

Payments Pulse Data  
Payments Trends Survey Results - Part I

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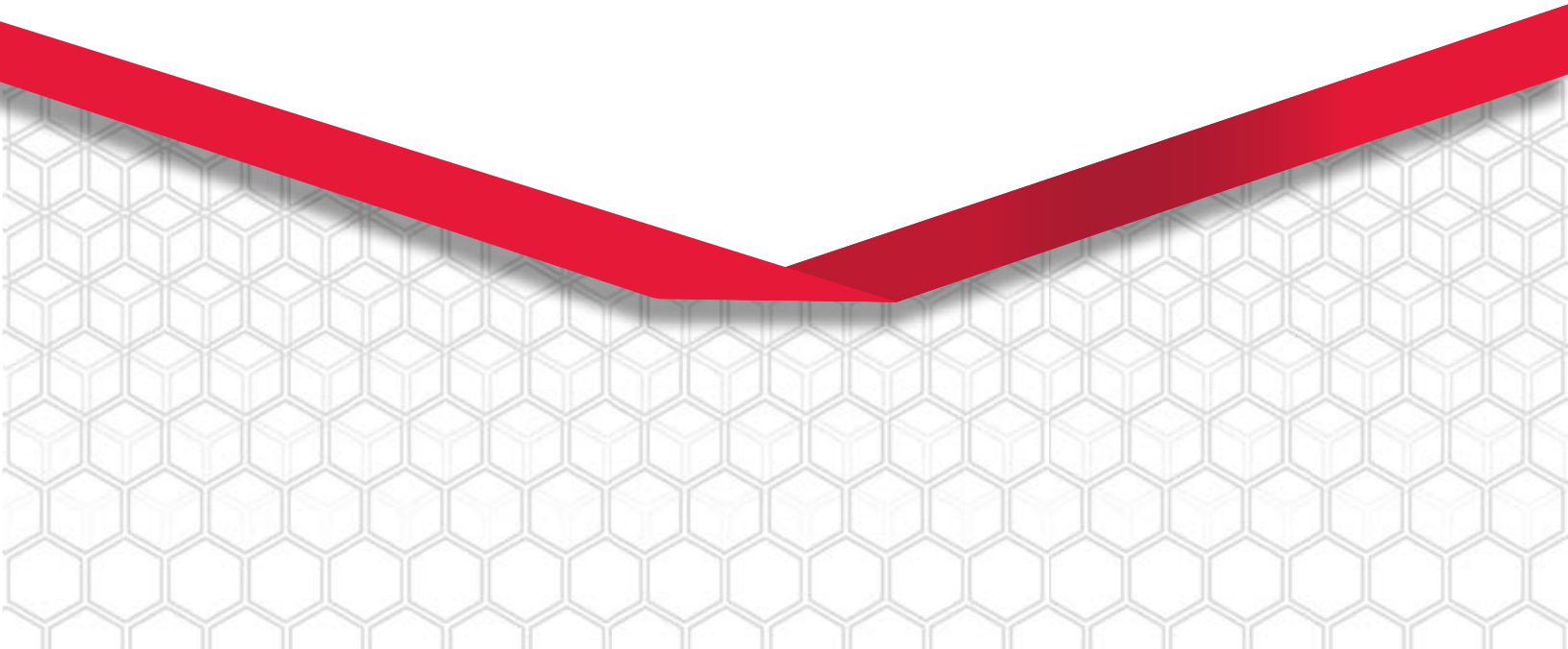


# > TABLE OF CONTENTS

I • Methodology and Sample Characteristics .....3

II • Survey Highlights .....4

III • Graphs and Tables .....6



# > **METHODOLOGY** AND SAMPLE CHARACTERISTICS

Zogby Analytics was commissioned by WEX Inc to conduct an online survey of 500 CFOs nationwide.

Using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation was password coded and secured so that each respondent could only access the survey one time.

Based on a confidence interval of 95%, the margin of error for 500 is +/- 4.4 percentage points. This means that all other things being equal, if the identical survey was repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

## **ABOUT ZOGBY ANALYTICS**

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

# > SURVEY HIGHLIGHTS

## Current payments processing practices of surveyed companies

- Almost three-fourths (72%) of surveyed companies have an electronic payables initiative underway and, of those considering one (26%), 93% are working to launch an electronic payables paperless strategy in the next 6-12 months. Larger companies are more likely to have electronic payable initiatives underway.
- These decisions are motivated primarily by process improvement (82%), reducing operational costs (70%) and environmental concerns (70%) as well as security (64%).
- Almost all surveyed businesses either currently use outsourced platforms or technologies to perform account payables (57%), or plan to do so in the next 6-12 months (28%).
- Almost all surveyed businesses would consider a vendor outside of their current bank or financial institutions to help with payments: 52% are very likely and 38% are somewhat likely to consider an outside vendor.
- Payments platform selection is most influenced by overall user experience (71%), reporting analytics (60%) and speed of reconciliation capabilities (60%). Vendor status within the industry (51%) and practical usage of AI/Machine-based learning and advanced business intelligence are of medium importance (40%), while AR/VR is a major factor for only 18% of surveyed CFOs.

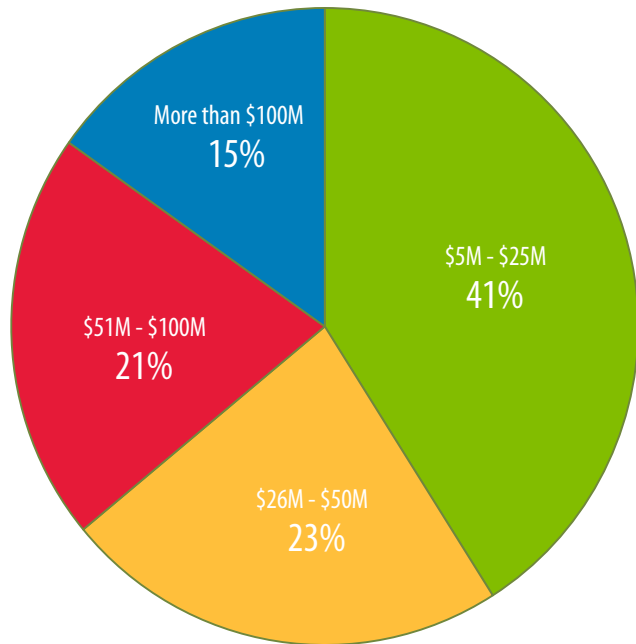
## Viewpoints on disruptive technologies

- Almost all surveyed CFOs are confident (61% extremely confident and another 35% somewhat confident) in their understanding of the function and capabilities of blockchain and distributed ledger technologies. Large companies' (annual revenue >\$51m) CFOs are even more confident in their understanding of blockchain and distributed ledger technologies, with over 70% saying they are 'extremely confident'.
- Half of CFOs expect blockchain or distributed ledger technologies to change how their accounts payable operate in the next 6-12 months and another 44% believe it will allow their business to scale more quickly and internationally.
- Mobile capabilities to manage and approve payments (55%), mobile payments (55%) and blockchain (54%) are considered to be very important by most CFOs.
- CFOs from larger companies (annual revenue >\$51 million) are more likely to believe that augmented/virtual reality and machine-based learning will be very important in the next two years.

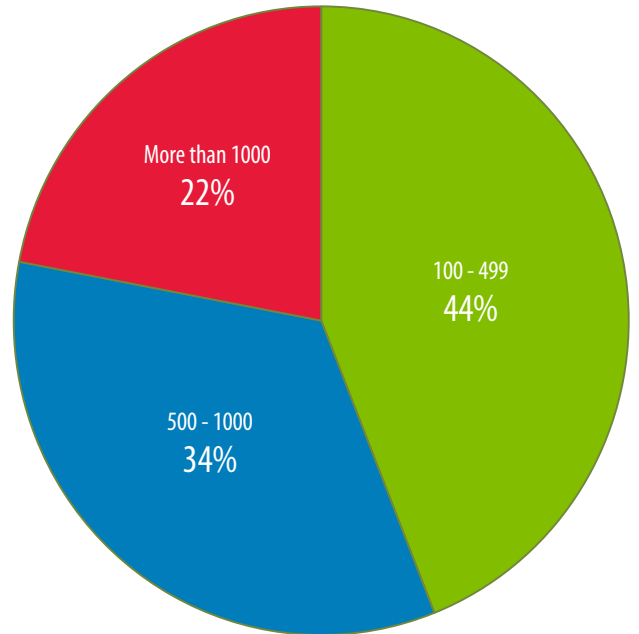
## **Payment processing companies are seen as the leader in the field**

- Payment processing companies are considered most likely to disrupt the payments industry in the next 12-24 months (39%), followed closely by big banks (32%).
- Fintech startups are considered most likely to disrupt payments industry by 16% of surveyed CFOs.

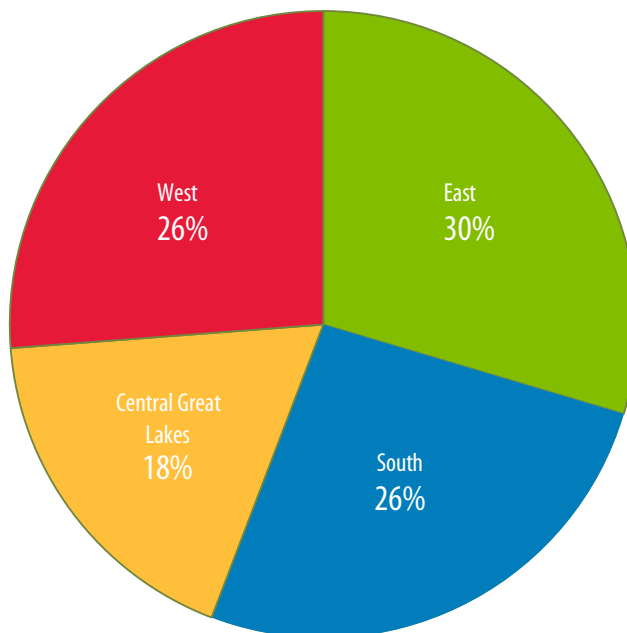
What is your company's annual revenue?



Which of the following best describes the number of employees in your company?



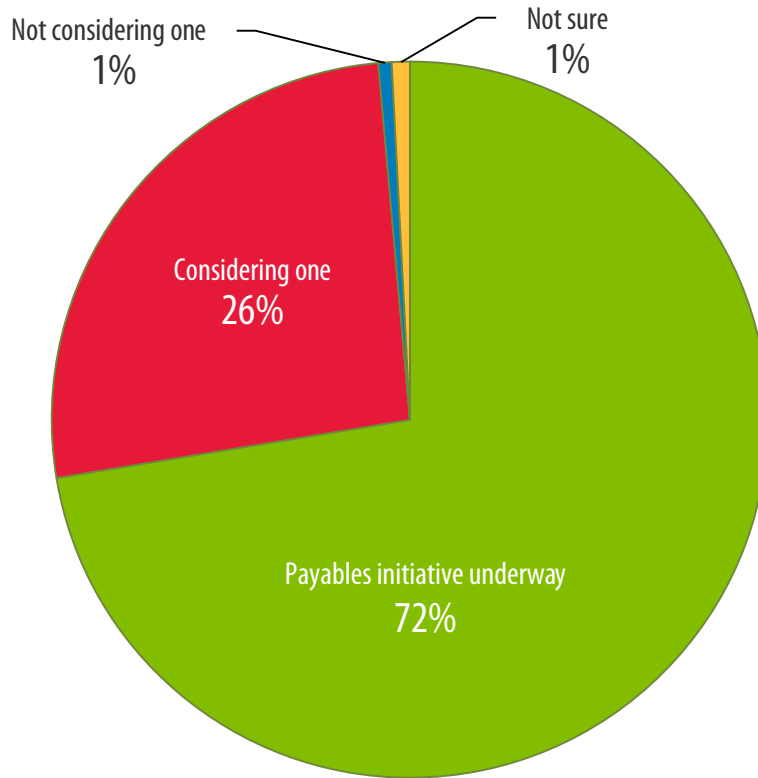
What region is your company located in ?



# What industry is your company in?

INDUSTRY	FREQUENCY
Agriculture	8
Automobile/Transportation	15
Academia	5
Biotech/Pharmaceuticals	11
Electronics	22
Finance/Banking	71
Healthcare	32
Government	10
Hospitality/ Food and Beverage	9
IT - Hardware	40
IT - Software	71
Infrastructure/ Construction	33
Legal	9
Manufacturing	61
Media/ Entertainment	5
Real Estate	11
Retail	32
Security	2
Technology	42
Utilities	4
Other	7

### Does your business have an electronic payables initiative underway or are you considering one?



### Which scenario more likely applies?

We are working to launch an electronic payables paperless strategy in the next 6-12 months

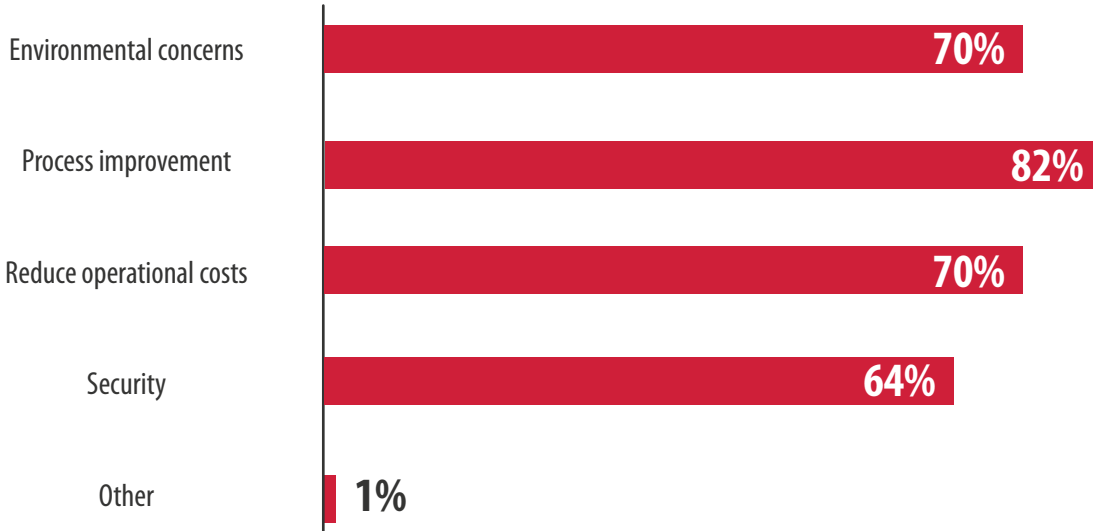
93%

We are working to launch an electronic payables paperless strategy in the next 1-3 years

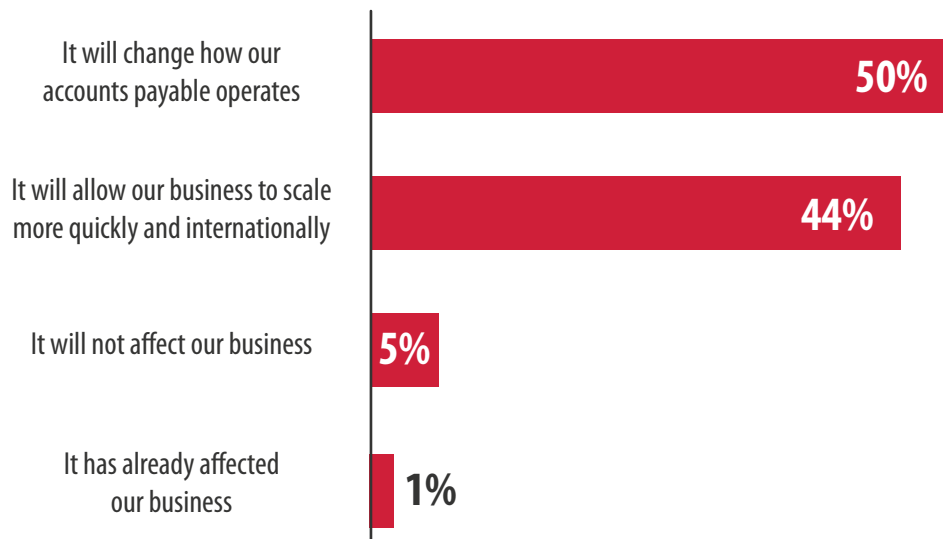
7%



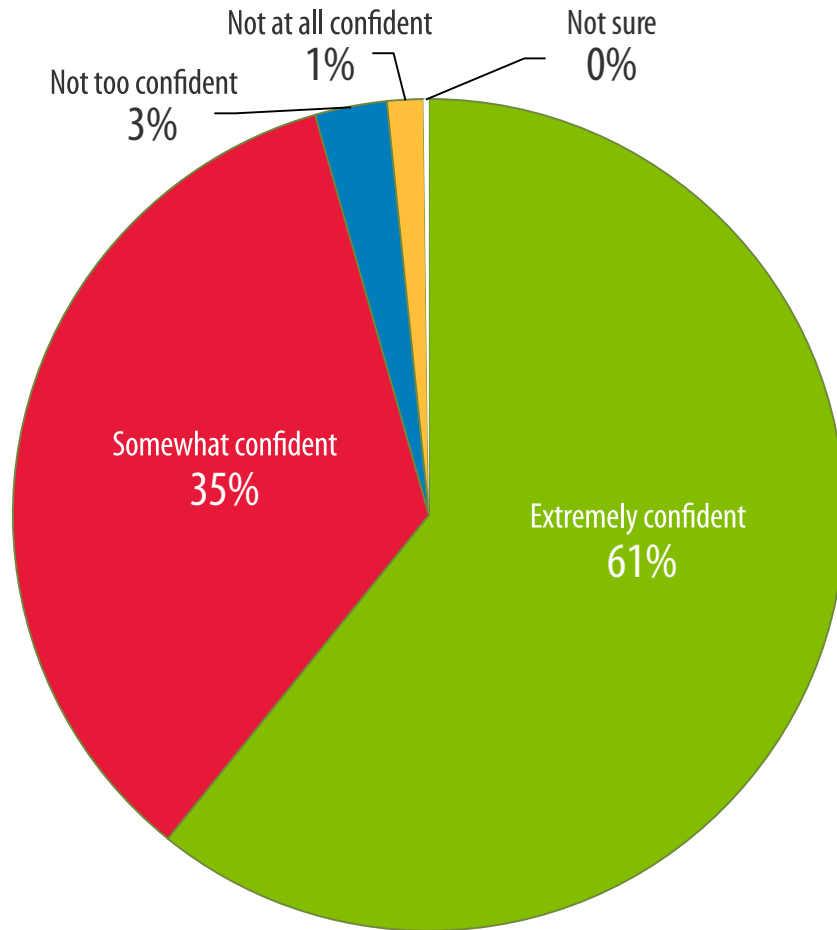
### What is motivating this decision? (Select all that apply)



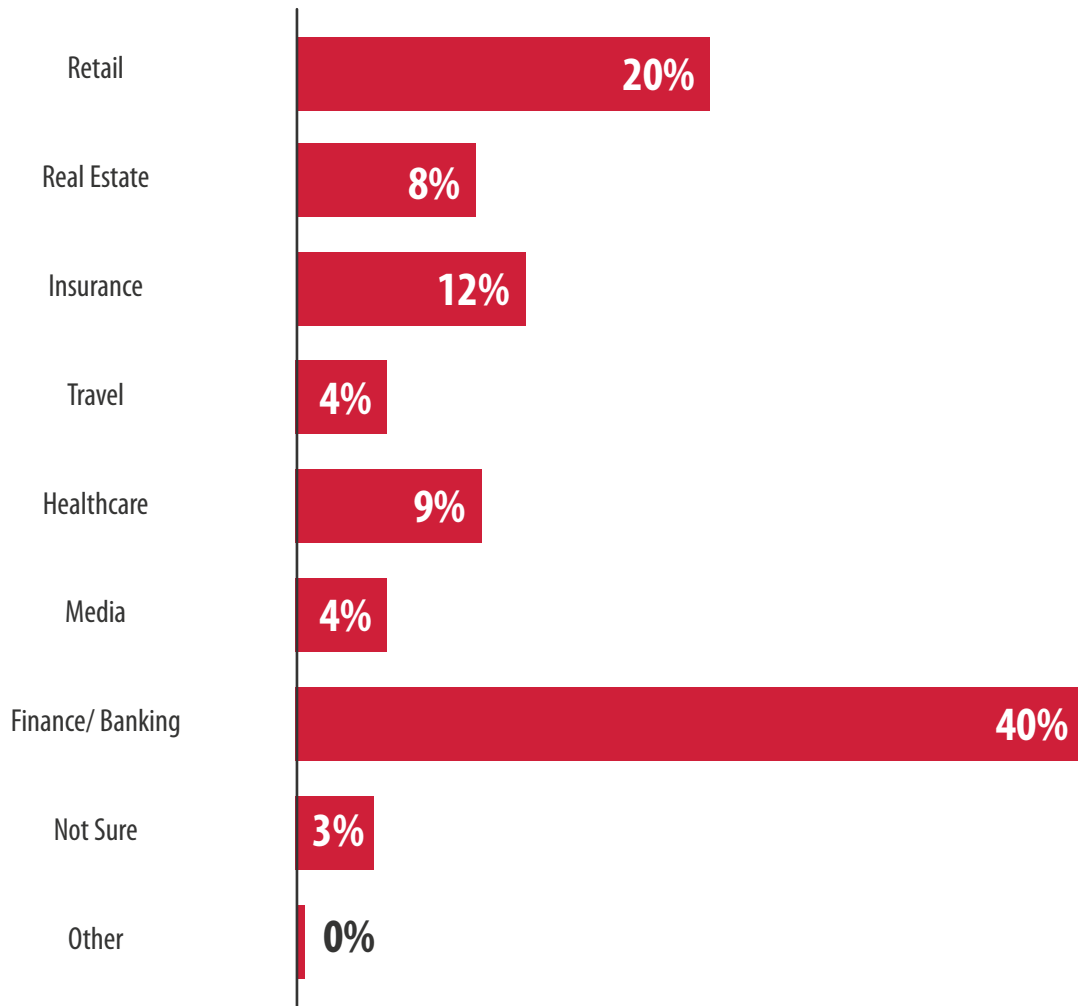
### How do you expect blockchain or distributed ledger technologies to impact your business in the next 6-12 months?



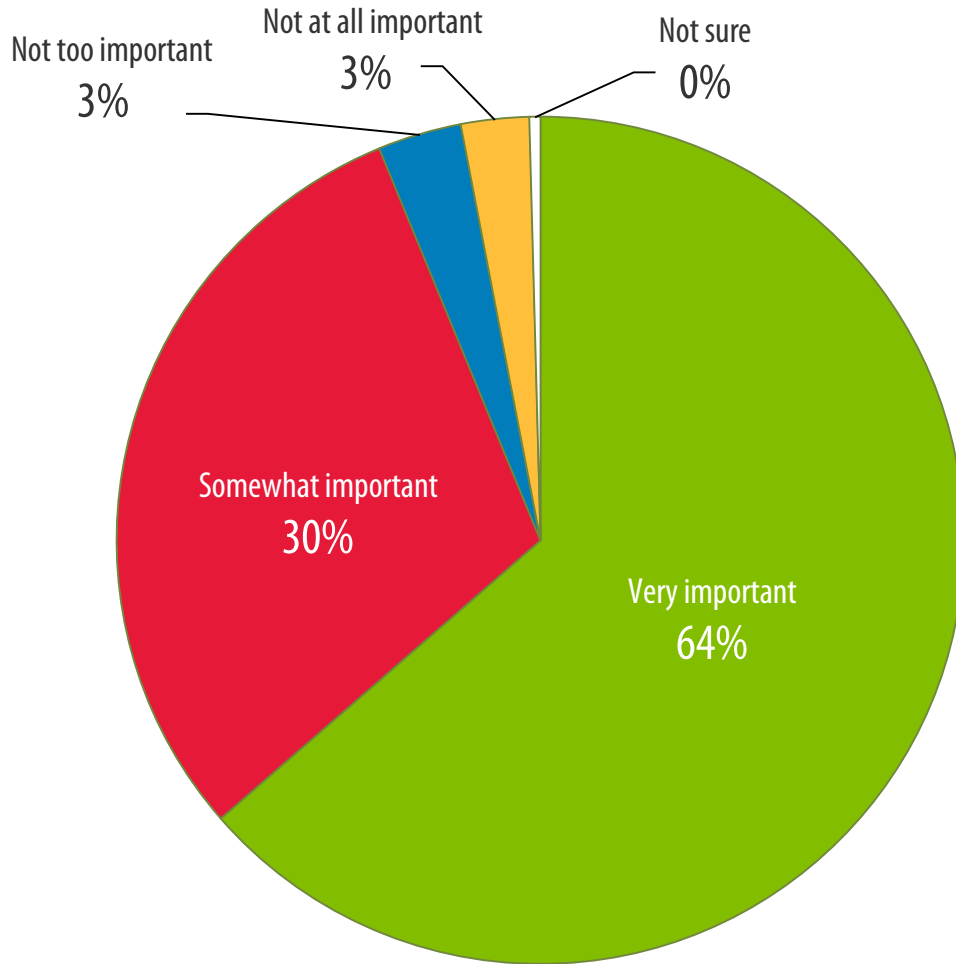
How confident or not confident are you in your understanding of the function and capabilities of blockchain or distributed ledger technologies?



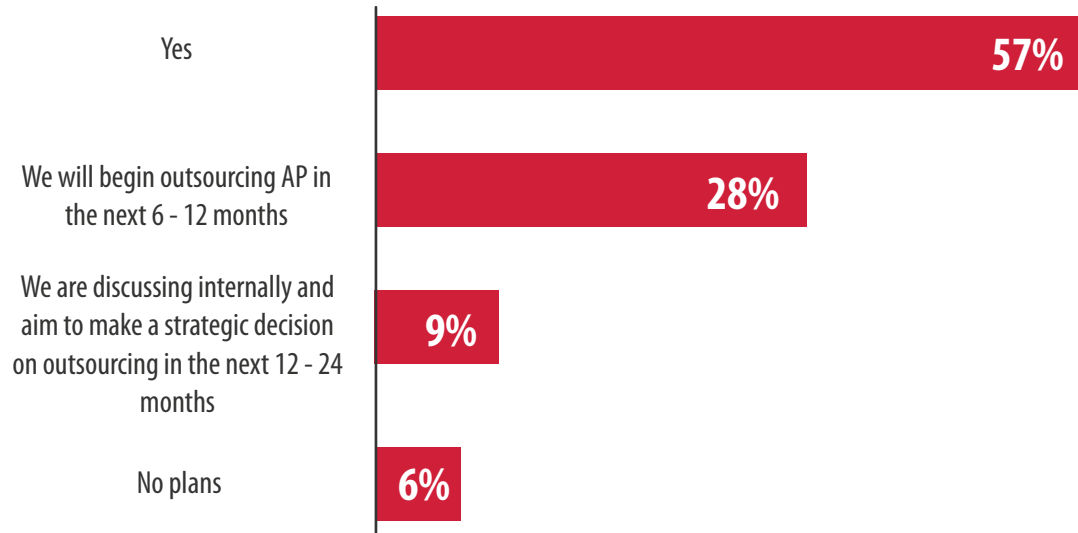
Which industry do you think will be the first to successfully implement blockchain?



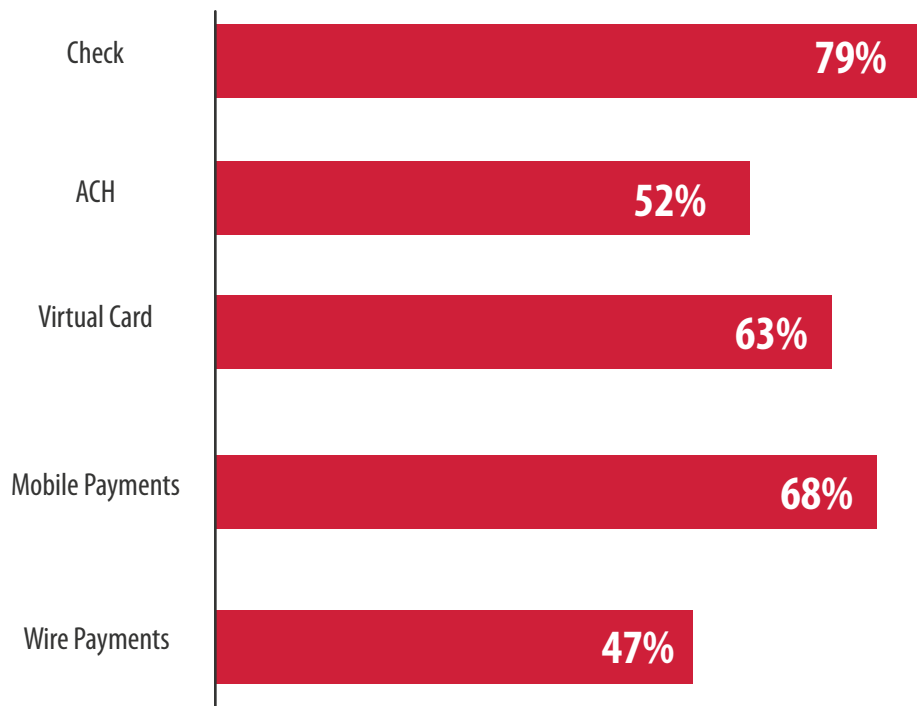
How important or not important is the capability to transact in international currencies to your business?



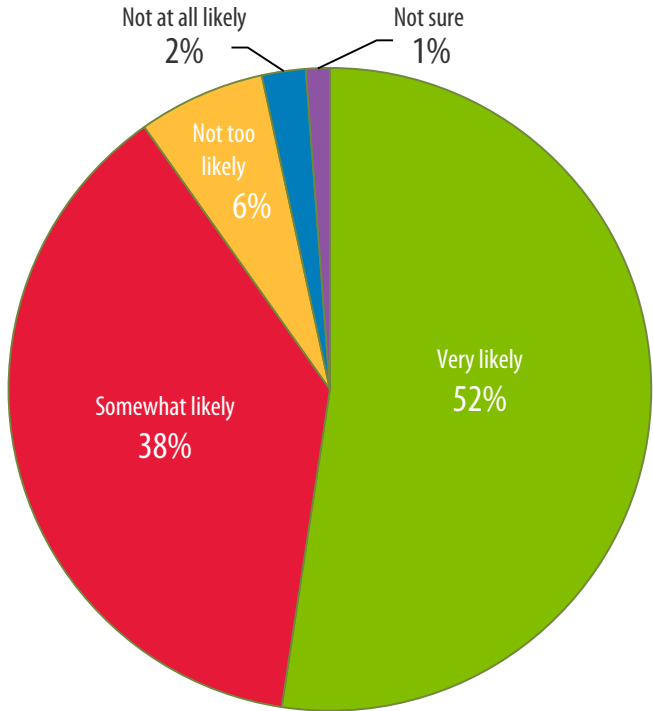
### Does your business currently use outsourced platforms(s) or technology to perform accounts payable?



### What current payment processing options is your business using? (Select all that apply)



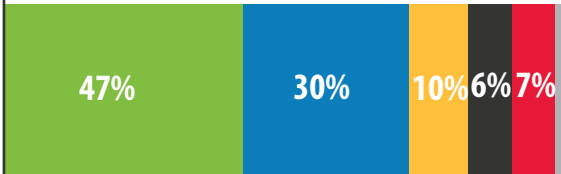
# How likely or not likely is your business to consider a vendor outside of your current bank or financial institution to help with payments?



On a scale of 1 to 5 with 1 being strongly disagree, 3 being neutral, and 5 being strongly agree, do you agree or disagree with the following statements



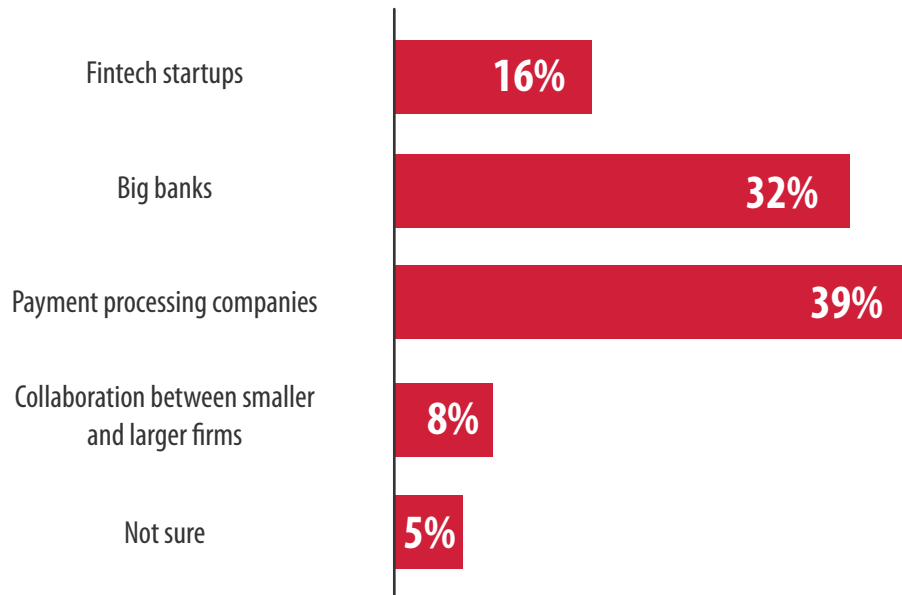
Payments providers should do more to offer you innovative technology (e.g., flexible user interface, seamless API, advanced analytics, reporting, etc.)?



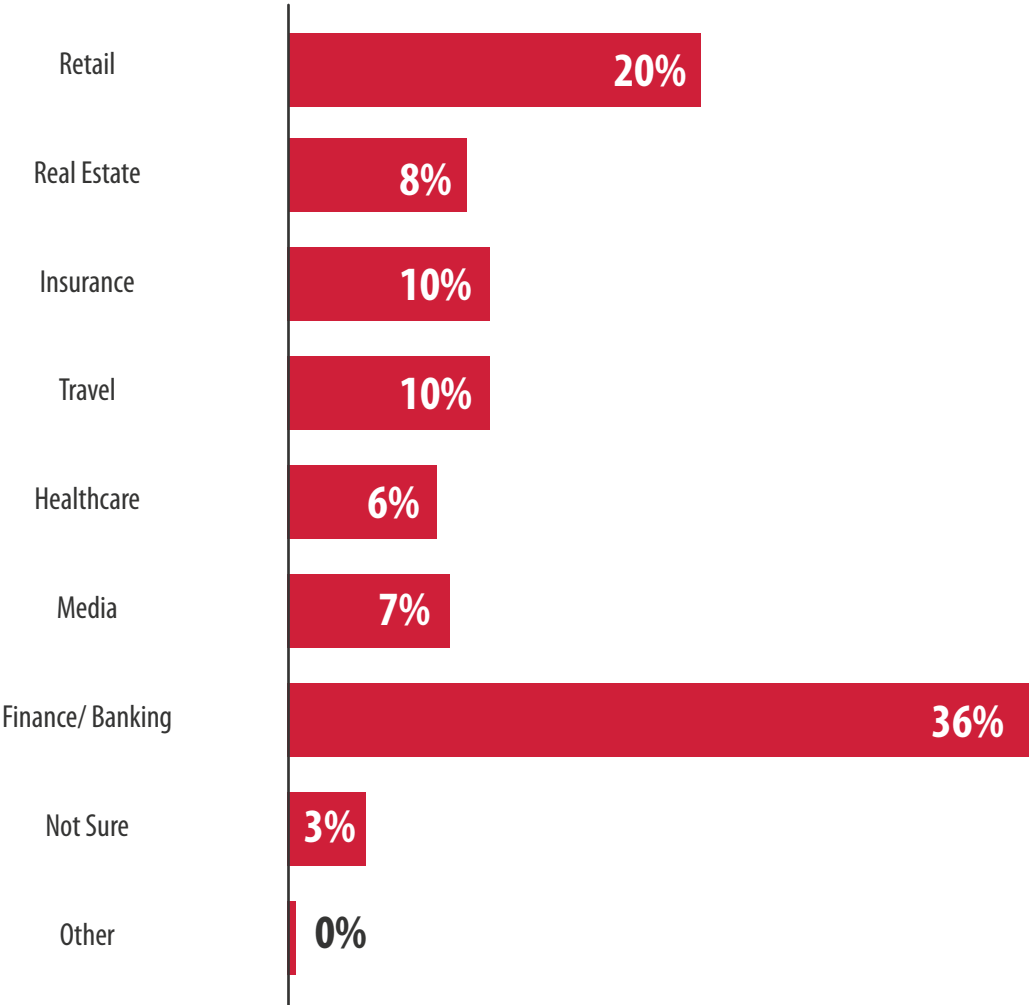
Consumer behaviors strongly influence business use of payment innovators (e.g., mobile payments, peer-to-peer payments, etc.)



Which group within the marketplace do you think is most likely to disrupt the payments industry in the next 12-24 months?

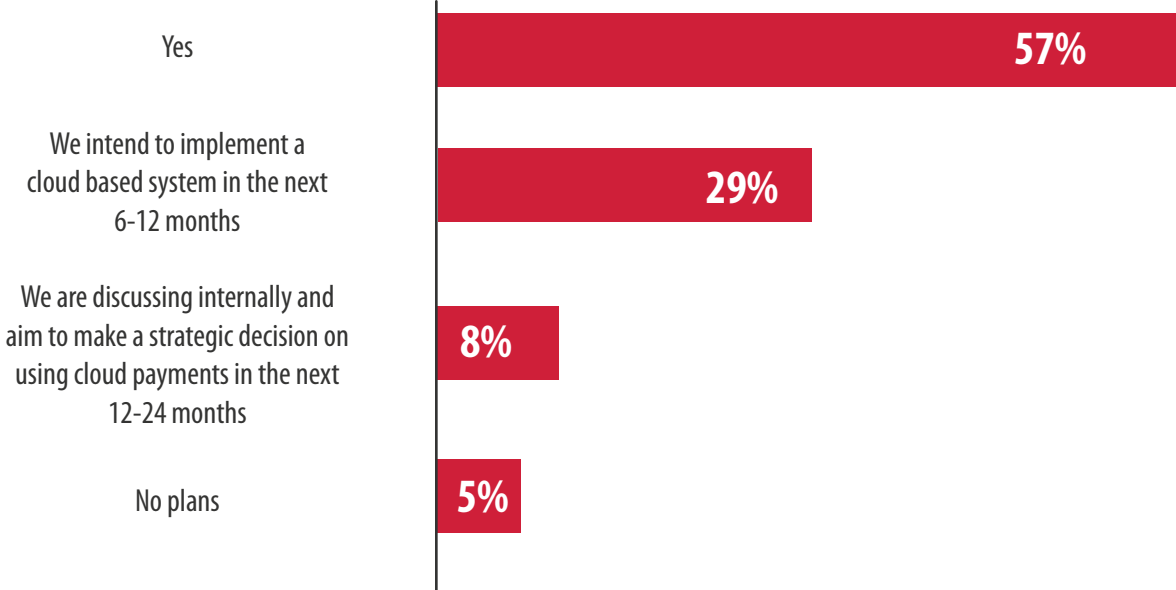


### Which industry is the most innovative with respect to payments?

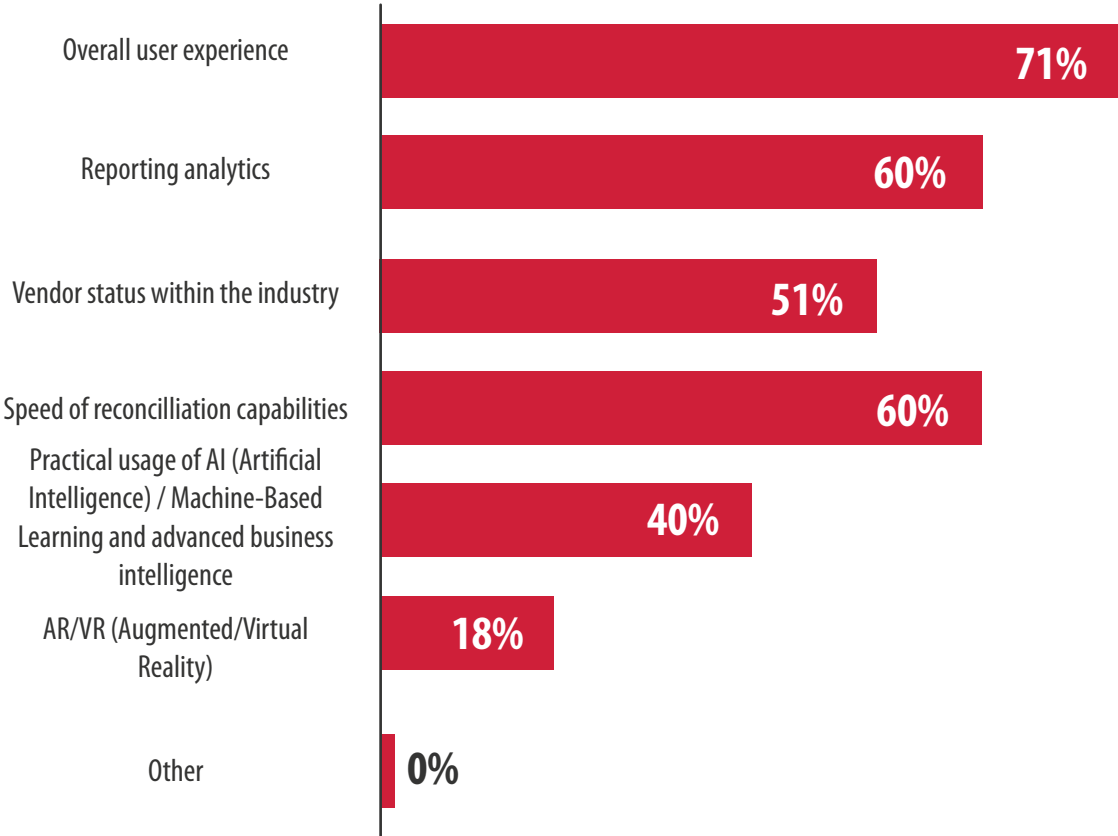




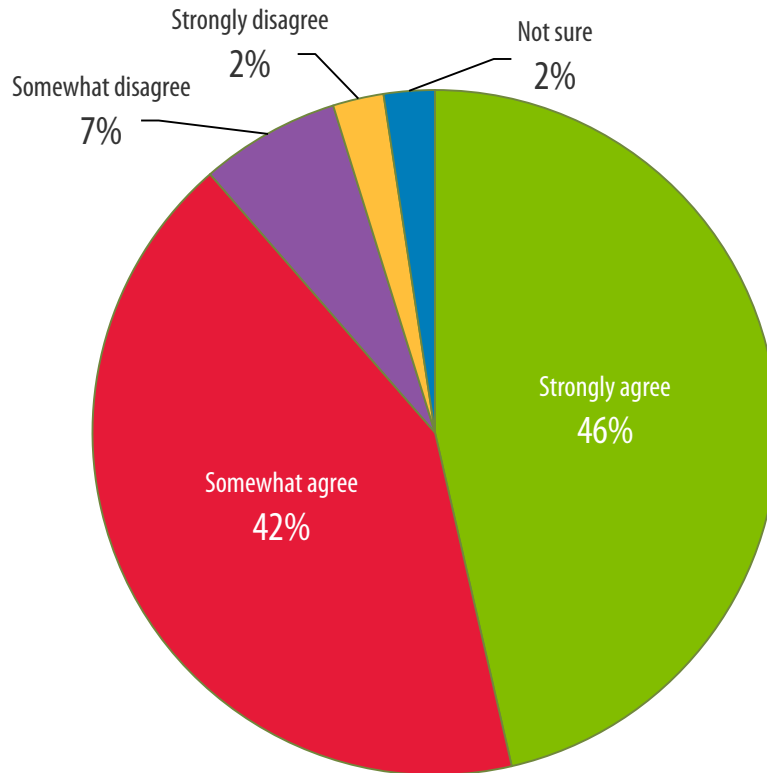
### Does your business use cloud payments (Software as a Service to execute payments)?



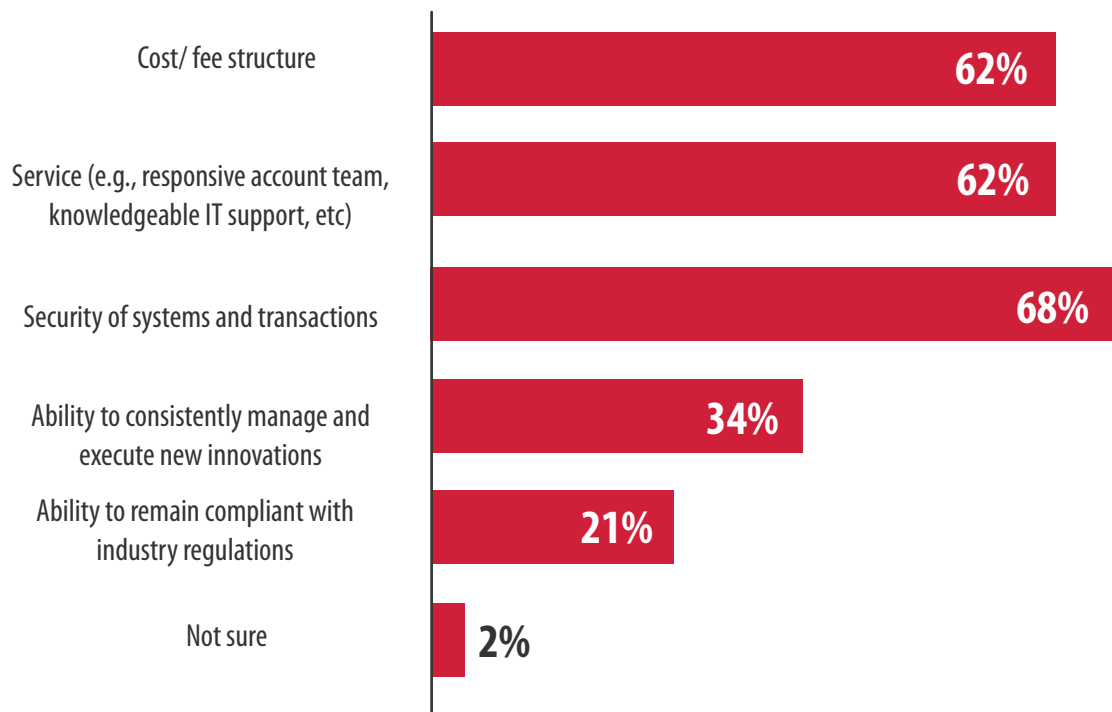
### Which of the following most influences your payments platform selection? (Select all that apply)



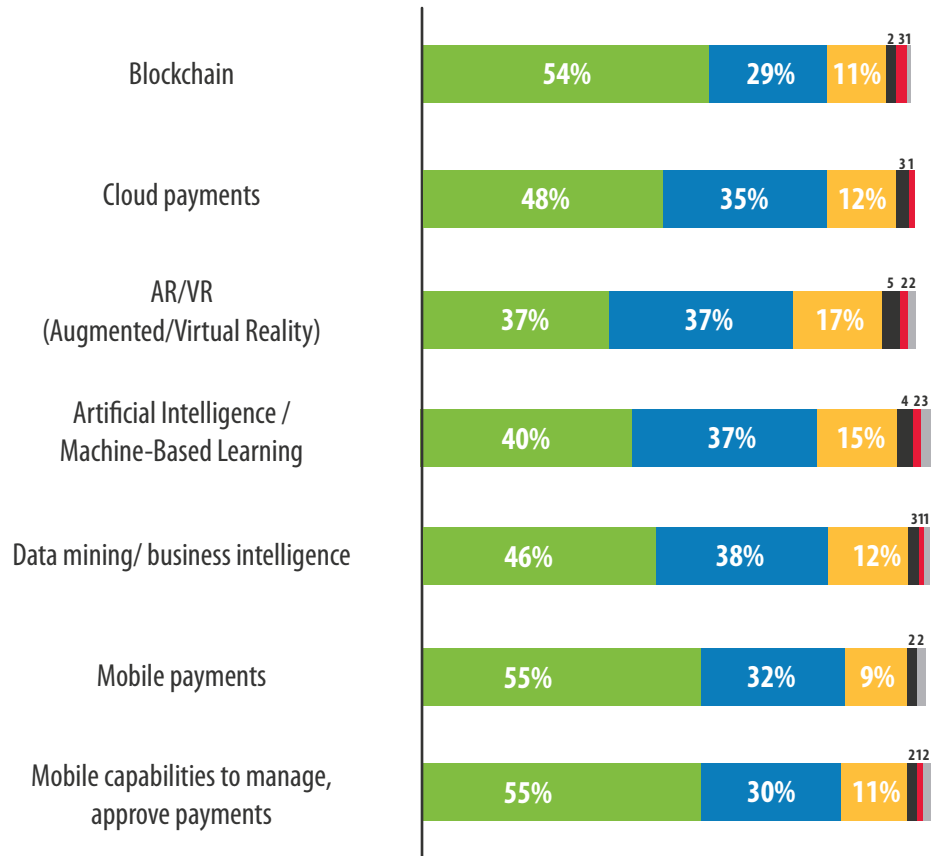
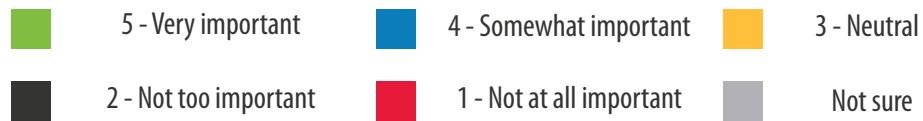
Agree or disagree with the following statement:  
 I trust a cloud based system to keep AP secure more than  
 a locally hosted Enterprise Resource Planning System



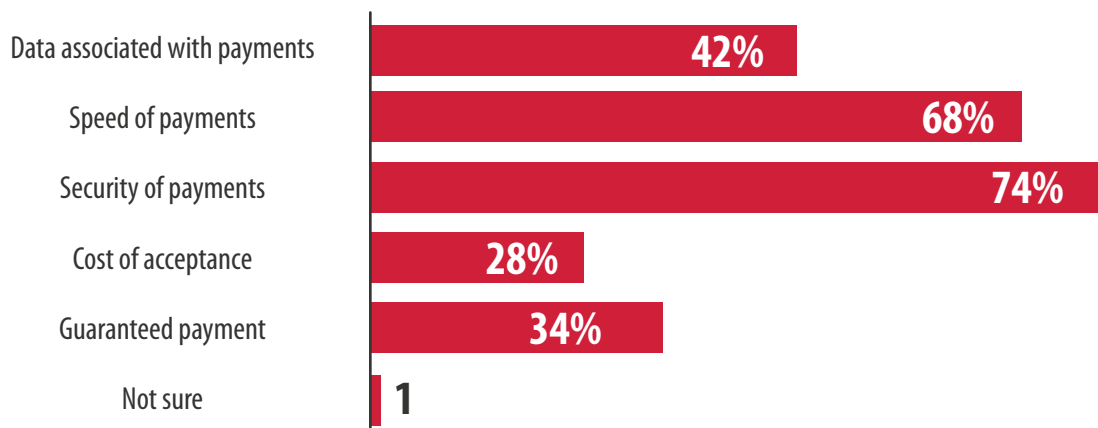
Which of the following most influences your  
 payments platform selection? (Select all that apply)



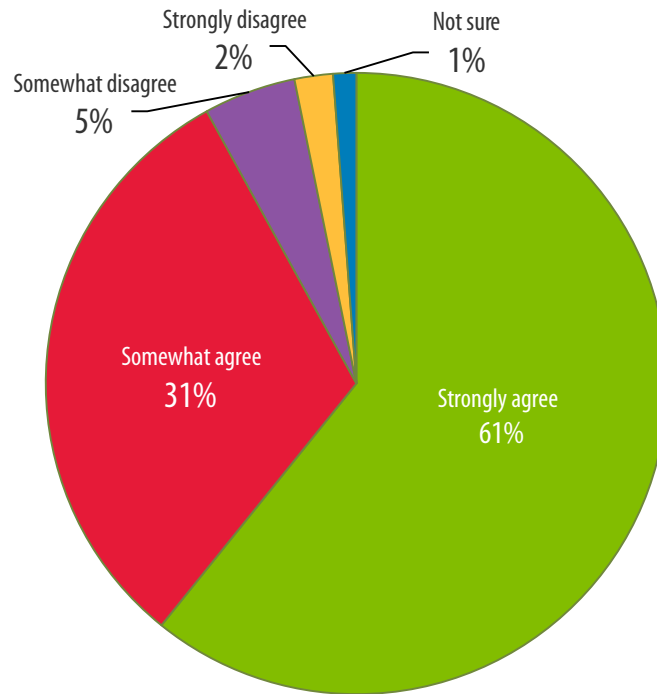
## How important do you think the following technology will be to your business in the next 2 years?



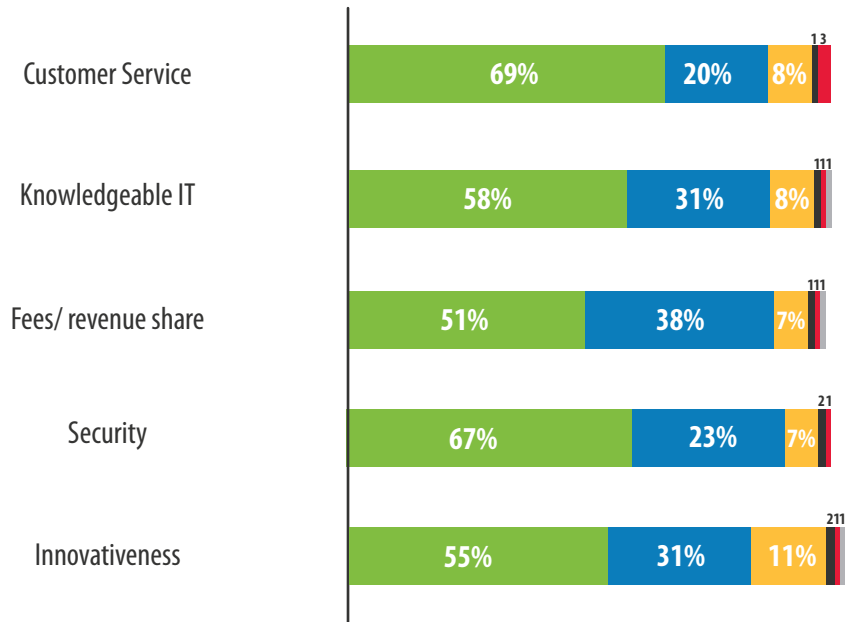
## Which of the following aspects of accounts payable are the most important to your suppliers? (Select up to 3)



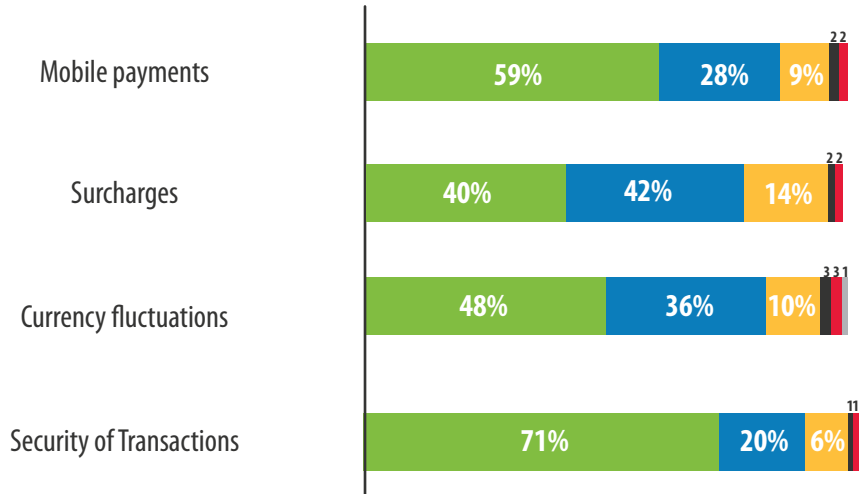
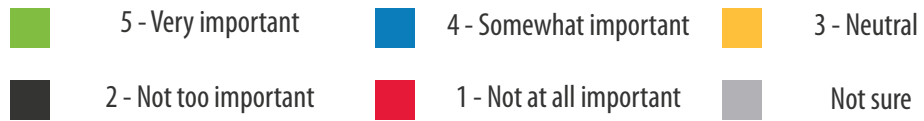
Agree or disagree with the following statement:  
 Maintaining a positive relationship with my suppliers  
 is equally as important as implementing new technologies



### How important are the following attributes of a payments provider?



## How important are the following aspects of payments to your business?



**Submitted to:**

WEX Inc  
Havas PR

**Submitted by:**

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