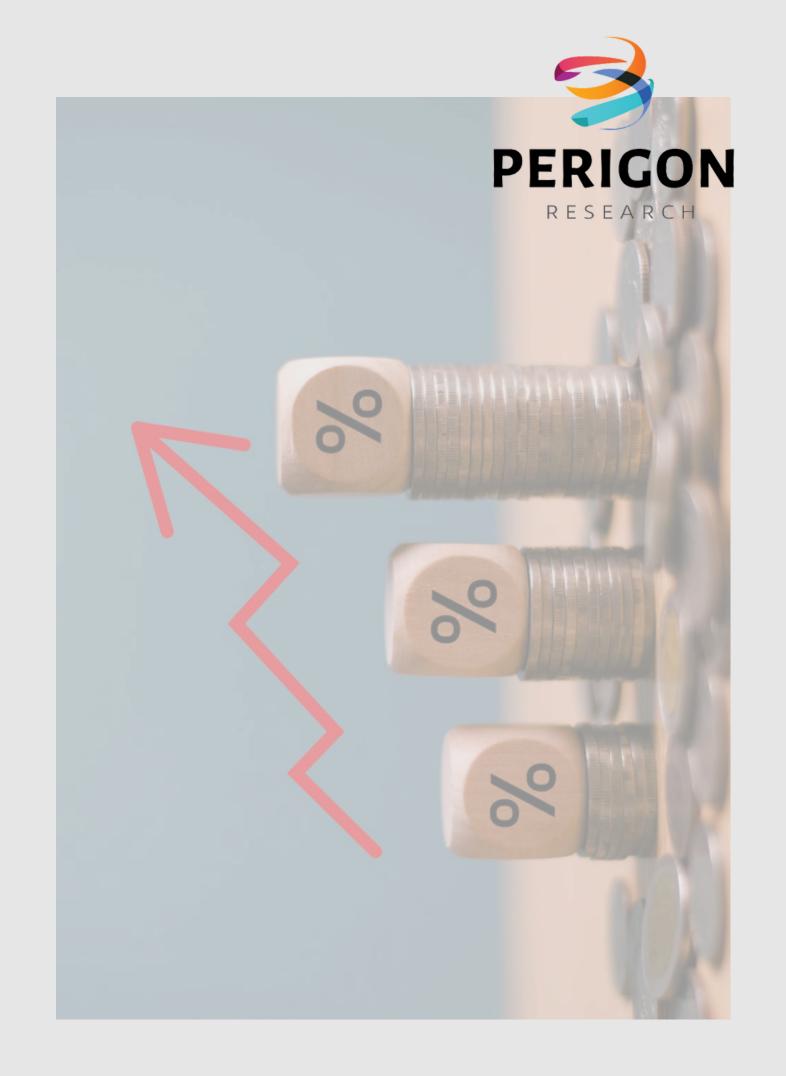


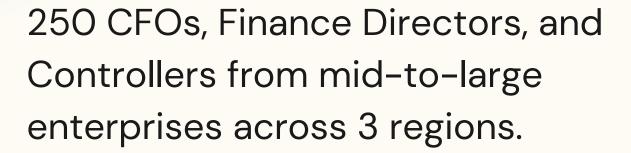
Case Study and Report

Case Study: Financial Decision-Makers – Investment Solutions in Enterprises

Objective

To evaluate financial decision-makers' (FDMs) appetite for new investment & cash flow solutions and to explore adoption barriers of digital finance tools.





- Online quantitative survey
- In-depth qualitative interviews with 20 CFOs for contextual understanding.
- Conjoint analysis to test feature trade-offs in digital finance platforms.



Approach



- Screening for budget ownership (>USD 10M annually).
- Database cross-check against company websites & LinkedIn profiles.
- Conjoint exercise validated through pilot testing.
- 15% double verification of responses.

Quality Control

PERIGON

- 58% of FDMs highlighted cash flow forecasting as their biggest pain point.
- 70% showed willingness to adopt digital tools if integration with ERP systems was seamless.
- Insights enabled client to prioritize real-time analytics & ERP integration features in product roadmap.

Outcome

Get in Touch





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