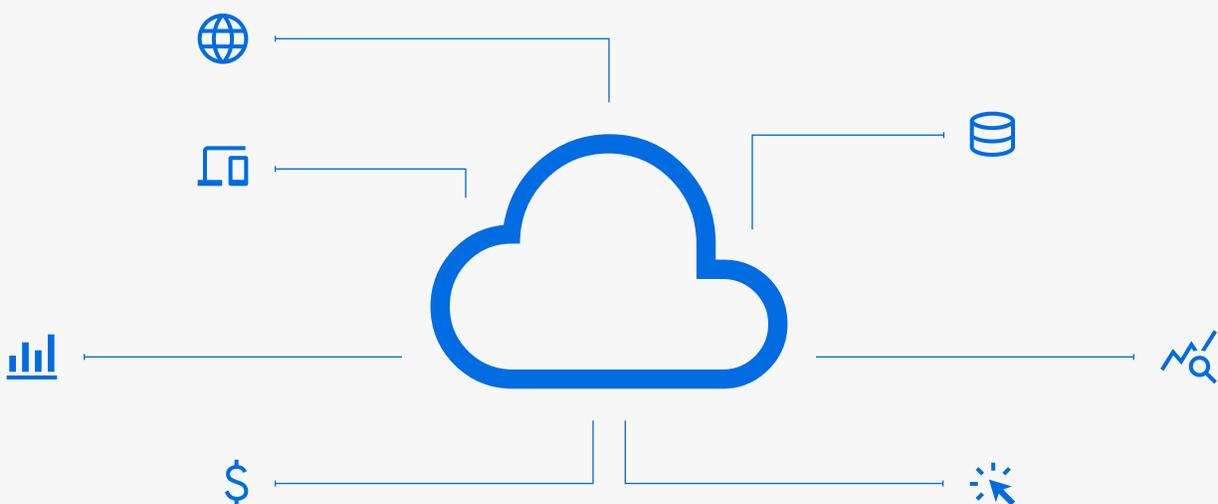


**Checklist:**

# What CFOs Need to Ask Before Approving New Finance Tech

As a CFO, you've got a lot on your plate. You're expected to not only manage financial operations but also drive digital transformation, growth, mitigate risks, and inform critical business decisions. With data volumes exploding, finance leaders need to become data stewards. Using advanced analytics and cloud technology, CFOs can drive strategic insights to improve forecasting, better manage cash and even rethink organizational structures.

Achieving these outcomes requires technology. Yet, a whopping **88% of CFOs** struggle to capture value from their technology investments. That's why it's essential to know what questions to ask vendors when evaluating new systems. Use our checklist below to ensure you're covering the bases, and maximize the potential for positive ROI on your tech investments.





## Key Questions to Ask Yourself and Your Team

- What are the specific challenges your team faces?
- Which tasks could benefit most from automation?
- How accurate and accessible is your current financial data?

## Key Questions to Ask Vendors



### Implementation and Onboarding

- What is the expected implementation timeline?
- How much internal IT involvement would be required?
- What resources do you provide for onboarding?
- What level of post-implementation support is offered?





## Bank Connectivity

- What does the bank connection set up process look like? What level of effort is required from our end?
- Do you provide API bank connectivity?
- How do you handle file-based transfers?
- How does the system normalize and reconcile data between different connections?
- How do you maintain the health of the connections and ensure they're working?
- What happens when there are connection issues?



## Integration

- Does your system integrate with my existing tech stack?
- Do you provide APIs/a developer portal to retrieve our normalized multibank data?



## Scalability

- Is your system cloud-native or cloud-based?
- How does the platform accommodate future business growth?
- How does the platform handle increasing data volumes and complexity?
- How will the platform perform under heavy workloads? What does processing speed look like at billions of data points?



## AI and Automation

- What specific AI applications do you provide?
- How does the platform automate tasks and workflows?
- Do you provide generative AI tools?
- What does your AI roadmap look like?





## Security and Compliance

- What security measures are in place?
- Does the platform comply with industry regulations? What certifications do you hold?
- What disaster recovery and business continuity plans are in place?

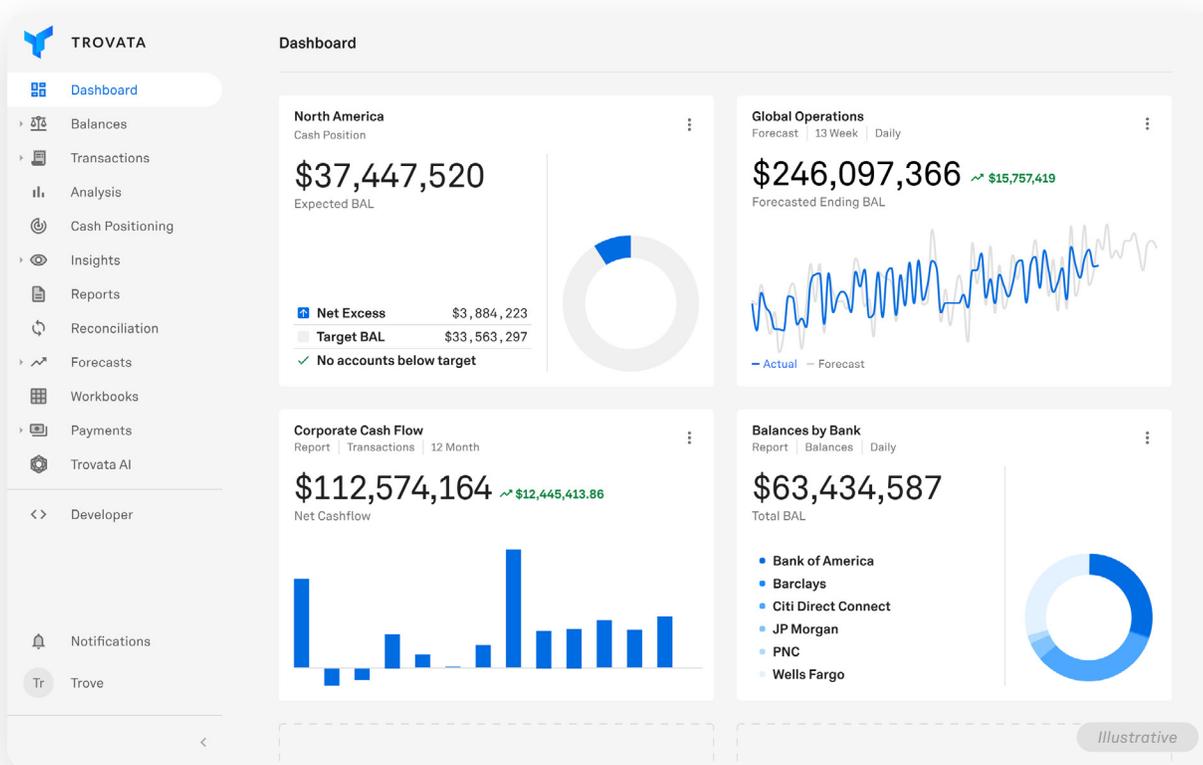


## Additional Considerations

- What is the total cost of ownership for the system?
- What is the vendor's reputation and financial stability?
- Should you conduct a proof of concept before full implementation?
- What is your exit strategy if the software doesn't meet expectations?

By carefully considering these factors, you can select a technology solution that aligns with your organization's strategic objectives and delivers a strong return on investment.





# Trovata: Next-Gen Treasury Tech That CFOs Love

If you're seeking a new solution for cash management, Trovata offers a unique combination of features designed to ensure ROI on your investment.

Our cloud-native, API first solution provides a real-time, 100% accurate view of your entire financial position, in one place. In addition to enhanced visibility and forecasting capabilities, treasury teams are also able to transact within the very same platform, with APIs providing not just read-only access but the ability to generate payments as well.

Trovata offers treasury and finance teams an all-in-one solution that improves efficiency, reduces risk and enables strategic decision-making.



Trovata: Automating Cash Management



**Future Proof Technology:**

Trovata's API-first approach is the most modern solution for bank connectivity. Additionally, our cloud-native infrastructure allows for continuous updates and improvements without disruptive upgrades. Trovata is also the leader of AI innovation in finance providing the first generative AI solution for finance with Trovata AI.



**Time Savings:**

As the only leading treasury solution natively built for the cloud using AWS, Trovata's automation capabilities streamlines workflows, resulting in reduced operational expenses and time savings for your team, delivering a strong ROI.



**Quick and Easy Implementation:**

We collaborate closely with your team to tailor the platform to your unique needs, and provide a dedicated account manager for continued support. Our implementations are the fastest on the market and are typically completed within 2-8 weeks per bank.



**Managed Bank Connectivity:**

Once connected, Trovata proactively maintains all your bank connections. We monitor for any changes or disruptions and address them swiftly, ensuring an uninterrupted flow of financial data.



**Seamless Integration:**

Trovata's APIs allow for seamless integration with external platforms. Integrate with your ERP to streamline the flow of bank data. Additionally, Trovata integrates with investment platforms allowing you to manage your portfolio directly in the platform.



**Robust Security:**

Trovata is SOC-1 and SOC-2 certified, which means that we maintain a high level of information security and are a trusted solution for managing financial data.



“Since we started using Trovata, our treasury technology capabilities have completely transformed for the better. We have more time to focus on driving strategy and unlocking growth opportunities.”



**James Krikorian**

VP & Treasurer at Krispy Kreme

### Trusted By

The Etsy logo, featuring the word "Etsy" in a stylized orange font.



The Eventbrite logo, featuring the word "eventbrite" in a lowercase red font.

The RingCentral logo, featuring the word "RingCentral" in a blue and orange font.



If you'd like to see how Trovata can level up your treasury team, [book a demo today.](#)

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