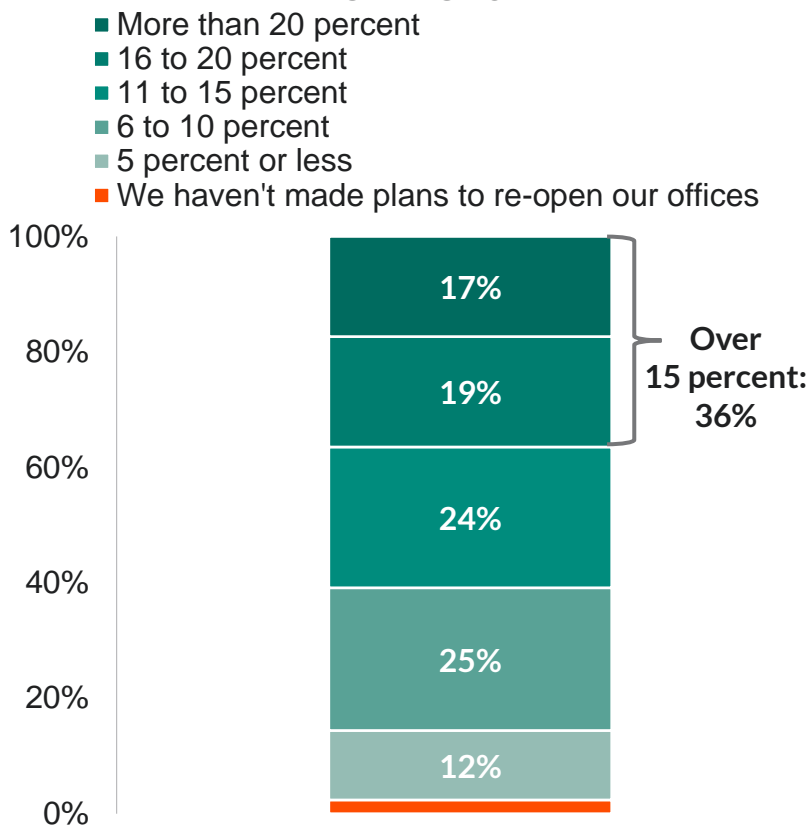
Q: Please indicate what percent of your company's workforce is expected to work on the premises, remotely, and hybrid after COVID-19. Total must equal 100%. (n=340)



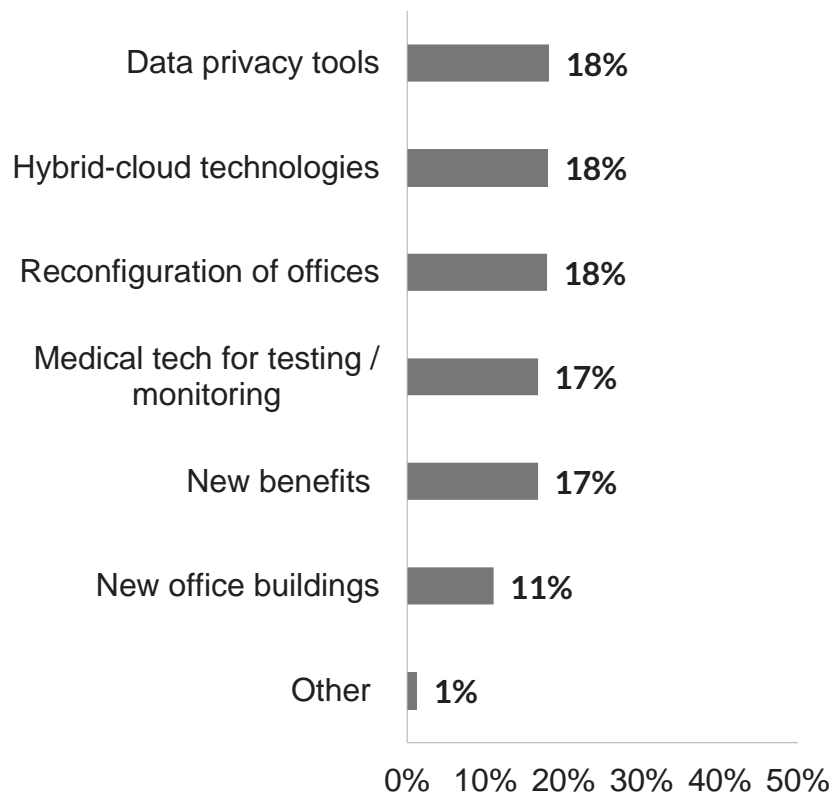
ONE-THIRD OF COMPANIES ARE PLANNING ON DEDICATING OVER 15% OF THEIR BUDGET TO RE-OPENING OFFICES

- Top priorities for office reconfiguration include data privacy tools and hybrid-cloud technologies.

BUDGET FOR RE-OPENING OFFICES



INVESTMENT PRIORITIES FOR RE-OPENING

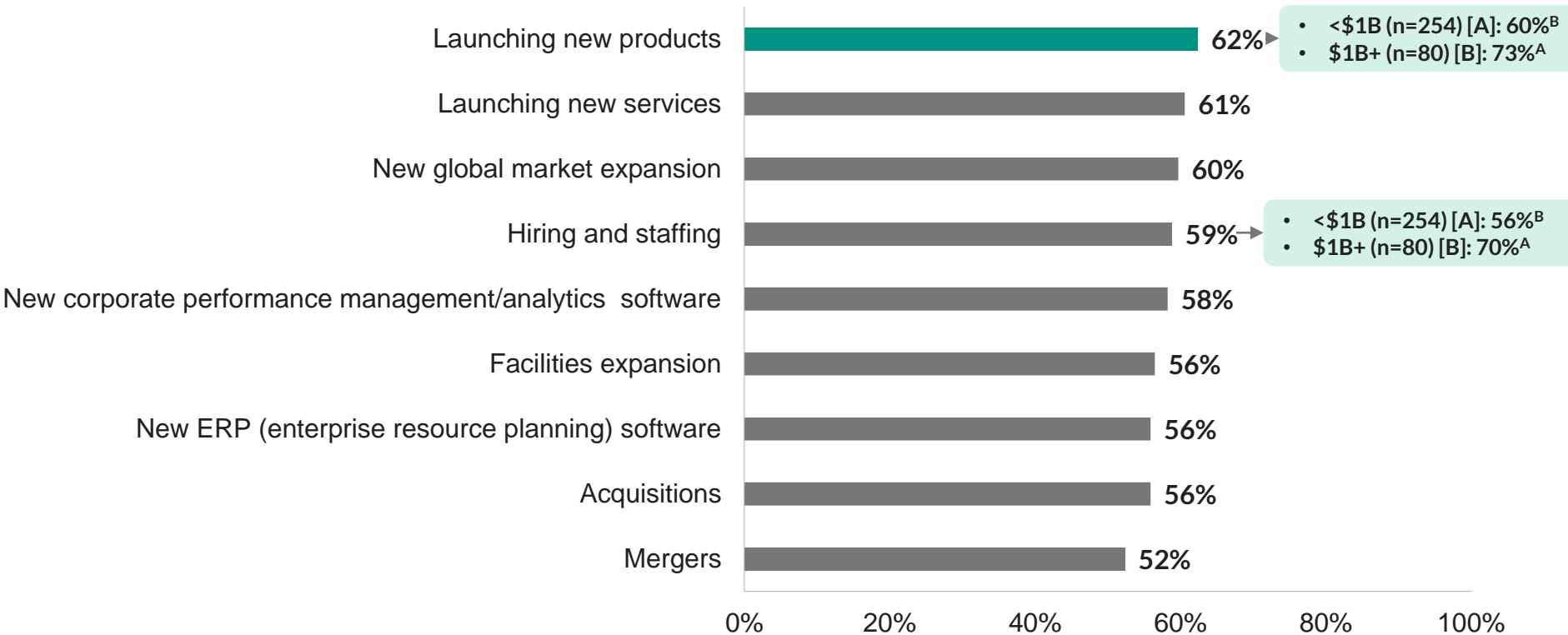


ADMINISTRATION-RELATED INVESTMENT CHANGES

OVER HALF OF COMPANIES EXPERIENCED A POSITIVE IMPACT FROM THE ELECTION ON THEIR INVESTMENTS

- Launching new products and services have been the most positively impacted investment areas, followed by physical expansions, including new employees, software, acquisitions, and facilities.
- According to the August 2020 survey, many companies deferred these investments until after the 2020 election.
- Companies in IT and finance industries, and with over 1,000 employees were positively impacted by the election significantly more than their counterparts.*

IMPACTS OF 2020 ELECTION ON 2021 INVESTMENTS TOP 2 BOX INCLUDES "SOMEWHAT " AND "VERY POSITIVE IMPACT"



MOST COMPANIES MADE DEFERMENTS TO ACCOMMODATE THE 2021 PRESIDENTIAL ADMINISTRATION CHANGE

- Although most (96%) companies report making a deferment of some kind, no one area of company investments was predominately affected.
- In contrast, when it came to the 2020 election, companies deferred hiring and staffing by 44% and launching new services by 43%.

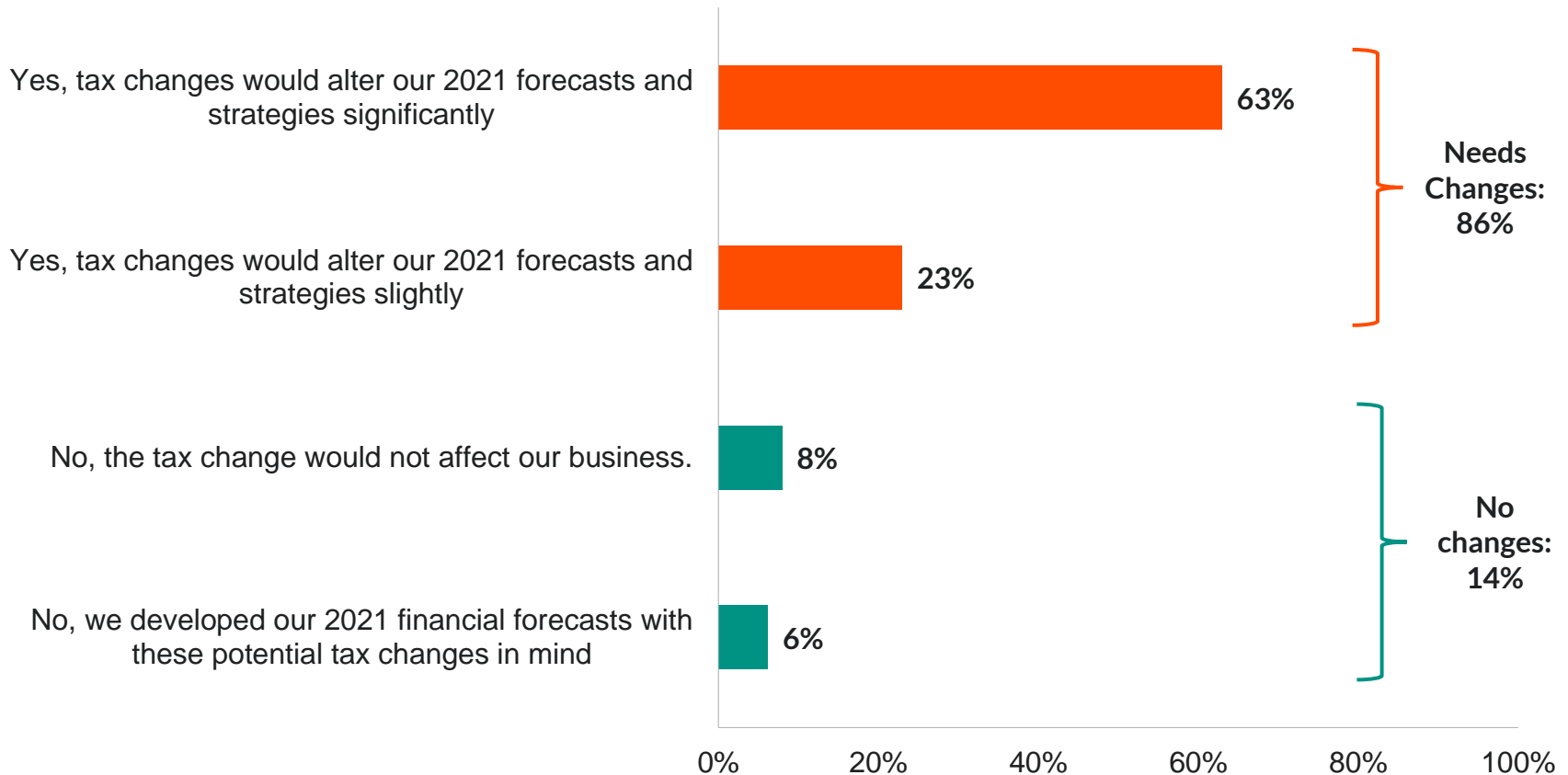
INVESTMENTS DEFERRED FOR ADMINISTRATION CHANGE



TAX CHANGES COULD SIGNIFICANTLY ALTER 2021 FINANCIAL PLANS FOR TWO-THIRDS OF COMPANIES

- Most (86%) companies would be affected by tax changes to some extent.
- Companies in IT (75%) and finance (66%) industries, and those with more than \$1 billion in revenue (75%) are more likely to be significantly impacted by tax changes than their counterparts.*

EFFECTS OF TAX CHANGES



MOST COMPANIES HAVE PLANS TO CHANGE HIRING/ STAFFING TO ACCOMMODATE A NEW MINIMUM WAGE

- A third of companies are planning on switching hourly employees to salary, while over a quarter are reducing full-time and contract staff and hires.

PREPARATIONS FOR MINIMUM WAGE INCREASES



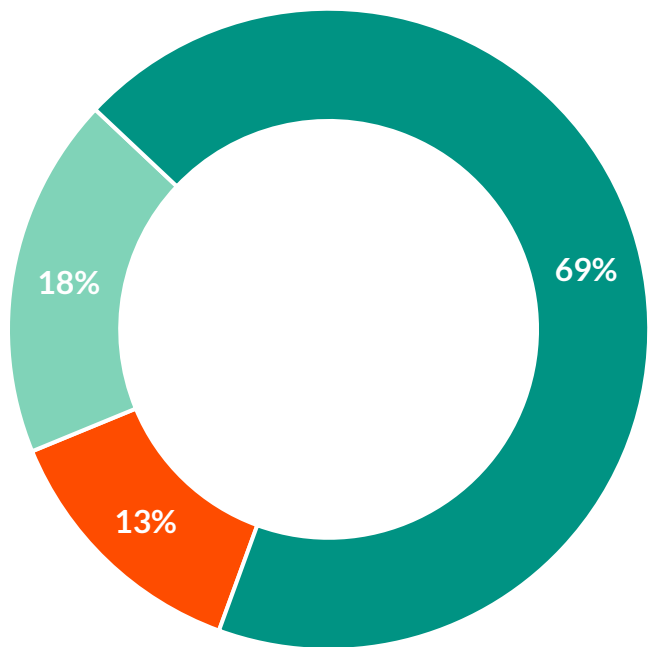
OTHER INVESTMENTS

TWO-THIRDS OF COMPANIES USE LOW-CODE DEVELOPMENT PLATFORMS

- Half of companies plan on dedicating over 10 percent of their 2021 budget to low-code platforms.
- Companies in IT (79%) and finance fields (80%), with more than 1,000 employees (81%), and with more than \$1 billion in revenue (88%) are more likely to utilize low-code development platforms than their counterparts.*

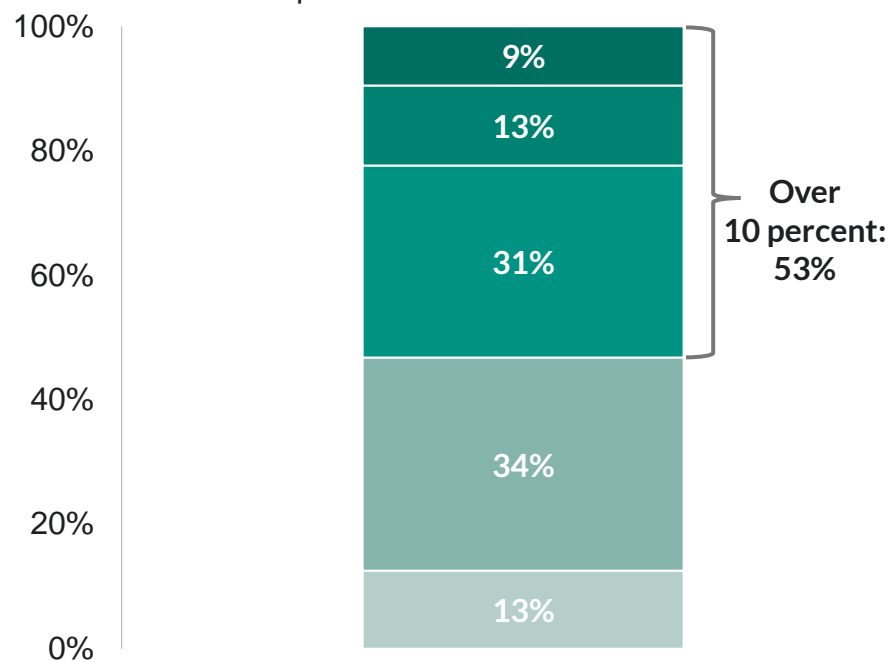
UTILIZATION OF LOW-CODE DEVELOPMENT PLATFORMS

- No, and we do not plan to within the next 2 years
- No, but we plan to within the next 2 years.
- Yes, we do



2021 BUDGET FOR LOW-CODE DEVELOPMENT PLATFORMS

- 5 percent or less
- 6 to 10 percent
- 11 to 15 percent
- 16 to 20 percent
- More than 20 percent



CORPORATE

Q: Does your company currently utilize low-code/no-code development platforms? (n=340)

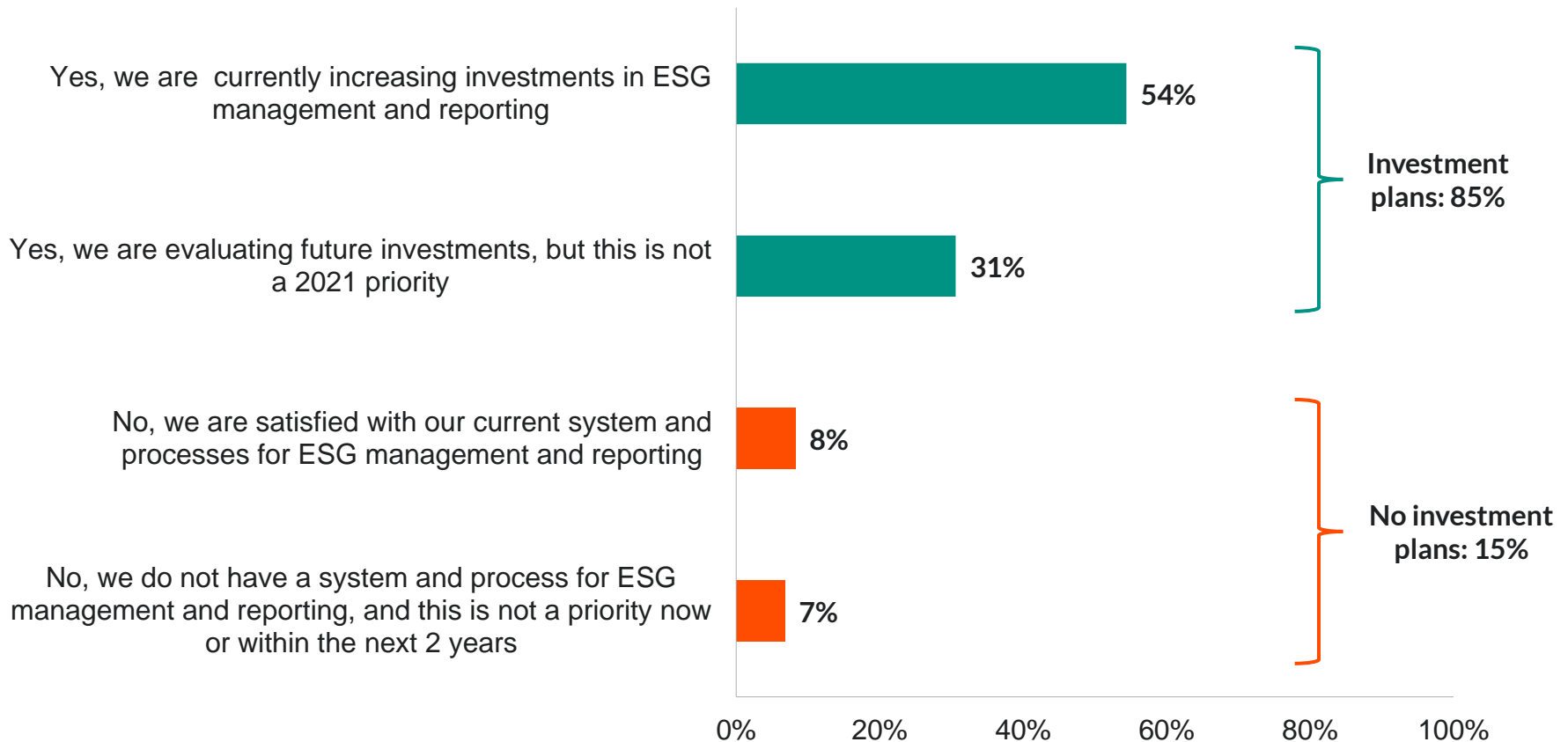
Q: How much IT budget does your company plan to dedicate to low-code development platforms this year? (n=295) Displayed to those who use low-code development platforms or plan on using them in the next 2 years.

*For more information, see Data Supplement.

OVER HALF OF COMPANIES ARE INCREASING ESG INVESTMENTS IN 2021, WHILE A THIRD ARE PLANNING TO DO SO IN THE FUTURE

- Companies in IT (67%) and finance (67%) fields, with over 1,000 employees (69%), and with more than \$1 billion in revenue (74%), are significantly more likely to be currently investing in ESG management and reporting systems than their counterparts.*

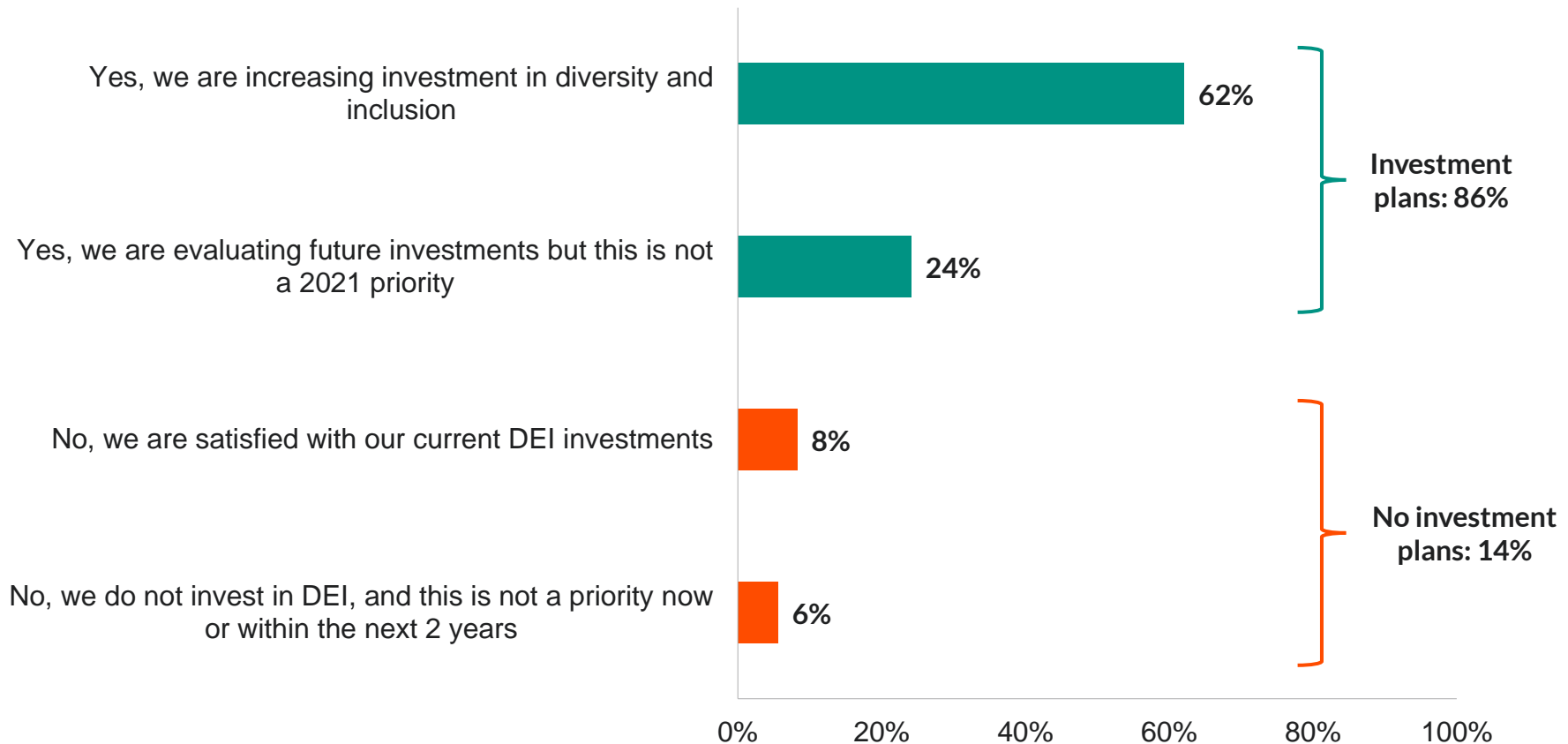
INVESTMENTS IN ESG MANAGEMENT AND REPORTING SYSTEMS



TWO-THIRDS OF COMPANIES ARE INCREASING DEI INVESTMENTS, WHILE A QUARTER ARE PLANNING TO DO SO IN THE FUTURE

- IT (65%) and finance (77%) industries are significantly more likely to be currently investing in DEI training than other industries (52%).*

INVESTMENTS IN DEI



DEMOGRAPHICS

RESPONDENT CHARACTERISTICS (1/2)



Age (n=340)

18 to 24	3%
25 to 34	16%
35 to 44	41%
45 to 54	28%
55 to 64	10%
65 or older	1%



Country (n=340)

Canada	1%
Mexico	0%
United States	99%



Job Role (n=340)

Manager/Sr. Manager	56%
Director	13%
Vice President/Sr. Vice President	4%
C-Suite Executive	14%
President/CEO	9%
Owner	5%



Role in Financial Decision-Making (n=340)

Primary decision-maker	77%
Share authority	23%



Industry (n=340)

Accommodation and Food Services	2%
Agriculture, Forestry, Fishing and Hunting	1%
Arts, Entertainment, and Recreation	1%
Automotive	<1%
Construction/Architecture	4%
Education	4%
Finance and Insurance	19%
Healthcare/Medical	4%
Information Technology	36%
Manufacturing	4%
Mining & Quarrying	0%
Professional/Technical Services	6%
Public Administration/Government/Defense	1%
Real Estate	1%
Retail	3%
Telecommunications	2%
Transportation and Warehousing	2%
Utilities	1%
Other	9%
Prefer not to respond	<1%

RESPONDENT CHARACTERISTICS (2/2)



Organization 2020 Revenue (n=340)

Under \$100M	35%
\$100M to \$499M	18%
\$500M or \$999M	21%
\$1B to \$4.99B	14%
\$5B to \$10B	6%
Over \$10B	3%
I don't know / Prefer not to respond	2%



Organization Size (n=340)

Fewer than 250 employees	22%
250 to 499 employees	15%
500 to 999 employees	29%
1,000 to 4,999 employees	23%
5,000 to 19,999 employees	9%
20,000 employees or more	2%
Don't know / Prefer not to respond	<1%



Thank you.

CONTACT

James Wilcox

Senior Director, Client Engagement

E: jwilcox@hanoverresearch.com

P: 202-795-4037

 hanoverresearch.com