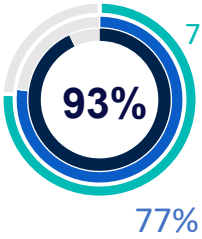
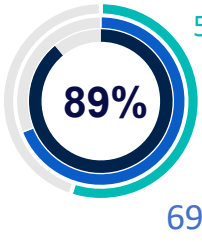
CPA AUSTRALIA
Business Technology Report 2025

Technology adoption in 2025

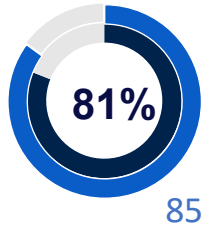
2025 | 2024 | 2023



use data analytics and visualisation software



use Artificial Intelligence (AI)



use cybersecurity software

Benefits and challenges to technology adoption

Top benefits	Top challenges
Improve operational efficiency	Financial costs and low return on investment

AI adoption

16% reported **widespread AI integration** across their business

31% used in **several areas of the business, primarily using third-party tools**

40% used **occasionally, mainly through free or off-the-shelf tools**

Benefits of AI adoption

- **Improved accuracy and efficiency**
- **Increased productivity**
- **Improved employee experience**

Key challenges of AI adoption

- **Data/privacy concerns**
- **Dependence on AI and reduced human oversight**
- **Lack of transparency or explainability**

Impact of AI on recruitment in accounting

26% reported no impact on recruitment

19% reported a decline or cessation in hiring for entry-level accounting and finance roles due to AI

26% felt it was too early to assess its impact

6% reported increased recruitment of accountants with AI expertise

Most common uses of AI in accounting and finance

- **Enhance data analytics and insights**
- **Support research and enhance written communications**
- **Streamline management accounting tasks**

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