The economic challenges brought on by the COVID-19 pandemic have put various business leaders on the cross roads to achieve Pre-Covid agenda. Banking leaders now need to quickly to conserve cash ensuring liquidity and contain costs in the short and long run. This seems to challenge the Pre-COVID CFO’s agenda.

- The sudden shift to a **virtual working environment** has placed additional pressure on already **aging technology systems**, challenging banks’ abilities to be operationally effective.
- Now might not seem like the right time to make investments – **but it is critical**. Banks need to embrace finance of the future digital operating models to achieve both **operational and cost efficiencies** long term in this new, highly virtual environment.

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**CFO Agenda: Pre-Covid**

**Performance**
How do I shift my organization toward more insight while keeping control?

**Talent**
How do I build a workforce that is Fit for Growth and adaptable to a new environment?

**Digital**
How do I utilize Cloud based technology and other digital assets to support teams and business operations in a virtual world?

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In the PwC CFO survey, **56%** of business leaders said that Technology Investments encouraged by the current situation/environment will ultimately make their company better in the long run.

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