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Fragmented truth is why finance AI keeps missing



An exclusive perspective by

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FRAGMENTED TRUTH IS WHY FINANCE AI KEEPS MISSING

As artificial intelligence reshapes the future of finance, one fundamental truth is becoming increasingly clear: powerful AI is only reliable as the data foundation behind it.

Rahul Pareek, Co-Founder of Midoffice Data, has spent two decades of working at the forefront of enterprise data & analytics. Today, through Midoffice Data, he is focused on helping on large enterprises establish the governed data foundation required to make finance AI more reliable, scalable & impactful.



An MBA from IIM Ahmedabad further complements his extensive experience at the intersection of business, data and technology.

A Enterprises are pouring money into AI for finance and hoping it will finally make the numbers faster and easier to trust. On speed, AI delivers, but earning trust is another matter. An AI tool can turn out a report in minutes, but it cannot tell you whether the numbers underneath were ever agreed on in the first place. That blind spot is where most finance AI stalls, and it tends to surface in the one place a CFO cannot afford it: the boardroom. I have seen this play out in enough boardrooms to recognize the pattern.

It goes like this. A management team at a manufacturer is midway through its quarterly business review. On the screen is a report the finance team prepared with an AI tool, and it looks solid. Gross margin is down 4% against plan, and the report points to rising freight and material costs as the reason. Then a director asks what sounds like a simple question: Is that the margin the business units report, or the one from the consolidation model?

The room goes quiet.