



# FULL THROTTLE FINANCE: UNLEASHING THE POWER OF INNOVATION

## VIDEO TRANSCRIPT

*Finance driving digital—Steve Culp, Senior  
Managing Director, Finance & Enterprise  
Performance*

[Steve Culp]

In my conversations with CFOs, when we engage around digital, the conversation is really one of two halves. The first is how do you digitize the function of finance—payables, receivables, collections—really running your operations but with digital technologies. The second, which is harder, is actually how do you as the CFO help guide the organization to embrace digital overall. What does it mean to your customers, to your operating model and to the overall economics of your business. So I really think it is both of those.

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