

Uncertainty Is Rising. So Is Pressure on CFOs.

Discover how CFOs are navigating growing trade volatility and market complexity with AI and automation, as revealed in Coupa's Strategic CFO Report based on a survey of 500 CFOs and finance leaders across four global regions.



69%

of CFOs are concerned about hitting end-of-year financial targets.

46%

cite geopolitical volatility and supply chain disruptions as their top external threats.

42%

report trade tariffs as their greatest external concern.



Geopolitical volatility, including tariffs, is fueling CFO doubts.

Confidence is low where it matters most.



Nearly 1 in 4

CFOs cite regulatory and compliance complexity as their most significant obstacle in the next 6-12 months.

40%

are uncertain about their ability to maintain cybersecurity compliance.

Nearly 40%

of CFOs are currently using AI in finance and procurement processes, while 100% plan to make AI investments this year.

Top AI investments for CFOs in the next 6-12 months:

- 39% will optimize direct and indirect spend to uncover cost-saving opportunities.
- 39% will enhance financial planning and forecasting.



AI is emerging as a stabilizing solution in turbulent times.



Uncover how global finance leaders are reducing the pressure.

Download Coupa's full Strategic CFO Report now to learn:

- How finance leaders are tackling tariffs and global volatility.
- CFOs' top priorities, biggest challenges, and strategies for margin protection and growth.

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