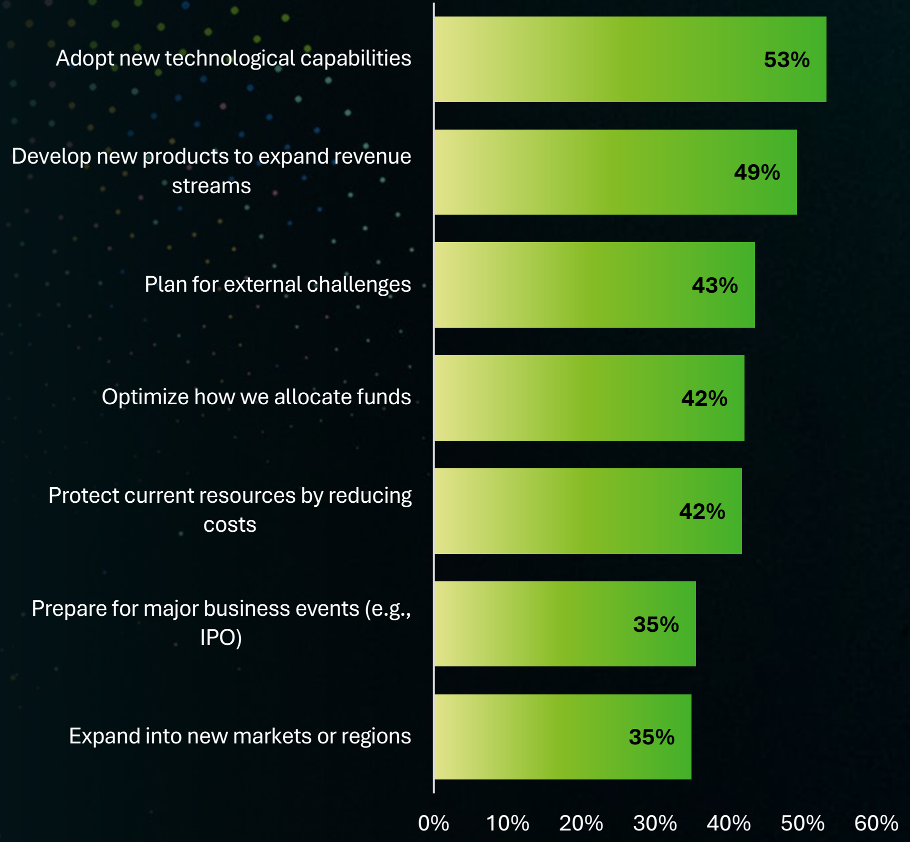
Finance Trends 2026: Technology, Media and Telecommunications Perspective

Deloitte.

Deloitte polled 175 CFOs and senior finance professionals from companies within the Technology, Media and Telecommunications (TMT) industry with annual revenues of US$1 billion or more.

Many TMT leaders are focusing on several priorities, from adopting new technologies to developing new products

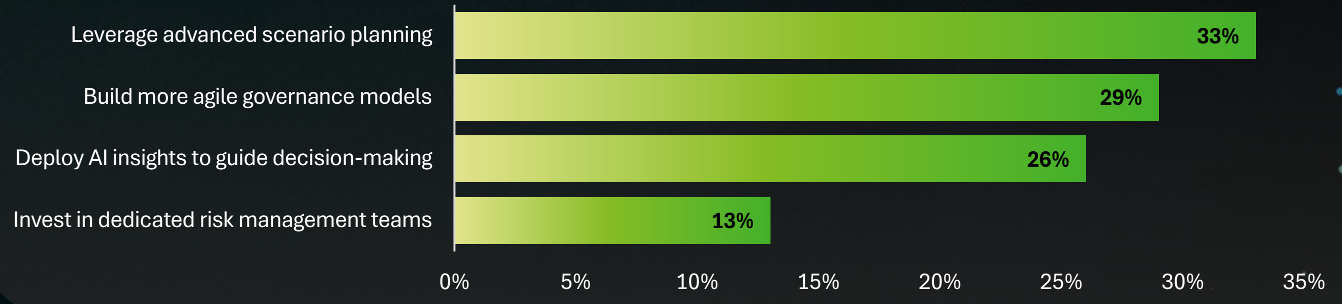
TOP 3 TMT RESPONDENT PRIORITIES THROUGH FY 2026



TREND 1

The speed priority—Advanced scenario planning and agile governance for navigating uncertainty

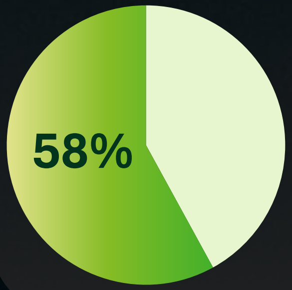
Some surveyed TMT leaders cite better anticipation of needs and more agile governance models as most important for managing uncertainty more effectively.



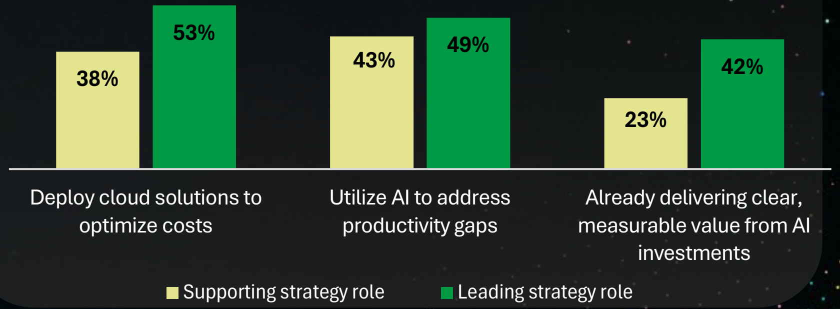
TREND 2

Finance leaders are stepping up as strategy leaders—especially when they embrace advanced AI and cloud

Many TMT leaders often use cloud and AI to scale their influence.



Of surveyed TMT leaders **play a leading role** influencing **enterprise strategy**



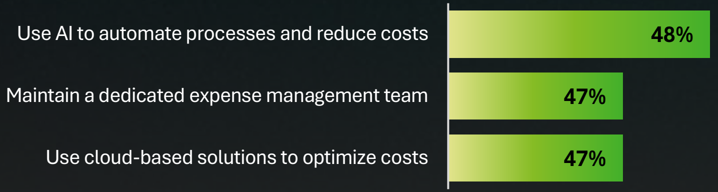
TREND 3

Focus. Precision. Discipline—How finance-led cost management helps drive measurable value

Many surveyed TMT leaders focus on AI along with cloud and dedicated expense management to optimize costs.

91% of surveyed cost and expense management owners deploy at least one of the following three tactics:

TOP 3 COST MANAGEMENT TACTICS REPORTED BY SURVEYED TMT LEADERS



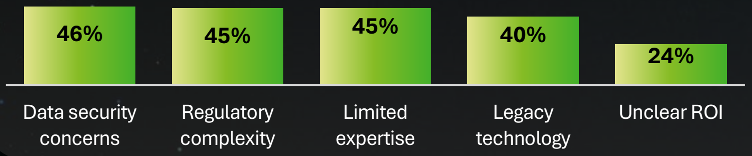
TREND 4

The journey to agentic insights—Many finance teams embrace AI, but ROI and agentic implementations often lag

Data security concerns and regulatory complexity hinder AI adoption for many respondents in the TMT industry.

While 72**% of respondents fully deployed** an AI solution in finance, only **20%** have also **demonstrated measurable value** and **integrated at least one agentic solution**

TOP AI CHALLENGES FOR TMT RESPONDENTS



Top three opportunities cited for agentic AI

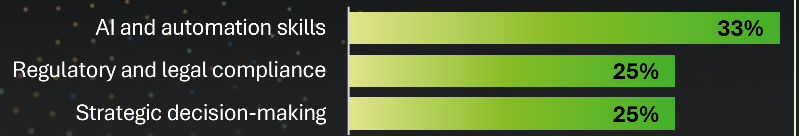
1. **Financial planning and analysis (53%)**
2. **Working capital optimization (50%)**
3. **Expense management (43%)**

TREND 5

Infusing tech talent in finance—Where data scientists and accountants meet

Technical, human, and business skills are of priority for many surveyed TMT executives.

TOP 3 SKILLS PRIORITIZED THROUGH 2026 FOR TMT RESPONDENTS



66%

Of TMT respondents choose at least one technical skill as a top development priority through 2026

> *Collectively, these trends illustrate the integral—and increasingly more prominent—role finance leaders are often playing in helping their organizations optimize costs, catalyze innovation, and orchestrate a strategic agenda that fuels enterprise-wide growth and value.*
>
> **Finance Trends 2026**

Let's get started

GILLIAN CROSSAN
Global TMT Industry Leader
gicrossan@deloitte.com

MIKE DANITZ
TMT Finance Transformation Leader
mdanitz@deloitte.com

TARIK DUDUM
TMT Tax Leader
tdudum@deloitte.com

JEAN-DENIS NCHO-OGUIE
TMT Audit & Assurance Leader
jnchooguie@deloitte.com

Scan the QR code or click here to read the report.