Business Technology Survey 2025: Singapore Summary

Introduction

CPA Australia's Business Technology Report 2025 provides a comprehensive analysis of technology trends shaping business operations, performance and challenges across different sectors, organisational sizes and markets. This year's report includes insights from 130 survey responses from Singapore, offering a view of how businesses in the country are adopting and leveraging technology.

The findings reveal a strong uptake of technologies such as data analytics and AI, which are driving productivity and efficiency gains. However, challenges persist, particularly in cybersecurity maturity, integration of new technologies and workforce adaptation. While AI adoption is widespread, most businesses use it occasionally, rather than embedding it deeply into their operations.

The report also explores the impact of AI on recruitment within finance and accounting teams. Most respondents indicate that AI is having no impact on recruitment by finance or accounting teams, or they are uncertain about its impact. However, a small number reported a reduction or cessation in the recruitment of junior accounting roles due to AI. Whether this reflects the start of a broader trend or a temporary adjustment is unclear.

Technologies businesses used in the past 12 months	Singapore 2025	Survey average 2025
Data analytics and visualisation software (e.g., Python, Microsoft Excel, Microsoft Power BI)	95%	93%
Artificial Intelligence (e.g., ChatGPT, Microsoft CoPilot, DeepSeek, Meta AI)	92%	89%
Business intelligence software (e.g., Microsoft Power BI, Tableau)	70%	71%
Cybersecurity software	69%	81%
Enterprise Resource Planning (ERP) software (e.g., Workday, NetSuite)	68%	69%
Customer Relationship Management (CRM) software (e.g., Microsoft Dynamics 365, HubSpot CRM)	59%	62%
Robotic Process Automation (RPA) (e.g., UiPath, Blue Prism)	38%	36%
Blockchain / Distributed Ledger Technology (DLT) (e.g., smart contracts, Bitcoin, Ethereum)	19%	19%

Singapore's digital landscape in 2025 reflects a mature and data-driven business environment, closely aligned with global adoption trends.

Data analytics and visualisation tools lead the way, with 95 per cent of organisations using platforms such as Power BI, Python, and Excel, slightly above the global average. This highlights a commitment to evidence-based decision-making and strategic use of real-time data insights.

Artificial Intelligence (AI) follows closely, with a 92 per cent adoption rate, slightly above the survey average of 89%. This suggests that Singapore firms are increasingly integrating AI to boost productivity and automate workflows.

Adoption of business intelligence (70 per cent) and ERP systems (68 per cent) remains steady and consistent with the survey averages, reaffirming their status as key operational tools for data management, financial reporting and resource optimisation.

However, cybersecurity presents a concern. Singapore's usage rate (69 per cent) trails the survey average (81 per cent). This gap may expose organisations to increased risk as they expand their digital footprints. Strengthening cybersecurity will be critical to maintaining trust in an increasingly connected economy.

Drivers and challenges to technology adoption

Top five benefits of technological investments in the past 12 months	Top five challenges affecting technological uptake in the past 12 months
Improve operational efficiency	Financial costs and low return on investment
Save costs	Complex legacy systems
Enhance employee skills and satisfaction	Lack of technology understanding and knowledge within Board/senior management
Improve the customer experience	Shortage of technology talent
Improve cybersecurity	Data privacy/cybersecurity concerns

Over the past year, many Singaporean businesses have leveraged technology to drive operational efficiency, reduce costs and enhance both employee and customer experiences.

However, challenges persist. High implementation costs and uncertain returns on investment continue to deter smaller enterprises from investing in technology. Legacy infrastructure continues to impede integration efforts, especially for larger businesses, while limited digital literacy among senior leaders hinders strategic alignment. A persistent shortage of technology talent further compounds these issues. Meanwhile, data privacy concerns are intensifying as cyber threats evolve.

These findings reveal a digital landscape rich in ambition but constrained by practical realities, underscoring the need for strategic investment, leadership development, and workforce upskilling to unlock technologies full potential.

Cybersecurity

Cybersecurity maturity	Singapore 2025	Survey average 2025
Cybersecurity is fully integrated into business strategy and operations, supported by ongoing improvements and independent reviews	23%	28%
Cybersecurity processes are well-established and regularly assessed, with improvements made based on performance	22%	27%
Documented cybersecurity policies are actively communicated, with staff receiving regular training, and key controls are in place	22%	20%
Cybersecurity practices are inconsistent and reactive to incidents	17%	12%
Low awareness of cybersecurity within the organisation	6%	6%
Uncertain about cybersecurity management	11%	7%

Cybersecurity maturity in Singapore has improved yet continues to lag the survey average. Only 23 per cent of businesses report that cybersecurity is fully embedded within their operational strategy, compared to the survey average of 28 percent.

While Singapore performs marginally better in documenting cybersecurity policies and employee training (22 per cent vs 20 per cent), a notable 17 per cent of organisations remain reactive, only responding to threats as they arise rather than through structured prevention. Additionally, 11 per cent of respondents are unsure how their organisation manages cybersecurity, revealing gaps in governance and communication.

This suggests a landscape where awareness is high, but execution and oversight are uneven. To maintain Singapore's position as a regional technology hub, embedding cybersecurity into corporate strategy is essential.

At the same time, the rapid rise of AI is reshaping the cybersecurity landscape. On one hand, AI-driven tools offer powerful capabilities for threat detection, anomaly monitoring and predictive defence. On the other, they have enabled new forms of cybercrime, including AI-generated scams, deepfake impersonations, and increasingly sophisticated phishing attacks that are harder to identify using traditional methods.

As AI adoption accelerates, businesses must strike a balance between innovation with vigilance. AI should not only be harnessed to drive efficiency, but also to strengthen digital trust and safeguard against AI-enabled threats.

Cybersecurity incidents remain a tangible risk:

- 5 per cent of Singaporean businesses reported significant losses from cyber incidents in 2025
- 22 per cent experienced minor losses
- 55 per cent reported no impact

While the relatively low rate of severe incidents is encouraging, the frequency of minor disruptions and uncertainty around incident tracking highlight the need for stronger monitoring systems and clearer escalation protocols.

Artificial intelligence

How would you describe the level of AI adoption by your business / employer	Singapore 2025	Survey average 2025
Widely used across the business with a mix of custom and third party tools	18%	16%
Used in several areas, primarily third-party tools	29%	31%
Used occasionally via off-the-shelf tools such as ChatGPT and Microsoft Copilot	44%	40%
No adoption	7%	9%
Don’t know	2%	3%

AI is becoming an integral tool for Singapore’s businesses. Nearly one in five organisations have deeply embedded AI across their business operations, slightly ahead of the survey average of 16 per cent.

However, there is scope for businesses to increase their use of AI. The most common form of AI adoption is occasional use, reported by 44 per cent of businesses. This typically involves deploying readily available AI tools like ChatGPT, Microsoft Copilot, or embedded AI assistants within productivity platforms such as Microsoft 365 and Google Workspace. Such applications help employees draft reports, summarise data and automate routine communications.

Top five positive impacts of AI in the past 12 months	Top five negative impacts of AI in the past 12 months
Increased productivity	Dependence on AI and reduced human oversight
Improved accuracy and efficiency of repetitive tasks	Job losses or redundancies due to AI adoption
Improved employee experience (e.g. reduced manual workload, better tools)	Integration challenges with existing technologies
Improved customer experience	Resistance to change or lack of staff buy-in
Enhanced compliance or risk management	Raised data/privacy concerns

Over the past 12 months, Singaporean businesses have reported a range of benefits from AI adoption, most notably increased productivity. AI has helped streamline workflows, automate repetitive tasks, and enabled greater speed and precision in decision-making. These gains have translated into better employee experiences, with staff spending less time on mundane tasks and more time on higher-value tasks. At the same time, customer experience has improved, as organisations use AI to deliver more personalised, responsive and data-informed services.

However, these benefits are accompanied by a new set of challenges. A growing dependence on AI systems raises concerns about reduced human oversight and accountability, particularly in areas involving judgment or ethical decision-making. Job displacement, especially in routine or entry-level roles is occurring in some businesses, while integration with legacy systems continues to pose technical hurdles, especially for larger companies.

Cultural and organisational barriers are also evident: resistance to change and limited staff buy-in can slow adoption, particularly when employees lack understanding or trust in AI technologies. Moreover, data privacy and security concerns have intensified amid rising awareness of how AI can handle personal and sensitive information.

Therefore, while AI continues to drive efficiency and innovation, it also brings with it a new set of governance, ethical and workforce challenges. To fully harness its potential, Singaporean organisations must ensure that AI tools are governed by robust oversight and clear accountability frameworks. Equally important is investing in employee upskilling and fostering transparent communication to build trust in AI’s role as a reliable and responsible business partner.

AI influence on hiring practices within finance and accounting teams	Singapore 2025	Survey average 2025
No change in hiring practices	28%	26%
Too early to say	27%	26%
Reduced hiring of junior/entry-level accounting and finance staff	12%	17%
No longer hiring for junior/entry-level accounting and finance roles	7%	2%
Reduced hiring of both junior and experienced accounting and finance staff	6%	3%
Increased hiring of experienced accounting and finance staff	4%	3%
Increased hiring of accounting and finance staff with AI expertise/experience	4%	6%
Reduced hiring of experienced accounting and finance staff	3%	2%
Increased hiring of non-accountants with AI expertise into accounting and finance teams	2%	2%
Increased hiring of junior/entry-level accounting and finance staff	1%	2%
No longer hiring for experienced accounting and finance roles	1%	1%
Increased hiring of both junior and experienced accounting and finance staff	0%	0%
Don’t know	7%	8%

The influence of AI on hiring practices within finance and accounting teams is currently limited or uncertain for most organisations. While AI enables many routine data processing tasks to be automated, only 19 per cent of Singaporean respondents indicated their accounting and finance teams have reduced or ceased hiring for junior roles due to AI. Whether this reflects a broader trend or a temporary adjustment is yet to be determined.

Meanwhile, 28 per cent of respondents reported that AI has had no impact on the hiring practices of their accounting and finance teams, while 27 per cent stated it’s too early to determine the long-term impact of AI on recruitment.

As AI continues to streamline repetitive tasks and improve operational efficiency, it presents an opportunity for businesses to upskill their finance teams, including entry-level accountants, to take on more complex, strategic responsibilities. Therefore to thrive in this evolving landscape, accountants should not only enhance their AI proficiency but also deepen their accounting expertise and soft skills. This shift can unlock greater value from human talent while leveraging AI to enhance productivity.

Organisations must not underestimate the importance of keeping people in the loop. Specialist human oversight remains critical, particularly in finance functions that demand accuracy, assurance and verification. Over-reliance on technology without appropriate checks can elevate risk and undermine trust.

There is no doubt that businesses are embracing AI to augment the capabilities of their accounting and finance teams. A key consideration is striking the right balance between efficiency gains while preserving the human expertise essential to drive, supervise and validate AI outcomes.

Conclusion

Singapore's 2025 technology landscape reveals a digitally confident business sector that excels in data and AI adoption yet shows room for improvement in cybersecurity maturity.

To sustain its digital momentum, Singapore's businesses should:

- Embed cybersecurity and responsible use of AI into strategic planning.
- Demonstrate the benefits of AI to staff to foster engagement and trust.
- Invest in upskilling and reskilling current employees. For accountants, this means enhancing their AI capabilities and deepening their accounting expertise and soft skills so they can take on more advanced, strategic roles that AI enables.
- Empower employees to use AI tools ethically and effectively, underpinned by clear company policies.
- Strengthen data governance to balance innovation with trust.
- Move from adoption to integration, embedding AI across more business processes

With these measures, Singapore is well-positioned to remain a regional leader in digital transformation.