

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.



250 CFOs, Finance Directors, and
Controllers from mid-to-large
enterprises across 3 regions.

- 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

- 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



sales@perigonresearch.com , rfq@perigonresearch.com



+91-8800712961



Bhutani Cyberpark, Sector 62, Noida – 201309



www.perigonresearch.com