

18 June 2024

# The AI Powered CFO

Investor Day

**Aptitude**   
Fynapse



# Introducing the Aptitude Board



**Alex  
Curran**

---

Chief Executive  
Officer



**Sara  
Dickinson**

---

Non-Executive  
Director



**Mike  
Johns**

---

Chief Financial  
Officer



**Ivan  
Martin**

---

Non-Executive  
Chairman



**Barbara  
Moorhouse**

---

Senior Independent  
Director

# Introducing the Aptitude team



**Mark  
Aubin**

---

SVP Product  
& Market  
Engagement



**Alex  
Curran**

---

Chief Executive  
Officer



**Adam  
Flowers**

---

Chief Revenue  
Officer



**Stuart  
Noad**

---

SVP Marketing  
& Growth



**Leigh  
Pepper**

---

Chief Product &  
Technology Officer



**Paul  
Tassinari**

---

Chief Client  
Experience Officer



**Basia  
Zając**

---

SVP People &  
Culture

# Agenda

- 01 **Welcome**
- 02 **The Market & Opportunity**
- 03 **Fynapse & Strategy Pillars**
- 04 **Break**
- 05 **T-Mobile**
- 06 **Fynapse Live!**
- 07 **Microsoft and KPMG**
- 08 **Partner Panel**
- 09 **Exciting News**

# Aptitude's journey

Compliance to AI Autonomous finance



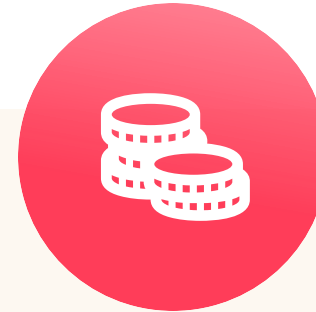
Compliance



First to market



Shift to platform



£3bn market

The market is ready, Aptitude is ready

Sara Dickinson, CFO BSI

Mark Aubin, SVP, Product and Market Engagement, Aptitude

# Today's CFO: The challenges and opportunities

**Aptitude**   
Fynapse



# The CFO's perspective



## Sara Dickinson

CFO, BSI and Aptitude Non-Executive Director



# The CFO challenge



**Data**



**Automation**



**AI-Powered**



**Agility**

Stuart Noad, SVP Marketing & Growth, Aptitude

# The Autonomous Finance Benchmark

**Aptitude**   
Fynapse



# The Autonomous Finance market

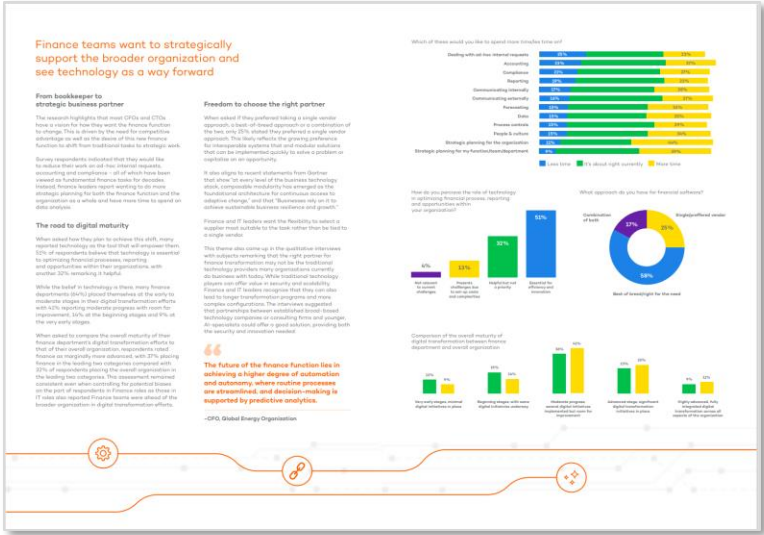
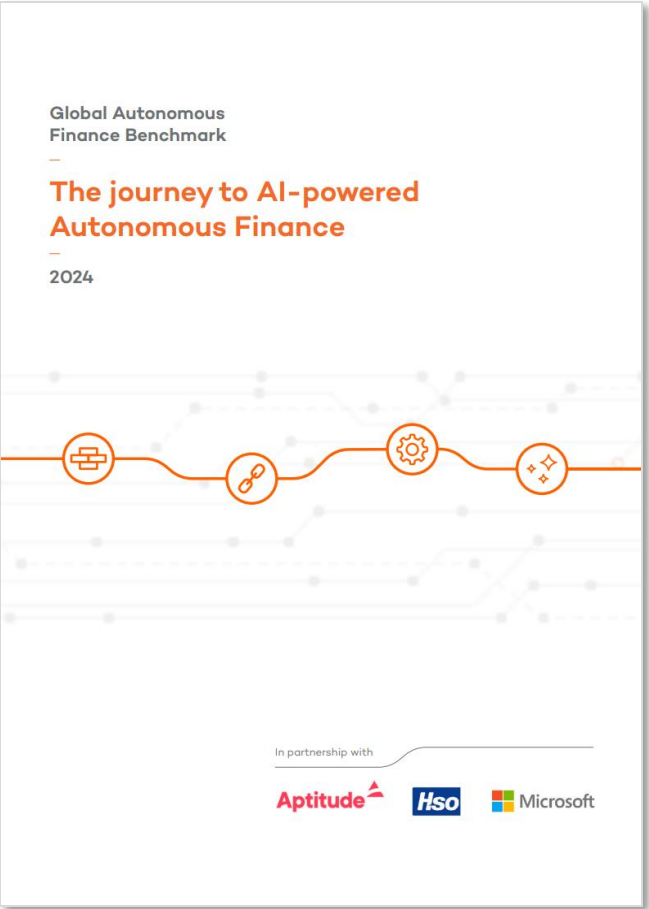


A group of business professionals in a meeting, overlaid with a red-to-orange gradient. The image shows several people in business attire sitting around a table, engaged in conversation. The background is a bright, modern office space with large windows. The overall tone is professional and collaborative.

# What is AI-Powered Autonomous Finance?

# We questioned 1700 finance leaders

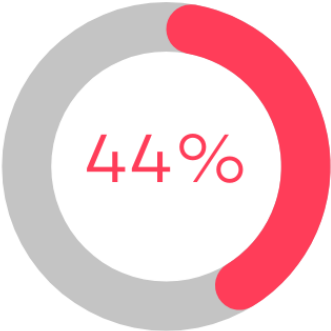
## 2024 Autonomous Finance Benchmark Research



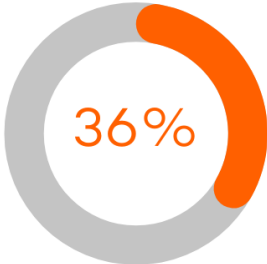
- **1,700** Senior Finance and IT Leaders responsible for decision making
- **Nine geographies:** ANZ, Benelux, Canada, DACH, Hong Kong, US, Scandinavia, Singapore and UK
- **Six sectors:** Banking, Insurance, Platforms/Tech, Manufacturing, Media, CPG/Retail
- **Revenue >250 million GBP**

# Data: The top challenge & opportunity

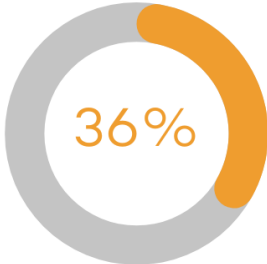
What are the primary obstacles you encounter in using financial data and analytics to make strategic decisions?



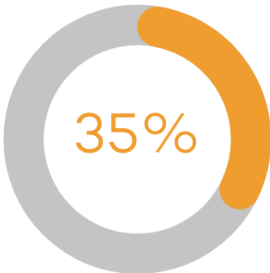
Data quality and reliability



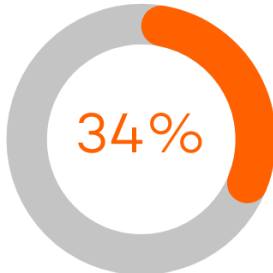
Budget constraints for investing in analytics solutions



Skills and training



Resistance to adopting data-driven decision-making culture



Integration issues with existing systems



Lack of analytical tools or expertise

Rank where you feel the overall organization will see the greatest ROI in the next 3 to 5 years?

- 01 Data analytics & business intelligence
- 02 Customer Relationship Management
- 03 Financial Management & Reporting
- 04 Core Products/Services, Marketing, Supply Chain, HR

# Automation: Work in progress

## Research insights around automation

**4%**

### Have a touchless close

13% reported having access to real-time data **but a touchless close is further behind.**

**58%**

### Take 1-5 days to close

**14% take 5+ days** while 7% have achieved a real time or continuous close.

**50%**

### Have minimal or no self-service reporting

36% reported that self-service is limited to IT/finance power users **while 14% reported no or extremely limited reporting**

**82%**

### Wait over a year to see value in finance change program

**DACH, the US, Scandinavia and the UK** exceeded the global average of 18% that reported seeing value in under a year.

**61%**

### Are still processing data weekly or monthly

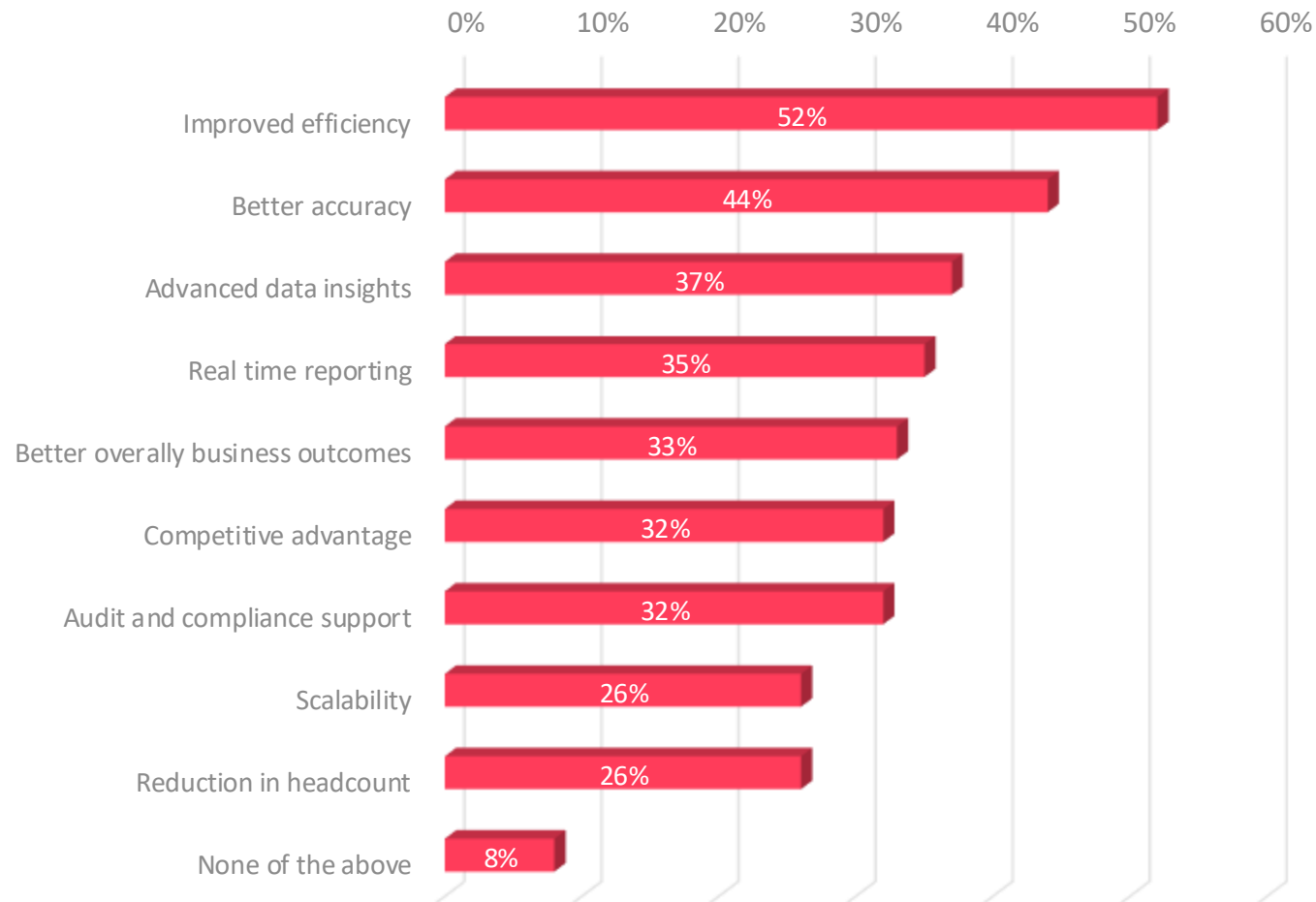
Only **15%** of finance teams **reported processing data in real time.**

**#1**

### Automate process controls, accounting & close

**Number 1 priority** for finance teams working towards autonomous finance

# AI: Progress is varied, value is understood

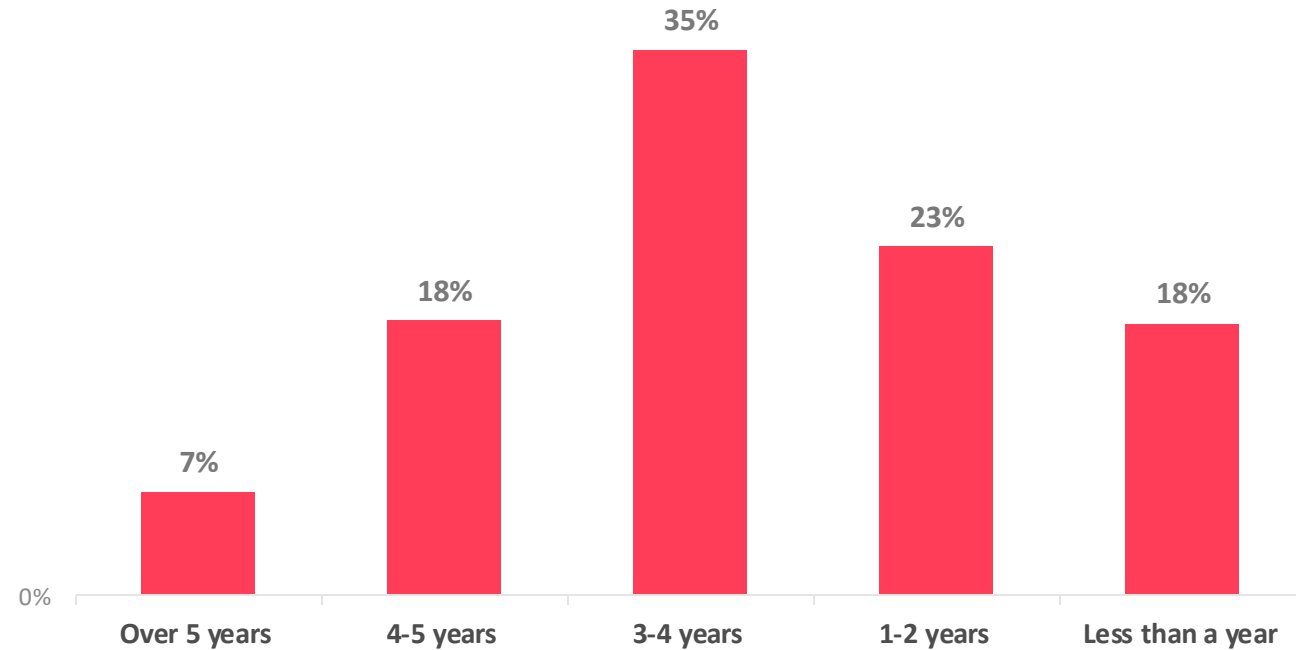


## Key Takeaways

- Lack of understanding/expertise seen as main adoption barrier (38%) followed by data privacy and security concerns (35%)
- 42% of UK respondents reported AI is not currently used in Finance
- The US, Hong Kong and Singapore show the most progress on AI adoption
- From an industry perspective, Banking had the highest percentage of respondents who reported AI was either being used in specific areas or extensively integrated into various processes

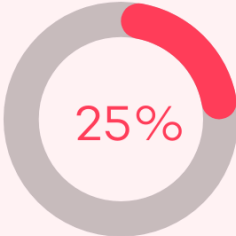
# Agility: Time to value is too long

How long does it take to deliver a significant technology / finance change from project inception to delivering value?

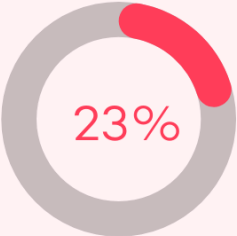


# The shift to strategic partner status

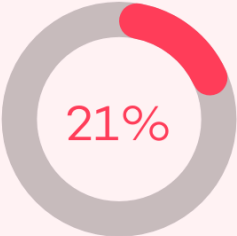
Would like to do less:



Ad-hoc internal requests

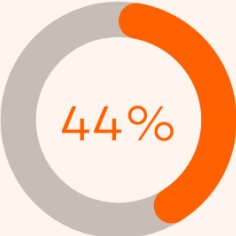


Accounting



Compliance

Would like to do more:



Strategic planning for function



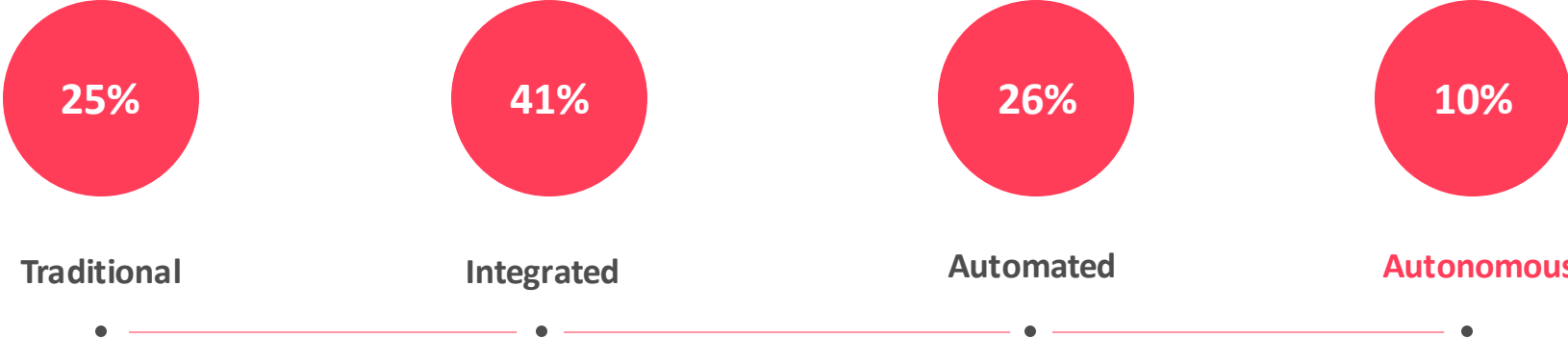
Strategic planning for organization



Data

# The Autonomous Finance Benchmark

Guiding the CFO journey to autonomous



	Traditional	Integrated	Automated	Autonomous
Data Inputs/Quality	Siloed	Controlled	Interoperable	Real time
Process controls, accounting and close	Manual	Rules-based	Principles-based	Touchless
Reporting & forecasting	Static	Consistent	Self-service	Intelligent
People, culture & leadership	Conflicted	Aligned	Partners	Culture

# The CFO challenge



## Data

---

The biggest challenge  
& opportunity



## Automation

---

CFOs top  
current focus



## AI-Powered

---

Early and regional  
adoption



## Agility

---

Average time to value  
3-4 years

Paul Tassinari, Chief Client Experience Officer, Aptitude

# Finance transformation is broken

**Aptitude**   
Fynapse



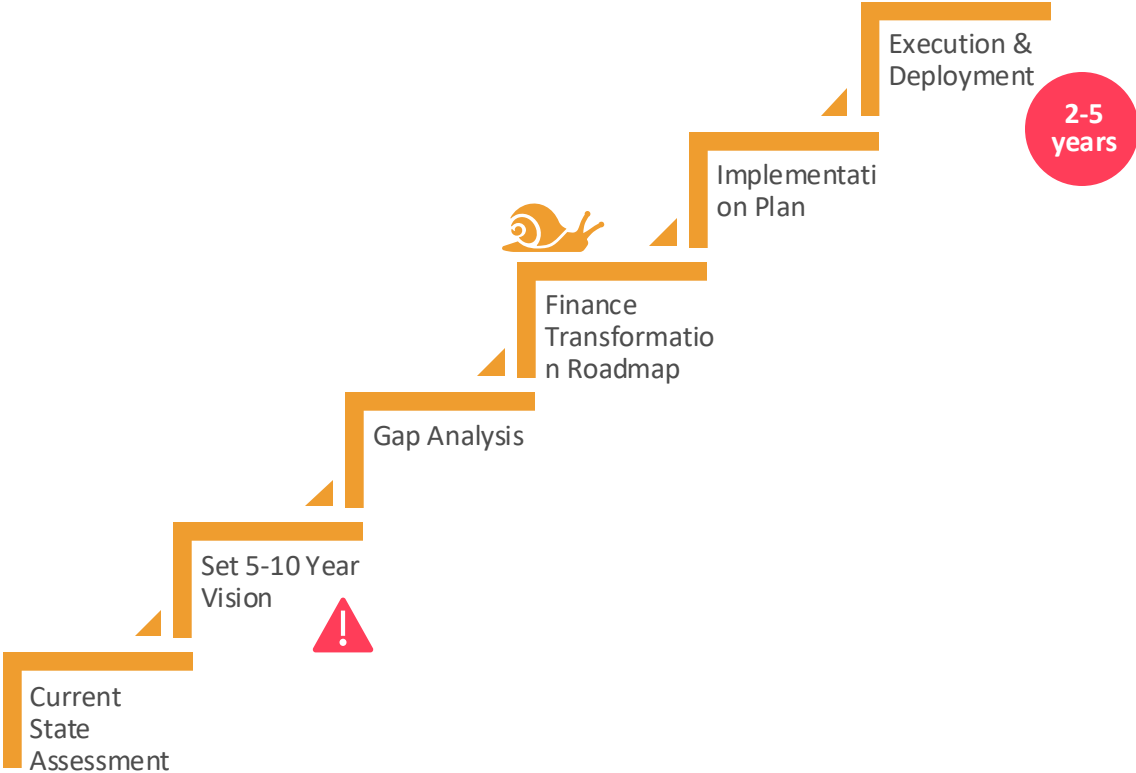
# Finance Transformation today

Monolith big bangs

## Tremendous Scope & Complexity



## Outdated Thinking



# Broken model

70% of finance transformations fail to meet expectations

## Slow

Outcome:  
**Lost Momentum, Cost Overrun**

- Complex systems & requirements
- Overwhelming data: volume & variability
- Teams spanning regions, businesses, product lines, & internal functions

## Resistance

Outcome:  
**Siloed Solutions**

- Initial Cost
- Internal function misalignment
  - IT vs. Finance
  - BAU Team vs. Project Team
- Competing Solutions

## Missed Objectives

Outcome:  
**Lack of Adoption**

- Automation
- Real-time, self-service access to accurate, controlled finance data
- Unlocking of resources to focus on insights and decision making

# The Fynapse way

Rapid, incremental, ongoing reformation

## Shorter Time to Value

### Land a Single Use Case & Expand

- Replace 'Big Bang' with 'Incremental'
- Rethink **data** transformation
- **Agility** to pivot requirements
- **Automated** test & revision **at pace**

## Lower Cost to Deliver

### Shorter, AI-Powered Implementations

- Client & Partner driven
- **Lower risk** to experiment
- **Faster proof points** drive adoption
- **Low code / no code** tailoring

## Technology for the Future

### A Platform that Delivers

- Automation
- Real-time, self-service access to accurate, controlled finance data
- Unlocking of resources to focus on insights and decision making



Configure **4x** faster in Fynapse!



**70%** reduction in accounting rules at T-Mobile

# The solution required

## Future innovation



### Data

---

Extract-Transform-Load  
to  
Extract-Load-Transform



### Automation

---

Automated configuration  
regression testing



### AI powered

---

AI-powered  
configuration



### Agility

---

Implement change  
requests with ease

Alex Curran, CEO, Aptitude

# Introduction: to Fynapse & strategic pillars

**Aptitude**   
Fynapse



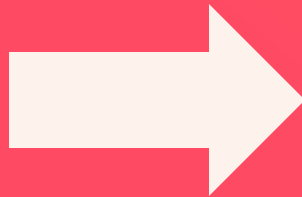
# The shift to a platform organization

Fynapse positions Aptitude at the forefront of AI-powered finance

## Key Market Drivers

---

- Data
- Automation
- AI decisions
- Agility



## Key Attributes of Fynapse

---

- **Single Source of Trusted Data**
- **Automates everything**
- **AI-Powered Decisions**
- **Rapid Time to Value**

# £3bn total addressable market

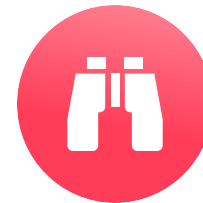
## 4 strategic execution pillars



**Investment Behind  
AI Autonomous  
Finance**



**Partner first  
organization**



**Laser focused  
go-to-market  
strategy**



**Continuous  
innovation and  
efficiency**

**2027**

**1/3**

**AAH clients to Fynapse**

**80%**

**Partner sourced ARR**

15 min break

**Aptitude**   
Fynapse





# Dane Christofferson

Director of Corporate Finance Technology

T-Mobile

**T Mobile™**

Mark Aubin, SVP Product & Market Outreach  
Leigh Pepper, Chief Product and Technology Officer

# Introducing Fynapse and why its uniquely placed to win

**Aptitude**   
Fynapse



# The CFO challenge



**Time** spent piecing the data together rather than using the data to drive insights

---



**Rear view**, historical focus on manual and time-consuming processes

---



**Little to no use of AI tools** to aid decision making with multiple barrier to adoption

---



**High cost, time and risk** big bang finance transformation projects a blocker to progress

# Aptitude

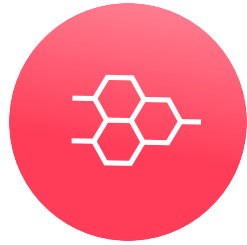
## Fynapse



### Data

---

Single Source of  
Trusted Data



### Automation

---

Automation  
for Efficiency



### AI-Powered

---

AI Powered  
Finance



### Agility

---

Accelerated Time  
to Value

Fynapse - The Finance Data Management Platform

# A market leading tech stack

Underpinned by a modern cloud native technical stack that delivers unprecedented performance



**Cloud native** provides for high resilience, fault tolerance and appropriate scaling  
*lower cost of entry into clients*

---



**Interoperable a flexible data schema** enables file based, API and event streams  
*lower integration cost*

---



**Event based Microservices** architecture- real-time, scalable (people and performance), flexible, efficient *enabling modular approach to land and expand*

---



**Polygot databases** - best database for use case *providing rich data insight and efficient storage*

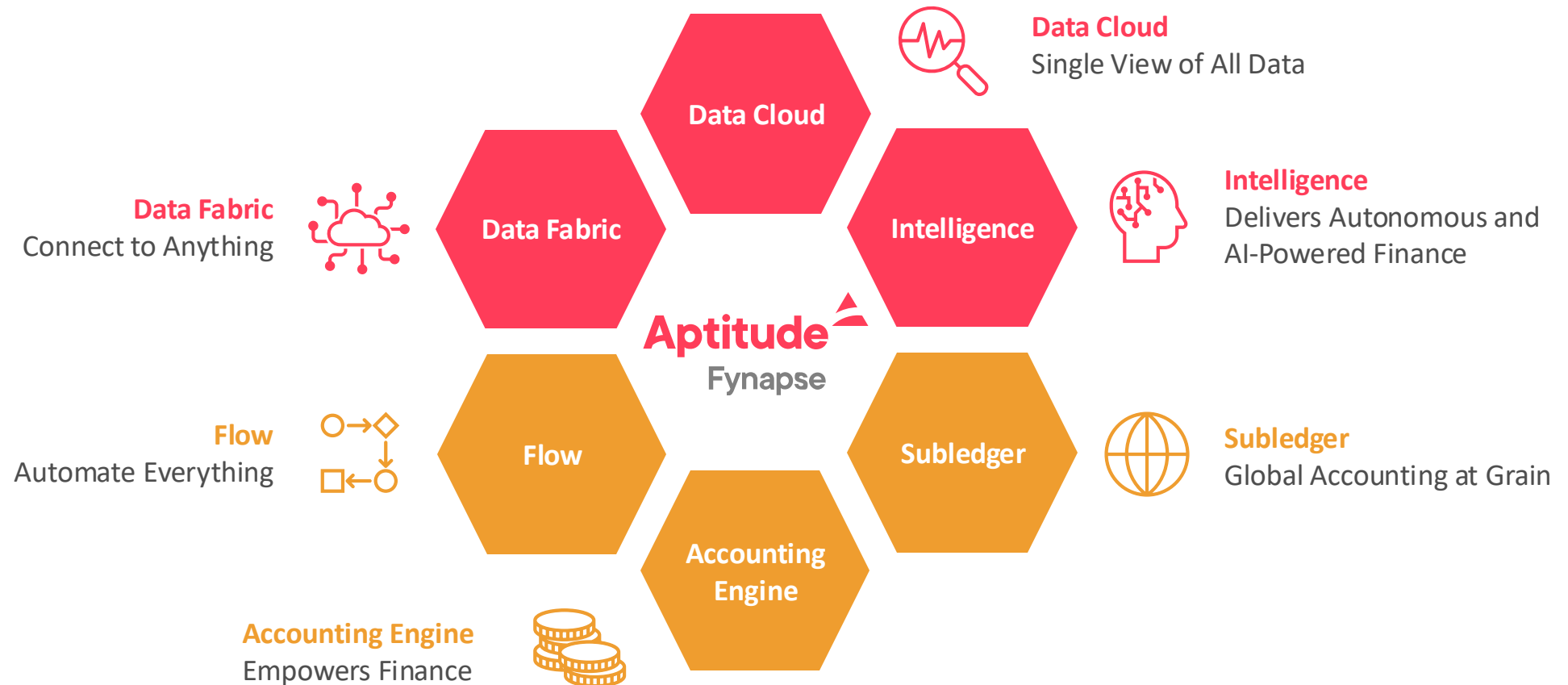
---



**Evergreen** - *no more costly upgrades*

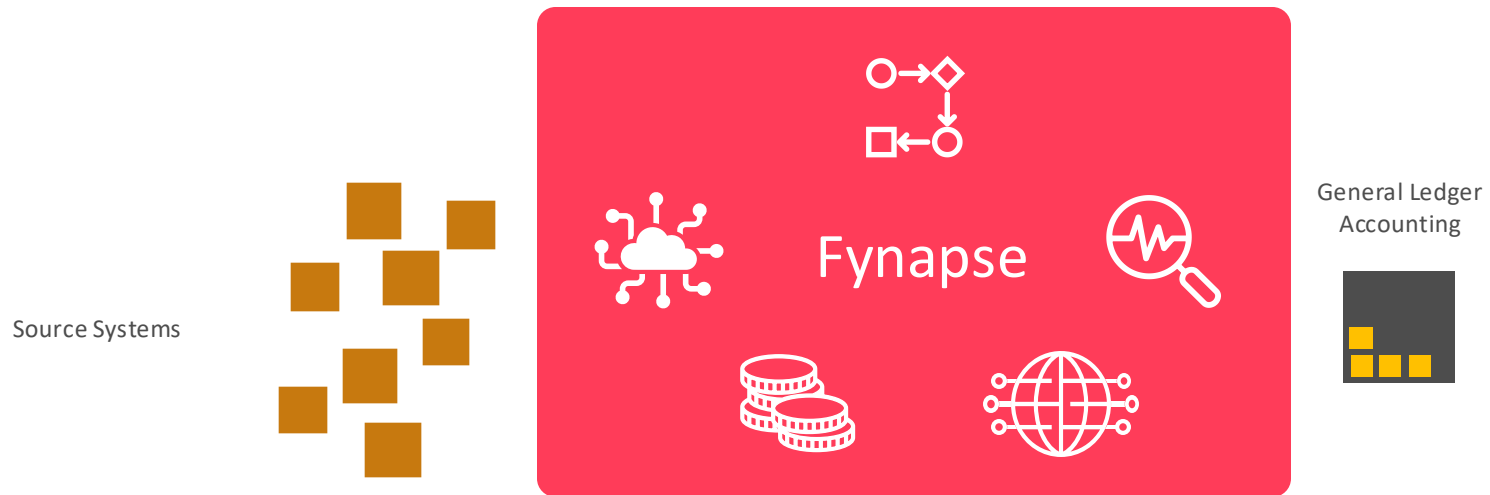
# Fynapse modules


Unlocking Autonomous Finance through modular capabilities





# Where Fynapse Fits


## Autonomous Finance with Fynapse:



 Source system e.g. core banking platform, insurance premium system, billing system

 Accounting rules

 End User Computing (typically Excel Spreadsheet or database)

 General Ledgers (ERPs)

Mark Aubin, SVP Product & Market Outreach  
Leigh Pepper, Chief Product and Technology Officer

# Fynapse in action



# Telco

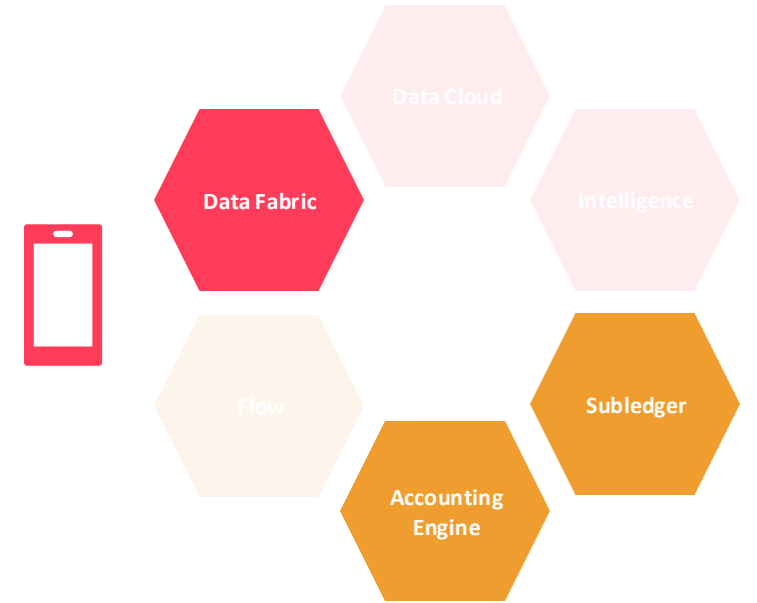
## Goal:

Simplify accounting rules and improve speed to bring new business lines live.

## Challenge:

Accounting rules contained in multiple systems operating in batch and on-premise.

- High volume processing
- Move of accounting rules into centralized solution
- Cloud adoption pre-GL replacement
- Real time reporting



### Single Source of Trusted Data

Bring full complex file  
onto platform and map  
data schema



### Automation for Efficiency

Accounting rules are  
processed automatically  
on receipt of the file



### AI Powered Finance

AI suggests the data  
schema and business  
event structure



### Accelerated Time to Value

Accounting rules  
self-administered by an expert,  
no requirements gathering

“What used to take  
**3 months** and a **small army**  
now takes **3 weeks** with  
**one person.**”

# Consumer Technology

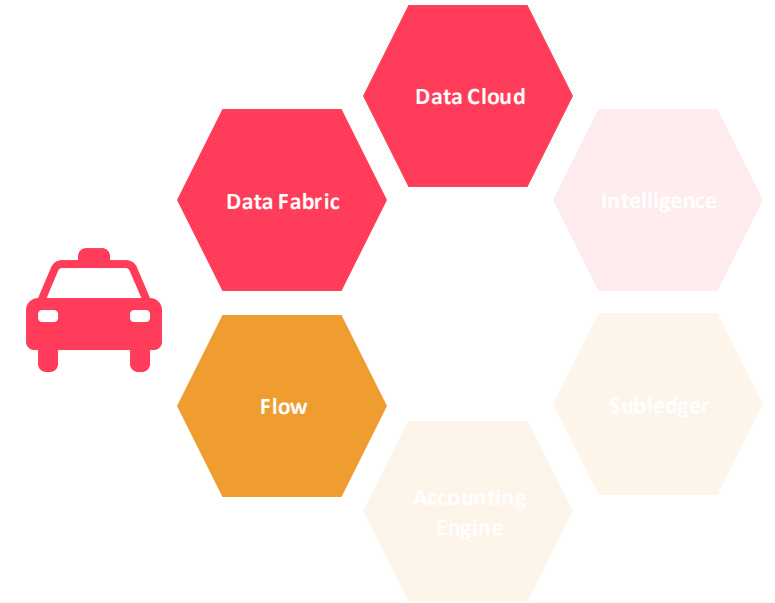
## Goal:

Process high volumes of revenue and royalty calcs in real time.

## Challenge:

Manual process requires multiple days for settlement.

- Data fabric to consume real time
- Complex calculations and treatments at scale



### Single Source of Trusted Data

Real time systems can bring data onto platform without bottlenecking and batching



### Automation for Efficiency

Complex calculations are written and executed using latest event and in-memory processing in highly efficient and scalable way



### AI Powered Finance

AI suggests the calculation structures and optimum code



### Accelerated Time to Value

Calculation flows can easily be created and utilised for testing reducing implementation errors and waiting for expensive UAT

**“The ability to scale the individual calculations is the only thing I’ve seen to handle the demands of a modern real time tech business”**

# Insurance

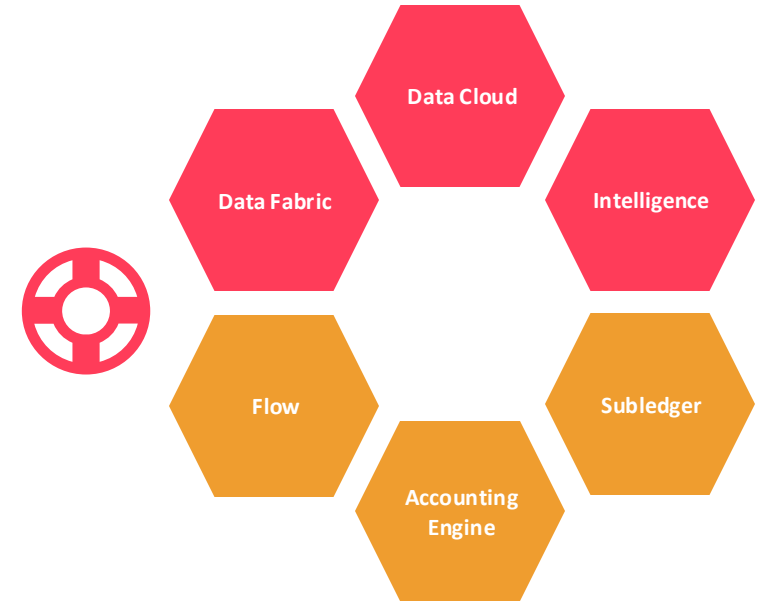
## Goal:

Automate calculations and accounting to provide rich data insight autonomously.

## Challenge:

Regulatory calculations and reporting being completed in cottage industry solutions with limited data availability.

- Data fabric to consume real time
- Complex calculations and treatments at scale
- Accounting on premiums, claims, acquisition costs
- Reporting for regulatory capital
- Data insight on premium and promotion performance



### Single Source of Trusted Data

Drill back from the reporting tool to source transaction



### Automation for Efficiency

Insight queries are completed by a finance user without IT/Data requests



### AI Powered Finance

AI identifies the anomalies and insights and suggests next best step in flow of work























### Accelerated Time to Value

Reports and insights can be built and accessed by finance teams on available near real time data

**“The speed at which reporting and insight is available is a different level to waiting for days after month end.”**

# Fynapse differentiation

	Aptitude	ERP Vendors	Data Platforms
 Designed, configured and governed by Finance Users			
 Performance, Scalability, and Cost Efficiency			
 Lower TCO, Faster ROI, and Time-to-Value			
 Interoperable and Open			
 Calculations, Enrichment, and Validation			

# Fynapse complements...

Differentiators enhance existing finance solutions

## Without Fynapse:



We Bring Accounting and Calculations

- ✘ Customization
- ✘ Costly Advisory
- ✘ Financial Control and Audit Challenges



We Bring Performance

- ✘ Heavy and Burdened Financial Systems
- ✘ Batch based processing
- ✘ Period End and Reporting Delays



We Bring Solutions Faster

- ✘ Costly and Extended Transformation
- ✘ Conflicting Priorities and IT Availability
- ✘ Budget Constraints due to Change Management



We Bring AI-Powered Finance

- ✘ Vendor Lock-In with AI capabilities
- ✘ Limited Data for AI Analysis
- ✘ Unclear data security for AI



We Bring Data

- ✘ Summarized Data
- ✘ Data Silos
- ✘ Hidden risks and opportunities

Alex Curran, CEO, Aptitude

# Our partners

**Aptitude**   
Fynapse





# Georg Glantschnig

VP Dynamics 365 AI ERP

Microsoft





# April Olson

Head of Product, Dynamics 365

Microsoft





# David Fourie

Finance Transformation Partner

KPMG



Alex Curran, CEO, Aptitude

# The partner panel

**Aptitude**   
Fynapse



# Accelerating growth through partnerships



Executive Vice President,  
Solutions at HSO



ISV Ecosystem Lead  
at Microsoft



Adam Flowers, CRO

# Exciting news

**Aptitude**   
Fynapse





# Adam Flowers

Chief Revenue Officer

Aptitude

Thank you

**Aptitude**   
Fynapse

