

White Paper

# A Practical Guide: Modernizing finance and accounting for the digital era





Once focused on record-keeping and reporting for decision-making, today's finance and accounting (F&A) function is evolving into an engine for sustainable growth and strategic value.

Technologies such as artificial intelligence (AI) and Machine Learning (ML) are streamlining and accelerating critical tasks; customer expectations are driving product innovation; even the role of the chief financial officer (CFO) is transforming into an agent of change, responsible for driving business growth and operational resilience.

In response, many organizations are turning to third-party providers for F&A services. Services provided by external F&A experts can help to reduce operating expenses, improve cash flow management, and enhance financial planning and analysis for significant bottom-line benefits.

### Read on to learn:

1. How the F&A landscape is changing
2. Key trends and benefits around F&A resourcing strategies
3. How to prioritize your company's core competencies through strategic resource realignment



## An era of F&A disruption

As the macroeconomic landscape evolves, and advanced technologies enter the mainstream, CFO priorities must shift to accommodate everything from emerging customer expectations to new skills requirements. In fact, the Everest Group 2025 CFO survey ranks the top challenges facing CFOs today as follows: adapting to changes in customer demand; increasing risk exposure; leveraging digital technologies; speed in adapting to new business models; and talent/skills shortage.

At the same time, CFOs are under increasing pressure to do more with less. For many, this means navigating technological and economic disruptions with limited resources. No wonder the F&A services market is experiencing exponential growth as organizations look to simplify, automate, and transform tasks, including:

PROCUREMENT OPERATIONS	ACCOUNTS PAYABLE	ACCOUNTS RECEIVABLE	CASH APPLICATION AND COLLECTIONS	FINANCIAL PLANNING
BALANCE SHEET RECONCILIATIONS	FIXED ASSETS AND PAYROLL MANAGEMENT	FINANCIAL REPORTING & ANALYSIS	FINANCIAL CLOSE	RISK MANAGEMENT



## What's driving greater demand for F&A services?

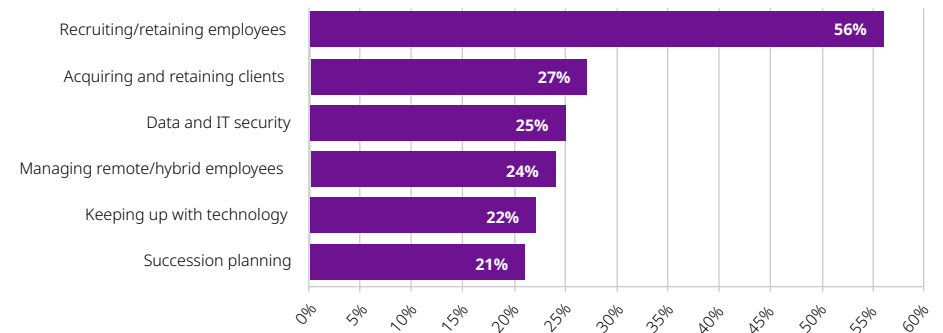
A number of unique factors are driving greater demand for third-party providers of F&A services. For one, advanced technologies such as AI, ML, and Agentic AI solutions are revolutionizing the F&A function. AI tools are mining vast volumes of data to identify trends and external market factors that might impact an organization's cash flow. With the use of RPA, F&A teams can automate repetitive transactional processing tasks. Advanced enterprise resource planning (ERP) functions and micro-services solutions are also automating processes such as master data management, contract management, and balance sheet reconciliations while blockchain is increasing transparency and security by creating immutable records of transactions.

But organizations need talent skilled in using these advanced technologies to justify hefty investments in finance technology upgrades. However, a 2024 report from human resources consulting firm Robert Half shows that 87% of hiring managers for F&A teams say they are having a hard time locating skilled talent available for hire.

In addition to a scarcity of in-house domain expertise in F&A, a complex regulatory landscape is challenging organizations to keep pace with legislative changes while, at the same time, safeguarding sensitive information, such as corporate financial data, from mounting cybersecurity threats.

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### WHAT ARE THE TOP THREE ACCOUNTING CHALLENGES FOR 2025?



Source: Accounting Today 2025 Year Ahead Survey

Together, these variables are driving organizations to partner with third-party services providers to optimize new technologies, reduce operating costs, ensure data security and compliance, and offload recruiting and employee lifecycle management.



## Drive bottom-line benefits with an F&A partner

By selecting the right F&A services provider, organizations can expect to realize enormous benefits, from greater access to advanced technology and talent to increased scalability and cost savings. Here's how.

**ACCESS TO CUTTING-EDGE TOOLS AND TECHNOLOGIES.** Partnering with a third-party F&A services provider allows organizations to take advantage of advanced technologies without hefty capital investment in tools and talent. Examples include:



AI and machine learning can analyze vast amounts of data to identify patterns, predict financial trends, and automate decision-making.



Microservices can break down complex applications into small, independently deployable services for greater automation of time-consuming tasks.



Cloud computing delivers real-time access to financial data and enhances collaboration among dispersed teams.



Advanced data analytics and business intelligence tools help organizations derive actionable insights from their financial data.



Agentic AI could support F&A team members by streamlining invoice approvals, managing payment processing, and ensuring the highest levels of reporting accuracy.

**A GLOBAL BRAIN TRUST OF SKILLED SPECIALISTS.** A third-party provider of F&A services partner can offer instant access to a global talent pool. This enables organizations to access expertise that might not be available locally.

A third-party provider of F&A services with expertise in regulatory compliance can also help businesses navigate fast-evolving regulatory environments, ensuring compliance of their reporting and improved accuracy while enforcing strong risk management frameworks.

**AN ON-RAMP TO PROVEN BEST PRACTICES.** Top-notch service providers work with customers across a wide array of geographies and industries resulting in a collective knowledge base of domain expertise and best practices.

**GREATER SCALABILITY, FLEXIBILITY, AND COST EFFICIENCIES.** External resourcing offers the scalability and flexibility needed to quickly adapt to changing business needs.



## Prioritize resource allocation, security, and quality control

There is enormous value to derive from partnering with a third-party F&A services provider. But reaping long-term rewards from this partnership requires establishing some necessary best practices.

### CHOOSE THE RIGHT PARTNER.

Selecting the right services partner is key to success. Organizations should evaluate potential providers based on their domain expertise, consulting services, process transformation, track record, technological capabilities, and cultural fit to derive end-to-end value from an F&A services arrangement.

### RE-ALLOCATE RESOURCES STRATEGICALLY

A third-party F&A services provider offers access to a wide variety of services. But for these capabilities to extend beyond cost savings to drive revenue and fuel innovation, organizations must learn how to strategically reallocate resources.

*“It’s about redeploying the money you save into strategic initiatives and redeploying the talent you have into projects that are more about analysis, forecasting, and planning.”*

— Ruchi Gupta, executive vice president of global business services at TP

### ESTABLISH SECURITY SAFEGUARDS

Organizations that choose to rely on a third party for their F&A function must ensure that their service provider adheres to the most stringent data security and privacy standards. This includes robust encryption, access controls, and regular security audits to prevent data breaches and cyber threats.

*“TP has added innovations that often surpass the client’s internal security controls for fraud prevention and early detection. In short, for companies that absolutely require the highest degree of data and customer information security, TP is indisputably the industry leader.”*

— Michael DeSalles, Principal Analyst, Frost & Sullivan

### MANAGE CHANGE

Transitioning to an external F&A model requires effective change management. Organizations should communicate the benefits of this approach to stakeholders, provide adequate training, and establish clear processes for collaboration. This ensures a smooth transition and minimizes disruption to operations.

### MONITOR QUALITY AND PERFORMANCE

Maintaining high standards of quality and performance is essential. Organizations should establish key performance indicators (KPIs) and service level agreements (SLAs) to monitor a provider’s performance. Regular reviews and feedback mechanisms help ensure these functions meet the desired standards.



## 5 Reasons to choose TP as your F&A service partner

### 1. Our clients and their customers come first

With more than four decades of deep, industry-specific expertise, no one knows CX and Key Business functions' with 'Digital Business Services better.

### 2. We have the size and scale to deliver top-tier services and talent

TP has approximately 490,000 professionals serving 170 countries and speaking more than 300 languages and dialects with service delivery centers in 99 countries globally.

### 3. Intelligent and efficient solutions and processes

TP applies intelligent, AI-powered solutions and critical process efficiencies driven by Lean Six Sigma methodologies.

### 4. In-depth expertise with business processes and regulatory compliance

Deep understanding of regulatory requirements and compliance standards with stringent data security measures and protocols.

### 5. We specialize in customized solutions.

TP delivers customized solutions tailored to each business's specific needs to ensure that business functions align perfectly with an organization's goals and operations.





## F&A expertise in action

To achieve sustainable growth, organizations must prioritize product development, customer support, and innovation. But finance and accounting (F&A) issues can stand in the way of these strategic initiatives. One global leader in the Medical technology space has partnered with TP for over 8 years. They were struggling with high operational costs, a shortage of finance talent, and process challenges across P2P, OTC, and R2R functions.

TP designed a new operating model and established an offshore service delivery organization with a team of highly-skilled Finance & Accounting subject matter experts in each of the key functional areas. This has driven significant business impact by reducing operational costs, transforming processes, and enhancing controls and compliance.

Today, a highly talented TP team represents a significant part of the client's Finance organization with responsibilities in the areas of Procure-to-Pay (P2P), Order-to-Cash (OTC), Record-to-Report (R2R), indirect tax support, and Treasury and cash flow reporting.

### THIS CLIENT SAW REAL RESULTS FROM THEIR TP PARTNERSHIP OVER THE PAST FIVE YEARS:

\$34M+

BUSINESS IMPACT  
DELIVERED OVER A  
FIVE YEAR PERIOD  
(2019-2024)

\$4M+

REDUCTION  
IN AGING,  
UNAPPLIED  
CASH (2021)

50%

REDUCTION IN  
FINANCIAL CLOSE  
CYCLE TIME (FROM  
10 DAYS TO % DAYS)  
(MARCH-JUNE 2022)

99%

ACCURACY  
OF VENDOR  
PAYMENTS  
(2022)

60%

REDUCTION  
IN CYCLE TIME  
FOR VENDOR  
PAYMENTS  
(2020)

\$1.5M

POSITIVE CASH  
FLOW BY SIGNIFICANT  
REDUCTION IN  
DSO (DAY SALES  
OUTSTANDING) (2019)

\$6.2M

P&L IMPACT  
WITH PROCESS  
IMPROVEMENTS  
IN GOODS  
RECEIPTS PROCESS  
(2020-2024)

*“Empowering transformation through AI-driven automation, streamlined processes, and exceptional talent is the new mandate for finance and accounting leadership.”*

*Puneet Chopra, Sr Vice President leading the TP F&A practice in North America*



## A look at tomorrow

Today's F&A services market continues to show signs of significant growth in an era marked by technological breakthroughs and economic pressures. Organizations that leverage the full potential of a third-party F&A partnership are well-positioned to thrive in the years to come as they achieve greater efficiency, agility, and growth. Certainly, success in F&A requires the right partner, careful planning, and a commitment to quality and security. However, with the necessary best practices in place, a third-party provider of F&A services serves as a strategic advantage for organizational success.



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i Everest Group, *Everest Group's Global CFO Survey 2025* (\$\$Report Number: EGR-2025-23-V-6972J), accessed March 27, 2025 <https://www2.everestgrp.com/reportaction/EGR-2025-23-V-6972/Marketing#:~:text=Everest%20Group's%20Global%20CFO%20Survey,profitability%2C%20and%20ESG%20and%20sustainability.>

ii Robert Half, "Demand for Skilled Talent Report," accessed March 27, 2025 <https://www.roberthalf.com/us/en/insights/salary-hiring-trends/demand-for-skilled-talent>

