

3 Big Moves Shaping Finance Leaders in APAC

Planful's 2025 Global Finance Survey highlights APAC leaders advancing AI adoption while tackling data silos and process roadblocks.

Here are the top challenges and tech trends shaping FP&A teams like yours in APAC right now.



1 APAC Outpaces the World in AI Adoption

With the highest uptake globally, APAC is setting the pace for AI adoption in finance.

60% of senior finance leaders are already using AI for FP&A (vs. 52% globally).

These early investments are paying off: **64% report better forecast accuracy, and 39% saw reduced staff churn from AI**, nearly 2x the global average.

But scaling isn't easy.

- **61% cite cost as a major implementation barrier (vs. 40% globally)**
- **34% face resistance to change within their own teams**

2 Finance Leads Workforce Planning

FP&A teams in APAC are not just involved in workforce planning. They're owning the process.

- **64% drive HR budgeting and planning (vs. 50% globally)**
- **31% rank HR collaboration as their #1 cross-functional priority**, more than 2x the global average

Despite being highly involved, they still battle data fragmentation. Four in 10 finance leaders say **siloed HR and finance data is their biggest barrier** to collaborative workforce planning.

3 Overhauling the Close

APAC finance leaders move faster at most stages in the close process compared to other regions. Still, it's not all smooth sailing.

- **57% rely on manual data entry and adjustments**
- **61% struggle with intercompany transactions**
- **42% are prioritizing account reconciliation improvements**

They're looking to automation to speed up the close.

- **48% believe AI will significantly improve the close process**
- Right now, only **51% use AI to streamline reporting**, compared to 64% globally

Get the Full Picture

Download [*The Next Era of Finance: 2025 Global Finance Survey*](#) to see how senior finance leaders around the world are transforming FP&A with AI and cross-departmental collaboration.

