Controlling in the age of digitalization and data science

About the study: The disruptive change resulting from digitalization will drastically change business as we know it. The WHU Digitalization Pulse Check is a biannual study that aims to provide insights on how companies approach the challenges that digitalization represents for controlling. In the first study wave in the spring of 2017, we asked heads of group controlling in leading listed companies in Germany how digitalization and data science are organized in their companies as well as what role controlling plays therein.

How has digitalization progressed thus far in companies and, more specifically, in controlling?

In 89% of companies, controlling has a strategy to address digitalization but most strategies are not clear and coherent.

Financial investment in digitalization of controlling

Only 26% of controlling functions invest sufficiently in digitalization.

How do companies organize digitalization and what role do controllers play?

32% have a centralized organizational approach to digitalization.

Company-wide organizational approach to digitalisation

30% expect the number of controllers in their company to decrease within the next 5 years.

Controllers must acquire additional skills to successfully address digitalization.

What consequences does digitalization have for controllers and the controlling function?

Most companies perceive positive changes in controlling due to digitalization.

The WHU Digitalization Pulse Check is conducted by the Institute of Management Accounting & Control of WHU – Otto Beisheim School of Management. More information, including study details, is available at www.whu.edu/digitalization-pulse-check. Visit www.whu-on-controlling.com for blogs, interviews, videos, and more on digitalization and other controlling topics.