



# Unlocking business value with AI-enabled outcomes

**Amy Hood**

Executive Vice President and Chief Financial Officer

What do you ask your CFO?



Find me money

CEO says to CFO "find me money." What should CFO do?

A CFO might respond to a CEO asking to "find me money" with a detailed analysis of potential financial opportunities within the company. This could include:

1. Reviewing existing budgets and identifying areas where spending can be optimized or reduced. <sup>1</sup>
2. Evaluating the possibility of renegotiating contracts with vendors or suppliers to achieve cost savings. <sup>1</sup>
3. Assessing the potential for increasing revenue through sales growth strategies or new market opportunities. <sup>1</sup>
4. Exploring options for refinancing debt or securing additional financing through loans or investment. <sup>1</sup>
5. Considering alternative revenue streams or diversification strategies to bolster financial stability. <sup>1</sup>
6. Highlighting the importance of prudent financial management and the need for a balanced approach to achieving financial goals. <sup>1</sup>


Overall, the CFO's response would likely focus on strategic financial planning and prudent resource allocation to meet the CEO's objectives while maintaining the financial health of the company. <sup>2</sup>

References <sup>1</sup>  About the CFO <sup>2</sup>  CFO Persona

 Copy

  1 of 30 responses **AI-generated content may be incorrect**  

FCFR: 24729ms

 Stop generating

What are some cost-saving measures?

Tell me more about Amy Hood's role

How can I improve my company's financial position?

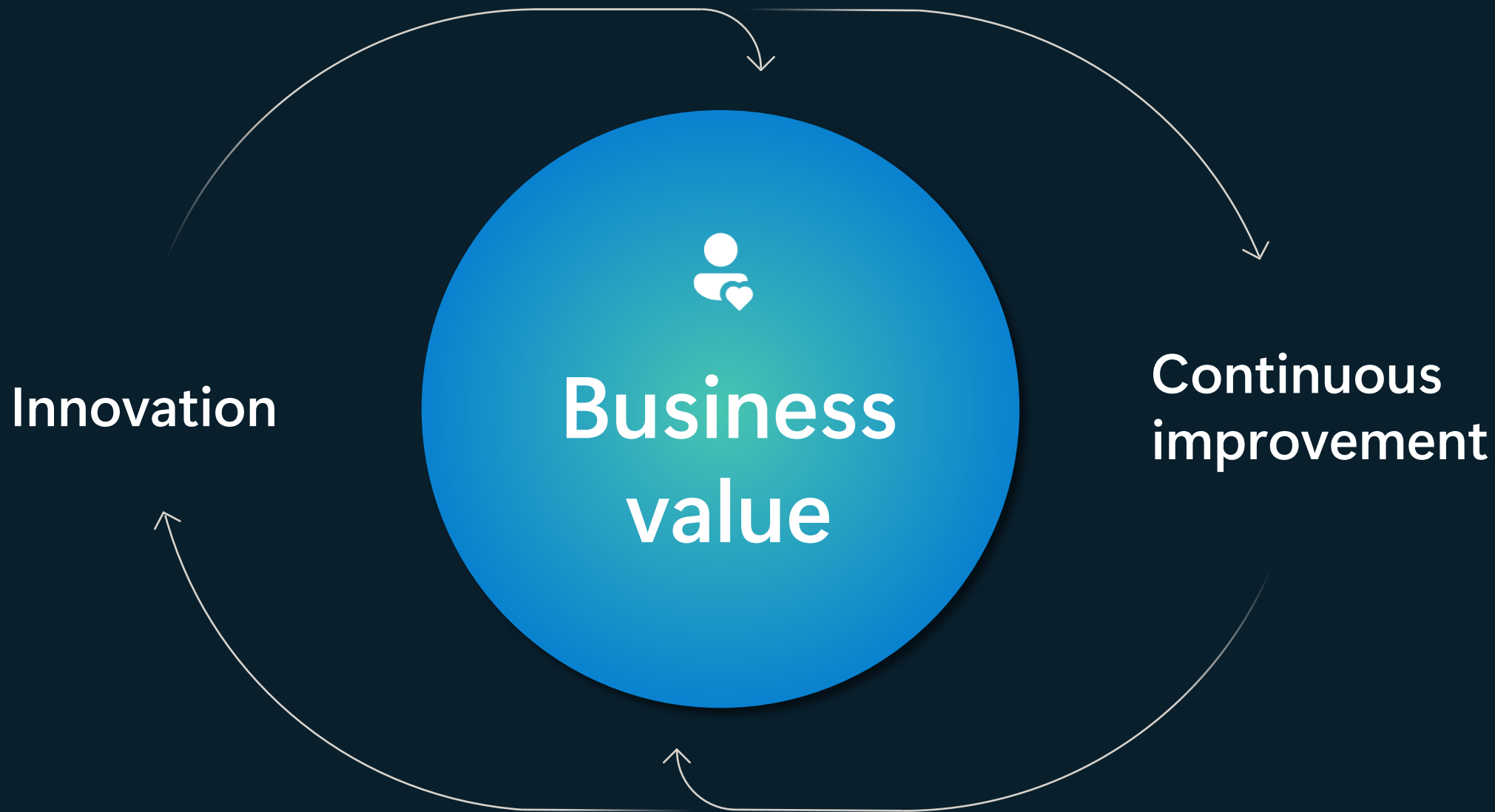


CEO says to CFO "find me money." What should CFO do?

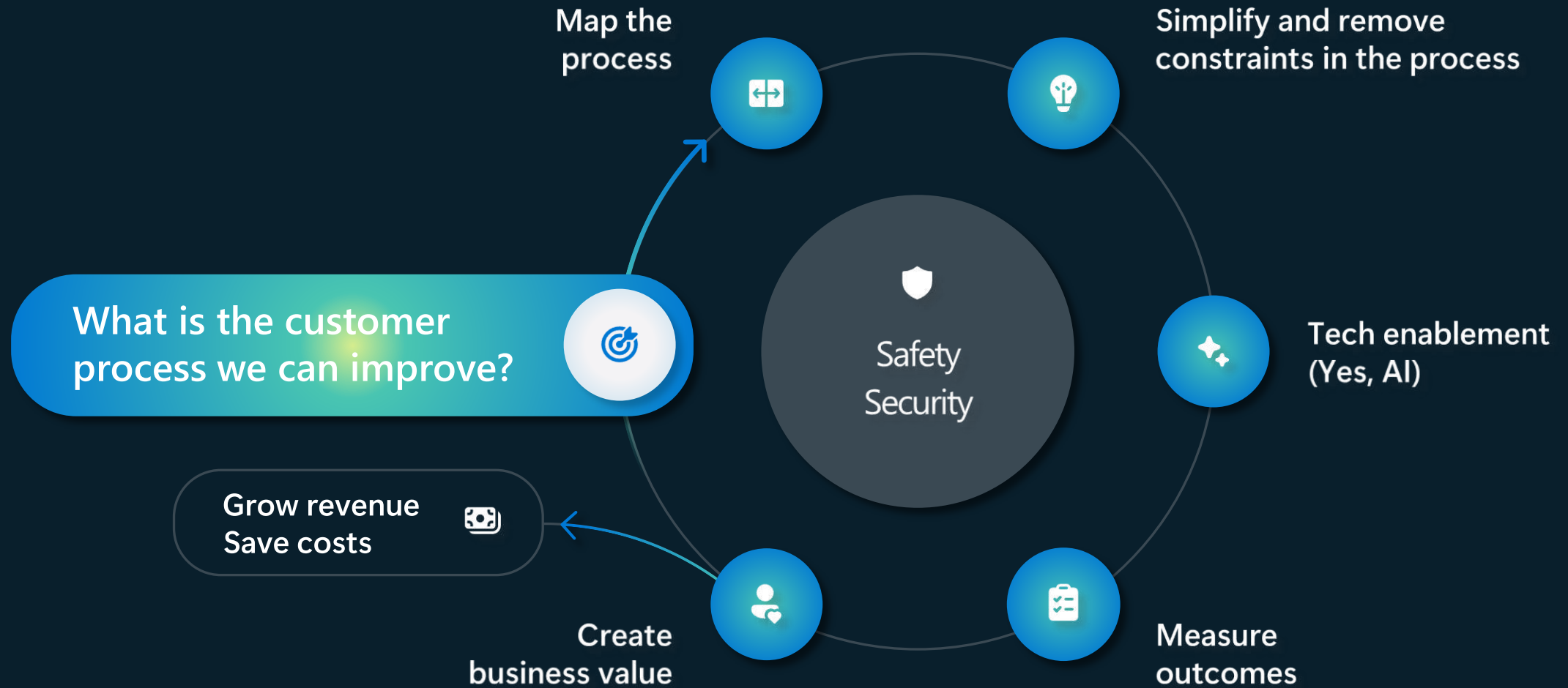
0 / 2000

 Add people, files, and more for better results





# What you rely on your CFOs for



# Where to start



Self-service



Multiple  
hand-offs



Costs scale with  
added volume



Multiple systems  
of record



At the  
bottleneck



Areas of low  
utilization



Information  
retrieval



Complex  
contractual  
arrangements



Cross-company examples:

# Processes and tasks

## Customer Service

- Case Summarization
- Answer Assist
- Draft email and chat
- Conversation summarization
- Ask a question

## Finance

- Policy comparisons and review
- Summarize, analyze earnings reports
- Convert audit process flows to narratives
- Enhance RFP process
- Compare financial models

## Human Resources

- AskHR Virtual Agent
- HR Assisted Support
- Automate commentary on HR reports
- Enhanced candidate engagement
- Ramp up on case details

## Legal

- Improve compliance and risk management
- Draft contracts and agreement
- Review contract and agreement
- Accelerate legal research
- Enhance legal advisory services

## Manufacturing

- Create a bill of material
- Give pick instructions to operator
- Create packing and shipping list
- Inventory management
- Customer support
- Return logistics

## Marketing

- Message testing
- Draft comms plans, blogs, social media
- Track media coverage
- Create integrated customer journeys
- Draft content brief for creative agency

## Sales

- Create an unsolicited proposal
- Improve customer meetings
- Make a pitch
- Log CRM tasks and opportunities
- Respond to an RFP



Cross-company examples:

# Measurable outcomes

## Customer Service

- Case volume
- Time to resolution
- Time to first response
- Average handling time
- Customer experience
- Agent experience

## Finance

- Financial deal review time
- Days to close the books
- Time to forecast
- OPEX efficiencies
- Report generation time
- Days sales outstanding

## Human Resources

- Time to resolution
- Email acceptance rate
- Employee satisfaction
- Employee turnover
- Onboarding time
- Time to fill roles

## Legal

- Research time
- Average time to contract
- Successful litigation rate
- Contract error rate
- Number of disputes
- Dispute win rate

## Manufacturing

- Cycle time
- Inventory turns
- Scrap per unit
- Cost per unit
- Direct labor

## Marketing

- Brand value
- Cost per leads
- Number of leads
- Lead conversion rate
- Revenue from increased leads


## Sales

- Revenue per head
- Close rate
- Customer retention
- Up sell/cross sell rates
- Cost per \$ sold
- Sales cycle length



Case-studies:

# Improving outcomes with AI tech enablement

 Customer service



Reduce time to customer issue resolution



Tech enablement

Streamlined knowledge assistance, response drafting, and case routing to enable fewer hand-offs




Outcomes

**10min** faster average handle time per case

**8pt** reduction in cases requiring multi-agent support

**12%** increase in number of cases managed

 Quote to cash



Reduce time between quote generation and cash collection



Tech enablement

Automated quote generation, compliance, quality, and collections to improve time at each step




Outcomes

**22%** reduction in case handle time

**48%** reduction in time from quote to deal close

**11pt** increase in deals processed without errors or holds

 Asset utilization



Increase utilization of existing datacenters



Tech enablement

Analyzed historical data across entire fleet to evaluate datacenter utilization rates and took action to improve



Outcomes

Improvement in datacenter capacity utilization

Increase in number of customers served

Maximized the value of existing assets

# Initial insights from our AI journey

## Culture

- Celebrate small wins
- Recognize change agents who foster a growth mindset
- Reward risk-takers and showcase their work
- End-to-end system thinking is required
- Foster collaboration across teams

## Process

- Be outcome based to drive business value
- Set and communicate a clear vision
- Find patterns and solve globally
- Digitize and optimize processes with most hand-offs and bottlenecks
- Start small, deliver quick wins, capture learnings, then scale
- Continuous improvement
- Choose the right LLM for the right job

## Data

- You don't need to touch the system of record
- Having clean, unified data is more important than ever
- Align financial and non-financial metrics
- Involve all leaders in the data governance process
- Rely on teams closest to the process to create the data requirements
- Leave a data trail to eliminate black box concerns

## Security & Compliance

- Security and compliance are non-negotiables
- Ensure data governance policies are in place early
- Ensure AI principles policies are in place early
- Establish security models and audits to proactively monitor processes
- Start with human-aided validation before enabling full scale automation

# Resources available for your CFO and team

## Learning resources

### Integration and Finance Transformation

- [The AI Learning Journey](#)  
(Microsoft Learn)
- [Leveraging Generative AI in Finance and Accounting](#)  
(LinkedIn Learning)
- [Define a Microsoft AI Strategy to Create Business Value in Finance](#)  
(Microsoft Learn)

### AI and Leadership

- [Microsoft AI for Leaders in Finance](#)  
(Microsoft Learn)
- [Generative AI for Business Leaders](#)  
(LinkedIn Learning)
- [3 steps to prepare your culture for AI](#)  
(HBR)
- [Navigating Generative AI for Leaders](#)  
(Coursera)

### Emerging AI Trends

- [Welcome to AI Trends](#)  
(LinkedIn Learning)
- [New infrastructure for the era of AI: Emerging technology and trends in 2024](#)  
(Microsoft Azure Blog)

### Strategic AI Applications

- [Transform Finance with Next-Generation AI in Microsoft 365](#)  
(Microsoft Blog)
- [The Art and Science of Working with AI](#)  
(Microsoft WorkLab)
- [Copilot Lab - Start your Copilot Journey](#)  
(Copilot Lab)

### AI-Driven Process Improvement

- [What processes and products can be transformed by AI?](#)  
(LinkedIn)
- [Generative AI Overview for Project Managers](#)  
(PMI)
- [Data Landscape of GenAI for Project Managers](#)  
(PMI)

## AI in Action

- [Redesigning how we work at Microsoft with generative AI](#)
- [How Copilot is Transforming One Global Creative Agency](#)
- [How automation is transforming revenue processing at Microsoft](#)
- [SymphonyAI helps financial crime investigators be more efficient with Azure](#)

## Connect

Connect with our team for more information about our AI journey

[Modern Finance Website](#)

[Email Cory Hrnčirik, Modern Finance Lead](#)

# CFO handout contents



AI-enabled process improvements in **quote to cash**

Project	AI-enabled	Impact
Case categorization and submission	Analyze case to pre-populate which fields in forms/layouts. Transfer errors and improve workflow and suggested complete longer and expensive what-reduce case handling time	22% reduction in case handling time
Smart cash application	Automate payment application entry, validate existing logs, what are best of payment file and attachment. Make payments to outstanding invoices, bring to front desk queues, better payments and clear any data redundancy	1,600 hours per month of manual time saved
Intelligent collections	Identify outstanding invoices and due payments and debts/missing to track customer	1,200 hours per month of manual time saved
Conversation creation	Simplify and de-risk sales conversation context capture, create and draft of new pitches to improve both customer and sales experience	80% reduction in customer creation time
Smart quote creation	Draft actionable insights from historical customer history, data and generate new time quotes	50% reduction in quote creation time
Minimized late payments and disputes	Identify customer early who have entered risk of late payments. Create a generalized protocol workflow and automated agent to customer communication to accelerate cash collection	10% improvement in collection efficiency

**Example prompts for Copilot for M365**

- Review my calendar
- Based on our recent summary, what are the key questions I should ask our stakeholders during our strategy call?
- Generate a report on the Q3 performance
- Identify privacy risks in this vendor proposal which we should analyze further
- Analyze this document and highlight any logical gaps in the argument
- Do you see any correlations within my data?
- Review this
- Assume a July-June fiscal year and add a column 'Total Quarter' based on the data column
- In this model, what is the impact of doubling the IT budget on the revenue per month?
- Sort the data by product names and filter out the 'Priority 2' headers
- Draft an email with notes and action items from meeting

1

## AI-enabled process improvements across Finance:

- Quote to cash
- Record to report
- Tax & treasury
- Planning & analysis
- Procure to pay
- Risk management & compliance

2

## Tech tools & Copilot prompts to get you started in Finance:

- Copilot for Microsoft 365
- Copilot for Finance
- Integrated solutions with Azure

Project details

# AI-enabled projects in Microsoft Finance



# AI-enabled process improvements in **quote to cash**

Project	AI enablement	Impact
<b>Case categorization and summarization</b>	Assigns case to proper agent which results in fewer handoffs. Provides agents with concise overviews and suggested steps for lengthy user questions which reduces case handle time	<b>22%</b> reduction in case handle time
<b>Smart cash application</b>	Automates payments application using intelligent matching logic, which uses historical payments data and automatically links payments to outstanding invoices, leading to fewer client queries, faster payments, and lower days sales outstanding	<b>1,600</b> hours per month of manual time saved
<b>Intelligent collections</b>	Identifies outstanding invoices and late payments and drafts messages to those customers	<b>1,200</b> hours per month of manual time saved
<b>Concession creation</b>	Simplifies and standardizes commercial contract concession creation and drafts of new policies to improve both customer and seller experience	<b>80%</b> reduction in concession creation time
<b>Smart quote creation</b>	Draws actionable insights from historical customer licensing data and generates real time quotes	<b>50%</b> reduction in quote creation time
<b>Minimized late payments and disputes</b>	Detects customers early who have elevated risk of late payment. Creates AI-generated prioritized workflow list and streamlined agent-to-customer conversations to accelerate cash collection	<b>10%</b> improvement in collection efficiency

# AI-enabled process improvements in **record to report**

Project	AI enablement	Impact
<b>Commercial contract reviews</b>	Reads 10K contracts and provides risk scoring to tag 30% that require an assessment by a technical accountant and to focus in on flagged terms	<b>50%</b> time reviewing standard contracts
<b>Auto approval and anomaly detection in reconciliations</b>	Continuously monitors and analyzes transactions that impact balance sheet accounts, identify those that are atypical for manual inspection, and auto-reconcile standard, low risk scenarios	<b>48%</b> balance sheet transactions auto-reconciled
<b>Close query management</b>	Create a self-serve tool for period-end close related queries and draft responses to those queries	<b>10K</b> hours saved on manual analysis of data per year
<b>Journal entry preparation</b>	Eliminated inefficiencies from the general accounting process including preparation of journal entry templates, postings, and reviews	<b>18K</b> hours saved on JE preparation per year
<b>Draft financial statements</b>	Generate review of the first draft of Annual Financial Statements received from partner, calling out anomalies and variances	<b>15%</b> less time spent on completing AFS draft
<b>Procedure automated workflows</b>	Reads and ingests procedure documents and then executes the tasks at regular scheduled intervals, automating large quantities of transactional level tasks	<b>36%</b> reduction in time spent on manual, repetitive tasks
<b>Intelligent comments</b>	Automating commentaries for Balance Sheet and P&L variance analysis for period-end close review and publishing, CR4 SOX control	<b>60%</b> less time preparing commentaries to QoQ/YoY variances

# AI-enabled process improvements in **tax & treasury**

Project	AI enablement	Impact
<b>Single source cash forecast</b>	Centralizes FX cash collection forecast which frees up time for subsidiaries to prepare and submit forecast, reduces P&L volatility, and reduces FX balance in reserve	<b>50%</b> P&L volatility
<b>Tax return review</b>	Automates tax review verification, data validation and reconciliation against financial sources. Expedites the review process between the Proforma Workpapers and tax return files.	<b>60%</b> time saved in tax return review
<b>Direct Income Tax audit prep</b>	Gathers required audit documentation into one location and reviews to prepare for the audit	<b>97%</b> reduction in time for audit prep
<b>Bank account reconciliation</b>	Copilot for Finance to reduce the manual reconciliation of large amounts of data across bank accounts and improve compliance, accuracy, and readiness for tax reporting	<b>22%</b> decrease in manual time



# AI-enabled process improvements in **planning & analysis**

Project	AI enablement	Impact
<b>Machine learning forecasting</b>	Proactively applies 25+ machine learning models to thousands of time series in parallel, automatically handling feature engineering, back testing and model selection to deliver results in minutes and significantly improve accuracy	<b>50%</b> less time spent on forecasting
<b>Financial insights</b>	Use natural language and smart plugins to extract insights and analyze data from multiple sources -- dynamic, AI-generated queries transforms complex data into clear, actionable intelligence	<b>250K</b> hours saved by analysts annually
<b>Data reconciliation</b>	Copilot for Finance reduces the manual reconciliation of large amounts of data, improve compliance and accuracy of reporting	<b>20%</b> less time to reconcile data
<b>Earnings summaries</b>	Copilot summarizes insights from investors and analysts post-earnings, significantly shortening the time needed to manually create email updates	<b>50%</b> reduction in preparation of analyst reaction summaries

# AI-enabled process improvements in **procure to pay**

Project	AI enablement	Impact
<b>Procurement data insight acceleration</b>	Accelerates speed to insights for contract data, supplier spend, and procurement business processes	<b>25%</b> faster speed to insights
<b>Supplier search</b>	Evaluates suppliers and streamlines the RFP process by drawing actionable insights from historical supplier and sourcing meta-data and use insights to recommend optimal supplier	<b>20%</b> more accurate supplier search results
<b>Sourcing strategy recommendation</b>	Provides bid vs no bid sourcing strategy recommendation based on supplier evaluation and historical input	<b>3.5</b> weeks reduced from strategic sourcing process
<b>Supplier compliance certification validation</b>	Automates the review and validation of documents related to supplier compliance certifications	<b>650</b> hours per month saved
<b>Case summarization</b>	Dynamics 365 agent Copilot increases efficiency of case management, reduces handoffs, and increases customer satisfaction	<b>13%</b> reduction in cases needing handoffs
<b>Invoice payment automation</b>	Automates steps of the invoice payment process where possible, limiting handoffs within our own organization	<b>60%</b> reduction in time to process invoices
<b>Streamline expense reporting</b>	Streamlines and consolidates expenses where applicable	<b>70%</b> reduction in expense report volume

# AI-enabled process improvements in **risk management & compliance**


Project	AI enablement	Impact
<b>Journal entry anomaly detection</b>	Reduces financial reporting risks of fraud or misstatements with machine learning algorithms built to review thousands of journal entries to detect anomalies	<b>50%</b> faster time to anomaly detection
<b>Audit and investigations briefing</b>	Reads audit issues and creates a summary briefing to prepare reports	<b>25%</b> less time spent on audit briefings
<b>Expense policy checks</b>	Automatically reviews executive expenses on regular basis, leading to more consistency in the reviews, and with potential to scale to 100% coverage of expenses	<b>70%</b> less manual time reviewing expense reports
<b>Knowledgebase Management System</b>	Chat solution to answer internal queries, reducing case volume and increasing efficiency of internal team	<b>80%</b> time savings in audit queries
<b>Deal document inspection</b>	Translates, reviews, and extracts key insights from customer contracts, tender documents, and amendments. Searches and summarizes knowledge management docs.	<b>23%</b> less time on document inspection
<b>Insights and action report</b>	Analyzes multiple data sources to create insights and generate executive-ready report	<b>60%</b> reduction in time on insights report

Tech enablement

# AI prompts for Finance



## Microsoft Copilot for Microsoft 365

  
Large Language  
Models (LLMs)

  
The  
Internet

  
Web  
grounding

  
Commercial  
data protection


  
Microsoft  
365 Apps

  
Microsoft Graph  
grounding

  
Enterprise-grade  
data protection

  
Copilot  
Studio

## Example prompts for Copilot for M365

 Prepare for meetings

Based on [earnings summary doc](#) what questions should we anticipate from investors during our earnings call

 Summarize an email thread


*Click on the Summarize icon*

 Highlight potential risks

Identify privacy [risks](#) in this supplier proposal which we should analyse further

 Improve writing quality

Analyze this [document](#) and highlight any logical gaps in the argument

 Summarize and analyze data

Do you see any correlations within my data?

 Expand data

Assume a July-June fiscal year and add a column "Fiscal Quarter" based on the date column

 Create scenarios

In this model, what is the impact of doubling the IT budget on the revenue per month?

 Organize Excel data table


Sort the data by product feature then filter out the Priority 2 features

 Recap a meeting

Draft an email with notes and action items from [meeting](#)



## Microsoft Copilot for Finance

 Large Language Models (LLMs)

 The Internet

 Web grounding

 Commercial data protection

 Microsoft 365 Apps

 Microsoft Graph grounding

 Enterprise-grade data protection

 Copilot Studio

+



ERP and Financial Systems

Finance-specific actions, insight, and recommendations

## Example prompts for Copilot for Finance

### Variance analysis

Help me understand forecast to actuals variance data and flag any variances over 10%

### Data reconciliation

Reconcile the data to find unmatched transactions for our upcoming audit

### Customer payment plans

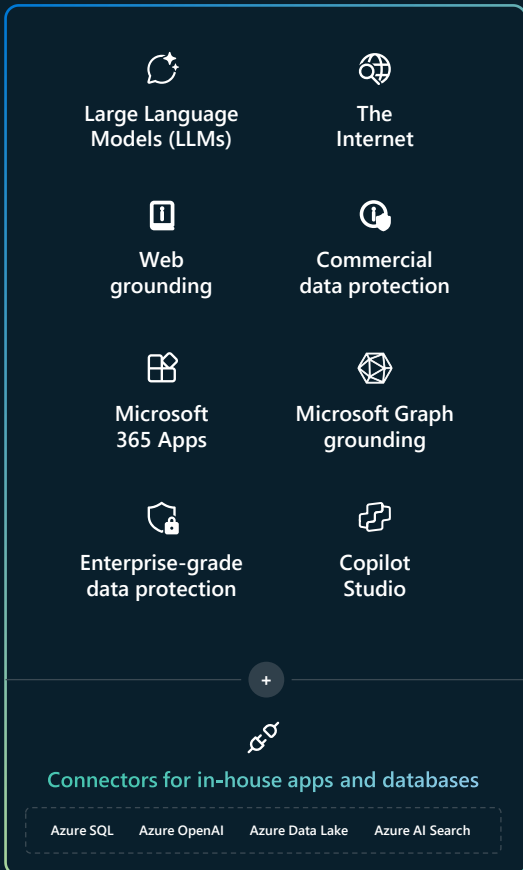
Based on our customers' payment histories, create customized payment plans for these customers

### Customer collections

Identify customers with overdue invoices and draft reminder emails to their primary contacts



## Microsoft Copilot + Azure



## Example prompts for integrated solutions

### Real-Time Financial Analysis

Show me the real-time revenue breakdown by Azure services for Q2

### Advanced Risk Assessment

Assess the risk impact of a 5% EU currency fluctuation on our international revenues

### Strategic Forecasting

Generate a forecast comparing the effects of a conservative budgeting scenarios on our R&D expenditure

### Regulatory Compliance and Audit Trail

Verify our current financials against the latest SOX compliance requirements

### Fraud Detection and Prevention

Scan the last quarter's transactions for any signs of discrepancies or unusual patterns

### Treasury Cash Flow Optimization

Predict the impact of upcoming Xbox launches and provide a cash flow strategy for this business group

### Tax Efficiency Analysis

Analyze recent tax reform legislation and recommend adjustments for tax-efficient structuring of our new overseas operations