## Pioneering Al-Driven Finance at Meta

Driving Scalability, Automation, & Data-led Transformation



## Meta's Scale means we are dealing with huge volumes of transactions





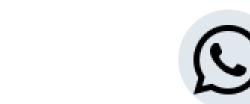








people that we estimate use at least one of our services on a daily basis



1.5B

daily active users accessing the Updates tab on WhatsApp



year-over-year increase in video time spent on IG, with similar increases across FB in US

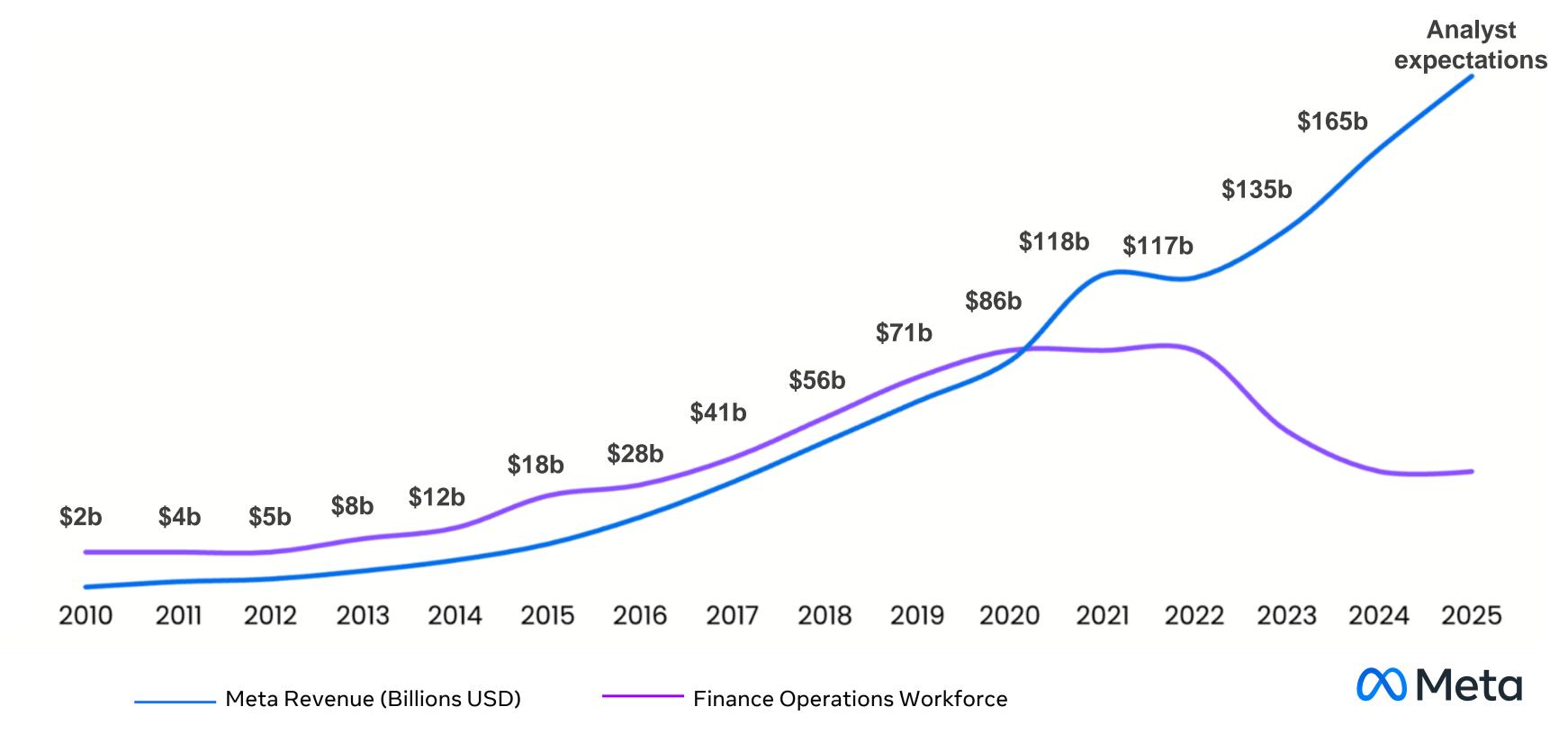


advertisers are using Meta's video generation features - Image Animation and Video Expansion



monthly actives on Meta AI across our apps

# As Meta grew rapidly, Financial Operations has become increasingly automated, scalable & data-led



# Think of the Finance Data Strategy as an effort to design & build out a *scalable, self-maintaining & evolving* city.



1

#### **Build the Infrastructure**

Lay down the roads, power lines & plumbing - the essential infrastructure to make everything possible.

2

#### **Activate the City**

Construction of buildings, homes and public services with robust governance in place.



#### **Build a Smart City**

With governance and infrastructure in place, now add sensors, AI and automation to make your city "smart.

## Our journey to excellence... and how we measure it

### BENCHMARKING

Leverage internal goals and industry standards to define targets

#### **PROCESS MATURITY**

Yearly assessment of the Process Maturity Score Model to drive evolution

#### **PROCESS EXCELLENCE**

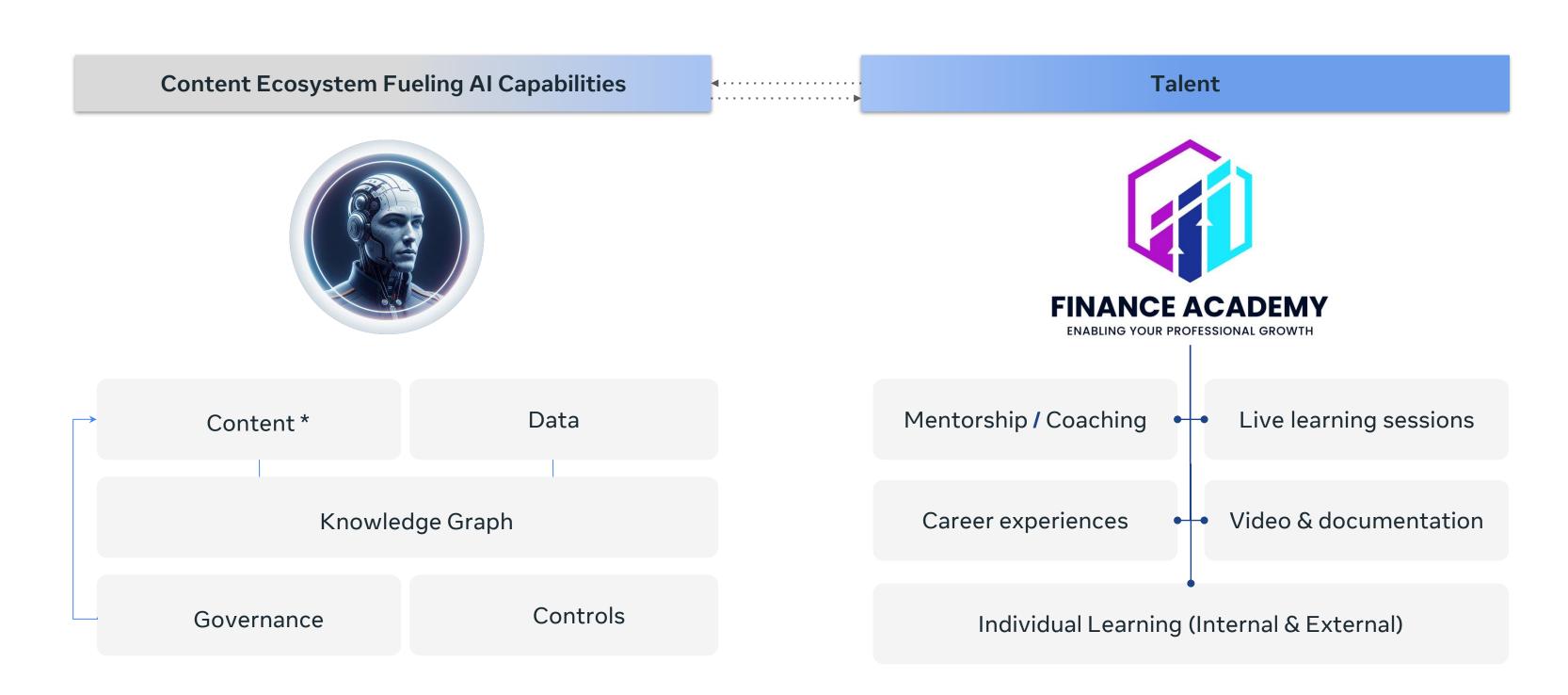
- Drive E2E Touchless %
- Decrease Cost per Transaction
- Drive Capacity Optimization
- Improve Cycle Time

#### **AUTONOMOUS OPERATIONS**

- Free Cash Flow
- Optimal Cash Conversion Cycle
- Controlled and Compliant
- Revenue Enabling Partnerships



# Next Gen Knowledge Hub: Empowering Capability and Talent Development



## Al capabilities for Meta Finance employees





**Process Assistant** 

Internal Productivity Assistant available to all employees

Enhanced coding, research, and data analytics capabilities

Integrated with various internal tools and supports multimodal inputs like text, images, and files

Restricted and controlled access limited to Finance users and documentation, encompassing > 10,000 pages of complex procedures.

Reduced navigation time by 68%

Powering Agentic Al

## Agentic AI enabled operations

#### Shift Left Service



CASE SUBMISSION

#### **Assisted Service**





#### **Self-Serve Procurement Agent**

Real-Time Assistance by equipping the user with tools and knowledge to self service

In Product Experience- provides guidance throughout the buying process

In Product Resolution- Order Tracking and PO closure

Enables operational efficiency via query deflection

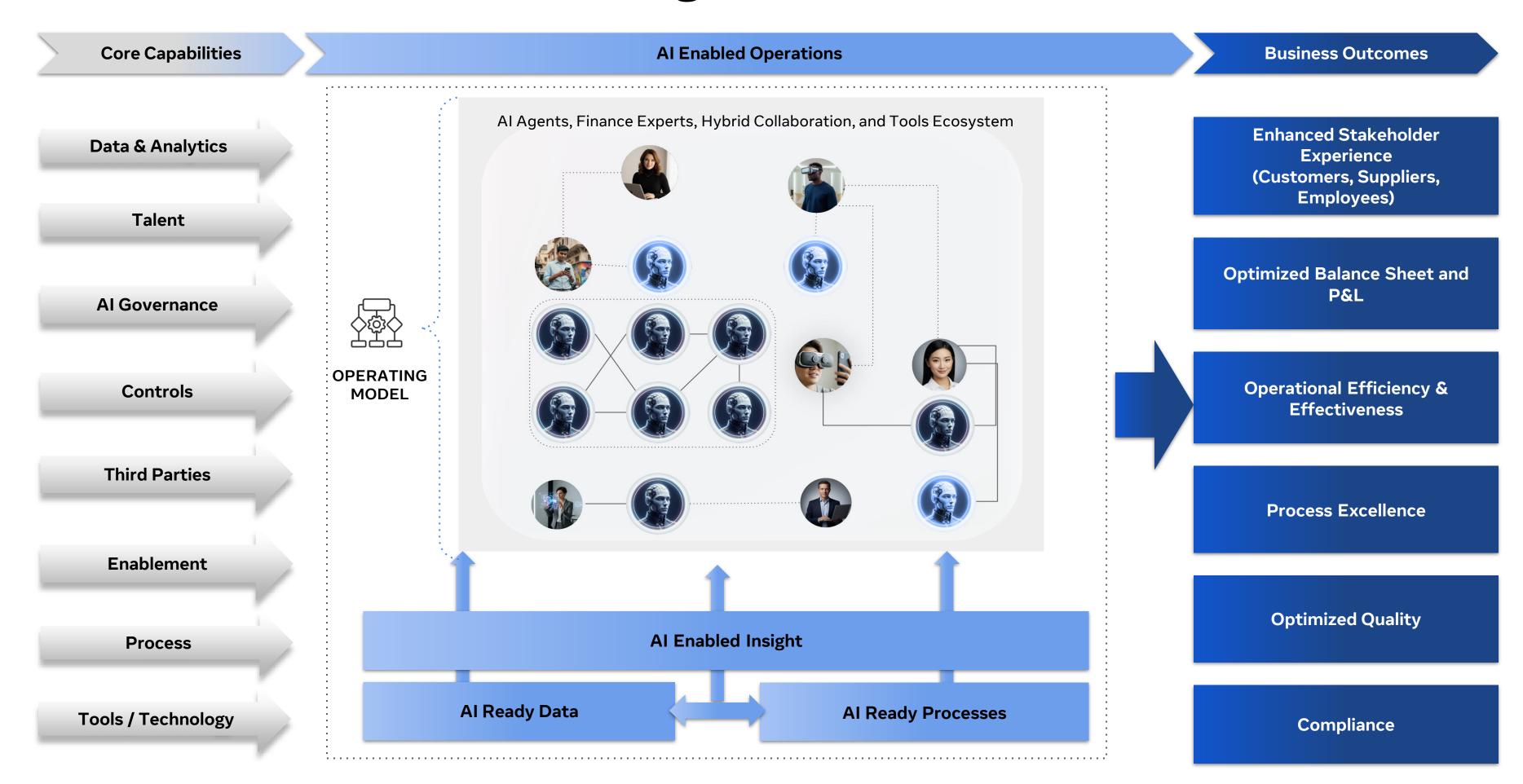


#### **Order-To-Cash Agent**

Assists with query management by reading customer emails, navigating tools, checking account balance, editing invoice statuses, documenting promises of payment, and drafting customer responses.



## Al enabled excellence driving world class business outcomes



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